

BROADCASTING TELECASTING

1953-54

TELECASTING
YEARBOOK-
MARKETBOOK
ISSUE

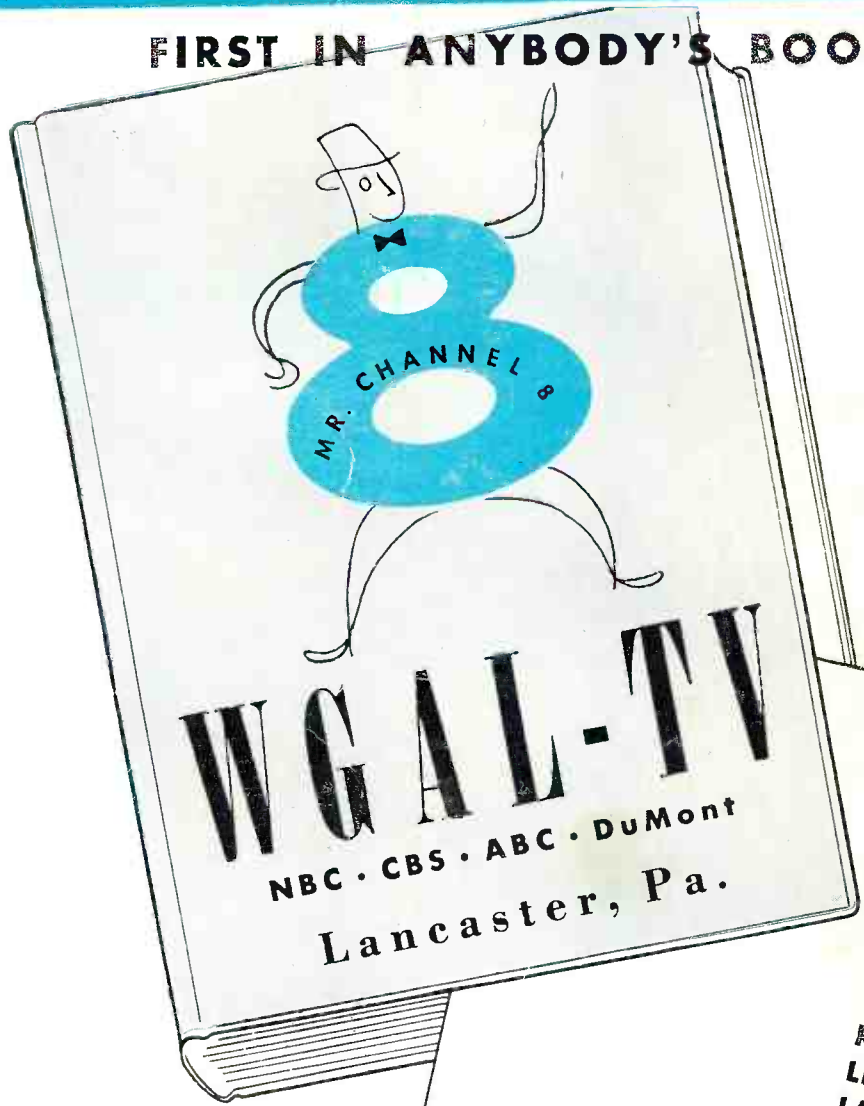
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				THE ERIE DISPATCH STATION					
				ERIE, PA.					

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WHOO—Orlando, Fla.—Avery-Knodel, Inc.
WIKK—Erie, Pa.—H-R Co.

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TELECASTING YEARBOOK 1953

Vol. 44 TV-YB 2

Washington, D. C., March 2, 1953

54th Issue, \$5 Per Copy

Analysis of 1952 Television Advertising

U. S. ADVERTISERS spent \$288.8 million on television time in 1952, a gain of 38.8% over their TV time purchases of 1951.

The increase in business volume was the more significant for having occurred in a year that marked the end of the long FCC freeze on TV stations. Though a few post-freeze stations got into operation just before year's end, virtually all the expenditures were on the 109 pre-freeze stations.

These figures represent receipts from the sale of time after deductions for frequency or promotional discounts, but before deductions

came from network advertisers, who spent \$135.6 million, a 39% increase over network spending in 1951. Network advertising accounted for 47% of total volume.

Next biggest spenders were national and regional spot users who anted-up \$82.7 million, a 38% increase over 1951. Spot volume was 28.6% of the total.

Local advertisers were third with \$70.5 million expenditures, a 37% gain over their 1951 investments. Local accounted for 24.4% of the total.

So far television spending patterns have varied sharply from the

the past year have foreseen that station population may outstrip the limits of national advertiser interest, particularly network-wise. Obviously the local market will be developed, as it has been in the

more mature radio system. Among network television accounts, advertisers in the food and food products category were far ahead of others in their total purchase. (Continued on page 10)

TABLE I
TELEVISION NET TIME SALES, 1951-1952

Class of Business	1951	% Total	1952*	% Total
Network	\$97,088,000	46.6	\$135,614,000	47.0
Spot	59,733,000	28.7	82,711,000	28.6
Local	51,304,000	24.7	70,501,000	24.4
TOTAL	\$208,125,000	100.0	\$288,826,000	100.0

* 1952 figures estimated.

commissions for agencies or national sales representatives. They do not include the enormous amounts spent for television talent and production which, if added, would probably make the total TV advertising bill more than double the time sales volume.

The remarkable growth of TV business volume in the past four years is shown by the chart on this page. Volume has shot from \$7.5 million in 1949 to \$90.4 million in 1950 to \$208 million in 1951 and \$288.8 million in 1952.

Where is the money coming from? By far the largest part in 1952

coincidental developments in its sister service, radio.

As shown in the 1953 BROADCASTING YEARBOOK, local advertisers are radio's biggest customers, spot users second best and network advertisers at the bottom of the list. That trend in radio has become more and more pronounced.

In television, however, network advertising has expanded more rapidly than spot or local. In 1949, the first year of TV financial records, network business was \$10.7 million. In 1951, network continued local, \$9.4 million. In 1950, network advanced to \$35 million, spot to \$25 million and local to \$30.3 million. In 1951 network continued to lead the pack, with \$97 million; spot moved ahead more rapidly than local, to \$59.7 million compared with local volume of \$51.3 million. That trend continued through 1952. (See Table II.)

It is questionable how long these proportions among network, spot and local will obtain. Experts in

TELEVISION ADVERTISING — 1949-1952

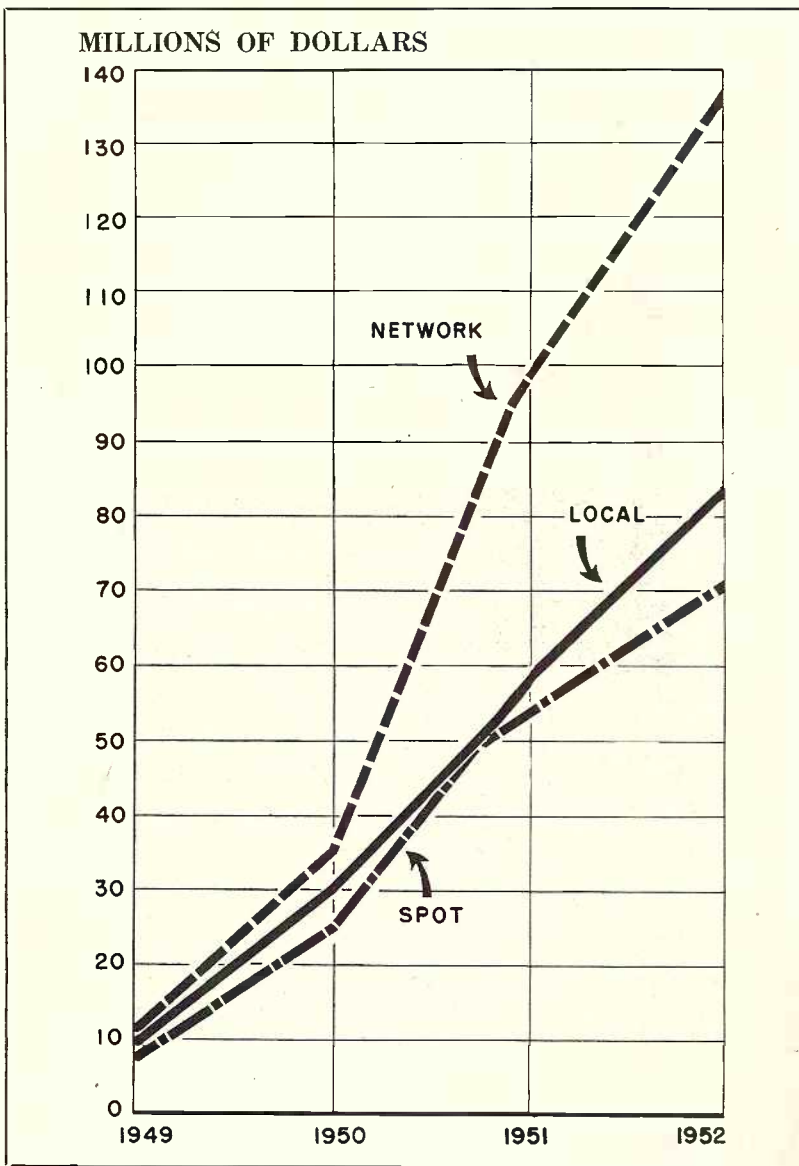


TABLE II

TELEVISION NET TIME SALES—1949-1952

Year	Network	Increase Over Previous Year %	National Non-network	Increase Over Previous Year %	Local	Increase Over Previous Year %	Total	Increase Over Previous Year %
1949	\$ 10,795,512	—	\$ 7,275,013	—	\$ 9,459,608	—	\$ 27,530,133	—
1950	35,044,000	224.6	25,034,000	244.1	30,385,000	221.2	90,463,000	228.6
1951	97,088,000	177.0	59,733,000	138.6	51,304,000	68.8	208,125,000	130.1
1952*	135,614,000	39.7	82,711,000	38.5	70,501,000	37.4	288,826,000	38.8

*1952 figures estimated

EDITOR'S NOTE: Estimated television net time sales for 1952 are based on data gathered in a survey of television stations. The formula for computing the totals is the same that has been used by Broadcasting Publications Inc. for many years in estimating radio and television billings. Statistical information was audited by Sinrod Tash, Washington, D. C., certified accountants, who delivered to the TELECASTING YEARBOOK editor only weighted averages in each station and business category in conformity with the canons of the American Institute of Certified Public Accountants.

Analysis of Advertising

(Continued from page 9)

chases of TV network time. A TELECASTING YEARBOOK estimate of gross network billings by product groups (Table III) shows that food clients bought \$33.8 million worth of time, figured at the gross, one-time rate, to account for 18.7% of all network billings.

Food advertisers held the lead in

1951, too, and by a wider margin. In that year their gross billings were \$25.8 million—20.2% of all billings.

Second biggest spending category in 1952 was smoking materials—\$28.4 million, or 15.7% of the total. Smoking materials advertisers were also second in 1951,

with \$17.9 million, 14.1% of the total.

Toiletries and toilet goods were third in 1952, as they were in 1951. Their 1952 expenditures were \$24.8 million, or 13.7% of the total. In 1951 the figures were \$16.4 million, 12.9% of the total.

In fourth place in 1952 were soaps, cleansers and polishes, a category that spent \$21 million, or

11.6% of the total gross. The year before this group of advertisers was in fifth place, with expenditures of \$11,037,695.

Fifth place in 1952 was taken by automotive, automotive accessories and supplies which spent \$15.4 million, or 8.6% of the total. This category barely nosed out soaps for fourth place in 1951 with expenditures of \$11,050,501.

TABLE III

TELEVISION GROSS NETWORK BILLINGS BY PRODUCT GROUPS

	1951		1952	
	Gross* Billings	%** Total	Gross Billings	%** Total
1. Agriculture & Farming	\$ 1,141,422	2.5	\$ 2,985,411	1.7
2. Apparel, Footwear & Accessories	11,050,501	8.6	15,464,800	8.6
3. Automotive, Automotive Accessories & Supplies	5,755,686	4.5	5,649,525	3.1
4. Beer & Wine	125,320	.1	448,889	.2
5. Building Materials, Equipment & Fixtures	3,410,763	2.7	5,042,282	2.8
6. Confectionary & Soft Drinks	402,307	.3	328,884	.2
7. Consumer Services	2,799,894	2.2	6,102,734	3.4
8. Drugs & Remedies	—	—	8,865	—
9. Entertainment	25,839,983	20.2	33,806,938	18.7
10. Food & Food Products	2,925,134	2.3	3,613,094	2.0
11. Gasoline, Lubricants & Other Fuels	—	—	12,370	—
12. Horticulture	—	—	—	—
13. Household Equipment & Supplies	\$8,528,403	6.7	\$11,460,099	6.3

14. Household Furnishings	3,555,518	2.8	2,327,885
15. Industrial Materials	2,719,452	2.1	3,924,505
16. Insurance	391,370	.3	605,061
17. Jewelry, Optical Goods & Cameras	1,992,914	1.6	2,401,070
18. Office Equipment, Stationery & Writing Supplies	918,065	.7	1,501,630
19. Political	—	—	1,448,092
20. Publishing & Media	864,094	.7	849,540
21. Radio, TV Sets, Phonographs, Musical Instr. & Access.	4,660,996	3.7	5,681,761
22. Retail Stores & Direct by Mail	2,049,256	1.6	915,842
23. Smoking Materials	17,993,092	14.1	28,430,197
24. Soaps, Cleansers & Polishes	11,037,695	8.6	21,004,194
25. Sporting Goods & Toys	—	—	85,899
26. Toiletries & Toilet Goods	16,455,364	12.9	24,803,774
27. Miscellaneous	1,372,484	1.1	1,865,701
TOTAL	\$127,989,713		\$180,794,780

* Source: Publishers Information Bureau.
** % will not add to 100 because of rounding.

Average Expenses of Television Stations in the United States

THE average TV station, exclusive of networks and network-owned stations, employed 97 persons as of June 1952, according to Richard P. Doherty, director of the NARTB Employee-Employer Relations Dept. This includes 71 fulltime and 26 parttime employees.

Broadcast expenses of the average TV station were \$824,754 in 1951, according to FCC's analysis of 1951 income and expenses. Of this, 43.7% went for programming; 27.9% for general and administrative expenses; 20.8% for technical expenses and 7.6% for

selling.

FCC found that for 93 TV stations, the average station's original investment in tangible broadcast property amounted to \$592,262. Average initial investment varied by size of community, with the average of 29 stations in the largest markets of 1,000,000 and up placed at \$923,716 while stations in markets of less than 250,000 cost under \$300,000.

Total operating expenses of the four TV networks and 108 TV stations in 1951 aggregated \$194.1 million. Talent expenses for TV

programming were \$34 million. Overall programming expense amounted to \$109.1 million.

The average station received

revenues of nearly a million dollars from sale of time and \$163,000 from sale of talent, program material or service.

AVERAGE PER STATION BROADCAST REVENUES OF 93 TELEVISION STATIONS* 1951

Type of revenue	Average Per station
A. Revenues from the sale of time:	
1. Network time sales to:	
a. Nation-wide networks	\$284.6
b. Miscellaneous networks and stations	35.7
Total	285.3
2. Deduct—Payments to foreign stations and elimination of miscellaneous duplications	19.8
Revenues from network time sales	265.4
3. Non-network time sales to:	
a. National and regional advertisers and sponsors	453.9
b. Local advertisers and sponsors	426.5
Total revenues from non-network time sales	880.4
Total revenues from time sales	1,145.8
4. Deduct—Commissions to regularly established agencies, representatives, brokers and others	155.4
Net revenues from time sales	990.4
B. Revenues from incidental broadcast activities:	
Talent	58.8
Sundry broadcast revenues	104.4
Total revenues from incidental broadcast activities	163.2
C. Total broadcast expenses	824.5
D. Broadcast income before Federal income tax	\$329.2

* Excludes owned and operated stations of networks.

AVERAGE PER STATION BROADCAST EXPENSES OF 93 TELEVISION STATIONS* 1951

Type of expense	Amount
Technical expenses:	
Salaries and wages	\$119,280
Repairs of technical equipment	39.6
Other	12.9
Total	\$171.8
Program expenses:	
Salaries and wages	\$100.3
Talent expenses	74.8
Royalties and license fees relating to program material	44.7
Transcriptions and recordings	31.2
Cost of wire services	5.6
Other expenses directly related to programs	103.1
Total	\$359.9
Selling expenses:	
Salaries, wages, and commissions to staff salesmen	\$37.5
Other expenses directly related to selling	25.1
Total	\$62.6
Total technical, program and selling expenses	\$594.2
General and administrative expenses:	
Salaries and wages	\$48.1
Professional services, exclusive of salaries	8.0
Insurance expenses	4.6
Experimental and developmental expenses	1.8
Depreciation and amortization of broadcast investments	86.8
Rent paid for use of broadcast property	15.7
Taxes (other than Federal income tax)	16.7
Losses on notes, accounts and other amounts receivable	2.5
Other	45.7
Total general and administrative expenses	\$230.2
Total broadcast expenses	\$824.5

* Excludes owned and operated stations of networks.

ITEMIZED BROADCAST EXPENSES OF 4 NETWORKS AND 108 TELEVISION STATIONS 1951 (\$ Thousands)

Type of expense (1)	Networks and their owned and operated stations (2)	Other stations (3)	Industry total (4)
Number of networks	4	—	4
Number of stations	15	93	108
Technical expenses:			
Salaries and wages	\$10,636	\$11,094	\$21,730
Repairs of technical equipment	1,398	3,686	5,084
Other	2,660	1,201	3,861
Total	14,694	15,981	30,675
Program expenses:			
Salaries and wages	16,833	9,329	26,162
Talent expenses	27,079	6,957	34,036
Royalties and license fees relating to program material	2,312	4,159	6,471
Transcriptions and recordings	1,450	2,907	4,357
Cost of wire services	11,179	530	11,709
Other expenses directly related to programs	16,739	9,596	26,335
Total	75,592	33,478	109,070
Selling expenses:			
Salaries, wages, and commissions to staff salesmen	2,757	3,471	6,228
Other expenses directly related to selling	3,926	2,338	6,264
Total	6,683	5,809	12,492
Total technical, program and selling expenses	\$96,969	\$55,268	\$152,237
General and Administrative expenses:			
Salaries and wages	\$3,152	\$4,476	\$7,628
Professional services, exclusive of salaries	144	746	890
Insurance expenses	188	428	616
Experimental and developmental expenses	—	168	168
Depreciation and amortization of broadcast investments	4,039	8,076	12,115
Rent paid for use of broadcast property	3,731	1,469	5,200
Taxes (other than Federal income tax)	1,060	1,557	2,617
Losses on notes, accounts and other amounts receivable	20	240	260
Other	8,098	4,257	12,355
Total general and administrative expenses	20,432	21,417	41,849
Total broadcast expenses	\$117,401	\$76,685	\$194,086

THE DAYTIME TELEVISION AUDIENCE

BY JAMES W. SEILER

Director, American Research Bureau, Inc.,
and Roger N. Cooper, Manager, West Coast Branch

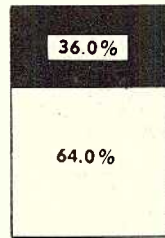
One of the most important questions asked about television during the year 1952 concerned the size and behavior of the daytime TV audience. With the tremendous expansion of daytime programming, basic facts governing the audience potential for the daytime television advertiser, the size of the viewing audience at different times during the day, and the average number of hours spent viewing daytime television during the week were eagerly sought.

To obtain information that would help answer this question, ARB made a special daytime analysis of its regular audience survey for New York and Los Angeles. The study covered the Monday-Friday period from ARB November and December reports from 6 a.m. to 6 p.m.

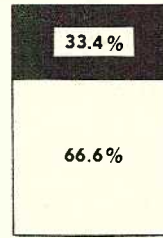
The results show that the New York and Los Angeles daytime television audiences are alike in many respects. Following is a summary of the results for New York and a detailed breakdown of the results for both cities.

From the above figures, a fairly clear idea of the growing dimensions and importance of the daytime television audience emerges. The year 1952 represents a considerable increase over 1951 and there is every indication that further progress is even now taking place.

Total New York TV Homes



Total Los Angeles TV Homes

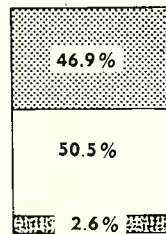


do not tune to daytime television

tune to daytime television

Nearly two-thirds of the television homes tuned to daytime television at least once during the week. In New York this represents 2,042,000 homes. In Los Angeles it means 845,000 homes.

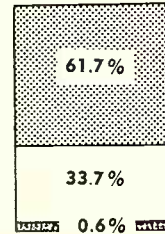
TV Homes Tuning to Daytime Television (daily)



afternoon only

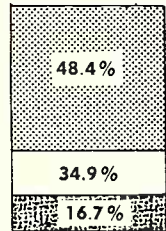
both morning and afternoon

before noon only



Nearly all of the homes tuning to daytime television tune in during the afternoon. Only about half in New York and four out of ten in Los Angeles tune in during the morning.

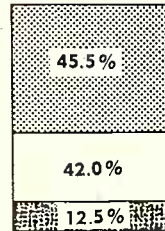
TV Homes Tuning to Daytime Television (weekly)



tune in all five days

two to four days

tune in one day only



Of all homes tuning to daytime television, nearly one-half tune in every day during the week. Only about one in seven tunes in one day only. The average number of days these homes tune to daytime television is 3.8 and the average number of hours spent viewing within the week is 7.0.

Breakdown of Results for Both Cities

(All figures are expressed as a "rating" or percent of all TV homes, including those not viewing during the daytime.)

NEW YORK

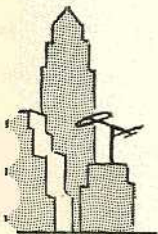
Tune to daytime television at least once during the week Monday through Friday.

Before noon only	1.7
Both before and after noon	32.3
After noon only	30.0
Total	64.0

Daytime Viewing Regularity

Five days	31.0
Four days only	9.7
Three days	6.0
Two days	6.7
One day	10.6

Total	64.0
Average No. days	3.7
Average hours spent viewing daytime television during week	7.0



LOS ANGELES

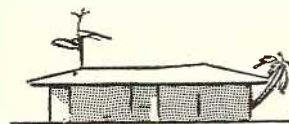
Tune to daytime television at least once during the week Monday through Friday.

Before noon only	0.4
Both before and after noon	25.1
After noon only	41.1
Total	66.6

Daytime Viewing Regularity

Five days	30.3
Four days only	15.3
Three days	5.0
Two days	7.7
One day	8.3

Total	66.6
Average No. days	3.8
Average hours spent viewing daytime television during week	6.9



Call Letters	City	Frequency in Mc.	Channel	Call Letters	City	Frequency in Mc.	Channel	Call Letters	City	Frequency in Mc.	Channel	Call Letters	City	Frequency in Mc.	Channel
WKNB-TV	New Britain, Connecticut	566-572	30	WVNB-TV	Neenah, Wisconsin	668-674	42	WPTV	Ashland, Kentucky	734-740	58	WTTG	Washington, D. C.	76-82	5
WKNX-TV	Saginaw, Michigan	728-734	57	WNAO-TV	Raleigh, N. Carolina	554-560	28	WPTZ	Philadelphia, Pennsylvania	60-66	3	WTTV	Bloomington, Indiana	192-198	10
WKNY-TV	Kingston, New York	782-788	66	WNBK-TV	Binghamton, New York	204-210	12	WQTV	Binghamton, New York	662-668	46	WTVE	Elmira, New York	530-536	24
WKOW-TV	Madison, Wisconsin	548-554	27	WNBH-TV	New Bedford, Massachusetts	554-560	28	WRAK-TV	Williamsport, Pennsylvania	210-216	13	WTVF	Buffalo, New York	524-530	23
WKRC-TV	Cincinnati, Ohio	204-210	12	WNBK	Cleveland, Ohio	60-66	3	WRGB	Schenectady, New York	82-88	6	WTVH-TV	Peoria, Illinois	500-506	19
WKST-TV	New Castle, Pennsylvania	656-662	45	WNBQ	Chicago, Illinois	76-82	5	WROH	Rochester, New York	512-518	21	WTVI	Belleville, Illinois	710-716	54
KTV	Utica, New York	210-216	13	WNBW	Washington, D. C.	66-72	4	WROM-TV	Rome, Georgia	186-192	9	WTVJ	Miami, Florida	66-72	4
WKY-TV	Oklahoma City, Oklahoma	66-72	4	WNBW	Washington, D. C.	66-72	4	WROV-TV	Roanoke, Virginia	548-554	27	WTVM	Muskegon, Michigan	596-602	35
WKZO-TV	Kalamazoo, Michigan	60-66	3	WNHC-TV	New Haven, Connecticut	82-88	6	WRTV	Asbury Park, New Jersey	734-740	58	WTVN	Columbus, Ohio	82-88	6
WLBC-TV	Muncie, Indiana	680-686	49	WNLC-TV	New London, Connecticut	542-548	26	WSAZ-TV	Huntington, West Virginia	60-66	3	WTVQ	Decatur, Illinois	488-494	17
VLEC-TV	Sandusky, Ohio	638-644	42	WNOK-TV	Columbia, S. Carolina	788-794	67	WSB-TV	Atlanta, Georgia	54-60	2	WTVQ-TV	Pittsburgh, Pennsylvania	668-674	47
WLEV-TV	Bethlehem, Pennsylvania	692-698	51	WNOW-TV	York, Pennsylvania	680-686	49	WSBA-TV	York, Pennsylvania	644-650	43	WTVR	Richmond, Virginia	82-88	6
WLOK-TV	Lima, Ohio	824-830	73	WNOI-TV	San Antonio, Texas	66-72	4	WSBT-TV	South Bend, Indiana	590-596	34	WTVS	Gadsden, Alabama	512-518	21
WLOU-TV	Louisville, Kentucky	632-638	41	WOC-TV	Davenport, Iowa	76-82	5	WSEE-TV	Fall River, Mass.	662-668	46	WTVT	Chattanooga, Tennessee	644-650	43
WLTV	Atlanta, Georgia	198-204	11	WOI-TV	Ames, Iowa	76-82	5	WSGN-TV	Birmingham, Alabama	638-644	42	WTVU	Scranton, Pennsylvania	824-830	73
WLVA-TV	Lynchburg, Virginia	210-216	13	WOOD-TV	Grand Rapids, Michigan	180-186	8	WSJL	Bridgeport, Connecticut	680-686	49	WTVZ	Albany, New York	488-494	17
WLWC	Columbus, Ohio	60-66	3	WONN-TV	Lakeland, Florida	482-488	16	WSLS-TV	Roanoke, Virginia	192-198	10	WTWV	Macon, Georgia	668-674	47
WLWD	Dayton, Ohio	76-82	5	WOR-TV	New York, New York	186-192	9	WSM-TV	Nashville, Tennessee	66-72	4	WUTV	Youngstown, Ohio	512-518	21
LWT	Cincinnati, Ohio	66-72	4	WOSH-TV	Oshkosh, Wisconsin	674-680	48	WSPD-TV	Toledo, Ohio	210-216	13	WVEC-TV	Hampton, Virginia	476-482	15
WMAC-TV	Massillon, Ohio	524-530	23	WOUC	Chattanooga, Tennessee	680-686	49	WSUN-TV	St. Petersburg, Florida	614-620	38	WWJ-TV	Detroit, Michigan	66-72	4
WMAL-TV	Washington, D. C.	174-180	7	WOW-TV	Omaha, Nebraska	82-88	6	WSYR-TV	Syracuse, New York	60-66	3	WWLP	Springfield, Mass.	752-758	61
WMAR-TV	Baltimore, Maryland	54-60	2	WPAG-TV	Ann Arbor, Michigan	506-512	20	WTAG-TV	Flint, Michigan	482-488	16	WWNY-TV	Watertown, New York	674-680	48
WMBR-TV	Jacksonville, Florida	66-72	4	WPFA	Pensacola, Florida	476-482	15	WTAR-TV	Norfolk, Virginia	60-66	3	WWOD-TV	Lynchburg, Virginia	482-488	16
WMCT	Memphis, Tennessee	66-72	4	WPIX	New York, New York	198-204	11	WTMJ-TV	Milwaukee, Wisconsin	66-72	4	WXEL	Cleveland, Ohio	180-186	8
WMTV	Madison, Wisconsin	584-590	33	WPMT	Portland, Maine	704-710	53	WTOP-TV	Washington, D. C.	186-192	9	WXYZ-TV	Detroit, Michigan	174-180	7
WVAC-TV	Boston, Massachusetts	174-180	7					WTPA	Harrisburg, Pennsylvania	812-818	71				

IMPORTANT STORIES IN TELEVISION DURING 1952

As Reported in BROADCASTING • TELECASTING

Jan. 7—First copies of the NARTB TV Code and Seal of Good Practice are distributed to stations.

Jan. 7—Gain of 208.7% in total TV revenue to a total of \$105.9 million for 1950 was reported by the FCC. Expenses for 1950 totaled \$115.1 million compared to \$59.6 million in 1949.

Jan. 14—Hearing on merger of ABC and United Paramount Theatres begins at FCC.

Jan. 17—Merger of General Teleradio Inc. (WOR-AM-FM-TV New York) with Thomas S. Lee Enterprises was approved by the FCC. This places control of Mutual Broadcasting System with General Tire and Rubber Co.

Jan. 14—Combination dues plan is approved by NARTB board in meeting at Bandera, Texas.

Feb. 14—Membership of NARTB TV Code review board is approved by the board of the association. Group to meet at office on March 1, when code becomes effective.

Feb. 15—NBC National Spot Sales Dept. reorganized and expanded.

Feb. 18—Procter & Gamble purchases more than \$7.5 million worth of TV network time at gross rates to become the leading video network user during 1951, according to PIB reports.

Feb. 22—Wayne Coy resigns as chairman of the FCC to become consultant for Time Inc. and part owner of KOB-M-FM Albuquerque. Paul A. Walker becomes chairman.

Feb. 25—U. S. Advertisers spent \$217 million on television time in 1951, according to an estimate made by

BROADCASTING • TELECASTING and appearing in the first TELECASTING YEARBOOK.

Feb. 28—Speaker Sam Rayburn (D-Tex.) bars both radio and television from House committee hearings.

Feb. 28—Robert T. Bartley is nominated as FCC Commissioner to replace Wayne Coy, as Paul A. Walker becomes Chairman.

March 31—Thirtieth annual NARTB convention opens in Chicago.

April 11—Advertising Research Foundation elects Edgar Kobak president and starts campaign to improve advertising techniques.

April 14—FCC releases its Sixth Report and Order establishing its new TV policy. Report made 2,053 assignments to 1,291 communities. Of these 617 were vhf and 1,436 uhf. There were 242 noncommercial educational reservations.

May 1—Peabody Award winners are announced.

May 3—KPHO-AM-TV sold by John C. Mullins and associates for \$1.5 million to Meredith Publishing Co.

May 5—President Truman nominates Rosel Hyde for another term as FCC Commissioner. He was appointed to the FCC in April 1946 to fill the unexpired term of the late Comr. William H. Wills.

May 12—Controlling interest in KOTV (TV) Tulsa sold by George E. Cameron Jr. and John B. Hill to J. D. Wraith Jr. for sum in excess of \$2 million.

May 17—Because of the football tele-

cast ban of NCAA, Atlantic Refining Co. decides to sponsor pro football in the future.

May 17—duPont awards are announced.

June 27—President Truman calls members of FCC to White House for conference on the educational TV problem.

July 7—McFarland Bill (S 658) amending the Communications Act of 1934 is signed by the President to become law.

July 7—Republican National Convention gets top coverage from radio and television.

July 11—FCC begins granting new TV stations by releasing batch of 18, including three for Denver.

July 21—Democratic convention profits by Republican experience and improves television technique.

July 31—NBC obtains exclusive television rights to major football games which NCAA permits to be telecast.

Aug. 22—TV stations and networks take in \$235.7 million during 1951, according to FCC report.

Aug. 22—General Motors agrees to pay \$2.5 million to televise NCAA major college football games on NBC-TV.

Sept. 19—FCC Comr. Robert F. Jones resigns FCC to join law firm.

Oct. 14—Eugene Hyde Merrill is sworn in as FCC Commissioner, to replace Comr. Jones.

Oct. 16—FCC refuses to investigate National Volunteers for Stevenson charge that Republicans were staging radio-TV spot blitz.

Oct. 27—BROADCASTING • TELECASTING poll of network news com-

mentators shows 56% believe Stevenson will win election, 44% Eisenhower.

Oct. 27—BROADCASTING • TELECASTING survey of mid-Atlantic and southeastern broadcasters shows that two-thirds believe a single rate card for day and night broadcasting is coming.

Oct. 28—Theatre TV interests petition for frequencies for exclusive, large screen movie theatre television.

Oct. 28—Award of \$300,000 made to Duane Jones, president of Duane Jones & Co., New York, in New York State Supreme Court in his conspiracy suit against nine former employees.

Nov. 17—RCA releases study of first uhf station in Portland showing that coverage is much greater than had been anticipated.

Dec. 10—NARTB TV board meets at Cat Cay, Florida coastal island, to discuss TV code, subscription TV and other current problems.

Dec. 13—NBC Board Chairman Niles Trammell resigns to become one of principals in TV application for Ch. 7 in Miami.

Dec. 15—Crosley Broadcasting Corp. agrees to buy WLTW (TV) Atlanta for \$1.5 million. Stock of station had been held by 25 prominent Atlanta businessmen.

Dec. 20—Washington Post Co., majority owner of WTOP-AM-FM-TV Washington, announced purchase of WMBR-AM-FM-TV Jacksonville for reported \$2,470,000.

STANDARD
ELECTRONICS

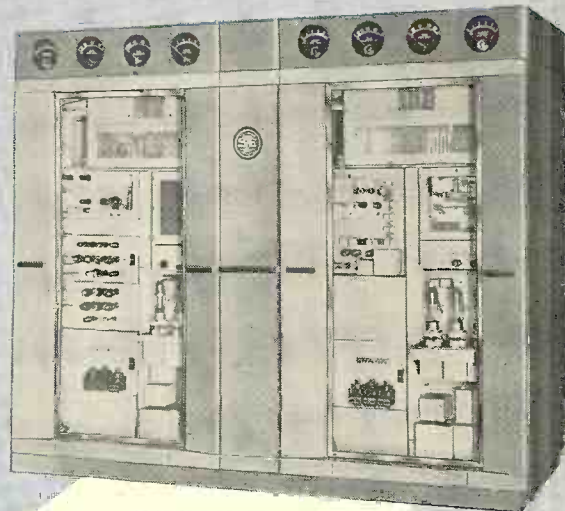
VHF-UHF TV TRANSMITTERS

A COMPLETE LINE OF VHF-UHF TRANSMITTERS AND AMPLIFIERS

with all the

Money-Saving and
Design Features

you have looked for!

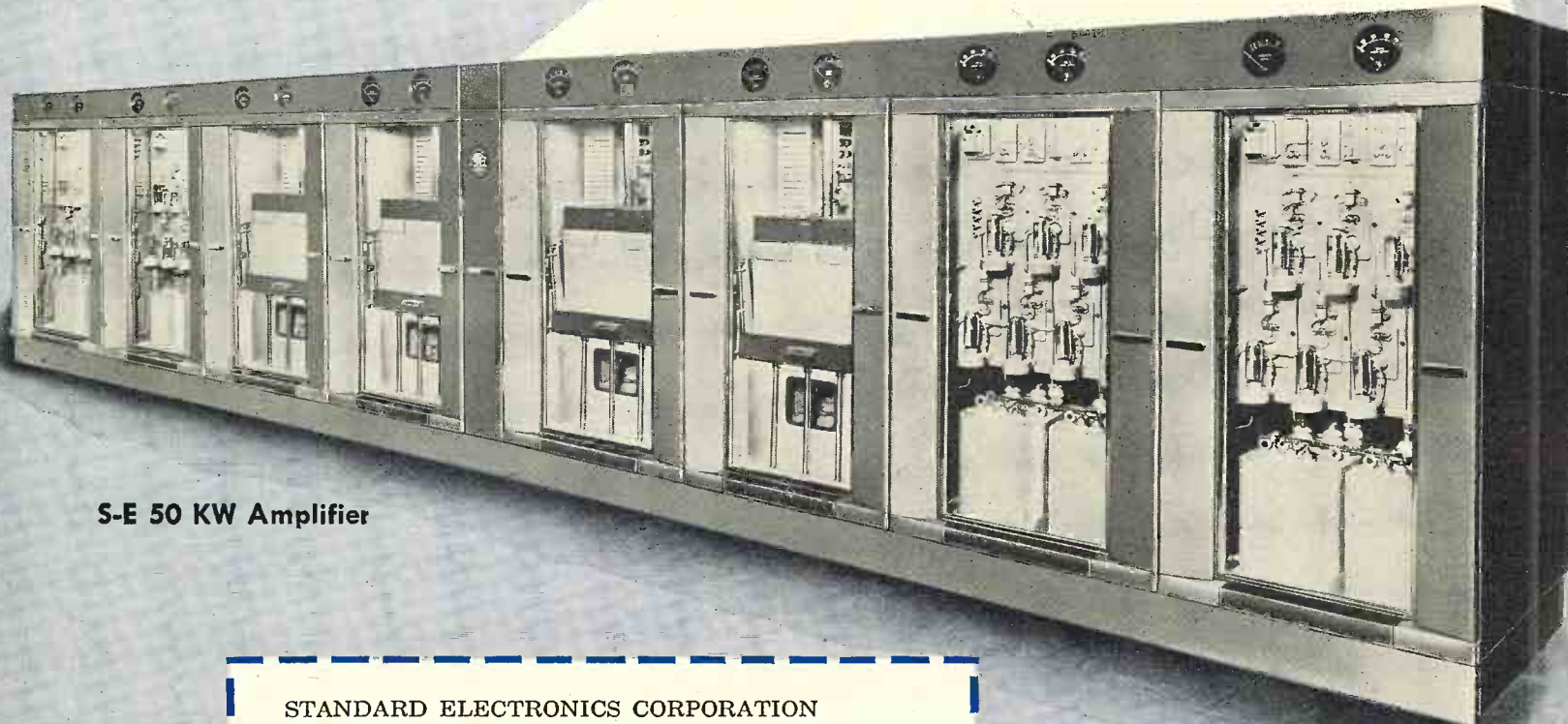


500

WATTS

e-x-p-a-n-d-a-b-l-e to

50 KILOWATTS



S-E 50 KW Amplifier

FULL DETAILS
WITHOUT COST OR
OBLIGATION

FILL IN COUPON
AND RETURN

TODAY

STANDARD ELECTRONICS CORPORATION
285-289 Emmett Street
Newark 5, N. J.

I would like more information on the Standard Electronics
Add-A-Unit TV Transmitter.

VHF..... UHF..... Amplifiers.....

Name..... Title.....

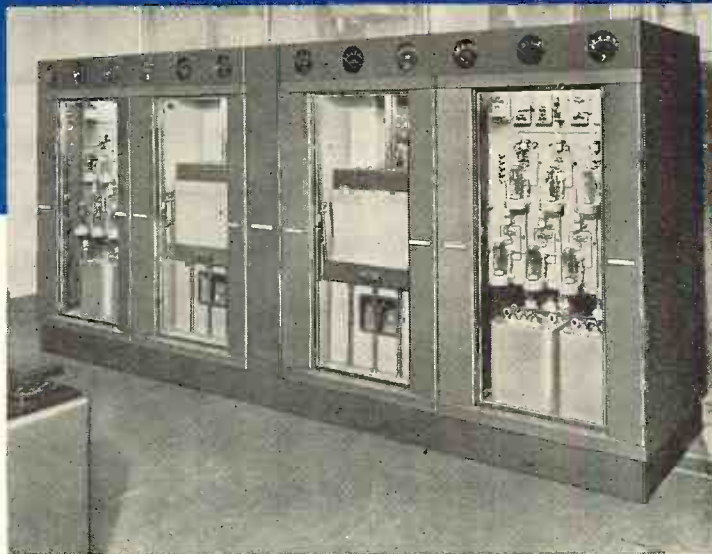
Address.....

City..... Zone..... State.....

Standard

Put You on The Air QUICKER!

Standard Electronics high power 20 KW Amplifier installed at WOR-TV Channel 9, New York, September, 1952.



S-E
Money-Saving
Features

S-E
Design
Features

✓ MINIMUM STATION PACKAGE

Get on the air quickly, inexpensively with Standard Electronics Minimum Station Package. Depending on your channel allocation, order a 500 watt VHF or 1KW UHF transmitter, a high gain antenna, sync generator, monitoring equipment and a film system.

✓ EXPANDABLE

The minimum station package can be expanded without scrapping a single piece of equipment, when you are permitted to increase power. Simply add S-E Add-A-Unit amplifiers for higher power even up to 50 KW output.

✓ TRANSMITTER

Basic VHF unit is the 500 watt visual and 250 watt aural unit; basic UHF is 1,000 watts visual and 500 watts aural—a complete self-contained transmitter, in either case.

✓ INCREASED POWER

Transmitter power can be increased by simply adding a S-E Add-A-Unit amplifier to provide complete transmitters up to 50KW without scrapping a single piece of equipment.

✓ VERSATILE

S-E Add-A-Unit amplifiers can be added to existing station equipment regardless of make.

✓ S-E TRANSMITTERS COST LESS INSTALLED

Add-A-Unit design saves building alteration expense. Units are easily adapted to any station layout, straightline . . . "U" . . . "L".

✓ LOWER TUBE COSTS

Aging tubes, incapable of supplying power in the visual section are interchangeable with the aural section where power requirements are considerably less.

✓ SELF-CONTAINED

Compact, completely self-contained . . . no external blowers or transformer vaults needed.

✓ ACCESSIBILITY

All tubes and major components are visible and accessible from the front. Full length glass doors provide easy access and add eye appeal.

All S-E VHF-UHF Transmitters are equal to or exceed FCC standards and RTMA Standards as set forth in TR 104-A or latest revision thereof.

Electronics Corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

285-289 EMMETT STREET • NEWARK 5, N. J.



AMERICAN BROADCASTING COMPANY TELEVISION NETWORK

A Division of AB-PT

7 West 66th Street, New York 23, N. Y. Telephone: Susquehanna 7-5000

For Executives of Radio Division, see Broadcasting Yearbook

AB-PT BOARD OF DIRECTORS

Earl E. Anderson
John Balaban
A. H. Blank
John A. Coleman
Charles T. Fisher, Jr.
E. Chester Gersten
Leonard H. Goldenson
Walter W. Gross
Robert H. Hinckley
(A Division of American Broadcasting-Paramount Theatres, Inc.)

ABC OFFICERS

Robert E. Kintner, *President*
Robert H. O'Brien, *Executive Vice President*
Earl E. Anderson, *Vice President*
Charles T. Ayres, *Vice President*
Slocum Chapin, *Vice President*
James H. Connolly, *Vice President*
Robert H. Hinckley, *Vice President*
Earl Hudson, *Vice President*
Ernest Lee Jahncke, Jr., *Vice President*
Frank Marx, *Vice President*
John Mitchell, *Vice President*
Harold L. Morgan, Jr., *Vice President*
John H. Norton, Jr., *Vice President*
Theodore I. Oberfelder, *Vice President*
C. Nicholas Priaulx, *Vice President & Treasurer*
Alexander Stronach, Jr., *Vice President*
Thomas Velotta, *Vice President*
Robert M. Weitman, *Vice President*
Paul Whiteman, *Vice President*
Geraldine B. Zorbaugh, *Secretary and Acting General Attorney*
Walter C. Tepper, *Controller*
Aaron Rubin, *Asst. Treasurer & Ass't Secretary*
Omar Elder, *Asst. Secretary and Attorney*

NEW YORK

7 W. 66 St.

New York 23, New York

Alexander Stronach, Jr., *Vice President in charge of Television Network*

Engineering & General Services

Frank Marx, *Vice President in Charge*
Clure Owen, *Administrative Assistant*
John Preston, *Director of Engineering Facilities & General Services*
Thomas F. Foy, *Purchasing Agent*
Joseph J. Spagnola, *Office & Studio Services Director*
William Trevarthen, *Director of Engineering Operations*
Richard Hamilton, *Supervisor of Communications*
Lawrence A. Ruddell, *Recording Director*
Reginald Willcocks, *Traffic Manager*
Merle Worster, *Eastern Engineering Operations Manager*

Finance, Personnel

C. Nicholas Priaulx, *Vice President & Treasurer*
Henry T. Hede, *Administrative Assistant*
Marie McWilliams, *Director of Personnel*
Aaron Rubin, *Assistant Treasurer & Assistant Secretary*
Walter C. Tepper, *Controller*

Labor Relations

Mortimer Weinbach, *Acting Director of Labor Relations*

Legal

Geraldine B. Zorbaugh, *Secretary & Acting General Attorney*
Omar Elder, *Attorney & Assistant Secretary*

Program

Robert M. Weitman, *Vice President in Charge of Programming & Talent*

Services

Harold L. Morgan, Jr., *Vice President in Charge of TV Services Department*
Robert L. Stone, *Business Manager, Television Service Department*
Robert Holland, *Manager of Film Services*
Ruth K. Blainey, *Operations Manager*
John L. Kelly, *Plant Superintendent*
James McNaughton, *Art Director*
Harold Sobolov, *Studio Supervisor*

Programming

Charles Underhill, *National Director of Program Department*
Freelon Fowler, *Film Program Manager*
Charles Holden, *Program Production Manager*
Robert F. Lewine, *Eastern Program Director*
Robert Banker, *Assistant Eastern Program Director*
John Madigan, *Director of News & Special Events*
James Stable, *Administrative Manager*

Public Relations, Advertising and Promotion, and Continuity Acceptance

John Pacey, *Director of Public Affairs*
Ruth Crawford, *Librarian*
Mitchell DeGroot, *Manager of Advertising & Promotion*
Arthur B. Donegan, *Manager of Publicity*
Ellen Heagerty, *Supervisor of Audience Information*
Grace Johnson, *Director of Continuity Acceptance*
Ruth Trexler, *Executive Producer of Religious and Educational Programs*

Sales

Charles R. Abry, *National Sales Manager*
Don Kearney, *Assistant National Sales Manager*
Malcolm B. Laing, *Business Manager of Television Sales*
George Smith, *Manager, TV Station Clearance*

Station Relations, Sales & Station Traffic Operations, Research & Sales Development

Ernest Lee Jahncke, Jr., *Vice President and Assistant to the President*
Alfred Beckman, *National Director of Station Relations Department*
Frank Atkinson, *Manager of Co-operative Program Department*
William A. Wylie, *Manager of Station Relations Department*
Donald Buck, *Director of Operations for Sales and Station Traffic*
Alice Stamatis, *Manager of Order Processing*
Oliver Treyz, *Director of Research & Sales Development*

CENTRAL DIVISION

20 North Wacker Drive

Chicago 6, Illinois

John H. Norton, Jr., Vice President in Charge

LeRoy Bartrum, *Manager of Traffic & Communications*
Edward Bishoff, *Sales Service Manager*
Jack Brand, *Executive Producer*
Kenneth Christiansen, *Manager of Office & Studio Services*
Mary A. Corcoran, *Purchasing Agent & Personnel Interviewer*
James Duffy, *Manager of Advertising and Sales Promotion*
Walter L. Emerson, *Legal Counsel*
Monte Fassnacht, *Manager of Program Department*
John Fitzpatrick, *Production Manager*
Clarence Heider, *Program Operations Manager*
Elliot Henry, Jr., *Publicity Manager*
William Hohmann, *Research Supervisor*
E. C. Horstman, *Manager of Engineering & General Services*
Lawrence Kelley, *Manager of Film Department*
Jack McCord, *Program Business Manager*
Francis McNulty, *Music Rights Supervisor*
Cornelius O'Dea, *News Supervisor*
Stewart Robinson, *Auditor*
Robert M. Savage, *Manager of Script & Continuity Acceptance*
James L. Stirton, *Director of Network for Central Division*
Floyd Timberlake, *Engineering Operations Supervisor*
Gerald A. Vernon, *Manager of Network Sales*

WESTERN DIVISION

HOLLYWOOD

ABC Television Center
Hollywood 27, California

Earl Hudson, *Vice President in Charge of the Western Division*

William Phillipson, *General Manager*

J. Clifford Anderson, *Program Business Manager*
Cecil W. Barker, *Program Production Director*

Dorothy L. Brown, *Continuity Acceptance Editor*

Philip G. Caldwell, *Manager, Engineering & General Services, Western Division*

Albert R. Landers, *Film Director*
Francis D. LaTourette, *Western Division News Editor*

Allan E. Maynard, *Purchasing Agent & Supervisor of Building Maintenance*
Courtney McLeod, *Traffic Manager, Western Division*

Norma T. Olsen, *Director of Program Operations*
Cameron G. Pierce, *Manager of Television Engineering*

Darrell E. Ross, *Production Manager*
Florence T. Schiro, *Personnel Director*

Norman H. Sloane, *Production Control Manager*
Donn B. Tatum, *Director of Television, Western Division*

C. Merwin Travis, *Director of Promotion-Publicity Services*
John C. Wagner, *Controller, Western Division*

SAN FRANCISCO

420 Taylor Street

San Francisco 2, California

James H. Connolly, *Vice President in charge*

Loraine J. Duchene, *Continuity Acceptance Editor*
A. E. Evans, *Engineering Manager*

Edith Kirby, *Traffic Manager*
Gordon Grannis, *Advertising, Promotion & Publicity Manager*

Victor Reed, *Manager of News & Special Events and Program Operations*

Henry A. Saroyan, *Auditor*
Marion Warda, *Sales Service Manager*

OWNED TV STATIONS

Slocum Chapin, *Vice President in charge of Owned Television Stations & General Manager of WJZ-TV*

William Materne, *National Sales Manager, Owned Stations*

NEW YORK

WJZ-TV

Paul Mowrey, *Station Manager*
J. Trevor Adams, *Sales Manager*

CHICAGO

WBKB

John Mitchell, *Vice President & General Manager of WBKB*

Joseph Fisher, *Sales Manager*
Sterling C. Quinlan, *Program Director*

HOLLYWOOD

KECA-TV

Philip Hoffman, *Station Manager*
Frank King, *Sales Manager*
Stanton Kramer, *Director of Television Promotion Publicity Department*
James Pollak, *Program Manager*

SAN FRANCISCO

KGO-TV

Vincent Francis, *Station Manager*
Dave Sacks, *Sales Manager*
Bloyce Wright, *Program Manager*

DETROIT

(WXYZ, INC.)

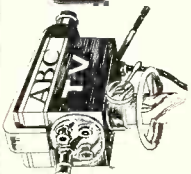
WXYZ-TV

James Riddell, *President, WXYZ Inc.*
John Pival, *Station Manager*

ABC TV NETWORK RATES

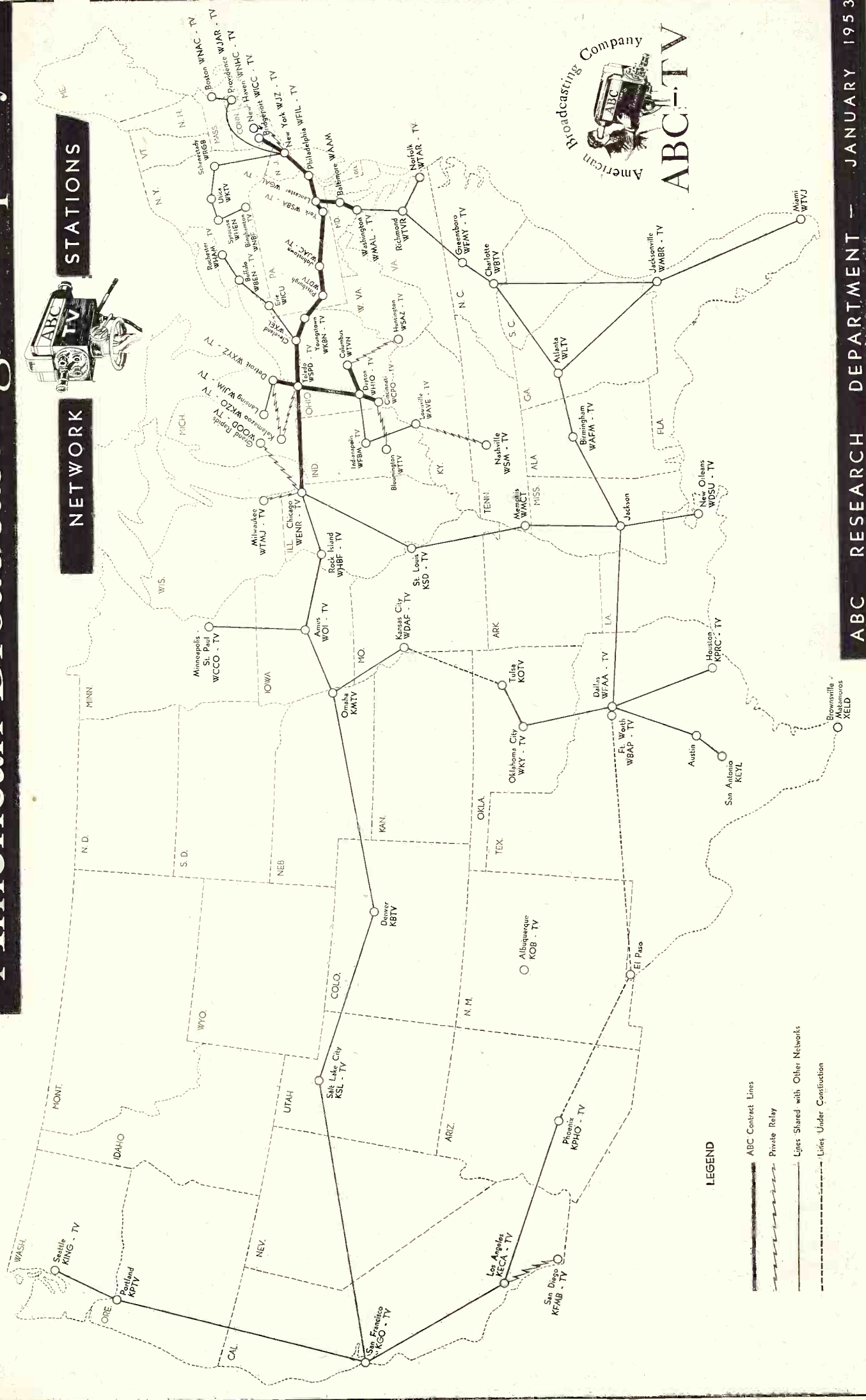
	Gross Class "A" Time Charges as of March 1, 1953		
	1 Hour	½ Hour	¼ Hour
Connected network 81 stations	\$58,445	\$35,067	\$23,378
Non-connected stations 15 stations	2,725	1,635	1,090
Connected Non-territorial 2 stations	1,125	675	450
Non-connected Non-territorial 2 stations	400	240	160
Total, 100 Stations	\$62,695	\$37,617	\$25,078

American Broadcasting Company



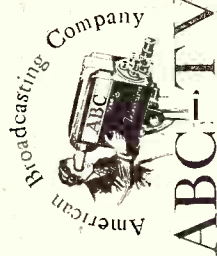
NETWORK

STATIONS

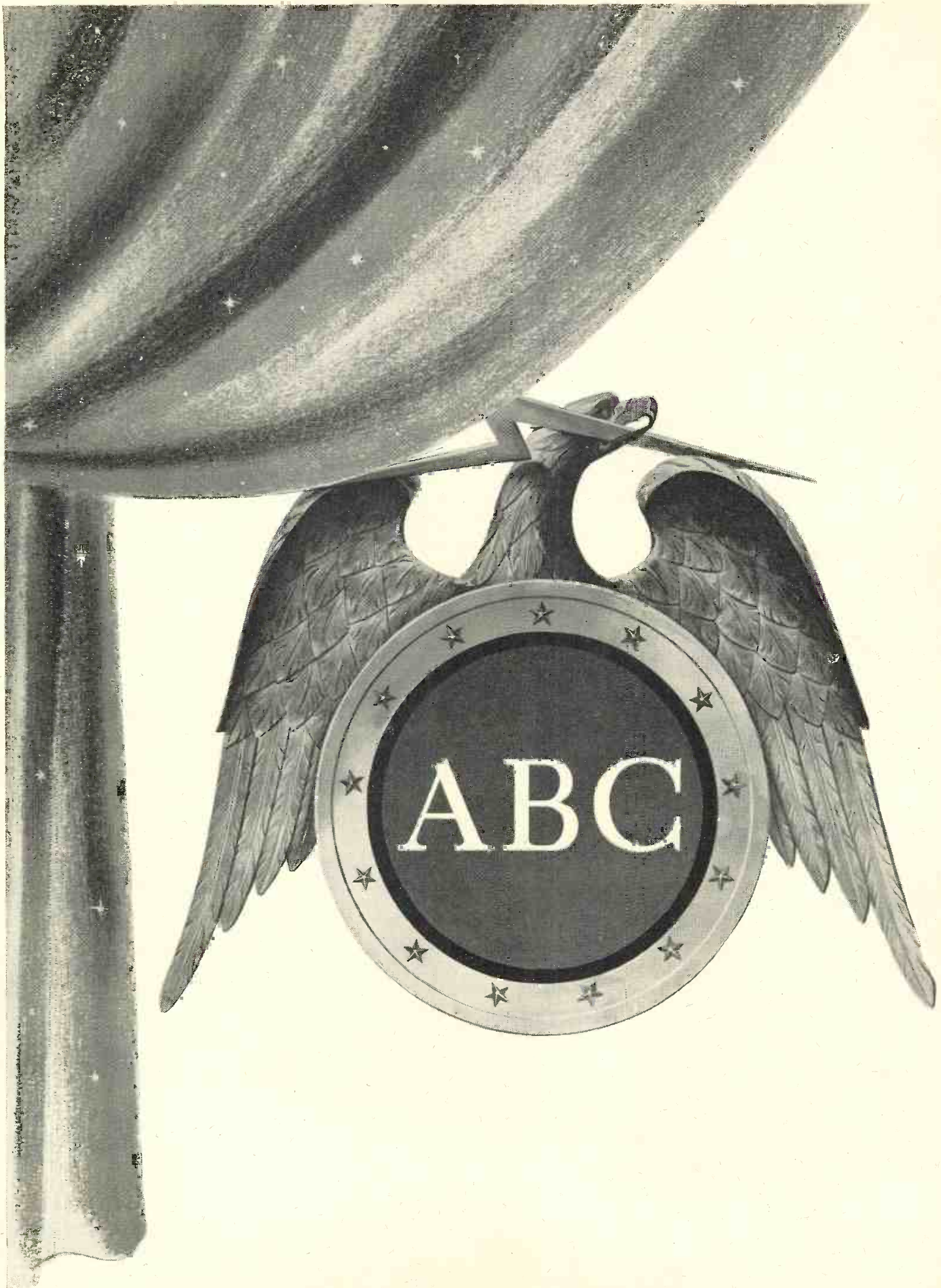


LEGEND

- ABC Contract Lines
- Private Relay
- Lines Shared with Other Networks
- Lines Under Construction



ABC RESEARCH DEPARTMENT — JANUARY 1953



Curtain going up . . . on the
Biggest Event in Television!

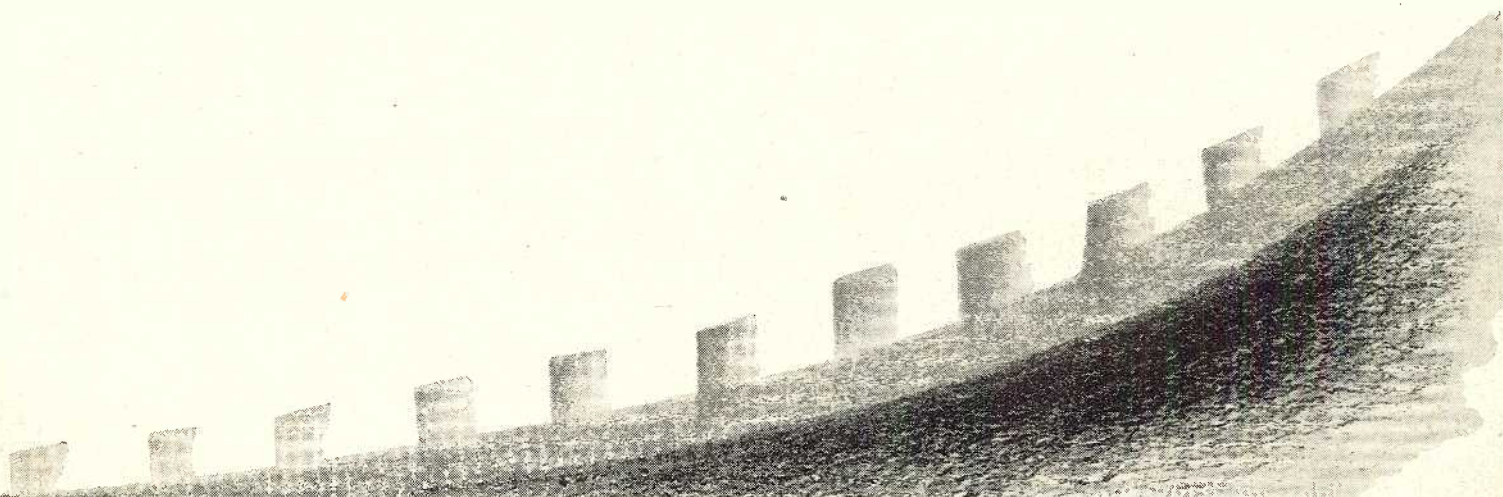
Chances are you've already seen television's newest, most exciting symbol . . . the symbol for the *new ABC*.

But the symbol is not important by itself. It's just a curtain-raiser for major announcements to come. It's a sign that big things are in the air . . . and if you are an advertiser, a sign that *this* is the time to put ABC television in your plans.

New shows are being developed. New talent will be attracted. Not all right away, of course. But it will pay to watch ABC . . . because ABC now has the right combination of experience, equipment, and showmanship to be a leader in television.

The stage is set . . . and big things are beginning to happen. So keep your eye on the *new ABC!*

ABC TELEVISION NETWORK



CBS TELEVISION

A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.

485 Madison Ave., New York 22, N. Y. Telephone: Plaza 5-2000

For executives of parent company, Columbia Broadcasting System Inc., see page 47. For executives of CBS Radio, see Broadcasting Yearbook

OFFICERS

J. L. Van Volkenburg, *President*
 William H. Hyland, *Vice President in Charge of Network Sales*
 Hubbell Robinson, Jr., *Vice President in Charge of Network Programs*
 Harry S. Ackerman, *Vice President in Charge of Network Programs, Hollywood*
 H. Leslie Atlass, *Vice President in Charge of Central Division*
 Frank B. Falknor, *Vice President in Charge of Operations*
 Merle S. Jones, *Vice President in Charge of CBS Owned Stations and General Services*
 W. Spencer Harrison, *Vice President in Charge of Legal and Business Affairs*
 Herbert V. Akerberg, *Vice President in Charge of Station Relations*
 William B. Lodge, *Vice President in Charge of Engineering*
 Charles L. Glett, *Vice President in Charge of Network Services, Hollywood*

NETWORK SALES

William H. Hyland, *Vice President in Charge of Network Sales*
 Tom Dawson, *Eastern Sales Manager*
 George Klayer, *Western Sales Manager*
 Kingsley F. Horton, *Pacific Coast Sales Manager*
 Charles K. Sterritt, *Detroit Sales Manager*
 William J. Fagan, *Business Manager*
 T. D. Connolly, *Program Sales Manager*
 Edward P. Shurick, *Manager of Sales Development*
 Robert F. Jamieson, *Sales Service Manager*
 George A. Kolpin, *Contract Manager*

PROGRAMS

Hubbell Robinson Jr., *Vice President in Charge of Network Programs*
 Harry S. Ackerman, *Vice President in Charge of Network Programs, Hollywood*
 Harry G. Ommerle, *Program Director*
 Louis Stone, *Business Manager*
 William Dozier, *Executive Producer, Drama Programs*
 Marlo Lewis, *Executive Producer, Music and Variety Programs*
 Russell Furse, *General Manager*
 James C. Shattuck, *Director of Editing*

NEWS AND PUBLIC AFFAIRS

Sig Mickelson, *Director of News and Public Affairs*
 F. M. Littlejohn, *Managing Editor, News*
 William A. Wood, *Director of News and Public Affairs, Washington*
 Paul Levitan, *Producer of Special Events*
 Judson Bailey, *Director of Sports*
 James M. Connors, *Business Manager, CBS-TV News*

OPERATIONS

Frank B. Falknor, *Vice President in Charge of Operations*
 Henry Grossman, *Assistant to Vice President in Charge of Operations*
 E. Carlton Winckler, *Manager of Production*
 Gilbert DeStefano, *Manager of Stage Lighting*
 Don Darcy, *Manager of Production Specialists*
 Anthony Boschetti, *Manager of Procurement*
 Richard Hopkins, *Manager of Scenic Design and Construction*
 Herbert O. Phillips, *Executive Art Director in Scenic Division*
 William Vogel, *Manager of Special Effects*
 H. C. Meier, *Manager of Network Operations*
 H. Grant Theis, *Manager of Film Service Operations*
 Walter R. Pierson, *Manager of Theatre and Stage Operations*
 Paul Wittlig, *Manager of New Effects Development*
 R. G. Thompson, *Director of Technical Operations*
 Orville Sather, *Manager of Technical Operations*

STATION RELATIONS

Herbert V. Akerberg, *Vice President in Charge of Station Relations*
 Clarke A. Snyder, *Director of Station Relations*
 Robert Wood, *Assistant Director of Station Relations*

ADVERTISING AND SALES PROMOTION

William Golden, *Creative Director*
 John P. Cowden, *Operations Director*
 Alex Kennedy, *Director of Program Promotion*
 Fred Kramer, *Director of Program Promotion, Hollywood*
 Gordon Hellmann, *Director of Presentations*
 David Luhmann, *Director of CBS Owned Station Promotion Services*
 Edward Side, *Production Manager*

PUBLIC RELATIONS

David J. Jacobson, *Director*

PRESS INFORMATION

Michael J. Foster, *Director*
 Norman Seigel, *Director, Hollywood*

RESEARCH

Oscar Katz, *Director*
 Philip Eisenberg, *Manager of Coverage and General Surveys*
 Rose Marie O'Reilly, *Manager of Ratings*
 Tore Hallonquist, *Manager of Program Analysis*
 Leonard DeNooyer, *Research Associate*

ENGINEERING

William B. Lodge, *Vice President in Charge of Engineering*
 A. B. Chamberlain, *Chief Engineer*
 H. A. Chinn, *Chief Audio-Video Engineering*
 J. W. Wright, *Chief Radio Frequency Engineering*

BUSINESS AFFAIRS

W. Spencer Harrison, *Vice President in Charge of Business Affairs*
 Merritt H. Coleman, *Director of Business Affairs*

ACCOUNTING

William J. Flynn, *Comptroller*
 Norman C. Hadley, *Director, Accounting Operations*

NETWORK SERVICES, HOLLYWOOD

Charles L. Glett, *Vice President in Charge of Network Services, Hollywood*
 Austin E. Joscelyn, *Director of Operations, Hollywood*

CBS INC., BROADCAST SERVICE DEPARTMENTS

BUILDING CONSTRUCTION

Kingdon Tyler, *Manager, Building Construction*
 H. W. Van Wageningen, *Assistant Manager*

BUILDING OPERATIONS AND TICKETS

James Swenson, *Manager, Building Operations*
 Jack Page, *Assistant Manager, Building Operations*
 Laurette Banks, *Supervisor, Ticket Bureau*

GENERAL PURCHASING

John E. Forsander, *Director of Purchases*
 Edward Drewes, *Purchasing Agent*

OFFICE SERVICES

A. H. Bryant, *Manager*
 Maud Stubner, *Supervisor, Program Typing*
 Emily Schiener, *Supervisor, Program Transcripts*

PERSONNEL RELATIONS

Robert Kalaidjian, *Director*
 Charles Burt, *Personnel Administrator*
 Dr. Jack Nelson, *Director, Medical Office*
 John Anderson, *Personnel and Labor Research Manager*
 Richard Stanley, *Employment Manager*

PHOTOGRAPHY

Walter I. Seigel, *Manager*

REFERENCE

William C. Ackerman, *Director*
 May Dowell, *Manager, General Information*
 Agnes Law, *Librarian*
 Esther H. Dobbins, *Manager, Program Information Division*
 Dorothy E. Boyle, *Manager, Program Statistics Division*

CBS TELEVISION SPOT SALES

Sam Cook Digges, *General Sales Manager*
 Clark George, *Eastern Sales Manager*
 MacLean Chandler, *Mid-Western Sales Manager*
 Edward Larkin, *Los Angeles Sales Manager*
 Lamont Thompson, *San Francisco Sales Manager*
 Warren Abrams, *Detroit Sales Manager*
 H. H. Holtshouser, *Memphis Sales Manager*
 Ben Margolis, *Business Manager*

CBS TELEVISION FILM SALES

Wilbur S. Edwards, *General Sales Manager*
 Fr d Mahlstedt, *Director of Operations*

CBS OWNED STATIONS

WCBS-TV, 485 Madison Avenue, New York 22, New York
 Craig Lawrence, *General Manager*
 Clarence Worden, *Assistant to the General Manager*
 George R. Dunham, *General Sales Manager*
 Hal Hough, *Program Manager*
 Robert Patt, *Promotion Manager*

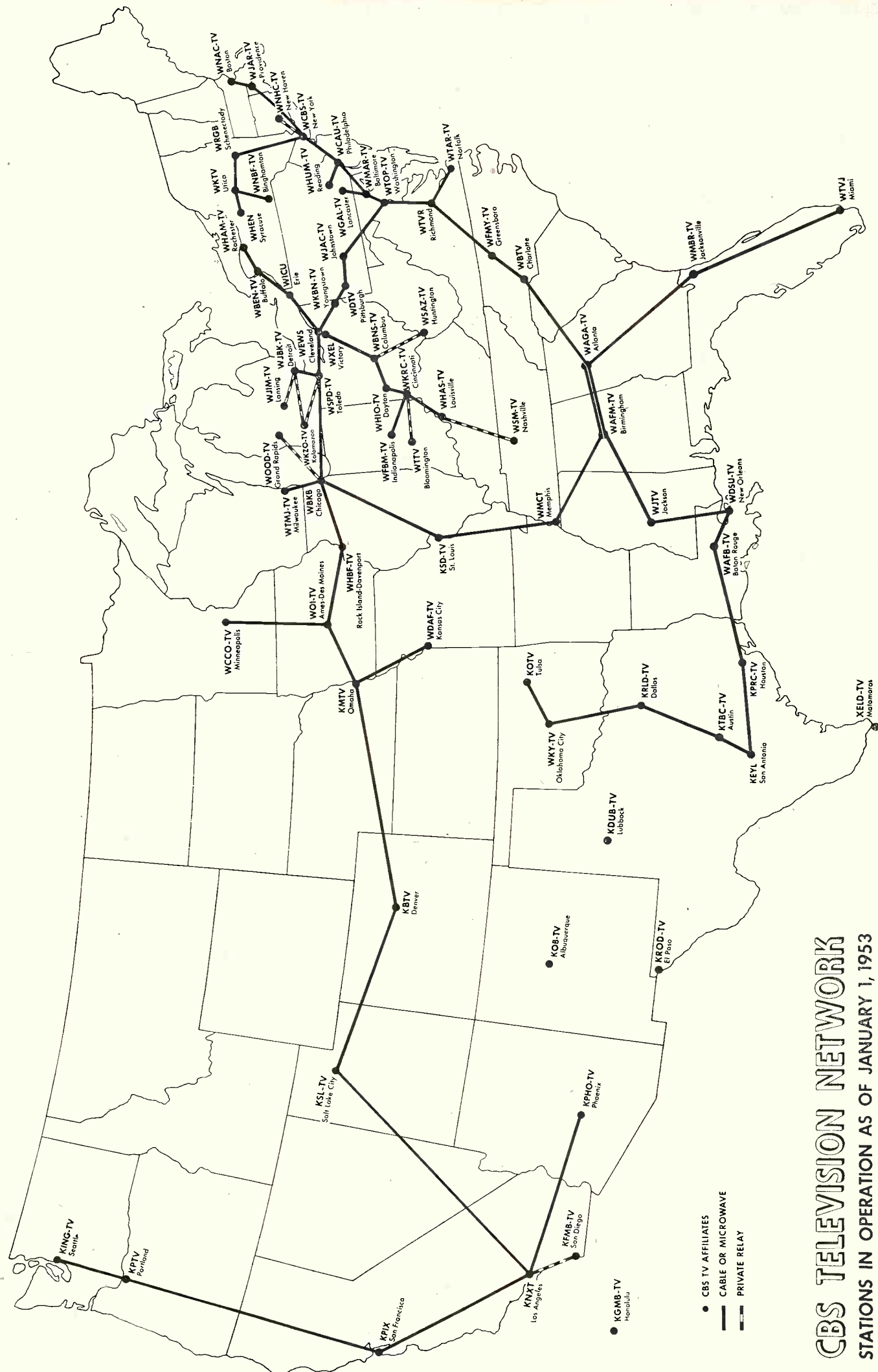
KNXT (TV), 1313 North Vine Street, Los Angeles 21, California
 James T. Aubrey, *General Manager*
 Edmund C. Bunker, *Sales Manager*
 Donald M. Hine, *Program Manager*
 Dean Linger, *Promotion Manager*

WBBM-TV, 410 N. Michigan Ave., Chicago, Ill.
 H. Leslie Atlass, *Vice President, Central Division*
 Bill Ryan, *Program Director*
 John Curry, *Promotion Manager*

CBS TELEVISION OWNED STATIONS—WCBS-TV New York KNXT(TV) Los Angeles and WBBM(TV) Chicago. All affiliates of CBS Television Network all represented nationally by CBS Television Spot Sales.

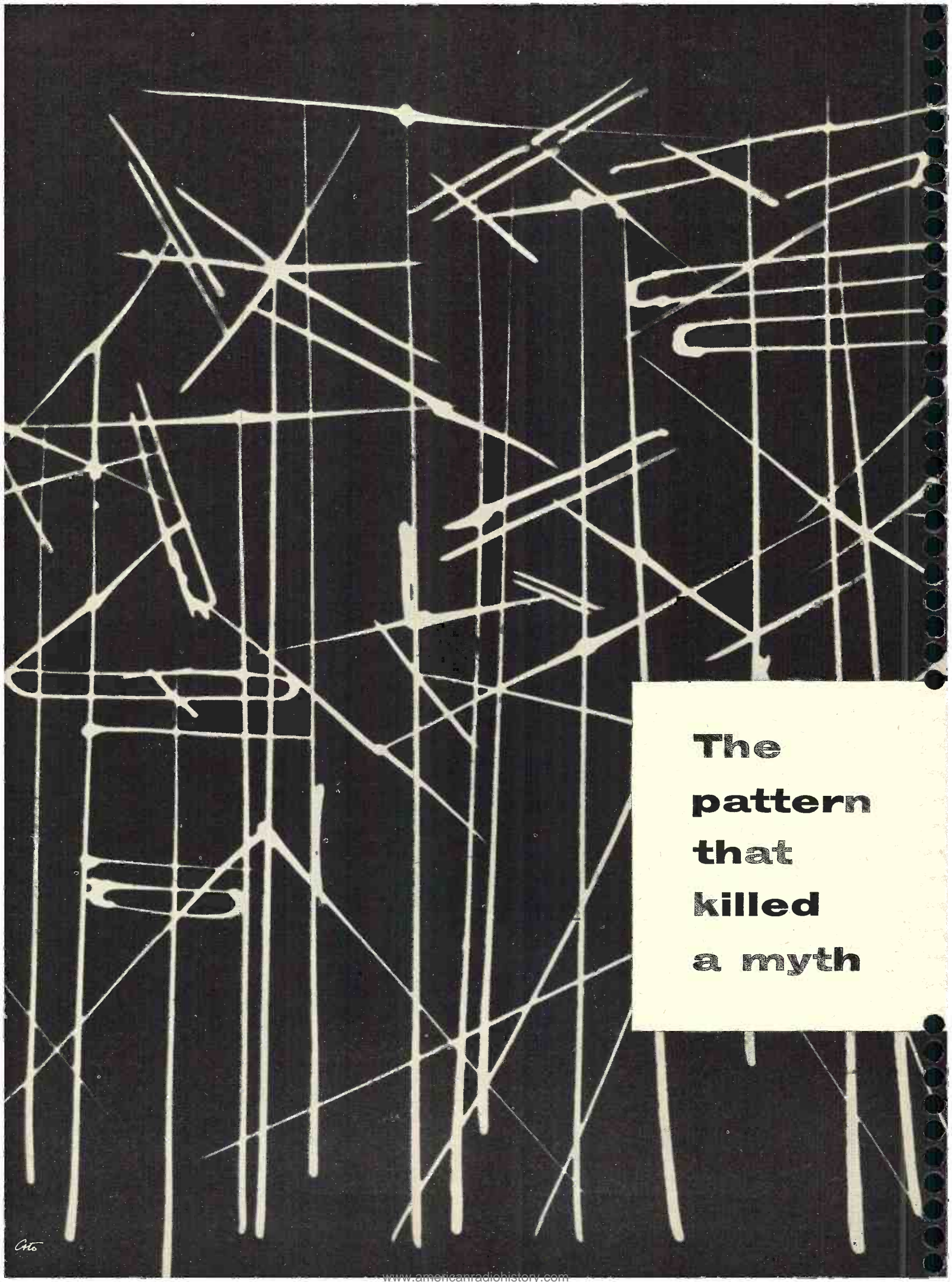
CBS TV NETWORK RATES

	Gross Class "A" Time Charges as of Feb. 1, 1953		
	1 Hour	½ Hour	¼ Hour
Basic Interconnected Group (Available only as a group) 30 stations	\$33,345	\$20,007	\$13,338
Northwest Supplementary Group (Available only as a group) 3 stations	1,950	1,170	780
Supplementary Interconnected Group (Available individually with Basic group) 39 stations	22,700	13,620	9,080
Supplementary Non-Interconnected Group (Available individually with Basic group) 9 stations	1,900	1,140	760
Total, 81 Stations	\$59,895	\$35,937	\$23,958




CBS TELEVISION NETWORK
STATIONS IN OPERATION AS OF JANUARY 1, 1953

- CBS TV AFFILIATES
- CABLE OR MICROWAVE
- ⋯ PRIVATE RELAY



**The
pattern
that
killed
a myth**

C76



The pundits who solemnly explained that television's popularity was largely based on its "novelty" may now go to the rear of the class.

Today some five years after the novelty has worn off, Americans continue to find television as irresistible as easy money, as compelling as a thunderstorm. And the pattern of their devotion is as plain as the forest on the rooftops.

Families with sets devote more time to television than ever before—an average

last year of four hours and forty-nine minutes a day. This is more time than the American family has ever given to any spare-time pursuit.

Though not all areas yet have access to television, *one television program wins, week after week, the largest audience ever garnered by any medium in advertising history—40,000,000 people!*

That program, of course, is carried over CBS Television, as are most of the most popular nighttime television programs.

Indeed, in the nation's leading markets, where audiences have a choice of what to look at, CBS Television keeps winning the highest average audience of any network.

Add to a pattern of leadership the fact that CBS Television delivers these great audiences at the lowest cost per thousand... and it becomes clear why advertisers use more time on CBS Television than on any other network.

CBS TELEVISION

Du MONT TELEVISION NETWORK

A Division of Allen B. Du Mont Laboratories, Inc.

515 Madison Avenue, New York 22, New York Telephone: MU 8-2600

Network Executives

Chris J. Witting, *Managing Director*
 Donald H. McGannon, *Administrative Assistant to the Director*
 Ted Bergmann, *Director of Network Sales*
 James L. Caddigan, *Director of Programming and Production*
 Elmore B. Lyford, *Director of Station Relations*
 Robert L. Coe, *Manager, Station Relations Department*
 Rodney D. Chipp, *Director of Engineering*
 Gerald Lyons, *Director of Public Relations and Publicity*
 Thomas J. McMahon, *Director of Sports*
 John H. Bachem, *Assistant Director of Network Sales*
 Norman W. Drescher, *Manager, Closed Circuit, Merchandising & Licensing Departments*
 Joseph Hess, *Controller, Broadcasting Division*
 Richard E. Jones, *Manager, Owned and Operated Stations, and Manager of WABD New York*
 Walter Compton, *Manager of WTTG, Washington, D. C.*
 Harold C. Lund, *Manager of WDTV, Pittsburgh, Pennsylvania*
 Milton Morel, *Manager, New York Operations*

Network Sales

Ted Bergmann, *Director of Network Sales*
 John H. Bachem, *Assistant Director of Network Sales*
 Lynn Cleary, *Manager of Sales Service*
 Edward R. Eadeh, *Manager of Sales Research*
 Herbert Teison, *Assistant Manager of Sales Research*
 David Lasley, *Central Division Sales Manager, 435 North Michigan Avenue, Chicago 11, Illinois*
 Robert H. Miller, *Account Executive, Central Division, 435 North Michigan Ave., Chicago 11, Ill.*
 Richard S. Railton, *West Coast Sales Representative, Monadnock Building, San Francisco 5, Calif.*
 William Koblenzer, *Account Executive*
 James F. Owens, *Account Executive*
 Duncan R. Buckham, *Account Executive*
 Norman J. Hendershot, *Account Executive*
 Richard B. Stark, *Account Executive*
 Harry Pertka, *Account Executive*
 Arthur J. Daly, *Account Executive*
 Lawrence H. Buck, *Manager, Account Managers*
 Richard Geismar, *Account Manager*
 Henry Opperman, *Account Manager*

Programming and Production

James L. Caddigan, *Director of Programming and Production*
 Leslie G. Arries, Jr., *Assistant Director of Programming and Production*
 Werner Michel, *Executive Producer*
 Paul Rosen, *Manager of Program and Talent Procurement*
 A. L. Hollander, *Production Facilities Manager*
 Duncan MacDonald, *Supervisor of Women's and Religious Programming*
 Don Russell, *Chief Announcer*
 Ed Lieberthal, *Chief Coordinator*
 Elizabeth Mears, *Casting Director*
 Edward Saulpaugh, *Supervisor of Continuity Acceptance*
 Dominick Celentano, *Supervisor of Continuity Acceptance*
 Roon Arledge, *Program Administration Assistant*

Ted Hammerstein, *Supervising Producer*
 Charles Parsons, *Supervising Producer*
 Roger Gerry, *Supervising Producer*
 Irwin Rosten, *Supervising Producer*
 Frank Bunetta, *Senior Director*
 Harry Coyle, *Director*
 Pat Fay, *Director*
 H. Wesley Kenney, *Director*
 David Lowe, *Director*
 William Marceau, *Director*
 Arnold Nocks, *Director*
 William Seaman, *Director*
 Keith Thomas, *Director*
 James Saunders, *Director*
 Barry Shear, *Director*

Operations

Milton Morel, *Manager of New York Operations*
 Saul Abraham, *Supervisor, Adelphi Theatre*
 S. W. Fairchild, *Supervisor, Studio 3, Tele-Centre*
 Ralph Robbins, *Supervisor, Wanamaker Studio*
 Samuel Spachner, *Supervisor, Ambassador Theatre*

Engineering

Rodney D. Chipp, *Director of Engineering*
 Robert F. Bigwood, *Manager of General Engineering*
 H. C. Milholland, *Manager of Technical Operations*
 S. Patremio, *Development Engineer*
 Arthur Deneke, *Building Facilities Engineer*
 Robert Brown, *Technical Facilities Engineer*
 Eric Herud, *Technical Operations Engineer, WABD, New York*
 E. J. Kavanaugh, *Building Engineer*
 Malcolm Burleson, *Chief Engineer, WTTG, Washington, D. C.*
 Raymond Rodgers, *Chief Engineer, WDTV, Pittsburgh*

Station Relations

Elmore B. Lyford, *Director of Station Relations*
 Robert L. Coe, *Manager, Station Relations Department*

Edwin G. Koehler, *Area Supervisor, Station Relations Department*
 Joseph R. Cox, *Area Supervisor, Station Relations Department*
 John D. Battey, *Area Supervisor, Station Relations Department*
 Robert S. Woolf, *Manager, Teletypewriter Department*
 Roylance H. Sharp, *Manager, Traffic Department*

Sports Department

Thomas J. McMahon, *Director of Sports*

Accounting Department

Joseph Hess, *Controller, Broadcasting Division*
 Willoughby Walsh, *Purchasing Agent*

Public Relations and Publicity

Gerald Lyons, *Director of Public Relations and Publicity*

Research

Edward R. Eadeh, *Manager of Research*
 Herbert Teison, *Assistant Manager of Sales Research*

Personnel

Leil Tanenholz, *Manager, Network Personnel Department*

Advertising and Promotion

Norman S. Ginsburg, *Manager, Advertising and Program Promotion*
 Norman S. Brett, *Manager, Sales Promotion*

DuMONT OWNED AND OPERATED STATIONS

Richard E. Jones, *Manager*

WABD, New York

James L. Caddigan, *Program Director*
 Lawrence L. Wynn, *Sales Manager*
 Milton Morel, *Manager of New York Operations*
 Saul Abraham, *Supervisor, Adelphi Theatre*
 Sam Spachner, *Supervisor, Ambassador Theatre*
 S. W. Fairchild, *Supervisor, Studio 3, Tele-Centre*
 Ralph Robbins, *Supervisor, Studio A, Wanamaker's*
 Richard Hamburger, *Sales Account Executive*
 Robert F. Adams, *Sales Account Executive*
 William Watters, *Sales Account Executive*
 Jim Wilbur, *Sales Account Executive*
 Perry Frank, *Sales Account Executive*

WDTV, Pittsburgh

Harold C. Lund, *Manager*
 Don Menard, *Operations Manager*
 George Baren Bregge, *Sales Manager*
 Raymond Rodgers, *Chief Engineer*
 William A. Krough, *Sales Service Manager*
 Dick Fortune, *Public Relations Manager*
 Byron Dowty, *Program Manager*
 Shirley Gray, *Traffic Manager*
 Dave Murray, *News and Special Events*
 Richard Dreyfuss, *Film Manager*
 Nick Ferry, *Chief Announcer*
 William Jewett, *Prop Facilities*
 Joe Bock, *Art Manager*

WTTG, Washington

Walter Compton, *Manager*
 Roger M. Coelos, *Program Operations Manager*
 Neal J. Edwards, *Sales Manager*
 Jules Huber, *Film Supervisor*
 M. M. Burleson, *Chief Engineer*
 George Flax, *Director of Publicity and Promotion*

BROADCASTING • Telecasting

DuMONT TV NETWORK RATES

	Gross Class "A" Time Charges as of March 1, 1953		
	1 Hour	½ Hour	¼ Hour
Interconnected Stations 72 stations	\$53,680	\$32,208	\$21,472
Non - Interconnected Stations 14 stations	2,800	1,680	1,120
Non - Domestic Stations 5 stations	2,100	1,260	840
Total, 91 Stations	\$58,580	\$35,148	\$23,432



FRONT ROW CENTER - U.S.A.

Whether there be green grass or white lights outside, inside they're watching television. Without tickets, without top hats, with but a single switch to turn, millions of people, day and night, watch miracles from the best seats in the house.

Du Mont keeps them watching with a simple formula—sensible television. With programs that lift while they entertain, that please everyone. With programs born of imagination, not imitation.

For advertisers, too, Du Mont television is

sensible television, powerful in impact but practical in cost. Du Mont alone has brought this greatest of all sales mediums within the grasp of all advertisers, large or small.

Because it is unique in its appeal to viewers, and to advertisers, Du Mont will always be a prime factor in the continued growth and betterment of the miracle called television.

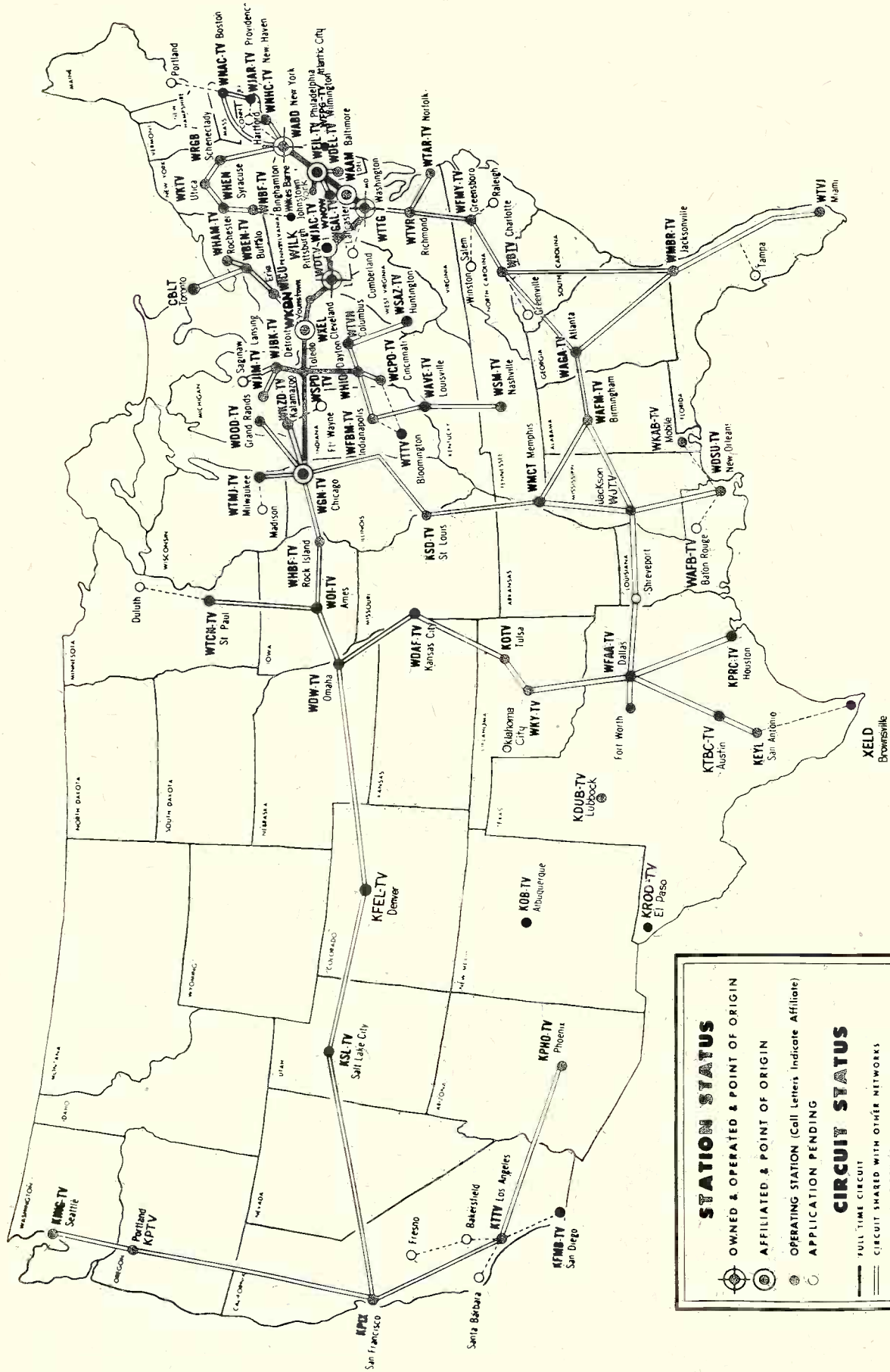
DU MONT

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MU 8-2600
A Division of the Allen B. Du Mont Laboratories, Inc.

I N . I . . . Television Network-Intercity Connections

AS OF JANUARY 1, 1953



NATIONAL BROADCASTING COMPANY

30 Rockefeller Plaza, New York City 20. Telephone: Circle 7-8300

Registered Telegraphic Address: NATBROCAST, NEW YORK

For Executives of RCA see page 46. For Executives Radio Division, see Broadcasting Yearbook.

BOARD OF DIRECTORS

David Sarnoff, Chairman
 Sylvester L. Weaver Jr., Vice Chairman
 John T. Cahill
 Charles R. Denny
 John Dunn
 Frank Folsom
 George L. Harrison
 Mrs. Douglas Horton
 Harry C. Ingles
 Charles B. Joffiffe
 Edward F. McGrady
 Lewis L. Strauss
 Frank White

OFFICERS

Frank White, President
 Charles R. Denny, Vice President
 Joseph V. Heffernan, Vice President
 John K. Herbert, Vice President
 David C. Adams, Vice President
 Harry Bannister, Vice President
 Charles C. Barry, Vice President
 Fred Cott, Vice President
 Sydney H. Eiges, Vice President
 William H. Fineshriber, Vice President
 George H. Frey, Vice President
 James M. Gaines, Vice President
 J. B. Hanson, Vice President
 William S. Hedges, Vice President
 Harry C. Kopf, Vice President
 Edward D. Madden, Vice President
 Gustav B. Margraf, Vice President
 Frank M. Russell, Vice President
 Robert W. Sarnoff, Vice President
 Carleton D. Smith, Vice President
 John K. West, Vice President
 Frederic W. Wile Jr., Vice President
 Joseph A. McDonald, Treasurer
 Harry F. McKeon, Controller
 John Q. Cannon, Secretary
 William A. Williams, Assistant Treasurer

ORGANIZATION UNDER THE FINANCIAL VICE PRESIDENT

Joseph V. Heffernan, Financial Vice President
 Samuel Chotzinoff, General Music Director
 George D. Matson, Operation Analyst

BUDGET DEPARTMENT

Hamilton Young, Budget Director
 Joseph J. Akulonis, Assistant Budget Director
 Frederick E. Acker, Director of Capital Appropriations

CONTROLLERS DEPARTMENT

Harry F. McKeon, Controller
 Harold M. Kelly, Assistant Controller
 Hugh R. McGeachie, Assistant Controller

INTEGRATED SERVICES DEPARTMENT

William S. Hedges, Vice President in Charge of Integrated Services
 Edward M. Lowell, Manager of Building and General Service Department
 William B. Miller, Night Executive Officer
 Frances Sprague, Chief Librarian
 Peter M. Tintle, Manager of Guest Relations Department

LEGAL DEPARTMENT

Thomas E. Ervin, Vice President and General Attorney
 John V. Shute, Senior Attorney
 Cahill, Gordon, Zachry and Reindel, Counsel

PERSONNEL DEPARTMENT

Ernest de la Ossa, Director of Personnel
 Robert R. Tufts, Manager of Organization Planning
 Donald A. Rutledge, Employee Relations Manager
 Donald H. Mackenzie, New York Personnel Manager

TREASURER'S DEPARTMENT

Joseph A. McDonald, Treasurer
 William A. Williams, Assistant Treasurer
 Edmund Souhami, Union Relations Coordinator
 Ferdinand A. Wankel, Union Relations Coordinator
 William D. Bloxham, Manager of Purchasing

ORGANIZATION UNDER THE VICE PRESIDENT IN CHARGE OF NETWORKS

John K. Herbert, Vice President in Charge of Networks
 William H. Fineshriber, Vice President and General Manager of Networks
 David C. Adams, Vice President for Administration

SALES DEPARTMENT

George H. Frey, Vice President and Sales Director
 Walter D. Scott, Administrative Sales Manager
 John Lanigan, Manager of Eastern Sales Division
 Edward R. Hitz, Manager of Central Sales Division
 John T. Williams, Manager of Western Sales Division
 Frederick N. Dodge, Director of Merchandising

PROGRAM DEPARTMENT

Charles C. Barry, Vice President in Charge of Networks Programs
 Gustav B. Margraf, Vice President in Charge of Talent and Program Administration
 Fred Shawn, Director of Program Administration
 Thomas A. McAvity, National Program Director
 John F. Rayel, Television Network Program Manager
 Thomas McCray, Director Networks Programs—Hollywood
 Harold Kemp, Manager of the Talent Office
 Merritt W. Barnum Jr., Manager of New Program Development

Public Affairs Department

Davidson Taylor, Director of Public Affairs
 William R. McAndrew, Manager of News and Special Events
 Thomas S. Gallery, Manager of Sports
 Edward Stanley, Manager of Public Service Programs

PRODUCTION DEPARTMENT

Frederic W. Wile, Jr., Vice President in Charge of Networks Production
 Leonard H. Hole, Director of Production

Technical Operations Department

George McElrath, Director of Technical Operations
 Frederick G. Knopfke, Manager of Sound Effects
 Thomas H. Phelan, Manager of Television Technical Operations
 Charles L. Townsend, Technical Film Coordinator

Production Services Department

James A. Glenn, Manager of Staging Services and Special Effects
 Hugh T. Graham, Chief of Production Coordinators
 Ernest V. Theiss, Manager of Production Operations

Plant Operations Department

Anthony M. Hennig, Director of Plant Operations
 Sol Cornberg, Supervisor of Plant Facilities Development
 William Ervin, Supervisor of Studio and Theatre Operations
 Thomas Tart, Supervisor of Plant Procedures

Production Controls

J. Robert Myers, Director of Production Controls
 Isabel Finnie, Supervisor of Business Office

TV Network Operations—Hollywood

Earl H. Rettig, Director of Finance and Operations

ADVERTISING AND PROMOTION DEPARTMENT

Jacob A. Evans, Director of Advertising and Promotion
 James H. Nelson, Advertising Manager
 John G. Fuller, Sales Promotion Manager
 Fred C. Veit, Manager of Art, Production and Graphics
 Frank W. McMahan, Advertising and Copy Coordinator
 Gerald Pat Steel, Advertising and Copy Coordinator

Research and Planning Department

Hugh M. Beville, Director of Research and Planning
 Dr. Thomas E. Coffin, Manager of Research
 James H. Cornell, Manager of Audience Measurement
 Barry T. Rumble, Manager of Plans
 Allen R. Cooper, Manager of Markets and Media Development Department

Development Department

Robert W. McFadyen, Director of Development
 Lewis M. Marcy, Project Manager

STATION RELATIONS DEPARTMENT

Harry Bannister, Vice President in Charge of Station Relations
 Sheldon B. Hickox Jr., Director of Station Relations
 Thomas E. Knode, Manager of Station Relations
 Harry A. Woodman, Manager of Traffic Department

PRESS DEPARTMENT

Sydney H. Eiges, Vice President in Charge of Press
 Frank Young, Director of Press
 Don Bishop, Manager of Program Publicity
 William Lauten, Manager of Business Publicity
 Norman H. Pader, Manager of Exploitation

CONTROLLER'S DEPARTMENT

Charles J. Cresswell, Controller for the Networks
 William V. Sargent, Assistant Controller, Networks
 John J. Heywood, Financial Planning Manager
 Francis X. O'Shea, Chief Accountant
 Edward J. Stegeman, Programming Business Manager

FILM DIVISION

Robert W. Sarnoff, Vice President in Charge of Film Division
 Carl M. Stanton, Director of Film Division
 John B. Cron, Manager of Television Film Sales
 Stanton M. Osgood, Manager of Television Film Production
 Frank C. Lepore, Manager of Film and Kinescope Operations

(Continued on page 30)

NBC TV NETWORK RATES

	Gross Class "A" Time Charges as of March 1, 1953		
	1 Hour	½ Hour	¼ Hour
Interconnected Stations (Available only as a group) 50 stations	\$46,775	\$28,065	\$18,710
Interconnected Stations (Available individually) 22 stations	11,900	6,900	3,700
Non-Interconnected Stations (Available individually) 7 stations	1,300	780	520
Total, 79 Stations	\$59,975	\$35,745	\$22,930

BIG

As this advertisement is written in January, 1953, there are 21 million TV sets in use. Five years ago, when NBC instituted Network Television, there were only 170,000 sets.

Compare this to the automobile industry—one of America's greatest industrial achievements. It took 31 years to put 21 million automobiles on the road.

A comparison that's closer to home

NATIONAL

GUEST

five-year-old in history

is the radio industry. Radio reached the 21 million mark in 1932 after 11 years of set production and broadcasting.

NBC has led every inch of the way in developing television as a lively art and as a selling medium. By establishing the first network...by pioneering big-time program techniques...by bringing the greatest stars in entertainment to television...by measuring and proving tele-

vision's tremendous sales effectiveness...by developing new and unique sponsorship plans...by providing a national merchandising service to NBC television sponsors.

By the end of 1953, 6 million more television sets will have been added to the nation's total. And just as in the past, these six million new sets will be tuned most often to NBC.

BROADCASTING COMPANY

a service of Radio Corporation of America

NBC Executives

(Continued from page 27)

ORGANIZATION UNDER THE VICE PRESIDENT OWNED & OPERATED STATIONS, STAFF ENGINEERING AND PUBLIC RELATIONS

Charles R. Denny, *Vice President for Owned & Operated Stations, Public Relations and Staff Engineering*

OWNED & OPERATED STATIONS

James M. Gaines, *Vice President for Owned & Operated Stations*

Henry T. Sjogren, *Controller for Owned & Operated Stations*

NATIONAL SPOT SALES

Thomas B. McFadden, *Director of National Spot Sales*

Richard H. Close, *Manager for Represented Stations*

John H. Reber, *National Manager for Television Spot Sales*

Caroline Herbert, *Sales Service Manager*

Harold Shepard, *Sales Development Advertising & Promotion Manager*

WNBT—NEW YORK

Ted Cott, *Vice President & General Manager*

Peter M. Affe, *Television Program Manager*

Max E. Buck, *Director of Advertising, Sales Promotion and Merchandising*

Jay J. Heitin, *Television Sales Manager*

Richard M. Pack, *Director of Programs & Operations*

Jack R. Robinson, *Community Relations Manager*
Theodore Zaer, *Controller*

WNBW—WASHINGTON

Carleton D. Smith, *Vice President and General Manager*

Robert Adams, *Supervisor Advertising and Promotion*

Ralph L. Burgin, *Manager of Television Programs*

Charles M. de Lozier, *Manager of Television Sales*

Arthur D. Hamilton, *Controller*

Cassius M. Keller, *Director of News & Special Events*

John G. Rogers, *Chief Engineer*

WNBQ—CHICAGO

Harry C. Kopf, *Vice President & General Manager*
Leonard Anderson, *Manager of Integrated Services Department*

Jules Herbuveaux, *Director of Television Operations*

Howard C. Luttgens, *Engineer in Charge*

John J. McPartlin, *Manager of Television Local Sales*

William B. Ray, *Manager of News & Special Events*

John F. Whalley, *Controller*

WNBK—CLEVELAND

Hamilton Shea, *General Manager*

Norman Cloutier, *Program Director*

Charles F. Hutaff, *Director of Advertising, Promotion & Merchandising*

Samuel E. Leonard, *Engineer in Charge*

John L. McHale, *Controller*

Charles H. Philips, *Director of Television Sales*

Frank D. Smith, *Program Manager*

KNBH—HOLLYWOOD

Donald A. Norman, *General Manager*

Albert V. Cole, *Program Manager*

William D. Edouarde, *Sales Manager*

Robert C. Pelgram, *Manager of Press & Publicity*

James F. Turner, *Controller*

ENGINEERING DEPARTMENT

O. B. Hanson, *Vice President & Chief Engineer*

William A. Clarke, *Administrative Assistant*

Edward R. Cullen, *Liaison Engineer*

Joseph D'Agostino, *Liaison Engineer*

George M. Nixon, *Manager of Engineering Development*

Chester A. Rackey, *Manager of Audio-Video Engineering*

Robert E. Shelby, *Director of Color Television Systems Development*

James Wood Jr., *Manager of Technical Services*

PUBLIC RELATIONS DEPARTMENT

Edward D. Madden, *Vice President & Assistant to the President*

Cornelius K. Sullivan, *Public Relations Representative*

Robert Aaron, *Public Relations Representative*

Continuity Acceptance Department

Stockton Helffrich, *Manager of Continuity Acceptance*

Information Department

Anita Barnard, *Manager of Information*

ORGANIZATION OF WASHINGTON AND HOLLYWOOD OFFICES

WASHINGTON OFFICE

Frank M. Russell, *Vice President*

George Wheeler, *Assistant Vice President*

HOLLYWOOD OFFICE

John K. West, *Vice President*

Thomas McCray, *Director of Network Program Operations*

Earl H. Rettig, *Director of Finance and Operations*

Lewis S. Frost, *Director of Public Relations*

UTP proudly introduces the new combined STUDIO TELESCRIPTION LIBRARY

No station operation is complete without a musical film library and now STUDIO TELESCRIPTIONS offers the largest and most complete library of musical films ever made available to television . . . complete with promotional and merchandising aids, scripts, program ideas, publicity and ad mats.

But that's not all—each month will bring additional releases of popular tunes, designed to keep the library fresh and up-to-date.

REALISTICALLY PRICED—In spite of the huge investment represented in this new library, the cost to each individual station subscriber has been set so low that no station can afford to be without STUDIO TELESCRIPTIONS. Contact your UTP salesman now for complete details.



the only music library that gives you . . .

- ★ ALL THE TOP MUSICAL STARS!
- ★ ALL YOUR FAVORITE TUNES . . . BOTH NEW AND OLD!
- ★ COMPLETE PROGRAM AND PROMOTION SERVICE!
- ★ HIGH FIDELITY SOUND-ON-FILM . . .
NO SYNCHRONIZATION PROBLEMS!
- ★ ALL FILMS MADE EXPRESSLY FOR TELEVISION!



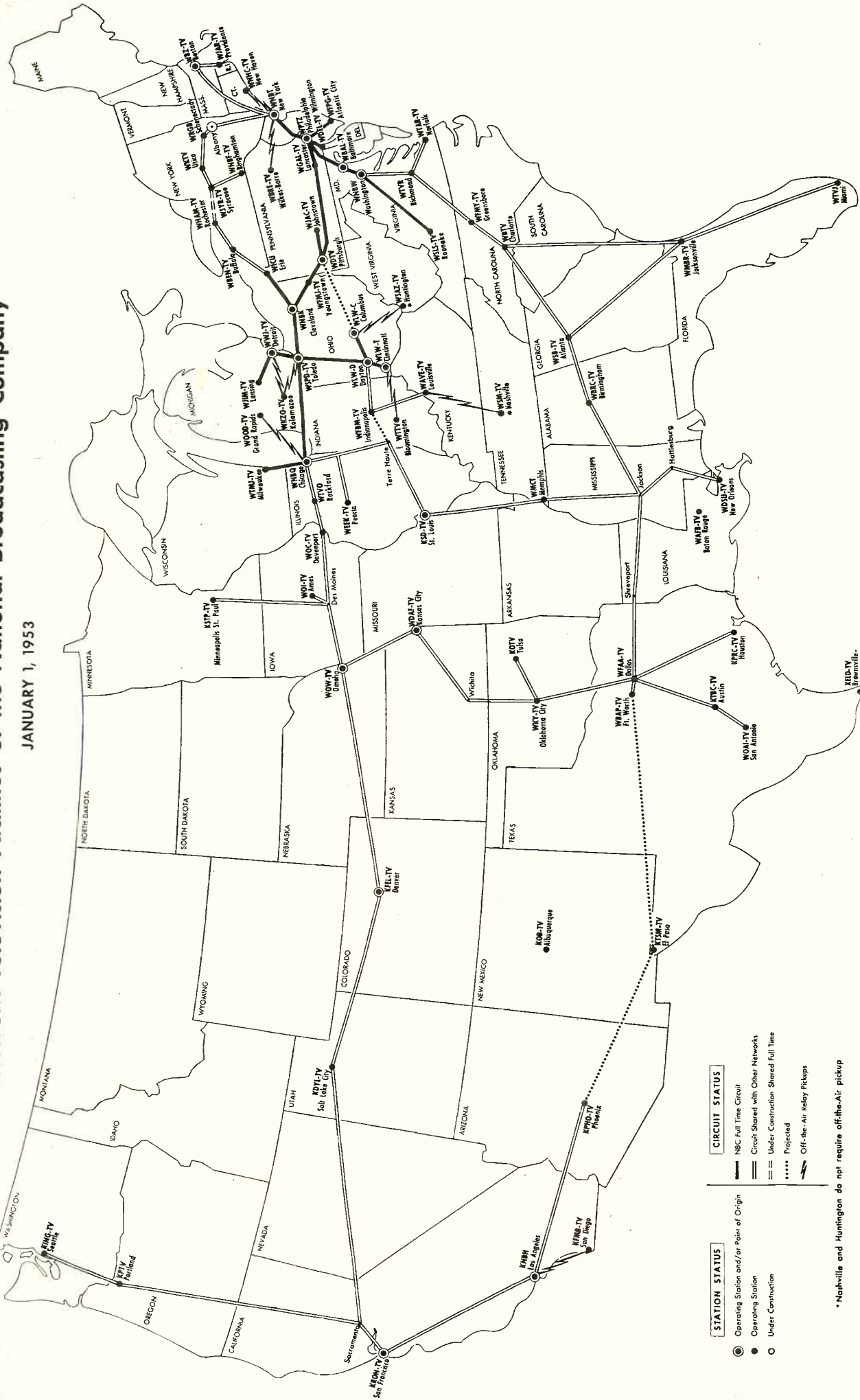
NEW YORK
444 Madison Avenue

CHICAGO
360 North Michigan

HOLLYWOOD
140 North LaBrea

Network Television Facilities of the National Broadcasting Company

JANUARY 1, 1953



STATION STATUS

- Operating Station and/or Point of Origin
- Operating Station
- Under Construction

CIRCUIT STATUS

- NBC Full Time Circuit
- - - Circuit Shared with Other Networks
- · · Under Construction Shared Full Time
- · · · · Projected
- Off-the-Air Relay Pickups

*Nashville and Huntington do not require off-the-air pickup

TELEVISION STATION REPRESENTATIVES AND STATIONS REPRESENTED

(Editor's Note: Reproduced here is a directory of television station representatives. The listing of a firm does not necessarily mean that it presently is handling television station representation. Where a firm actually is the designated representative of a television station or stations, the listings herewith so indicate.)

AIRSPOT SALES

Chicago 1—64 E. Lake St. Tel.: Franklin 2-0961. Gen. Mgr.: Joseph Kapps.
(Stations represented not reported.)

EVERY-KNODEL INC.

New York 20—608 Fifth Ave. Tel.: Judson 6-5536. Mgr.: Lewis H. Avery.
Chicago 1—75 E. Wacker Dr. Tel.: Andover 3-4710. Mgr.: J. W. Knodel.
San Francisco 4—235 Montgomery St. Tel.: Yukon 2-3877. Mgr.: David H. Sandeberg.
Los Angeles 15—315 W. Ninth St. Tel.: Tucker 2435. Mgr.: John R. Markey.
Atlanta 3—41 Marietta St. N.W. Tel.: Cypress 7545. Mgr.: Charles C. Coleman.
Dallas 1, Tex.—1915 Elm St. Tel.: Sterling 1558. Mgr.: Clyde B. Melville.

Represents:

WMBR-TV Jacksonville, Fla.	WNAO-TV Raleigh, N.C.
WKZO-TV Kalamazoo, Mich.	WLSL-TV Roanoke, Va.
WHBF-TV Rock Island, Ill.	WILK-TV Wilkes-Barre, Pa.
KEPO-TV El Paso, Tex.	KCSJ-TV Pueblo, Col.
KDUB-TV Lubbock, Tex.	

WILLIAM A. AYRES CO.

San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. Owner-Mgr.: William A. Ayres.

Represents:

Donald Cooke Inc.

BERTHA BANNAN

Boston—Little Bldg. Tel.: Hubbard 4370. Mgr.: Bertha Bannan; Harry Wheeler.
Represents in New England:
WJAR-TV Providence, R. I.

HIL F. BEST CO.

Detroit 30—Park Ave. Bldg. Tel.: Woodward 2-7298. Owner: Hil F. Best.
Chicago 1—228 N. LaSalle. Tel.: State 2-5096. Mgr.: Fred Jones.
New York 17—101 Park Ave. Tel.: Lexington 2-3783. Mgr.: George T. Hopwell.
(Stations represented not reported.)

BLAIR-TV INC.

New York 17—150 E. 43d St. Tel.: Murray Hill 2-5644. Pres.: William H. Weldon;
Sales Mgr.: Robert M. Dooley.
Chicago 11—520 N. Michigan Ave. Tel.: Superior 7-5580. Mgr.: John W. Davis.
Detroit 26—1115 Book Bldg. Tel.: Woodward 5-3230. Mgr.: Charles Fritz.
St. Louis 1—1148 Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
San Francisco 4—3010 Russ Bldg. Tel.: Yukon 2-7068. Mgr.: Lindsey H. Spight.
Los Angeles 28—6331 Hollywood Blvd. Tel.: Granite 6103. Mgr.: Frank Moreland.
Dallas—Rio Grande Nat'l Bldg. Tel.: Randolph 7955. Mgr.: Clarke R. Brown.
Jacksonville—1306 Barnett Bank Bldg. Tel.: 6-5770. Mgr.: Harry E. Cummings.

Represents:

KTTV (TV) Los Angeles	WGBI-TV Scranton, Pa.
WTVR (TV) Richmond, Va.	KFEL-TV Denver
KDYL-TV Salt Lake City	WOW-TV Omaha, Neb.
WDSU-TV New Orleans	KING-TV Seattle
WBKB (TV) Chicago	WBNS-TV Columbus, Ohio
KIDO-TV Boise, Ida.	WXYZ-TV Detroit
KWFT-TV Wichita Falls, Tex.	WTTG (TV) Washington

HASKELL BLOOMBERG

Lowell, Mass.—39 Kearney Square. Tel.: Lowell 8715. Gen. Mgr.: Haskell Bloomberg.
Lawrence, Mass.—Cregg Bldg. Tel.: Lawrence 2-2148.
Cambridge, Mass.—28 Carleton St. Tel.: Kirkland 7-2355.
(Stations represented not reported.)

THE BOLLING CO. INC.

New York 17—480 Lexington Ave. Tel.: Plaza 9-8150. Mgr.: George W. Bolling.
Chicago 1—360 Michigan Ave. Tel.: Dearborn 2-5277. Mgr.: John D. Stebbins.
Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 8-8158. Mgr.: V. E. Atkinson.
San Francisco 3—5 Third St. Tel.: Garfield 1-6740. Mgr.: George D. Close.
Boston 16—80 Boylston St. Tel.: Hubbard 2-0346. Mgr.: James McCann.

Represents:

WBNF-TV Binghamton, N. Y.	WKNB-TV New Britain, Conn.
WHP-TV Harrisburg, Pa.	WTVU (TV) Scranton, Pa.
WAYS-TV Charlotte, N.C.	WISE-TV Asheville, N.C.

LOUIS J. BORGATTI INC.

Boston 16—535 Statler Office Bldg. Tel.: Hancock 6-8182. Pres.-Treas.: Louis J. Borgatti.
(Stations represented not reported.)

THE BRANHAM CO.

Chicago—360 N. Michigan Ave. Tel.: Central 6-5726. Mgr.: C. B. Peterson.
New York—230 Park Ave. Tel.: Murray Hill 6-1860. Mgr.: Joseph F. Timlin.
Atlanta—Rhodes-Harverty Bldg. Tel.: Walnut 3025. Mgr.: H. L. Ralls.
St. Louis—Arcade Bldg. Tel.: Chestnut 6192. Mgr.: J. E. Nicholson.
Dallas—1005 Fidelity Union Life Bldg. Mgr.: George Harding.
Detroit—General Motors Bldg. Tel.: Trinity 1-0440. Mgr.: Fred Weber.
Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 8839. Mgr.: B. C. Finc.
San Francisco—703 Market St. Tel.: Yukon 2-1582. Mgr.: Walter F. Patzloff.
Los Angeles—5399 Wilshire Blvd. Tel.: Webster 1-1551. Mgr.: Norman E. Noye.
Memphis 3—Sterick Bldg.; Tel.: 8-2344. Mgr.: Sidney Nichols.

Represents:

KFMB-TV San Diego, Calif.	KRLD-TV Dallas
KOB-TV Albuquerque, N. M.	KFDA-TV Amarillo, Tex.
WCPO-TV Cincinnati	WHYN-TV Holyoke, Mass.
WEWS (TV) Cleveland	KMO-TV Tacoma, Wash.
WMCT (TV) Memphis	

BULMER & JOHNSON INC.

Minneapolis 2—WCCO Bldg. Tel.: Lincoln 7017.
(Stations represented not reported)

BURN-SMITH CO. INC.

New York 18—19 W. 44th St. Tel.: Murray Hill 2-3124. Mgr.: C. Stanley Bailey.
Chicago 1—307 N. Michigan Ave. Tel.: Central 6-4437. Mgr.: John A. Toothill.

Stations represented:

WROV-TV Roanoke, Va.

GEORGE W. CLARK INC.

Chicago—333 No. Michigan Ave. Tel.: Central 6-2884. Mgr.: George W. Clark.
New York—11 W. 42d St. Tel.: Oregon 5-7457. V.P.: William Wyatt. Mgr.: John Stewart.
Los Angeles—111 N. LaCienega, Beverly Hills. Tel.: Crestview 5-2022. Mgr.: Lee O'Connell.
San Francisco—233 Sansome St. Tel.: Yukon 6-2981. Mgr.: William Ayres.
(Stations represented not reported)

LIONEL COLTON

New York 17—551 Fifth Ave. Tel.: Murray Hill 7-5341.
(Stations represented not reported)

CBS TELEVISION SPOT SALES

(A Service of CBS Television)

New York 22—485 Madison Ave. Tel.: Plaza 5-2000. Gen. Sales Mgr.: Thomas P. Dawson; Eastern Sales Mgr.: Sam Cook Digges.
Chicago 11—410 N. Michigan Ave. Tel.: Whitehall 4-6000. Western Sales Mgr.: MacLean Chandler.
Los Angeles 28—1313 N. Vine St. Tel.: Hollywood 9-1212. Mgr.: Edward Larkin.
San Francisco 5—Palace Hotel. Tel.: Yukon 2-7000. Mgr.: L. L. Thompson.
Memphis 3—63 S. Main St. Tel.: 37-8612. Mgr.: H. H. Holtshouser.
Detroit 2—902 Fisher Bldg. Tel.: Trinity 2-5500. Mgr.: Warren Abrams.

Represents:

WCBS-TV New York	WTOP-TV Washington
KNXT (TV) Los Angeles	KSL-TV Salt Lake City
WCAU-TV Philadelphia	WAFFM-TV Birmingham
WBTW (TV) Charlotte, N. C.	CBS Television Pacific Network
WMBR-TV Jacksonville, Fla.	WBBM-TV Chicago

DONALD COOKE INC.

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-7270. Mgr.: Donald Cooke.
Chicago 1—228 N. La Salle St. State 2-5096. Mgr.: Fred R. Jones.
Los Angeles 36—111 N. LaCienega Blvd. Tel.: Crestview 5-2022. Mgr.: Lee O'Connell.
Detroit 26—1076 Penobscot Bldg. Tel.: Woodward 2-3080. Mgr.: Charles Sheppard.
San Francisco 4—233 Sansome St. Tel.: Yukon 6-2396. Mgr.: Bill Ayres.
Represents:

WKTV (TV) Utica, N. Y.

CROSLEY BROADCASTING CORP.

Chicago—360 N. Michigan Ave. Tel.: State 2-6693. Mgr.: Harry F. Albrecht.
New York—630 Fifth Ave. Tel.: Circle 6-1616. Mgr.: Bernard Musnik.

Represents Owned Stations:

WLWT (TV) Cincinnati	WLWD (TV) Dayton, Ohio
WLWC (TV) Columbus, Ohio	

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 6-5770. Mgr.: Harry E. Cummings
Represents:
Blair-TV

DORA-CLAYTON AGENCY

Atlanta 3—450 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Dora C. Cossé; Clayton J. Cossé.
Represents:
Forjoe & Co.

BROADCASTING • Telecasting

TELEVISION STATION REPRESENTATIVES AND STATIONS REPRESENTED

DuMONT TV SPOT SALES

New York 22—515 Madison Ave. Tel.: Murray Hill 8-2600.
 Chicago—Tribune Tower. Mgr.: David Lasley.
 San Francisco—Monadnock Bldg. Richard S. Railton Co. Tel.: Garfield 1-5426.

Represents Owned Stations:

ABD (TV) New York WDTV (TV) Pittsburgh

EVERETT-McKINNEY INC.

New York 17—40 E. 49th St. Tel.: Plaza 9-3747. Sales Mgr.: Powell Ensign.
 Chicago 11—400 N. Michigan Ave. Tel.: Superior 7-9052. Midwest Sales Mgr.: Charles Whipple.
 Beverly Hills—111 N. LaCienega Blvd. Tel.: Crestview 5-2022. Mgr.: Lee O'Connell.
 San Francisco—233 Sansome St. Tel.: Yukon 6-2396. Mgr.: William Ayres.

(Stations represented not reported)

FORJOE—T.V. INC.

New York 19—29 West 57th St. Tel.: Plaza 5-8501. Joseph Bloom, Joseph Ruggiero, Bernard Howard, Helen Wood, William Ashley, Eugene Litt.
 Chicago 11—435 N. Michigan Ave. Tel.: Delaware 7-1874. Vice Presidents: James Brown, Tom Cinquina.
 Los Angeles 14—1127 Wilshire Blvd. Tel.: Madison 6-8329. Lawrence Krasner.
 San Francisco 5—591 Market St. Tel.: Sutter 1-7569. Zonabelle Samson.
 Atlanta 3—405 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Clayton Cossé and Dora Cossé.

(Stations represented not reported)

FREE & PETERS INC.

New York 22—444 Madison Ave. Tel.: Plaza 1-2700. Pres.: H. Preston Peters; V. P. and Dir. of TV: Lloyd Griffin; Eastern TV Sales Mgr.: John W. Brooke.
 Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-6373. Mgr.: John A. Cory.
 Atlanta 3—Palmer Bldg. Tel.: Main 5667. Mgr.: James M. Wade.
 Detroit 26—Penobscot Bldg. Tel.: Woodward 1-4225. TV Sales Mgr.: Lon A. King.
 Fort Worth 2—406 W. 7th St. Tel.: Fortune 3349. Mgr.: Joseph W. Evans.
 Hollywood 28—6331 Hollywood Blvd. Tel.: 9-2151. TV Sales Mgr.: John A. Serrao.
 San Francisco 4—1226 Russ Bldg. Tel.: Sutter 1-3796. TV Sales Mgr.: Richard G. Rothlin.

Represents:

WOC-TV Davenport, Iowa
 KBTW (TV) Denver, Col.
 WBAP-TV Ft. Worth-Dallas, Tex.
 WAVE-TV Louisville, Ky.
 WTVJ (TV) Miami, Fla.
 KRON-TV San Francisco
 WCCO-TV Minneapolis-St. Paul
 WPIX (TV) New York
 KSD-TV St. Louis
 WCSC-TV Charleston, S. C.
 KGMB-TV Honolulu
 WIS-TV Columbia, S. C.
 WDAY-TV Fargo, N. D.

GILL-PERNA INC.

New York 21—654 Madison Ave. Tel.: Templeton 8-4740. Pres.: Helen Gill; Exec. V.P.: John J. Perna Jr.
 Chicago—75 E. Wacker Dr. Tel.: Central 6-2420.
 Los Angeles—2330 W. Third St. Tel.: Dunkirk 7-4388.
 San Francisco—57 Post St. Tel.: Sutter 1-5568.

*(Stations represented not reported)
 (Continued on page 34)*



The Branham Network

★ SAN FRANCISCO

★ LOS ANGELES

DALLAS

★ ST. LOUIS

★ MEMPHIS

★ ATLANTA

★ CHICAGO

★ DETROIT

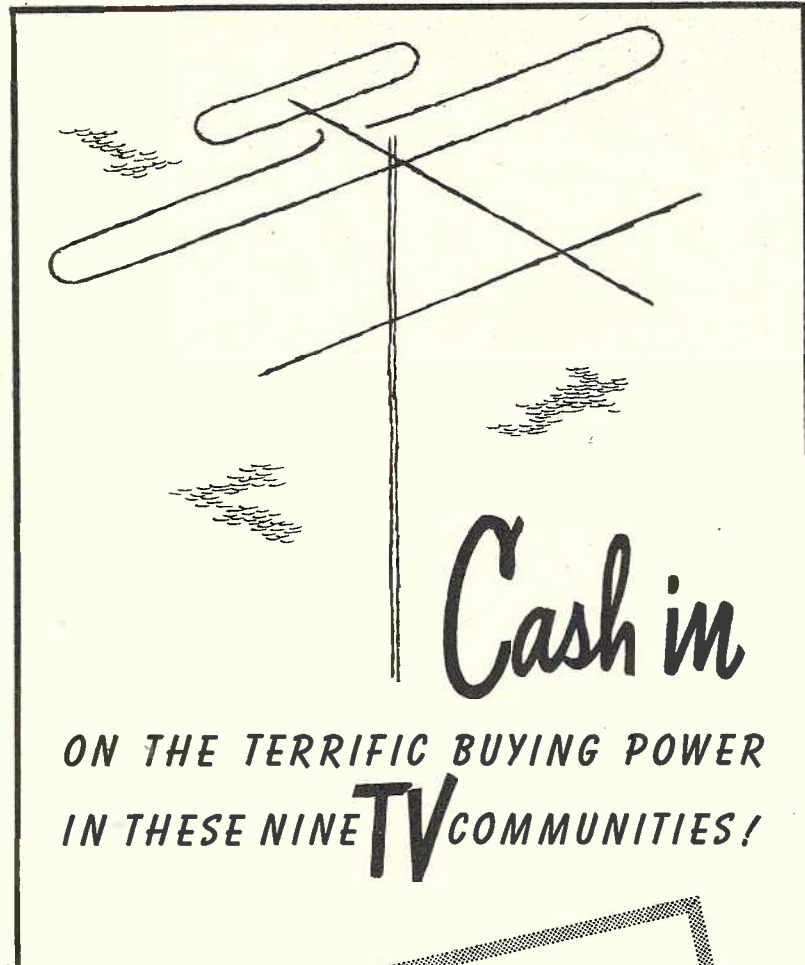
★ NEW YORK

★ CHARLOTTE

10

Branham offices representing Radio and Television Stations

THE BRANHAM COMPANY



Cash in

ON THE TERRIFIC BUYING POWER
IN THESE NINE TV COMMUNITIES!

- WWJ-TV Detroit, Michigan
- WHAM-TV Rochester, New York
- WHIO-TV Dayton, Ohio
- WGN-TV Chicago, Illinois
- KTSM-TV El Paso, Texas
- KKTV Colorado Springs, Colorado
- WABI-TV Bangor, Maine
- WLVA-TV Lynchburg-Roanoke, Virginia
- WWLP Springfield, Massachusetts

George P. Hollingbery Co.

Exclusive National Representatives

For marketing and merchandising information, plus complete costs of covering any one, or all, of the above markets, telephone, write, or wire the nearest Hollingbery office:

New York 18
500 Fifth Ave.
BRyant 9-3960

Chicago 1
307 N. Michigan Ave.
ANdover 3-2636

Los Angeles 13
411 W. 5th St.
MAdison 6-3633

Atlanta 3
223 Peachtree St.
CYpress 1489

San Francisco 4
400 Montgomery St.
DOuglas 2-7192

TV Station Representatives

(Continued from page 33)

PAUL GIRARD CO.

Dallas 1—314 Thomas Bldg. Tel.: Sterling 1037.
(Stations represented not reported)

GENE GRANT & CO.

Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812.
(Stations represented not reported)

W. S. GRANT CO. INC.

San Francisco—703 Market St. Tel.: Exbrook 2-6685. Gen. Mgr.: W. S. Grant
Los Angeles—1127 Sunset Blvd. Tel.: Madison 9-2653. Mgr.: Larry Krasner.
New York—33 W. 42d St. Tel.: Bryant 9-1374.
Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.
(Stations represented not reported)

IRENE GRIFFITH

Hollywood 28—1341 N. Cahuenga Blvd. Tel.: Hillside 3921.
San Francisco 4—681 Market St. Tel.: Douglas 4475.
(Stations represented not reported)

MELCHOR GUZMAN CO. INC.

New York—45 Rockefeller Plaza. Tel.: Circle 7-0624. Vice Pres. in charge: A. Martinez.
Represents:
CMQ-TV Network of Cuba

HARRINGTON, RIGHTER & PARSONS INC.

New York 17—347 Madison Ave. Tel.: Lexington 2-1741. Pres.: John E. Harrington Jr.; V.P.-Treas.: Volney Righter; V.P.-Sec.: James O. Parsons Jr.
Chicago 11—Tribune Tower. Tel.: Whitehall 4-0074. Mgr.: Carroll Layman.
San Francisco 4—235 Montgomery St. Tel.: Sutter 1-4125. Mgr.: Frank Dougher
Represents:
WFMJ-TV Greensboro, N. C.
WAAM (TV) Baltimore
WLTW (TV) Atlanta, Ga.
WHAS-TV Louisville, Ky.
WDAF-TV Kansas City
WBEN-TV Buffalo, N. Y.
WTMJ-TV Milwaukee
WTTG (TV) Washington, D. C.

HEADLEY-REED TV (Division of Headley-Reed)

New York 17—420 Lexington Ave. Tel.: Murray Hill 5-8701. Pres.: Frank W. Miller Sr.; Sec.-Treas.: Frank W. Miller Jr.; V.P. in chg. of TV: W. B. Fah V. P.-Mgr. N. Y. Office: Sterling B. Beeson.
Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-4686. V. P.-Mgr.: John Wrath.
Detroit 26—2019 Penobscot Bldg. Tel.: Woodward 2-7371. Mgr.: Harold V. Barr
Atlanta 3—Palmer Bldg. Tel.: Cypress 4311. Mgr.: E. W. Sweatman Jr.
San Francisco—300 Montgomery St. Tel.: Yukon 6-1265. Mgr.: Ralph W. Mitchell
Hollywood 28—Taft Bldg. Tel.: Hillside 7738. Mgr.: Clark Barnes.
New Orleans—Lee Circle Bldg. Tel.: Tulane 3362. Mgr.: Milton DeReyna.
Philadelphia—1216 Lincoln Liberty Bldg. Tel.: Locust 4-0678. Mgr.: Robert Dome.
Represents:
WICU (TV) Erie, Pa.
WTVN (TV) Columbus, Ohio
WIFE (TV) Dayton, Ohio
WEEK-TV Peoria, Ill.
WTVQ (TV) Pittsburgh
WEEU-TV Reading, Pa.
WKOW-TV Madison, Wis.
KFEQ-TV St. Joseph, Mo.
WSYR-TV Syracuse, N. Y.
WBRE-TV Wilkes-Barre, Pa.
WFMJ-TV Youngstown, Ohio
WALA-TV Mobile, Ala.
WCOS-TV Columbia, S. C.
WGLU (TV) Easton, Pa.

GEORGE P. HOLLINGBERY CO.

Chicago 1—307 N. Michigan Ave. Tel.: Andover 3-2636. Mgr.: George P. Hollingbery.
New York 18—500 Fifth Ave. Tel.: Bryant 9-3960. Mgr.: F. E. Spencer Jr. V.P. in Chg. TV: Eugene S. Thomas.
Atlanta 3—223 Peachtree St. Tel.: Cypress 1489. Mgr.: Richard N. Hunter.
San Francisco 4—400 Montgomery St. Tel.: Douglas 2-7192. Mgr.: George Lindr
Los Angeles 13—411 W. Fifth St. Tel.: Madison 6-3633. Mgr.: Harry H. Wise
Represents:

*WGN-TV Chicago, Ill.	KEYT (TV) Santa Barbara, Calif.
KKTV (TV) Colorado Springs, Col.	KITO-TV San Bernardino, Calif.
WHIO-TV Dayton, Ohio	WWLP (TV) Springfield, Mass.
WWJ-TV Detroit, Mich.	WHAM-TV Rochester, N. Y.
KTSM-TV El Paso, Tex.	WWLP (TV) Springfield, Mass.
WLVA-TV Lynchburg, Va.	WNOW-TV York, Pa.
WABI-TV Bangor, Me.	KTVI (TV) Boise, Ida.
KOPR-TV Butte, Mont.	KTVU (TV) Stockton, Calif.
WARM-TV Scranton, Pa.	WEAU-TV Eau Claire, Wis.
Eastern Idaho Bestg. & TV Co., Pocatello, Ida.	

*Except in Chicago, New York, Boston, Detroit, Minneapolis, Milwaukee, Cincinnati and Philadelphia.

(Continued on page 36)

5 CAMERAS... ALL TRAINED ON...



RESEARCH

...compiles key sales ammunition for salesmen in all offices...market data and analyses, audience studies, program information, facilities reports, merchandising material, sales presentations.

PROMOTION

... fosters the prestige and sales growth of Headley-Reed TV represented stations through ads, mailing pieces and presentations.

PRODUCTION

... a complete department, creatively staffed and with every facility...prepares all finished promotion material for sales use and trade distribution.

TRAFFIC

... coordinates sales activity with market availabilities through TWX, telephone and Western Union... maintains a tickler system on both AM and TV schedules of all stations in each market.

SALES FORCE

... hard-selling, experienced men who know their markets, know their medium and know how to harvest a station's sales potential...make constant advertiser and agency calls, armed with full research and promotion equipment that team with ability and aggressiveness to insure an intelligent and successful selling job.

Headley-Reed TV

Television Station Representatives

NEW YORK CHICAGO ATLANTA HOLLYWOOD PHILADELPHIA SAN FRANCISCO

TELEVISION STATION REPRESENTATIVES AND STATIONS REPRESENTED

(Continued from page 34)

DON HOWARD & CO.

Del Rio, Tex.—Foster Bldg. Tel.: 1745. Owner: Don Howard.
(Stations represented not reported)

H-R REPRESENTATIVES INC.

New York 17—405 Lexington Ave. Tel.: Murray Hill 9-2606. Pres.-Treas.: Frank M. Headley; Exec. V.P.: Dwight S. Reed; V.P.-Sec.: Frank E. Pellegrin; V.P.: Paul R. Weeks; V.P.: Carlin S. French; Allen W. Kerr; James W. LeBaron; Lou Faust; Joseph Amaturio; Walter Dunn.

Chicago 3—35 E. Wacker Drive. Tel.: Randolph 6-0113. V.P.: Dwight S. Reed; V.P.: Carlin S. French; William B. Ogden.

San Francisco—110 Sutter St. Tel.: Exbrook 2-3407. James M. Alspaugh.
Hollywood—710 Equitable Bldg. Tel.: Granite 1480. V.P.: Harold Lindley.

Represents:

WJIM-TV Lansing, Mich.	WFBG-TV Altoona, Pa.
WNAC-TV Boston	WLOK-TV Lima, Ohio
WHUM-TV Reading, Pa.	KNOE-TV Monroe, La.
*WOR-TV New York	

* West Coast only.

INDIE SALES INC.

New York 17—60 E. 42d. St. Tel.: Murray Hill 2-4813. Pres.: Jack Koste.

Chicago 1—228 N. LaSalle St. Tel.: State 5096.

Detroit 26—Park Avenue Bldg. Tel.: Woodward 2-7298.

Los Angeles 36—5225 Wilshire Blvd. Tel.: York 8812.

San Francisco—681 Market St. Tel.: Yukon 6-0621.

(Stations represented not reported)

INTER-AMERICAN PUBLICATIONS INC.

New York 17—41 E. 42d St. Tel.: Murray Hill 2-0886. Pres.: Angel Ramos; V.P.-Treas.: Jose Oviedo; Sec.: Frank Navarro.

Represents:

WKAQ-TV San Juan, P. R.

FRED R. JONES & SON

Chicago—228 N. La Salle St. Tel.: State 2-5096.

Represents:

WKTU (TV) Utica, N. Y.

THE KATZ AGENCY

New York 22—488 Madison Ave. Tel.: Plaza 9-4460. Natl. TV Sales Mgr.: Scott Donahue Jr.; Dir. of TV Station Relations: Edward Codel.

Chicago 1—307 N. Michigan Ave. Tel.: Central 6-7343. Mgr.: Gerald H. Gunst.

Detroit 26—Penobscot Bldg. Tel.: Woodward 3-8420. Mgr.: Ralph Bateman.

Kansas City 6—Bryant Bldg. Tel.: Victor 7095. Mgr.: Thomas J. Flanagan Jr.

Atlanta 3—22 Marietta St. Tel.: Alpine 1637. Mgr.: Fred M. Bell.

Dallas 1—505 Ervay St. Tel.: Riverside 4036. Mgr.: David Rutledge.

San Francisco 4—Russ Bldg. Tel.: Sutter 1-7434. Mgr.: Stanley J. Reulman.

Los Angeles 14—530 W. 6th St. Tel.: Tucker 3219. Mgr.: Richard Hasbrook.

Represents:

WOOD-TV Grand Rapids, Mich.	WSPD-TV Toledo, Ohio
WJAC-TV Johnstown, Pa.	WKY-TV Oklahoma City
KLAC-TV Los Angeles	WFIL-TV Philadelphia
WNHC-TV New Haven, Conn.	KPIX (TV) San Francisco
WAGA-TV Atlanta, Ga.	WSAZ-TV Huntington, W. Va.
WFBM-TV Indianapolis	WMAL-TV Washington, D. C.
WMAR (TV) Baltimore	KEYL (TV) San Antonio
WJBK-TV Detroit	WJTV (TV) Jackson, Miss.
WHEN (TV) Syracuse, N. Y.	KVTU (TV) Sioux City, Iowa
WKRC-TV Cincinnati	KHQ-TV Spokane, Wash.
WXEL (TV) Cleveland	

JOHN KEATING

Portland, Ore.—Alderway Bldg. Tel.: Beacon 4107. Mgr.: Don P. Motter.

Seattle, Wash.—2d & Pine Bldg. Tel.: Elliott 6520. Mgr.: Jack Ellison.

(Stations represented not reported)

THE KENNEDY CO.

Philadelphia 7—1404 Lincoln-Liberty Bldg. Tel.: Rittenhouse 6-8546. Mgr.: Ma com E. Kennedy.

New York—342 Madison Ave. Mgr.: Foster G. Bowen.

Represents:

*WFPG-TV Atlantic City, N. J. Fun and Fortune (WCAU-TV Philadelphia)

* Pennsylvania only.

KETTELL-CARTER

Boston—John Hancock Bldg. Tel.: Liberty 2-5799. Partners: Elmer Kettel Marjorie Carter.

Represents in New England:

WSYR-TV Syracuse, N. Y.

A. LEWIS KING

New York 17—551 Fifth Ave. Tel.: Murray Hill 2-8276.

(Stations represented not reported)

ORVILLE LAWSON & ASSOC.

Minneapolis 2—935 Northwestern Bank Bldg. Tel.: Geneva 9631. Owner: Orville Lawson. Office Mgr.: Lillian Carney; Acct. Exec.: L. M. Knopp.

(Stations represented not reported)

JOSEPH HERSHEY MCGILLVRA INC.

New York 17—366 Madison Ave. Tel.: Murray Hill 2-8755. Pres.: Joseph McGillvra.

Chicago 1—185 N. Wabash Ave. Tel.: State 2-5282. V. P. and Mgr.: Hub Jacks Beverly Hills—111 N. La Cienega Blvd. Tel.: Bradshaw 2-4727. Mgr.: Lee O'Connell.

San Francisco 4—233 Sansome St. Tel.: Yukon 6-2981. Mgr.: William A. Ayr

Represents:

WPAG-TV Ann Arbor, Mich.	WOUC (TV) Chattanooga, Tenn.
KRDO-TV Colorado Springs, Col.	KRDO-TV Colorado Springs, Col.

FRANK J. MCHUGH JR.

Portland 4, Ore.—710 Lewis Bldg. Tel.: Broadway 3210.

(Stations represented not reported)

MEEKER TV INC.

New York 17—521 Fifth Ave. Tel.: Murray Hill 2-2170. Gen. Mgr.: Robert D. Meeker; Eastern Mgr.: Louis J. F. Moore. Edgar B. Filion, Dean C. Eg Glen Lau.

Chicago 11—333 N. Michigan Ave. Tel.: Central 6-1742. Mgr.: Carlton F-J Jewett Lois Thompson.

San Francisco 4—Russ Bldg. Tel.: Yukon 6-4940. Mgr.: Donald L. Pontius.

Los Angeles 28—6381 Hollywood Blvd. Tel.: Hollywood 9-5408. Mgr.: Tracy Moo Jerry Moore.

Represents:

WDEL-TV Wilmington, Del.	WLEV-TV Bethlehem, Pa.
WTTV (TV) Bloomington, Ind.	WAZL-TV Hazleton, Pa.
WGAL-TV Lancaster, Pa.	WKNY-TV Kingston, N. Y.
KRDC-TV Rochester, Minn.	WKST-TV New Castle, Pa.

NATIONAL BROADCASTING CO. (NBC SPOT)

(National Spot Sales Dept.)

New York 20—30 Rockefeller Plaza. Tel.: Circle 7-8300. Dir.: Thomas B. M Fadden; Nat'l TV Sales Mgr.: John Reber; Eastern TV Sales Mgr.: Luel P. Stearns; Sales Div., Adv. and Prom. Mgr.: H. W. Shepard.

Chicago 54—Merchandise Mart. Tel.: Superior 7-8300. Central Div. TV Sales Mgr Robert Ewing.

Cleveland 14—815 Superior Ave. N.E. Tel.: Cherry 1-0942. TV Sales Rep.: John Treacy.

Hollywood 28—Sunset & Vine. Tel.: Hollywood 9-6161. TV Sales Rep.: Wa Davidson.

San Francisco 2—Taylor & O'Farrell Sts. Tel.: Graystone 4-8700. Sales Rep.: C Nielsen.

Represents:

WNBT (TV) New York	WNBW (TV) Washington
WNBQ (TV) Chicago	WBZ-TV Boston
KNBH (TV) Hollywood	WRGB (TV) Schenectady-Albany-Tro,
WNBK (TV) Cleveland	KPTV (TV) Portland, Ore.
WPTZ (TV) Philadelphia	

(Continued on page 38)

BROADCASTING • Telecasti

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of
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WPTZ Philadelphia • WBZ-TV Boston • WNBK Cleveland • WNBW Washington • KPTV Portland, Ore. • WRGB Schenectady-Albany-Troy.

TELEVISION STATION REPRESENTATIVES AND STATIONS REPRESENTED

(Continued from page 36)

JOHN E. PEARSON TV INC.

New York—250 Park Ave. Tel.: Plaza 8-2255. John E. Pearson, Russ Walker, Wm. M. Wilson, Ray Henze.
Chicago—333 N. Michigan Ave. Tel.: State 2-7494. Mgr.: Frank M. Reed; C. D. Stitt, Juanita Hall.
Dallas—1312½ Commerce St. Tel.: Prospect 3723. H. W. Maier Jr., Viola Miller.
Minneapolis—1406 Northwestern Bank Bldg. Tel.: Lincoln 5689. James Bowden, Betty Pearson.
Los Angeles—684 S. Lafayette Park Place. Tel.: Dunkirk 7-4388. Robert W. Walker, Bambi Harrington.
San Francisco—57 Post St. Tel.: Sutter 1-5568. Rogers Parratt, Vera Monroe.
(Stations represented not reported)

JOHN H. PERRY ASSOC.

New York 17—128 E. 56th St. Tel.: Eldorado 5-3197. Gen. Mgr.: William K. Dorman.
Philadelphia 7—12 S. 12th St. Tel.: Walnut 2-3555. Mgr.: Robert Hitchings.
Chicago 3—122 S. Michigan Ave. Tel.: Harrison 7-8085. Mgr.: F. W. Thurnau.
Detroit 2—7-268 General Motors Bldg. Tel.: Trinity 5-1803. Mgr.: John F. Cole.
Atlanta 3—Suite 610 Georgia Savings Bank Bldg. Tel.: Alpine 7892. Mgr.: Francis A. Milligan.
Los Angeles 5—2978 Wilshire Blvd. Tel.: Dunkirk 8-8158. Mgr.: V. E. Atkinson.
San Francisco 3—5 Third St. Tel.: Garfield 1-6740. Mgr.: Burton L. Beggs.
(Stations represented not reported)

EDWARD PETRY & CO. INC.

(Television Division)

New York 22—488 Madison Ave. Tel.: Murray Hill 8-0200. Mgr.: Henry E. Ringgold.
Chicago 11—400 N. Michigan Ave. Tel.: Whitehall 4-0011. Mgr.: Edward E. Voynow.
Detroit 2—General Motors Bldg. Tel.: Trinity 5-1035. Mgr.: Frank Walker.
San Francisco 4—Russ Bldg. Tel.: Yukon 2-3631. Mgr.: Edward L. Smith.
Los Angeles 14—523 W. Sixth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
St. Louis 3—Shell Bldg. Tel.: Chestnut 7191. Mgr.: Richard Hughes.
Dallas 2—Life of America Bldg., Wood & Akard Sts. Tel.: Prospect 3593. Mgr.: Buell Herman.

Represents:

WSB-TV Atlanta, Ga.	KECA-TV Los Angeles
WBAL-TV Baltimore	WOAI-TV San Antonio, Tex.
WTAR-TV Norfolk, Va.	KGO-TV San Francisco
WJZ-TV New York	WSM-TV Nashville, Tenn.
KSTP-TV Minneapolis-St. Paul	KPRC-TV Houston, Tex.
KPHO-TV Phoenix, Ariz.	KOTV (TV) Tulsa, Okla.
WFAA-TV Dallas, Tex.	KMTV (TV) Omaha, Neb.
WTVH-TV Peoria, Ill.	

RADIO-TV REPRESENTATIVES INC.

New York—480 Lexington Ave. Tel.: Murray Hill 8-4342. Pres.: Harry S. Goodman; V. P. Chg. New York; Peggy Stone.
Chicago—75 E. Wacker Drive. Tel.: Financial 6-0982. V. P. Chg. Chicago; Ed Nickey.
(Stations represented not listed)

THE RICHARD RAILTON CO.

San Francisco 5—681 Market St. Tel.: Sutter 1-1060. Mgr.: Richard S. Railton.
Represents on West Coast:
 WABD (TV) New York WTTG (TV) Washington
 WDTV (TV) Pittsburgh DuMont Television Network

WILLIAM G. RAMBEAU CO.

New York 17—347 Madison Ave. Tel.: Murray Hill 6-5940. Pres.: William G. Rambeau. Vice Pres. in Chg. N.Y. Office: James A. Wethington.
Chicago 1—333 N. Michigan Ave. Tel.: Andover 3-5566. Mgr.: Nick Bolton.
Los Angeles 5—1746 N. Las Palmas Av. Tel.: Hillside 0388. Mgr.: Jack Porter.
Minneapolis 2—625 Second Ave., Suite 326-327. Tel.: Lincoln 7017. Mgr.: Vivian Bulmer.
San Francisco 4—233 Sansome St. Tel.: Yukon 6-2396. Mgr.: William Ayers.
Represents:
 WFAM-TV Lafayette, Ind. WATR-TV Waterbury, Conn.
 WJON-TV St. Cloud, Minn. WVEC-TV Hampton, Va.

PAUL H. RAYMER CO. INC.

New York 22—444 Madison Ave. Tel.: Plaza 9-5570. Pres.: Paul H. Raymer; TV Sales Mgr.: Ralph E. McKinnie.
Chicago 11—435 N. Michigan Ave. Tel.: Superior 7-4473. V. P.-Mgr.: G. C. Packard.
Boston 16—Statler Office Bldg. Tel.: Hubbard 2-3225. Mgr.: Paul Tiemer.
Detroit 26—2949 Penobscot Bldg. Tel.: Woodward 3-0764. Mgr.: Robert B. Rains.
Memphis 1—Hotel Chisca. Tel.: Memphis 37-3813. Mgr.: Hugh Murphy.
San Francisco 4—Russ Bldg. Tel.: Douglas 2-8909. Mgr.: L. Ray Rhodes.
Hollywood 28—1680 Vine St. Tel.: Hudson 2-2376. Mgr.: John D. Gale.
Represents:
 WBRC-TV Birmingham, Ala. WSBT-TV South Bend, Ind.
 WKBN-TV Youngstown, Ohio WNOK-TV Columbia, S. C.
 KTLA (TV) Los Angeles KMJ-TV Fresno, Calif.
 KVOA-TV Tucson, Ariz. KFOR-TV Lincoln, Neb.



John E. Pearson Television Inc.

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KRTV	Little Rock, Arkansas	WFPG-TV	Atlantic City, New Jersey
KCBD-TV	Lubbock, Texas	KFSA-TV	Fort Smith, Arkansas
WHIZ-TV	Zanesville, Ohio	WJHL-TV	Johnson City, Tennessee
KQTV	Fort Dodge, Iowa	KGKL-TV	San Angelo, Texas

KHMO-TV Hannibal, Missouri

*Stations granted up to February 20, 1953.

NEW YORK • CHICAGO • MINNEAPOLIS • DALLAS • LOS ANGELES • SAN FRANCISCO

TV Station Representatives

O. J. REISS

New Orleans 12—904 Maritime Bldg. Tel.: Magnolia 2917.
(Stations represented not reported.)

DONALD RICH

New York—Suite 903, 1564 Broadway. Tel.: Judson 6-5547.
(Stations represented not reported.)

DUNCAN A. SCOTT & CO.

San Francisco—Mills Bldg. Tel.: Garfield 1-7950. Owner: Duncan A. Scott.
Los Angeles—2978 Wilshire Blvd. Tel.: Dunkirk 8-4151. Mgr.: A. O. Dillenbeck.
(Stations represented not reported.)

SEARS & AYER

Chicago—612 N. Michigan Ave. Tel.: Superior 7-8177.
New York—295 Madison Ave. Tel.: Murray Hill 9-2586.
San Francisco—681 Market St. Tel.: Yukon 6-0621.
Los Angeles—5225 Wilshire Blvd. Tel.: York 8812.
Louis—316 N. 8th St. Tel.: Central 2391.
(Stations represented not reported.)

STORER BROADCASTING CO.*

New York—488 Madison Ave. Tel.: Eldorado 5-7690.

Represents Owned Stations:

SPD-TV Toledo, Ohio WJBK-TV Detroit
WAGA-TV Atlanta KEYL (TV) San Antonio

In addition, these stations are represented by The Katz Agency.

THE O. L. TAYLOR CO.

New York 22—488 Madison Ave. Tel.: Murray Hill 8-1088. Pres.: Lloyd George Venard; Sec.-Treas.: F. Dodderer.
Chicago 1—360 North Michigan Ave. Tel.: State 2-5260. Howard B. Meyers.
Dallas 1—1024 Life of America Bldg. Tel.: Riverside 5663. Fred L. Vance.
Los Angeles 13—638 South Van Ness Ave. Tel.: Fairfax 8458. George G. Dietrich.
San Francisco—235 Montgomery St. Tel.: Douglas 2-1323. W. Hubbard Keenan.
Atlanta—77 West Paces Ferry, N. W. Tel.: Exchange 6132. James S. Ayres.
Boston—715 Little Bldg. Tel.: Hubbard 2-4370. Bertha Bannan.

Represents:

KROD-TV El Paso, Tex. KELO-TV Sioux Falls, S. D.
KTBC-TV Austin, Tex. KGNC-TV Amarillo, Tex.
KCOV-TV Montgomery, Ala. KSWO-TV Lawton, Okla.
KBMT (TV) Beaumont, Tex. KCMC-TV Texarkana, Tex.

THE WALKER REPRESENTATION CO. INC.

New York 17—347 Madison Ave. Tel.: Murray Hill 3-5830. Pres.: J. Wythe Walker;
V. P.: C. Otis Rawalt.
(Stations represented not reported.)

WEED & CO.

New York 17—50 Madison Ave. Tel.: Murray Hill 7-7772. Mgr.: Joseph J. Weed.
Chicago 1—203 N. Wabash Ave. Tel.: Randolph 6-7730. Mgr.: C. C. Weed.
Detroit 26—Book Bldg. Tel.: Woodward 1-2685. Mgr.: Bernard Pearse.
San Francisco 4—68 Post St. Tel.: Yukon 6-1899. Mgr.: Joseph Matthews.
Boston 16—Statler Bldg. Tel.: Hubbard 2-5677. Mgr.: Henry Greene.
Hollywood 28—6331 Hollywood Blvd. Tel.: Hillside 8611. Mgr.: Lincoln Simonds.
Atlanta 3—Palmer Bldg. Tel.: Cypress 4081. Mgr.: George Swearingen.

Represents:

ATV (TV) Newark, N. J. KTNT-TV Tacoma, Wash.
SUN-TV St. Petersburg, Fla. WTVI (TV) Belleville, Ill.
AKR-TV Akron, Ohio WIMA-TV Lima, Ohio
JAR-TV Providence, R. I. WOI-TV Ames, Iowa
FTS-TV Springfield, Mo. WBAY-TV Green Bay, Wis.
TVO (TV) Rockford, Ill. KOLN-TV Lincoln, Neb.
FTL-TV Fort Lauderdale, Fla. WARD-TV Johnstown, Pa.
WTVS (TV) Gadsden, Ala. WWNY-TV Watertown, N. Y.
FBB-TV Great Falls, Mont. WROM-TV Rome, Ga.
KIMA-TV Yakima, Wash.

WGN-TV CHICAGO

New York—220 E. 42d St. Tel.: Murray Hill 2-3033. Mgr.: Ben H. Berentson.

ADAM YOUNG TELEVISION INC.

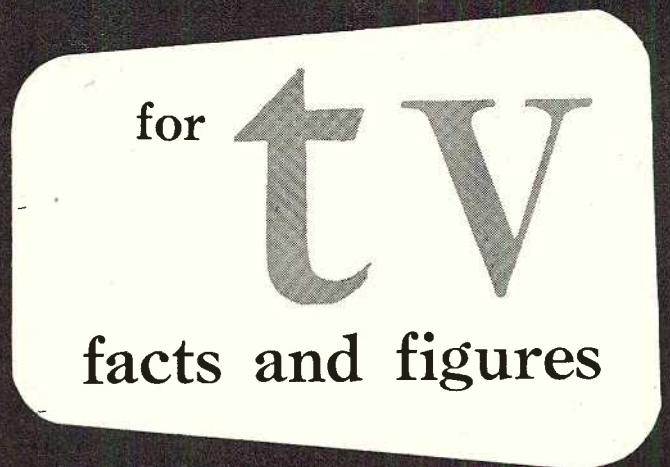
New York 16—22 East 40th St. Tel.: Murray Hill 9-0006. Mgr.: Adam J. Young Jr.
Chicago 2—55 East Washington St. Tel.: Andover 3-5448. Mgr.: William J. Reilly.
Louis—6 N. 7th St. Tel.: Maine 5020. Mgr.: John B. Hetherington.
Los Angeles 28—Rm. 422, Guaranty Bldg., 6331 Hollywood Blvd. Tel.: Hollywood 9-0965. Mgr.: William L. Wallace.

Represents:

WICC-TV Bridgeport, Conn. KTAG (TV) Lake Charles La.
AFB-TV Baton Rouge, La. WPPA (TV) Pensacola, Fla.
WELD-TV Matamoros-Brownsville, Tex. WFTV (TV) Duluth, Minn.
WTV Mexico City, Mexico

(Continued on page 40)

BROADCASTING • Telecasting



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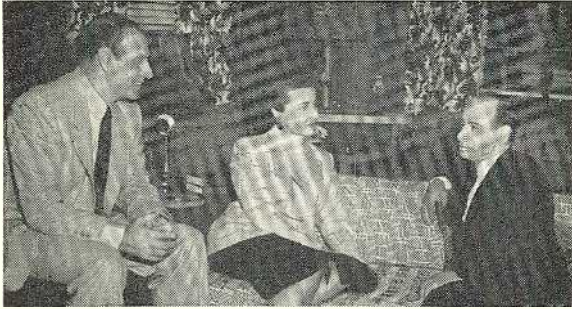
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. . . no matter what type of audience you want to reach UTP has the answer. Here are two shows, each slanted in a different direction, but both with one thing in common: **the ability to deliver a HUGE, RESPONSIVE audience at LOWEST cost!**



DOUBLE PLAY with DUROCHER and DAY

39 sparkling quarter-hours with TV's hottest new husband and wife team, Leo Durocher and Laraine Day. Audiences love it as Leo and Laraine hold open house for Sportdom's biggest stars—Joe DiMaggio, Bob Lemon, Bob Waterfield, Gussie Moran, Ralph Kiner and others. A terrific buy in any season!

WASHINGTON SPOTLIGHT



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CHICAGO
360 North Michigan

HOLLYWOOD
140 North LaBrea



CANADIAN REPRESENTATIVES

ALL-CANADA RADIO FACILITIES LTD.

Toronto—Victory Bldg. Tel.: Plaza 7691. Mgr.: G. F. Herbert.
Montreal—Dominion Square Bldg. Tel.: University 6-9868. Mgr.: Burt Hall.
Winnipeg—Galt Bldg. Tel.: 926-861. Mgr.: P. H. Gayner.
Calgary, Alta.—Taylor, Pearson & Carson Bldg. Mgr.: H. R. Carson.
Vancouver, B. C.—198 W. Hastings St. Tel.: Tatlow 7461. Mgr.: J. E. Baldwin.
(Stations represented not reported)

CANADIAN BROADCASTING CORP.

Toronto—354 Jarvis St. Tel.: Midway 5481. Commercial Mgr.: W. E. Powell.
Montreal—Radio Canada Bldg. Tel.: Plateau 5111.

Represents CBC-owned TV stations:

CBLT Toronto, Ont. CBFT Montreal, Que.

JOS. A. HARDY & CO. LTD.

Quebec—39 St. John St. Tel.: 2-8178. Mgr.: Leon Delisle.
Montreal—1010 Dominion Square Bldg. Tel.: University 6-8915. Mgr.: Mrs. P. Welles.
Toronto—67 Yonge St. Tel.: Waverley 2438. Mgr.: W. Bruce Butler.
(Stations represented not reported.)

JOHN N. HUNT & ASSOC.

Vancouver, B. C.—198 W. Hastings St. Tel.: Tatlow 6277. Mgr.: John Hunt.
(Stations represented not reported.)

RADIO AND TELEVISION SALES INC.

Toronto—10 Adelaide St. E. Tel.: Plaza 8944. Mgr.: A. A. McDermott.
Montreal—211 Gordon Ave., Verdun. Tel.: Plateau 7181. Mgr.: Andy Wilson.
(Stations represented not reported.)

OMER RENAUD & CO. LTD.

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HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to Television, AM, FM and Related Services

Any qualified citizen, firm, or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would serve the public convenience, interest or necessity. The Communications Act also recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide fair, efficient, and equitable distribution of radio service.

The licensing procedure is detailed in Part 1 of the Commission's Rules Relating to Practice and Procedure, while station operation is covered by Part 3, "Rules Governing Radio Broadcast Services", and, in the case of AM and FM, "Standards of Good Engineering Practice".

Following is a summary of the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is for AM, FM, or TV broadcast.

Selecting a Frequency

Standard (AM) broadcast stations operate on "local", "regional", "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts power serve larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a frequency search made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

An applicant for a commercial FM station must specify a frequency available to the area to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. The demand for FM stations has not yet exceeded the supply of available frequencies. (The noncommercial educational FM broadcast service is a separate category with its own rules.)

An applicant for a new television station must request a channel assigned in the Table of Assignments to the community involved. However, a channel assigned to any community listed in the table can be requested for operation in any unlisted community within 15 miles of the listed community. Commercial TV stations are authorized for limited hours of operation and the power of a single class with minimum power determined by the size of

CONCERNING FCC RULES & REGULATIONS

"How to Apply for a Broadcast Stations License" is a comprehensive and concise statement prepared by the FCC Office of Reports & Information, which explains in layman's language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form, starting on page 337, are excerpts of the FCC Rules & Regulations most frequently used. Further information concerning rules and regulations may be obtained at the office of the Secretary, FCC, New Post Office Bldg., Washington 25, D. C.

the principal city and maximum power dependent on antenna height and allocation zone. Channels are reserved for noncommercial educational TV operation.

Applying for a Construction Permit

Once a prospective licensee has decided upon the type of station he wishes to apply for, the next step is to make application for a construction permit. (Under the Communications Act, no license shall be issued for a station prior to the construction of the station unless a permit for such construction has been granted by the Commission.) This application must be in writing on a form supplied by the Commission (Form 301, "Application for Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station", which covers AM, FM and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical, and other qualifications to construct and operate a station, plus details about the transmitting apparatus to be used, and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal, and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

Applications are, in general, processed in the order in which accepted for filing. There is a Temporary Processing Procedure for TV applications which, starting July 1, 1952, gives priority to places now without TV service, to communities with uhf assignments only, and to noncommercial educational TV applications.

If, upon examination of an application, the Commission determines that there are no engineering conflicts, that the applicant is qualified, and that all other requirements are met, the application is granted without hearing and a construction permit is issued.

Any grant made by the Commission without a hearing is subject to protest within a period of 30 days, during which the protesting party may request a hearing. Within 15 days thereafter the Commission must determine whether the objection merits a hearing.

The law requires that, in general, final decision on noncontested applications be rendered within three months from the date of the original filing, and within six months from the conclusion of a hearing in those cases which go

through a hearing.

Hearings

Where it appears that an application violates provisions of the Commission's rules and regulations; that interference would be caused to another AM or FM broadcast station; or that the minimum separation requirements for TV stations are not met; or if other serious questioning of a technical, legal, or financial character are involved, a hearing usually is required before a final decision on the application can be made. Often a hearing is necessary because two or more applicants seek to use the same frequency or immediately adjacent frequencies with such a proximity of stations that excessive interference would result. In such instances, the Commission is compelled by law to accord a hearing to the competing applicants and to make a comparative judgment as to which, if either, should be

granted.

If unable to grant an application, the Commission is required to notify the applicant and other known parties of interest as to the reason. The applicant usually is given 30 days in which to reply. After that, if the Commission is still unable to make a grant, a hearing is ordered.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may sometimes find it possible to satisfy the issues by amending his application, especially if the apparent deficiencies are of an engineering nature.

Hearings are customarily conducted by an examiner. The hearing examiner has authority to administer oaths, examine witnesses and rule upon the admission of evidence.

Within 20 days after the close of a record by the hearing examiner, each party and the Chief of the Broadcast Bureau of the Commission has the privilege of filing proposed findings of fact and conclusions in support of their contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to con-

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HOW TO APPLY FOR A BROADCAST STATION LICENSE

test the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral arguments before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify, or reverse the hearing examiner's initial decision. Within 30 days thereafter, any party involved may petition for rehearing.

If no exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

Construction Permit

When and if an application meets statutory and other require-

ments, it is granted and a construction permit is issued. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified, he can apply for extension of time on Form 701 ("Application for Additional Time to Construct a Radio Station"), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

Licenses

The final step is to apply for the actual license. All applicants for

broadcast license are required to fill out Form 302 ("Application for New Broadcast Station License"). Applicants must show compliance with all terms, conditions, and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM and FM broadcast stations are licensed for the statutory limit of three years; TV stations for one year. Applications for renewal of license are made on Form 303 ("Application for Renewal of Broadcast Station License").

Forms for Other Purposes

If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 ("Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License").

Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 ("Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License").

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using Form 316 ("Application for Assignment or Transfer—Short Form"). This form may only be used when the transfer or assignment is *pro forma* or technical in nature, i.e., where no substantial changes in interest occur.

TELEVISION AWARDS

Freedom Awards*

TELEVISION FIRST PRIZE:

WPIX (TV) New York, *Brundage Crime Report*.

TELEVISION HONOR MEDALS:

Crusade for Freedom, New York, *That Men May Know* (Teleproduced by NBC with A. P. Sloan Foundation); Electric Auto-Light Co., New York, *The Train From Czechoslovakia*; Esso Standard Oil Co., New York, *Your Esso Reporter*; Goodyear Tire & Rubber Co., Akron, *Flight to Freedom* on NBC-TV; *The Johns Hopkins Science Review*, Baltimore, "Story of a Parchment," over DuMont; Longines Wittnauer Watch Co., New York, *Longines Chronoscope* on CBS-TV; March of Time, New York, *Flight Plan for Freedom*; Nash-Kelvinator Corp., Detroit, *Paul Whiteman TV Teen Club*, ABC; National Assn. of Manufacturers, New York, *Industry on Parade*; NBC, New York, *American Inventory* (in cooperation with A. P. Sloan Foundation); Re-

vere Copper & Brass Co., New York, *Meet the Press*, NBC; WGN-TV Chicago, *Press Conference*; WHAM-TV Rochester, *Court of Public Opinion*; WWJ-TV Detroit and the U. of Michigan, Detroit, *Educating Young America* by Television.

GENERAL HONOR MEDAL:

Charles and Eugene Jones, NBC-TV cameramen, for Korean coverage.

* These awards were for 1951 but presented in 1952 by Freedom Foundation for outstanding contributions to freedom.

National Headliners Awards

Charles and Eugene Jones, of NBC-TV, for "their world beat with a film and tape interview of Robert Vogeler following his release from Communist authorities in Vienna."

Wade Bingham, cameraman for Tele-news Productions, Valor Award for reporting Korean action.

INFORMATION ON AWARDS

Following is partial list of addresses for obtaining information in connection with television awards:

duPont—Write O. W. Riegel, curator, Alfred I. duPont Awards Foundation, Washington & Lee U., Lexington, Va.

Freedoms Foundation—Ken Wells, executive vice president, Freedoms Foundation Inc., Valley Forge, Pa. (deadline for nominations Nov. 20; announcement following February).

NRDGA—Howard P. Abrahams, NRDGA, 100 W. 31st St., N. Y.

National Headliners' Club—Mal Dodson, Convention Hall, Atlantic City, N. J.

Ohio State—Keith Tyler, director, Institute for Education by Radio, Ohio State U., Columbus, Ohio.

George Foster Peabody—Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga. (entries taken in January or later; awards in April).

National Safety Council Public Interest Awards—National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

Alfred P. Sloan Awards for Highway Safety—National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

Sigma Delta Chi—Address Sigma Delta Chi Awards in Journalism, 35 E. Wacker Dr., Chicago 1, Ill.

Radio - Television News Directors Assn.—Tom Eaton, president of RTNDA, WTIC Hartford, Conn.

National Safety Council 1951 Public Interest Awards

TELEVISION STATIONS

KPRC-TV Houston; WAAM-TV Baltimore; WCPO-TV Cincinnati; WFBM-TV Indianapolis; WFIL-TV Philadelphia; WKY-TV Oklahoma City; WMAL-TV Washington, D. C.; WMAR-TV Baltimore; WWJ-TV Detroit.

Ohio State Awards*

* Several score awards and citations presented annually by the Institute for Education by Radio-Television, which meets under the auspices of Ohio State U., for educational, religious and other public service broadcasting.

George Foster Peabody Awards*

WCAU-TV Philadelphia for educational programming, *Wh in the World*, carried by CBS-TV.

Gian Carlo Menotti, NBC for musical entertainment. *Ama and the Night Visitors*, an opera composed for TV.

Celanese Theatre, ABC-TV for non-musical entertainment.

See It Now, CBS-TV for television news and interpretation.

WSB-AM-TV Atlanta for meritorious regional public service by radio and television.

* Established in 1940 in honor of the late George Foster Peabody by the board of regents of the U. of Georgia to be jointly administered by its Her W. Grady School of Journalism and the NARTB—

Radio-Television News Directors Assn.

GOLD TROPHY

WTVJ-TV Miami for "outstanding TV news operation."

WBAP-TV Fort Worth for "outstanding coverage of a special event"

DISTINGUISHED ACHIEVEMENT

WNBQ (TV) Chicago, WBAP-TV Fort Worth.

OUTSTANDING SPECIAL EVENT OR NEWS FEATURE

WOW-TV Omaha.

Alfred P. Sloan Awards

TELEVISION STATION, SUSTAINING PROGRAMS

WCPO-TV Cincinnati for 373 special safety programs, 1,370 spot announcements and 6 mentions on regular programs.

TELEVISION NETWORK, COMMERCIAL PROGRAMS

DeSoto-Plymouth Dealers of America for "a planned program that featured National Safety Council's gains on 49 out of 52 You Bet Your Life telecasts on NBC-TV."

Negotiations conducted for the sale or purchase of radio and television properties.

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(Continued on page 44)

BC AND DuMONT BILLINGS FOR 1952 BY AGENCIES AND ADVERTISERS

ABC Billings

BY CLASSIFICATIONS

Radio, Ref., Electrical Appliances	5,633,877
Clothes and Toilet Goods	2,283,756
Cigars, Cigarettes & Tobacco	2,060,573
Food and Dry Goods	1,701,171
Amusement	1,679,285
Dry Soap and Cleaners	764,154
Automobiles, Trucks & Accessories	758,556
Furniture	611,209
Household Furnishings & Acc.	468,032
Jewelry and Accessories	466,082
Optical	421,094
Automotive, Petroleum Prod.	371,654
Books & Fuel	207,589
Miscellaneous	173,689
TOTAL	17,697,140

BY ADVERTISERS

General Mills	2,090,483
Logg Co.	1,492,155
Lorillard Co.	1,022,558
Housefield Packers	827,209
Sh. Kelvinator Corp.	823,573
Rs, Inc.	744,820
Burling Drug, Inc.	489,363
A. Swanson & Sons	452,238
ite, Inc.	447,492
rocter & Gamble Co.	439,749
ston Purina Co.	404,907
merican Tobacco Co.	389,576
endix Home Appliances	383,465
weets Co. of America	349,561
ada Dry Ginger Ale, Inc.	335,389
rigidaire Division	330,511
uk Cigars	288,240
anese Corp. of America	275,692
American Chicle Co.	274,609
ly Graham Evangelic.	270,910
ass'n Inc.	270,910
H. Masland & Sons	266,606
stol Myers Co.	250,920
lett, Peabody & Co. Inc.	248,185
oice of Prophecy, Inc.	245,588
odyear Tire & Rubber Co., Inc.	245,397
acques Kreisler Mfg. Co.	244,860
cter Products	235,890
arner—Hudnut, Inc.	209,300
olitical	207,589
ers Shoe Co.	182,686
Charles Antell	172,505
Amiral Corp.	162,591
ung People's Church of the Air	159,772
W. Amend Co.	157,103
een Giant Co.	154,613
azel Bishop, Inc.	152,051
ni Co.	136,017
hhold Chemical	131,426
ruen Watch Co.	126,795
iser-Frazer Sales Corp.	124,655
C. Weber & Co.	122,988
ine Corporation of America	122,289
thracite Institute	118,139
point	117,795
McKesson & Robbins, Inc.	106,102
mbert Co.	101,640
nute Maid Corp.	99,601
Arthur Murray Productions	93,600
ver Brothers Co.	90,012
berling Rubber Co.	89,231
Word of Life Fellowship	82,287
amin Corporation of America	75,450
Frank H. Fleer	74,830
Johnson	66,500
andard Oil of Ind.	55,550
Brown Shoe Co.	42,871
llywood Candy Co.	42,313
merican Bakeries Co.	42,218
Derby Foods	41,908
& M Ltd.	36,048
arton Dixie	31,500
anger Joe, Inc.	27,372
odes Pharmacal Co., Inc.	15,690
osley Division of Avco Mfg. Corp.	14,939
rox Chemical Co.	14,889
sher Body	9,204
Miller Brewing Co.	8,750
ilco Corp.	3,390
Chicago Bears, Inc.	2,985
TOTAL	17,697,140

BY AGENCIES

nceer Fitzgerald Sample, Inc.	3,295,001
Kenyon and Eckhardt, Inc.	1,410,989
o Burnette Co., Inc.	1,233,567
nnen & Mitchell	1,023,354
atham Laird Inc.	835,703
ild, Basom & Bonfigli	827,209
eyer, Newell & Ganger, Inc.	823,573
Young & Rubicam	744,501
llington & Co. Inc.	563,931

BROADCASTING • Telecasting

Brooke, Smith, French & Dorance, Inc.	489,805
Foote, Cone & Belding	466,528
Gardner Advertising Co.	404,906
Batten, Barton, Durstine & Osborn, Inc.	389,576
Walter F. Bennett	353,196
Hoselle & Eisen	349,561
Henri, Hurst & McDonald	339,789
Ted Bates & Co.	335,491
J. D. Tarcher Co.	335,388
Anderson & Cairns, Inc.	266,606
Laughlin Wilson, Baxter & Parsons	245,587
Hirshon Garfield, Inc.	244,860
Political	207,588
McCann, Erickson, Inc.	185,269
TV Advertisers Association	172,505
Russell M. Seeds	162,591
J. M. Camp Co.	159,771
Raymond Spector Co. Inc.	152,050
MacManus, John & Adams, Inc.	131,426
William H. Weintraub Co. Inc.	123,976
Bosell & Jacobs	122,987
Weiss & Geller, Inc.	122,289
J. Walter Thompson	118,139
Maxon, Inc.	117,795
Needham Louis Brody, Inc.	108,408
J. D. Tarcher Co.	106,101
Lambert & Peasley	101,640
Ruthrauff & Ryan	93,037
N. W. Ayer	90,011
Maldrum & Fewsmith, Inc.	89,231
Kastor, Farrell, Chelsey & Clifford, Inc.	75,450
Lewis & Gilman, Inc.	74,830
Tucker Wayne & Co.	42,217
William Esty Co. Inc.	36,047
Turner Advertising	31,500
Lamb & Keen, Inc.	27,371
O'Neil, Larson, McMahan	15,690
Hong & Cooper	14,543
Benton & Bowles, Inc.	14,518
Kudner Agency	9,204
Mathison & Associates	8,750
Hutchins Advertising Co., Inc.	3,085
TOTAL	17,697,140

DuMont Billings

BY ADVERTISERS

Tidewater Associated Oil Company	\$ 241,683.00
General Foods Corp.	1,874,529.03
Wine Corporation of America	527,746.20
Boyle-Midway Inc.	113,950.00
Curtis Publishing Company	635,367.00
The Serutan Company	434,460.00
Larus And Brother Company, Inc.	657,103.05
American Chicle Company	357,388.93
Du Mont Receiver Sales	26,714.00
International Shoe Company	248,466.50
Drugstore Television Productions	821,683.67
Admiral Television Corp.	254,688.90
Florida Citrus Commission	58,162.00
Westinghouse Electric Corp.	168,702.27
Miller Brewing Company	194,460.00
Atlantic Refining Company	166,877.50
Republican National Committee	27,669.00
Brewing Corporation of America	43,150.00
Luden's Inc.	97,123.50
Carter Products, Inc.	94,187.63
Young People's Church of the Air	122,355.00
Adam Hat Stores, Inc.	57,814.00
Bayuk Cigar Company	39,485.00
Craftsman's Guild	4,554.00
P. Lorillard Company	146,746.55
The Mennen Company	285,712.50
Helene Curtis Industries, Inc.	27,380.00
Premier Foods	97,425.00
Crawford Clothes	87,200.00
Gruen Watch Company	75,384.00
Johnson Candy Co.	70,597.50
Rose Marie Reed of California	1,500.00
Democratic National Committee	22,644.00
Procter and Gamble Co.	97,485.00
Industrial Tape	57,435.00
Arthur Murray Dance Studios	81,984.00
Stassen for President Committee	12,706.95
Plymouth Motor Corp.	84,550.00
Packard Motor Corp.	27,882.00
Stevenson-Sparkman Forum Committee	103,178.00
National Volunteers for Stevenson	63,242.00
Toni Products	72,887.76
Citizens for Eisenhower-Nixon	10,377.50

BY AGENCIES

Lennen and Mitchell, Inc.	\$ 388,429.55
Benton and Bowles, Inc.	1,874,529.03
Weiss and Geller, Inc.	600,633.96
W. Earl Bothwell, Inc.	66,230.00
Batten, Barton, Durstine and Osborn, Inc.	635,367.00
Franklin Bruck Advertising Corp.	505,057.50
Warwick and Legler, Inc.	657,103.05
Dancer-Fitzgerald-Sample, Inc.	357,388.93
D'Arcy Advertising Company	248,466.50
Product Advertising Corp.	821,683.67
J. Walter Thompson Company	58,162.50
Ketchum, MacLeod and Grove, Inc.	168,702.27
Kudner Agency, Inc.	42,600.00
J. M. Mathes, Inc.	97,123.50
Ted Bates and Company	94,187.63
J. M. Camp and Company	122,355.00
Hirshon-Garfield, Inc.	57,814.00

Ellington and Company, Inc.	39,485.00
Kenyon and Eckhardt, Inc.	343,147.50
Gordon Best Company, Inc.	27,380.00
Al Paul Lefton Company, Inc.	87,200.00
McCann-Erickson, Inc.	75,384.00
Russell M. Seeds Company, Inc.	133,215.90
Mathison and Associates, Inc.	194,460.00
N. W. Ayer and Son, Inc.	251,427.50
Lang, Fisher and Stashower, Inc.	43,150.00
Irwin N. Rosee	12,706.95
Ruthrauff & Ryan	81,984.00
Carson Roberts, Inc.	1,500.00
Peck Advertising Agency, Inc.	97,425.00
Joseph Katz Co., Inc.	189,064.00
Compton Advertising, Inc.	97,485.00
Erwin, Wasey & Co., Inc.	121,473.00
Maxon Inc.	27,882.00
Geyer Advertising Company	47,720.00

TV Manufacture By Years

Year	Total TV Sets Manufactured		Total TV Picture Tubes Manufactured		Total TV Sets in use in U. S.	At Close of
	Number	Retail Value	Number	Retail Value		
1946	10,000	\$ 5,000,000	20,000	\$ 100,000	8,000	1946
1947	250,000	100,000,000	300,000	150,000	250,000	1947
1948	1,000,000	350,000,000	1,500,000	75,000,000	1,000,000	1948
1949	3,000,000	950,000,000	3,500,000	210,000,000	4,000,000	1949
1950	7,500,000	2,700,000,000	8,000,000	400,000,000	10,500,000	1950
1951	5,600,000	2,100,000,000	6,000,000	300,000,000	15,750,000	1951
1952	6,300,000	1,900,000,000	6,500,000	227,000,000	21,000,000	1952

Courtesy Dr. O. H. Caldwell, Editor, Tele-Tech & Electronics Industries



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remind
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H. M. BITNER STATIONS—WFBM-TV Indianapolis, WOOD-TV Grand Rapids.

CBS TELEVISION NETWORK, OWNED AND MANAGED STATIONS—WCBS-TV New York, KNXT Los Angeles. Owns 45% of WTOP-TV Washington (55% owned by Washington Post) and 47% of WCCO-TV Minneapolis (53% owned by Midwest Radio-TV Inc.). Purchase of facilities of WBKE Chicago pending FCC approval of ABC-United Paramount Theatres Inc. merger. All affiliates of CBS Television Network; all represented nationally by CBS Television Spot Sales (except WBKE).

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JEFFERSON STANDARD LIFE INSURANCE CO. STATIONS—WBT-TV Charlotte, N. C., owns minority interest in WFMV-TV Greensboro, N. C.

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EDWARD LAMB ENTERPRISES INC.—WY Erie, Pa.; WMAC-TV Massillon, Ohio. Edward Lamb, president; Frank Oswald, vice president. Headquarters: 500 Security Bldg., Toledo. New York Office: Hotel Barclay, Bernard H. Pelzer, regional sales director.

JOHN J. LOUIS STATIONS—KTAR-TV Phoenix, Ariz.; KVOA-TV Tucson, Ariz.

ROBERT R. MCCORMICK STATIONS—WGN-TV Chicago and WPIX New York. Frank P. Schreiber, general manager, WGN-TV; G. Bennett Larsen, general manager, WPIX.

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COLUMBIA BROADCASTING SYSTEM, INC.

485 MADISON AVE., NEW YORK 22, N. Y. Telephone Plaza 1-2345

(For Executives of CBS, Television Division, see page 20)

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

Telephone: Plaza 1-2345

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TOM POTTER STATIONS—WTVT Chattanooga, Tenn.; KTVA Austin, Tex.

RONALD W. REYNOLDS STATIONS—KFSA-TV Fort Smith, Ark.; KRTV Little Rock, Ark. (50%); KZTV Reno, Nev. (50%).

H. ROWLEY & KENYON BROWN STATIONS—WFT Wichita Falls, Tex., and KRTV Little Rock, Ark. (50%).

M. B. RUDMAN STATIONS—KTVR Galveston, Tex.; (NEW) Billings, Mont. (50%).

SCRIPPS-HOWARD RADIO GROUP—Scripps-Howard Radio Inc. is licensee of WCPO-TV Cincinnati, WEWS Cleveland. Memphis Publishing Co. is licensee of WMCT Memphis. Officials: Jack R. Howard, 230 Park Ave., New York, president; Mortimer C. Watters, vice president and general manager, WCPO-TV; James C. Hanrahan, vice president and general manager, WEWS; Henry W. Slavick, general manager, WMCT.

STEINMAN STATIONS—WGAL-TV Lancaster, Pa.; WDEL-TV Wilmington, Del., WLEV-TV Bethlehem, Pa. Clair R. McCollough, president WGAL-TV and station executive, WDEL-TV and WLEV-TV.

STORER BROADCASTING CO.—WJBK-TV Detroit, WAGA-TV Atlanta, WSPD-TV Toledo, KEYL San Antonio. Headquarters: 199 Pierce St., Birmingham, Mich. George B. Storer, president; J. Harold Ryan, vice president and treasurer; Lee B. Wailes, executive vice president; Stanton P. Kettler, Southern District vice president; William E. Rine, Central

District vice president; John B. Poole, secretary; Glenn G. Boundy, director of engineering. New York office: 488 Madison Ave., Tom Harker, vice president and national sales director; Arthur C. Schofield, advertising and sales promotion manager. Chicago office: 230 N. Michigan Ave., Robert C. Wood, midwest national sales manager.

T&T STATIONS—WKRC-TV Cincinnati and WTVN Columbus, Ohio.

HAROLD H. THOMS STATIONS—WISE-TV Asheville, N. C.; WCOG-TV Greensboro, N. C. (25%).

WASHINGTON POST STATIONS: WTOP-TV Washington, D. C. (owned 45% by CBS) and WMBR-TV Jacksonville, Fla. John S. Hayes, vice president in charge of radio-TV.

WDSU BROADCASTING CORP.—WDSU-TV New Orleans, WAFB-TV Baton Rouge (10%).

R. L. WHELOCK, W. L. PICKENS & H. H. COFIELD STATIONS (UHF Television Co.)—(NEW) Dallas, (NEW) Houston.

STATE BROADCASTERS ASSOCIATIONS

Alabama Broadcasters Assn.

Tom Martin, WAPX Montgomery, *president*; Malcolm Street, WHMA Anniston, *vice president*; Mrs. Wilhelmina Doss, WJRD Tuscaloosa, *secretary-treasurer*.

Arizona Broadcasters Assn.

Albert Johnson, KOY Phoenix, *president*; Wayne Sanders, KCNA Tucson, *vice president*; Frank Redfield, KIFN Phoenix.

Arkansas Broadcasters Assn.

Storm Whaley, KUOA Siloam Springs, *president*; W. V. Hutt, KLRA Little Rock, *vice president*; W. N. McKinney, KELD El Dorado, *secretary-treasurer*.

California State Radio & Television Broadcasters Assn.

Arthur Westlund, KRE Berkeley, *president*. William J. Beaton, KWKW Pasadena, Lloyd E. Yoder, KNBC San Francisco, *vice presidents*; Paul R. Bartlett, KFRE Fresno, *secretary-treasurer*.

Southern California Broadcasters Assn.

Calvin J. Smith, KFAC Los Angeles, *president*; Frank Burke Jr., KFVD Los Angeles, *vice president*; Thelma Kirchner, KGFJ Hollywood, *secretary-treasurer*.

Colorado Broadcasters Assn.

Rex Howell, KFXJ Grand Junction, *chairman of board*; Al G. Meyer, KMYR Denver, *president*; R. E. O'Brien, KIUP Durango, *vice president*; Russel Shaffer, KBOL Boulder, *secretary-treasurer*.

Florida Assn. of Broadcasters

George W. Thorpe, WVCG Coral Gables, *president*; L. Herschel Graves, WTAL Tallahassee, *first vice president*; Jerry Stone, WNDB Daytona Beach, *second vice president*; John B. Browning, WSPB Sarasota, *secretary-treasurer*.

Georgia Assn. of Broadcasters

W. F. Scott Jr., WKTG Thomasville, *president*; Shed Carswell, WSFT Thomaston, *vice president*; E. F. MacLeod, WBML Macon, *secretary-treasurer*.

Idaho Broadcasters Assn.

Henry H. Fletcher, KSEI Pocatello, *president*; Ed Hurt, KFXD Nampa, *vice president*; Florence Gardner, KFTI Twin Falls, *secretary-treasurer*.

Illinois Broadcasters Assn.

Charles C. Caley, WMBD Peoria, *president*; Leslie Johnson, WHBF Rock Island, *vice president*; Charles R. Cook, WJPF Herrin, *secretary-treasurer*.

Indiana Broadcasters Assn.

O. E. Richardson, WASK Lafayette, *president*; Daniel C. Park, WIRE Indianapolis, *secretary-treasurer*; Dee O. Coe, WWCA Gary, *vice president* (AM); Harry Bitner Jr., WFBM Indianapolis, *vice president* (FM-TV); Edward Thoms, WKJG Fort Wayne, *assistant secretary*; Joseph Higgins, WTHI Terre Haute, *assistant treasurer*.

Iowa Broadcasters Assn.

Edward Breen, KVFD Fort Dodge, *president*; Ben Sanders, KICD Spencer, *vice president*; K. S. Gordon, KDTH Dubuque, *secretary-treasurer*.

Kansas Assn. of Radio Broadcasters

Ben Ludy, WIBW Topeka, *president*; Grover Cobb, KVGB Great Bend, *vice president*; Ray Jensen, KSAL Salina, *secretary-treasurer*.

Kentucky Broadcasters Assn.

J. W. Betts, WFTM Maysville, *president*; Joseph Eaton, WKLO Louisville, *first vice president*; Ken Given, WLBJ Bowling Green, *second vice president*; Hugh Potter, WOMI Owensboro, *secretary*.

Louisiana State Assn. of Broadcasters

E. Newton Wray, KTBS Shreveport, *president*; B. Hillman Bailey Jr., KSIG Crowley, *vice president*; William A. Patton, KLFY Lafayette, *secretary-treasurer*.

Maine Broadcasters Assn.

Faust Couture, WCOU Lewiston, *president*; Jack Atwood, WRDO Augusta, *vice president*; Carleton Brown, WTVL Waterville, *secretary-treasurer*.

Maryland-District of Columbia Radio & Television Broadcasters Assn.

Charles J. Truitt, WBOC Salisbury, *president*. Charles E. Smith, WTBO Cumberland, *vice president*; Joseph L. Brechner, WGAY Silver Spring, *secretary-treasurer*.

Michigan Assn. of Broadcasters

W. A. Pomeroy, WILS Lansing, *president*; William Edwards, WKNX WKNX-TV Saginaw, *vice president*; Gayle Grubb, WJBK WJBK-TV, Detroit, *secretary-treasurer*.

Minnesota Broadcasters Assn.

John F. Meagher, KYSM Mankato, *president*; F. Van Konyenburg, WTCN Minneapolis, *vice president*; M. M. Marget, KVOX Moorehead, *secretary-treasurer*.

Mississippi Broadcasters Assn.

L. M. Sepaugh, WSLI Jackson, *president*; Charles Wright Jr., WFOR Hattiesburg, *vice president*; Granville Walters, WAML Laurel, *secretary-treasurer*.

Missouri Broadcasters Assn.

Glenn Griswold, KFEQ St. Joseph, *president*; S. E. Sloan, KXLW St. Louis, *vice president*; G. Pearson Ward, KTTS Springfield, *secretary-treasurer*.

Montana Radio Stations Inc.

Ed Cooney, KOPR Butte, *president*; Ken Nybo, KBMY Billings, *vice president*; G. Norman Penwell, KBMN Bozeman, *secretary-treasurer*.

Nebraska Broadcasters Assn.

LeRoy Lenwell, KBRL McCook, *president*; Robert Thomas, WJAG Norfolk, *secretary-treasurer*.

Nevada State Broadcasters Assn.

H. G. Wells, KOLO Reno, *president*; Fred Stoye, KLAS Las Vegas, *vice president*; Robert Stoddard, KATO Reno, *secretary-treasurer*.

New Jersey Broadcasters Assn.

Paul Alger, WSNJ Bridgeton, *president*; Ranulf Compton, WKDN Camden, *vice president*; Thomas B. Tighe, WJLK Asbury Park, N. J., *secretary-treasurer*. Advisory Committee: Fred Weber, WFPG Atlantic City, Harry Goodwin, WNJR Newark.

New Mexico Broadcasters Assn.

A. M. Cadwell, KOAT Albuquerque, *president*; Ivan R. Head, KVSF Santa Fe, *vice president*; H. DeWitt Landis, KICA Clovis, *treasurer*.

North Carolina Assn. of Broadcasters

Cecil Hoskins, WWNC Asheville, *president*. James McNeil, WTSB Lumberton, *vice president*; Jack Younts, WEEB Southern Pine, *secretary-treasurer*.

Ohio Assn. of Radio & Television Broadcast

Robert C. Fehlman, WHBC Canton, *president*. Adna Karns, WING Dayton, *vice president*. L. A. Pixley, WLOK Lima, *secretary-treasurer*.

Oklahoma Broadcasters Assn.

Allen Page, KSWO Lawton, *president*; C. Casper, WBBZ Ponca City, *vice president*; G. Farnsworth, KCRK Enid, *secretary-treasurer*.

Oregon State Broadcasters Assn.

S. W. McCreedy, KUGN Eugene, *president*. Paul Walden, KODL The Dalles, *vice president*; Joseph Schertler, KEX Portland, *secretary-treasurer*; Dick McGuire, KFJI Klath Falls.

Pennsylvania Assn. of Broadcasters

Roger W. Clipp, WFIL Philadelphia, *president*; William Thomas, WCPA Clearfield, *vice president*; David Bennett, Harrisburg, *secretary*; James Murray, KQV Pittsburgh, *treasurer*.

South Carolina Radio & Television Broadcasters Assn.

Walter J. Brown, WORD Spartanburg, *president*; James F. Coggins, WKDK Newberry, *vice president*; T. Doug Youngblood, WFL Sumter, *secretary-treasurer*.

South Dakota Broadcasters Assn.

Byron McElligott, KSDN Aberdeen, *president*. Ray Eppel, KORN Mitchell, *vice president*. Keith Nighbert, KUSD Vermillion, *secretary-treasurer*.

Tennessee Assn. of Broadcasters

Perry Sheftall, WJZM Clarksville, *president*. Henry W. Slavick, WMC Memphis, *vice president*; Mrs. Ruth Clinard, WMAK Nashville, *secretary-treasurer*.

Texas Assn. of Broadcasters

Boyd Kelley, KTRN Wichita Falls, *president*. Willard Deason, KVET Austin, *vice president*. Louis Cook, KNOW Austin, *secretary-treasurer*.

Utah Broadcasters Assn.

Arch L. Madsen, KOVO Provo, *president*. George C. Hatch, KALL Salt Lake City, *vice president*; Arch G. Webb, KVOG Ogden, *secretary-treasurer*.

Virginia Broadcasters Assn.

James H. Moore, WSLS Roanoke, *president*. Robert H. Smith, WCYB Bristol, *vice president*; Frank E. Koehler, WROV Roanoke, *secretary-treasurer*.

Washington State Assn. of Broadcasters

Leo H. Beckley, KBRC Mount Vernon, *president*; Loren Stone, KBRO Bremerton, *vice president*; Allen Miller, KWSC Pullman, *secretary-treasurer*; Carl Cowning, Olymp. bureau manager.

West Virginia Broadcasters Assn.

John T. Gelder Jr., WCHS Charleston, *president*; William Rine, WWVA Wheeling, *vice president*; Alice Shein, WBTH Williams, *secretary-treasurer*.

Wisconsin Broadcasters Assn.

Ben Laird, WDUZ Green Bay, *president*. Bruce Wallace, WTMJ Milwaukee, *vice president*; Verl Bratton, WKTY LaCrosse, *secretary*; Jeanne Heal, WTCH Shawano, *treasurer*.

TELEVISION STATIONS IN THE UNITED STATES

And Construction Permits Granted to Feb. 10, 1953

ALABAMA

Birmingham—

WAFM-TV

LICENSEE: The Television Corp.
ADDRESS: 701 Protective Life Bldg. **ZONE:** 3 **PHONE:** 4-0501
AM AFFILIATE: WAPI **FM AFFILIATE:** WAFM
NETWORK AFFILIATION: CBS, ABC, DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ed Norton and Thad Holt are principal stockholders.
BEGINS OPERATION: May 29, 1949
NATIONAL REPRESENTATIVE: CBS Television Spot Sales
CHANNEL: 13 (210-216mc)
TRANSMITTER ADDRESS: Radio Park, Atop Red Mountain
MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A
EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw
MAKE OF ANTENNA: RCA **TYPE:** 6-Bay Superturnstile TF-6B
ANTENNA HEIGHT: Above average terrain, 875 ft. Above ground, 531 ft.

HOURS OF OPERATION: 8 a.m.-Midnight
STUDIO ADDRESS: Radio Park, Atop Red Mountain, Birmingham
MAKE OF CAMERA CHAINS: DuMont **DESCRIPTION:** 3 field cameras
TYPE OF OPERATION: Local Live, Network Live, Local Film, Network Film, Kinescopes.
FM LIBRARY: Snader Telescriptions **NEWS SERVICE:** UP
STUDIO FACILITIES: Two studios, 20x45-ft., 50x50-ft. (Tutwiler Hotel). Three DuMont studio cameras (TA-124-B), interchangeable for studio and field use. One Bodde, 4x5-in. rear screen projector. One RCA 16mm film camera. Two RCA 16mm film projectors, two Eastman 16mm film projectors. Two Selectroslide slide projectors (2x2-in. slides, 10x14-in. flip cards). One RCA 16mm motion picture camera, one Bolex 16mm motion picture camera, one Auricon 16mm motion picture camera. One mobile unit with three field cameras, nine lenses, RCA microwave relay equipment.

EXECUTIVES:
Ed Norton, Chairman of Board
Thad Holt, President & Treasurer
C. P. Persons Jr., Operations Manager, Commercial Manager, Program Director & Film Buyer
Dwens F. Alexander, Program Operations Manager
Ernest H. Mitchell Jr., Business Manager
James L. Evans, Chief Engineer
Wildred Siddle, Asst. Chief Engineer

RATE INFORMATION: Class A hour rate—\$520 (live), \$400 (film). Minute spot—\$104 (live), \$80 (film). Participation—\$104 per spot (live), \$80 per spot (film). Frequency discounts—Begin with 23 times at 2½% up to 260 times at 15%. (From Rate Card No. 4, April 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: A. D. Ring & Assoc.

WBRC-TV

LICENSEE: Birmingham Broadcasting Co. Inc.
ADDRESS: 1727 Second Avenue N. **PHONE:** 4-7741

AM AFFILIATE: WBRC

NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. Eloise S. Hanna is the principal stockholder.

BEGINS OPERATION: July 1949

BROADCASTING • Telecasting

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 4 (66-72mc) (Must move to Ch. 6)

TRANSMITTER ADDRESS: Red Mt.

MAKE OF TRANSMITTER: DuMont **MODEL NO.:** Series 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 14.25 kw Aural, 7.25 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-3A

ANTENNA HEIGHT: Above average terrain, 750 ft. Above ground, 190 ft.

HOURS OF OPERATION: 6:45 a.m.-11 p.m.

STUDIO ADDRESS: 1727 Second Ave., N.

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP, INS, Telenews

STUDIO FACILITIES: Studio C, 22x50-ft., equipped with Auricon studio camera. Three RCA camera chains. Slide projector (2x2-in. slides or 3x4-in. opaques). Two Holmes 16mm film projectors. One Eastman Specialist, one Auricon 1,200-ft. capacity.

EXECUTIVES:

Mrs. Eloise Smith Hanna, President
G. P. Hamann, General and Sales Manager
Leroy Reaves, Commercial Manager

RATE INFORMATION: Class A hour rate—\$400 (film). Minute spot—\$80 (film). Participation—\$68 per spot (Class B). Rehearsals—Charge made for time above 2:1 ratio. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 15%. (From Rate Card No. 4, Aug. 1, 1952.)

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: George C. Davis

WJLN-TV*

LICENSEE: Johnston Broadcasting Co.

ADDRESS: P. O. Box 5767 **PHONE:** 54-3466

AM AFFILIATE: WJLD **FM AFFILIATE:** WJLN

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

***BEGINS OPERATION:** Unknown (CP granted Dec. 10, 1952)

TRANSMITTER ADDRESS: 1817 11th Place, So., Birmingham

CHANNEL: 48 (674-680mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 230 kw Aural, 120 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 650 ft. Above ground, 331 ft.

STUDIO ADDRESS: P. O. Box 5767

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Local live and film

STUDIO FACILITIES: Two studios—50x36 ft., 20 ft. high; 15x28 ft., 12 ft. high. GE camera

EXECUTIVES:

George Johnston Jr., President
James E. Connolly, General Manager
Jane Martindale, Program Director
Maurice McKinney, Chief Engineer

WASHINGTON ATTORNEY: Pehle, Lesser, Mann, Remer & Luxford

CONSULTING ENGINEER: Craven, Lohnes & Culver

ALABAMA TELEVISION STATIONS

Birmingham—(Continued)

WSGN-TV*

LICENSEE: Birmingham News Company

ADDRESS: 2200 1st Avenue, N. ZONE: PHONE:

AM AFFILIATE: WSGN FM AFFILIATE: WSGN-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes *Birmingham News and Huntsville Times* (WHBS).

*BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

CHANNEL: 42 (638-644mc)

TRANSMITTER ADDRESS: Red Mt.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 1,000 kw Aural, 500 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 930 ft. Above ground, 560 ft.

EXECUTIVES:

Henry P. Johnston, Managing Director

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: George E. Gautney

Gadsden—

WTVS (TV)*

LICENSEE: Jacob A. Newborn Jr.

ADDRESS: P. O. Box 1592, Beaumont, Tex.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Jacob A. Newborn Jr. sole owner. Mr. Newborn is President and 25% stockholder of Television Bcstrs. Inc.; TV applicant for Beaumont, Tex.; President and 20% stockholder of Beaumont Savings & Loan Assn.; sole owner of San Marcos Laundry, San Marcos, Tex.; and Board Chairman of Industrial Research Foundation.

*BEGINS OPERATION: April 1953. (CP granted Nov. 6, 1952)

CHANNEL: 21 (512-518mc)

TRANSMITTER ADDRESS: 1200 Bellevue Drive

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 11 kw

MAKE OF ANTENNA: RCA

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ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 150 ft.

STUDIO ADDRESS: 1200 Bellevue Drive

CONSULTING ENGINEER: McIntosh & Inglis

Mobile—

WALA-TV

LICENSEE: Pape Broadcasting Company

ADDRESS: 210 Government Street PHONE: 3-3756

AM AFFILIATE: WALA

TV NETWORK AFFILIATION: ABC, NBC (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: W. O. Pape is 99.5% owner.

BEGAN OPERATION: January 4, 1953.

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 10 (192-198mc)

TRANSMITTER ADDRESS: 210 Government Street

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 316 kw Aural, 235 kw
(Operating with STA; 1.65 kw visual and 0.82 kw aural.)

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 460 ft. Above ground, 500 ft.

STUDIO ADDRESS: 210 Government Street

EXECUTIVES:

W. O. Pape, President
H. K. Martin, Vice President and General Manager

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$50. Frequency d counts. (From Rate Card No. 1, Jan. 1, 1953.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: L. J. N. duTreil & Assoc. (New Orleans)

BROADCASTING • Telecasting

ALABAMA TV STATIONS

Mobile—(Continued)

WKAB-TV

LICENSEE: Pursley Broadcasting Service

ADDRESS: 525 Donald St. ZONE: 7 PHONE: 7-6345

STATION AFFILIATE: WKAB

NETWORK AFFILIATION: CBS, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Louise P. Pursley and Claude L. Pursley own 50% each.

BEGAN OPERATION: December 30, 1952

NATIONAL REPRESENTATIVE: Forjoe & Co.

CHANNEL: 48 (674-680mc)

TRANSMITTER ADDRESS: 525 Donald St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 22.6 kw Aural, 12.08 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 255 ft. Above ground, 304 ft.

STUDIO ADDRESS: 525 Donald St. HOURS OF OPERATION: 5-11 p.m.

EXECUTIVES:

Louise P. Pursley, President

R. H. Moore, General Manager

J. H. Johnson, Commercial Manager

Carl Junker, Program Director

H. E. Miller, Chief Engineer

ADDITIONAL INFORMATION: Class A hour rate—\$200 (film). Minute spot—\$30 (film). Frequency discount—Begins with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Nov. 1, 1952.)

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: George P. Adair

BROADCASTING • Telecasting

Now! Good TV in Mobile, ALA.!

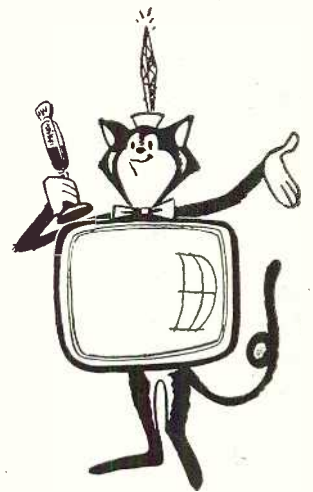
WKAB-TV

CHANNEL 48

CBS-DUMONT NETWORKS

captivating Kabby says:

"20,000 television
sets already in Mo-
bile—and they're
still coming fast!"



Also, remember

WKAB-A.M. 840 K.C. CLEAR CHANNEL

the High-Daytime
Hooper bargain!

Call

Forjoe AND COMPANY

Offices in: New York, Chicago, Atlanta,
Los Angeles, San Francisco

Southern Reps.: Dora-Clayton Agency, Atlanta

ALABAMA TV STATIONS

Montgomery—

WCOV-TV*

LICENSEE: Capitol Broadcasting Co.

ADDRESS: P. O. Box 1029 PHONE: 2-5781

AM AFFILIATE: WCOV FM AFFILIATE: WCOV-FM

TV NETWORK AFFILIATION: CBS, NBC, ABC, DuMont (Non-Interconnected.)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Oscar P. Covington and family are principal owners. Mr. Covington and family also have controlling interests in WGWC Selma and WGWD Gadsden, both Alabama.

*BEGINS OPERATION: March 1953 (CP granted Sept. 18, 1952)

NATIONAL REPRESENTATIVE: O. L. Taylor Co.

CHANNEL: 20 (506-512 mc)

TRANSMITTER ADDRESS: Adrian Lane

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 88 kw Aural, 44 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 520 ft. Above ground, 550 ft.

STUDIO ADDRESS: Adrian Lane

MAKE OF CAMERA CHAINS: RCA

EXECUTIVES:

Oscar P. Covington, President
 Hugh M. Smith, General Manager
 Morris South, Sales Manager
 W. D. Weatherly, Chief Engineer

RATE INFORMATION: Class A hour rate—\$200. Minute Rate—\$30. Frequency discounts—Begin at 5% for 26 times up to 20% for 260 times. (From Rate Card No. 1, March 1, 1953)

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: W. J. Holey (Atlanta)

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Take a Look

at

WCOV-TV

in

Montgomery, Alabama

MARKET DATA

Counties in "A" and "B" Contours

COUNTIES	POPULATION	HOUSEHOLDS	RETAIL SALES
Montgomery	141,900	38,380	\$124,864,000
Autauga	18,300	4,490	5,860,000
Elmore	32,000	7,920	13,523,000
Lowndes	18,100	4,170	5,041,000
Macon	31,400	6,520	10,323,000
Bullock	16,100	3,920	5,142,000
TOTAL	257,800	55,400	\$164,753,000

Plus Values in the Montgomery Market

**MAXWELL AIR FORCE BASE AND GUNTER FIELD
1952 PAYROLLS**

Approximately 6,400 permanent military personnel with annual payroll.....\$19,000,000
 12,000 Students, yearly payroll 13,000,000
 1,800 Civilian Employee annual payroll..... 6,225,000

In addition to the above, a national guard jet aircraft base is under construction and will be in operation with a large annual payroll by mid '53.

Largest livestock market in the Southeast

During 1952 total cash sales of livestock in Montgomery totaled \$24,380,165.

CHANNEL 20

WCOV-TV

Montgomery, Alabama

Nationally Represented by O. L. Taylor Co.

NEW YORK • CHICAGO • LOS ANGELES • ATLANTA • DALLAS

ABC • CBS • DuMONT

BROADCASTING • Telecasting

ARIZONA TELEVISION STATIONS

Phoenix—

KPHO-TV

LICENSEE: Meredith Engineering Co.

ADDRESS: 631 N. First Avenue PHONE: Alpine 4-7367

FORM AFFILIATE: KPHO

TV NETWORK AFFILIATION: ABC, NBC, CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee is subsidiary of Meredith Publishing Co. (Better Homes & Gardens and Successful Farming), also owns WHEN (TV) Syracuse, N. Y., and WOW-AM-TV Omaha, Neb.

REGAN OPERATION: December 4, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82mc)

TRANSMITTER ADDRESS: Westward-Ho Hotel

MAKE OF TRANSMITTER: DuMont MODEL NO.: Series 1000

EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 8.75 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above average terrain, 400 ft. Above ground, 479 ft.

HOURS OF OPERATION: 11 a.m.-1 a.m.

STUDIO ADDRESS: 631 N. First Avenue

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

FILM LIBRARY: Snader

STUDIO FACILITIES: Three studios, (50x39-ft., seating 100 persons; 20x20-ft., and 18x20-ft.). Three studio cameras. Three field cameras. One Iconoscope. Two DuMont film projectors. Two Selectroslide projectors (2x2 in. slides). One mobile unit with two cameras and microwave equipment.

EXECUTIVES:

E. T. Meredith, President
 Payson Hall, Radio-TV Director
 Howard Stalnaker, Assistant Radio-TV Director
 Richard B. Rawls, General Manager
 Julian Kaufman, Commercial Manager
 Arthur Sprinkle, Program Director
 George L. McClanathan, Chief Engineer
 Ray Gallagher, Film Buyer

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$100. Frequency discounts—Begin at 26 times at 5% up to 260 times at 25% (From Rate Card No. 6, Oct. 1, 1952.)

WASHINGTON ATTORNEY: Haley & Doty

ARIZONA has the FIGURES and the FACTS!



ARIZONA LEADS THE NATION

- ☆ First In State Growth
- ☆ First In Rate Of Income Growth
- ☆ First In Farm Income Growth
- ☆ First In Retail Sales Growth
- ☆ First In Bank Capital Growth
- ☆ First In Rate Of Employment Increase

First in Phoenix

KPHO-TV

Channel 5

A MEREDITH STATION

National
 Representative
THE KATZ AGENCY

ARIZONA TELEVISION STATIONS

Tucson—

KCNA-TV*

LICENSEE: Catalina Broadcasting Co.

ADDRESS: P. O. Box 2348 PHONE: 2-4664

AM AFFILIATE: KCNA

TV NETWORK AFFILIATION: CBS, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Erskine Caldwell, writer; John B. Mills, oilman, and J. N. Harber, oilman. Messrs. Caldwell, Mills and Harber at one time were principal owners of KPHO-AM-TV Phoenix, but sold their interests to Meredith Engineering Co. last year.

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

CHANNEL: 9 (186-192mc)

TRANSMITTER ADDRESS: Swan Road

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 60 ft. Above ground, 344 ft.

STUDIO ADDRESS: Swan Road

EXECUTIVES:

Wayne Sanders, General Manager

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Millard M. Garrison

KOPO-TV

LICENSEE: Old Pueblo Broadcasting Co.

ADDRESS: 115 W. Drachman Street PHONE: 4-0431

AM AFFILIATE: KOPO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee also owns KNOG Nogales. Principal stockholder is Gene Autry with 48%. Mr. Autry also controls KOOL Phoenix and KMPC Los Angeles.

BEGAN OPERATION: February 1, 1953 (CP granted Nov. 13, 1952)

CHANNEL: 13 (210-216mc)

TRANSMITTER ADDRESS: 115 W. Drachman Street

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 316 kw Aural, 160 kw
(Operating with STA; 33 kw visual and 16.5 kw aural)

MAKE OF ANTENNA: GE

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ANTENNA HEIGHT: Above average terrain, 280 ft. Above ground, 500 ft.

STUDIO ADDRESS: 115 W. Drachman Street

EXECUTIVES:

E. S. Mittendorf, General Manager
Walter J. Stiles, Chief Engineer

WASHINGTON ATTORNEY: Maurice Barnes

CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

KVOA-TV*

LICENSEE: Arizona Broadcasting Co.

ADDRESS: P. O. Box 2911 PHONE: 3-2555

AM AFFILIATE: KVOA

TV NETWORK AFFILIATION: NBC (non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by John J. Lo and family, who also own KTAR Phoenix, KYUM Yuma and KYCA Prescott, a., Arizona.

* BEGINS OPERATION: March 1953 (CP granted Nov. 13, 1952)

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 4 (66-72mc)

TRANSMITTER ADDRESS: N. Tenth Ave. & Lee St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-2AL

EFFECTIVE RADIATED POWERS: Visual, 11 kw Aural, 5.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-6AM 6-section

ANTENNA HEIGHT: Above average terrain, 220 ft. Above ground, 500 ft.

STUDIO ADDRESS: N. Tenth Ave. & Lee St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A and TK 31-A

TYPE OF OPERATION: Local live, Local & Network film, Kinescopes.

FILM LIBRARY: Snader

STUDIO FACILITIES: Studio, 48x55-ft. Two RCA interchangeable cameras. Rear screen projector. RCA TK-20C film camera. Two Eastman 250, 16mm film projectors. Two Spindler & Sauppe 2x2 slide projectors and opaque projector. Scanner. M picture camera.

EXECUTIVES:

R. B. Williams, President & General Manager
Harper M. Phillips, Business Manager
John C. Underwood Jr., Sales Manager
Ben L. Slack Jr., Program Director
Raymond H. Holsclaw, Chief Engineer.

RATE INFORMATION: Class A hour rate—\$200 (film). Minute spot—\$40 (film). R rehearsal time in ratio of two to one to air time included in rates. Excess \$15 n each quarter hour or less. Frequency discounts—13 times 2½%, 26 times 5%, 5 times 7½%, 104 times 12½%, 156 times 15%, 260 times 20%. Class B time 75% of

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

ARKANSAS TV STATIONS

Fort. Smith—

KFSA-TV*

LICENSEE: Southwestern Publishing Co.

ADDRESS: 920 Rogers Avenue **PHONE:** 2-9126

FM AFFILIATE: KFSA **FM AFFILIATE:** KFSA-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes *Fort. Smith Times Record* and *Southwest American*. Donald W. Reynolds, owner, also publishes *Bartlesville* (Okla.) *Examiner* and *Enterprise*, Okmulgee (Okla.) *Times* and *Times Democrat*, Las Vegas (Nev.) *Review Journal*, Boulder City (Nev.) *Journal*. Mr. Reynolds also owns KHBG Okmulgee, Okla., and KBR5 Springdale, Ark., and is 50% owner of TV grantee KRTV (TV) Little Rock, Ark.

* **BEGINS OPERATION:** May 1, 1953 (CP granted Nov. 13, 1952)

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 22 (518-524 mc)

TRANSMITTER ADDRESS: 920 Rogers Avenue

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 22 kw **Aural, 12 kw**

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 273 ft. Above ground, 349 ft.

STUDIO ADDRESS: 920 Rogers Avenue. **HOURS OF OPERATION:** 4 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Local live and film, Network film, Kinescopes.

STUDIO FACILITIES: One 32x28 ft., seats 50; News booth; AM studios same location all interconnected. Studio camera, GE film camera; 2 GPL 16mm film projectors; 2 Selecto Jr. slide projectors 2x2 in.; opaque projector.

EXECUTIVES:

Donald W. Reynolds, President
H. Weldon Stemps, General and Commercial Manager
Paschal Porta, Program Director & Film Buyer
Robert W. Platt Jr., Chief Engineer
Jerry Winner, Traffic Manager
Mickey Wernye, Continuity Editor

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: Craven, Lohnes & Culver

Little Rock—

KETV (TV)

LICENSEE: Great Plains Television Properties Inc.

ADDRESS: c/o U.S. Corp. of Illinois, 33 N. LaSalle St., Chicago **ZONE:** 2

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: All stock in licensee is owned by Transcontinental Properties Inc. (Herbert Scheffel, president and Alfred G. Burger, executive vice president.) Mr. Scheffel and Mr. Burger both own stock in Telenews Productions Inc., and various newsreel theatres. Licensee also holds TV grants for Sioux City, Ia., and Duluth, Minn.

BEGINS OPERATION: Unknown (CP granted Oct. 30, 1952)

TRANSMITTER ADDRESS: Cedar Hill Rd. & Oak Street Extended

CHANNEL: 23 (524-530 mc)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 17.5 kw **Aural, 9.9 kw**

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 510 ft. Above ground, 454 ft.

EXECUTIVES:

Herbert Scheffel, President
Albert G. Burger, Treasurer

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Jansky & Bailey

BROADCASTING • Telecasting

EVERYTHING

from hillbillies
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13 new super-sleuth films . . . featuring Melvyn Douglas as a suave sophisticated Private Investigator matching wits with shysters and racketeers, as well as the alluring and dangerous women who seek him out.



OLD AMERICAN BARN DANCE

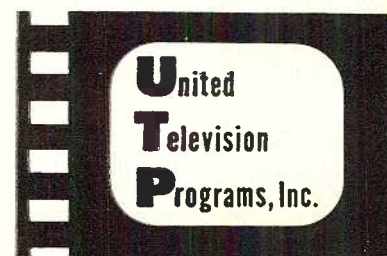
26 terrific hillbilly musicals starring Bill Bailey and featuring well-known recording stars like Tennessee Ernie, Pee Wee King and Tex Williams. **BILLBOARD** says: ". . . all the ingredients necessary to capture big city audiences as well as those in rural areas."

Two More Great UTP shows that combine
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NEW YORK
444 Madison Avenue

CHICAGO
360 North Michigan

HOLLYWOOD
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CHANNEL 17
 LITTLE ROCK,
 ARKANSAS



LITTLE ROCK
 TELECASTERS, INC.
 Kenyon Brown, Pres.

ARKANSAS TV STATIONS

Little Rock—

KRTV (TV)*

LICENSEE: Little Rock Telecasters
 ADDRESS: P. O. Box 420, Wichita Falls, Tex.
 PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Donald V Reynolds (50%), E. H. Rowley (45%) and Kenyon Brown (5%). Mr. Reynolds owns KFSA-AM-FM-TV Fort Smith and KBRS Springdale, Ark., and KHBG Okmulgee Okla. He also publishes Fort Smith (Ark.) Times Record and Southwest America, Bartlesville (Okla.) Examiner and Enterprise, Okmulgee (Okla.) Times and Time-Democrat, Las Vegas (Nev.) Review Journal and Boulder City (Nev.) Journal. Messrs. Rowley and Brown own KWFT Wichita Falls, Tex.
 * BEGINS OPERATION: April 15, 1953 (CP granted Sept. 18, 1952)
 NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.
 CHANNEL: 17 (488-494 mc)
 TRANSMITTER ADDRESS: Lee & McKinley Sts.
 MAKE OF TRANSMITTER: DuMont
 EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 12.5 kw
 MAKE OF ANTENNA: RCA
 ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 353 ft.
 STUDIO ADDRESS: Lee & McKinley Sts.
 EXECUTIVES:
 Kenyon Brown, President & General Manager (c/o KWFT Wichita Falls, Tex.)
 WASHINGTON ATTORNEY: Haley & Doty
 CONSULTING ENGINEER: William L. Foss Inc.

CALIFORNIA TV STATIONS

Bakersfield—

KAFY-TV*

LICENSEE: Bakersfield Broadcasting Co.
 ADDRESS: 2013 Chester Ave. PHONE: 4-6421
 AM AFFILIATE: KAFY
 TV NETWORK AFFILIATION: ABC, CBS, DuMont, NBC
 PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President George Crome (33 1/3%) Vice Presidents, Geneva Anderson and Rosalie C. Anderson, vice presidents at executrices of the estate of Herman Anderson, deceased (16 2/3%); Secretary Treasurer R. F. Harlow (33 1/3%); General Manager, Sheldon Anderson (16 2/3%).
 * BEGINS OPERATION: April-May, 1953 (CP granted Dec. 23, 1952)
 NATIONAL REPRESENTATIVE: Forjoe and Co.
 CHANNEL: 29 (560-566 mc)
 TRANSMITTER ADDRESS: North end of Sterling Rd.
 MAKE OF TRANSMITTER: RCA
 EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 11 kw
 MAKE OF ANTENNA: RCA
 ANTENNA HEIGHT: Above average terrain, 460 ft. Above ground, 297.5 ft.
 STUDIO ADDRESS: 2013 Chester Ave.
 HOURS OF OPERATION: 2 P. M.-midnight
 TYPE OF OPERATION: Local and network live, local and network film, kinescope
 EXECUTIVES:
 George B. Crome, President
 Sheldon Anderson, General Manager
 Naum Healy, Station and Commercial Manager
 Jim McBride, Program Director
 Ted Froming, Chief Engineer
 Fred Piercy, News Editor
 Bea Weldon, Traffic Manager
 Morrison Parker, Sales Manager
 WASHINGTON ATTORNEY: John P. Hearne
 CONSULTING ENGINEER: Ron Oakley

CALIFORNIA TELEVISION STATIONS

resno—

KMJ-TV*

LICENSEE: McClatchy Broadcasting Co.

ADDRESS: 21st & Q Sts.

AM AFFILIATE: KMJ

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: McClatchy Newspapers own 100% of licensee. Principals of McClatchy Newspapers include President Eleanor McClatchy (33 1/3%), Vice President & Secretary-Treasurer Charlotte Maloney (33 1/3%), and James B. McClatchy (11.11%). Applicant is licensee of KWG Stockton, KFBK Sacramento, KERN Bakersfield, all Calif., and KOH Reno.

BEGAN OPERATION: May 1, 1953 (CP granted Sept. 18, 1952)

NATIONAL REPRESENTATIVE: Raymer

CHANNEL: 24 (530-536 mc)

TRANSMITTER ADDRESS: Meadow Lake Junction

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 53 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 1,980 ft. Above ground, 248 ft.

STUDIO ADDRESS: Stanislaus & Van Ness

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: George C. Davis

Los Angeles—

KECA-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc.

ADDRESS: 4151 Prospect St. ZONE: 27 PHONE: Normandy 3-3311

AM AFFILIATE: KECA FM AFFILIATE: KECA-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owns and operates WABC-AM-FM-TV New York, WENR-AM-FM and WBKB (TV), Chicago, WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco. Licensee also owns theatre chain of 650 theatres.

BEGAN OPERATION: Sept. 16, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6-B

EFFECTIVE RADIATED POWERS: Visual, 29.5 kw Aural, 14.9 kw

MAKE OF ANTENNA: RCA TYPE: Six-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 2,950 ft. Above ground, 303 ft.

HOURS OF OPERATION: 11 a.m.-Midnight

STUDIO ADDRESS: 4151 Prospect Ave.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.

MUSIC LIBRARY SERVICE: Lang-Worth, SESAC

STUDIO FACILITIES: Five studios approximately 70x100 ft. Audience studio seats 250. Ten studio cameras and three field cameras. One Teleflex rear-screen projector. Three film cameras, two Eastman 16mm and two RCA 16mm film projectors and two RCA 35mm projectors. Four slide projectors, one GE Balop opaque projector. RCA mobile unit, three cameras, lenses to 25" and Zoomar 10kw mobile power unit; microwave equipment.

BROADCASTING • Telecasting

EXECUTIVES:

Leonard H. Goldenson, President (AB-PT)
Robert E. Kintner, President (ABC Div.)
Robert H. O'Brien, Executive Vice President (ABC Div.)
E. J. Hudson, Vice President, West Coast Div. (ABC Div.)
Phil Hoffman, Manager
James Pollak, Program Director
C. G. Pierce, Chief Engineer
Eloise Reeves, Film Buyer
Darrel Ross, Production Manager

RATE INFORMATION: Class A hour rate—\$1,200. Minute spot—\$220. Participation per spot—\$100 (day). Rehearsals—\$150 per hour. (Rate Card No. 4, May 15, 1951.)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

KHJ-TV

LICENSEE: General Teleradio Inc.

ADDRESS: 1313 N. Vine St., Hollywood ZONE: 28 PHONE: Hudson 2-2133

AM AFFILIATE: KHJ FM AFFILIATE: KHJ-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by General Tire & Rubber Co., Akron, O. General Teleradio Inc. comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, KGB San Diego. Yankee Network Division owns and operates WNAC-AM-TV Boston, WGTR (FM) Worcester, WEAN Providence, WONS Hartford. WOR Division owns and operates WOR-AM-FM-TV New York.

BEGAN OPERATION: Aug., 1948

NATIONAL REPRESENTATIVES: WOR-TV Sales

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30.4 kw Aural, 15.7 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A, Six-Bay

ANTENNA HEIGHT: Above average terrain, 3,100 ft. Above ground, 199 ft.

STUDIO ADDRESS: 1313 N. Vine St., Hollywood

HOURS OF OPERATION: 12:30 p.m.-11:15 p.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local film.

FILM LIBRARY: Snader Telescriptions NEWS SERVICE: UP

STUDIO FACILITIES: Five studios, 60x40 ft., 50x30 ft., 18x32 ft. and two auditoriums each with seating capacity for 300. Two RCA studio cameras (TK10A), five interchangeable field cameras (TK30A) and one RCA field camera (TK31A). Two RCA rear screen projectors and two Eastman rear screen projectors. Two film cameras, RCA and GE; four 16mm film projectors. Four slide projectors for 2x2-in. slides; one opaque projector for 3 1/4" and one opaque projector for 6x8-in. slides. Mobile unit with four cameras, all lenses up to 25" and Zoomar; two microwave relay units.

EXECUTIVES:

Thomas F. O'Neil, President (General Teleradio Inc.)
Willett H. Brown, President (Don Lee Network Div.)
Ward D. Ingram, Executive Vice President
George Whitney, Vice President in Charge of Sales
Elbert Walker, Program Director
Robert Arne, Chief Engineer
Jim Love, Film Buyer
John Reynolds, Sales Manager
Jim Higson, Director of Operations
Jim Parsons, Public Relations Director

RATE INFORMATION: Class A hour rate—\$1,000. Minute spot—\$180. Participation per spot—\$180. (Rate Card No. 2, Mar. 1, 1952)

WASHINGTON ATTORNEY: Pierson & Ball

CALIFORNIA TELEVISION STATIONS

Los Angeles—(Continued)

KLAC-TV

LICENSEE: KMTR Radio Corporation

ADDRESS: 1000 Cahuenga ZONE: 38 PHONE: Hudson 2-7311

AM AFFILIATE: KLAC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. Dorothy Schiff, sole owner. Mrs. Schiff is also publisher of *New York Post*.

BEGAN OPERATION: September, 1948

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 31.4 kw Aural, 15.75 kw

MAKE OF ANTENNA: RCA TYPE: TF-6-A

ANTENNA HEIGHT: Above average terrain, 2,955 ft. Above ground, 237 ft.

STUDIO ADDRESS: 1000 Cahuenga HOURS OF OPERATION: 10:30 a.m.-12 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local live, local film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Three studios, 30x40 ft., 33x63 ft. (no seating) and music hall 55x70 ft., seating 412. Three RCA studio cameras (TK10A); seven RCA (TK30A) field cameras, all interchangeable. One rear screen projector. Two RCA (TK20A) film cameras. Two Selectroslide projectors for 2x2-in. slides, one Gold projector for 3½x4-in. slides. One mobile unit with three cameras and microwave equipment, one mobile unit with two cameras and microwave equipment.

EXECUTIVES:

Mrs. Dorothy Schiff, Owner
M. W. Hall, President
Don Fedderson, Exec. Vice President & General Manager
Dave Lundy, General Sales Manager
Bob Klein, Commercial Manager
Fred Henry, Program Director & Film Buyer
R. W. Conner, Director of Engineering

RATE INFORMATION: Class A hour rate—\$1,250. Minute spot—\$250. (Rate Card No. 6, July 1, 1952.)

CONSULTING ENGINEER: Craven, Lohnes & Culver.

KNBH (TV)

LICENSEE: National Broadcasting Co.

ADDRESS: Sunset & Vine, Hollywood ZONE: 28 PHONE: Hollywood 9-6161

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, and KNBC-AM-FM San Francisco.

BEGAN OPERATION: Jan. 16, 1949

NATIONAL REPRESENTATIVE: NBC

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 25.25 kw Aural, 13.26 kw

MAKE OF ANTENNA: RCA TYPE: Superturndstile

ANTENNA HEIGHT: Above average terrain, 3,013 ft. Above ground, 119 ft.

STUDIO ADDRESS: Sunset & Vine, Hollywood

HOURS OF OPERATION: 9:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP, UP, INS

MUSIC LIBRARY SERVICES: Thesaurus, and Chappell

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STUDIO FACILITIES: Three studios available for live programming (42x102 ft., seating capacity 232; 42x62 ft. and 6x10 ft.). Also when available, the facilities of NB Network studios—El Capitan Theatre, seating 740, Studio D seating 430 and Studio 1 in Burbank seating 470. Six studio and two field cameras (5 interchangeable). One Holmes rear screen projector. Three film cameras; three 16mm projectors and two 35mm projectors. Three slide projectors for 2x2-in. slide one opaque projector handling strip film. Kinescope processing plant for 16mm and recording facilities for 35mm. Completely equipped mobile unit, three cameras available, complete variety of lenses. Ten kilowatt gas generator for power supply, and three microwave relay units.

EXECUTIVES:

Frank White, President (NBC)
William H. Fineshriber Jr., Vice President and General Manager (NBC)
Donald A. Norman, General Manager
William Doty Edouarde, Commercial Manager
Harmon O. Nelson, Program Director
Alfred Saxton, Chief Engineer
George Burke, Film Buyer
James Damon, Operations
Dean Craig, Executive Producer

RATE INFORMATION: Class A hour rate—\$1,500. Minute spot—\$300. Participation—\$100-\$300 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour rehearsal for programs 5-30 minutes, are as follows: Live studio \$200 (31-60 minute program). \$100 (5-30 minute program). Film studio \$125 (31-60 minute program), \$62.50 (5-30 minute program). Additional charge for each 15 minutes over hour minimum is as follows: Live studio \$50. Film studio \$31.25. Frequency discounts—begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond F. Guy (NBC)

KNXT (TV)

LICENSEE: Columbia Broadcasting System Inc.

ADDRESS: 1313 N. Vine St. ZONE: 28 PHONE: Hollywood 9-1212

AM AFFILIATE: KNX FM AFFILIATE: KNX-FM

TV NETWORK AFFILIATION: CBS, Columbia Television Pacific Network

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (55% owned by Washington Post) and 47% of WCCO-AM-TV Minneapolis (53% owned by Mid-Continent Radio-Television Inc.).

BEGAN OPERATION: Oct. 9, 1950

NATIONAL REPRESENTATIVE: CBS Spot Sales

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA TYPE: TT-5A

ANTENNA HEIGHT: Above average terrain, 2,840 ft. Above ground, 245 ft.

STUDIO ADDRESS: 1313 N. Vine St. HOURS OF OPERATION 8:55 a.m.-12:05 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and Network Live, Local and Network Film, Kinescope

NEWS SERVICE: AP and UP

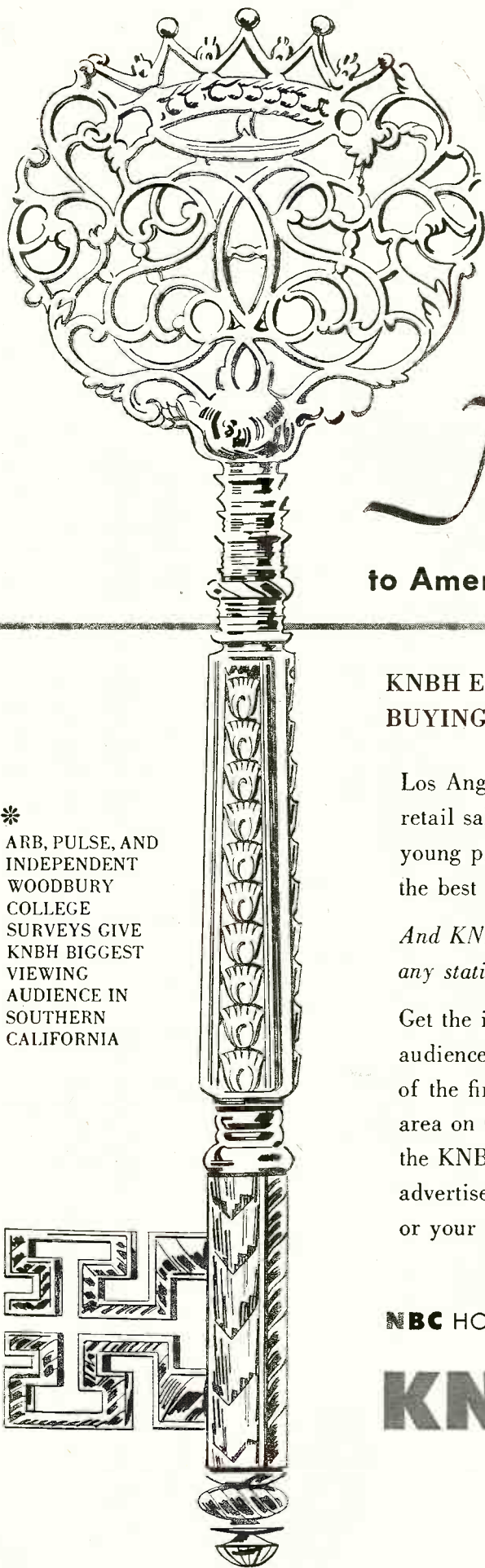
STUDIO FACILITIES: Eight studios, four have seating capacity of approximately 30' per studio. Other studios, 100x110 ft., 30x60 ft., 100x110 ft. and 30x40 ft. Seven teen studio cameras and 19 field cameras. Twelve film cameras, six 16mm film projectors and six 35mm film projectors. Two slide projectors for 2x2-in. slide three opaque projectors for 4x5-in. slides. Mobile unit with three cameras and microwave relay equipment.

EXECUTIVES:

Frank Stanton, President (CBS)
J. L. Van Volkenburg, President (CBS-TV)
Harry S. Ackerman, Vice President (CBS-TV, Hollywood)
James T. Aubrey Jr., Station Manager
Edmund C. Bunker, Sales Manager
Les Bowman, Director of Hollywood Technical Operations
Don Hine, Production Administrator & Film Buyer

RATE INFORMATION: Class A hour rate—\$1,500. Minute spot—\$300. Frequency discounts on request. (Rate Card No. 1A, May 26, 1952.)

BROADCASTING • Telecasting



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to America's fastest-growing market!

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ARB, PULSE, AND
INDEPENDENT
WOODBURY
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SURVEYS GIVE
KNBH BIGGEST
VIEWING
AUDIENCE IN
SOUTHERN
CALIFORNIA

KNBH ENTERS THE HOMES OF THE MOST
BUYING-MINDED AUDIENCE IN THE U. S.

Los Angeles County is now second-largest in
retail sales in the country! It's bustling with
young progressive families...the kind that are
the best customers for your product or service.

*And KNBH has the widest TV coverage of
any station in the West!*

Get the insurance of an already established
audience for your sales message. Watching ten
of the first fifteen top-rated shows in the
area on Channel 4 has given Southern California
the KNBH habit...a profitable habit for KNBH
advertisers. For details contact KNBH, Hollywood,
or your nearest NBC Spot Sales Office.

NBC HOLLYWOOD

KNBH Channel **4**

Yes, I dabble in oil a bit,
but my real money comes
from my new TV station.

You see, I bought Consolidated's
STATION-STARTER PLAN
and made money on programming
right from the start.

Actually, it was just a case
of taking the little old ball
and running with it.

Money came pouring in.
Have a cigar. Have two.



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25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

CALIFORNIA TV STATIONS

Los Angeles—(Continued)

KPIK (TV)*

LICENSEE: John Poole Broadcasting Co.

ADDRESS: 6540 Sunset Blvd. ZONE: 28 PHONE: Hempstead 3205

AM AFFILIATE: KBIG Avalon

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is John H. Pool who also has investments, oil and mining interests, owns KBIG Avalon and KI Sanger, and applicant for new TV stations in Sacramento and Fresno, Calif.

* BEGINS OPERATION: Sept. 1, 1953 (CP granted Dec. 10, 1952)

CHANNEL: 22 (518-524 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 540 kw Aural, 334.5 kw

MAKE OF ANTENNA: Composite

ANTENNA HEIGHT: Above average terrain, 2,930 ft. Above ground 150 ft.

STUDIO ADDRESS: 6540 Sunset Blvd.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local live and film

EXECUTIVES: John Poole, President & General Manager

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: George P. Adair



Announcing

KPIK

TV CHANNEL 22 LOS ANGELES

scheduled to be operating September 1, 1953

ULTRA- *In Effective Power
540,000 Watts Authorized*

HIGH- *Transmitter on Mount Wilson is a
Mile Above Metropolitan Los Angeles*

FREQUENCY- *UHF channel 22 transmits
interference-free picture
to the Nation's Third Market*

KPIK - *John Poole Broadcasting Company*

KBIG · KSJV · KPIK

6540 Sunset Boulevard, Hollywood 28, California · HEMPstead 3205

CALIFORNIA TELEVISION STATIONS

Los Angeles—(Continued)

KTLA (TV)

LICENSEE: Paramount Television Productions Inc.

ADDRESS: 5451 Marathon St. ZONE: 38 PHONE: Hollywood 9-3181

TV NETWORK AFFILIATION: Paramount Television Network (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is a wholly-owned subsidiary of Paramount Pictures Corp. In addition to motion picture production, Paramount Pictures has a half interest in Chromatic Television Laboratories Inc. (developers of the Lawrence color TV kinescope), International Telemeter Corp. (developers of a subscription system for TV). Licensee also operates Paramount Television Network, a film syndication network for TV stations.

BEGAN OPERATION: Jan. 22, 1947

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: Composite

EFFECTIVE RADIATED POWERS: Visual, 30 kw Aural, 15 kw

MAKE OF ANTENNA: RCA TYPE: Three Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 2,921 ft. Above ground, 250 ft.

STUDIO ADDRESS: 721 N. Bronson, Hollywood

HOURS OF OPERATION: 10:30 a.m.-12 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, Local film, kinescopes.

NEWS SERVICE: UP

MUSIC LIBRARY SERVICES: Paramount and World

STUDIO FACILITIES: Theatre with seating capacity of 550; two studios with seating capacity of 40 (22x36 ft. and 36x46 ft). Four image orthicon studio cameras and seven field cameras. Four iconoscope film cameras; two 16mm and two 35mm film projectors; two 35mm slide projectors and one opaque projector for 3x4-in. cards. Four mobile units.

EXECUTIVES:

Paul Raibourn, President
Klaus Landsberg, Vice President & General Manager
J. Gordon Wright, Production Coordinator
Harry Y. Maynard, Sales Manager
Raymond M. Moore, Senior Engineer
Leland G. Muller, Film Director
John Silva, Supervisor, Remote Operations

RATE INFORMATION: Class A hour rate—\$1,250. Minute spot—\$250. Frequency discounts start with 13 times at 5% up to over 208 times at 20%. Rehearsals—minimum charge \$25 per half-hour. (From Rate Card No. 6, July 1, 1951.)

WASHINGTON ATTORNEY: Arnold, Fortas & Porter

KTTV (TV)

LICENSEE: KTTV Inc.

ADDRESS: 5746 Sunset Blvd. ZONE: 28 PHONE: Hudson 2-7111

TV NETWORK AFFILIATION: DuMont (non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Times-Mirror Co., which also publishes Los Angeles Times and Mirror.

BEGAN OPERATION: Jan. 1, 1949

NATIONAL REPRESENTATIVE: Blair TV

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 30.9 kw Aural, 16.6 kw

MAKE OF ANTENNA: RCA TYPE: Six-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 2,345 ft. Above ground, 142 ft.

STUDIO ADDRESS: 5746 Sunset Blvd. HOURS OF OPERATION: 1:15 p.m.-2:30 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Sterling NEWS SERVICE: AP

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STUDIO FACILITIES: Six studios—94x80x30 ft., 108x71x30 ft., 98½x80x23 ft., 103x128x35 ft., 23½x46 ft. and 58x45 ft. Three studio cameras and 13 field cameras. Three Bodde rear screen projectors. Three RCA film cameras, two RCA 16mm film projectors, one RCA 35mm projector and two Eastman 16mm projectors. One 2x2 slide projector and two automatic slide projectors, 2x2. One GE opaque projector and one RCA scanner. Ten motion picture cameras—one CineVoice, tv Auricon and seven Bell & Howell 16mm Huston film processing units. Mobile equipment: two RCA mobile units; one International mobile unit completely equipped for field originations; five microwave relay systems.

EXECUTIVES:

Norman Chandler, President
Richard A. Moore, General Manager
Robert Breckner, Program Director
Edward E. Benham, Chief Engineer
Dale Sheets, Film Buyer
John Vrba, Natl. Sales Representative
Roberta Valentine, Publicity Director
Jack O'Mara, Merchandising & Promotion Mgr.

RATE INFORMATION: Class A hour rate—\$1,200. Minute spot—\$240. Frequency discounts—begin with 13 times at 5% up to 312 times at 22½%. (From Rate Card No. 5, Sept. 1, 1952.)

WASHINGTON ATTORNEY: Eliot C. Lovett

CONSULTING ENGINEER: Craven, Lohnes & Culver

KUSC-TV*

(Educational-Noncommercial)

LICENSEE: Allen Hancock Foundation

ADDRESS: 3551 University Ave. ZONE: 7 PHONE: Richmond 6362

TV NETWORK AFFILIATION: NAEB (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Operated by a cooperating group of educational and civic organizations.

* BEGINS OPERATION: Early March, 1953 (CP granted Aug. 28, 1952)

CHANNEL: 28 (554-660 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: DuMont MODEL NO.: 15000

EFFECTIVE RADIATED POWERS: Visual, 46 kw Aural, 26 kw

MAKE OF ANTENNA: RCA TYPE: TFU22BL

ANTENNA HEIGHT: Above average terrain, 2,910 ft. Above ground, 127 ft.

STUDIO ADDRESS: 3551 University Ave.

MAKE OF CAMERA CHAINS: DuMont, RCA

TYPE OF OPERATION: Local live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Four studios, one with seating capacity of 450. Four studio cameras, interchangeable. One Teleflex rear screen projector. One 16mm film camera and five 16mm film projectors. Two slide projectors and four opaque projectors. One Auricon motion picture camera and film processing unit. Mobile unit, two cameras, relay equipment.

EXECUTIVES:

William H. Sener, General Manager
Ivan Campbell, Program Director
John Newton, Chief Engineer

RATE INFORMATION: Non-commercial.

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: George P. Adair

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SATURDAY 12:00 NOON to 6:00 P.M.*		56.8
SUNDAY 12:00 NOON to 6:00 P.M.		32.2
SUNDAY thru SATURDAY 6:00 P.M. to 11:00 P.M.*		23.7
Share of TV audience 1952		

CHANNEL 5

KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.**

*Oct. thru Dec. 1952 Indexes 7 a.m.-6 p.m. Saturday. Sunday thru Saturday 6 p.m.-12 midnight.

**Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations not broadcasting entire reported period are adjusted.



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CALIFORNIA TELEVISION STATIONS

Salinas—

KICU (TV)*

LICENSEE: Salinas-Monterey Television Co.

ADDRESS: P. O. Box 1070, Monterey

AM AFFILIATE: KXYL

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Partners S. A. Cisler Jr. (50%) partner in permittee of new AM station in Bishop, Calif., 55% owner of KEAR San Mateo, Calif., 50% owner of KXXX (FM) San Francisco, sole owner of KXXL Monterey, Calif., 25% owner of Broadcast Equipment Corp., Lincoln, Neb., and Grant R. Wrathall (50%), 25% owner of KUTA Salt Lake and KGEM-AM-TV Boise, Ida., 12½% owner of KLIX Twin Falls, Ida., 12½% owner of KWIK Pocatello, Ida., 16.7% owner of KOPR-AM-TV Butte, Mont., sole owner of KPOO San Francisco, and consulting engineer.

* BEGINS OPERATION: September, 1953 (CP granted Jan. 15, 1953)

NATIONAL REPRESENTATIVE: Bolling

CHANNEL: 28 (554-560 mc)

TRANSMITTER ADDRESS: Fremont Peak

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual 105 kw Aural, 60 kw

MAKE OF ANTENNA: RCA TYPE: 5-Bay

ANTENNA HEIGHT: Above average terrain, 2,340 ft. Above ground, 146 ft.

HOURS OF OPERATION: 5 p.m.-11 p.m. 12 noon-12 midnight Sat. & Sun.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Network live, local and network film, kinescopes.

RATE INFORMATION: Class A Hour rate—\$150. Minute spot—\$25.
(Rate card not completed)

WASHINGTON ATTORNEY: Stephen Tuhy Jr.

CONSULTING ENGINEER: Grant R. Wrathall

San Bernardino—

KITO-TV*

LICENSEE: KITO Inc.

ADDRESS: 569 Fourth St. PHONE: 7807

AM AFFILIATE: KITO

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PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President J. J. Flanigan (49%, general manager of KITO; Vice President & Treasurer H. G. Wall (23%); Secretary Margaret B. Wall (28%).

* BEGINS OPERATION: Oct. 1, 1953 (CP granted Nov. 6, 1952)

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 18 (494-500 mc)

TRANSMITTER ADDRESS: San Bernardino Mountains

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 86 kw Aural, 46 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 3,688 ft. Above ground, 110 ft.

STUDIO ADDRESS: 569 Fourth St.

EXECUTIVES:

J. J. Flanigan, President & General Manager

CONSULTING ENGINEER: Owen J. Ford

San Diego—

KFMB-TV

LICENSEE: Kennedy Broadcasting Co.

ADDRESS: 1405 Fifth Ave. ZONE: 1 PHONE: Main 2114

AM AFFILIATE: KFMB

TV NETWORK AFFILIATION: ABC, CBS, DuMont, NBC (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John A. Kennedy, Bruce L. Kennedy. (Application pending for approval of transfer to J. D. Wrathall Jr. and Helen M. Alvarez, owners of KOTV (TV) Tulsa.)

BEGAN OPERATION: May 16, 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: Mt. Soledad

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6-D

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13.7 kw

MAKE OF ANTENNA: GE TYPE: TY-14-F Turnstile

BROADCASTING • Telecastin

CALIFORNIA TELEVISION STATIONS

KFMB-TV (Continued)

ANTENNA HEIGHT: Above average terrain, 730 ft. Above ground, 247 ft.

STUDIO ADDRESS: 1405 Fifth Ave. HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: TA-124-E

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.

NEWS LIBRARY: Snader NEWS SERVICE: UP

STUDIO FACILITIES: Two studios, 37x66 ft. and 30x45 ft. Two DuMont studio cameras (TA-124B) and two DuMont (TA-124E) interchangeable field cameras. Two GE 16mm film cameras; two Eastman (#250) film projectors. Two slide projectors for 2x2-in. slides; one GE Baloptican opaque projector. Two Auricon "Cine-Voice" motion picture cameras and one Bell & Howell (#70D) motion picture camera; two Houston K-1A film processing units. Mobile unit with two cameras, eight lenses and microwave equipment.

EXECUTIVES:

John A. Kennedy, Chairman of the Board
Howard L. Chernoff, General Manager
William O. Edholm, Commercial Manager
Bill Fox, Program Director & Film Buyer
Thornton W. Chew, Chief Engineer
Lisle Shoemaker, Public Relations Director

RATE INFORMATION: Class A one-time rate—\$500. Minute spot—\$100. (Rates for film only.) Frequency discounts start with 26 times. (Rate Card No. 5 effective April 1, 1952.)

WASHINGTON ATTORNEY: Cohn & Marks

San Francisco—

KGO-TV

OWNERSHIP: American Broadcasting-Paramount Theatres Inc.

STUDIO ADDRESS: 420 Taylor St. ZONE: 2 PHONE: Graystone 4-6565

NEWS LIBRARY: KGO FM AFFILIATE: KGO-FM

NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: ABC owns and operates WJZ-AM-FM-TV (New York); WENR-AM-FM and WBKB (TV) (Chicago); WXYZ-AM-FM-TV (Detroit); KECA-AM-FM-TV (Los Angeles); KGO-AM-FM-TV (San Francisco). Also owns chain of 650 motion picture theatres.

BROADCASTING • Telecasting

BEGAN OPERATION: May 5, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Mount Sutro

MAKE OF TRANSMITTER: GE MODEL NO.: 4TT-6B

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13 kw

MAKE OF ANTENNA: RCA TYPE: Superturnstile

ANTENNA HEIGHT: Above average terrain, 1,100 ft. Above ground, 531 ft.

STUDIO ADDRESS: ABC Television Center HOURS OF OPERATION: Noon-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.

NEWS SERVICE: INS and AP

STUDIO FACILITIES: Two studios, 24x40 ft. and 24x44 ft. and one complete kitchen studio. Six RCA interchangeable studio cameras and three RCA field cameras. Two RCA film cameras and two RCA 16mm and two RCA 35mm film projectors. Two Selectroslide projectors; two GE Balop opaque projectors. One RCA mobile unit with three cameras; lenses: Zoomar, Electrozoom, 13", 15", 17" and 25". Microwave relay equipment.

EXECUTIVES:

Leonard H. Goldenson, President (AB-PT)
Robert E. Kintner, President (ABC Div.)
Robert H. O'Brien, Executive Vice President (ABC Div.)
E. C. Hudson, Vice President (ABC Div., West Coast)
James H. Connolly, Vice President (San Francisco)
Vincent Francis, General Manager
David M. Sacks, Commercial Manager
Bloyce Wright, Program Director
A. E. Evans, Chief Engineer
Helen Bradley, Film Buyer
Gordon Grannis, Promotion Manager

RATE INFORMATION: Class A hour rate—\$750. Minute Spot—\$150. Participation per spot—\$50 to \$150. Rehearsals—\$50 first half-hour; \$35 each additional half-hour. Frequency discounts start at 13 times at 2½% up to 260 times at 20%. (Rate Card No. 5, March 1, 1952.)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

CALIFORNIA TELEVISION STATIONS

San Francisco—(Continued)

KPIX (TV)

LICENSEE: KPIX Inc.

ADDRESS: 2655 Van Ness Ave. ZONE: 9 PHONE: Prospect 6-5100

AM AFFILIATE: KSFO

TV NETWORK AFFILIATION: CBS (interconnected); DuMont (non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Wesley I. Dumm.

BEGAN OPERATION: Dec. 22, 1948

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Mt. Sutro

MAKE OF TRANSMITTER: GE MODEL NO.: 2400-B

EFFECTIVE RADIATED POWERS: Visual, 17 kw Aural, 8.5 kw (Has CP for 100 kw vis., 50 kw aur.)

MAKE OF ANTENNA: GE TYPE: Three-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 1,139 ft. Above ground, 400 ft.

STUDIO ADDRESS: 2655 Van Ness Ave. HOURS OF OPERATION: 10 a.m.-12 p.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.

FILM LIBRARY: United NEWS SERVICE: INS, UP

MUSIC LIBRARY SERVICE: Standard and World

STUDIO FACILITIES: Three studios—50x69 ft. (seats 75), 29x42 ft. (seats 50), 14x24 ft. (seats 50). Six RCA studio cameras interchangeable for field use. One rear screen projector; two RCA film cameras and two RCA 16mm film projectors. Two Selectroslide, and two RCA slide projectors; one Telop and four stage opaque projectors. Three Bolex 16mm motion picture cameras. Mobile unit with complete lenses, Zoomar and microwave equipment.

EXECUTIVES:

Wesley I. Dumm, President
Philip G. Lasky, Executive Vice President & General Manager
Lou Simon, Commercial Manager
Sanford Spillman, Program Director
R. C. D. Bell, Asst. to President
Franklin Dumm, Secretary-Treasurer

RATE INFORMATION: Class A hour rate—\$1,000. One minute or less—\$200. Participation per spot—\$95 (day). Rehearsals—\$50 per half-hour. Frequency discounts—start at 13 times at 5% up to 260 times at 20%. (From Rate Card No. 6, Nov. 1, 1952.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: Universal Research Labs.

KRON-TV

LICENSEE: Chronicle Publishing Co.

ADDRESS: 901 Mission St. ZONE: 19 PHONE: Garfield 1-1100

FM AFFILIATE: KRON-FM

TV NETWORK AFFILIATION: NBC (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes San Francisco Chronicle.

BEGAN OPERATION: Nov. 15, 1949

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: San Bruno Mt.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT 5A

EFFECTIVE RADIATED POWERS: Visual, 14.5 kw Aural, 7.7 kw

MAKE OF ANTENNA: RCA TYPE: TF-DA Three-Bay Special

ANTENNA HEIGHT: Above average terrain, 1,325 ft. Above ground, 200 ft.

STUDIO ADDRESS: 901 Mission St. HOURS OF OPERATION: 9 a.m.-1 a.m.

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MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30A, TK-11A, TK-20A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP

MUSIC LIBRARY SERVICE: Associated

STUDIO FACILITIES: Three studios—20x75, seating capacity 100, 40x70, and at transmitter 12x20. Three RCA studio cameras (TK11A) and five RCA film cameras (TK30A interchangeable). One Bodde rear screen projector; two RCA (TK20A) film cameras and four 16mm film projectors (two RCA, two Eastman). Two American Optical fixed slide projectors and two LeBel special slide projectors, using 2x2-in. slides; one projectall 3 1/2 x 4 1/2". Two motion picture cameras (Cine Special and B&H Filmo 70DE). Mobile unit with up to five cameras complete with 5-35mm, 5-50mm, 3-90mm, 5-135mm, lenses—2-8 1/2", 2-1 1-13", 1-17", 1-25" and 1 Zoomar. Equipped with microwave relay.

EXECUTIVES:

George Cameron, President
Charles Thieriot, Vice President & General Manager
Harold P. See, Station Manager
Norman Louvau, Commercial Manager & Film Buyer
Douglas Elleson, Acting Program Manager
Lee Berryhill, Chief Engineer

RATE INFORMATION: Class A hour rate—\$950. 20-second spot—\$190. Rehearsal—\$50 first 1/2 hour; \$35 each additional 1/2 hour. Frequency discounts start at 13 times at 5% up to 260 times at 20%. (From Rate Card No. 6, Oct. 15, 1952.)

Santa Barbara—

KEYT-TV*

LICENSEE: Santa Barbara Broadcasting & Television Corp.

ADDRESS: P. O. Box 157 PHONE: 3981

TV NETWORK AFFILIATION: NBC, CBS, ABC, DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Chairman of Board, Harry Butcher (14%), owner of KIST Santa Barbara; President, Colin M. Selph (22%), Vice President & Treasurer, Cecil I. Smith (12%) resident-manager of Schwabac & Co., investment bankers; Secretary, Alvin C. Weingand (4%) president, manager and 51% owner of San Ysidro Ranch Corp. (resort); Ronald Colman (10%) vice president and 49% owner of San Ysidro Ranch Corp., owner and featured player of Halls of Ivy (NBC radio program) and independent motion picture actor; C. H. Jackson Jr. (28%), manager and 25% owner of Petan Co. (farming, real estate and dairy) and 50% owner of Teluride Mines Inc., Nevada; Arthur F. Marquette (10%), 50% owner of Sherman & Marquette (advertising agency) Chicago-New York.

* BEGINS OPERATION: May 31, 1953 (CP granted Nov. 13, 1952)

NATIONAL REPRESENTATIVE: Hollingbery

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: San Ynez Peak

MAKE OF TRANSMITTER: RCA MODEL: TT10AL

EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 3,011 ft. Above ground, 183 ft.

STUDIO ADDRESS: 730 Miramonte Drive

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and Network live; Local and Network film; Kinescopes

STUDIO FACILITIES: 52-ft. hexagonal studio; 40x40 ft. patio studio; 100x100 ft. pavilion enclosed. Two RCA studio cameras. Rear screen projector. Two RCA TK film cameras. Two Eastman film projectors. Sands automatic slide projector. Genetel telop opaque projector. Bell & Howell 16mm motion picture camera.

EXECUTIVES:

Harry C. Butcher, Chairman of Board
Colin M. Selph, President and General Manager
M. A. Casey, Program Supervisor
Lloyd M. Jones, Chief Engineer

RATE INFORMATION: Class A hour rate—\$300. Minute spot—\$60. Frequency discounts (Rate Card No. 1, Feb. 15, 1953).

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: Seymour F. Johnson

BROADCASTING • Telecasting

Who's who

IN AMERICAN BUSINESS

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SAN FRANCISCO, CALIF.

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CALIFORNIA TV STATIONS

Stockton—

KTVU (TV)

LICENSEE: San Joaquin Telecasters

ADDRESS: KSTN, Clark Hotel

AM AFFILIATE: KSTN

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: General partners Knox LaRue (50%), 49% owner of KSTN, 32% owner of KONG Visalia and 37% owner KMOR Oroville, Calif., and Lester Eugene Chanault (50%), general manager and 15% owner of KYNO Fresno and 12% owner of KSTN.

BEGINS OPERATION: September 1953 (CP granted Jan. 8, 1953)

NATIONAL REPRESENTATIVE: Hollingbery

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: Sutter & Market Streets

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 145 kw Aural, 78 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 310 ft. Above ground 326 ft.

STUDIO ADDRESS: Sutter & Market Sts.

LEGAL COUNSEL: St. Clair, Connolly & Cerini, San Francisco

CONSULTING ENGINEER: Robert L. Hammett

COLORADO TV STATIONS

Colorado Springs—

KKTV (TV)

LICENSEE: TV Colorado Inc.

ADDRESS: Exchange National Bank Bldg. PHONE: Main 278

AM AFFILIATE: KGHF Pueblo and KVOR Colorado Springs (co-owners)

TV NETWORK AFFILIATION: CBS, ABC, DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: 50% of stock owned each by Voice of the Rockies (KVOR Colorado Springs) and Colorado Broadcasting Co. (KGHF Pueblo).

BEGAN OPERATION: Dec. 8, 1952

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Cheyenne Mountain

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 250 kw Aural, 125 kw

MAKE OF ANTENNA: Composite

ANTENNA HEIGHT: Above average terrain, 1,850 ft. Above ground, 190 ft.

HOURS OF OPERATION: 3 p.m.-10:30 p.m.

STUDIO ADDRESS: 115 E. Mill St.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Field

TYPE OF OPERATION: Local Live, Network Film, Local Film, Kinescopes.

FILM LIBRARY: MPTV NEWS SERVICE: UP

MUSIC LIBRARY: Associated

STUDIO FACILITIES: One studio (40x20 ft.). Two DuMont interchangeable field cameras. RCA film cameras and RCA 16mm film projectors. Projectall 35mm slide projector and Projectall opaque projector.

EXECUTIVES:

James D. Russell, President & General Manager
Robert D. Ellis, National Sales Manager
Gale S. Powers, Local Sales Manager
Cecil Seavey, Program Director & Film Buyer
Cozine Strang, Maintenance Supervisor
Willis Shanks, Equipment Development Supervisor
Milton Norton, Technical Operations Supervisor

COLORADO TV STATIONS

RATE INFORMATION: Class A hour rate—Live \$195, Film \$150. Minute spot—Live \$35, Film \$30. Frequency discounts start with 26 times at 5% up to 260 times 25%. (Rate card No. 1, Nov. 28, 1952)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

KRDO-TV*

LICENSEE: Pikes Peak Broadcasting Co.

ADDRESS: Alta Vista Hotel, 118 N. Cascade Ave. PHONE: Main 1125

AM AFFILIATE: KRDO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Joseph H. Rohrer, president & 51% owner; William J. Gregory, vice president-treasurer and 30%, and P. C. Crozier, secretary and 1%.

* BEGINS OPERATION: April, 1953 (CP granted Nov. 20, 1952)

NATIONAL REPRESENTATIVE: Joseph Hershey McGillvra Inc.

CHANNEL: 13 (198-204 mc)

TRANSMITTER ADDRESS: Near S. Eighth & Coatilla

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 11.5 kw Aural, 5.8 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, minus 630 ft. Above ground, 465 ft.

EXECUTIVES:

Joseph H. Rohrer, President

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: James C. McNary

Denver—

KBTV (TV)

LICENSEE: Colorado Television Corp.

ADDRESS: 1100 California St.

AM AFFILIATE: KVOD (part owner)

TV NETWORK AFFILIATION: CBS, ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: KVOD Inc., licensee of KVOD Denver, owns 14%. Remainder owned by 14 local businessmen.

BEGAN OPERATION: Oct. 12, 1952

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Lookout Mountain

MAKE OF TRANSMITTER: RCA MODEL NO.: TT20BH

EFFECTIVE RADIATED POWERS: Visual, 240 kw Aural, 120 kw
(STA for 24 kw visual and 12 kw aural.)

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 954 ft.

HOURS OF OPERATION: Noon-11 p.m.

STUDIO ADDRESS: 1100 California St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A

TYPE OF OPERATION: Local Live, Network Live, Local Film, Network Film Kinescopes.

NEWS SERVICE: UP and INS

STUDIO FACILITIES: Studio 25x50 ft. Two studio cameras and two field cameras. RCA film cameras and RCA 16mm film projectors. Two slide projectors. O Gray opaque projector for 3x4-in. cards. Eastman motion picture camera.

EXECUTIVES:

D. C. Pyle, President
Joseph Herold, General Manager
Jerry Lee, Commercial Manager
W. L. Murray, Film Manager
Sam Warsham, Program & Production Director

RATE INFORMATION: Class A hour rate \$350; minute spot \$70, plus talent and production cost if live. (Rate Card No. 2, Jan. 15, 1953)

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

COLORADO TELEVISION STATIONS

Denver—(Continued)

KDEN (TV)*

LICENSEE: Empire Coil Co.

ADDRESS: 85 Beechwood Ave., New Rochelle, N. Y.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Herbert Mayer (45.2%) and Treasurer Frances Mayer (45.2%), also owns WXEL(TV) Cleveland, KPTV(TV) Portland, Ore., and KCTY(TV) Kansas City, Mo. Empire Coil Co. is electronics manufacturer.

BEGINS OPERATION: Spring, 1953 (CP granted July 11, 1952)

CHANNEL: 26 (542-548 mc)

TRANSMITTER ADDRESS: Denver

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 110 kw Aural, 55 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 951 ft. Above ground, 153 ft.

EXECUTIVES:
Herbert Mayer, President

WASHINGTON ATTORNEY: Lyon, Wilner & Bergson

CONSULTING ENGINEER: Benjamin Adler (New Rochelle)

KFEL-TV

LICENSEE: Eugene P. O'Fallon Inc.

ADDRESS: Albany Hotel ZONE: 9 PHONE: Alpine 4681

TV AFFILIATE: KFEL FM AFFILIATE: KFEL-FM

NETWORK AFFILIATION: NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Eugene P. O'Fallon is 98% owner.

BEGINS OPERATION: July 18, 1952

NATIONAL REPRESENTATIVE: Blair TV Inc.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Buffalo Bill Highway, Lookout Mt.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-1DAL

EFFECTIVE RADIATED POWERS: Visual, 56.5 kw Aural, 28.3 kw
(STA for 24 kw visual and 12 kw aural)

MAKE OF ANTENNA: RCA TYPE: Six-Bay

ANTENNA HEIGHT: Above average terrain, 778 ft. Above ground, 200 ft.

HOURS OF OPERATION: 12 noon-11 p.m.

STUDIO ADDRESS: 546 Lincoln St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Four Field, Two Film

TYPE OF OPERATION: Local Live and Film, Network Live and Film, Kinescopes.

FILM LIBRARY: Snader

STUDIO FACILITIES: One studio 50x50 ft. Four RCA field cameras. Two RCA film cameras and two RCA 16mm film projectors. One slide projector. Auricon 16mm motion picture camera.

EXECUTIVES:
Eugene P. O'Fallon, President, Chief Owner & Manager
Frank Bishop, Managing Director
Bill Conklin, National Sales Manager
Duncan Ross, Traffic Director
Rhean D. Cunningham, Acting Chief Engineer
Brad Robinson, Operations Manager
John Cullen, TV Supervisor

RATE INFORMATION: Class A live hour rate \$300, Film \$250. Minute spot, Live \$78, Film \$60.

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: Commercial Radio Equipment Co.

BROADCASTING • Telecasting

KIRV (TV)*

LICENSEE: Mountain States Television Co.

ADDRESS: 1520 Clarkson St.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-owners: President Irving L. Jacobs, 50% owner Mammoth Sports Garden Co.; Vice President Sam S. Sigman, 50% K&B Packing Co., and Secretary-Treasurer Morris Sigman, 50% K&B Packing Co.

BEGINS OPERATION: Unknown (CP granted Sept. 18, 1952)

CHANNEL: 20 (506-512 mc)

TRANSMITTER ADDRESS: 1520 Clarkson St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 89 kw Aural, 53 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 440 ft. Above ground, 550 ft.

STUDIO ADDRESS: 1520 Clarkson St.

WASHINGTON ATTORNEY: Sher, Oppenheimer & Harris


CONSULTING ENGINEER: Robert M. Silliman

NOW! PERKINS ON TV

"THE RAY PERKINS VIDEO SHOW"

Every
Wednesday
Night

6 to 6:30 p.m.



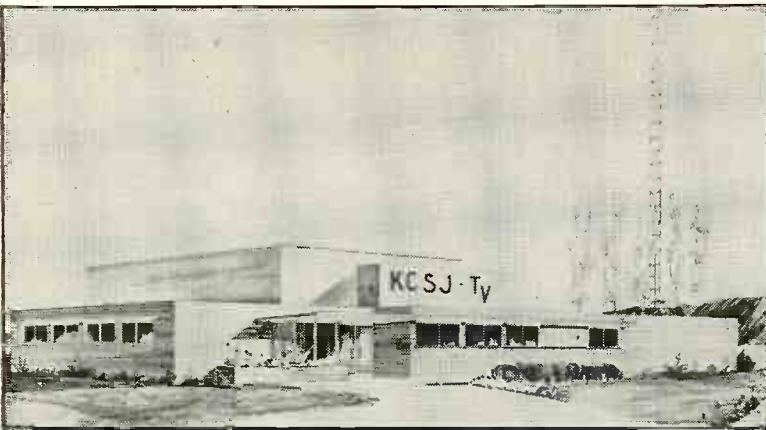
Ray Perkins radio shows are still taps with KFEL listeners.
..... 11 to 12 noon
and 2:30 to 4:30 p.m.
daily.

CHANNEL
2

KFEL-TV DENVER

Managed by
GENE O'FALLON

Represented by
BLAIR-TV



COLORADO TV STATIONS

Pueblo—

KCSJ-TV*

LICENSEE: Star Broadcasting Co.

ADDRESS: 211 W. 5th St. PHONE: 8522

AM AFFILIATE: KCSJ

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Douglas D. Kahle, president and 67%; Robert L. Clinton Jr., secretary-treasurer and 33%, and Larry Gordo, vice president.

* BEGINS OPERATION: April 1, 1953 (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Television Center

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 12 kw Aural 6 kw

MAKE OF ANTENNA: RCA TYPE: Three-Bay

ANTENNA HEIGHT: Above average terrain, 260 ft. Above ground, 355 ft.

HOURS OF OPERATION: 3 p.m.-11 p.m.

STUDIO ADDRESS: Television Center

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local Live, Local Film, Network Film and Kinescopes.

FILM LIBRARY: United and Snader NEWS SERVICE: UP and Telephoto

STUDIO FACILITIES: Studio (40x50 ft.) and announcer's studio. Two RCA interchangeable field cameras. One GE film camera. RCA 16mm film projectors; RCA slide projector. Projectall opaque projector. Composite film processing unit. White E mobile unit for AM and TV.

EXECUTIVES:

Douglas D. Kahle, President, General Manager & Film Buyer
 Bob Clinton, Commercial Manager
 Norton Bloom, Program Director
 Robert J. Tryon, Chief Engineer

RATE INFORMATION: Class A hour rate—Film \$160 (Add 30% for live hour rate)
 Minute spot—Live \$41.60, Film \$32. Frequency discount 25% for 260 times.

WASHINGTON ATTORNEY: Bernard Koteen

CONSULTING ENGINEER: Commercial Radio Equipment Co.

KDZA-TV*

LICENSEE: Pueblo Radio Co. Inc.

ADDRESS: 3011 Elizabeth PHONE: 1255

AM AFFILIATE: KDZA

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Zula Seaton, 52%, Nina Ulric 20%, Dee B. Crouch, 20%.

* BEGINS OPERATION: Unknown (CP granted Nov. 18, 1952)

NATIONAL REPRESENTATIVE: McGillvra

CHANNEL: 3 (66-72 mc)

TRANSMITTER ADDRESS: 3011 Elizabeth

MAKE OF TRANSMITTER: DuMont MODEL NO.: 7000

EFFECTIVE RADIATED POWERS: Visual, 10.5 kw Aural, 5.3 kw

BROADCASTING • Telecasting

5
 WILL BE
ALIVE
 IN
53*

Yes, from this ultra modern building designed solely for television, channel 5 in Pueblo, Colorado, one of the west's fastest growing industrial markets, will be alive with the same alert and aggressive program and merchandising policies that have made KCSJ the dominant Southern Colorado radio station.

• • • • •
BUY THE BEST — BUY FIVE

• • • • •
KCSJ ★ TV

CHANNEL 5 — PUEBLO, COLORADO

*(*On the air on or before April 1, 1953)*

COLORADO TV STATIONS

KDZA-TV—(Continued)

TYPE OF ANTENNA: RCA TYPE: TF3C

ANTENNA HEIGHT: Above average terrain, 300 ft. Above ground, 500 ft.

HOURS OF OPERATION: 5 p.m.-11 p.m.

RADIO ADDRESS: 3011 Elizabeth

TYPE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local Live, Local & Network Film, Kinescopes.

STATION LIBRARY: Ziv NEWS SERVICE: INS

RADIO FACILITIES: Studio (30x70 ft.). Two studio cameras. Two 16mm film cameras. Two 35mm film projectors. DuMont scanner.

EXECUTIVE PERSONNEL:

Dee B. Crouch, President, General Manager & Film Buyer
 Larry Tucker, Commercial Manager
 Jack Lundquist, Chief Engineer
 Mary Smith, Women's Director

ADDITIONAL INFORMATION: Class A hour rate—Live \$175, Film \$150. Minute spot—Live \$35, Film \$30. Participation per spot \$15. Frequency discounts. (Rate Card No. 1, Feb. 1, 1953.)

CONSULTING ENGINEER: Jack Heffelfinger

CONNECTICUT TV STATIONS

Bridgeport—

WICC-TV*

LICENSEE: Southern Connecticut and Long Island TV Co. Inc.

ADDRESS: 114 State St. ZONE: 3 PHONE: 5-4144

STATION AFFILIATE: WICC

NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned 69% by Bridgeport Broadcasting Co. (WICC).

BEGINS OPERATION: Feb. 28, 1953 (CP granted July 11, 1952)

NATIONAL REPRESENTATIVE: Adam J. Young Jr. Inc.

CHANNEL: 43 (644-650 mc)

TRANSMITTER ADDRESS: Booth Hill, Trumbull

TYPE OF TRANSMITTER: Federal

EFFECTIVE RADIATED POWERS: Visual, 182 kw Aural, 91.1 kw

TYPE OF ANTENNA: Workshop Assoc.

ANTENNA HEIGHT: Above average terrain, 700 ft. Above ground, 470 ft.

RADIO ADDRESS: Booth Hill Rd. HOURS OF OPERATION: 4 p.m.-12 Midnight

TYPE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Network Live & Film, Local Live & Film, Kinescopes, Contract Film.

NEWS SERVICE: AP

STATION LIBRARY SERVICE: Thesaurus, Associated, Ullman.

RADIO FACILITIES: Two studios with two studio cameras. Two 16mm film projectors. One Federal flying spot scanner. Two 16mm Kodak motion picture cameras.

EXECUTIVES:

Philip Merryman, President & General Manager
 Manning Slater, Commercial Manager
 Wallace Dunlap, Program Director
 Ralph Winquist, Chief Engineer
 Jim Elliott, News Director
 Elliott Wiseman, Film Editor

ADDITIONAL INFORMATION: Class A hour rate—\$200 (film). Minute spot—\$40 (film). Participations—\$30 per spot. Rehearsals—\$12.50 per quarter-hour. Frequency discounts—Begins with 26 times at 5% up to 260 times at 25% (From Rate Card No. 1, Dec. 1, 1952).

CONSULTING ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Millard M. Garrison

BROADCASTING • Telecasting

WICC-TV

THE
STATION

THAT BLANKETS
THE RICHEST BUYING
AREA IN THE UNITED STATES!*

If you want coverage, full coverage of the richest buying area in the United States — Stamford, Norwalk, New Haven, Bridgeport area — plus neighboring Long Island, WICC-TV is definitely the station to use.

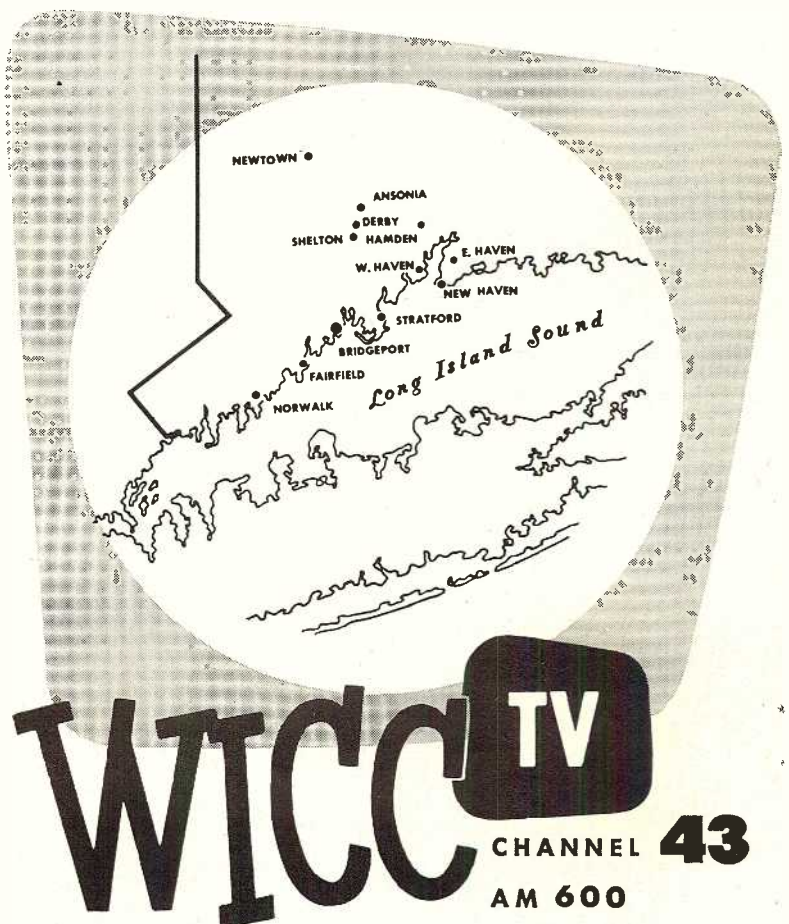
Check WICC-TV's Coverage Map shown here.

See the rich cities, towns and counties WICC-TV covers. Call your nearest Adam J. Young, Jr. representative,

consult your Standard Rate & Data or

contact WICC-TV direct.

*Based on a study by Sales Management Magazine



WICC-TV

CHANNEL 43
AM 600

CONNECTICUT TELEVISION STATIONS

Bridgeport—(Continued)

WSJL (TV)

LICENSEE: Harry L. Liftig

ADDRESS: 40 Platt St., Ansonia, Conn.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mr. Liftig is treasurer of Samuel J. Liftig Inc. (metal and industrial supplies).

BEGINS OPERATION: Unknown (CP granted Aug. 14, 1952)

CHANNEL: 49 (680-686 mc)

TRANSMITTER ADDRESS Booth Hill, Trumbull

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 99 kw Aural, 60 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 660 ft. Above ground, 480 ft.

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Millard M. Garrison

— — — *

(Educational-Noncommercial)

LICENSEE: State of Connecticut, State Board of Education

ADDRESS: C/o Comr. of Public Works, State Office Bldg., Hartford 15, Conn.

* BEGINS OPERATION: Unknown (CP granted Jan. 29, 1953)

TRANSMITTER ADDRESS: 2.8 m. NW of Redding in Israel Putnam Memorial State Park

CHANNEL: 71 (812-818 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 220 kw Aural: 110 kw

MAKE OF ANTENNA: GE

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ANTENNA HEIGHT: Above average terrain 610 ft. Above ground 492 ft.

STUDIO ADDRESS: Bullard Havens Tech. School

ATTORNEY: Attorney General, State of Connecticut, Hartford

CONSULTING ENGINEER: Craven, Lohnes & Culver

Hartford—

— — — *

(Educational-Noncommercial)

LICENSEE: State of Connecticut, Board of Education

ADDRESS: C/o Comr. of Public Works, State Office Bldg, Hartford 15, Conn.

* BEGINS OPERATION: Unknown (CP granted Jan. 29, 1953)

TRANSMITTER ADDRESS: 2.7 m. NW of Meriden in West Peak State Park

CHANNEL: 24 (530-536 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 235 kw Aural: 120 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 780 ft. Above ground 99 ft.

STUDIO ADDRESS: State Office Bldg., 165 Capitol Ave., Hartford

ATTORNEY: Attorney General, State of Connecticut, Hartford

CONSULTING ENGINEER: Craven, Lohnes & Culver

BROADCASTING • Telecastir

CONNECTICUT TV STATIONS

New Britain—

WKNB-TV

OWNERS: New Britain Broadcasting Co.

ADDRESS: 213 Main St. PHONE: Baldwin 3-3603

AFFILIATE: WKNB

NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Julian Gross, owner of Julian Gross Advertising Agency, Hartford, Conn.

DATE OF OPERATION: Feb. 15, 1953

OPERATIONAL REPRESENTATIVE: Bolling Co.

TRANSMITTER ADDRESS: U.S. Route 6, Farmington, Conn.

CHANNEL: 30 (566-572 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 206 kw Aural, 103 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 970 ft. Above ground, 545 ft.

STUDIO ADDRESS: 213 Main St.

EXECUTIVES:

Julian Gross, President
Peter B. Kenney, Station Manager
William H. Ray, Secretary
David Scott, Commercial Manager
John Shipley, Chief Engineer
Jack Fox, Film Director

CLASSIFICATION INFORMATION: Class A hour rate—\$250 (film). Minute spot—\$50. Frequency discounts—Begins with 26 times at 5% up to 52 times at 20%. (From Rate Card No. 1, Nov. 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George C. Davis

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You can
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**HARTFORD
COUNTY**

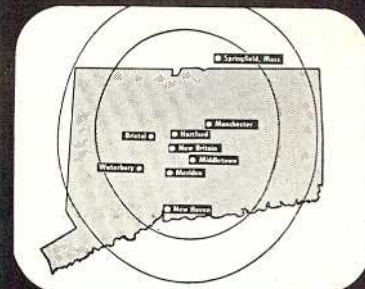
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Central CONN.

A CBS Television Affiliate

with

**WKNB-TV
CHANNEL 30**



Pop. served - 2,368,342

Families - 676,095

Cities in Grade A
Service Area:

- Hartford
- Middletown
- New Britain
- New Haven
- Manchester
- Springfield, Mass.
- Bristol
- Waterbury
- Meriden

Call for full details today

WKNB-TV

213 Main Street 11 Asylum Street
New Britain, Conn. Hartford, Conn.

Represented by:

THE BOLLING CO., INC.

CONNECTICUT TELEVISION STATIONS

New Haven—

WNHC-TV

LICENSEE: Elm City Broadcasting Corp.
ADDRESS: 1110 Chapel St. ZONE: 10 PHONE: Spruce 7-3611
AM AFFILIATE: WNHC FM AFFILIATE: WNHC-FM
TV NETWORK AFFILIATION: ABC, CBS, DuMont, NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Patrick J. Goode and Aldo DeDominicis are the principal stockholders.
BEGAN OPERATION: June, 1948
NATIONAL REPRESENTATIVE: Katz Agency
CHANNEL 6 (82-88 mc) (Must move to Ch. 8)
TRANSMITTER ADDRESS: Gaylord Mt., Hamden, Conn.
MAKE OF TRANSMITTER: DuMont MODEL NO.: 6TA-118A
EFFECTIVE RADIATED POWERS: Visual, 15.1 kw Aural, 7.5 kw
MAKE OF ANTENNA: RCA TYPE: TF-3A
ANTENNA HEIGHT: Above average terrain, 510 ft. Above ground, 190 ft.
STUDIO ADDRESS: 1110 Chapel St. HOURS OF OPERATION: 7 a.m.-Midnight
MAKE OF CAMERA CHAINS: DuMont
TYPE OF OPERATION: Local Live, Network Live, Local Film, Network Film, Kinescopes.
FILM LIBRARY: Snader NEWS SERVICE: AP and INS
LIBRARY SERVICE: World
STUDIO FACILITIES: One large studio (32x40-ft.) and one small studio (12x18-ft.). Three studio/field DuMont cameras. Two DuMont film cameras. Two Holmes 16mm, one GE Type BF-2B 16mm, one General Precision Lab. 16mm film projectors. One LaBelle slide projector. One Super Projectall opaque projector (3x4-in. cards). One Auricon 100 sound motion picture camera.

EXECUTIVES:

Patrick J. Goode, President
Aldo DeDominicis, General Manager & Secretary-Treasurer
Edward D. Taddei, Executive Vice President
J. Vincent Callanan, Commercial Manager & Film Buyer
Edward Obrist, Station Manager & Program Director
Sam P. Mastro, Office Manager
Vincent DeLaurentis, Chief Engineer
David K. Harris, Production Manager
Michael J. Goode, Public Relations Director
James Evans, Promotion Director
W. Rockwell Clark, News Director

RATE INFORMATION: Class A hour rate—\$660. Minute spot—\$132. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 6, revised Feb. 7, 1952.)

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd
CONSULTING ENGINEER: Garo W. Ray, Stratford, Conn.

New London—

WNLC-TV*

LICENSEE: The Thames Broadcasting Corp.
ADDRESS: 281 State St. PHONE: 2-4365
AM AFFILIATE: WNLC
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee owned by Gerald J. Morey and wife and father.
* BEGINS OPERATION: August 1953 (CP granted Jan. 5, 1953)
CHANNEL: 26 (542-548 mc)
TRANSMITTER ADDRESS: Montville, Conn.
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual 106 kw Aural: 53 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 500 ft. Above ground 810 ft.
STUDIO ADDRESS: 281 State St.
EXECUTIVES:
Gerald J. Morey, President, General Manager & Chief Engineer
Leo Keegan, Commercial Manager
WASHINGTON ATTORNEY: Dow, Lohnes and Albertson
CONSULTING ENGINEER: Craven, Lohnes and Culver

Norwich—

— — — *
(Educational-Noncommercial)

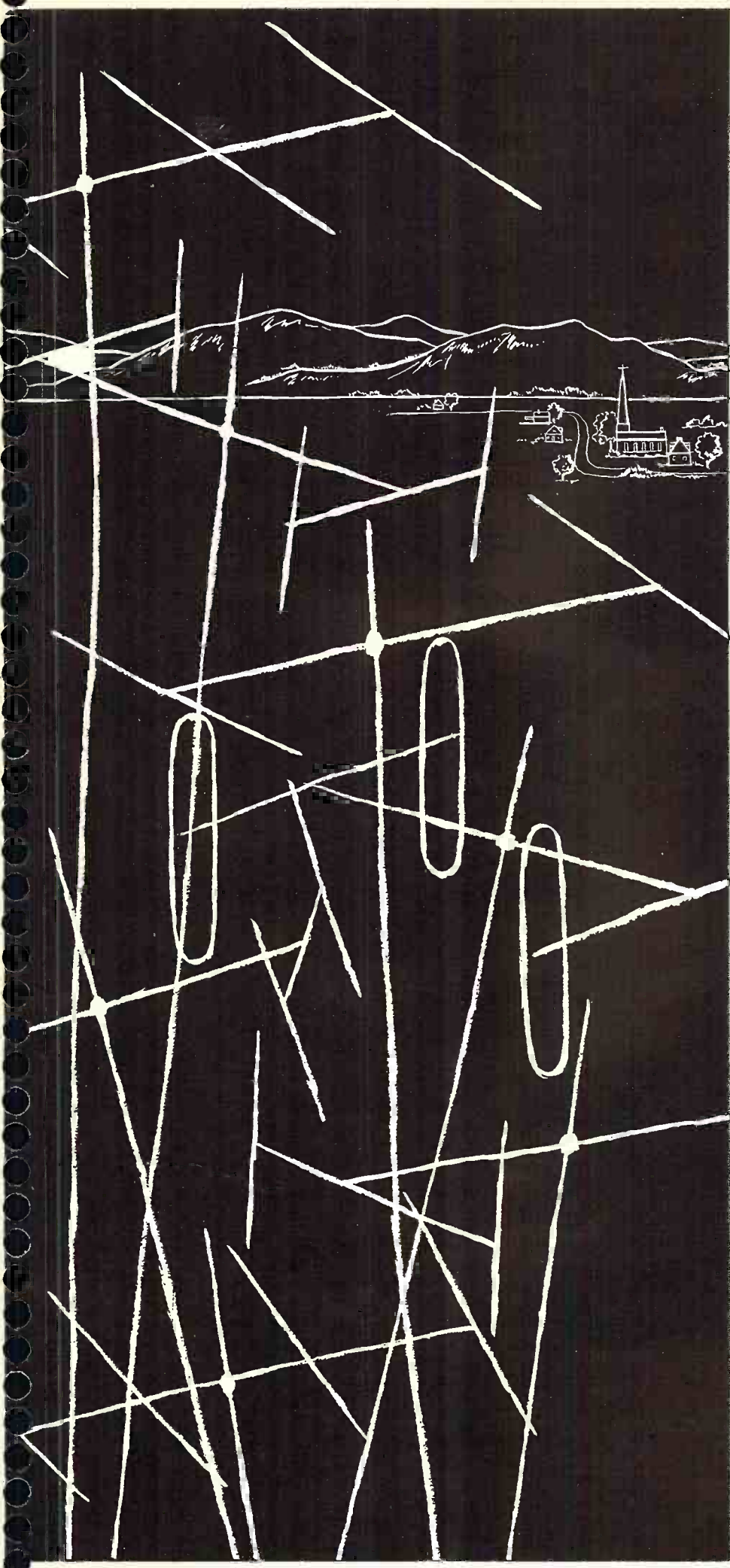
LICENSEE: State of Connecticut, Board of Education
ADDRESS: c/o Comr. of Public Works, State Office Bldg., Hartford 15
* BEGINS OPERATION: Unknown (CP granted Jan. 29, 1953)
TRANSMITTER ADDRESS: 1.3 m. WSW of Baltic
CHANNEL: 63 (764-770 mc)
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual 215 kw Aural: 110 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain 590 ft. Above ground 520 ft.
STUDIO ADDRESS: Norwich Regional Technical School
ATTORNEY: Attorney General, State of Connecticut, Hartford
CONSULTING ENGINEER: Craven, Lohnes & Culver

Waterbury—

WATR-TV*

LICENSEE: WATR Inc.
ADDRESS: 440 Meadow St. ZONE: 10 PHONE: 4-5875
AM AFFILIATE: WATR
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Harold Thomas.
* BEGINS OPERATION: May 1, 1953 (CP granted Oct. 30, 1952)
NATIONAL REPRESENTATIVE: William G. Rambeau Co.
CHANNEL: 53 (704-710 mc)
TRANSMITTER ADDRESS: Meriden Mt., Conn.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 245 kw Aural, 125 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 800 ft. Above ground, 120 ft.
STUDIO ADDRESS: 440 Meadow St.
EXECUTIVES:
Harold Thomas, President & General Manager
S. R. Elman, Manager
Ed Waller, Program Director
CONSULTING ENGINEER: Garo W. Ray (Stratford, Conn.)

IN
CONNECTICUT



it's
WNHC
TV

We believe old friends are the best friends and WNHC-TV has been the friendly guest in the homes of millions of people in New England. That's why television viewers prefer WNHC-TV for information, for news, for public service — for great shows — all the stars of all the networks.

WNHC-TV is 4th in the single station market in the entire United States in number of sets and viewers.

- Effective buying power over four and one-half billion dollars annually
- 345,000 television sets (as of Dec., 1952)
- Per family income almost \$7,000

AM-FM-TV

Represented Nationally By The Katz Agency, Inc.

New England's first complete broadcasting service.

DELAWARE TV STATIONS

Wilmington—

WDEL-TV

LICENSEE: WDEL Inc.

ADDRESS: 10th & King Sts. PHONE: 7268

AM AFFILIATE: WDEL FM AFFILIATE: WDEL-FM

TV NETWORK AFFILIATION: NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by J. F. and J. H. Steinman, publishers of *Lancaster Intelligencer Journal* and *New Era*. Steinman stations are WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg, WORK York, WRAW Reading, WEST Easton, Pa.

BEGAN OPERATION: June 30, 1949

NATIONAL REPRESENTATIVE: Robert Meecker Associates.

CHANNEL: 12 (204-210 mc) (Was on Ch. 7)

TRANSMITTER ADDRESS: New Castle County.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS; Visual, 2.5 kw Aural, 1.25 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 480 ft. Above ground, 333 ft.

HOURS OF OPERATION: 7:00 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local Live & Film, Network Live & Film, Kinescopes.

NEWS SERVICE: UP and INS

EXECUTIVES:

Clair R. McCollough, Station Executive
J. Gorman Walsh, Station Manager
J. Robert Gulick, National Sales Manager
James Adshead, Program Director
J. E. Mathiot, Technical Director

RATE INFORMATION: Class A hour rate—\$575 (film). Minute spot—\$100 (film). Rehearsals—\$25 per half hour. Frequency discounts—Begin with 26 times at 5% up to 312 times at 22½%. (From Rate Card No. 6, Feb. 1, 1953.)

WASHINGTON ATTORNEY: George O. Sutton

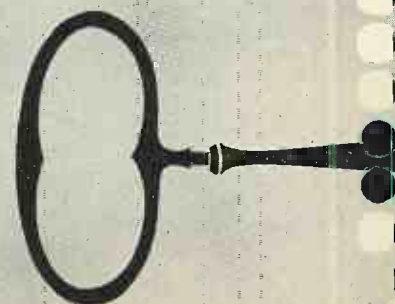
CONSULTING ENGINEER: James C. McNary

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WDEL TV

Wilmington, Delaware

Opens
the door
to
successful
selling...



* Figures released August 1952
by U.S. Dept. of Commerce



In the Country's Richest Income Market

Delaware tops all 48 states in 1951 average income.* That means WDEL-TV's market has more money per capita to spend than any other market in the United States.

WDEL-TV is a vital, motivating influence in this richest of markets. Its viewers offer a tremendous advertising profit potential. They are a constant, loyal audience. They have unlimited faith in WDEL-TV because of its active part in the life of the communities it serves. Backing this skillful local programming, WDEL-TV presents all top NBC shows. Buy WDEL-TV, your key to the country's highest average income market.

WDEL-TV

WILMINGTON, DELAWARE

A Steinman Station

Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

Los Angeles

San Francisco

DISTRICT OF COLUMBIA TV STATIONS

Washington—

WMAL-TV

LICENSEE: Evening Star Broadcasting Co.

ADDRESS: 4461 Connecticut Avenue N. W. ZONE: 8 PHONE: Kellogg 7-11

AM AFFILIATE: WMAL FM AFFILIATE: WMAL-FM

TV NETWORK AFFILIATION: American Broadcasting Co. (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Evening Star Newspaper Co.

BEGAN OPERATION: October 3, 1947

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: American University Campus

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 12 kw

MAKE OF ANTENNA: RCA TYPE: Six-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 515 ft. Above ground, 400 ft.

HOURS OF OPERATION: 1:30 p.m.-11:30 p.m.

STUDIO ADDRESS: 4461 Connecticut Avenue

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local Live & Film, Network Live & Film, Kinescopes.

NEWS SERVICE: INS

STUDIO FACILITIES: Studio A (40x70x19-ft.). Studio B (30x50x19-ft.). Auditorium Studio C (40x70, with elevated stage 30x24). Field cameras used in studio. Two RCA TK11A and four TK30A field cameras. Trans-Lux rear screen projector. Three RCA TK20A film cameras and two RCA TP16A film projectors. Two Kodaslide 35mm projectors. Mobile unit is custom built with power supply on trailer and with RCA 7000 microwave relay.

EXECUTIVES:

S. H. Kauffman, President

K. H. Berkeley, Vice President & General Manager

Charles L. Kelly, Asst. General Manager

Mahlon A. Glascock, Director of Sales

Harvey Glascock, TV Sales Manager

George L. Griesbauer, Sales Service Manager

E. H. Meeks, Director of Promotion and Publicity

Frank Harvey, Chief Engineer

RATE INFORMATION: Class A hour rate—\$600. Minute or 20 seconds—\$120. Eight seconds—\$50. (Rate Card No. 6, June 1, 1952)

WASHINGTON ATTORNEY: Hogan & Hartson

More and more
advertisers
are finding

WMAL-TV

a good buy in the
wealthy Washington, D.C.
market

In the nation's 10th largest market, more and more alert advertisers are fast discovering the showmanship and salesmanship of WMAL-TV. A low cost-per-thousand delivery charge attracts them—actual sales hold them.

More and more advertisers are seeing how WMAL-TV backs up their spot schedules with effective point-of-sale in-store merchandising with "Customer Contact".

More and more advertisers are discovering the fact that WMAL-TV has the best production facilities in the area and knows how to use them to give advertisers better programs at lower production costs.

More and more advertisers are learning what it means in sales when one of WMAL-TV's great local personalities tells their loyal audience to buy a sponsor's product.

For a good buy in Washington,
check Katz or . . .

WMAL-TV

THE EVENING STAR STATION

ABC IN WASHINGTON, D. C.

DISTRICT OF COLUMBIA TELEVISION STATIONS

Washington—(Continued)

WNBW (TV)

LICENSEE: National Broadcasting Co.

ADDRESS: Wardman Park Hotel **ZONE:** 8 **PHONE:** Adams 4-5400

AFFILIATE: WRC **FM AFFILIATE:** WRC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT(TV) New York, WMAQ-AM-FM and WNBQ(TV) Chicago, WTAM-AM-FM and WNBK(TV) Cleveland; KNBC-AM-FM San Francisco, and KNBH(TV) Los Angeles

BEGAN OPERATION: May 27, 1947

NATIONAL REPRESENTATIVE: NBC Spot Sales.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Wardman Park Hotel

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 10 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-4A, Superturnstile

ANTENNA HEIGHT: Above average terrain, 330 ft. Above ground, 353 ft.

HOURS OF OPERATION: 6:45 a.m.-12:15 a.m.

STUDIO ADDRESS: Wardman Park Hotel

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Field

TYPE OF OPERATION: Local Live & Film, Network Live & Film, Kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** AP, UP and INS

LIBRARY SERVICE: Thesaurus and NBC

STUDIO FACILITIES: Studio A (50x75-ft.). Studio B (9x20-ft.). Studio C (6x10-ft.). Five RCA TK-30 cameras. Bodde rear screen projector. Two film cameras, two 16mm film projectors and one 35mm projector. Two Eastman 2x2-in. slide projectors. One 5x7-in. opaque projector.

EXECUTIVES:

- Frank White, President (NBC)
- William H. Fineshriber Jr., Vice President and General Manager
- Frank M. Russell, Vice President in Charge of Washington Office
- Carleton D. Smith, Vice President & General Manager
- Joseph Goodfellow, Director of Sales
- Charles deLozier, TV Commercial Manager
- Alph Burgin, Program Director
- John Rogers, Chief Engineer
- George Dorsey, Film Buyer
- Robert Adams, Press & Promotion Manager
- Cash Keller, Director of News

RATE INFORMATION: Class A hour rate—\$650. Minute spot or 20 second station break—\$135. 10 second station break—\$67.50. Frequency discounts. (From Rate Card No. 7, Jan. 1, 1952).

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond F. Guy (NBC)

BROADCASTING • Telecasting

WTOP-TV

LICENSEE: WTOP Inc.

ADDRESS: Warner Bldg. **ZONE:** 4 **PHONE:** Metropolitan 8-3200

AM AFFILIATE: WTOP **FM AFFILIATE:** WTOP-FM

TV NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Washington Post owns 55% and CBS owns 45% of licensee. Washington Post also owns WMBR-AM-FM-TV Jacksonville, Fla. CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT(TV) Los Angeles, WBBM-AM-FM-TV Chicago, WEEL-AM-FM Boston. CBS also owns 47% of WCCO-AM-TV Minneapolis (53% owned by Mid Continent Radio-Television Inc.)

BEGAN OPERATION: Started as WOIC January, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 40th & Brandywine Sts. N. W.

MAKE OF TRANSMITTER: RCA **MODEL:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27.3 kw Aural, 14.2 kw

MAKE OF ANTENNA: RCA **TYPE:** TF6A-Six-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 700 ft. Above ground, 300 ft.

HOURS OF OPERATION: 9 a.m.-2 a.m.

STUDIO ADDRESS: 40th & Brandywine Sts. N. W.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Field

TYPE OF OPERATION: Local Live & Film, Network Live & Film, Kinescopes.

FILM LIBRARY: Official Films **NEWS SERVICE:** AP, UP and INS

STUDIO FACILITIES: Two studios (one 30x45-ft., other 18x25-ft.) Eight interchangeable field cameras. Trans-Lux rear screen projector. Three 16mm film cameras and two projectors. Four LaBelle slide projectors (2x2 in.) and one opaque projector 3 1/4 x4 in. One mobile unit with three cameras, power supply and microwave relay.

EXECUTIVES:

- John S. Hayes, President
- Lloyd W. Dennis, Vice President (Programs)
- H. Thomas Tausig, Program Director (TV)
- George Hartford, Vice President (Sales)
- Clyde Hunt, Vice President (Engineering)
- Granville Klink, Chief Engineer
- Derrick Dyatt, Film Buyer
- Larry Richardson, Asst. to President
- Cody Pfanstiehl, Director of Press Information
- Warren Booram, Director of Sales Promotion

RATE INFORMATION: Class A hour rate—\$700. 20-second station break or one minute spot—\$140. 10 second spot \$65. Discounts 26 weeks 5%, 52 weeks 10%. Studio live rehearsal \$80 per hour. (Rate Card No. 3, June 15, 1952)

WASHINGTON ATTORNEY: Covington & Burling

FORGING AHEAD..

To SALES Supremacy
on the LOCAL TV Scene..

Offering Washington Advertisers

—New ENLARGED
DOWNTOWN Studios—

*Only Center-Of-Town TV
Location in the Capital*

—Most EXPERIENCED
Production Staff—

*Long-time Employees Of
Washington's 1st Station*

—Strong PROMOTION
to Assist Clients—

*On the Air and Otherwise...
Spelling Success Stories Plus!*

—The BEST in Local
PROGRAMMING—

*Shows...Talent...that Build,
Hold, AND SELL Audiences*

YES, WTTG's "Plus-Offerings" Are Making It The "HOMETOWN HERO" Among Washington Advertisers!

CHANNEL
5

WTTG

Washington
D. C.

Newly Represented
Nationally By
BLAIR TV, Inc.

DUMONT
TELEVISION NETWORK

DISTRICT OF COLUMBIA TV STATIONS

Washington—(Continued)

WTTG (TV)

LICENSEE: Allen B. DuMont Labs. Inc.

ADDRESS: Hotel Raleigh ZONE: 4 PHONE: Sterling 3-5300

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is TV and electron
manufacturer and also owns WDTV(TV) Pittsburgh and WABD(TV) New York.

BEGAN OPERATION: January 1, 1947

NATIONAL REPRESENTATIVE: Blair-TV Inc.

TRANSMITTER ADDRESS: 5217 19th Road North, Arlington, Va.

CHANNEL: 5 (76-82 mc)

MAKE OF TRANSMITTER: DuMont MODEL NO.: Master Series 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 10.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 587 ft. Above ground, 465 ft.

HOURS OF OPERATION: 10:15 a.m.-12:30 a.m.

STUDIO ADDRESS: Hotel Raleigh

MAKE OF CAMERA CHAINS: DuMont

DESCRIPTION: Iconoscope film cameras, image orthicon studio & field pick-up camera...

TYPE OF OPERATION: Local & Network Live, Local & Network Film.

NEWS SERVICE: UP and Movietone

LIBRARY SERVICE: Capitol

STUDIO FACILITIES: Two studios (one 40x40 ft., other 40x60 ft.). Five studio and
three field cameras. One Bodde rear screen projector. Two 16mm film projectors...
Two LaBelle slide projectors (2x2 in., bound slides). One mobile unit with th
cameras and microwave relay.

EXECUTIVES:

Dr. Allen B. DuMont, President,
C. J. Witting, Director, DuMont Television Network
Walter Compton, General Manager
Neal J. Edwards, Commercial Manager
Roger M. Coelos, Program Operations Manager
M. M. Bursleson, Chief Engineer
Jules Huber, Film Buyer

RATE INFORMATION: Class A one hour live or film \$600; minute spot live or
\$100. Rehearsals \$50 per hour in excess of 1.5x1 radio. Frequency disc
5% 13 times up to 25% 260 times. (Rate Card No. 8, Sept. 29, 1952)

WASHINGTON ATTORNEY: Roberts & McInnis

FLORIDA TELEVISION STATIONS

Ft. Lauderdale—

WFTL-TV*

LICENSEE: Gore Publishing Co.

ADDRESS: P. O. Box 131 PHONE: 3-2511

RAFFILIATE: WFTL

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes Ft. Lauderdale News.

BEGINS OPERATION: April 1, 1953. (CP granted July 31, 1952)

NATIONAL REPRESENTATIVE: Weed

CHANNEL: 23 (524-530 mc)

TRANSMITTER ADDRESS: 1785 S.E. 15th St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 56 kw

ANTENNA HEIGHT: Above average terrain, 270 ft. Above ground, 293 ft.

STUDIO ADDRESS: 1785 S.E. 15th St.

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Studio is 40x50-ft., seats 100 persons. Two studio cameras. Two film cameras.

EXECUTIVES:

J. W. Dickey, President
 L. Bowles, General Manager & Commercial Manager
 Jack Swart, Program Director
 Richard Northey, Chief Engineer

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Weldon & Carr

WITV (TV)*

LICENSEE: Gerico Investment Co.

ADDRESS: P. O. Box 78 PHONE: 2-2563

RAFFILIATE: WBRD

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned equally by Coleman Judd, realtor; E. J. Richardson, construction, and George W. English Jr., attorney. Application pending before FCC to change ownership to 25% each, with Mortimer Loewi, DuMont executive, as the fourth partner. Messrs. Judd, Richardson and English together own 40% of WBRD.

BEGINS OPERATION: Unknown (CP granted July 31, 1952)

CHANNEL: 17 (488-494 mc)

TRANSMITTER ADDRESS: Peters Branch Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 18.8 kw Aural, 11 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 420 ft. Above ground, 439 ft.

STUDIO ADDRESS: Peters Rd.

BROADCASTING • Telecasting

EXECUTIVES:

L. C. Judd, President
 R. W. Standart, General Manager
 Charles Gravett, Commercial Manager
 George Taylor, Program Director
 Bill Latham, Chief Engineer

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: Craven, Lohnes & Culver

Jacksonville—

WMBR-TV

LICENSEE: Washington Post Co.

ADDRESS: 605 S. Main Street ZONE: 7 PHONE: 9-4475

AM AFFILIATE: WMBR FM AFFILIATE: WMBR-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont and NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Washington Post Co. Also owns 55% of WTOP-AM-FM-TV Washington (45% owned by CBS).

BEGAN OPERATION: September 1949

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Foot of Vine St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 14.8 kw Aural, 7.4 kw

MAKE OF ANTENNA: GE TYPE: Three-Bay

ANTENNA HEIGHT: Above average terrain, 438 ft. Above ground, 473 ft.

HOURS OF OPERATION: 7 a.m.-Midnight

STUDIO ADDRESS: 625 S. Main St.

MAKE OF CAMERA CHAINS: GE and DuMont

DESCRIPTION: GE studio and DuMont remotes

FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICE: World

STUDIO FACILITIES: Studio No. 1 (40x55-ft.). Studio No. 2 (18x24-ft.). Three GE studio cameras, two DuMont field cameras. One composite rear screen projector. One GE 16mm film camera. Two GE 16mm film projectors. One Spindle-Sauppe slide projector. One Projectall (3¼x4¼-in.). One Eastman Cine-Kodak motion picture camera. One mobile unit with two cameras and microway relay equipment.

EXECUTIVES:

Philip L. Graham, President
 John S. Hayes, Vice President (Radio-TV)
 Charles Stone, Commercial Manager
 Bill Allyn, Program Director
 Ernest Vordermark, Chief Engineer
 Bernie Adams, Film Buyer
 Bill Terry, Operations Manager
 Bob Johns, Production Manager

RATE INFORMATION: Class A hour rate—\$520 (live), \$400 (film). Minute spot—\$78 (live), \$60 (film). Frequency discounts—Begins with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 3, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Hogan and Hartson

CONSULTING ENGINEER: A. D. Ring & Assoc.

FLORIDA TELEVISION STATIONS

Lakeland—

WONN-TV*

LICENSEE: WONN-TV Inc.

ADDRESS: P. O. Box 2038

AM AFFILIATE: WONN

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal owners (each of which owns 33⅓% of WONN) are Robert S. Taylor, E. D. Covington Jr. and Duane F. McConnell, each with 5.8% of licensee. Other stockholders are local physicians and dentists.

* BEGINS OPERATION: Unknown (CP granted Dec. 31, 1952)

CHANNEL: 16 (482-488 mc)

TRANSMITTER ADDRESS: Lakeland Highlands Rd. at Seward Lake Dr.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 85 kw Aural, 43 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 730 ft. Above ground, 653 ft.

STUDIO ADDRESS: Lakeland Highlands Rd. at Seward Lake Dr.

EXECUTIVES:

Robert S. Taylor, President
 E. D. Covington Jr., Vice President
 Duane F. McConnell, Secretary
 Dr. Winburn A. Shearouse, Treasurer

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: George E. Gautney

Miami—

WTVJ (TV)

LICENSEE: Southern Radio & Television Equipment Co.

ADDRESS: 316 N. Miami Ave. PHONE: 82-6671

TV NETWORK AFFILIATION: ABC, CBS, DuMont and NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned 98% by Wolfson-M Theatre Enterprises Inc. (Wometco). Principal owners of Wometco are Mitchell Wolfson and Sidney Meyer. Wometco has a 10% interest in Piedmont Electro. & Fixture Corp., TV applicant for Charlotte, N. C. Messrs. Wolfson and Meyer own 2½% each of Orange Television Broadcasting Co., TV applicant for Tampa, Fla.

BEGAN OPERATION: March 21, 1949

NATIONAL REPRESENTATIVE: Free and Peters

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Everglades Hotel

MAKE OF TRANSMITTER: GE MODEL NO.: Visual: GET-7A-8A

EFFECTIVE RADIATED POWERS: Visual, 17 kw Aural, 8.5 kw

MAKE OF ANTENNA: GE TYPE: GETY-13C, Three-Bay turnstile

ANTENNA HEIGHT: Above average terrain, 286 ft. Above ground, 306 ft.

HOURS OF OPERATION: 7 a.m.-12:30 p.m.

STUDIO ADDRESS: 316 N. Miami Ave.

MAKE OF CAMERA CHAINS: GE, RCA, DuMont DESCRIPTION: Studio and field

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: INS

LIBRARY SERVICE: World

STUDIO FACILITIES: Studio A (68x100-ft.). Studio B (20x40-ft., seating 150 persons). Two GE and two RCA studio cameras. Three DuMont field cameras. One Trans-Lux 12x16-ft. rear screen projector. One GE, three composite film camera. Two GE and two Eastman 16mm film projectors. Two (GE, Bell & Howell) slide projectors (3¼x4-in. cards). One Pathe, one Eastman Cine-Special, two Auric three Bell & Howell motion picture cameras. One GE mobile unit with three cameras, RCA microwave equipment and complete line of lenses ranging from 50 to 20-in.

EXECUTIVES:

Mitchell Wolfson, President
 Lee Ruwitch, General Manager
 John S. Allen, Commercial Manager
 Arthur L. Gray, Natl. Sales Manager
 Lee Phillips, Program Director
 Earl Lewis, Chief Engineer
 John A. Shay, Operations Chief
 Burt Toppan, Promotion Manager

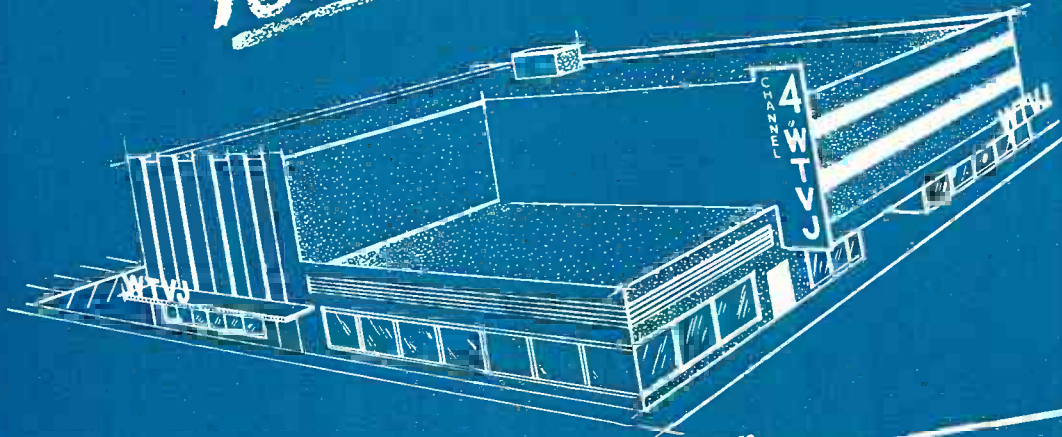
RATE INFORMATION: Class A hour rate—\$700 (film). Minute spot—\$85 (Class A & C time only). Participations—\$50-\$85 per spot. Rehearsals—\$50 per hour over 1:1 ratio. Frequency discounts—Begin with 13 times at 5% up to 100 times at 25%. (From Rate Card No. 8, Jan. 1, 1953.)

WASHINGTON ATTORNEY: Segal, Smith and Hennessey

CONSULTING ENGINEER: Jansky & Bailey

WTVJ

YOUR BLUEPRINT FOR FUTURE SALES



NEW PLANT COMPLETED NOVEMBER 1952

SPECIFICATIONS

- Largest Television plant in Southeastern United States
- "A" Studio area to 10,000 sq. ft.
- "B" Studio area to 800 sq. ft.
- Theatre seating capacity of 250 for audience participation
- All NEW studio and technical equipment
- Engineering research department
- Complete motion picture, laboratory and newsreel plant
- Four years 'on-the-air' experience

REQUIREMENTS

TO SERVICE: 825,000 year 'round buying population with a 51.0% Television set penetration as of Sept. 1952

LEARN MORE ABOUT THE AMAZING SOUTH FLORIDA TV SALES STORY
CALL YOUR FREE & PETERS' COLONEL, TODAY

CHANNEL 4 WTVJ

Florida's First TV Station • MIAMI

FLORIDA TELEVISION STATIONS

Pensacola—

WPFA (TV)*

LICENSEE: Southland Television Inc.

ADDRESS: P. O. Box 30, Baton Rouge, La.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Charles W. Lamar is sole owner, but T. E. Gibbens will receive 25% of profits. Mr. Lamar is partner in Lamar Adv. Co., Baton Rouge, La., owns KCIL Houma, La., and is minority stockholder in WAFB Baton Rouge. Mr. Gibbens is vice president, manager and minority stockholder in WAFB.

* BEGINS OPERATION: June 1953 (CP granted Nov. 13, 1952)

NATIONAL REPRESENTATIVE: Adam J. Young Jr. Inc.

CHANNEL: 15 (476-482 mc)

TRANSMITTER ADDRESS: Government & Tarragona Sts.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 280 ft. Above ground 350 ft.

STUDIO ADDRESS: Government & Tarragona Sts.

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: George A. Gautney

St. Petersburg—

WSUN-TV*

LICENSEE: City of St. Petersburg

ADDRESS: P. O. Box 240 PHONE: 7-4747

AM AFFILIATE: WSUN

NATIONAL REPRESENTATIVE: Weed & Co.

* BEGINS OPERATION: May 1, 1953 (CP granted Oct. 9, 1952)

CHANNEL: 38 (614-620 mc)

TRANSMITTER ADDRESS: Near west end of Gandy Bridge.

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU-10A

EFFECTIVE RADIATED POWERS: Visual, 205 kw Aural, 110 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 460 ft. Above ground, 492 ft.

HOURS OF OPERATION: 11 a.m.-11 p.m.

STUDIO ADDRESS: Municipal Pier

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

STUDIO FACILITIES: Two studios: 35x45 ft. and 20x30 ft. Two RCA (TK-11A) studio cameras. Two RCA (TK-20C) film cameras. Two RCA 16mm (TP-6A) film projectors. Two RCA (TP-2A) automatic slide projectors; one Telop II opaque projector. One RCA flying spot scanner (TK-3A).

EXECUTIVES:

George D. Robinson, General Manager & Film Buyer
Charles Vaughn, Program Director
Louis J. Link, Chief Engineer

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: James C. McNary

West Palm Beach—

WIRK-TV*

LICENSEE: WIRK-TV Inc.

ADDRESS: 715 S. Flagler Dr.

AM AFFILIATE: WIRK

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned equally by Joseph S. Field Jr., Warren H. Brewster and Arthur M. Shandloff. Messrs. Field and Shandloff own WIRK West Palm Beach. Mr. Brewster raises cattle.

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

CHANNEL 21 (512-518 mc)

TRANSMITTER ADDRESS: Flagler Dr., N. of Lakeview Dr.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 11.5 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 220 ft. Above ground, 255 ft.

STUDIO ADDRESS: Flagler Dr., N. of Lakeview Dr.

EXECUTIVES:

Joseph S. Field Jr., President and General Manager

WASHINGTON ATTORNEY: Frank U. Fletcher

CONSULTING ENGINEER: Vandivere, Cohen & Wearn

GEORGIA TELEVISION STATIONS

Atlanta—

WAGA-TV

LICENSEE: Storer Broadcasting Co.

ADDRESS: 1018 Peachtree St., N. W. **PHONE:** Vernon 3553

AM AFFILIATE: WAGA **FM AFFILIATE:** WAGA-FM

NETWORK AFFILIATION: CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George B. Storer is principal stockholder. Licensee owns and operates WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WAGA-AM-FM-TV Atlanta, KEYL (TV) San Antonio, WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WSAI-AM-FM Cincinnati, and WGBS-AM-FM Miami. Mr. Storer is publisher of Miami Beach Florida Sun.

REGAN OPERATION: March 8, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1018 Peachtree St. N. W.

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-5-Superturndale

ANTENNA HEIGHT: Above average terrain, 530 ft. Above ground, 484 ft.

HOURS OF OPERATION: 9 a.m.-11 p.m.

STUDIO ADDRESS: 1018 Peachtree St. N.W.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Two TK-10A, two TK-30A.

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

NEWS SERVICE: AP and UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Studio A (30x50-ft.). Studio B (20x20-ft.). Two RCA TK-10A studio cameras. Two RCA TK-30A studio and field cameras. Two RCA TK-20A film cameras. Two RCA TP-16C film projectors. Two LaBelle slide projectors. One RCA mobile unit.

EXECUTIVES:

George B. Storer, President
 Glenn C. Jackson, Managing Director
 J. W. Collins Jr., Commercial Manager
 Tom Harker, National Sales Manager (New York)
 Don Naylor, Program Director
 Hugo Bondy, Chief Engineer
 Para Lee Brock, Promotion Manager
 David Mayo, Merchandising Manager
 Dale Clark, News Editor
 Jim Woods, Sports Director
 Helen Parris, Women's Director

RATE INFORMATION: Class A hour rate—\$650. Minute spot—\$104. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30% plus. (From Rate Card No. 6, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

SHAKESPEARE SAID:

“The Play’s The Thing . . .”

. . . and the old Bard certainly knew what he was talking about. TV ratings place dramatic shows in first place with tele-viewers . . . and UTP has TV's two *top* dramatic programs.

Both were originally produced by Bing Crosby Enterprises for two of America's largest national advertisers . . . now available to leading local and regional sponsors at a fraction of their original cost.

NEW YORK
444 Madison Avenue

CHICAGO
360 North Michigan

HOLLYWOOD
140 North La Brea



ROYAL PLAYHOUSE (Fireside Theatre)

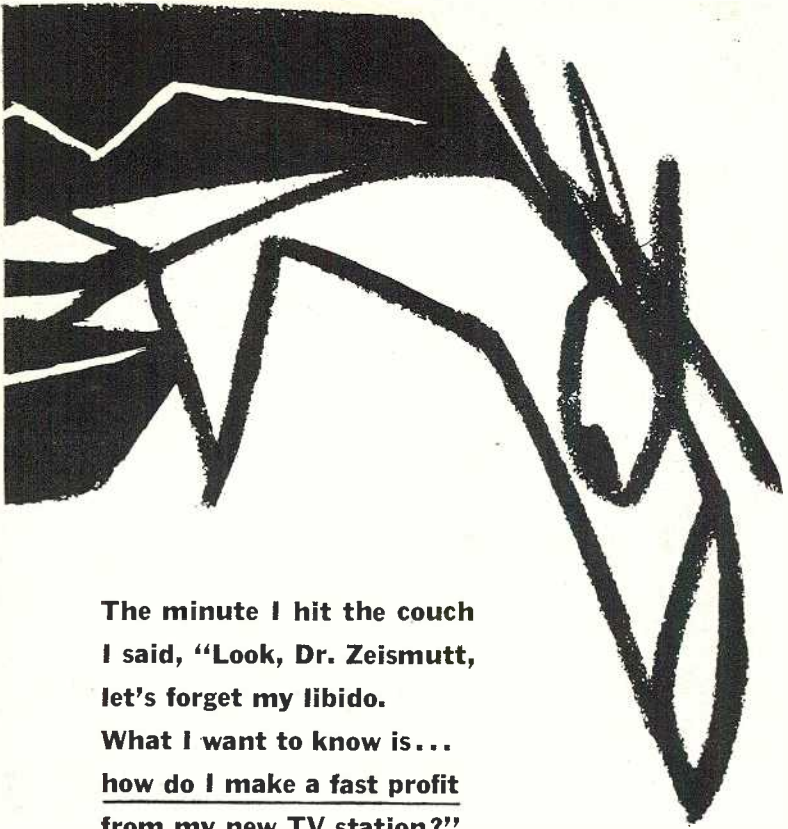
52 hard-hitting, audience-building half-hours . . . carefully selected dramas that all the family will enjoy and remember. This is the same series that rated #1 when it ran over NBC under the title of "Fireside Theatre."



COUNTERPOINT (Rebound)

26 unusual half-hour dramas. Each surprise-ending story is designed to accent the unusual. A National Award Winner with terrific adult appeal . . . destined to set new records and ratings now that it's available on a local level.

SOME FIRST-RUN MARKETS STILL AVAILABLE . . .
 WIRE OR PHONE FOR DETAILS.



The minute I hit the couch
I said, "Look, Dr. Zeismutt,
let's forget my libido.
What I want to know is...
how do I make a fast profit
from my new TV station?"

He was stumped, of course...
didn't know about Consolidated's
STATION-STARTER PLAN...
how you buy nine TV series for
one low price. And when I say
"low" I mean you start
making money on them
right off the bat.



Consolidated Television Sales
distributors of film for Television

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

GEORGIA TV STATIONS

Atlanta—(Continued)

WLTV (TV)

LICENSEE: Broadcasting Inc. (Crosley Broadcasting Corp.)

ADDRESS: 15 Forsyth St., S. W. PHONE: Cypress 6676

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Aven-
Mfg. Co., owns WLW, WLWA(FM) and WLWT(TV) Cincinnati, WLWB(FM) a
WLWD(TV) Dayton, WLWF(FM) and WLWC(TV) Columbus, all Ohio, WINS New
York, and WLTV(TV) Atlanta.

BEGAN OPERATIONS: Sept. 30, 1951

NATIONAL REPRESENTATIVES: Harrington, Righter & Parsons Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: W. Peachtree St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.8 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-6B

ANTENNA HEIGHT: Above average terrain, 546 ft. Above ground, 598 ft.

HOURS OF OPERATION: 2 p.m.-11:30 p.m. 1:30 p.m.-11:30 p.m. Sunday

STUDIO ADDRESS: 15 Forsyth St., S. W.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Two studios (15x26-ft. and 25x26-ft.). Three RCA studio cam-
eras. RCA TK-20Z film cameras. RCA 16mm film projectors. Two Selectro-Sli
projectors. One GE opaque projector. One Bolex 16H motion picture camera.

EXECUTIVES:

- James D. Shouse, Chairman of Board
- Robert Dunville, Chairman, Executive Board
- William T. Lane, President and General Manager
- Charles Grisham, Commercial Manager
- Roger Van Duzer, Program Director & Film Buyer
- Harvey J. Aderhold, Chief Engineer
- Ann Hutcheson, Traffic Manager
- Myrtle Thompson, Office Manager

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$75. Frequency d'
counts—Begin with 13 times at 5% up to 156 times at 30%. (From Rate Car-
No. 1, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr

The *Selling* BIG PICTURE

in ATLANTA *is*

WLTV

ABC AFFILIATE
CHANNEL 8



BAKERY

APPLIANCES

Shoe

WLTV is more than an advertising medium... it's a selling medium!

WLTV is geared to do one job best... that is to **SELL YOUR PRODUCT!**

WLTV offers a "result-conscious" staff, from the sales office to the production men, to the highly trained, personable announcers and performers...

It all adds up to

**Better Selling - - Better Demonstrations
Positive Sales Results**

PROVEN by the swift growth of WLTV in a big, highly competitive market... at the most economical TV rates in the market!



General Manager
WILLIAM T. LANE

Sales Manager
CHARLES F. GRISHAM

Telephone Cypres 6676
Atlanta, Georgia

Represented
nationally by

HARRINGTON, RIGHTER & PARSONS

New York - Chicago
San Francisco

GEORGIA TV STATIONS

Atlanta—(Continued)

WSB-TV

LICENSEE: Atlanta Newspapers Inc.

ADDRESS: 10 Forsyth St., N. W. PHONE: Elgin 6711

AM AFFILIATE: WSB FM AFFILIATE: WSB-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes Atlanta Journal and Constitution. James M. Cox, former-Gov. of Ohio, is principal stockholder. Same interests own and operate WHIO-AM-FM-TV Dayton, WSB-AM-FM-TV Atlanta, WIOD-AM-FM Miami, and publish Dayton Daily News and Journal Herald, Springfield News and Sun, Miami News.

BEGAN OPERATION: September 29, 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co. Inc.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 780 Willoughby Way, N. E.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: RCA TYPE: 14-Bay

ANTENNA HEIGHT: Above average terrain, 932 ft. Above ground, 1062 ft.

STUDIO ADDRESS: 1601 W. Peachtree St.

HOURS OF OPERATION: 8 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30A

TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes

STUDIO FACILITIES: Studio is 30x50-ft. Two RCA TK-30A studio cameras. Two RCA TK-30A field cameras. Two RCA TK-20A film cameras. Two RCA TP-16C 16mm film projectors. Two Selectro-Slide slide projectors (2x2-in. slides). One Composite Baloptican (4x5-in. cards). One Eastman motion picture camera. One mobile unit with two RCA TK-30A field cameras, RCA relay equipment.

EXECUTIVES:

J. Leonard Reinsch, Managing Director
John M. Outler Jr., General Manager
Marcus Bartlett, Station & Commercial Manager
Robert Holbrook, Chief Engineer
Jean Hendrix, Film Buyer

RATE INFORMATION: Class A hour rate—\$650 (film). Minute spot—\$104 (film).
Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%.
(From Rate Card April 15, 1952.)

WASHINGTON ATTORNEY: Daw, Lohnes & Albertsan

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

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IDAHO TV STATIONS

Boise—

KGEM-TV*

LICENSEE: Idaho Broadcasting & Television Co.

ADDRESS: 5601 Cassia St. PHONE: 4-3511

AM AFFILIATE: KGEM

TV NETWORK AFFILIATION: ABC (Noninterconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Frank C. Carman (25%), Gr W. Wrathall (25%), David Smith (25%), Mrs. Edna McCrea (12½%), Sharon Powers (12½%). All have interests in KWIK Pocatello, Ida., KIFI Idaho Falls, Id-KOPR Butte, Mont.

* BEGINS OPERATION: Fall, 1953 (CP granted Jan. 15, 1953)

NATIONAL REPRESENTATIVE: Hollingbery

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Deer Point Peak

MAKE OF TRANSMITTER: Compsite

EFFECTIVE RADIATED POWERS: Visual, 32 kw Aural, 16 kw

MAKE OF ANTENNA: Undetermined

ANTENNA HEIGHT: Above average terrain, 2,050 ft. Above ground, 107 ft.

STUDIO ADDRESS: 5601 Cassia St.

TYPE OF OPERATION: Local live and film, network film and kinescopes.

EXECUTIVES:

Frank C. Carman, President
Mila J. Petersen, General Manager

WASHINGTON ATTORNEY: John H. Midlen

CONSULTING ENGINEER: Grant W. Wrathall (Aptas, Cal.)

KIDO-TV*

LICENSEE: KIDO Inc.

ADDRESS: Chamber of Commerce Bldg. PHONE: 2-4611

AM AFFILIATE: KIDO

TV NETWORK AFFILIATION: NBC (Noninterconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Georgia M. Davidson is controlling stockholder.

* BEGINS OPERATION: July 1, 1953 (CP granted Dec. 23, 1952)

NATIONAL REPRESENTATIVE: Blair TV Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: NNW of Crestline Dr.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 51 kw Aural 26 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 80 ft. Above ground, 385 ft.

STUDIO ADDRESS: Undetermined

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live and film, network film and kinescopes.

STUDIO FACILITIES: One studio, 55x35 ft. One RCA studio camera. Two 16mm. RCA film projectors. One Spindler-Saupe slide projector. One Bell & Howell camera.

EXECUTIVES:

Georgia M. Davidson, President
Walter E. Wagstaff, Vice President and General Manager
Hugh Shelley, Commercial Manager
Jack Link, Program Director, Film Buyer
Harold Taedemeier, Chief Engineer
Bill Harvey, Film Editor

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Commercial Radio Equipment Co.

BROADCASTING • Telecasti



Don't send a boy to do a MAN'S work

There is tremendous opportunity in the booming Southland. If you are interested it warrants the strongest advertising support you can obtain. WSB and WSB-TV are the most powerful media serving this region. In every survey ever made in Atlanta by any recognized authority these stations have been dominant FIRSTS.

wsb-tv
ATLANTA, GEORGIA

*World's tallest TV tower
50,000 watts, channel 2
Represented by Petry*

AFFILIATED WITH THE ATLANTA JOURNAL AND THE ATLANTA CONSTITUTION

ILLINOIS TELEVISION STATIONS

Belleville—

WTVI (TV) *

LICENSEE: Signal Hill Telecasting Corp.

ADDRESS: 10,200 W. Main St. PHONE: Express 0054
(For St. Louis office, see Missouri listing)

TV NETWORK AFFILIATION: DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Major stockholders are Paul F. Peliason and Harry Tennenbaum, investment bankers.

* BEGINS OPERATION: May 1, 1953 (CP granted Nov. 20, 1952)

NATIONAL REPRESENTATIVE: Weed Television

CHANNEL: 54 (710-716 mc)

TRANSMITTER ADDRESS: 10,200 W. Main St.

MAKE OF TRANSMITTER: Federal

EFFECTIVE RADIATED POWERS: Visual, 220 kw Aural, 120 kw

MAKE OF ANTENNA: Federal TYPE: WA-25

ANTENNA HEIGHT: Above average terrain, 630 ft. Above ground, 590 ft.

STUDIO ADDRESS: 10,200 W. Main St. HOURS OF OPERATION: Noon-Midnight

MAKE OF CAMERA CHAINS: Federal DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local live, network live, local film, network film, kinescopes

STUDIO FACILITIES: Studio is 20x30-ft. Two Federal 56A-60 studio/field cameras. One Federal film camera. Two Federal 16mm film projectors. Two Federal slide projectors (2x2-in.). One Poly-Efex scanner.

EXECUTIVES:

Bernard T. Wilson, President and General Manager
John I. Hyatt, Vice President in Charge of Sales
Ted Westcott, Vice President in Charge of Programming

WASHINGTON ATTORNEY: Sher, Oppenheimer & Harris

CONSULTING ENGINEER: John B. Heffelfinger (Kansas City)

Chicago—

WBBM-TV

LICENSEE: Columbia Broadcasting System

ADDRESS: 190 N. State St. ZONE: 1 PHONE: Randolph 6-8210

AM AFFILIATE: WBBM FM AFFILIATE: WBBM-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPLE STOCKHOLDERS AND OTHER INTERESTS: CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington and 47% of WCCO-AM-TV Minneapolis.

BEGAN OPERATION: Sept. 6, 1946

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 4 (66-72 mc) (Must move to Ch. 2)

TRANSMITTER ADDRESS: 33 N. LaSalle St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 25.2 kw Aural, 12.6 kw

MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 390 ft. Above ground, 686 ft.

STUDIO ADDRESS: 190 N. State Street HOURS OF OPERATION: 9 am.-1:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 16 Image Orthicon cameras

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TYPE OF OPERATION: Local and network live, local and network film, kinescopes

LIBRARY SERVICE: Associated, SESAC, World

STUDIO FACILITIES: Four studios—(24x26-ft., 35x55-ft., 46x48-ft., seating 606; a. 8x10). Four studio cameras and twelve interchangeable field cameras. C Trans-Lux rear screen projector. Three film cameras. Three 16mm and two 35mm film projectors. One 35mm and one 16mm slide projector. One opaque projector. Mobile unit with three cameras, two microwave transmitters, Zoomar lens, pow supply, etc.

EXECUTIVES:

Frank Stanton, President (CBS)
J. L. Van Volkenburg, President (CBS-TV)
H. Leslie Atlass, Vice President (Central Div.)

RATE INFORMATION: Class A hour rate—\$1550 (live), \$1250 (film). Minute spot \$350. Rehearsals—\$100 first half-hour; \$50 each additional half-hour. Frequency discounts—begin with 13 times at 5% up to 208 times at 20%. (From Rate Card No. 9, Sept. 15, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

WBKB (TV)

LICENSEE: American Broadcasting-Paramount Theatres Inc.

ADDRESS: 20 N. Wacker Drive ZONE: 6 PHONE: Andover 3-0800

AM AFFILIATE: WENR FM AFFILIATE: WENR-FM

TV NETWORK AFFILIATION: ABC (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: AB-PT owns and operates WJZ-AM-FM-TV New York, WENR-AM-FM and WBKB (TV) Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco. Also owner of chain of 650 motion picture theatres.

BEGAN OPERATION: Sept. 17, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: 20 N. Wacker Drive

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 28.3 kw Aural, 14 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 667 ft. Above ground, 660 ft.

STUDIO ADDRESS: 20 N. Wacker Drive

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A, TK-20A, TK-30A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes

NEWS SERVICE: AP, INS

STUDIO FACILITIES: Five studios—(28x52x18-ft., 36x44x22-ft., 34x47x11-ft., 23x14-ft., and Civic Theatre with stage 32x70x60-ft. and seating capacity 800). Sixteen studio cameras (seven interchangeable), three interchangeable field cameras. Two RCA 16mm and one RCA 35mm film cameras. Two RCA 16mm and two RCA 35mm and two GPL 16mm film projectors. Two Spindler & Saur and four Kodaslide slide projectors (2x2-in. slides). Gray Teleopticon opaque projector (4x5-in. cards). Mobile unit with three cameras, normal lens complement plus 13-in., 15-in., 17-in. and 25-in. lenses, equipped with microwave equipment, power supply, generator, etc.

EXECUTIVES:

Leonard H. Goldenson, President (AB-PT)
Robert E. Kintner, President (ABC Div.)
Robert H. O'Brien, Executive Vice President (ABC Div.)
John H. Norton Jr., Vice President, Central Div. (ABC Div.)
John H. Mitchell, Vice President and General Manager, WBKB
Joseph Fisher, Commercial Manager
Fred Kilian, Creative Program Director
Monte Fassnacht, Program Manager
E. C. Horstman, Engineer Manager
Donald Kraatz, Executive Producer
Jack McCord, Business Manager of TV Dept.
Clark Heider, Operational Supervisor

RATE INFORMATION: Class A hour rate—\$1500. Minute spot—\$300. Participating per spot—\$300. Rehearsals—\$100 per hour. Frequency discounts—begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 6, Sept. 1, 1952.)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

BROADCASTING • Telecastit.

ILLINOIS TV STATIONS

Chicago—(Continued)

WGN-TV

LICENSEE: WGN Inc.

ADDRESS: 441 N. Michigan Ave. ZONE: 11 PHONE: Superior 7-0100

AM AFFILIATE: WGN FM AFFILIATE: WGNB

V NETWORK AFFILIATION: DuMont (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Tribune Co., publisher of Chicago Tribune. Same interests (Col. Robert R. McCormick) own WPIX (TV) New York and publish New York News and Washington (D. C.) Times-Herald.

BEGAN OPERATION: April 5, 1948

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Atop Tribune Tower

MAKE OF TRANSMITTER: GE MODEL NO.: TT-7B & TT-8B

EFFECTIVE RADIATED POWERS: Visual, 29 kw Aural, 14.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-6B

ANTENNA HEIGHT: Above average terrain, 586 ft. Above ground, 610 ft.

STUDIO ADDRESS: 441 N. Michigan Ave.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes, remote.

NEWS SERVICE: UP

LIBRARY SERVICE: Standard & Associated

STUDIO FACILITIES: Six studios ranging from 15x18 ft. to audience studio with 65 ft. stage. Two audience studios, one with seating capacity of 250, one with seating capacity of 400. Thirteen studio cameras. Ten field cameras. One Trans-Lux rear screen projector. Two GE and two RCA film cameras. Two 35mm and two 16mm film projectors. Two B&H slide projectors (3¼x4-in.). Nine 16mm motion picture cameras. Houston film processing unit. Three mobile units, all equipped with microwave relay, one with four cameras, two with three cameras; standard complement of lenses in each truck, plus limited selection of Telefotos, and one Zoomar. One auxiliary power unit available.

EXECUTIVES:

Col. Robert R. McCormick, President
Frank P. Schreiber, General Manager
William A. McGuineas, Commercial Manager
Ted Weber, Sales Manager
J. E. Faraghan, Program Director
James Hanlon, Public Relations Director
Carl J. Meyers, Chief Engineer
Spencer Allen, Newsreel Director
Elizabeth Bain, Film Director
George Petterson, Facilities Director
Don Cook, Director of Remotes
Jack Brickhouse, Sports Service Director
Paul Fogary, Sports Producer
Geraldine Gardiner, Traffic Manager

RATE INFORMATION: Class A hour rate—\$1,200 (live), \$1,020 (film). Minute spot—\$250. Participations—\$140-\$150 per spot. Rehearsals—\$50 per half-hour over 1:1 ratio. Frequency discounts—begin with 13 weeks at 5% up to 52 weeks at 10% plus twice per week at 2½% up to seven times per week at 15%. (From Rate Card No. 11, Oct. 1, 1952.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

BROADCASTING • Telecasting

A SOLUTION TO YOUR CHICAGO SALES PROBLEMS

During 1952, more local retail and national spot advertisers sponsored programs on WGN-TV than on any other TV station in Chicago.

These advertisers are selling a great, receptive and active buying audience.

If you are seeking sales in the Chicago Market (and who isn't) WGN-TV is your Best Buy.



The Chicago Tribune Television Station

ILLINOIS TV STATIONS

Chicago—(Continued)

WHFC-TV*

LICENSEE: WHFC Inc.

ADDRESS: 3350 S. Kedzie Ave. PHONE: Townhall 3-6305

AM AFFILIATE: WHFC FM AFFILIATE: WEHS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Rep. Richard W. Hoffman (R-Ill.)

*BEGINS OPERATION: Unknown (CP granted Jan. 7, 1953)

CHANNEL: 26 (542-548 mc)

TRANSMITTER ADDRESS: 105 W. Adams St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 220 kw Aural, 110 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 600 ft. Above ground, 589 ft.

EXECUTIVES:

Richard W. Hoffman, President

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: Gillet & Assoc.

WNBQ (TV)

LICENSEE: National Broadcasting Co.

ADDRESS: Merchandise Mart ZONE: 54 PHONE: Superior 7-8300

AM AFFILIATE: WMAQ FM AFFILIATE: WMAQ-FM

TV NETWORK AFFILIATION: NBG (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, and KNBH (TV) Los Angeles.

BEGAN OPERATION Oct. 8, 1948

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Civic Opera Building

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.25 kw Aural, 12.29 kw

MAKE OF ANTENNA: RCA TYPE: 4-Bay Superturndstile

ANTENNA HEIGHT: Above average terrain, 595 ft. Above ground, 627 ft.

STUDIO ADDRESS: Merchandise Mart HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Film and Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP, INS and AP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Four studios—(10x13 ft., 43x60 ft., 30x45 ft., 40x53 ft., and Studebaker Theatre with stage 40x60 ft.). Thirteen studio and two field cameras. Three film cameras (16mm and 35mm). Three 35mm and three 16mm film projectors. Three slide projectors (2x2-in. slides). One Telop projector (4x5-in. slides). One opaque projector (3x4-in. cards). One motion picture camera. One mobile unit with three cameras, equipped with microwave relay and power supply.

EXECUTIVES:

Frank White, President (NBC)

William H. Fineshriber Jr., Vice President and General Manager (NBC)

Harry C. Kopf, Vice President, Central Div. and General Manager

Jules Herbuveaux, Manager TV Operations

John J. McPartlin, Commercial Manager

George Heinemann, Program Director

Howard C. Luttgens, Chief Engineer

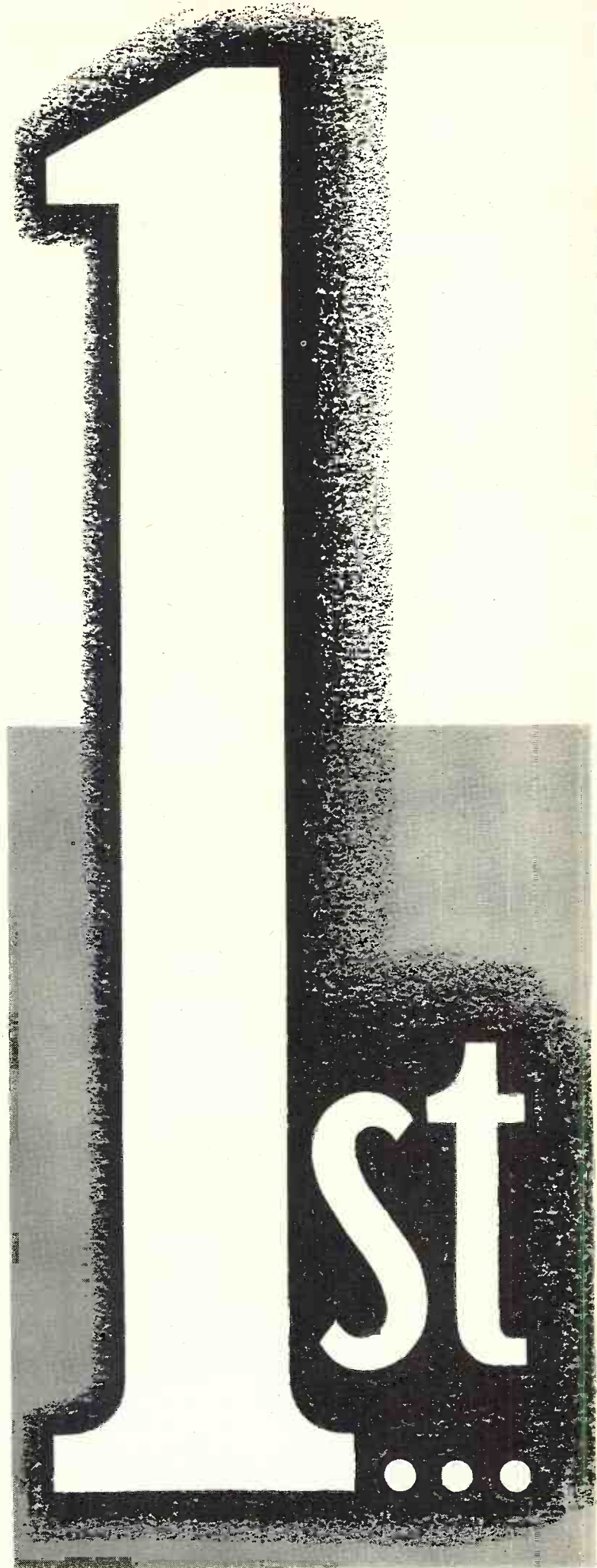
Isabelle Cooney, Film Buyer

RATE INFORMATION: Class A hour rate—\$1800. Announcements—\$350 per spot. Frequency discounts—begin with 26 weeks, 1-14 minutes at 2% up to 52 weeks, 45 minutes and over, 22%. (From Rate Card No. 6, Jan. 1, 1953.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond F. Guy (NBC)

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By Any Measurement...

**...the FIRST Station
in Chicago Television**

FIRST in Programming —

More than 25 hours per week of NON-FILM local programs prove a constant and successful effort to provide the best in TV for viewer and advertiser.

FIRST in Audience —

The average WNBQ rating for all quarter-hours is 17 PER CENT greater than the second station.

(American Research Bureau, November 1952)

FIRST in Sales Power —

Ask any of the many WNBQ clients.

YES, SOME SPOTS ARE BETTER THAN OTHERS ...

...and in Chicago television these spots are on



Represented by
NBC SPOT SALES



ILLINOIS TELEVISION STATIONS

Danville—

WDAN-TV*

LICENSEE: Northwestern Publishing Co.

ADDRESS: 17-19 W. North St. PHONE: 1700

AM AFFILIATE: WDAN

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Gannett Co., Inc., publisher of Danville (Ill.) Commercial News, Rochester (N. Y.) Times-Union and Democrat & Chronicle, Albany (N. Y.) Knickerbocker News, Utica (N. Y.) Observer-Dispatch and Press, Newburgh (N. Y.) News, Beacon (N. Y.) News, Ithaca (N. Y.) Journal, Olean (N. Y.) Times-Herald (minority interest), Ogdensburg (N. Y.) Journal, Malone (N. Y.) Telegram, Saratoga Springs (N. Y.) Saratoga, Massena (N. Y.) Observer, Elmira (N. Y.) Star-Gazette and Advertiser, Binghamton (N. Y.) Press, Hartford (Conn.) Times, Plainfield (N. J.) Courier-News. Gannett Co. also owns or controls WHEC Rochester, N. Y. WHDL Olean, N. Y.; WENY Elmira, N. Y.; WHTT Hartford, Conn., and WDAN Danville, Ill.

*BEGINS OPERATION: Unknown (CP granted Dec. 10, 1952)

CHANNEL: 24 (530-536 mc)

TRANSMITTER ADDRESS: 1500 Washington St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 9.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 420 ft. Above ground, 445 ft.

STUDIO ADDRESS: 1500 Washington St.

EXECUTIVES:

Frank E. Gannett, President
Robert J. Burow, General Manager

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Bernard C. O'Brien (Rochester, N. Y.)

Decatur—

WTVP (TV)*

LICENSEE: Prairie Television Co.

ADDRESS: 250 N. Water St.

TV NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is W. L. Shallabarger, supervisor of personally owned investments.

*BEGINS OPERATION: July 1, 1953 (CP granted Nov. 20, 1952)

CHANNEL: 17 (488-494 mc)

TRANSMITTER ADDRESS: S.W. of Lake Decatur Dam

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 18 kw Aural, 9.8 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 352 ft.

STUDIO ADDRESS: S.W. of Lake Decatur Dam

EXECUTIVES:

W. L. Shallabarger, President
Harold G. Cowgill, Vice President
David S. Shallabarger, Secretary

CONSULTING ENGINEER: George C. Davis

Peoria—

WEEK-TV

LICENSEE: West Central Broadcasting Co.

ADDRESS: 100 Commercial Nat'l. Bank Building. PHONE: 3-3688

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sen. Robert S. Kerr (D-Okla.) and family are principal owners. They also own KRMG Tulsa, Okla. Among other stockholders is C. B. Akers who has minor interest in KGLC Miami, Okla., and is theatre operator.

AM AFFILIATE: WEEK

BEGAN OPERATION: Feb. 1, 1953 (CP granted Aug. 28, 1952)

NATIONAL REPRESENTATIVE: Headley-Reed

CHANNEL: 43 (664-650 mc)

TRANSMITTER ADDRESS: Springfield Hill Road

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 175 kw Aural, 88 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 432 ft.

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STUDIO ADDRESS: Springfield Hill Road

EXECUTIVES:

Sen. Robert S. Kerr, President
Fred C. Mueller, General Manager

RATE INFORMATION: Class A Hour rate—\$300. Minute rate—\$60. Frequency Discount—Begins at 26 times at 5% up to 260 times at 25%. (From Rate No. 1, Jan. 1 1953)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: McIntosh & Inglis

WTVH-TV*

LICENSEE: Hilltop Broadcasting Co.

ADDRESS: 406 Fayette Building ZONE: 3 PHONE: 6-8771

AM AFFILIATE: WTVH

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Hugh R. Norman. Mr. Norman also is controlling stockholder of KSTT Davenport, Iowa.

*BEGINS OPERATION: June 1, 1953 (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: Petry

CHANNEL: 19 (500-506 mc)

TRANSMITTER ADDRESS: Jefferson Hotel

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 95 kw Aural, 54 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 280 ft. Above ground, 415 ft.

STUDIO ADDRESS: Jefferson Hotel

EXECUTIVES:

Hugh R. Norman, President
O. H. Duewall, Commercial Manager
George B. Norman, Program Director

WASHINGTON ATTORNEY: Eugene L. Burke

CONSULTING ENGINEER: Walter F. Kean (Riverside, Ill.)

Rockford—

WTVO (TV)*

LICENSEE: Winnebago Television Corp.

ADDRESS: North Meridian Road. Phone 3-5413

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Half-owned by H&E Balaban Corp. (Harry and Elmer Balaban), owner of motion picture theatre chain in Illinois and Michigan; and Irwin Dubinsky and family, owners of River Lane Drive-In Theatre, Rockford, Ill.

*BEGINS OPERATION: April, 1953 (CP granted Sept. 11, 1952)

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 39 (620-626 mc)

TRANSMITTER ADDRESS: North Meridian Road

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 19.6 kw Aural, 9.8 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 650 ft. Above ground, 691 ft.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and Network live. Local and Network film. Kinescope

STUDIO FACILITIES: Studio 17x20 ft. One studio camera. Two 16mm film projectors. One 35mm slide projector.

EXECUTIVES:

Harry Balaban, President
Willima Dubinsky, Treasurer & General Manager
Harold Froelich, Station Manager

RATE SUMMARY: Class A Hour rate—\$150. Minute rate—\$30.

WASHINGTON ATTORNEY: Krooth & Altman

CONSULTING ENGINEER: Walter F. Kean (Riverside, Ill.)

BROADCASTING • Telecastin

ILLINOIS TELEVISION STATIONS

Rock Island—

WHBF-TV

OWNERSHIP: Rock Island Broadcasting Co.

ADDRESS: Telco Building PHONE: 6-5441

AM AFFILIATE: WHBF FM AFFILIATE: WHBF-FM

NETWORK AFFILIATION: ABC, CBS and DuMont. (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: J. W. Potter Co. is principal stockholder, publisher of Rock Island Argus.

BEGAN OPERATION: July 1, 1950

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Telco Building

MAKE OF TRANSMITTER: DuMont MODEL NO.: 2000

EFFECTIVE RADIATED POWERS: Visual, 23.4 kw Aural, 11.7 kw

MAKE OF ANTENNA: RCA TYPE: TF-5A

ANTENNA HEIGHT: Above average terrain, 370 ft. Above ground, 485 ft.

STUDIO ADDRESS: Telco Building HOURS OF OPERATION: 8 a.m.-midnight

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Official NEWS SERVICE: Telenews

LIBRARY SERVICE: World, Standard, Lang-Worth

STUDIO FACILITIES: Two studios—(30x75-ft., seating 125, and 18x26-ft.). Three Image Orthicon studio cameras interchangeable for field use. One Trans-Lux rear screen projector. One film camera. Two 16mm film projectors. One Eastman slide projector (2x2-in.). One DuMont monochrome scanner (2x2-in.). One Victor 16mm motion picture camera. Mobile unit with three cameras, 2-in. to 20-in lenses, microwave relay equipment.

EXECUTIVES:

Ben H. Potter, President
 Leslie C. Johnson, Vice President & General Manager
 Maurice Corken, Commercial Manager
 Forest W. Cooke, Program Director & Film Buyer
 Robert J. Sinnett, Chief Engineer
 Fern Hawks, Publicity & Promotion
 Ted Arnold, Local Sales Manager

RATE INFORMATION: Class A hour rate—\$460 (live), \$400 (film). Minute spot—\$150 (live), \$90 (film). Frequency discounts—begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, June 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes and Albertson

CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

THESE FACTUAL DATA* WILL HELP YOU BUY THE QUAD-CITY MARKET

A PREFERRED MARKET
AMONG THE 162 STANDARD
METROPOLITAN AREAS

82ND

IN POPULATION

74TH

IN RETAIL SALES

67TH

IN BUYING POWER

11TH

IN EFFECTIVE BUYING
INCOME per CAPITA

THE information presented here permits you to compare the Quad-City Market with the other (161) metropolitan areas—on a recognized reliable basis—Sales Management's Survey. Naturally, we are gratified that the Quad-Cities have earned such favorable ratings. (And that these cities frequently appear among the preferred-cities-of-the-month.)

To take advantage of this desirable, active market your advertising must reach the majority of Quad-Cities' nearly one quarter million people. This you can achieve with time on WHBF-TV.

Copyright 1952. Sales Management Survey of Buying Power.

Enter Quad-Citian homes through the Front Door with

Quad-Cities' favorite

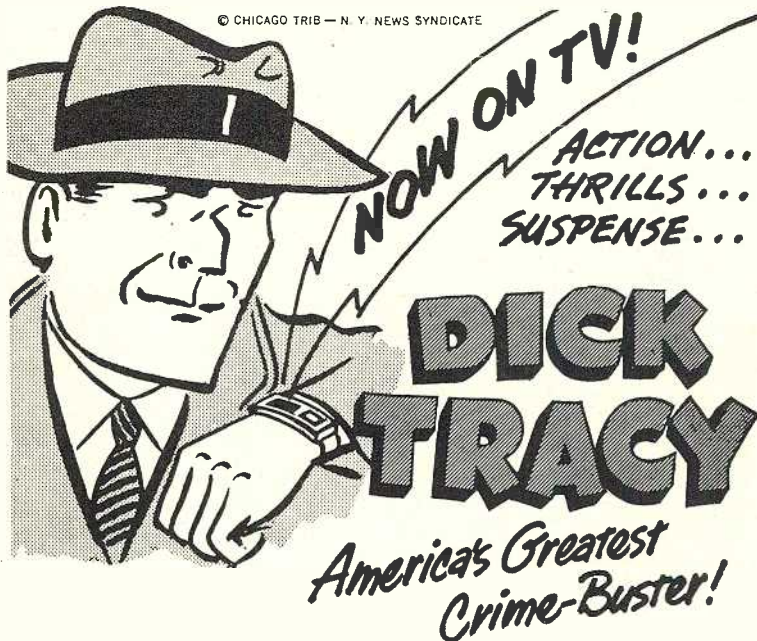
WHBF

AM
FM
TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

PROGRAMS or FEATURES?

... UTP has the Best of Both!



39 thrilling half-hour episodes . . . featuring the world's most famous detective! Behind-the-scenes adventures in the relentless war against crime. Every minute packed with suspense . . . action . . . excitement! PRICED SO LOW . . . YOU'LL BE AMAZED!

14 NEW 1951-52 ALEXANDER KORDA FEATURE FILMS

These aren't the ancient vintage English pictures that TV has been forced to accept in the past. They're new . . . and they have big stars like:

- * DAVID NIVEN
- * HOWARD KEEL
- * ANNA NEAGLE
- * RICHARD TODD
- * TREVOR HOWARD
- * MICHAEL WILDING
- * VALERIE HOBSON
- * LEO GENN

This is the package that includes 1951 Academy Award Winner, SEVEN DAYS TO NOON, THE WOODEN HORSE, INTERRUPTED JOURNEY, and BONNIE PRINCE CHARLIE.

WIRE OR PHONE UTP NOW FOR FULL DETAILS

NEW YORK
444 Madison Avenue

CHICAGO
360 North Michigan

HOLLYWOOD
140 North LaBrea



INDIANA TV STATIONS

Bloomington—

WTTV (TV)

LICENSEE: Sarkes Tarzian Inc.

ADDRESS: E. Hillside Drive PHONE: 2-1407

AM AFFILIATE: WTTT

TV NETWORK AFFILIATION: NBC, ABC, CBS and DuMont (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sarkes Tarzian and Mary Tarzian are principal stockholders. Licensee is an electronics parts manufacturer.

BEGAN OPERATION: Nov. 11, 1949

NATIONAL REPRESENTATIVE: Robert Meeker Assoc.

CHANNEL: 10 (192-198 mc) (must move to Ch. 4)

TRANSMITTER ADDRESS: E. Hillside Drive

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 26.9 kw Aural, 13.45 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 720 ft. Above ground, 650 ft.

HOURS OF OPERATION: 11 a.m.-12 p.m.

STUDIO ADDRESS: E. Hillside Drive

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescope

FILM LIBRARY: Snader NEWS SERVICE: UP

STUDIO FACILITIES: One studio 25x40 ft. Two studio cameras interchangeable for field use. One RCA film camera and two RCA film projectors. Two slide projectors for 2x2-in. slides; two opaque projectors for 3x4-in. cards. Mobile unit with two cameras and lenses; microwave equipment.

EXECUTIVES:

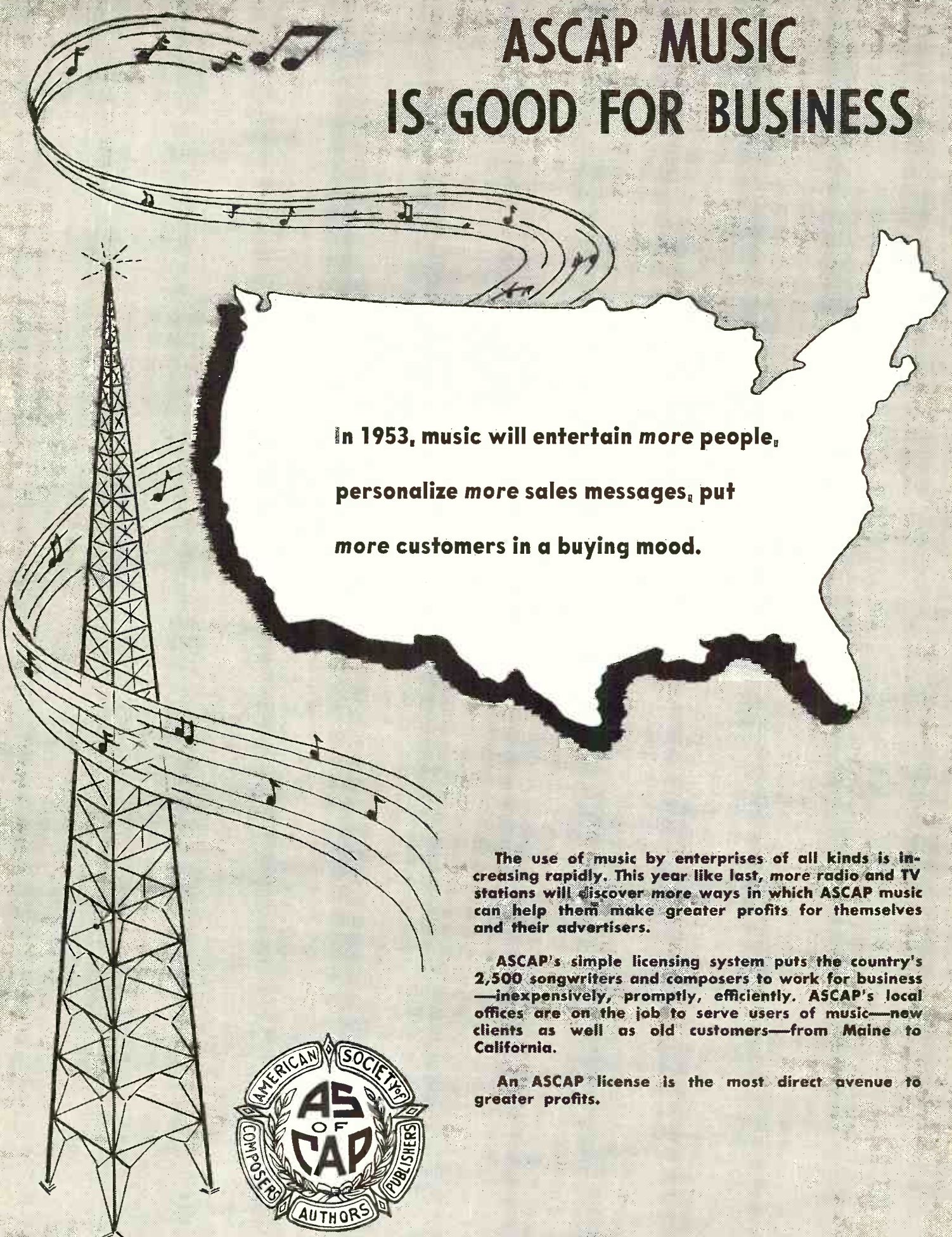
Sarkes Tarzian, President
Robert Lemon, General Manager
Norman Cissna, Commercial Manager & Film Buyer
Robert Petranoff, Program Manager
Morton Weigel, Chief Engineer
Jerry Danziger, Film Director
Edward M. Keath, News and Special Events Director
Paul Lennon, Sports Director
Susan Bartlett, Traffic Director
Steve Briggs, Production Manager

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$90. Frequency discounts—Begin at 13 times at 2½% up to 312 times at 25%. (From Rate Card No. 1, Mt. 1, 1952)

WASHINGTON ATTORNEY: A. L. Stein

CONSULTING ENGINEER: Kear & Kennedy

ASCAP MUSIC IS GOOD FOR BUSINESS

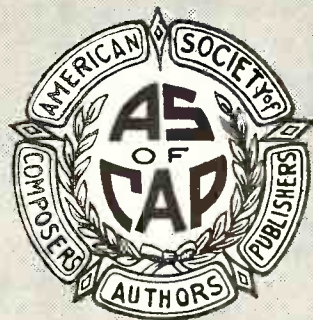


In 1953, music will entertain more people,
personalize more sales messages, put
more customers in a buying mood.

The use of music by enterprises of all kinds is increasing rapidly. This year like last, more radio and TV stations will discover more ways in which ASCAP music can help them make greater profits for themselves and their advertisers.

ASCAP's simple licensing system puts the country's 2,500 songwriters and composers to work for business—inexpensively, promptly, efficiently. ASCAP's local offices are on the job to serve users of music—new clients as well as old customers—from Maine to California.

An ASCAP license is the most direct avenue to greater profits.



THE AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE • NEW YORK 22, N. Y.

INDIANA TV STATIONS

Indianapolis—

WFBM-TV

LICENSEE: WFBM Inc.

ADDRESS: 1330 N. Meridian St. PHONE: Lincoln 8506

AM AFFILIATE: WFBM

TV NETWORK AFFILIATION: CBS, NBC, ABC and DuMont (all interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Harry M. Bitner and family. Same interests own WEOA Evansville, Ind., WOOD-AM-TV Grand Rapids, Mich., and WFDF Flint, Mich.

BEGAN OPERATION: May 30, 1949

NATIONAL REPRESENTATIVE: The Katz Agency, Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Merchants Bank Bldg.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 30.8 kw Aural, 18.1 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 400 ft. Above ground, 464 ft.

HOURS OF OPERATION: 8:30 a.m.-1 a.m.

STUDIO ADDRESS: 1300 N. Meridian St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: Telenews, NBC News Film

STUDIO FACILITIES: Two studios—40x60 ft. (seats 50) and 30x40 ft. Four studio cameras interchangeable for field use. One Iconoscope film camera and two RCA 16mm film projectors. Projectal opaque projector for 3x4-in. cards. Mobile unit, cameras, regular lenses plus 13" and 17" telephoto; Zoomar, reflector; power supply.

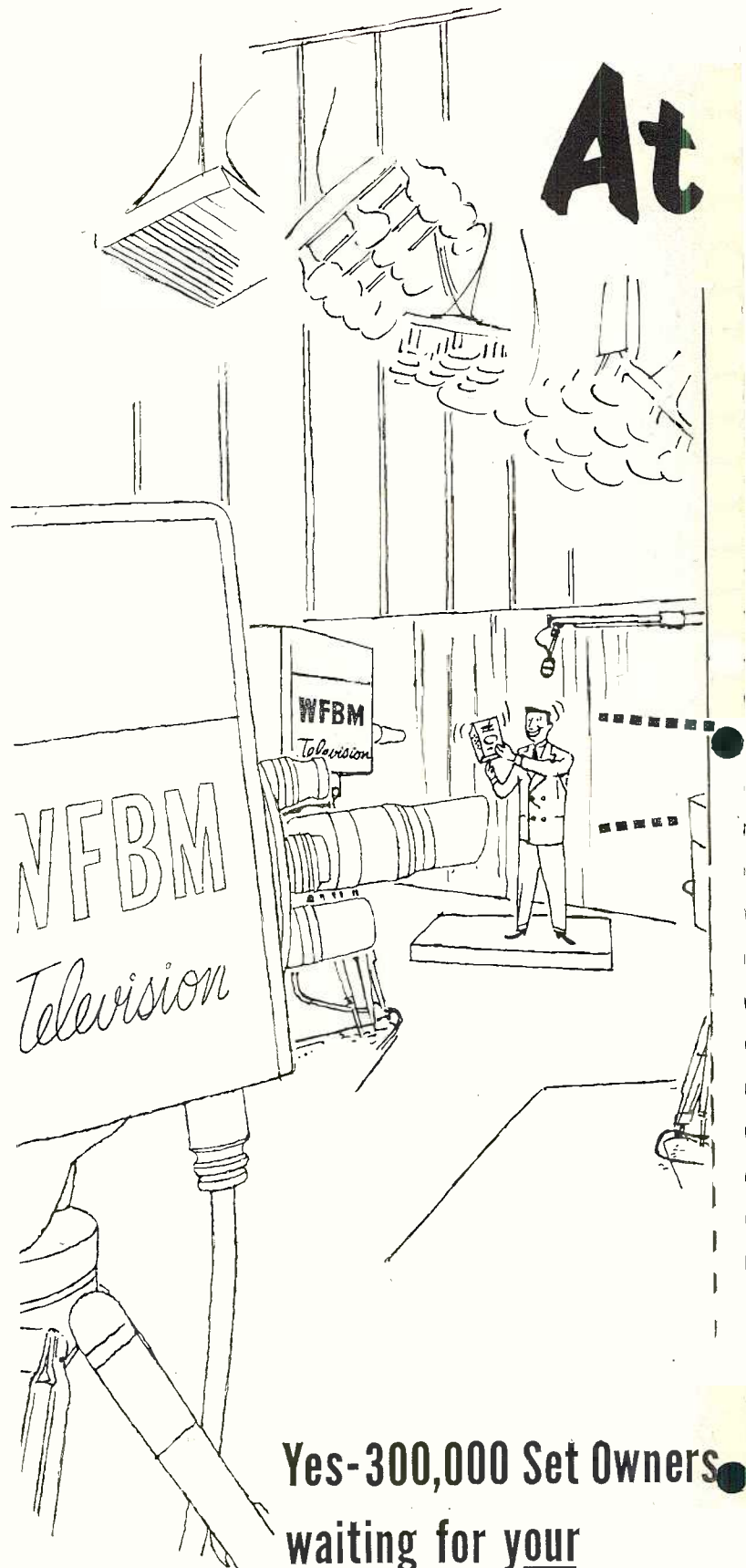
EXECUTIVES:

Harry M. Bitner Jr., President & General Manager
William Kiley, Commercial Manager
William Fall, Program Manager
Harold Holland, Chief Engineer
David F. Milligan, Sales Promotion Manager

RATE INFORMATION: Class A hour rate—\$600. Minute Spot \$120. Frequency discounts start at 5% for 13 times to 25% for 260 times. (From Rate Card No. 5, March 1, 1952)

WASHINGTON ATTORNEY: Dempsey & Koplovitz

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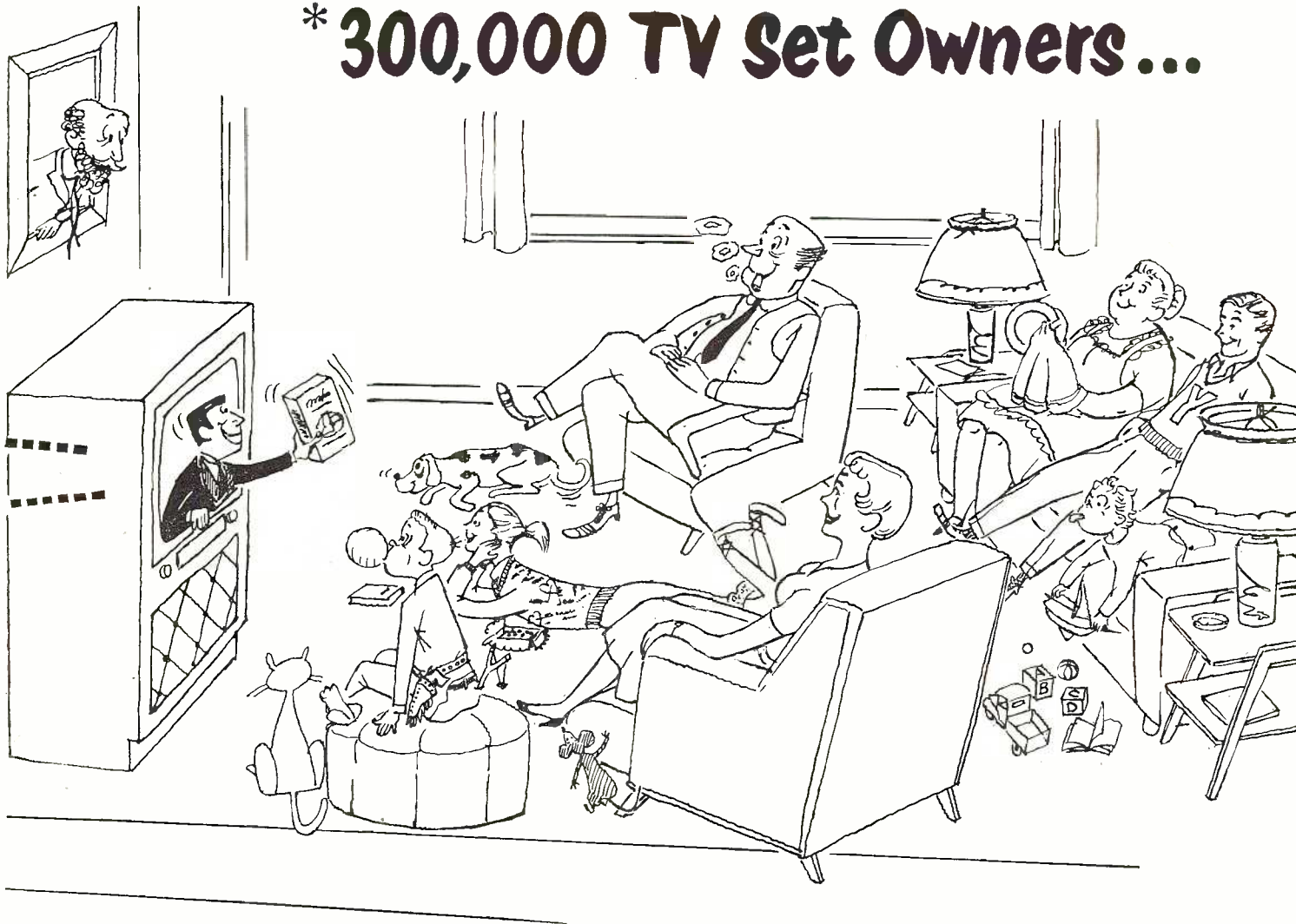


Yes-300,000 Set Owners
waiting for your
Sales Message on
WFBM-TV
INDIANAPOLIS

BROADCASTING • Telecastin

Home in Indiana-

* 300,000 TV Set Owners...



* FEBRUARY 1953

Day and night you'll find Mr. and Mrs. John Q. Public "at home in Indiana" to WFBM-TV and its sponsors. This public acceptance of Indiana's PIONEER Station means that you have a friendly, receptive . . . and BIG . . . audience ready to listen to your sales story. Your first choice for ADVERTISING IMPACT should be WFBM-TV, Indianapolis, *first in Indiana.*

W F B M - T V



INDIANA TELEVISION STATIONS

Lafayette—

WFAM-TV *

LICENSEE: WFAM Inc.

ADDRESS: McCarty Lane PHONE: 2-4300

AM AFFILIATE: WASK FM AFFILIATE: WFAM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by O. E. Richardson.

*BEGINS OPERATION: May 1, 1953. (CP granted Dec. 23, 1952)

NATIONAL REPRESENTATIVE: Wm. G. Rambeau Co.

CHANNEL: 59 (740-746 mc)

TRANSMITTER ADDRESS: McCarty Lane

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU1B

EFFECTIVE RADIATED POWERS: Visual, 20.54 kw Aural, 10.27 kw

MAKE OF ANTENNA: RCA TYPE: TFU27BH

ANTENNA HEIGHT: Above average terrain, 360 ft. Above ground, 370 ft.

STUDIO ADDRESS: McCarty Lane

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK11A

TYPE OF OPERATION: Local live and local film.

STUDIO FACILITIES: One studio 38x58x18 ft. Studio camera—RCA TK11A. RCA film camera TK20C and 16mm RCA film projector TP16D. RCA drum type slide projector for 2x2-in. slides; Grey telop II opaque projector.

EXECUTIVES:

O. E. Richardson, President

WASHINGTON ATTORNEY: Guilford Jameson

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Muncie—

WLBC-TV *

LICENSEE: Tri-City Radio Corp.

ADDRESS: P.O. Box 271 PHONE: 4403

AM AFFILIATE: WLBC FM AFFILIATE: WMUN

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: D. A. Burton (51%); W. F. Craig (46.5%); Garnet Burton (1.5%); M. M. Crain (0.5%); F. M. Hinshaw (0.2%); J. M. Craig (0.3%).

*BEGINS OPERATION: March 8, 1953. (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: Walker Co.

CHANNEL: 49 (680-686 mc)

TRANSMITTER ADDRESS: Radio Center Muncie

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU-1B

EFFECTIVE RADIATED POWERS: Visual, 17.4 kw Aural, 8.7 kw

MAKE OF ANTENNA: RCA TYPE: TFU-24BM, Slot Antenna

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 545 ft.

STUDIO ADDRESS: Radio Center

MAKE OF CAMERA CHAINS: RCA

STUDIO FACILITIES: One studio 51x23 ft. One RCA field camera. One RCA film camera and projector. Super-Projectall slide projector and opaque projector 35mm and 2¼x3¼ cards. Eastman motion picture camera.

EXECUTIVES:

D. A. Burton, President & General Manager

W. F. Craig, Commercial Manager

Lee Allerton, Program Director

M. M. Crain, Chief Engineer

WASHINGTON ATTORNEY: John H. Midlen

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

INDIANA TV STATIONS

South Bend—

WSBT-TV

LICENSEE: South Bend Tribune

ADDRESS: 223 W. Colfax Ave. ZONE: 26 PHONE: 3-6161

AFFILIATE: WSBT

NETWORK AFFILIATION: CBS and NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes South Bend Tribune.

BEGAN OPERATION: Dec. 22, 1952

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 34 (590-596 mc)

TRANSMITTER ADDRESS: Ironwood Road

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU-1B

EFFECTIVE RADIATED POWERS: Visual, 22.1 kw (interim) Aural, 11.05 kw (interim)

MAKE OF ANTENNA: RCA TYPE: TFU-24BM-UHF Slotted

ANTENNA HEIGHT: Above average terrain, 536 ft. Above ground, 479 ft.

STUDIO ADDRESS: 223 W. Colfax Ave.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-31A

TYPE OF OPERATION: Local and network live, local and network film.

STUDIO FACILITIES: One studio 30x40 ft. Two studio cameras interchangeable for field use; one 16mm film camera and two 16mm film projectors. One slide projector for 2x2-in. slides; one Gray Telop opaque projector for 3 1/4 x 4 1/4-in. cards. Mobile unit with two cameras (lenses 45-90-135-Zoomar); equipped with micro-wave relay.

EXECUTIVES:

W. A. Miller, President
Robert H. Swintz, Business Manager.
Neal B. Welch, General Manager.
Robert J. Drain, Program Director
Walter Sweitzer, Promotion Manager
Arthur R. O'Neil, Chief Engineer

RATE INFORMATION: Class A, \$200 per hour. One minute, \$40. (From Rate Card No. 1, Dec. 22, 1952)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Millard M. Garrison

BROADCASTING • Telecasting

IOWA TV STATIONS

Ames—

WOI-TV

LICENSEE: Iowa State College of Agriculture & Mechanic Arts

ADDRESS: Ames PHONE: 2500, ext. 281

AM AFFILIATE: WOI FM AFFILIATE: WOI-FM

TV NETWORK AFFILIATION: ABC, NBC, CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Station owned and operated by Iowa State College of Agriculture & Mechanic Arts.

BEGAN OPERATION: Feb. 21, 1950

NATIONAL REPRESENTATIVE: Weed Television

CHANNEL: 4 (66-72mc)

TRANSMITTER ADDRESS: 3 miles SW of Ames

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6C

EFFECTIVE RADIATED POWERS: Visual, 15.7 kw Aural, 7 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above average terrain, 560 ft. Above ground, 580 ft.

HOURS OF OPERATION: 10 a.m.-12 p.m.

STUDIO ADDRESS: Ames

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: TA-124B

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: INS, Telenews

MUSIC LIBRARY SERVICE: SESAC

STUDIO FACILITIES: One studio 46x80 ft. Four interchangeable DuMont (TA124B) cameras. One film camera and two GE (PF2B) film projectors. One slide projector for 2x2-in. slides and one for 3x4-in. slides and 11x14-in. cards. One opaque projector (3x4-in.). Two Auricon motion picture cameras and GPL 16mm film processing unit. Mobile unit with relay equipment, two cameras, eight lenses.

EXECUTIVES:

Charles E. Friley, Iowa State College President
Richard B. Hull, Director & General Manager
Robert C. Mulhall, Operations Manager
Burke Farquhar, Program Director (network)
Ed Wegener, Program Director (local)
Louie L. Lewis, Chief Engineer
Tess Williams, Film Director
Merritt C. Ludwig, Asst. to the Director
George Halsey, Acting News Director
Ray Stewart, Executive Producer

RATE INFORMATION: Class A hour rate—\$500. Minute rate—\$100. Frequency discounts —Begin at 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Jan. 1, 1953)

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: Jansky & Bailey

1953 TELECASTING Yearbook • Page 101

IOWA TELEVISION STATIONS

Davenport—

WOC-TV

LICENSEE: Central Broadcasting Co.

ADDRESS: 805 Brady St. PHONE: 3-3661

AM AFFILIATE: WOC FM AFFILIATE: WOC-FM

TV NETWORK AFFILIATION: NBC (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Col. B. J. Palmer and D. D. Palmer are principal stockholders. They also own WHO-AM-FM Des Moines and 25% of KMA Shenandoah, Ia., and KMTV (TV) Omaha, Neb.

BEGAN OPERATION: Oct. 31, 1949

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 5 (76-82 mc) (Must move to Ch. 6)

TRANSMITTER ADDRESS: R. R. No. 1, Bettendorf, Ia.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 22.9 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 342 ft. Above ground, 358 ft.

HOURS OF OPERATION: 6:45 a.m.-11 p.m.

STUDIO ADDRESS: 805 Brady St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK10A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: One studio (15x30 ft.), two cameras. One studio (24x40 ft.), two cameras. Three studio cameras. Two remote field cameras. Two film cameras. One Multiscope.

EXECUTIVES:

Col. B. J. Palmer, President
D. D. Palmer, Vice President & Treasurer
Ralph Evans, Executive Vice President
William D. Wagner, Secretary
Ernest Sanders, Resident Manager
Mark Wodlinger, Sales Manager
Chas. Freiburg, Program Director
Fred A. Reed, Assistant Resident Manager and Sales Promotion
Paul Arvidson, Chief Engineer

RATE INFORMATION: Class A hour rate—\$300. Minute spot—\$60 (\$10 extra live). Participation—\$62.50 flat, or \$70 per spot. Rehearsal—\$60 per hour program, permitting 2 x 1 ratio. Frequency discounts—begin with 26 times 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. D. Ring & Assoc.

Fort Dodge—

KVFD-TV*

LICENSEE: Northwest Television Co.

ADDRESS: 912 First Ave. South PHONE: Walnut 3761

AM AFFILIATE: KVFD FM AFFILIATE: KFMY

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Edward Breen 9% (20% with Elizabeth B.)

*BEGINS OPERATION: Oct. 1, 1953 (CP granted Jan. 29, 1953)

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 21 (512-518 mc)

TRANSMITTER ADDRESS: Near U. S. Highways 169 & 20

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 22.475 Aural: 12.15 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 510 ft. Above ground 531 ft.

TYPE OF OPERATION: Live, local film, kinescopes.

EXECUTIVES:

Edward Breen, President and General Manager
Dave Sinclair, Chief Engineer

WASHINGTON ATTORNEY: Fisher, Duvall, Wayland & Southmayd

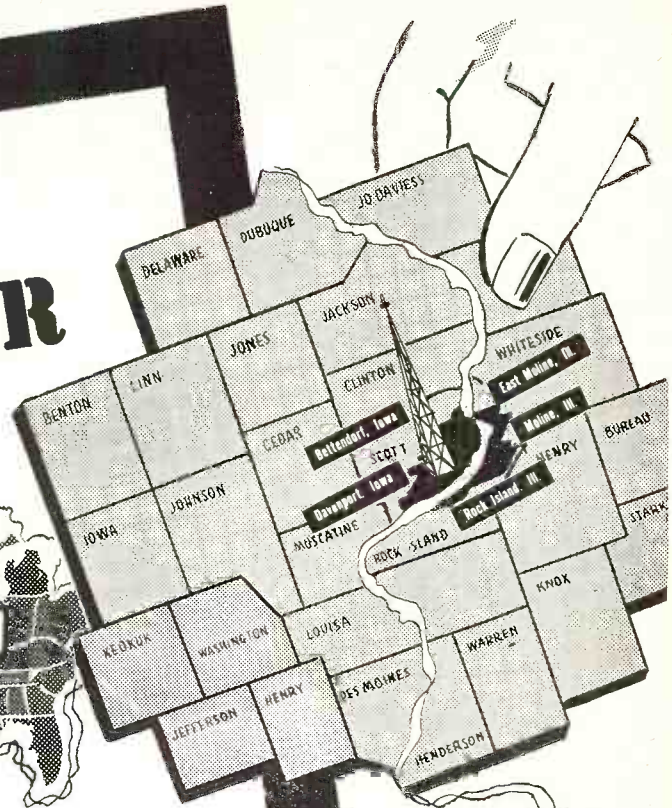
CONSULTING ENGINEER: Everett L. Dillard

**SOLD
DOWN THE RIVER**

UP THE RIVER

ACROSS THE RIVER

When Advertised on **WOC-TV**



At start of 1952, Bill Piggott, head of Rock Island Nash agency that bears his name, got Nash automobile dealers in area to sponsor late Saturday night film series on WOC-TV. Program, titled "Airflyte Theater," debuted January 19. By end of January, Piggott agency had sold 15 new cars. By February 17, this agency, alone, had sold 31 new Nashes; 3 demonstrators . . . all within month of 1st WOC-TV program. "Airflyte Theater" is now in its fifth 13-week cycle and is a most successful sales vehicle not only for Piggott's, but for its 2 other sponsors, Davenport Nash Sales, Inc., and Blazer Auto Sales, Inc., of Moline.

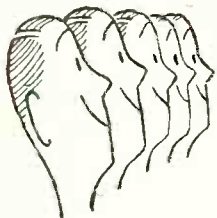
Later in the year, Own-A-Home Trailer Co., began schedule of announcements in a WOC-TV afternoon participation program. 1st announcement sold the \$5,500 trailer demonstrated on the program. After third announcement, 2 trailers sold. After 8th announcement, 4 trailers sold. Actually, \$22,000 in sales from a \$400 advertising investment.

Kaukauna Dairy Company, using three participations weekly on WOC-TV's "Today's Cooking," 1:30-2 p.m. each weekday, ran 8-week test. For \$1.00 offered link of cheese, grater, simple recipe folder. Cost of 8-week telecasting \$1,500—for which Kaukauna received in excess of \$2,100 in direct sales . . . plus directing of 1000s of people to grocers for Kaukauna Klub products.

Get the facts about this television station that sells. Get them from your nearest F & P office . . . or from us direct.

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives



**The
QUINT CITIES**

Col. B. J. Palmer, *President*
Ernest C. Sanders, *Resident Manager*



IOWA TELEVISION STATIONS

Sioux City—

KVTV (TV)*

LICENSEE: Cowles Broadcasting Co.

ADDRESS: Frances Bldg. PHONE: 8-0569

AM AFFILIATE: WNAX

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is also licensee for KRNT-AM-FM Des Moines and WNAX Yankton, S. D. Register & Tribune Co. owns all stock in licensee. Cowles publishes Des Moines Register and Tribune, Minneapolis Tribune and Star, and Look Magazine.

TV NETWORK AFFILIATION: CBS and DuMont (Interconnected)

*BEGINS OPERATION: March 29, 1953 (CP granted Nov. 20, 1952)

NATIONAL REPRESENTATIVE: Katz

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 41st & Howard Sts.

MAKE OF TRANSMITTER: GE MODEL: TT-6E

EFFECTIVE RADIATED POWERS: Visual, 29 kw Aural, 15.5 kw

MAKE OF ANTENNA: GE TYPE: 4TY15F1 6-Bay

ANTENNA HEIGHT: Above average terrain, 700 ft. Above ground, 500 ft.

STUDIO ADDRESS: 5th & Pierce Sts.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICES: AP, UP

LIBRARY SERVICE: Tempo

STUDIO FACILITIES: One studio 45x25 ft. Announcers booth. Two RCA interchangeable cameras. RCA film camera. Two RCA 16mm film projectors. RCA turret slide projector. Opaque projector.

EXECUTIVES:

Gardner Cowles, President
Robert Tincher, General Manager & Film Buyer
Donald D. Sullivan, Commercial Manager
Norman Bacon, Program Director
Cliff Todd, Chief Engineer
Arthur J. Smith, Director of Operations
Dick Harris, Promotion Director

RATE SUMMARY: Class A Hour rate—\$200. Minute spot \$40. Frequency discounts—Begin at 26 times at 5% up to 260 times at 25%.

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: Craven, Lohnes & Culver.

KWTV (TV)*

LICENSEE: Great Plains Television Properties Inc.

ADDRESS: c/o U. S. Corp. of Ill., 33 N. LaSalle St., Chicago

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: All stock is owned by Transcontinental Properties Inc., also permittee of new TV stations in Little Rock, Ark and Duluth, Minn.

* BEGINS OPERATION: Unknown. (Granted CP Oct. 30, 1952)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: Three miles NNE of Center of Sioux City.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 18.5 kw Aural, 10.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 530 ft. Above ground, 345 ft.

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Jansky & Bailey

For "delivery" March 29:

KVTV-Sioux City, Iowa (Iowa's largest TV City)

Serving 31 prosperous counties in Iowa, South Dakota, and Nebraska

FACTS ABOUT THE MARKET: Retail sales, \$607 million; population, 555,000; families, 164,000; buying income, \$770,000,000. A \$2 million monthly government payroll for the expanding Air Force Base will swell Sioux City's already lush and varied industrial and agricultural income. TV sets in coverage area (as of Nov. 1952): 32,455.

FACTS ABOUT THE STATION: Power, 28.95 kw., antenna height, 705' above average terrain. In operation, March 29. Mail address, 614 Pierce St.

OWNED AND OPERATED BY COWLES, leaders in mass communication.

Represented by the Katz Agency

KVTV Channel 9 **SIoux CITY, IOWA**

KANSAS TV STATIONS

Hutchinson—

KTVH (TV)*

LICENSEE: Hutchinson TV Inc.

ADDRESS: 601 Wolcott Bldg.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President W. D. P. Carey (10%) holds offices and owns stock in six automobile dealer firms; Secretary R. E. Dillon (10%) holds offices and owns stock in variety of financing interests; Treasurer John P. Harris (13%) and Sidney F. Harris (10%) hold offices and own stock in several newspapers in Kansas and Iowa; K. T. Anderson (23%) engaged in the cattle business.

BEGINS OPERATION: Midsummer. (CP granted Jan. 8, 1953)

CHANNEL: 12 (204-210 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual 115 kw Aural: 58 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 620 ft. Above ground 574 ft.

EXECUTIVES:

W. D. F. Carey, President
Howard O. Peterson, General Manager

WASHINGTON ATTORNEY: I. E. Lambert (Wichita, Kan.)

CONSULTING ENGINEER: A. D. Ring & Assoc.

Manhattan—

KSAC-TV*

(Educational Noncommercial)

LICENSEE: Kansas State College of Agriculture & Applied Science

ADDRESS: Manhattan, Kan.

FM AFFILIATE: KSAC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Kansas State College operates KA2XBD experimental TV broadcast station. College president is James A. McCain.

BEGINS OPERATION: Unknown. (CP granted July 24, 1952)

CHANNEL: 8 (180-186 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 52 kw Aural, 26 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 452 ft. Above ground, 273 ft.

STUDIO ADDRESS: Kansas State College Campus

CONSULTING ENGINEER: R. G. Kloeffler

BROADCASTING • Telecasting

KENTUCKY TV STATIONS

Ashland—

WPTV (TV)*

LICENSEE: Polan Industries

ADDRESS: 321 8th St., Huntington, W. Va. PHONE: 2-0301

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Albert S. Polan, E. G. Polan, Lincoln M. Polan Jr., Charles M. Polan, M.D. and Lake Polan Jr., equal partners. E. G. Polan is 20% stockholder in Huntington Bcstg. Co. (WPLH-AM-FM). Polan Industries also owns WUTV (TV) Youngstown, O., and a CP in Wheeling, W. Va.

BEGINS OPERATION: May, 1953. (Granted Aug. 8, 1952)

CHANNEL: 59 (740-746 mc)

TRANSMITTER ADDRESS: North Kenova, Ky.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 96 kw Aural, 48 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 224 ft.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local live and film. Network film. Kinescopes.

STUDIO FACILITIES: Studio 20x32 ft. Two studio cameras. Two DuMont 16mm film projectors. One slide projector. One opaque projector.

EXECUTIVES:

Theodore M. (Ted) Nelson, General Manager, Polan Industries TV Division

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: A. D. Ring & Assoc.

Henderson—

WEHT (TV)*

LICENSEE: Ohio Valley Television Co. Inc.

ADDRESS: Zion Road PHONE: 3923

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Citizens Theatre Co. of Henderson (60%); Malco Theatres of Memphis, Tenn. (21%); Hecht S. Lackey (10%); Leo A. King (2%); W. E. McClure, Leon Pickle, Louise N. Pickle, E. C. Farmer, Joe A. Ballard, Claude Brown, J. B. Royster, each 1%.

BEGINS OPERATION: May 1, 1953. (CP granted Nov. 20, 1952)

CHANNEL: 50 (686-692 mc)

TRANSMITTER ADDRESS: Zion Road

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU1B

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw

MAKE OF ANTENNA: RCA TYPE: TFR24B-LMH

ANTENNA HEIGHT: Above average terrain, 330 ft. Above ground, 342 ft.

HOURS OF OPERATION: 5 p.m.-10 p.m.

STUDIO ADDRESS: Zion Road

TYPE OF OPERATION: Local live, local and network film, kinescopes.

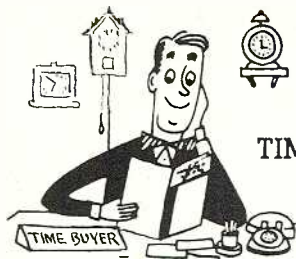
STUDIO FACILITIES: One studio 30x30 ft. One RCA (TK11A) studio camera; one RCA (TK20C) film camera and two Type TP16D 16mm film projectors. RCA slide projector and Telop opaque projector.

EXECUTIVES:

Hecht S. Lackey, President
E. P. Sapinsley, Vice President
Herbert Levy, Secretary
Leo King, Treasurer
R. M. Cleveland, Chief Engineer

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: George C. Davis



TIME BUYER OR ACCOUNT EXEC.

ADV. MGR. OR VEEP . . .



Whatever title they go by, if they've a finger in buying radio and television, then they've one thing in common . . . the Monday morning BROADCASTING • TELECASTING habit.

That means 5600 copies opened for business every Monday morning. This includes some 600 very select population which has paid subscriptions at home, too, in addition to office copies. This unhurried, easychair readership means a thorough-going concentration on both editorial and advertising.

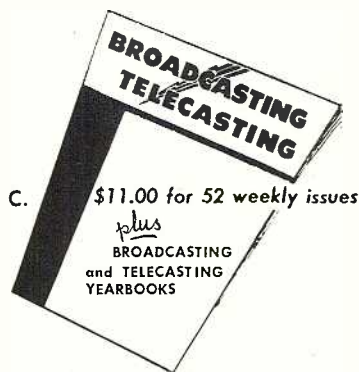
Our 5600 buyers are a pretty powerful chunk of people. They control the network and national spot dollar—both radio and television. Your representative sees them often; you visit them occasionally.

But BROADCASTING • TELECASTING sees them every Monday. The book's there because it's invited. It stays for longer than a casual call.

Nine out of 10 buyers read BROADCASTING • TELECASTING for their news and information. It earns their first vote for dependability, for usefulness and, as "the most effective journal for station advertising."

And, sir, that means **your** advertising.

National Press Bldg., Washington 4, D. C.



KENTUCKY TV STATIONS

Louisville—

WAVE-TV

LICENSEE: WAVE Inc.

ADDRESS: 334 E. Broadway ZONE: 2 PHONE: Wabash 2201

AM AFFILIATE: WAVE

TV NETWORK AFFILIATION: NBC, ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George Norton Jr. is principal stockholder.

BEGAN OPERATION: Nov. 24, 1948

NATIONAL REPRESENTATIVE: Free & Peters

TRANSMITTER ADDRESS: Bald Knob, 5 miles north of New Albany, Ind.

CHANNEL: 5 (76-82 mc)

MAKE OF TRANSMITTER: RCA MODEL NO.: TT 20BL

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: RCA TYPE: TF-6AL Superturnstile

ANTENNA HEIGHT: Above average terrain, 914 ft. Above ground, 600 ft.

STUDIO ADDRESS: 334 E. Broadway

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 4 Field

TYPE OF OPERATION: Local and network live, local and network film, kinescope.

FILM LIBRARY: Snader NEWS SERVICE: AP

STUDIO FACILITIES: Two studios—20x37 ft. and 37x48x20 ft. (seating 150). For interchangeable cameras. Two RCA (TK20) film cameras and two RCA 16mm film projectors. One 35mm Selectroslide Jr. projector; two opaque projectors for 3x4-in. and two for 8x10-in. Mobile unit with two cameras and microway equipment.

EXECUTIVES:

George W. Norton Jr., President
Nathan Lord, General Manager
Ralph Jackson, Commercial Manager
George Patterson, Program and Production Manager
Wilbur Hudson, Chief Engineer
Charles Hill, Promotion Manager

RATE INFORMATION: Class A hour rate—\$600. Minute spot \$120. Frequency discounts start with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 8, Sept. 15, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: A. D. Ring & Assoc.

WAVE TV

FIRST IN KENTUCKY!

FIRST IN AUDIENCE!

FIRST WITH LOCAL ADVERTISERS!
(28.5% more!)

FIRST WITH NATIONAL ADVERTISERS!
(13.0% more!)

FIRST IN COVERAGE!

WAVE-TV has perfect reception in the Metropolitan Area. WAVE-TV'S PLUS is that in outlying "fringe" areas, 63.1% of all TV homes "get" WAVE-TV more clearly than Station "B"!

WAVE-TV

Channel 5

NBC • ABC • DUMONT

Louisville, Kentucky



Free & Peters, Inc., *Exclusive National Representatives*

KENTUCKY TELEVISION STATIONS

Louisville—(Continued)

WHAS-TV

LICENSEE: WHAS Inc.

ADDRESS: 525 W. Broadway ZONE: 2 PHONE: Wabash 2211

AM AFFILIATE: WHAS

TV NETWORK AFFILIATION: CBS (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Courier-Journal and Louisville Times Co.

BEGAN OPERATION: March 27, 1950

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: 6th & Broadway

MAKE OF TRANSMITTER: GE MODEL NO.: 4TT6D2

EFFECTIVE RADIATED POWERS: Visual, 316 kw Aural, 158 kw

MAKE OF ANTENNA: GE TYPE: 12-Bay

ANTENNA HEIGHT: Above average terrain, 531 ft. Above ground, 600 ft.

HOURS OF OPERATION: 8:30 a.m.-11 p.m.

STUDIO ADDRESS: 6th & Broadway

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Portable

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Three studios—40x63 ft. (seats 200), 27-30x51 ft. (seats 170) and 23x38 ft. (seats 100). Four interchangeable studio cameras and two interchangeable field cameras. Two GE film cameras and two GE 16mm film projectors. One GE slide/opaque projector; one opaque projector (5x6½-in.). One complete mobile unit with two cameras, and microwave equipment.

EXECUTIVES:

Barry Bingham, President
Victor A. Sholis, General Manager
Neil Cline, Commercial Manager
Ralph Hansen, Program Director
Orrin Towner, Chief Engineer
Ed Driscoll, Film Buyer
William Loader, Promotion Manager

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$120. Participation per spot—\$70. Frequency discounts start with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 5, Oct. 1, 1952.)

WASHINGTON ATTORNEY: Miller & Schroeder

Louisville—(Continued)

WKLO-TV*

LICENSEE: Mid-America Broadcasting Corp.

ADDRESS: Henry Clay Hotel PHONE: Clay 4441

AM AFFILIATE: WKLO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: James F. Brownlee (4.9%); Emanuel Levi (10.5%); Milton S. Trost (10.2%); William H. Veeneman (5%); E. L. Altshelter (5%); E. R. Plunkett (15%); Harold J. Plunkett (15%); Hei Fitzhugh Jr. (5%); Mary Peabody Fitzhugh (5%); John Kadel (5%); Allan M. Emil (5%).

* BEGINS OPERATION: Spring 1953 (CP granted Nov. 26, 1952)

CHANNEL: 21 (512-518 mc)

TRANSMITTER ADDRESS: 507 S. 3d Street

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 100 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 564 ft.

STUDIO ADDRESS: 604 S. 3d Street

EXECUTIVES:

James F. Brownlee, Chairman of the Board
Emanuel Levi, President

WASHINGTON ATTORNEY: Haley & Doty

WLOU-TV*

LICENSEE: Robert W. Rounsaville

ADDRESS: 2549 S. Third Street PHONE: Calhoun 3680

AM AFFILIATE: WLOU

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Sole owner is Robert W. Rounsaville—owner of WQXI Atlanta and WBAC Cleveland, Tenn.; 51% owner of WBEJ Elizabeton, Tenn.; applicant for uhf Ch. 36 in Atlanta; applicant to buy WMBM Miami Beach and president and 75% owner of Southern Premium Stamp Co. (trad stamps), Atlanta.

* BEGINS OPERATION: Unknown (CP granted Nov. 26, 1952)

CHANNEL: 41 (632-638 mc)

TRANSMITTER ADDRESS: 2549 S. Third St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 242 kw Aural: 125 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 260 ft. Above ground 335 ft.

STUDIO ADDRESS: 2549 S. Third St.

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: John H. Mullaney

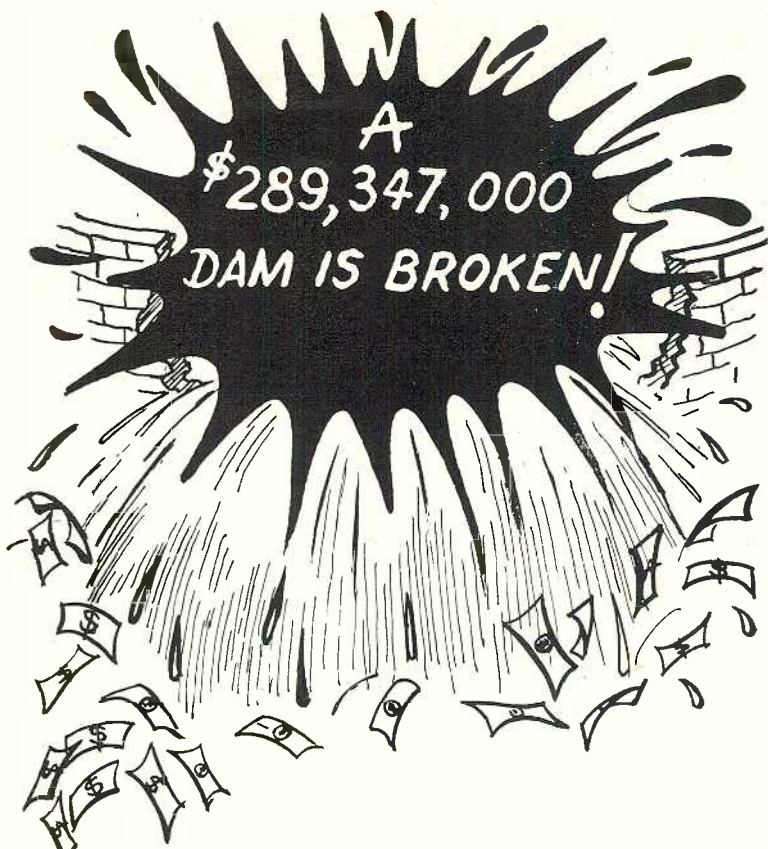
**WHAS-TELEVISION . . .
AMERICA'S
MOST POWERFUL
TV STATION OPENS A
RICH NEW MARKET . . .**

A major part of Kentuckiana's fantastically fast-growing market* now is within the coverage of WHAS-TV's 316,000 watts! The same tradition of thorough planning and foresight which made WHAS-TV America's first 316,000 watt TV station is reflected in the quality programming on Louisville's bright new channel 11! WHAS-Television, operating in the BEST tradition, is represented nationally by Harrington, Righter and Parsons . . . exclusive television representatives.

**Any recent market study of Kentucky and Southern Indiana.*



ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Assistant Director
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco



Yes . . . the dam is broken, and you can now tap, via WAFB-TV, a \$289-million buying power flood in Baton Rouge. WAFB-TV, the city's first TV station, offers your first opportunity, via TV, to get your feet wet in this terrific market.

Baton Rouge is literally flooded with dollars looking for a place to be spent! Annual industrial wages \$68-million plus. Bank deposits \$147-million plus. Bank resources over \$153-million.

No driftwood floating around in this market either! Fifty-three percent home ownership. Total dollar retail sales in 1951 rated 112th in the nation . . . the city was 42nd in family income. The tide of industrial employment has been rising steadily and is providing new money daily for the Baton Rouge market . . . YOUR market via the city's only TV station . . . WAFB-TV.

Dive into this market with us . . . the water's green with dollars, and it's mighty fine. Get a TV siphon into this flood of buying power by specifying the city's only TV station . . . WAFB-TV . . . and watch your profit level rise. Write us or our representative today for availabilities.

Affiliated with WAFB-AM, WAFB-FM

Represented by: Adam J. Young, Jr., Inc.



LOUISIANA TV STATIONS

Baton Rouge—

KHTV (TV)*

LICENSEE: Capital Television & Broadcasting Co.

ADDRESS: 204 W. 6th Street, Erie, Pa.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John W. English, James B. Doan and James R. McBrier, equal partners.

* BEGINS OPERATION: Unknown (CP granted Dec. 1952)

CHANNEL: 40 (626-632 mc)

TRANSMITTER ADDRESS: 1625 Scenic Highway

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 290 kw Aural, 150 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 340 ft. Above ground, 341 ft.

STUDIO ADDRESS: 1625 Scenic Highway

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: William L. Foss Inc.

WAFB-TV

LICENSEE: Modern Broadcasting Co. of Baton Rouge Inc.

ADDRESS 929 Government St. PHONE: 4-8571

AM AFFILIATE: WAFB FM AFFILIATE: WAFB-FM

TV NETWORK AFFILIATION: CBS (interconnected), NBC, ABC and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Modern Broadcasting Co. Baton Rouge Inc. Charles W. Lamar and T. E. Gibbens, minority stockholders, are owners of KTAG (TV) Lake Charles and WPFA Pensacola, Fla. WDSU Broadcasting Corp (WDSU-AM-FM-TV New Orleans) has 10% interest in licensee.

BEGAN OPERATION: Feb. 15, 1953 (CP granted Aug. 8, 1952)

NATIONAL REPRESENTATIVE: Adam Young

CHANNEL: 28 (554-560 mc)

TRANSMITTER ADDRESS: 844 Government St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 22.5 kw Aural 11.5 kw

MAKE OF ANTENNA: RCA TYPE: 21BL

ANTENNA HEIGHT: Above average terrain, 546 ft. Above ground, 500 ft.

STUDIO ADDRESS: 844 Government Street

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescope

STUDIO FACILITIES: Studio 49x60 ft. Small studio 7x12 ft. Two interchangeable cameras. One film camera and two 16mm film projectors. One slide and opaque projector. One 16mm motion picture camera. Film processing unit.

EXECUTIVES:

Tom E. Gibbens, Vice President & General Manager

Ron C. Litteral, Commercial Manager

John Ferguson, Program Director & Film Buyer

Donald K. Allan, Chief Engineer

RATE INFORMATION: Class A hour rate—\$200. Minute spot—\$30. (From Rate Card No. 1, Nov. 21, 1952)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: George Gautney

LOUISIANA TELEVISION STATIONS

Make Charles—

KTAG (TV)*

LICENSEE: Southland Telecasters

ADDRESS: P. O. Box 30, Baton Rouge

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Charles W. Lamar (100%),
and T. E. Gibbens, vice president, manager, minority stockholder in WAFB-AM-TV
Baton Rouge.

BEGINS OPERATION: May-June, 1953. (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: Adam Young

CHANNEL: 25 (536-542 mc)

TRANSMITTER ADDRESS: Ryan & Jackson Sts.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 330 ft. Above ground, 348 ft.

STUDIO ADDRESS: Ryan & Jackson Sts.

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: George E. Gaultney

Monroe—

KFAZ (TV)*

LICENSEE: Delta Television Inc.

ADDRESS: 3708 DeSiard St.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Howard E. Griffith (49%);
J. O. Willet (49%).

BEGINS OPERATION: April 1, 1953. (CP granted Dec. 10, 1952)

CHANNEL: 43 (644-650 mc)

TRANSMITTER ADDRESS: Forsythe Ave.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 77 kw Aural, 44 kw

BROADCASTING • Telecasting

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 319 ft. Above ground, 332 ft.

STUDIO ADDRESS: Forsythe Avenue

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: Commercial Radio Equipment Co.

KNOE (TV)*

LICENSEE: James A. Noe

ADDRESS: Bernhardt Bldg.

AM AFFILIATE: KNOE

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is James A. Noe
(also owner of WNOE New Orleans).

*BEGINS OPERATION: April 1, 1953. (CP granted Dec. 4, 1952)

NATIONAL REPRESENTATIVE: H-R Reps.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 22d St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 175 kw Aural, 88 kw

MAKE OF TRANSMITTER: RCA

ANTENNA HEIGHT: Above average terrain, 740 ft. Above ground, 774 ft.

STUDIO ADDRESS: Bernhardt Bldg.

WASHINGTON ATTORNEY: Roberts & McInnis

CONSULTING ENGINEER: McIntosh & Inglis

LOUISIANA TV STATIONS

New Orleans—

WDSU-TV

LICENSEE: WDSU Broadcasting Corp.

ADDRESS: 520 Royal St. ZONE: 16 PHONE: Tulane 4371

AM AFFILIATE: WDSU FM AFFILIATE: WDSU-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (all interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edgar B. Stern Jr., is principal stockholder. Licensee also owns 10% of WAFB-AM-FM-TV Baton Rouge, La.

BEGAN OPERATION: Dec. 18, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Hibernia Bank Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 31 kw Aural, 15.5 kw

MAKE OF ANTENNA: RCA TYPE: TF5A

ANTENNA HEIGHT: Above average terrain, 395 ft. Above ground, 395 ft.

HOURS OF OPERATION: 7 a.m.-12 m.

STUDIO ADDRESS: 520 Royal St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK30A

TYPE OF OPERATION: Local and network live, local and network film, kinescope

FILM LIBRARY: Snader NEWS SERVICE: AP and UP

LIBRARY SERVICE: World, Capital and Associated

STUDIO FACILITIES: Two studios 50x55 ft., can be thrown into one studio 100x55 ft. Five RCA (TK30A) field cameras. One Bodde rear screen projector, 9x12 ft. Ten film cameras (TK20A) and two 16mm RCA film projectors. Two slide projectors for 2x2-in. slides and one GE opaque projector for 3 1/4 x 4-in. slides. One mobile unit with three cameras, complete set of lenses and microwave relay equipment.

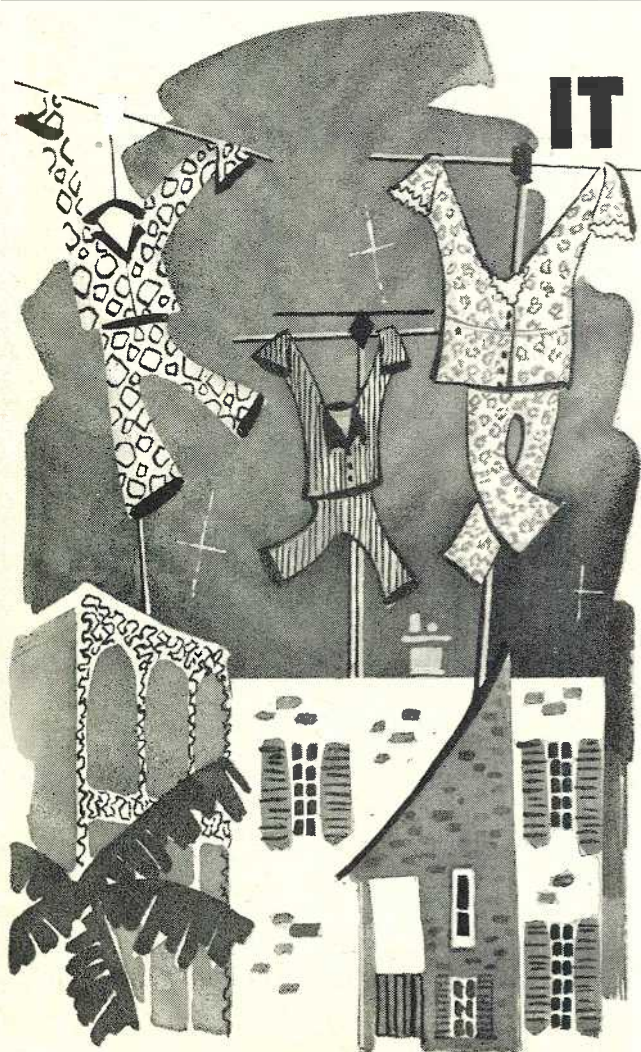
EXECUTIVES:

Edgar B. Stern Jr., President
Robert D. Swezey, Executive Vice President & General Manager
A. Louis Read, Vice President & Commercial Manager
Stanley Holiday, Program Operations Manager
Lindsey Riddle, Chief Engineer

RATE INFORMATION: Class A hour rate—Live \$600, Film \$500. Minute spot—Live \$125, Film \$110. Participation per spot \$75. Frequency discounts start 5% for 26 times to 25% for 260 times. (From Rate Card No. 6, Sept. 1, 1952)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers



IT Happened ONE NIGHT!

- There's an old saying that *everything* happens at night . . . especially in New Orleans! We'll qualify that somewhat, and say that *anything* can happen at night . . . especially on WDSU-TV.
- Take, for instance, the Sunday night that a local department store featured \$1.29 children's pajamas in a one minute commercial. Nothing unusual, you say? Well, we beg to differ—because something certainly *did* happen *that* night!
- Next morning, the store was flooded with calls . . . and by evening the pajamas were completely sold out. Within three days—1200 of these pajamas had been purchased by economy-wise TV viewers.
- Remember . . . lots *does* happen at night (and in daytime, too) on WDSU-TV. So don't lose sleep—we can solve your sales problem *anytime* in the "Billion Dollar New Orleans Market"!

- Write, Wire or Phone BLAIR-TV!



MAINE TV STATIONS

Bangor—

WABI-TV

GENESEE: Community Telecasting Service

ADDRESS: 57 State St. PHONE: Bangor 8255

AFFILIATE: WABI

NETWORK AFFILIATION: CBS and DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Horace Hildreth and Murray Carpenter, 50% each.

BEGAN OPERATION: Jan. 31, 1953

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Holden, Me.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 1.9 kw Aural, 0.95 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay superturnstile

ANTENNA HEIGHT: Above average terrain, 673 ft. Above ground, 120 ft.

STUDIO ADDRESS: 57 State St.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local film, network film and kinescopes.

RSS SERVICE: AP

LIBRARY SERVICE: World

RADIO FACILITIES: One studio 18x25 ft. One RCA 16mm film camera and two RCA 16mm film projectors. Two slide projectors and one opaque projector.

EXECUTIVES:

Horace Hildreth, President and Co-owner

Murray Carpenter, General Manager and Co-owner

Lee Gorman Jr., Commercial Manager

Walter Dickson, Chief Engineer

TELEVISION INFORMATION: Class A hour rate \$200. Minute spot \$40. Participation per spot \$40. Frequency discounts up to 312 times at 25%. (From Rate Card No. 1, Jan. 1, 1953).

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

Well, I knew that J. B. was looking for a good thing, so I tipped him to this Consolidated STATION-STARTER PLAN. Told him about the nine TV film series... all made for television. Then I mentioned how they were playing on stations all over the country. Stressed the solid-buy angle, you see. Then I let him have the real meat... the part about the one low price with no escalators no matter how high our rates go. Well, it was the first time he'd heard of a way for a new TV station to make money on programming right at the start. My raise is retroactive.

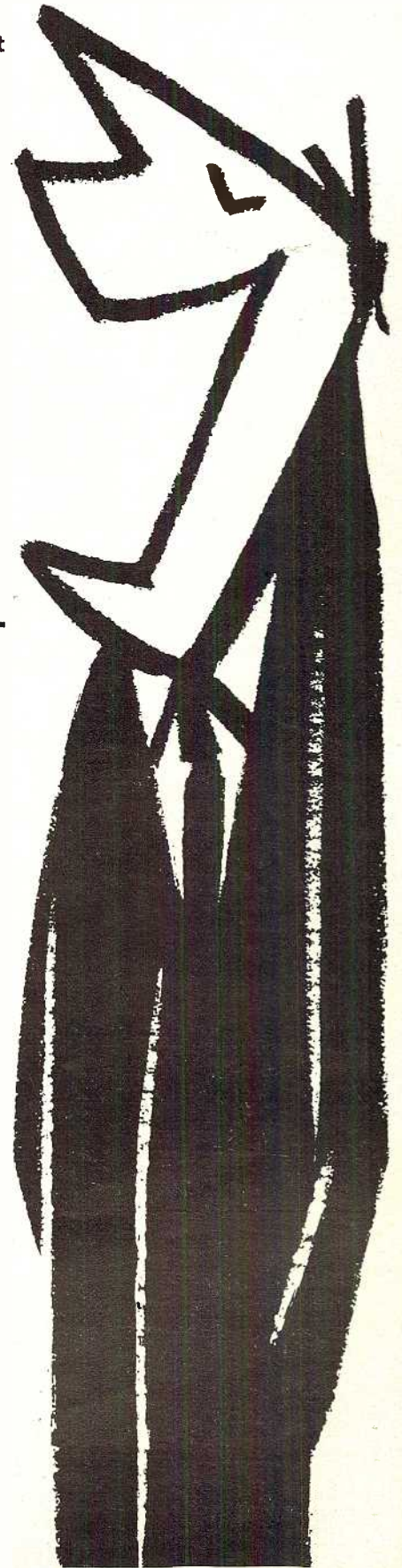
Consolidated Television Sales

*distributors of film
for Television*

HOLLYWOOD, HO. 9-6369

NEW YORK, MU. 6-7543

CHICAGO, MI. 2-5231



MARYLAND TV STATIONS

Baltimore—

WAAM (TV)

LICENSEE: WAAM Inc.

ADDRESS: 3725 Malden Ave. ZONE: 11 PHONE: Mohawk 7600

TV NETWORK AFFILIATION: ABC and DuMont (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ben Cohen and Herman Cohr

BEGAN OPERATION: Nov. 1, 1948

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 3725 Malden Ave.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 26.1 kw Aural, 14 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A Superturnstile

ANTENNA HEIGHT: Above average terrain, 530 ft. Above ground, 495 ft.

HOURS OF OPERATION: 10 a.m.-12 p.m.

STUDIO ADDRESS: 3725 Malden Ave.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK 30A

TYPE OF OPERATION: Local and network live, local and network film, kinescope

NEWS SERVICE: AP, UP and Acme News Pictures

MUSIC LIBRARY SERVICE: World.

STUDIO FACILITIES: Two studios—60x60 ft. (seating 250) and 20x20 ft. Five film cameras (TK30A). Two RCA (TK20A) film cameras and two RCA (TP16B) film projectors. Two Argus slide projectors; one Gray Telop opaque projector. Mobile unit with two RCA field camera chains; lenses: 2", 6", 10", 15", 25"; Raythe microwave relay equipment.

EXECUTIVES:

Ben Cohen, President
Herman Cohen, Secretary-Treasurer
Norman C. Kal, Exec. Vice President
Kenneth Carter, General Manager
Armand Grant, Asst. General Manager & Director of Sales
Herbert B. Cahan, Program Manager & Film Buyer
Ben Wolfe, Director of Engineering
Glenn Lahman, Chief Engineer
Pel Schmidt, Local Sales Manager
Joel Chaseman, Director of Public Service & Publicity
Paul Kane, Studio Production Supervisor

RATE INFORMATION: Class A hour rate: \$700. Class A announcements: \$1. Participation announcements: \$43-\$110. Frequency discounts begin with 13 times at 2 1/2 % up to 312 times at 25 %. (From Rate Card No. 7, effective April 1, 195

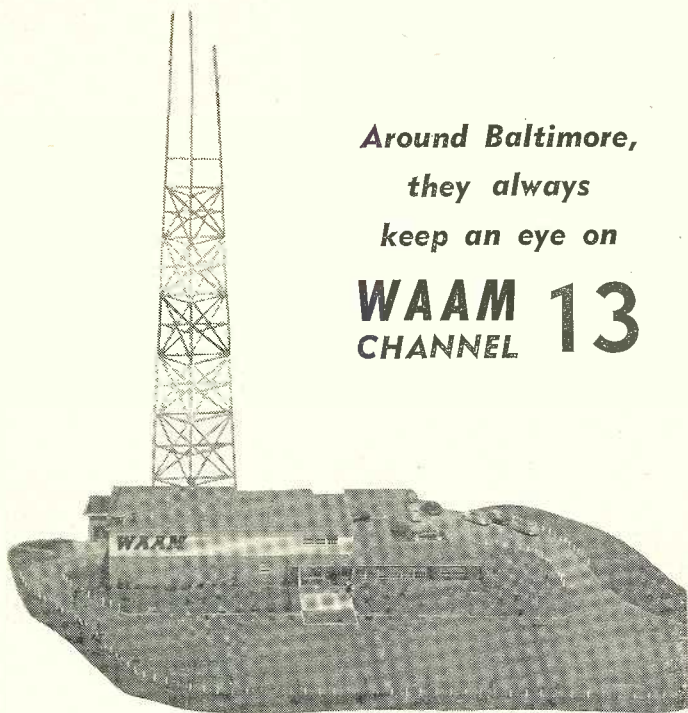
WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Kear & Kennedy

BROADCASTING • Telecasting

Around Baltimore,
they always
keep an eye on

WAAM 13
CHANNEL



Your Baltimore Shows Look Better when they come from Television Hill

WAAM's show-wise staff and topnotch facilities provide the smartest showcase for your Baltimore television show. WAAM has a consistent record for producing outstanding results for advertisers in the Baltimore area.

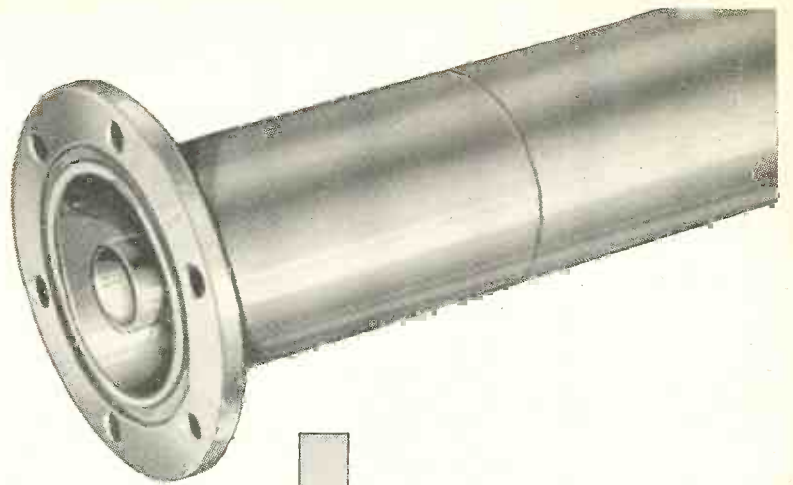
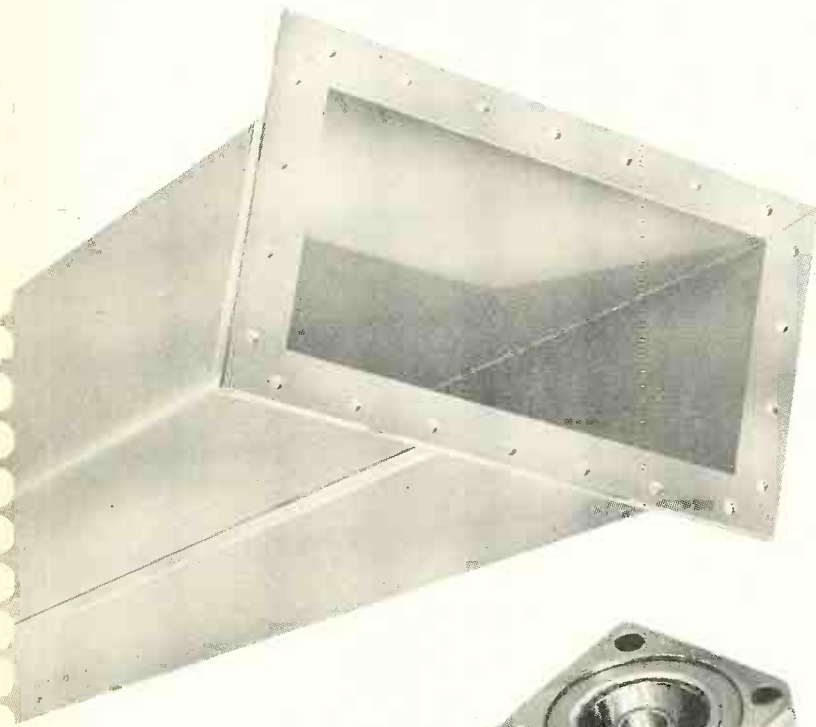
WAAM 13

CHANNEL

BALTIMORE, MD.

Affiliate DuMont TV Network-American Broadcasting Co.

Represented nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
New York-Chicago-San Francisco



VHF

TV Transmission Line

UHF

TV Transmission Line
Waveguide



The oldest in the field—still a pioneer—designing, engineering and producing transmission lines for the ever advancing needs of the industry. Aided by the industry's finest research, Andrew's vast experience in solving transmission problems has produced the most advanced TV transmission line and waveguide available today.

For complete electrical and mechanical specifications, request Bulletin 81. The special Andrew Nomographs in this Bulletin permit direct graphical computation of efficiency of 10 to 2000 foot runs of line.

ANDREW Type Number	Size	Impedance	Insulator Bead Material
TRANSMISSION LINE FOR VHF-TV			
451	1 5/8"	51.5 ohms	steatite
551-4	1 5/8"	51.5 ohms	Teflon*
452	3 1/8"	51.5 ohms	steatite
552-1	3 1/8"	51.5 ohms	Teflon*
T-453	6 1/8"	51.5 ohms	steatite
TRANSMISSION LINE FOR UHF-TV			
561	1 5/8"	50.0 ohms	Teflon*
562	3 1/8"	50.0 ohms	Teflon*
563	6 1/8"	75.0 ohms	Teflon*
WAVEGUIDE FOR UHF-TV			
565	Copper-clad steel 7 1/2" x 15" rectangular cross-section, RTMA designation WR-1500, 10 foot section		
564	Copper-clad steel waveguide WR-1150, 11 1/2" x 5 3/4" inside dimensions, 10 foot section		

*trademark for DuPont tetrafluoroethylene

Andrew
CORPORATION

363 EAST 75TH STREET, CHICAGO 19

ANTENNA SPECIALISTS

TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT

MARYLAND TELEVISION STATIONS

Baltimore—

WBAL-TV

LICENSEE: The Hearst Corp.

ADDRESS: 2610 N. Charles St. ZONE: 18 PHONE: Hopkins 3000

AM AFFILIATE: WBAL

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Hearst Corp. owns and operates WBAL-AM-TV Baltimore; WISN-AM-FM Milwaukee; and through affiliation WCAE-AM-FM Pittsburgh. It also has 25% interest in KING-AM-FM-TV Seattle. Hearst newspapers are the New York Journal-American and Mirror, Albany (N. Y.) Times-Union, Boston Record and American, Baltimore News Post, Pittsburgh Sun-Telegraph, Chicago Herald-American, Milwaukee Sentinel, Detroit Times, San Francisco Examiner and Call-Bulletin, Los Angeles Examiner and Herald-Express, San Antonio Light, Seattle Post-Intelligencer.

BEGAN OPERATION: March 11, 1948

[Edit]

..... EDITORIAL of which BROADCASTING • TELECASTING's 75,000 words weekly (all of them well chosen) represent the biggest news budget in almost anybody's business. Readers believe in the book. Every year, agencies and advertisers vote it most read, most dependable and most useful. The magazine which gives its readers the most . . . also gives its advertisers the best advertising value.

[Adv]

..... ADVERTISING of which BROADCASTING • TELECASTING has more than any radio-television book in in the business. Important? Only as evidence that BROADCASTING • TELECASTING advertising is the most rewarding—that in BROADCASTING • TELECASTING your advertising takes on added sinew and muscle.

the newsworthy of radio and television BROADCASTING TELECASTING

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: 2401 Violet Ave.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13 kw

MAKE OF ANTENNA: RCA TYPE: TF-6B Superturnstile

ANTENNA HEIGHT: Above average terrain, 540 ft. Above ground, 447 ft.

HOURS OF OPERATION: 6:45 a.m.-12:45 a.m.

STUDIO ADDRESS: 2610 N. Charles St.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescope

NEWS SERVICE: INS and Telenews

STUDIO FACILITIES: Two studios—40x80 ft. (seats 200) and 30x40 ft. Three stud cameras and four interchangeable field cameras. One Trans-Lux rear screen projector (3x4-in. transparencies); three RCA film cameras; two Eastman 16mm and one RCA 16mm film projectors. Four slide projectors for 2x2-in. slides; one opaque projector for 4x5-in. cards. One Kodak 16mm motion picture camera and one Auricon 16mm sound motion picture camera. One mobile unit with three cameras, complete lens complement including Electro-Zoom lens and two microwave relay units.

EXECUTIVES:

Charles B. McCabe, Vice President & Executive Director
D. L. Provost, Vice President & General Manager
John T. Wilner, Vice President—Engineering
Leslie H. Peard Jr., Station Manager
Freeman W. Cardall, Business Manager
Arnold Wilkes, Director of Public Affairs & Education
Victor F. Campbell, Program Director
Willis K. Friert, Sales Manager
Thomas J. White Jr., News & Publicity Manager
John Frankenfield, Film Buyer
William C. Bareham, Chief Engineer
Mollie Martin, Women's Director
Conway Robinson, Farm Program Director

RATE INFORMATION: Class A hour rate—\$800. One minute spot—\$150. Frequency discounts start with 2½% for 26 times to 12½% for 312 times. (From Rate Card No. March 1, 1952)

WASHINGTON ATTORNEY: Dempsey & Koplovitz

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas).

WITH-TV*

LICENSEE: Maryland Broadcasting Co.

ADDRESS: 7 E. Lexington St. ZONE: 3 PHONE: Lexington 7808

AM AFFILIATE: WITH FM: WITH-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Louise McClure Tinsley, Thom G. Tinsley Jr., Robert C. Embrey, et al.

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

CHANNEL: 60 (746-752 mc)

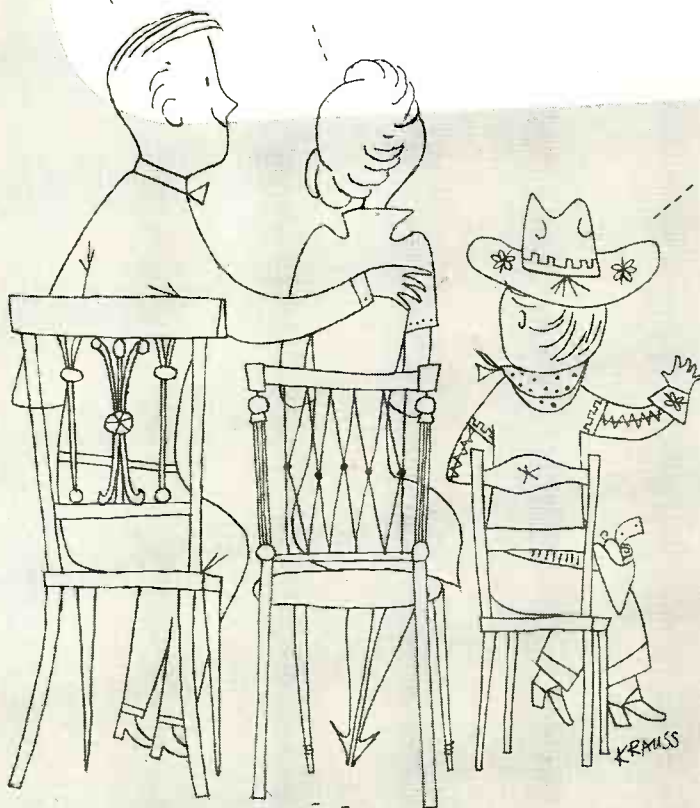
EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 59 kw

WASHINGTON ATTORNEY: Arnold, Fortas & Porter

CONSULTING ENGINEERS: Jansky & Bailey

The Television Picture is Clear in

Baltimore



*"More advertisers spend more
dollars on WBAL-TV... than
any other Baltimore station."
You ought to find out why!*

TELEVISION BALTIMORE

WBAL-TV

NBC IN MARYLAND

Nationally Represented by *Edward Petry & Co.*

MARYLAND TELEVISION STATIONS

Baltimore—

WMAR-TV

LICENSEE: The A. S. Abell Co.

ADDRESS: Charles & Redwood Sts. ZONE: 3 PHONE: Mulberry 5670

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: The A. S. Abell Co., publishers of The Baltimore Sunpapers.

BEGAN OPERATION: Oct. 27, 1947

NATIONAL REPRESENTATIVE: The Katz Agency

TRANSMITTER ADDRESS: Mathieson Bldg., Baltimore & Light Sts.

CHANNEL: 2 (54-60 mc)

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 380 ft. Above ground, 591 ft.

STUDIO ADDRESS: Charles & Redwood Sts. HOURS OF OPERATION: 9:30 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 2 studio cameras and 5 field cameras.

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP

MUSIC LIBRARY SERVICE: World

STUDIO FACILITIES: Two studios—32x50 ft. seating 50; 20x30 ft. Two RCA studio cameras; two interchangeable RCA field cameras. Three RCA film cameras and three RCA 16mm film projectors. Two semi-automatic slide projectors; two slide projectors for 2x2-in. slides and 35mm film; one Balopticon opaque projector. Seven Type 70-DE 16mm motion picture cameras and one Auricon 16mm motion picture camera. Two Houston film processing units. Two mobile units, one with two cameras, one with three cameras; Zoomar and 40" reflector.

EXECUTIVES:

William F. Schmick Sr., President
 Ewell K. Jett, Vice President & Director of Television
 Earnest A. Lang, Commercial Manager
 Robert B. Cochrane, Program Director
 Carlton G. Hopper, Chief Engineer
 David V. Stickle, Film Buyer
 Edwin B. Mick, Production Manager
 Thomas J. Severin, Program Manager

RATE INFORMATION: Class A hour rate \$800. Minute spot \$150. Rehearsals—\$8. per hour for rehearsals over given time. Frequency discounts begin with 26 times at 5% up to 312 times at 25%. (From Rate Card No. 8, Dec. 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

Frederick—

WFMD-TV*

LICENSEE: Monocacy Broadcasting Co.

ADDRESS: Church St. PHONE: 1626

AM AFFILIATE: WFMD FM AFFILIATE: WFMD-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Laurence Leonard, 100%.

* BEGINS OPERATION: Unknown. (CP granted Dec. 24, 1952)

CHANNEL: 62 (758-764 mc)

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 54 kw

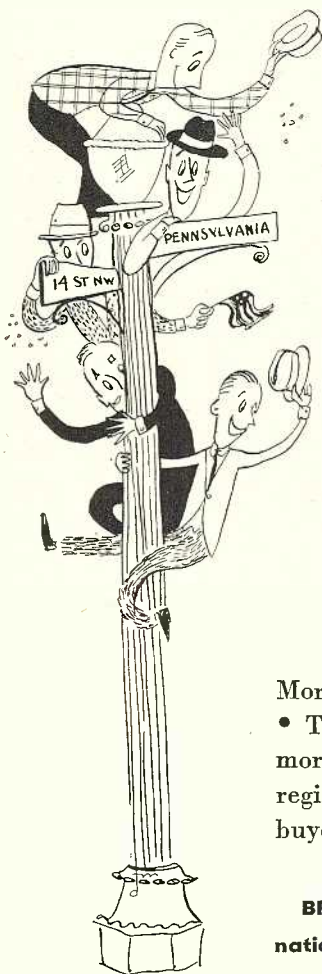
ANTENNA HEIGHT: Above average terrain, 1,150 ft. Above ground, 240 ft.

EXECUTIVES:

Laurence Leonard, President

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George C. Davis



16,000 cheers!
 (that's our circulation)

for the
 newer, smarter,
 easier to read
 more effective

BROADCASTING • TELECASTING

But for all its new look, BROADCASTING • TELECASTING still has *all* the news (while it is news) in the radio-television field. It's better displayed with more meaningful headlines.

More than ever, BROADCASTING • TELECASTING is the Monday morning must for the national and regional buyer of time . . . the buyer most important to you.

BROADCASTING - TELECASTING
 national press bldg., washington 4, d. c.

BROADCASTING • Telecasting

This is

LEADERSHIP THAT GIVES YOU MORE



IN ONE WEEK
WMAR-TV SCORED 61 MORE
QUARTER-HOUR FIRSTS
THAN BALTIMORE'S TWO OTHER
TV STATIONS COMBINED*

*From Hooperatings,
October 1952

HERE ARE THE FACTS

WMAR-TV | Station A | Station B

11 A.M.-6 P.M.

112

63

18

6 P.M.-11 P.M.

85

38

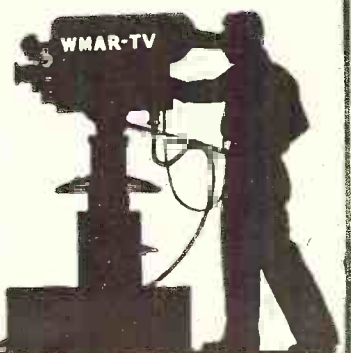
17

TOTAL

197

101

35



In Maryland, most people watch

WMAR-TV

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Now in the **Boston** TV area.. more than

1,000,000
sets!

**MONTHLY
SET
COUNT**

1,002,032

January 1953

Reserved for
Current Month
(grows bigger by the month!)

and most of these sets are tuned most often to

Comparison of TV
Share of Audience
in Boston Area
(nighttime)

Station	"Listened to Most"	"Heard Regularly"
WBZ-TV	52.4%	93.9%
Station B	37.3%	89.3%
Station C	7.1%	18.9%

Source:
Dr. Forest L. Whan,
"The Boston Trade
and Distribution
Area; Radio and
TV Audience."

WBZ-TV
BOSTON
channel 4



WESTINGHOUSE RADIO STATIONS INC

WBZ • WBZA • KYW • KDKA
WOWO • KEX • WBZ-TV

National Representatives, Free & Peters,
except for WBZ-TV;
for WBZ-TV, NBC Spot Sales

MASSACHUSETTS TV STATIONS

Boston—

WBZ-TV

LICENSEE: Westinghouse Radio Stations Inc.

ADDRESS: 1170 Soldiers Field Rd. ZONE: 34 PHONE: Algonquin 4-5670

AM AFFILIATE: WBZ FM AFFILIATE: WBZ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owns and operates W AM-FM-TV Boston; WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh; KYW-AM-FM Philadelphia; WOWO-AM-FM Fort Wayne; KEX-AM-FM Portland, O and applicant to buy WPTZ (TV) Philadelphia. WRS is a subsidiary of Westinghouse Electric Corp., electrical, and radio-TV receiver and electronics manufacturer.

BEGAN OPERATION: June 9, 1948

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 1170 Soldiers Field Rd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 26.5 kw Aural, 12.9 kw

MAKE OF ANTENNA: GE TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 547 ft. Above ground, 658 ft.

HOURS OF OPERATION: 7:00 a.m.-12:30 a.m.

STUDIO ADDRESS: 1170 Soldiers Field Rd.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and field cameras

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Screen Gems NEWS SERVICE: AP, UP, INS, Movietone

STUDIO FACILITIES: Studios—one 40x45x23 ft. peripheral catwalk for set light and scenery; one studio 30x45x19 ft., and auditorium studio seating 150 with stage 35x20 ft. Two RCA 16mm and two 35mm projectors. One Baloptican; 1 strip film projectors and two slide projectors. Two Multiplexer units with film cameras. RCA mobile unit capable of handling three field camera chains, 1 complete microwave units.

EXECUTIVES:

- E. V. Huggins, President
- J. E. Baudino, Executive Vice President
- W. C. Swartley, Station Manager
- C. H. Masse, Sales Manager
- W. Gordon Swan, Program Manager
- W. H. Hauser, Chief Engineer
- Carl Lawton, Film
- Iran Berlow, Program Supervisor
- John G. Stilli Jr., Adv. & Sales Promotion Manager

RATE INFORMATION: Class A hour rate—\$1,500. Minute spot—\$300. Rehearsals \$50 half-hour. Frequency discounts start with 26 times at 7 1/2 % up to 260 times at 20 %. (From rate card No. 7-T, April 1, 1952).

WASHINGTON ATTORNEY: John Steen (WRS)

CONSULTING ENGINEER: Ralph Harmon (WRS)

WNAC-TV

LICENSEE: Yankee Network Division of General Teleradio Inc.

ADDRESS: 21 Brookline Ave. ZONE: 15 PHONE: Commonwealth 6-0800

AM AFFILIATE: WNAC FM AFFILIATE: WNAC-FM

TV NETWORK AFFILIATION: ABC, CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by General Teleradio (90 % owned by General Tire & Rubber Co.). General Teleradio comprises Don Lee Network Division, Yankee Network Division and WOR Division. Don Lee Network Division owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, KGO San Diego. Yankee Network Division owns and operates WNAC-AM-FM-TV Boston, WGTR (FM) Worcester, WEAN Providence, WONS Hartford. WOR Division owns and operates WOR-AM-FM-TV New York.

BEGAN OPERATION: June 21, 1948

NATIONAL REPRESENTATIVE: H-R Representatives Inc.

MASSACHUSETTS TELEVISION STATIONS

WNAC—(Continued)

CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: Medford, Mass.
MAKE OF TRANSMITTER: GE **MODEL NO.:** TT6B
EFFECTIVE RADIATED POWERS: Visual, 26.6 kw Aural, 13.3 kw
MAKE OF ANTENNA: GE **TYPE:** TY14F, 6-Bay
ANTENNA HEIGHT: Above average terrain, 501 ft. Above ground, 437 ft.
HOURS OF OPERATION: 9:30 a.m.-1 a.m.
STUDIO ADDRESS: 21 Brookline Ave.
MAKE OF CAMERA CHAINS: GE
TYPE OF OPERATION: Local, live, local and network film, kinescopes.
NEWS SERVICE: UP, Movietone News.
STUDIO FACILITIES: One studio 25x35 ft. Three image orthicon studio cameras; three field cameras. Two Simplex 35mm and two Bell & Howell 16mm film projectors. One slide projector for 3¼x4-in. glass or opaque slides; one projector for 2x2-in. slides. One mobile unit, three cameras.
EXECUTIVES:
 Tom O'Neil, President
 Linus Travers, Exec. Vice-President, General Manager & Commercial Manager
 George Steffy, Vice President in Charge of TV Operations
 Harry Whittemore, Technical Director
 James Pike, Film Buyer
RATE INFORMATION: Class A hour rate—\$1,250. Minute spot—\$250. Rehearsals—\$50 each half-hour. (From Rate Card No. 6, Aug. 1, 1951)
WASHINGTON ATTORNEY: Pierson & Ball

Wall River—

WSEE-TV*

LICENSEE: New England Television Co.
ADDRESS: 514 Industrial Trust Bldg., Providence, R. I. **PHONE:** Gaspee 1-1858
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Alfred DeMaris, (4/9); Harold C. Arcaro, (1/3); Lewis Tauner, (1/9); Abraham Belilove, (1/9).
BEGINS OPERATION: May, 1953. (CP granted Sept. 14, 1952.)
CHANNEL: 46 (662-668 mc)
TRANSMITTER ADDRESS: Twerton, R. I.
ANTENNA HEIGHT: Above average terrain, 398 ft. Above ground 191 ft.
TYPE OF OPERATION: Network and local live, network and local film, kinescopes.
EXECUTIVES:
 Alfred DeMaris, President
WASHINGTON ATTORNEY: Abraham Belilove
CONSULTING ENGINEER: J. Gordon Keyworth

Holyoke—

WHYN-TV*

LICENSEE: Hampden-Hampshire Corp.
ADDRESS: 180 High St. **PHONE:** 8238
AM AFFILIATE: WHYN **FM AFFILIATE:** WHYN-FM
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. William Dwight, William Dwight, Arthur Ryan, Mrs. Harriet DeRose and Charles N. DeRose. Licensee publishes Holyoke Transcript-Telegram and Northampton (Mass.) Hampshire Gazette.

BROADCASTING • Telecasting

* **BEGINS OPERATION:** Early 1953 (CP granted July 11, 1952)

NATIONAL REPRESENTATIVE: Branham Co. and Bertha Bannan

CHANNEL: 55 (716-722 mc)

TRANSMITTER ADDRESS: Mt. Tom

MAKE OF TRANSMITTER: GE **MODEL NO.:** TT25A

EFFECTIVE RADIATED POWERS: Visual, 156 kw Aural, 91 kw

MAKE OF ANTENNA: GE **TYPE:** TY-23-E, 4-Bay

ANTENNA HEIGHT: Above average terrain, 989 ft. Above ground, 110 ft.

HOURS OF OPERATION: 5 p.m.-11 p.m.

STUDIO ADDRESS: 180 High St.

MAKE OF CAMERA CHAINS: GE **DESCRIPTION:** Film Camera

TYPE OF OPERATION: Network live, local and network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two GE 16mm film projectors: one Kodak projector for 2x2-in. slides; one GE opaque projector for 4x5-in. cards.

EXECUTIVES:

William Dwight, President
 Charles N. DeRose, General Manager
 Patrick J. Montague, Commercial Manager
 Harold Schumacher, Chief Engineer

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Kear & Kennedy

New Bedford—

WNBH-TV*

LICENSEE: E. Anthony & Sons Inc.

ADDRESS: 432 County St. **PHONE:** 8-5228

AM AFFILIATE: WNBH **FM AFFILIATE:** WFMR

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Also owns WOCB-AM-FM West Yarmouth, Mass.

* **BEGINS OPERATION:** Unknown (CP granted July 11, 1952)

NATIONAL REPRESENTATIVE: Walker

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 100 kw

ANTENNA HEIGHT: Above average terrain, 448 ft. Above ground, 552 ft.

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Jansky & Bailey

MASSACHUSETTS TELEVISION STATIONS

Northampton (Springfield)—

WACE-TV*

LICENSEE: Regional TV Corp.

ADDRESS: Hotel Bridgway, Springfield, Mass. PHONE: 6-1323

AM AFFILIATE: WACE Springfield, Mass.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President and Treasurer John S. Begley (99% of voting stock, subscribed to 1,900 shares out of 2,900 shares of stock) also treasurer and 66 2/3% owner of WACE Springfield, Mass.

* BEGINS OPERATION: Autumn 1953 (CP granted Feb. 2, 1953)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: Mt. Tom

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual 21.4 Aural: 12.8 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 950 ft. Above ground 194 ft.

STUDIO ADDRESS: Main & Center Sts. HOURS OF OPERATION: 5 p.m.-midnight

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

EXECUTIVES:

John S. Begley, President and Treasurer
Ralph J. Robinson, Vice President and General Manager

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: Jansky & Bailey

Springfield—

WWLP (TV)*

LICENSEE: Springfield Television Broadcasting Corp.

ADDRESS: 63 Chestnut St. ZONE: 5 PHONE: 6-2757

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: WSPR Springfield owns 19.2% of licensee.

* BEGINS OPERATION: March (CP granted July 11, 1952)

NATIONAL REPRESENTATIVE: Hollingbery

CHANNEL: 61 (752-758 mc)

TRANSMITTER ADDRESS: N. West St., Provin Mt., Agawam, Mass.

MAKE OF TRANSMITTER: GE MODEL: 12 kw

EFFECTIVE RADIATED POWERS: Visual, 150 kw Aural, 75 kw

MAKE OF ANTENNA: RCA TYPE: 4-bay Helical

ANTENNA HEIGHT: Above average terrain, 704 ft. Above ground, 341 ft.

STUDIO ADDRESS: 63 Chestnut St.

HOURS OF OPERATION: 5 p.m.-Midnight

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATIONS: Local and network live, local and network film, kinescope

NEWS SERVICE: INS

STUDIO FACILITIES: Studio 36x38 ft. Two GE studio cameras. Two GE film cameras. GE opaque projector.

EXECUTIVES:

Roger L. Putnam, President
Alan C. Tindal, Vice President
William L. Putnam, Treasurer
Lewis I. Shwartz, Program Director
George Townsend, Chief Engineer
Kristian Solberg, Asst. Treasurer
Wayne Henry Latham, Asst. Program Director

RATE SUMMARY: Class A Hour Rate—\$250. Minute spot—\$50. (From Rate Ca No. 1)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: McIntosh & Inglis

MICHIGAN TELEVISION STATIONS

Ann Arbor—

WPAG-TV*

LICENSEE: Washtenaw Broadcasting Co.

ADDRESS: Hutzel Bldg. PHONE: 2-5517

AM AFFILIATE: WPAG

TV NETWORK AFFILIATION: DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Arthur E. Greene (50%) president and secretary; Edward F. Baughn (50%) vice president and treasurer.

* BEGINS OPERATION: March 15, 1953 (CP granted Sept. 29, 1952)

REGIONAL REPRESENTATIVE: McGillvra

CHANNEL: 20 (506-512 mc)

TRANSMITTER ADDRESS: 1795 S. Maple Rd.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-24A

EFFECTIVE RADIATED POWERS: Visual, 1.75 kw Aural, 0.93 kw

MAKE OF ANTENNA: GE TYPE: 4-Bay

ANTENNA HEIGHT: Above average terrain, 346 ft. Above ground, 270 ft.

STUDIO ADDRESS: 1795 S. Maple Rd.

TYPE OF OPERATION: Local live and Network live; Local film and Network film.

NEWS SERVICE: AP

STUDIO FACILITIES: GE film camera; GPL film projector; Selectro slide projector, Opaque projector.

EXECUTIVES:

Arthur E. Greene, president
Edward F. Baughn, Vice President & Film Buyer
Kenneth MacDonald, Commercial Manager
Roger A. Shepard, Program Director
Donal N. Bowdish, Chief Engineer

DATE INFORMATION: Class A hour rate—\$150. One minute—\$30. Frequency discounts from 26 to 260 times. (From Rate Card No. 1.)

WASHINGTON ATTORNEY: Prince, Taylor & Crampton

CONSULTING ENGINEER: Commercial Radio Equipment Co.

BROADCASTING • Telecasting

Battle Creek—

WBCK-TV*

LICENSEE: Michigan Bcstg. Co.

ADDRESS: 402 Security Nat'l. Bank Bldg.

AM AFFILIATE: WBCK

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Robert H. Holmes (50%) and David N. Holmes (50%).

* BEGINS OPERATION: August (CP granted Nov. 20, 1952)

CHANNEL: 58 (734-740 mc)

TRANSMITTER ADDRESS: East of Riverside Drive

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 18.5 kw Aural, 9.3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 580 ft. Above ground, 455 ft.

STUDIO ADDRESS: 402 Security Nat'l. Bank Building

WASHINGTON ATTORNEY: Guilford Jameson.

CONSULTING ENGINEER: Kear & Kennedy

WBKZ-TV*

LICENSEE: Booth Radio & Television Stations Inc.

ADDRESS: 700 Buhl Bldg., Detroit

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President and treasurer John L. Booth (84.3%). Permittee is licensee of WJLB Detroit, WBBC Flint and WSGW Saginaw.

* BEGINS OPERATION: May 15 (CP granted Oct. 30, 1952)

CHANNEL: 64 (770-776 mc)

TRANSMITTER ADDRESS: Wolverine Tower

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 24.5 kw Aural, 14 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 230 ft. Above ground, 317 ft.

WASHINGTON ATTORNEY: W. T. Pierson

MICHIGAN TELEVISION STATIONS

Detroit—

WJBK-TV

LICENSEE: Storer Broadcasting Co.

ADDRESS: 500 Temple Avenue ZONE: 1 PHONE: Temple 3-7900

AM AFFILIATE: WJBK FM AFFILIATE: WJBK-FM

TV NETWORK AFFILIATION: CBS and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George B. Storer is principal stockholder. Storer Bcstg. Co. owns and operates WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WWVA-AM-FM Wheeling; WMMN Fairmont, W. Va.; WAGA-AM-FM-TV Atlanta; WGBS-AM-FM Miami; WSAI-AM-FM Cincinnati; KEYL (TV) San Antonio; Mr. Storer is publisher of the Miami, Florida Sun.

BEGAN OPERATION: October 24, 1948

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 8009 Lyndon St.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6A

EFFECTIVE RADIATED POWERS: Visual, 16.5 kw Aural, 8.3 kw

MAKE OF ANTENNA: GE TYPE: TY-12C

ANTENNA HEIGHT: Above average terrain, 485 ft. Above ground, 488 ft.

HOURS OF OPERATION: 9:45 a.m.-1 a.m.

STUDIO ADDRESS: 500 Temple St.

MAKE OF CAMERA CHAINS: GE DESCRIPTION: Two film and two studio cameras.

TYPE OF OPERATION: Local & network live, local & network film, kinescopes.

NEWS SERVICE: UP and INS

STUDIO FACILITIES: One studio—32x45 ft. Two GE studio cameras and two RCA field cameras. Two GE film cameras and two GE 16mm film projectors. Four projectors for 2x2-in. slides; one GE opaque projector for 3x4-in. cards. One 16mm Auricon motion picture camera. Mobile unit with RCA field camera chain and RCA microwave relay equipment.

EXECUTIVES:

George B. Storer, President
 Gayle V. Grubb, General Manager
 Harry R. Lipson, Commercial Manager
 Richard E. Fischer, Program Director
 Paul O. Frinke, Chief Engineer
 Arthur MacColl, Film Buyer
 Peter Storer, Sales Promotion Manager
 Lanny Pike, Production Manager

RATE INFORMATION: Class A hour rate—\$1,400. Minute spot—\$225. Frequency discounts start with 13-times at 5% up to 260-times at 25%. (From Rate Card No. 8, Apr. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

WWJ-TV

LICENSEE: The Evening News Association

ADDRESS: 622 W. Lafayette St. ZONE: 31 PHONE: Woodward 2-2000

AM AFFILIATE: WWJ FM AFFILIATE: WWJ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: The Evening News Association, publishers of the Detroit News.

BEGAN OPERATION: June 3, 1947

NATIONAL REPRESENTATIVE: George P. Hollingbery

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Penobscot Building

MAKE OF TRANSMITTER: DuMont MODEL NO.: TA-118-A, TA-117-A

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 10.25 kw

MAKE OF ANTENNA: RCA TYPE: TF-4A

ANTENNA HEIGHT: Above average terrain, 660 ft. Above ground, 695 ft.

HOURS OF OPERATION: 6:58 a.m.-12:12 a.m.

STUDIO ADDRESS: 622 W. Lafayette

MAKE OF CAMERA CHAINS: DuMont & RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Sterling NEWS SERVICE: AP and UP

LIBRARY SERVICE: Thesaurus and Lang-Worth

STUDIO FACILITIES: Studio with 4,640 sq. ft.; studio with 1,900 sq. ft.; studio with 2,288 sq. ft.; auditorium 43x64 ft., seats 350 persons. Seven RCA studio cameras; two DuMont field cameras; five cameras interchangeable for field use; two re screen projectors. Two RCA film cameras; two RCA film projectors. Two slide projectors. One opaque projector. One mobile unit.

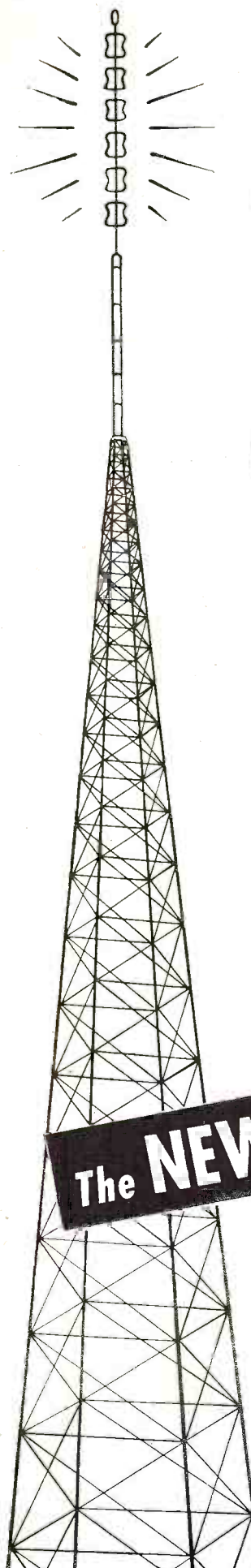
EXECUTIVES:

William J. Scripps, Director of Radio & TV
 Edwin K. Wheeler, General Manager
 Don DeGroot, Assistant General Manager
 Melvin C. Wissman, General Program Manager
 Ralph B. Hunter, Program and Production Manager
 Edgar J. Love, General Engineering Manager
 Frank Picard, Film Editor
 Wendell Parmelee, National Sales Manager
 James Eberle, Public Affairs Manager
 Kirk Knight, Operations Manager

RATE INFORMATION: Class A hour rate—\$1,400. Minute rate—\$252. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 11, May 1, 1952.)

WASHINGTON ATTORNEY: Barnes & Neilson

CONSULTING ENGINEER: William L. Foss Inc.



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Represented Nationally by THE KATZ AGENCY

MICHIGAN TELEVISION STATIONS

Detroit—(Continued)

WXYZ-TV

LICENSEE: WXYZ Inc.

ADDRESS: 1700 Mutual Building ZONE: 26 PHONE: Woodward 3-8321

AM AFFILIATE: WXYZ FM AFFILIATE: WXYZ-FM

TV NETWORK AFFILIATION: ABC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by American Broadcasting-Paramount Theatres Inc. ABC owns and operates WABC-AM-FM-TV New York; WENR-AM-FM and WBKB (TV) Chicago; WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco. AB-PT owns a chain of 650 motion picture theatres.

BEGAN OPERATION: October 9, 1948

NATIONAL REPRESENTATIVE: John Blair Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Maccabees Bldg., 5057 Woodward Ave.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27.9 kw Aural, 13.9 kw

MAKE OF ANTENNA: RCA TYPE: TF-6B, 6 Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 485 ft. Above ground, 480 ft.

HOURS OF OPERATION: 7 a.m.-1 a.m.

STUDIO ADDRESS: Maccabees Bldg.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP and UP

LIBRARY SERVICE: Standard

STUDIO FACILITIES: Three studios—34x40 ft., 44x66 ft., 26x31 ft. Eight studio cameras, three interchangeable field cameras. One Bodde rear screen projector. Two RCA film cameras; two RCA 16mm and two RCA 35mm film projectors. Two projectors for 2x2-in. slides. Three 16mm motion picture cameras (70D Bell & Howell, Bolex, Auricon). Mobile unit—three cameras, lenses: 8½", 17" and 25", Zoomar; microwave equipment and power supply.

EXECUTIVES:

Leonard H. Goldenson, President (AB-PT)

Robert E. Kintner, President (ABC Div.)

Robert H. O'Brien, Executive Vice President (ABC Div.)

James G. Riddell, President & General Manager

John Pival, Sales Manager & Film Buyer

John Lee, Program Director

Charles Kocher, Chief Engineer

Kenny Sims, Film Director

Peter Stand, Executive Producer

Edward Sanchez, Production Manager

Ralph Dawson, Asst. Sales Manager

RATE INFORMATION: Class A hour rate—\$1,250. Minute spot—\$225. Participation—\$75-\$200 per spot. Rehearsals—Live, \$100; Film, \$50. (Minimum, one hour). For each additional 15 minutes, 25% of hourly rate. Frequency discounts—Begin at 13 times with 5% up to 400 times with 30%. (From Rate Card No. 8, Mar. 1, 1952.)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

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East Lansing—

WKAR-TV*

(Educational-Noncommercial)

LICENSEE: Michigan State Board of Agriculture

AM AFFILIATE: WKAR FM AFFILIATE: WKAR-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Grantee is Michigan State College, of which John A. Hanna is president.

* BEGINS OPERATION: September (CP granted Oct. 16, 1952)

CHANNEL: 60 (746-752 mc)

TRANSMITTER ADDRESS: Dobie Rd.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 245 kw Aural, 125 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 980 ft. Above ground, 1,034 ft.

STUDIO ADDRESS: Electrical Engineering Building

EXECUTIVES: Armand L. Hunter, Director

WASHINGTON ATTORNEY: Barnes & Nielson

CONSULTING ENGINEER: William L. Foss Inc.

Flint—

WCTV (TV)*

LICENSEE: Trans-American TV Corp.

ADDRESS: 1420 Walnut St., Philadelphia, Pa.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Grantee is also applicant Evansville, Ind. and Peoria, Ill. James L. Rubenstone, 100% owner, is associated with WFIL Philadelphia.

* BEGINS OPERATION: Sept., 1953 (CP granted July 11, 1952)

CHANNEL: 28 (554-560 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 17.4 kw Aural, 8.7 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 491 ft. Above ground, 546 ft.

EXECUTIVES:

James L. Rubenstone, President and General Manager

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: A. D. Ring & Assoc.

BROADCASTING • Telecasting

MICHIGAN TELEVISION STATIONS

Flint—(Continued)

WTAC-TV*

LICENSEE: Trendle-Campbell Broadcasting Corp.

ADDRESS: 1800 Mutual Bldg., Detroit

AM AFFILIATE: WTAC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President George W. Trendle (51%) is president and treasurer of Trendle-Campbell-Meurer Inc. (radio and television program production); Vice President and General Manager H. Allen Campbell (35%); Secretary Raymond J. Meurer (5%); Assistant Secretary George W. Trendle Jr. (4.5%) and Mary K. Johnston (4.5%).

* BEGINS OPERATION: Unknown (CP granted Nov. 20, 1952)

CHANNEL: 16 (482-488 mc)

TRANSMITTER ADDRESS: 740 S. Saginaw St.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 59 kw Aural, 29.5 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 380 ft. Above ground, 432 ft.

STUDIO ADDRESS: 740 S. Saginaw St.

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Kear & Kennedy

Grand Rapids—

WOOD-TV

LICENSEE: Grandwood Broadcasting Co.

ADDRESS: 1408 Grand Rapids Natl. Bank Bldg. ZONE: 2 PHONE: 9-4125

AM AFFILIATE: WOOD

NETWORK AFFILIATION: NBC, CBS, ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: WFBM Inc. (WFBM-AM-TV Indianapolis; WFDF-AM Flint; WEOA-AM Evansville) 95%.

BEGINS OPERATION: October 19, 1951

REGIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 7 (174-180 mc) (Must move to Ch. 8.)

TRANSMITTER ADDRESS: 92d St., 13 mi. S. of Grand Rapids

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 28.2 kw Aural, 14.2 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay Superturndipole

ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 264 ft.

HOURS OF OPERATION: 10:15 a.m.-12:00 p.m.

STUDIO ADDRESS: 1408 Grand Rapids Natl. Bank Bldg.

MAKE OF CAMERA CHAINS: Composite

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: One studio 33x22 ft. Two cameras, interchangeable for studio and field use. One RCA 16mm film camera, two RCA 16mm film projectors. One Kodak projector for 2x2-in. slides; one Telop opaque projector for 4x5-in. cards.

BROADCASTING • Telecasting

EXECUTIVES:

H. M. Bitner, President
Willard Schroeder, General Manager & Commercial Manager
Franklin G. Sisson, Program Director
Louis Bergenroth, Chief Engineer
Howard J. Silbar, Sales-Service Manager
Leonard Bridge, Controller

RATE INFORMATION: Class A hour rate—\$600, (live), \$500, (film). Minute spot—\$100. Participation per spot—\$100. Rehearsals \$75 per hour. Frequency discount—starts with 13-times at 5% up to 156-times at 25%. (From Rate Card No. 2, Dec. 1, 1952.)

WASHINGTON ATTORNEY: Dempsey & Koplovitz

CONSULTING ENGINEER: Gillette & Assoc.

Jackson—

WIBM-TV*

LICENSEE: WIBM Inc.

ADDRESS: 2511 Kibby Rd.

AM AFFILIATE: WIBM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President and Treasurer Roy Radner (40%), and Vice President Herman Rauner (60%).

* BEGINS OPERATION: Unknown (CP granted Nov. 20, 1952)

CHANNEL: 48 (674-680 mc)

TRANSMITTER ADDRESS: Browns Lake Rd.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 225 kw Aural, 115 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 1,030 ft. Above ground, 950 ft.

STUDIO ADDRESS: 2511 Kibby Rd.

WASHINGTON ATTORNEY: Arnold, Fortas & Porter

CONSULTING ENGINEER: George C. Davis

Kalamazoo—

WKMI-TV*

LICENSEE: Howard D. Steere

ADDRESS: State Theatre Bldg.

AM AFFILIATE: WGFG

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is Howard D. Steere, licensee and general manager of WGFG.

* BEGINS OPERATION: Unknown (CP granted Nov. 26, 1952)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: Gull Rd.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 83 kw Aural, 47 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 270 ft. Above ground, 305 ft.

STUDIO ADDRESS: Gull Rd.

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Vandivere, Cohen & Wearn

MICHIGAN TELEVISION STATIONS

Kalamazoo—(Continued)

WKZO-TV

LICENSEE: Fetzer Broadcasting Co.

ADDRESS: 124 W. Michigan Ave. PHONE: 3-1223

AM AFFILIATE: WKZO

TV NETWORK AFFILIATION: CBS, NBC, ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John E. Fetzer, principal stockholder, also owns WJEF-AM-FM Grand Rapids, Mich.

BEGAN OPERATION: June 1, 1950

NATIONAL REPRESENTATIVE: Avery-Knodel & Co.

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Near Plainwell, Mich.

MAKE OF TRANSMITTER: Federal MODEL NO.: FTL-17-A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: 3FTA

ANTENNA HEIGHT: Above average terrain, 525 ft. Above ground, 353 ft.

HOURS OF OPERATION: 9:30 a.m.-12:00 p.m.

STUDIO ADDRESS: 124 W. Michigan Ave.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

STUDIO FACILITIES: Two studios. Two studio cameras. Two RCA 16mm film cameras; two RCA 16mm projectors. Eastman projector for 2x2-in. slides. Poly-E-Fex (FTL93A) scanner.

EXECUTIVES:

John E. Fetzer, President & General Manager
Carl E. Lee, Administrative Assistant
Donald W. DeSmit Jr., Sales Director
John Speer, Program Director
Harry E. Travis, Film Buyer
Arthur E. Covell, Transmitter Technical Supervisor
Francis L. Morse, Studio Technical Supervisor

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$100. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Nov. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

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Lansing—

WJIM-TV

LICENSEE: WJIM Inc.

ADDRESS: Bank of Lansing Bldg. ZONE: 16 PHONE: 2-1333

AM AFFILIATE: WJIM

TV NETWORK AFFILIATION: NBC, CBS, ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Harold F. Gross.

BEGAN OPERATION: May 1950

NATIONAL REPRESENTATIVE: H-R Representatives Inc.

CHANNEL: 6 (82-88mc)

TRANSMITTER ADDRESS: Saginaw at Howard Sts.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 20.6 kw Aural, 10.3 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay

ANTENNA HEIGHT: Above average terrain, 420 ft. Above ground, 500 ft.

HOURS OF OPERATION: Noon-Midnight

STUDIO ADDRESS: Bank of Lansing Bldg.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-20-A

TYPE OF OPERATION: Network live, local and network film, kinescopes

FILM LIBRARY: Sterling NEWS SERVICE: UP

EXECUTIVES:

Harold F. Gross, President
Willard E. Walbridge, Executive Vice President and General Manager
Howard K. Finch, Vice President (Program and Production)
R. S. Underhill, Commercial Manager
Charles Wallace, Chief Engineer
Philip E. Sherck, Film Director

RATE INFORMATION: Class A hour rate—\$525. Minute spot—\$100. (Rates for film only). (From Rate Card No. 5, Nov. 1, 1952.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: Kear & Kennedy

BROADCASTING • Telecastin-

MICHIGAN TV STATIONS

Lansing—

WILS (TV)*

LICENSEE: Lansing Broadcasting Co.

ADDRESS: 407-11 N. Washington St. ZONE: 30

FM AFFILIATE: WILS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President W. A. Pomeroy (26.92%); Vice President O. D. Campbell (4.25%); Vice President Edwin L. Byrd (17.1%); Secretary-Treasurer John C. Pomeroy (26.92%); Miriam Byrd (17.1%); Laura E. Campbell (4.25%); Bessie M. Pomeroy (18.8%), and six other minority stockholders.

BEGINS OPERATION: September, 1953 (CP granted Jan. 5, 1953)

TRANSMITTER ADDRESS: Olds Tower Bldg., Capitol Ave. and Allegan St.

CHANNEL: 54 (710-716 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 25.5 kw Aural, 13 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 375 ft | Above ground, 390 ft.

STUDIO ADDRESS: Olds Tower Bldg., Capitol Ave. and Allegan St.

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: McIntosh & Inglis

Muskegon—

WTVM (TV)*

LICENSEE: Versluis Radio and Television Inc.

ADDRESS: 6 Fountain St. N. E., Grand Rapids, Mich.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner Leonard A. Versluis, president of Versluis Radio & Television Inc. (WLAV Grand Rapids). Owner of Special Services Co. and 50% owner of Versluis Studios.

BEGINS OPERATION: Unknown (CP granted Dec. 23, 1952)

CHANNEL: 35 (596-602 mc)

TRANSMITTER ADDRESS: Conklin, Mich.

EFFECTIVE RADIATED POWERS: Visual, 269 kw Aural, 135 kw

ANTENNA HEIGHT: Above average terrain, 972 ft. Above ground, 800 ft.

EXECUTIVES:

Leonard A. Versluis, President
Hy M. Steed, Vice President
C. L. Mullen, Secretary
Lee G. Stevens, Chief Engineer

WASHINGTON ATTORNEY: Pierson & Ball

BROADCASTING • Telecasting



WJIM-TV
CHANNEL 6 • LANSING

covers
5 major
Michigan
markets...

JACKSON
FLINT
BATTLE CREEK
SAGINAW
LANSING

COMING SOON • 1000 ft. Tower • 100,000 Watts Power

MICHIGAN TV STATIONS

Saginaw—

WKNX-TV*

LICENSEE: Lake Huron Broadcasting Corp.

ADDRESS: 221 S. Washington Ave. PHONE: 3-4471

AM AFFILIATE: WKNX

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President William J. Edwards, Vice President Alvin M. Bentley (M.C.) and Secretary-Treasurer Howard H. Wolfe, each 33 1/3 %.

* BEGINS OPERATION: March (CP granted Oct. 2, 1952)

NATIONAL REPRESENTATIVE: Gill, Keefe & Perna

CHANNEL: 57 (728-734 mc)

TRANSMITTER ADDRESS: Bridgeport Twp.

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU 1-B

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 12.6 kw

MAKE OF ANTENNA: RCA TYPE: TFU-27BH

ANTENNA HEIGHT: Above average terrain, 482 ft. Above ground, 500 ft.

HOURS OF OPERATION: 5 p.m. to midnight (to start)

STUDIO ADDRESS: 221 S. Washington

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11 and TK-20-D

TYPE OF OPERATION: Local and network live, local and network film and kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Studio 35x22 ft., studio 15x15 ft. One TK-11 studio camera. One TK-20-D film camera. One TP-16-D film camera. One RCA turret slide projector.

EXECUTIVES:

William J. Edwards, President and General Manager
Howard M. Wolfe, Secretary-Treasurer and Station Manager
Robert Dyer, Program Director
Max W. Thomas, Chief Engineer
Henry Scott, Film Buyer
Robert M. Chandler, Commercial Manager
Robert E. Douglas, Sales Promotion Manager
David Kunz, Business Manager

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$50. Frequency discounts. (From Rate Card No. 1, March 1, 1953)

WASHINGTON ATTORNEY: Frank U. Fletcher

CONSULTING ENGINEER: John Creutz

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SOMETHING

TOTAL RETAIL SALES*
\$196,099,000.00

topping such cities as:

Charlotte, N. C.
South Bend, Ind.
El Paso, Texas
Tampa, Florida
and
Peoria, Illinois

FOOD STORE SALES *
\$48,964,000.00

in front of such cities as:

Salt Lake City, Utah
Trenton, New Jersey
Erie, Pennsylvania
Fort Wayne, Ind.
and
Wilmington, Del.

GENERAL MERCHANDISE SALES *

\$27,607,000.00

out-ranking such cities as:

Harrisburg, Pa.
Flint, Michigan
Norfolk, Virginia
Tacoma, Wash.
and
Lansing, Michigan

APPAREL STORE SALES *
\$20,344,000.00

ahead of such cities as:

Akron, Ohio
Fresno, Calif.
Reading, Pa.
Gary, Indiana
and
Charleston, W. Va.

William J. Edwards
President and General Manager

EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Telecastin

NEW HAS BEEN ADDED!!

HOME FURNISHING SALES *

\$11,291,000.00

above such cities as:

Baton Rouge, La.
Spokane, Wash.
Austin, Texas
Elizabeth, N. J.
and
San Jose, Calif.

AUTOMOTIVE STORE SALES *

\$28,142,000.00

rating ahead of such cities as:

Evansville, Ind.
Allentown, Pa.
Jersey City, N. J.
Cambridge, Mass.
and
Mobile, Alabama

FILLING STATION SALES *

\$10,385,000.00

outstripping such cities as:

Providence, R. I.
Syracuse, New York
Little Rock, Ark.
Phoenix, Arizona
and
Chattanooga, Tenn.

BUILDING MATERIALS-HARDWARE SALES *

\$12,777,000.00

more than such cities as:

Birmingham, Ala.
Kansas City, Kan.
Richmond, Virginia
Worcester, Mass.
and
New Haven, Conn.

EATING-DRINKING PLACE SALES *

\$12,000,000.00

out-rating such cities as:

Yonkers, New York
Scranton, Pa.
Alexandria-Arlington, Va.
Corpus Christi, Texas
and
Savannah, Ga.

the Saginaw-Bay City market

66th IN THE NATION

SAGINAW-BAY CITY (Cities Proper)

* 1951-52 SRDS Consumer Markets for year 1950

DRUG STORE SALES *

\$7,608,000.00

leading such cities as:

Springfield, Mass.
Paterson, N. J.
Knoxville, Tenn.
Shreveport, La.
and
Youngstown, Ohio

KNX-TV

SAGINAW, MICHIGAN

CHANNEL 57

Howard H. Wolfe
Sec.-Treas. & Station Mgr.

GILL-PERNA, Inc.

NEW YORK · SAN FRANCISCO
LOS ANGELES · CHICAGO

MINNESOTA TELEVISION STATIONS

Duluth—

WFTV (TV)*

LICENSEE: Great Plains Television Properties Inc.

ADDRESS: 4 W. 58th St., New York

TV NETWORK AFFILIATION: CBS, NBC, ABC and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Herbert Scheffel, president—25% owner Transcontinental Properties Inc., president—19% owner Telenews Productions; Alfred G. Burger, executive vice president-secretary and 25% owner Transcontinental Properties and executive vice president and 16% stockholder Telenews Productions. All stock in licensee is owned by Transcontinental Properties. Licensee also holds TV grants for Sioux City, Iowa, and Little Rock, Ark.

* BEGINS OPERATION: May 1 (CP granted Oct. 24, 1952)

NATIONAL REPRESENTATIVE: Adam J. Young Television Inc.

CHANNEL: 38 (614-620 mc)

TRANSMITTER ADDRESS: 9th St. and 6th Ave., W.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 17 kw Aural, 9.6 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 620 ft. Above ground, 447 ft.

EXECUTIVES:

Herbert Scheffel, President
Alfred G. Burger, Secretary
James C. Cole, Station Manager and Sales Manager
Robert W. Potter, Program Director

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Jansky & Bailey

Minneapolis-St. Paul—

WCCO-TV

LICENSEE: Midwest Radio-Television Inc.

ADDRESS: Radio City, Minneapolis; Dispatch Bldg., St. Paul

PHONE: Lincoln 0552 and Nestor 8661

AM AFFILIATE: WCCO

TV NETWORK AFFILIATION: ABC, CBS, DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned 53% by Mid-Continent Radio-Television Inc. and 47% by CBS with Robert B. Ridder and William J. McNally voting CBS stock under trusteeship. Northwest Publications Inc. (St. Paul Dispatch and Pioneer Press) and Minnesota Tribune Co. each own 50% of Mid-Continent. Ridder radio stations include WDSM Superior, Wis.; KSDN Aberdeen, S. D., and KILO Grand Fork, N. D. Ridder group also publishes New York Journal of Commerce, New York Staats-Zeitung, Grand Forks (N. D.) Herald, Long Beach (Calif.) Press-Telegram and Independent, San Jose (Calif.) News and Mercury. Minority interest is held in Seattle Times.

BEGAN OPERATION: July 1, 1949 (formerly WTCN-TV)

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Foshay Tower

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 28.4 kw Aural, 14.2 kw

MAKE OF ANTENNA: RCA TYPE: TF3A

ANTENNA HEIGHT: Above average terrain, 565 ft. Above ground, 602 ft.

HOURS OF OPERATION: 9 a.m.-1 a.m.

STUDIO ADDRESS: Radio City, Minneapolis

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MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and Field

TYPE OF OPERATION: Local and network live, network local and live.

NEWS SERVICE: AP, UP, INS, Acme

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios—30x80 ft. and 30x60 ft. Six RCA studio camera film cameras and projectors for 16mm, including rear projectors. Eastman 2x2 slide projectors and GE large size opaque and glass transparency projector. M use Baloptican. 16mm sound-on-film movie cameras and Houston processor with complete editing equipment.

EXECUTIVES:

William J. McNally, Chairman of the Board
Robert B. Ridder, President
F. Van Konynenburg, Executive Vice President and General Manager
Sherman Headley, Assistant Manager for TV
R. N. Ekstrum, Sales Manager
Richard Jensen, National Sales
Charles D. Miller, Production Manager
John M. Sherman, Technical Director
Gwen Harvey, Program Director
Harry Jones, Film Director
Florence Z. Cook, Publicity and Promotion Director

RATE INFORMATION: Class A one hour—\$900. One minute spot—\$180. 10-Second spot—\$90. Frequency discounts. (From Rate Card No. 6, Sept. 1, 1952.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

Rochester—

KROC-TV*

LICENSEE: Southern Minnesota Broadcasting Co.

ADDRESS: 100 First Ave. Bldg. PHONE: 3924

AM AFFILIATE: KROC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Agnes P. Gentling 12.25% owner and Vice President G. David Gentling is 8.31% owner.

* BEGINS OPERATION: May, 1953 (CP granted Jan. 15, 1953)

CHANNEL: 10 (192-198 mc)

STUDIO AND TRANSMITTER ADDRESS: 2.8 miles W. on U. S. 14

MAKE OF TRANSMITTER: RCA TYPE: 12-Bay Superturnstile

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 54 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 630 ft. Above ground, 575.5 ft.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local and network film, kinescopes.

STUDIO FACILITIES: One RCA camera. One RCA film camera. Two RCA 16mm film projectors. One RCA 2x2 slide projector. One film processing unit.

EXECUTIVES:

Mrs. A. P. Gentling, President
G. David Gentling, General and Commercial Manager
Mary Miller, Program Director
Robert Cross, Chief Engineer
Don Egerstrom, Film Buyer

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: Jansky & Bailey

BROADCASTING • Telecastir

TV POWER

IN THE MINNEAPOLIS-ST. PAUL, MARKET

Here are the factors which
combine to produce effective
TV Power:

Facilities...

Maximum power of 100,000 watts
... highest antenna in the area ...
studios with camera, audio, film,
and remote facilities usually found
only in major TV centers.

Personalities...

Best known, more experienced,
most traveled performers in the
northwest ... top radio favorites
for two decades. It's the station
with "names"—*Cedric Adams*,
Rollie Johnson, *Bob DeHaven*,
Arle Haerberle—still better known
today on TV.

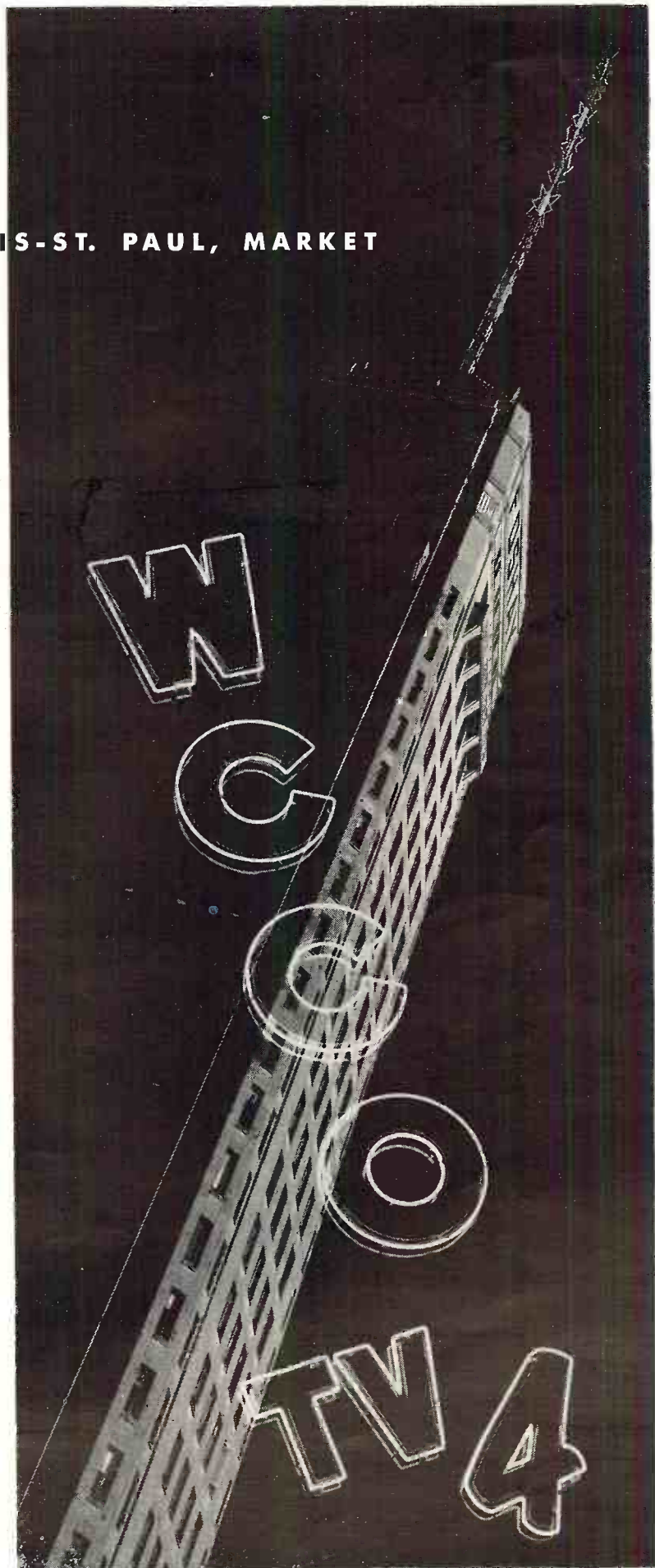
Personnel...

An imaginative staff with "know
how" in sales showmanship—
made possible by years of ex-
perience in radio and TV SALES.

**THIS COMBINATION HAS
ALREADY PROVED ITS
EFFECTIVE SELLING POWER
IN THE MINNEAPOLIS-
ST. PAUL MARKET**

— CBS —

*Nationally represented by
FREE & PETERS*



MINNESOTA TV STATIONS

St Paul-Minneapolis—

KSTP-TV

LICENSEE: KSTP Inc.
ADDRESS: 3415 University Ave. ZONE: 14 PHONE: Prior 2717
AM AFFILIATE: KSTP FM AFFILIATE: KSTP-FM
TV NETWORK AFFILIATION: NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Stanley E. Hubbard is principal stockholder.
BEGAN OPERATION: April 23, 1948
NATIONAL REPRESENTATIVE: Edward Petry & Co.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: 3415 University Ave.
MAKE OF TRANSMITTER: Composite
EFFECTIVE RADIATED POWERS: Visual, 24.7 kw Aural, 17.3 kw
MAKE OF ANTENNA: RCA TYPE: TF5A, 5-Bay Superturnstile
ANTENNA HEIGHT: Above average terrain, 563 ft. Above ground, 568 ft. 9 in.
HOURS OF OPERATION: 7 a.m.-11 a.m.
STUDIO ADDRESS: 3415 University Ave.
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
NEWS SERVICE: AP, UP
LIBRARY SERVICE: World and Thesaurus
EXECUTIVES:
Stanley E. Hubbard, President & General Manager
K. M. Hance, Executive Vice President-Treasurer
Karl A. Plain, National Sales Manager
W. R. Brazzil, Local Sales Manager
Del Franklin, Program Director & Film Buyer
Joseph Kahnke, Chief Engineer
Joseph Cook, Promotion-Publicity Director
RATE INFORMATION: Class A hour rate—\$900. Minute spot—\$180. Frequency discounts—start with 52-times at 5% up to 260-times at 15%. (From Rate Card No. 10, Nov. 1, 1952.)
WASHINGTON ATTORNEY: Spearman & Roberson
CONSULTING ENGINEER: A. D. Ring & Assoc.

St. Cloud—

WJON-TV*

LICENSEE: Granite City Broadcasting Co.
ADDRESS: 522 Lincoln Ave. S.E.
AM AFFILIATE: WJON
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Max H. Lavine is principal owner.
* BEGINS OPERATION: May-June (CP granted Jan. 23, 1953)
NATIONAL REPRESENTATIVE: Rambeau
CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: 522 Lincoln Ave. S.E.
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 12 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 466 ft. Above ground, 420 ft.
STUDIO ADDRESS: 522 Lincoln Ave. S.E.
WASHINGTON ATTORNEY: Scharfeld, Jones & Baron

MISSISSIPPI TV STATIONS

Jackson—

WJTV (TV)

LICENSEE: Mississippi Publishers Corp.
ADDRESS: P.O. Box 40 PHONE: 4-4514
TV NETWORK AFFILIATIONS: CBS, ABC, DuMont, NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes Jackson Clar Ledger and News.
BEGAN OPERATION: Jan. 15, 1953
NATIONAL REPRESENTATIVE: The Katz Agency Inc.
CHANNEL: 25 (536-542 mc)
TRANSMITTER ADDRESS: Robinson Rd.
MAKE OF TRANSMITTER: RCA MODEL NO.: TTU-1B
EFFECTIVE RADIATED POWERS: Visual, 180 kw Aural, 98 kw
MAKE OF ANTENNA: RCA TYPE: TFU-21BL
ANTENNA HEIGHT: Above average terrain, 720 ft. Above ground, 671 ft.
HOURS OF OPERATION: 10 a.m.-11 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A
TYPE OF OPERATION: Local & network live, local & network film, kinescopes.
NEWS SERVICE: AP
STUDIO FACILITIES: Studio 20x30 ft. Two RCA TK-11A studio cameras. Two RCA TK-30A field cameras. One RCA TK-20C film camera. RCA TP-16D film projector. One RCA turret slide projector. Standard RCA mobile unit completely equipped.
EXECUTIVES:
John Rossiter, General Manager
Bruce B. Compton, Commercial Manager
J. R. Whitworth, Chief Engineer
(Miss) Dale Baum, Film Buyer
RATE INFORMATION: Class A hour rate—\$200 (film). Minute spot—\$40 (film). Frequency discounts—start with 13 times at 5% up to 156 times at 25%. (F Rate Card No. 1, Dec. 20, 1952.)
WASHINGTON ATTORNEY: Wheeler & Wheeler
CONSULTING ENGINEER: Raymond M. Willette

Meridian—

WCOC-TV*

LICENSEE: Mississippi Broadcasting Co.
ADDRESS: Box 591 PHONE: 7714
AM AFFILIATE: WCOC
TV NETWORK AFFILIATION: CBS
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: D. W. Gavin and family owns licensee, which also is licensee of WJQS Jackson, WMBC Macon and WJ Columbus, all in Miss. Mr. Gavin also publishes the Weekly Clark County (Quinn, Miss.) Tribune and Meridian (Miss.) Record.
* BEGINS OPERATION: Unknown (CP granted Dec. 23, 1952)
CHANNEL: 30 (566-572 mc)
TRANSMITTER ADDRESS: U. S. 45
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual, 210 kw Aural, 110 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 251 ft.
STUDIO ADDRESS: Threefoot Building
WASHINGTON ATTORNEY: Harry J. Daly
CONSULTING ENGINEER: F. O. Grimwood & Co. (St. Louis)

MISSOURI TELEVISION STATIONS

Clayton—

KFUO-TV*

LICENSEE: Lutheran Church-Missouri Synod

ADDRESS: 210 N. Broadway, St. Louis, and 801 DeMun Ave., Clayton

AM AFFILIATE: KFUD

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Rev. J. W. Behnken, D.D.; First Vice President Rev. H. Hearn, D.D.; Second Vice President Rev. F. A. Hertwig, D.D., and Third Vice President Rev. Walter F. Lichtsinn, D.D.

* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

CHANNEL: 30 (506-572 mc)

TRANSMITTER ADDRESS: 801 DeMun Ave.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 175 kw Aural: 91 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 576 ft. Above ground 536 ft.

STUDIO ADDRESS: 801 DeMun Ave.

WASHINGTON ATTORNEY: Cummings, Stanley, Truitt and Cross

CONSULTING ENGINEER: George E. Gautney

Columbia—

KOMU-TV*

LICENSEE: U. of Missouri

ADDRESS: Columbia, Mo.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Board of Curators of U. of Missouri includes Lester E. Cox, 49% owner KWTO Springfield, Mo., 12.5% owner KOAM Pittsburg, Kan., and 49.5% owner KCMO Kansas City.

BEGINS OPERATION: July, 1953 (CP granted Jan. 15, 1953)

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: South Farm

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual 204.2 kw Aural: 102.3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 796 ft. Above ground 774 ft.

STUDIO ADDRESS: University campus

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

WASHINGTON CONSULTING ENGINEER: Craven, Lohnes & Culver

Westus—

KACY (TV)*

LICENSEE: Ozark Television Corp.

ADDRESS: 702 Louderman Bldg., 317 N. Eleventh St., St. Louis ZONE: 1

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John T. McKenna, accountant, and Carl G. McIntire, television film producer, are the major stockholders.

BEGINS OPERATION: July, 1953 (CP granted Dec. 31, 1952)

CHANNEL: 14 (470-476 mc)

TRANSMITTER ADDRESS: W. of Kimmswick, Mo.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 170 kw Aural, 89 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 870 ft. Above ground, 644 ft.

EXECUTIVES:

John T. McKenna, President
Carl G. McIntire, Vice President and Secretary
George Menos, Treasurer

WASHINGTON ATTORNEY: George M. Moore

CONSULTING ENGINEER: Commercial Radio Equipment Co.

BROADCASTING • Telecasting

Kansas City—

KCTY (TV)*

LICENSEE: Empire Coil Co.

ADDRESS: 85 Beechwood Ave., New Rochelle, N. Y.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Herbert Mayer (45.2%), Franklin Snyder, Frances Mayer (wife of Herbert Mayer), and Herbert Mayer and Frances Mayer in trust for Herbert Mayer Jr. (9.6%) (minor son of Mr. and Mrs. Mayer). Permittee is licensee of WXEL (TV) Cleveland, also permittee of KPTV (TV) Portland, Ore., KDEN (TV) Denver.

* BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)

CHANNEL: 25 (536-542 mc)

TRANSMITTER ADDRESS: Broadway & 26th St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 93 kw Aural, 51 kw

ANTENNA HEIGHT: Above average terrain 390 ft. Above ground 410 ft.

EXECUTIVES:

Herbert Mayer, President
Franklin Snyder, Vice President
Frances Mayer, Treasurer

WASHINGTON ATTORNEY: Lyon, Wilmer & Bergson

CONSULTING ENGINEER: Adler Communication Labs. (New Rochelle, N. Y.)

WDAF-TV

LICENSEE: Kansas City Star Co.

ADDRESS: 3030 Summit ZONE: 8 PHONE: Harrison 1200

AM AFFILIATE: WDAF

TV NETWORK AFFILIATION: NBC, ABC, CBS and DuMont (interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Kansas City Star.

BEGAN OPERATION: Oct. 16, 1949

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 3030 Summit

MAKE OF TRANSMITTER: RCA MODEL NO.: TT5A

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 11 kw

MAKE OF ANTENNA: RCA TYPE: TF5A, 5-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 755 ft. Above ground, 724 ft.

STUDIO ADDRESS: 3030 Summit HOURS OF OPERATION: 7 a.m.-12 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon and Iconoscope

TYPE OF OPERATION: Local and network live, local and network film, kinescopes, remotes.

FILM LIBRARY: Snader NEWS SERVICE: AP, Telenews

MUSIC LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Two studios—20 x 20 ft. and 60 x 40 ft. (with observation room seating 70). Five RCA studio cameras and two RCA interchangeable field cameras. Trans-Lux rear screen projector. Two RCA (TK20A) film cameras; two RCA and two Eastman 16mm film projectors. One Selectroslide projector for 2 x 2-in. slides. Gray Telop opaque projector for 4 x 4-in. cards. One mobile unit with two cameras, 10 lenses (90mm, 50mm, 135mm, 17", 13", 8", Zoomar). Microwave relay equipment.

EXECUTIVES:

H. Dean Fitzer, Managing Director
William A. Bates, Station Manager
E. Manne Russo, Sales Manager
Albert Christy Ladesich, Program Director
Joseph A. Flaherty, Chief Engineer
Vic Peck, Asst. Station Manager
B. A. Carlisle, Asst. Chief Engineer

RATE INFORMATION: Class A hour rate—\$785. One minute—\$157. (From Rate Card No. 7, Jan. 1, 1953)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: George E. Gautney

MISSOURI TV STATIONS

St. Joseph—

KFEQ-TV*

LICENSEE: KFEQ Inc.

ADDRESS: KFEQ Bldg. Phone: 3-2528

AM AFFILIATE: KFEQ

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: 43% owned by News Corp. Publisher of St. Joseph News-Press and Gazette.

* BEGINS OPERATION: May 1953. (CP granted Oct. 16, 1952)

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 41st & Faraon St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AL

EFFECTIVE RADIATED POWERS: Visual, 52 kw Aural, 26 kw

MAKE OF ANTENNA: RCA TYPE TF-6AL, 6-Bay superturnstile

ANTENNA HEIGHT: Above average terrain, 810 ft. Above ground, 750 ft.

STUDIO ADDRESS: 41st & Faraon St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: two field camera chains

TYPE OF OPERATION: Local & network live, local film.

STUDIO FACILITIES: One studio—23 x 34 ft. Two RCA interchangeable field/stud. cameras. One RCA film camera; two 16mm RCA film projectors. One automa' RCA projector for 2 x 2-in. slides. One motion picture camera.

EXECUTIVES:

Barton Pitts, President & General Manager
 Glenn G. Griswold, Commercial Manager
 E. Carleton Schirmer, Program Director
 J. Wesley Koch, Chief Engineer
 J. Ted Branson, Sales Promotion Manager

RATE INFORMATION: Class A hour rate—\$300. Minute rate—\$60. Frequency discounts —Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Nov. 1952)

WASHINGTON ATTORNEY: Pierson & Bail

CONSULTING ENGINEER: George C. Davis



KFEQ-TV

ST. JOSEPH

Third Largest Market in

MISSOURI

**52,000 Watts of Radiated Power
on Channel 2**

**Tower—Effective Height
810 Feet**

Affiliate of
CBS-TV

National Representatives
Headley-Reed Co.

MARKET DATA

Coverage	18 counties
Population	1,024,753
Homes	331,319
Number of farms	38,739
Farm Income	\$253,506,553
Total Retail Sales	\$1,272,993,000

SOURCES—Missouri Farm Census, 1950, Kansas State Board of Agriculture 37th report, 1950 U. S. Census of Agriculture, Standard Rate and Data, Consumer Market Reports.



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Television
NOW AND IN
THE FUTURE,
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BMI TELEVISION SKETCH BOOK

An indispensable collection of pre-tested musical sketches for the producer, director and artist.



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Music is heard and not seen. This simple point of view is the reason BMI makes no distinction between the use of its music by an audio station or a television station.

BMI has been television-minded since 1940. It grants to television the unrestricted right to perform its catalog of music from any source—live, filmed or recorded—with assurance that BMI-licensed music, recorded or filmed now, may be used in the future.

From BMI you receive long term performing rights to a vast catalog of music of every type—television music ranging from folk music and pop hits to concert music.

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BROADCAST MUSIC, INC.

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Get this... I just told him
 I'm planning to start a new TV Station
 and he said "Plan to lose a few
 hundred thousand the first year."
 What do I say now?



Simply say you're planning to buy
 Consolidated's **STATION-STARTER PLAN**
 ... nine top TV films in one low-priced
 package. Low enough, in fact, for you to
 make a profit on them from the
 moment you go on the air.

Consolidated Television Sales
distributors of film for Television

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
 25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
 520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

MISSOURI TV STATIONS

St. Louis—

KSD-TV

LICENSEE: Pulitzer Publishing Co.

ADDRESS: 1111 Olive St. ZONE: 1 PHONE: Main 1111

AM AFFILIATE: KSD

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of St. Lo. Post-Dispatch.

BEGAN OPERATION: Feb. 8, 1947

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1111 Olive St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: 3-Element Superturnstile

ANTENNA HEIGHT: Above average terrain, 530 ft. Above ground, 544 ft.

STUDIO ADDRESS: 1111 Olive St. HOURS OF OPERATION: 6:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30

TYPE OF OPERATION: Local and network live, local and network film and kinescop

NEWS SERVICE: INS

EXECUTIVES:

Joseph Pulitzer, President
 George M. Burbach, General Manager
 Edward W. Hamlin, Commercial Manager
 Harold Grams, Program Director
 J. E. Risk, Chief Engineer
 David Pasternak, Promotion Manager

RATE INFORMATION: Class A. hour rate—\$950. Minute spot—\$175. Participati
 —\$80-\$300 per spot. Frequency discounts—begin with 13 times at 5% up
 200 times at 25%. (From Rate Card No. 8, Jan. 1, 1952).

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: A. D. Ring & Assoc.

Premier, Preeminent, Predominant, Prescribed...

Since February 8, 1947, when KSD-TV began operations as America's **FIRST** completely postwar equipped television station, "KSD-TV" and "television" have been synonymous to the 596,000 families in the Greater St. Louis Market.

Long before KSD-TV had completed its sixth year on the air, more than 75% of the homes in its area had become **TELEVISION** homes... a 150-million-dollar acknowledgment of the excellence of KSD-TV's programming and public service... a tribute to KSD-TV's foresight which enabled the two million persons in its coverage area to enjoy the thrills and advantages of television throughout the "freeze."

Not only has the Greater St. Louis Market been among the nation's leaders in degree of television "penetration" throughout the frozen years, the KSD-TV area consistently has been at or near the top of the "sets-in-use" column among the nation's top ten markets. Not only is KSD-TV *premier, preeminent and predominant* in its area, KSD-TV most certainly is *prescribed* for advertisers with products and services to sell to the prosperous St. Louis Market.

KSD-TV

THE ST. LOUIS POST-DISPATCH TELEVISION STATION
NATIONAL ADVERTISING REPRESENTATIVE: FREE & PETERS, Inc.
NBC TELEVISION NETWORK • CHANNEL 5

MISSOURI TV STATIONS

St. Louis—(Continued)

KSTM-TV*

LICENSEE: Broadcast House Inc.

ADDRESS: 319 No. Fourth St.

AM AFFILIATE: KSTL

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: William E. Ware (10%), president and 24.9% owner of KSTL St. Louis, 28% owner of Television & Radio Peoria Inc., applicant for TV station in Peoria, and sole owner of WPEO Peoria; Oscar D. Guth (10%), treasurer and 16% owner of Edwin F. Guth Co. (lighting fixture mfrs.), vice president and 16% owner of St. Louis Brass Mfg. Co.; William H. Biggs (16%), 1/3 partner in Biggs, Curtis, Biggs and Crossen (law firm); Edward E. Haverstick Jr., treasurer and 17.7% owner of KSTL, 14% owner of WPEO and 1/4 partner in Smith, Moore & Co. (investment brokers); Albert G. Blanke Jr. (15%), private investor in securities and oil properties; Ray Roberts Inc. (10%), gas appliance jobbers.

* BEGINS OPERATION: April 15, 1953 (CP granted Jan. 15, 1953)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: Northrup Ave. near Kingshighway

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 275 kw Aural: 145 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 580 ft. Above ground 592 ft.

EXECUTIVES:

William E. Ware, President
Oscar D. Guth, Vice President
William H. Biggs, Secretary
Edward E. Haverstick Jr., Treasurer

WASHINGTON ATTORNEY: Lucien Hilmer

CONSULTING ENGINEER: George P. Adair

WTVI (TV)*

LICENSEE: Signal Hill Telecasting Corp.

ST. LOUIS ADDRESS: Room 1939, Boctman's Bank Bldg. Bernard T. Wilson, President and General Manager. (For full listing, see Belleville, Ill.)

Page 140 • 1953 TELECASTING Yearbook

At Last!

HAS A SECOND

In operation early
in May
serving 2½ million people
in the greater
St. Louis area with top.

**NETWORK
SPORTS
FILM
LIVE SHOWS**

one of the nation's
most powerful TV station
(220,000 watts E.R.P.)

Studio and Transmitter

10,200 W. Main St., Belleville, Illinois

High on the Illinois Bluffs overlooking St. Louis—
just 6½ miles from downtown St. Louis

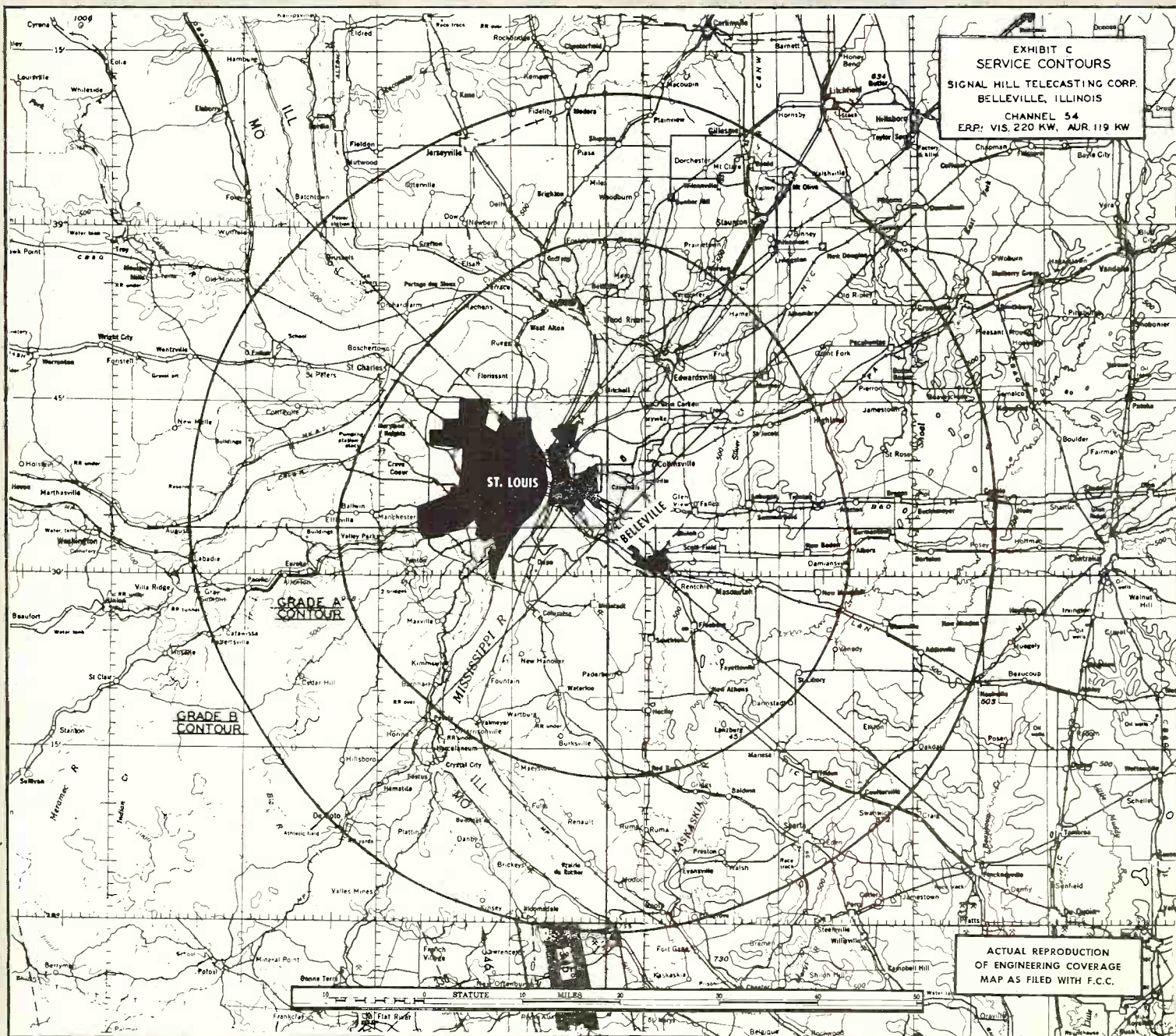
For

Choice Availabilities

ST. LOUIS

AND THE GREATER ST. LOUIS AREA
Nation's 8th Largest Marketing Area
2,500,000 People
\$3,000,000,000 Retail Sales
Over 468,000 TV sets in use in Primary Coverage Area

TV STATION WTVI CHANNEL 54



SIGNAL HILL TELECASTING CORP. SALES OFFICES: 1939 BOATMEN'S BANK BLDG., ST. LOUIS 2, MO.

Call WEED TELEVISION

NATIONAL SALES REPRESENTATIVES:
NEW YORK • CHICAGO • BOSTON • DETROIT
HOLLYWOOD • SAN FRANCISCO • ATLANTA

MISSOURI TV STATIONS

Springfield—(Continued)

KTTS-TV*

LICENSEE: Independent Broadcasting Co.
ADDRESS: P.O. Box 1716 ZONE: 4 PHONE: 2-7474
AM AFFILIATE: KTTS FM AFFILIATE: KTTS-FM
TV NETWORK AFFILIATION: CBS, DuMont
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: J. H. G. Cooper, Frank Sedgwick, G. Pearson Ward, Irving W. Schwab.
BEGINS OPERATION: April, 1953 (CP granted Oct. 9, 1952)
NATIONAL REPRESENTATIVE: Weed TV
CHANNEL: 10 (192-198 mc)
TRANSMITTER ADDRESS: Walnut at Jefferson St.
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-2AH
EFFECTIVE RADIATED POWERS: Visual, 12.76 kw Aural, 6.38 kw
MAKE OF ANTENNA: RCA TYPE: TF6AH
ANTENNA HEIGHT: Above average terrain, 262½ ft. Above ground, 242 ft.
STUDIO ADDRESS: Chamber of Commerce Bldg.
HOURS OF OPERATION: 3:00 p.m.-10:15 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A
TYPE OF OPERATION: Local live and local film, kinescopes.
NEWS SERVICE: AP
STUDIO FACILITIES: One studio 36x36 ft. One studio camera (TK-11A). One RCA film camera and two RCA 16mm film projectors. One RCA automatic slide projector (35mm).
EXECUTIVES:
J. H. G. Cooper, President
G. Pearson Ward, General Manager
William F. Curry, Chief Engineer
WASHINGTON ATTORNEY: Dempsey & Koplovitz
CONSULTING ENGINEER: James C. McNary

KYTV (TV)*

LICENSEE: Springfield Television Inc.
ADDRESS: 999 W. Sunshine St.
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Lester L. Cox (49 out of 250 shares), 50% owner of Pioneer Adv., Springfield, 12½% owner of KOAM Pittsburg, Kan. (Mr. Cox must divest himself of 49% of ownership of KWTO Springfield as condition to grant); T. W. Duvall (1 out of 250 shares) president of Springfield Newspapers (Springfield News and Leader Press) and of KGBX Springfield; J. Gordon Wardell (37½% out of 250 shares), general manager of WGBX; Tams Bixby Jr. (1 out of 250 shares), vice president of Springfield Newspapers and KGBX, and president and 40% owner of Muskogee, Okla., Phoenix and Times-Democrat and KBIX Muskogee. Springfield Newspapers Inc. owns 121 out of 250 shares.
* BEGINS OPERATION: July, 1953 (CP granted Jan. 8, 1953)
CHANNEL: 3 (60-66 mc)
TRANSMITTER ADDRESS: 999 W. Sunshine St.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 61 kw Aural, 31 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 520 ft. Above ground 550 ft.
STUDIO ADDRESS: 999 W. Sunshine St.
EXECUTIVES:
Lester L. Cox, President
T. W. Duvall, Vice President
J. Gordon Wardell, Treasurer
WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd
CONSULTING ENGINEER: Craven, Lohnes & Culver

MONTANA TV STATIONS

Billings—

KOOK-TV*

LICENSEE: The Montana Network
ADDRESS: 7002 S. Billings Blvd.
AM AFFILIATE: KOOK
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President C. L. Crist (46.7%); Vice President J. Carter Johnson (42.9%); Consulting Engineer and Secretary-Treasurer Melvin N. Hoinoss (2.5%).
* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)
TRANSMITTER ADDRESS: 2 m. ESE of downtown Billings on Coburn Hill Rd.
CHANNEL: 2 (54-60 mc)
MAKE OF TRANSMITTER: Composite
EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 8.8 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 471 ft. Above ground 124 ft.
STUDIO ADDRESS: 2 m. ESE of downtown Billings on Coburn Hill Rd.
WASHINGTON ATTORNEY: John H. Midlen
CONSULTING ENGINEER: Grant R. Wrathall (Aptos, Calif.)

— — — — *

LICENSEE: Rudman-Hayutin Television Co.
ADDRESS: c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: General Partners are M. B. Rudman (50%), independent oil operator in Texas, Oklahoma, Louisiana, Arkansas, N. Dakota, Illinois, Georgia, Florida, Alabama and South Dakota, 50% owner of Parra Bldg., Denver, permittee of new uhf station in Galveston, and applicant new TV stations in Minot, N. D.; and Albert Hayutin (50%, independent oil producer, 50% owner of Pennant Drilling Co., Denver, and Globe Furniture Co., Denver.)
* BEGINS OPERATION: Unknown (CP granted Jan. 15, 1953)
CHANNEL: 8 (180-186 mc)
TRANSMITTER ADDRESS: Coburn Hill Rd.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 12 kw Aural, 6.2 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain 390 ft. Above ground 199 ft.
STUDIO ADDRESS: Coburn Hill Rd.
LEGAL COUNSEL: Ross K. Prescott (Dallas)
CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

MONTANA TELEVISION STATIONS

Butte—

KOPR-TV*

LICENSEE: Copper Broadcasting Co.

ADDRESS: Finlen Hotel. PHONE: 6546

AFFILIATE: KOPR

NETWORK AFFILIATION: ABC

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Frank C. Carman, 16.75% (also 5% KUTA Salt Lake City, 25% of KGEM-AM-TV Boise, Ida.; less than 25% of KLIX Twin Falls, Ida.; less than 25% of KIFI Idaho Falls and of KWIK Pocatello, da.). David G. Smith has the same interests in the same stations, as does Grant R. Wrathall. Robert D. Cooney, 10.5%; Ed Cooney, 10%.

BEGAN OPERATION: September 1953. (CP granted Jan. 15, 1953)

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Little Basin Creek

EFFECTIVE RADIATED POWERS: Visual 14.1 kw Aural: 7.05 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above average terrain 347 ft. Above ground 300 ft.

STUDIO ADDRESS: Little Basin Creek

HOURS OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: One studio (30x40 ft.). One RCA studio camera, TK-10A; one RCA film camera, TK-10A; two RCA 16mm film projectors, TK-20A; one 35mm slide projector and one RCA 35mm slide scanner, TK-3A.

EXECUTIVES:

Frank C. Carman, President
Ed Cooney, Vice President and General Manager
George Chance, Commercial Manager
James Harrold, Program Director
John Gort, Chief Engineer

WASHINGTON ATTORNEY: John H. Midlen

CONSULTING ENGINEER: Grant R. Wrathall (Aptos, Calif.)

Twin Falls—

KFBB-TV*

LICENSEE: Buttrey Broadcasting Inc.

ADDRESS: First National Bank Bldg. PHONE: 4377

AFFILIATE: KFBB

NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: J. P. Wilkins, president and general manager of the station.

BEGAN OPERATION: Unknown (CP granted Jan. 15, 1953)

NATIONAL REPRESENTATIVE: Weed Television

CHANNEL: 5 (76-82 mc)

BROADCASTING • Telecasting

TRANSMITTER ADDRESS: 300 Central Ave.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual 9.5 kw Aural: 4.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 100 ft. Above ground 285 ft.

STUDIO ADDRESS: 300 Central Ave.

WASHINGTON ATTORNEY: Wheeler & Wheeler

CONSULTING ENGINEER: ARCHER S. TAYLOR (Missoula, Mont.)

NEBRASKA TV STATIONS

Lincoln—

KOLN-TV

LICENSEE: Cornhusker Radio & Television Corp.

ADDRESS: 40 and W Sts. PHONE: 2-7218

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edward O'Shea, real estate and auto dealer, majority stockholder.

BEGAN OPERATION: Feb. 8, 1953

NATIONAL REPRESENTATIVE: Weed Television

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: 40th & W St.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 30.3 kw Aural, 15 kw

ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 377 ft.

STUDIO ADDRESS: 940 N. 40th St. HOURS OF OPERATION: Noon-Midnight

STUDIO FACILITIES: Two studios—30x42 ft. and 10x10 ft. DuMont studio camera; two 16mm film cameras.

EXECUTIVES:

Edward O'Shea, President
Harold E. Anderson, Vice President, General Manager
Otis H. Segler, Sales Manager
William Lucas, Program Director
Marvin Korinek, Chief Engineer
Paul Jensen, Film Buyer
Twila F. Walker, Promotion Manager
Byron Krasne, News Editor

RATE INFORMATION: Class A Hour rate—\$200. Minute rate—\$34. Frequency discounts —Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Feb. 1, 1953.)

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Commercial Radio Equipment Co.

A *Capital* IDEA

IN

NEBRASKA'S CAPITAL CITY . . .

KFOR-TV

WHERE THE RICH FARM AND
URBAN POPULATION OF SOUTH-
EASTERN NEBRASKA LOOKS
AGAIN AND AGAIN ON

CHANNEL 10

The name KFOR has been synonymous with
service and sales in Nebraska for 29 years.

KFOR-TV
BASIC ABC IN LINCOLN

JAMES STUART, *President* GEO. X. SMITH, *V.P. & Gen. Mgr.*

Represented Nationally By
THE PAUL H. RAYMER COMPANY, INC.

NEBRASKA TV STATIONS

Lincoln—(Continued)

KFOR-TV*

LICENSEE: Cornbelt Broadcasting Corp.

ADDRESS: Stuart Building PHONE: 2-6965

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: James Stuart, sole owner.

* BEGINS OPERATION: April 1, 1953 (CP granted Oct. 16, 1952)

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: 48th & Vine

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AH

EFFECTIVE RADIATED POWERS: Visual, 59 kw Aural, 29.5 kw

MAKE OF ANTENNA: RCA TYPE TF-6A1

ANTENNA HEIGHT: Above average terrain, 290 ft. Above ground, 343 ft.

STUDIO ADDRESS: 48th & Vine HOURS OF OPERATION: 6 p.m.-10 p.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local film.

STUDIO FACILITIES: Two studios—30x53 ft. and 7x10 ft. One RCA studio camera. T
film cameras, 16mm, and three 16mm film projectors. One RCA slide project

EXECUTIVES:

James Stuart, President
George X. Smith, Vice President and General Manager
Robert Metheny, Commercial Manager
Ken Greenwood, Program Director and Film Buyer
Charles Winkler, Chief Engineer
Ken Wayman, News Editor

NEBRASKA TV STATIONS

Omaha—

KMTV (TV)

LICENSEE: May Broadcasting Co.

ADDRESS: 2615 Farnam St. ZONE: 2 PHONE: WEbster 9800

LOCAL AFFILIATE: KMA, Shenandoah, Iowa

TV NETWORK AFFILIATION: CBS, ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edward W. May is principal stockholder. Licensee is 25% owned by Col. B. J. Palmer and D. D. Palmer, owners of WOC-AM-FM-TV Davenport, Iowa, and of WHO-AM-FM Des Moines, Iowa.

DAYS OF OPERATION: Sept. 1, 1949.

CHANNEL: 3 (60-66 mc)

NATIONAL REPRESENTATIVE: Edward Petry & Co.

TRANSMITTER ADDRESS: 2615 Farnam St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-25AL

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: RCA TYPE: MODEL TF-6AL

ANTENNA HEIGHT: Above average terrain, 591.5 ft. Above ground, 550 ft.

STUDIO ADDRESS: 2615 Farnam St. HOURS OF OPERATION: 9:00 a.m. to Midnight

MAKE OF CAMERA CHAINS: RCA

DAYS OF OPERATION: Uses local live, network live, local film, network film, kinescopes.

BIBLIOTHECARY SERVICE: Capitol NEWS SERVICE: United Press

STUDIO FACILITIES: Two studios (50x70, seating 200 people, and 40x50, seating 100). Five RCA image orthicon cameras. One Houston Fearless television crane, model TC-1. One Electrozoom lens. Two RCA 16mm film projectors. Two film cameras. Three Eastman slide projectors (2x2 in.). Two Selecto-slide projectors (2x2 in.). One Multiscope. Mobile unit has two RCA camera chains.

PERSONNEL:

Edward W. May, President
 Owen Saddler, Executive Vice President and General Manager
 Edward O. Peterson, Vice President in Charge of Sales
 Arden E. Swisher, General Sales Manager
 Roy Schroeder, Chief Engineer
 Glenn E. Harris, Program Director and Film Buyer
 Joe H. Baker, Promotion Manager
 Howie Jeffrey, Production Manager
 Jolly Schwentser, Asst. Chief Eng.
 Lloyd Kalber, News Director

ADDITIONAL INFORMATION: Class A hour rate—\$550. Minute spot—\$110. Participations—\$30.80 to \$110. Frequency discounts—begin with 13 times at 2½% up to 312 times at 25%. (From Rate Card No. 7, Feb. 1, 1953.)

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Robert M. Silliman

BROADCASTING • Telecasting

AGAIN — AGAIN — AGAIN —
 AGAIN — AGAIN!

KMTV

IS OMAHA'S MOST LOOKED-AT
 100,000 WATT
 MOST LISTENED-TO STATION

The five Pulse Surveys conducted in Omaha-KMTV AREA during 1952 showed why KMTV is *Omaha's No. 1 Station*. KMTV carried most of the top 10 shows during 1952 and consistently led in share of weeknight audience.

Here are results of the five Pulse Surveys for 1952:

1ST	KMTV 5 of TOP 10	
FEBR. 1-7	With 5 of the Top 10 Shows—KMTV Had 55% of the Share of Weeknight Audience	
2ND	KMTV 5 of TOP 10	
APR. 13-19	With 5 of the Top 10 Shows—KMTV Had 55% of the Share of Weeknight Audience	
3RD	KMTV 9 of TOP 10	
JULY 29-AUG. 4	With 9 of the Top 10 Shows—KMTV Had 59% of the Share of Weeknight Audience	
4TH	KMTV 9 of TOP 10	
OCT. 8-14	With 9 of the Top 10 Shows—KMTV Had 61% of the Share of Weeknight Audience	
5TH	KMTV 8 of TOP 10	
DEC. 7-13	With 8 of the Top 10 Shows—KMTV Had 60% of the Share of Weeknight Audience	

USE KMTV, with MAXIMUM POWER, for Maximum Results in the Big Prosperous OMAHA MARKET. KMTV with 100,000 watts will be serving over 200,000 TV sets by year-end, 1953. CASH IN NOW ON THIS GROWING PROSPEROUS MARKET.

CBS
 ABC
 DuMont

KMTV CHANNEL
3

TELEVISION CENTER
 MAY BROADCASTING CO., OMAHA, NEBR.

Now Represented Nationally By EDWARD PETRY & CO., INC.

WOW-TV



then . . .

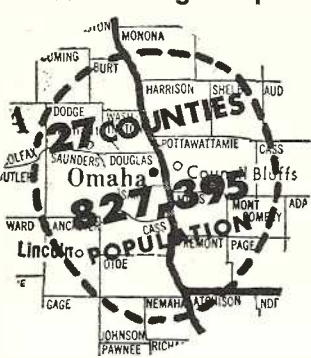
<p>1931 WOW Technicians experiment in television.</p>	<p>1944 WOW applies to Federal Communications Commission for license to build and operate a commercial TV station in Omaha.</p>
<p>1946 WOW-TV technicians and Creighton University begin active work in television experimentation.</p>	<p>1947 WOW-TV and Creighton stage first telecast in Midwest of surgical operation.</p>
<p>1949 WOW-TV stages first regular circuit television.</p>	<p>1949 WOW-TV is first to begin regular commercial telecasting.</p>

and now . . .

FIRST WITH MAXIMUM POWER

WOW-TV is the first television station in the entire Midwest to operate on maximum power—100,000 watts video, 50,000 watts audio (the maximum allowed on channels 2 through 6). This maximum power gives WOW-TV advertisers maximum coverage. Before WOW-TV increased to 100,000 watts, its primary coverage area included 27 Nebraska, Iowa, and Missouri counties—with a population of 827,395. Now—WOW-TV's primary area covers 43 counties in those same states with a population of 1,158,820, or 440,000 more than Omaha's second television station.

WOW-TV's Old and NEW Coverage Maps



BEFORE 100,000 Watts



AFTER 100,000 Watts

Take advantage of WOW-TV's MAXIMUM POWER—MAXIMUM COVERAGE in the Omaha Metropolitan—Farm Market.

WOW-TV OMAHA

Frank P. Fogarty, Gen'l Mgr. Fred Ebener, Sales Mgr.
A MEREDITH STATION—Represented by BLAIR-TV, Inc.
Basic NBC-TV and Dumont Affiliate

NEBRASKA TV STATIONS

Omaha—(Continued)

WOW-TV

LICENSEE: Meredith WOW Inc.

ADDRESS: 3509 Farnam St. PHONE: Webster 3400

AM AFFILIATE: WOW

TV NETWORK AFFILIATION: NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, Iowa, publisher, Better Homes & Gardens and Successful Farmer. Meredith Engineering Co. owns and operates WHEN (TV) Syracuse; WOW-AM-TV Omaha; KPHO-AM-TV Phoenix, Ariz.

BEGAN OPERATION: Aug. 29, 1949

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: 3509 Farnam Street

MAKE OF TRANSMITTER: RCA MODEL NO.: TF-25AL

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: RCA TYPE: TF-5A, 5-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 580 ft. Above ground, 498 ft.

STUDIO ADDRESS: 3509 Farnam St. HOURS OF OPERATION: 7 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 2 studio and 2 field

TYPE OF OPERATION: Local and network live, local and network film, kinescope remote

FILM LIBRARY: Official Films NEWS SERVICE: UP, Telenews

MUSIC LIBRARY SERVICES: World, SESAC, Standard

STUDIO FACILITIES: Two studios—75x45x25 ft. and 30x28x18 ft. Two (TK-10A) studio cameras; two RCA (TK-30A) field cameras. Two RCA (TK-20A) cameras and two GE (4PF-28) film projectors. Slide projectors: two Eastman 35mm one GE Model PF-3C, two 35mm Selectroslides. One Aurican SOF and one B motion picture camera. Houston film processing unit. Mobile unit equipped with two RCA field cameras, standard lenses; two RCA microwave units.

EXECUTIVES:

E. T. Meredith Jr., President
Payson Hall, Vice President, Director, Radio-TV Meredith Publishing Co.
Howard Stalnaker, Assistant Director, Radio-TV (Meredith Publishing Co.)
Frank P. Fogarty, General Manager
Lyle DeMoss, Asst. General Manager and Film Buyer
Fred Ebener, Sales Manager
C. Alfred Larson, Regional Sales Manager
Soren Munkhof, Program Director
William J. Kotera, Chief Engineer
Robert Seitzer, Promotion Manager
Jack Mazzie, Production Manager
Martha Bohlsen, Home Service Director
Glenn Flynn, Asst. Chief Engineer
Ray Clark, Director of News & Special Events
Jack Payne, Director of Sports
Mal Hansen, Farm Service Director
Arnold Peterson, Asst. Farm Service Director

RATE INFORMATION: Class A hour rate—\$450. Minute spot—\$90. Frequency discounts start with 13 times at 2 1/2% up to 312 times at 25%. (From Rate Card No. 5, April 1, 1952.)

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: A. D. Ring & Assoc.

NEVADA TV STATION

reno—

KZTV (TV)*

LICENSEE: Nevada Radio-Television Inc.

ADDRESS: Riverside Hotel PHONE: 3-6156

AM AFFILIATE: KWRN

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Kenyon Brown (50%), 20% owner of KEPO-AM-TV El Paso, Tex., and KWFT-AM-FM Wichita Falls, Tex., Secretary-Treasurer Donald W. Reynolds (50%), president and 66 2/3% owner of KFSA-AM-FM-TV Fort Smith, Ark.

BEGINS OPERATION: March 1953 (CP granted Dec. 23, 1952)

TRANSMITTER ADDRESS: E. 2d St., 1/4 mi. E. of Kistoke Lake

CHANNEL: 8 (180-186 mc)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 3 kw Aural, 1.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, minus 440 ft. Above ground, 217 ft.

STUDIO ADDRESS: 19 S. Virginia St.

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: Craven, Lohnes & Culver

NEW JERSEY TV STATIONS

Asbury Park—

WRTV (TV)*

LICENSEE: Atlantic Video Corp.

ADDRESS: c/o Walter Reade Jr., 710 Mathison Ave.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Walter Reade Jr. (49.7%) New York and New Jersey theatre operator, and Vice President and Secretary Edwin Gage (49.2%), New York and New Jersey theatre operator with Mr. Reade.

BEGINS OPERATION: Late 1953. (Cp granted Oct. 2, 1952)

TRANSMITTER ADDRESS: Intersection State Routes 35 and 4N

CHANNEL: 58 (734-740 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 490 ft.

STUDIO ADDRESS: 710 Mathison Ave.

EXECUTIVES:

Walter Reade Jr., President
Harold C. Burke, Coordinating Director

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: Weldon & Carr

BROADCASTING • Telecasting

NEW JERSEY TV STATIONS

Atlantic City—

WFPG-TV

LICENSEE: Neptune Broadcasting Corp.

ADDRESS: Steel Pier PHONE: 5-2188

AM AFFILIATE: WFPG FM AFFILIATE: WFPG-FM

TV NETWORK AFFILIATION: NBC, CBS, ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Chairman of the Board Jack N. Berkman (10%), attorney of Steubenville, Ohio, and part owner of WSTV Steubenville, WPIT Pittsburgh and WBMS Boston; President Fred Weber (30%), executive vice president of WBMS; Executive Vice President John J. Laux (10%), owner WJJI Niagara Falls, N. Y., and executive vice president of WSTV, WPIT and WBMS; Vice President Louis Berkman (10%), president of Louis Berkman Co. (steel broker and fabricator), and part owner WSTV, WPIT and WBMS; Treasurer Richard Teitlebaum (10%), part owner WSTV, WPIT and WBMS; Helen Teitlebaum (10%), part owner of WPIT and WBMS; Allen H. Berkman (10%), Pittsburgh attorney and part owner WPIT, WSTV, WBMS and WJPA Washington, Pa.

BEGAN OPERATION: Dec. 21, 1952

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 46 (662-668 mc)

TRANSMITTER ADDRESS: Murray Ave. and Ohio Ave.

MAKE OF TRANSMITTER: RCA MODEL NO.: TTU-1B

EFFECTIVE RADIATED POWERS: Visual, 19.5 kw Aural, 9.75 kw

MAKE OF ANTENNA: RCA TYPE: TFU-24B

ANTENNA HEIGHT: Above average terrain, 426 ft. Above ground, 448 ft.

STUDIO ADDRESS: Murray Ave and Ohio Ave.

HOURS OF OPERATION: 5 p.m.-11:15 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Network live and film, local film, slides.

STUDIO FACILITIES: Studio 40x60 ft. plus announcer's booth. Two RCA field cameras. Two RCA (TK-20C) film cameras and two RCA (TP-16D) 16mm film projectors. One RCA slide projector (MI-26131), one Gray Telop II opaque projector, monoscope test pattern scanner. One mobile unit (on order).

EXECUTIVES:

Fred Weber, President
Blair K. Thron, Director of Operations
Russell E. Truex, Commercial Manager
Ed Davis, Program Director
Earl Godfrey, Chief Engineer
Edna Lattimer, Film Buyer
Pearl Kogen, Office Manager
Susan Hanna, Traffic Manager

RATE INFORMATION: Class A hour rate \$150 (live and film). Minute spot \$20. Frequency discounts start with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 1, Nov. 1, 1952)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: Craven, Lohnes & Culver

NEW JERSEY TELEVISION STATIONS

Atlantic City—(Continued)

— — — *

LICENSEE: Matta Enterprises

ADDRESS: 1223 Braddock Ave., Braddock, Pa.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners William G. Matta and G. C. Matta, each one-third owner of WLOA Braddock, Pa., and TV applicant at Akron, Ohio. They are in real estate and coal stripping business.

* BEGINS OPERATION: Unknown. (CP granted Jan. 8, 1953)

CHANNEL: 52 (698-704 mc)

TRANSMITTER ADDRESS: 208 N. Maine Ave.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 11 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 370 ft. Above ground, 391 ft.

WASHINGTON ATTORNEY: Scharfeld, Jones & Baron

CONSULTING ENGINEER: A. D. Ring & Assoc.

Newark—

WATV (TV)

LICENSEE: Bremer Broadcasting Corp.

ADDRESS: 1020 Broad St. ZONE: 1

NEW YORK PHONE: Barclay 7-3260 NEWARK PHONE: Mitchell 2-6400

AM AFFILIATE: WAAT FM AFFILIATE: WAAT-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Irving R. Rosenhaus and family are principal stockholders.

BEGAN OPERATION: May 1949

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: First Mt., West Orange, N. J. (Holds mod. CP to move to Empire State Bldg., N. Y.)

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30.5 kw Aural, 15.3 kw

MAKE OF ANTENNA: RCA TYPE: TF-6B, Six-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 595 ft. Above ground, 203.5 ft. (Holds mod. CP for 1,190 ft. above average terrain, 1,200 ft. above ground.)

STUDIO ADDRESS: 1020 Broad St. HOURS OF OPERATION: Noon-Midnight

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MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and Field

TYPE OF OPERATION: Local live and film.

MUSIC LIBRARY: Associated, World.

STUDIO FACILITIES: Three studios: studio A, 84x82 ft.; B, 31x13 ft.; C, 72x45 ft. Six studio cameras and two field cameras. Two film cameras (TK-20A). Four RCA 16mm film projectors. Four slide projectors and one opaque projector (Project Super, for 4x5-in. cards). One DuMont scanner. One RCA mobile unit with 4 cameras, twelve lenses (from 35mm to 24-in.) and microwave relay equipment.

EXECUTIVES:

Irving Robert Rosenhaus, President and General Manager
Edmund S. Lennon, Vice President—Sales
George Green, Program Director
Frank V. Bremer, Vice President—Engineering
Robert Paskow, Film Buyer

RATE INFORMATION: Class A one hour, \$1,000; one minute spot, \$200; 20 second spot, \$150; 10 second spot, \$100. Frequency discounts: Programs, 26 weeks, 52 weeks, 10%. Announcements: 52 times, 5%; 500 times, 15%. Rehearsals: Live studio first hour, \$125; additional hours, \$75. Film studio per hour, \$ From Rate Card No. 4, May 1, 1952.

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

New Brunswick—

WTLV (TV)*

(Educational-Noncommercial)

LICENSEE: State of New Jersey

ADDRESS: State House, Trenton

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Station will be under supervision of Chester Robbins, Acting Commissioner of Education for State of New Jersey

* BEGINS OPERATION: Unknown (CP granted Dec. 4, 1952)

CHANNEL: 19 (500-506 mc)

TRANSMITTER ADDRESS: Washington Rock

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 53 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 780 ft. Above ground, 461 ft.

STUDIO ADDRESS: College Hghts., Rutgers U.

LEGAL COUNSEL: Attorney General of N. J.

CONSULTING ENGINEER: Paul Godley Co.

BROADCASTING • Telecasting

NEW MEXICO TELEVISION STATIONS

Albuquerque—

KOB-TV

LICENSEE: Albuquerque Broadcasting Co.

ADDRESS: 234 Fifth Street SW PHONE: 3-4411

STATION AFFILIATE: KOB

NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Time Inc., 50%; Wayne Coy, ex-FCC chairman, 50%.

BEGINS OPERATION: November 1948

STATION REPRESENTATIVE: The Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 905 Buena Vista SE

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 5 kw Aural, 2.5 kw

MAKE OF ANTENNA: RCA TYPE: Single Bay Turnstile

ANTENNA HEIGHT: Above average terrain, 67 ft. Above ground, 133 ft.

STUDIO ADDRESS: 234 Fifth St., SW HOURS OF OPERATION: 3 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local live and film, network film and kinescopes.

STATION LIBRARY: Snader NEWS SERVICE: AP

MUSIC LIBRARY SERVICE: Standard

RADIO FACILITIES: One studio 30x20 ft. Two RCA field cameras. Two RCA film cameras and two RCA 16mm film projectors. Two slide projectors—one Selectoscope and one Bell & Howell for 2x2-in. slides. One complete mobile unit.

PERSONNEL:

Wayne Coy, President
George S. Johnson, Station Manager, Commercial Manager, Chief Engineer and Film Buyer
Dorothy Smith, Program Director

ADDITIONAL INFORMATION: Class A hour rate—\$195. Minute spot—\$20. Standard frequency discounts. (From Rate Card No. 2, Dec. 1, 1950)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: Jansky & Bailey

Laswell—

KSWS-TV *

LICENSEE: John A. Barnett

ADDRESS: P. O. Box 670

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: John A. Barnett, sole owner, oil producer in Midland and Upton Counties, Tex., and consulting geologist.

BEGINS OPERATION: Unknown (CP granted Jan. 29, 1953)

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: Comanche Hill

BROADCASTING • Telecasting

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 110 kw Aural, 55 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 903 ft. Above ground, 783 ft.

WASHINGTON ATTORNEY: A. L. Stein

CONSULTING ENGINEER: George E. Gautney

Sante Fe—

LICENSEE: Greer & Greer

ADDRESS: Lencic Bldg.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: E. John Greer (50%) and Saloma S. Greer (50%), New Mexico and Colorado theatre and realty operators.

* BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 2 mi. N of Santa Fe

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 54 kw Aural, 27 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 420 ft. Above ground, 600 ft.

WASHINGTON ATTORNEY: I. E. Lambert

CONSULTING ENGINEER: A. D. Ring & Assoc.

NEW YORK TV STATIONS

Albany—

WTVZ (TV)*

(Educational-Noncommercial)

LICENSEE: U. of State of New York, State Education Dept.

ADDRESS: Dr. Lewis A. Wilson, U. of State of New York, State Education Dept., Albany, N. Y.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: U. of State of New York also holds permits for noncommercial educational TV stations at Binghamton, Buffalo, Ithaca, New York City, Rochester and Syracuse. Application is pending for Utica.

* BEGINS OPERATION: Unknown (CP granted July 24, 1952)

CHANNEL: 17 (488-494 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 202.5 kw Aural, 105.3 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 1,432 ft. Above ground, 541.8 ft.

TYPE OF OPERATION: Noncommercial educational

WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Francis E. Almstead, (Albany)



the
only
 vhf station
 serving
 Southern New York
 and
 Northern Pennsylvania

. . . nuff said?

50 KILOWATTS **WNBF-TV** CHANNEL 12

BINGHAMTON, NEW YORK

National Representative: The Bolling Company

NEW YORK TV STATIONS

Binghamton—

WNBF-TV

LICENSEE: Clark Associates Inc.

ADDRESS: P. O. Box 48 PHONE: 3-7311

AM AFFILIATE: WNBF

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John C. Clark is principal stockholder.

BEGAN OPERATION: December 1, 1949

NATIONAL REPRESENTATIVE: The Bolling Co.

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: Ingraham Hill Rd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 52.5 kw Aural, 26.25 kw

MAKE OF ANTENNA: GE TYPE: TY-28H, 12-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 820 ft. Above ground, 376 ft.

HOURS OF OPERATION: 11 a.m.-Midnight

STUDIO ADDRESS: Arlington Hotel

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

MUSIC LIBRARY: Thesaurus

STUDIO FACILITIES: Two studios—20x13 ft. and 18x35 ft. Two RCA field image orthicon cameras. Holmes rear screen projector. One RCA iconoscope film camera. Two 16mm film projectors. One slide projector. One Kodak motion picture camera.

EXECUTIVES:

John C. Clark Sr., President
 Cecil D. Mastin, General Manager
 Stanley N. Heslop, Commercial Manager
 Edward M. Scala, Program Director and Film Buyer
 Louveer H. Stantz, Chief Engineer
 L. L. Rogers, Treasurer

RATE INFORMATION: Class A hour rate—500 film only. Minute spot—film \$17. Rehearsals—\$15 per quarter-hour in excess of 2-1 ratio which is included in studio rate which is \$148 per hour additional for class A. Frequency discount starting with 13-times up to 260-times. (From Rate Card No. 5, Feb. 1, 1953)

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Jansky & Bailey

NEW YORK TELEVISION STATIONS

Albany—(Continued)

WQTV (TV)*

(Educational-Noncommercial)

LICENSEE: U. of State of New York, State Education Dept.

ADDRESS: State Education Dept., Albany

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV) Albany.

BEGINS OPERATION: Unknown (CP granted Aug. 14, 1952)

CHANNEL: 46 (662-668 mc)

TRANSMITTER ADDRESS: State Veterans Hospital

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 105 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 531 ft.

STUDIO ADDRESS: 31 Main St.

TYPE OF OPERATION: Noncommercial educational

WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Francis E. Almstead (Albany)

Buffalo—

WBEN-TV

LICENSEE: WBEN Inc.

ADDRESS: Hotel Statler ZONE: 2 PHONE: Mohawk 0930

TV AFFILIATE: WBEN FM AFFILIATE: WBEN-FM

NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Buffalo Evening News Inc., publisher of Buffalo Evening News.

BEGINS OPERATION: May 14, 1948

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Colden, N. Y.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: RCA TYPE: TFS-14A, Super gain.

ANTENNA HEIGHT: Above average terrain, 1,206 ft. Above ground, 1057 ft.

HOURS OF OPERATION: 7 a.m.-12:30 a.m.

STUDIO ADDRESS: Hotel Statler

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

BROADCAST SERVICE: AP, UP and INS

STUDIO FACILITIES: Two studios—22x36 ft. and 22x44 ft. Four RCA studio cameras and two RCA interchangeable field cameras. Two RCA (TK-20A) film cameras and two Eastman 16mm film projectors. Two Selectroslide projectors for 2x2-in. slides. Mobile unit with two cameras, lens: 50mm, 90mm, 135mm, 8½-in. and Zoomar; microwave relay equipment (RCA).

BROADCASTING • Telecasting

EXECUTIVES:

Edward H. Butler, President

Alfred H. Kirchhofer, Vice President

C. Robert Thompson, General Manager

George R. Torge, Station Manager

Nicholas J. Malter, Sales Manager

Frederick A. Keller, Program Director

Ralph J. Kingsley, Technical Director

Glenn Beerbower, Asst. Tech. Dir. in Chg. Television

Quentin Renner Sr., Film Editor

Joseph A. Haeffner, Promotion Manager

RATE INFORMATION: Class A hour rate—\$700. Minute spot (live)—\$125; film—\$115.50. Participation per spot, \$70. Rehearsals—studio \$35 per half hour; film—\$20 per half-hour. (From Rate Card No. 6, Sept. 1, 1951)

WASHINGTON ATTORNEY: Spearman & Roberson

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

WBES-TV *

LICENSEE: Buffalo-Niagara Television Corp.

ADDRESS: Ellicott Square Bldg.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-owners: Charles R. Diebold, president of Western Savings Bank; Joseph Davis, heating contractor, and Vincent M. Gaughan, attorney.

* BEGINS OPERATION: Unknown (CP granted Dec. 23, 1952)

CHANNEL: 59 (740-746 mc)

TRANSMITTER ADDRESS: 391 Washington St.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 91 kw Aural, 51 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 410 ft. Above ground, 430 ft.

STUDIO ADDRESS: 391 Washington St.

WASHINGTON ATTORNEY: Frank J. Delaney

CONSULTING ENGINEER: John H. Mullaney

WBUF (TV)*

LICENSEE: Chautauqua Broadcasting Corp.

ADDRESS: 797 Seneca St. PHONE: Madison 5104

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Sherwin Grossman (29.6%), in laundry-dry cleaning business and owner State Liquor Stores Inc., Orlando, Fla.; Executive Vice President Gary L. Cohen (29.6%), manager—25% owner Van Buren Amusement Enterprises (drive-in theatre); Secretary Irving Cohen, theatre owner, and Treasurer Harry J. Grossman, laundry-dry cleaning.

* BEGINS OPERATION: April 1, 1953 (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: H-R Reps.

CHANNEL: 17 (488-494 mc)

TRANSMITTER ADDRESS: 535 Main St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 95 kw Aural, 48 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 532 ft.

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: Kear & Kennedy

NEW YORK TELEVISION STATIONS

Buffalo—(Continued)

WTVF (TV)*

(Educational-Noncommercial)

LICENSEE: U. of State of New York, State Education Dept.

ADDRESS: State Education Dept., Albany

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV) Albany

* BEGINS OPERATION: Unknown (CP granted July 25, 1952)

CHANNEL: 23 (524-530 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 100 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 647.8 ft. Above ground, 539 ft.

TYPE OF OPERATION: Noncommercial educational

WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Francis E. Almstead (Albany)

Elmira—

WTVE (TV)*

LICENSEE: Elmira Television

ADDRESS: c/o Sayles & Evans, 415 E. Water St.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners: T. K. Cassel, president and 99% owner of WDAD Indiana, Pa., sole owner of WATS Sayre, Pa., and 25.8% owner of WCHA Chambersburg, Pa.; and John S. Booth, vice president-general manager and 33% owner of WCHA.

* BEGINS OPERATION: March, 1953 (CP granted Nov. 6, 1952)

NATIONAL REPRESENTATIVE: Forjoe & Co.

CHANNEL: 24 (530-536 mc)

TRANSMITTER ADDRESS: R. F. D. #1, Wellsburg, N. Y.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 58 kw Aural, 29 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 850 ft. Above ground, 431 ft.

STUDIO ADDRESS: Mark Twain Hotel

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: Kear & Kennedy

Ithaca—

WHCU-TV *

LICENSEE: Cornell University

ADDRESS: Savings Bank Bldg. PHONE: 4-6301

AM AFFILIATE FM AFFILIATE: WHCU-FM

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Cornell University

* BEGINS OPERATION: November 15, 1953 (CP granted Jan. 8, 1953).

CHANNEL: 20 (506-512 mc)

TRANSMITTER ADDRESS: Connecticut Hill

EFFECTIVE RADIATED POWERS: Visual 215 kw Aural: 110 kw

ANTENNA HEIGHT: Above average terrain, 1,220 ft. Above ground, 440 ft.

STUDIO ADDRESS: Savings Bank Bldg.

EXECUTIVES:

Michael R. Hanna, General Manager.

WASHINGTON ATTORNEY: Cohn & Marks.

WIET (TV)*

(Educational-Noncommercial)

LICENSEE: U. of New York State

ADDRESS: State Education Dept., Albany, N. Y.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: See WTVZ (TV) Albany

* BEGINS OPERATION: Unknown (CP granted Jan. 8, 1953)

CHANNEL: 14 (470-476 mc)

TRANSMITTER ADDRESS: Conn. Hill

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 205 kw Aural: 105 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 1,290 ft. Above ground 543 ft.

STUDIO ADDRESS: State College of Agriculture

WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Francis E. Almstead (Albany)

NEW YORK TELEVISION STATIONS

Amestown—

WJTN-TV *

LICENSEE: James Broadcasting Co.
ADDRESS: 110 West Third St.
AM AFFILIATE: WJTN **FM AFFILIATE:** WJTN-FM
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Principal stockholder is Jay E. Mason.
BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)
CHANNEL: 58 (734-740 mc)
TRANSMITTER ADDRESS: Frewsburg, N. Y.
MAKE OF TRANSMITTER: DuMont
EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural 56 kw
MAKE OF ANTENNA: GE
ANTENNA HEIGHT: Above average terrain, 720 ft. Above ground, 250 ft.
STUDIO ADDRESS: 110 W. Third St.
EXECUTIVE:
 Simon Goldman, Vice President and General Manager
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson
CONSULTING ENGINEER: Jansky & Bailey

Kingston—

WKNY-TV *

LICENSEE: Kingston Broadcasting Corp.
ADDRESS: 17 Dunbar St., Keene, N. H.
AM AFFILIATE: WKNY
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: WKNE Corp. 50.01%
BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)
NATIONAL REPRESENTATIVE: Meeker TV Inc.
CHANNEL: 66 (782-788 mc)
TRANSMITTER ADDRESS: Plainfield St., Kingston, N. Y.
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 13.5 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 250 ft. Above ground, 436 ft.
STUDIO ADDRESS: Plainfield St.
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson
CONSULTING ENGINEER: Craven, Lohnes & Culver

BROADCASTING • Telecasting

New York—

WABC-TV

LICENSEE: American Broadcasting-Paramount Theatres Inc.
ADDRESS: 7 W. 66th St. **ZONE:** 23 **PHONE:** Susquehanna 7-5000.
AM AFFILIATE: WABC **FM AFFILIATE:** WABC-FM
TV NETWORK AFFILIATION: Key station for ABC
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: AB-PT owns and operates WABC-AM-FM-TV New York, WENR-AM-FM and WBKB (TV) Chicago, WXYZ-AM-FM-TV Detroit, KECA-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco. AB-PT also owns chain of 650 motion picture theatres.
BEGAN OPERATION: August 10, 1948
NATIONAL REPRESENTATIVE: Edward Petry & Co.
CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: Empire State Bldg.
MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A
EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.15 kw
MAKE OF ANTENNA: RCA **TYPE:** Special
ANTENNA HEIGHT: Above average terrain, 1,378 ft. Above ground, 1,465 ft.
HOURS OF OPERATION: 9 a.m.-1 a.m.
STUDIO ADDRESS: 7 W. 66th St.
MAKE OF CAMERA CHAINS: RCA, GE, GPL **DESCRIPTION:** Studio and field
TYPE OF OPERATION: Local live and film, network live and film, kinescopes.
NEWS SERVICE: AP, UP, INS, Movietone
STUDIO FACILITIES: Studio TV-1 (73x90 ft.), four cameras. Studio TV-4 (32x63 ft.), three cameras. Studios TV-5, 6 and 7 (42x41 ft. combined), three cameras combined. Studio TV-8 (34x36 ft.), three cameras. Studio TV-11 (48x68 ft.), four cameras. Studio TV-12 (48x57 ft.), four cameras. Ritz Theatre (46x52 ft. stage), four cameras. Fifty-Eighth St. Theatre (30x72 ft. stage), four cameras. Times Hall (30x72 ft. stage), four cameras. School of Radio Technique studio (34x88 ft.), three cameras. Two mobile units with microwave relays.
EXECUTIVES:
 Leonard H. Goldenson, President
 Robert E. Kintner, President (ABC Div.)
 Robert H. O'Brien, Executive Vice President (ABC Div.)
 Slocum Chapin, Vice President in Charge of Owned and Operated Stations and General Manager, WABC-TV
 Paul Mowrey, Station Manager
 Trevor Adams, Sales Manager
 Ross Worthington, Cooperative Program Sales
 Freelon Fowler, Film Director
 Mae H. Dehn, Business Manager
 Mary Alice Connell, Sales Service Manager
 Merle Worster, Manager TV Operations, Engineering Dept.
 W. P. Sedgwick, Sales Promotion Manager
RATE INFORMATION: Class A one hour—\$3,100. One minute spot—\$650. 20 Second spot—\$550. 10-Second spot—\$350. Frequency discounts. Studio rehearsal rates: Studio TV-1, \$350. Studio TV-4, \$250. Studios TV-5, 6, 7 and 8, \$225. Studio TV-11 and 12, \$275. Ritz Theatre, \$325. Fifty-Eighth St. Theatre, \$300. School of Radio Technique Studio, \$275. Audio only rehearsals are \$100 less than on-camera rates. Dry runs are \$125 less than on-camera rates. All rates are for one hour of rehearsal. (From Rate Card No. 7, Aug. 1, 1951)
WASHINGTON ATTORNEY: McKenna & Wilkinson
CONSULTING ENGINEER: Kear & Kennedy

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NEW YORK TELEVISION STATIONS

New York—(Continued)

WABD (TV)

LICENSEE: Allen B. DuMont Labs Inc.

ADDRESS: 515 Madison Ave. ZONE: 22 PHONE: Murray Hill 8-2600

TV NETWORK AFFILIATION: DuMont key station

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is TV and electronics manufacturer and operates DuMont Television Network. Other owned and operated stations are WTTG (TV) Washington and WDTV (TV) Pittsburgh.

BEGAN OPERATION: May 1944

NATIONAL REPRESENTATIVE: DuMont Spot Sales (Richard Railton Co., San Francisco)

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: DuMant MODEL NO.: 7000

EFFECTIVE RADIATED POWERS: Visual, 16.7 kw Aural, 8.4 kw

MAKE OF ANTENNA: RCA TYPE: Super Gain

ANTENNA HEIGHT: Above average terrain, 1,338 ft. Above ground, 1,436 ft.

STUDIO ADDRESS: 515 Madison Ave. HOURS OF OPERATION: 10:15 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local live and film, network live and film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: INS

STUDIO FACILITIES: Studio 1 (4,200 sq. ft., seating 300 people). Studio 2, 3 and 4 (3,000 sq. ft. each, seating 150 people). Studio 5 (7,200 sq. ft., seating 300 people). Ambassador Theatre (1,720 sq. ft., seating 650 people). Adelphi Theatre (1,890 sq. ft., seating 1,128 people). Wanamaker Auditorium (2,000 sq. ft., seating 280 people). Twenty studio cameras. Four field cameras (interchangeable). Four Bodde rear screen projectors. Three 35mm and four 16mm film projectors. One Telop (3x4-in cards). Four scanners. One Bell & Howell and one Maurer motion picture cameras. One mobile unit with four cameras, Zoomar, 50-135mm, 7.5-20-in. lenses, two microwave relay equipment.

EXECUTIVES:

Dr. Allen B. DuMont, President
Chris J. Witting, Director, DuMont TV Network
Richard E. Jones, Manager, Owned & Operated Stations and General Manager, WABD.
Lawrence L. Wynn, Sales Manager
James L. Caddigan, Program Director
Milton Morel, Manager, New York Operations
Ridney D. Chipp, Director of Engineering
William Lacey, Film Buyer

RATE INFORMATION: Class A one hour—\$2,200. Minute spot—\$500. Rehearsals—Live studio: \$200 per hour (30-60 minute program); \$100 per half hour (5-29 minute program); \$200 per hour additional time. Film studio: \$125 per hour (\$50 minimum). Extra charge for theatre studios, \$250 per telecast. (From Rate Card No. 9, Nov. 1, 1951)

WASHINGTON ATTORNEY: Roberts & McInnis

WCBS-TV

LICENSEE: Columbia Broadcasting System Inc.

ADDRESS: 485 Madison Ave. ZONE: 22 PHONE: Plaza 1-2345

AM AFFILIATE: WCBS FM AFFILIATE: WCBS-FM

TV NETWORK AFFILIATION: CBS network key station

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PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM at KNXT (TV) Los Angeles, WBBM-AM-FM-TV Chicago, WEEL-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (55% owned by Washington Post) and 47% WCCO-AM-TV Minneapolis of which Mid Continent Radio Television Corp owns 53%.

BEGAN OPERATION: July 1, 1949

NATIONAL REPRESENTATIVE: CBS TV Spot Sales

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-10A

EFFECTIVE RADIATED POWERS: Visual, 43 kw Aural, 21.5 kw

MAKE OF ANTENNA: RCA TYPE: TFS-2551-5 Super Gain

ANTENNA HEIGHT: Above average terrain, 1,282 ft. Above ground, 1,332 ft.

HOURS OF OPERATION: 9:45 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA, GE, DuMont and GPL

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP, UP, INS and Telenews

STUDIO FACILITIES: Eighteen studios with seating capacity ranging from 250 to 1,083 (eight studios with audience accommodations, two for film). Sixty-eight studio cameras of various makes. Nine interchangeable RCA field cameras. Three rear screen projectors. Eleven film cameras. Fourteen 35mm and 16mm film projectors. Five Gray opaque projectors for 4x5-in. cards. Seven motion picture cameras (three sound), various makes. Two mobile units, each with three camera three microwave relay units.

EXECUTIVES:

J. L. Van Volkenburg (CBS), President (Television)
Merle S. Jones (CBS), Vice President TV Stations & General Services
Craig Lawrence, General Manager
George R. Dunham, General Sales Manager
Hal Hough, Program Director
Robert G. Thompson, Chief Engineer
David Savage, Manager of Film Department
Clarence Worden, Asst. to General Manager
Robert G. Patt, Advertising & Sales Promotion Manager
Morton A. Barrett, Operations & Service Manager
Dan Gallagher, Associate Program Director
Robert Fuller, Publicity Director

RATE INFORMATION: Class A hour rate—\$4,000. Minute rate—\$800 (From Rate Card No. 11, June 1, 1952)

WASHINGTON ATTORNEY: Rosenman, Goldmark, Colin & Kaye

WGTV (TV)*

(Educational-Noncommercial)

LICENSEE: U. of State of New York, State Department of Education

ADDRESS: State Dept. of Education, Albany

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV) Albany.

* BEGINS OPERATION: Unknown (CP granted Aug. 14, 1952)

CHANNEL: 25 (536-542 mc)

TRANSMITTER ADDRESS: New York City

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 204 kw Aural, 110 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 680 ft. Above ground, 710 ft.

STUDIO ADDRESS: New York City

TYPE OF OPERATION: Noncommercial educational

BROADCASTING • Telecasting



a series o three **EIMAC KLYSTRONS** for all **UHF-TV**

UHF television is now practical, dependable and economical through the development of the Eimac type 3K20,000L five kilowatt klystrons. It takes only three of these high-power klystrons to span the entire UHF-TV spectrum (470-890 mc). Through the size, only 45 pounds each, and versatility of the type 3K20,000L klystrons, problems of manufacture, supply, and equipment design are minimized. Rated at a collector dissipation of 20 kw., these pace-setters in UHF-TV have a power gain of 20 db., and a peak sync output of five to six kilowatts in broad-band TV operation when driven by an Eimac 4X150G. Constructed to give long, efficient life, the 3K20,000L klystrons contain exclusive Eimac features of external tuning and ceramic cavities.

3K20,000LA—Channels 14 thru 32

3K20,000LF—Channels 33 thru 55

3K20,000LK—Channels 56 thru 83

Write for complete data about this and other Eimac Power Tubes covering all UHF and VHF channels.

**The Five Kilowatt Klystrons are
another Eimac contribution to
electronic progress**

Eimac
TUBES

EITEL-McCULLOUGH, INC.
SAN BRUNO • CALIFORNIA

NEW YORK TELEVISION STATIONS

New York—(Continued)

WNBT (TV)

LICENSEE: National Broadcasting Co.

ADDRESS: 30 Rockefeller Plaza ZONE: 20 PHONE: Circle 7-8300

AM AFFILIATE: WNBC FM AFFILIATE: WNBC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp. of America. NBC also owns and operates WRC-AM-FM and WNBW (TV) Washington, D. C.; WMAQ-AM-FM and WNBQ (TV) Chicago; WTAM-AM-FM and WNBK (TV) Cleveland; KNBC-AM-FM San Francisco, and KNBH (TV) Hollywood.

BEGAN OPERATION: July 1, 1941.

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 14.5 kw Aural, 7.25 kw

MAKE OF ANTENNA: RCA TYPE-TF-4B Modified

ANTENNA HEIGHT: Above average terrain, 1,445 ft. Above ground, 1,465 ft.

HOURS OF OPERATION: 7 a.m.-1 a.m.

STUDIO ADDRESS: 30 Rockefeller Plaza

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local film and live, network film and live, and kinescopes.

NEWS SERVICE: AP, UP and INS

MUSIC LIBRARY SERVICE: Thesaurus and Associated

STUDIO FACILITIES: Following equipment and personnel supplied as standard: For live programs—two RCA image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, maximum crew of one production, one program assistant and ten other operating personnel. For film programs—studio fully equipped for showing of 35mm and 16mm silent and sound films, 35mm slide projector and balopticon, announcer studio, maximum crew of one production man and four other operating personnel.

EXECUTIVES:

Frank White, President (NBC)
 William H. Fineshriber Jr., Vice President and General Manager (NBC)
 Ted Cott, Vice President and General Manager
 Jay Heitn, Commercial Manager
 Pete Affe, Program Manager and Film Buyer
 Thomas Phelan, Chief Engineer
 Richard Pack, Director of Programs and Operations
 Jackie Robinson, Director of Community Activities

RATE INFORMATION: Class A hour rate—\$4,250. Minute spot—\$875. Participations—\$230 per spot. Rehearsals—minimum charge \$150 per half-hour, live studio; 75 per half-hour, film studio. Frequency discounts. (From Rate Card No. 11, Nov. 15, 1952)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond F. Guy (NBC)

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WOR-TV

LICENSEE: General Teleradio Inc.

ADDRESS: 1440 Broadway ZONE: 18 PHONE: Longacre 4-8000

AM AFFILIATE: WOR FM AFFILIATE: WOR-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by General Tire & Rubber Co., Akron, Ohio. Besides WOR Division, General Teleradio also operates Yankee Network Division and Don Lee Network Division. Yankee Network owns and operates WNAC-AM-TV Boston, WGTR (FM) Worcester, WEAN Providence, WONS Hartford. Don Lee Network owns and operates KHJ-AM-FM-TV Los Angeles, KFRC San Francisco, KGB San Diego.

BEGAN OPERATION: October 1949

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: North Bergen, N. J. (Planning move to Empire State Bldg.)

MAKE OF TRANSMITTER: GE MODEL NO.: TT6D

EFFECTIVE RADIATED POWERS: Visual, 22.5 kw Aural, 11 kw

MAKE OF ANTENNA: GE TYPE: TX14F

ANTENNA HEIGHT: Above average terrain, 975 ft. Above ground, 807 ft.

HOURS OF OPERATION: 2 p.m.-12:30 a.m.

STUDIO ADDRESS: 101 W. 67th St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and Field

TYPE OF OPERATION: Local live and film.

NEWS SERVICE: INS

STUDIO FACILITIES: Six studios, one seating 238. Eleven RCA studio cameras, eleven RCA field cameras and three DuMont field cameras. Five RCA film cameras, three 35mm film projectors and three 16mm film projectors. Three projectors for 2x2-in. slides and two Gray Telop opaque projectors for 4x5-in. cards. Mobile unit with three DuMont cameras and RCA microwave relay equipment.

EXECUTIVES:

Thomas F. O'Neil, President
 Warren Wade, General Manager
 Robert C. Mayo, Commercial Manager
 Ivan Reiner, Production Director, Vice President, Engineering
 Charles Singer, Chief Engineer
 Milford Fenster, Film Buyer

RATE INFORMATION: Class A one hour—\$1,500. One minute spot—\$300. 20-50 second spot—\$200. Frequency discounts. Rehearsals—\$200 per hour, live studio. Theatre studio—\$250. (Rate effective Feb. 1, 1952)

WASHINGTON ATTORNEY: Pierson & Ball

BROADCASTING • Telecasting

NEW YORK TELEVISION STATIONS

New York—(Continued)

WPIX (TV)

LICENSEE: WPIX Inc.

ADDRESS: 220 E. 42d St. ZONE: 17 PHONE: Murray Hill 2-6500

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by News Syndicate Co., publisher of New York Daily News and in turn owned by Tribune Co., publisher of Chicago Tribune. Other interests of McCormick-Patterson families include Washington Times-Herald and WGN, WGNB (FM) and WGN-TV Chicago.

BEGAN OPERATION: June 15, 1948

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5

EFFECTIVE RADIATED POWERS: Visual, 21.7 kw Aural, 10.4 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 1,408 ft. Above ground, 1,464 ft.

HOURS OF OPERATION: 11 a.m.-12:30 a.m.

STUDIO ADDRESS: 220 E. 42d St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and field

TYPE OF OPERATION: Local live and film; kinescopes.

NEWS SERVICE: AP and UP

STUDIO FACILITIES: Four studios: 45x27 ft., 34x32 ft., 20x14 ft. and 43x50 ft. Seven studio cameras, eight field cameras. Translux rear screen projector. Three RCA film cameras and four RCA 16mm and two Simplex 35mm film projectors. Six slide projectors and opaque projector. Three mobile units, three microwave relay units.

EXECUTIVES:

F. M. Flynn, President
 G. Bennett Larson, General Manager & Vice President
 John Patterson, Sales Director
 Louis B. Ames, Program Director
 T. E. Howard, Chief Engineer
 Anthony Azzato, Director of Film Programs
 Leslie A. Hollingsworth, Director of Public Relations
 Walter Engels, News Director
 William L. Clark, Eastern Sales Manager
 Leavitt T. Pope, Asst. General Manager

RATE INFORMATION: Class A one hour—\$1,500. One minute spot—\$300. Rehearsals—\$75 per quarter hour live studio and \$20 per quarter hour film studio, both in excess of 2x1 ratio. Frequency discounts. (From Rate Card No. 4, Sept. 15, 1951)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: A. D. Ring & Assoc.

Poughkeepsie—

WEOK-TV *

LICENSEE: Mid-Hudson Broadcasters Inc.

ADDRESS: 385 Main St.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President-Treasurer Arthur J. Barry Jr., 50.25%; Vice President Alice Ryan Barry, 25.25%, and Secretary Paul S. Samuels, 1.75%.

* BEGINS OPERATION: December, 1953. (CP granted Nov. 26, 1952)

CHANNEL: 21 (512-518 mc)

TRANSMITTER ADDRESS: Pendall Rd.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 60 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 230 ft. Above ground, 397 ft.

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Commercial Radio Equipment Co.

WPIX Station of Champions



N.Y. Giants and N.Y. Yankees For the 1953 Season



220 East 42nd St.,
 N.Y.C. 17
 MU 2-6500
 National
 Representatives:
 Free & Peters, Inc.

NEW YORK TELEVISION STATIONS

Rochester—

WHAM-TV

LICENSEE: Stromberg-Carlson Co.

ADDRESS: 201 Humboldt St. ZONE: 3 PHONE: Culver 7240

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is radio-TV receiver and electronics manufacturer.

BEGAN OPERATION: June 1949

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 6 (82-88 mc) (Must move to vhf Ch. 5.)

TRANSMITTER ADDRESS: Pinnacle Hill

MAKE OF TRANSMITTER: RCA MODEL No.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.4 kw Aural, 11.7 kw

MAKE OF ANTENNA: RCA TYPE: TF-4A, 4-Bay Batwing.

ANTENNA HEIGHT: Above average terrain, 497 ft. Above ground, 325 ft.

HOURS OF OPERATION: 9 a.m.-12:30 a.m.

STUDIO ADDRESS: 201 Humboldt St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local film and live, network film and live, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Two studios: 25x30 ft. and 16x16 ft., and one auditorium with stage 45x45 ft. and seating 385. Six interchangeable studio/field cameras. Two RCA (TK20A) film cameras. Four 16mm film projectors (Kodak & RCA). One GE slide projector and GE opaque projector. Mobile unit with three cameras and two microwave relay units. Zoomar lens, 8" and 17" lens.

EXECUTIVES:

William Fay, Vice President and General Manager
 J. W. Kennedy Jr., Commercial Manager
 C. W. Siverson, Program Director
 John Crosby, Executive Producer
 K. J. Gardner, Chief Engineer
 David Manning, Film Director

RATE INFORMATION: Class A hour rate: Live—\$700, Film—\$600. Minute spot—Live \$150, Film—\$120. Participation per spot—\$60 (day). Rehearsals—\$45 per half-hour. Frequency discounts begin with 26-times at 5% up to 260-times at 20%. (From Rate Card No. 7A, Sept. 1, 1951)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

WROH (TV)*

(Educational-Noncommercial)

LICENSEE: U. of State of New York, State Dept. of Education

ADDRESS: State Dept. of Education, Albany

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV)

* BEGINS OPERATION: Unknown (CP granted July 24, 1952)

CHANNEL: 21 (512-518 mc)

TRANSMITTER ADDRESS: Rochester

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 105.1 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 721 ft. Above ground, 540 ft.

TYPE OF OPERATION: Noncommercial educational

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Schenectady—

WRBG (TV)

LICENSEE: General Electric Co.

ADDRESS: 1 River Rd. ZONE: 5 PHONE: 7-2261

AM AFFILIATE: WGY FM AFFILIATE: WGFM

TV NETWORK AFFILIATION: CBS, ABC, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is radio-TV receiver and electronic equipment manufacturer.

BEGAN OPERATION: February 26, 1942

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc) (Must move to vhf Ch. 6.)

TRANSMITTER ADDRESS: New Scotland, N. Y.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-7A

EFFECTIVE RADIATED POWERS: Visual, 16.32 kw Aural, 8.16 kw

MAKE OF ANTENNA: GE Type: TT-7A

ANTENNA HEIGHT: Above average terrain, 832 ft. Above ground, 88 ft.

HOURS OF OPERATION: 7 a.m.-12:30 a.m.

STUDIO ADDRESS: 60 Washington Ave.

MAKE OF CAMERA CHAINS: GE DESCRIPTION: Studio and field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes

FILM LIBRARY: Snader NEWS SERVICE: AP, UP, INS Newsreel and Telenews

LIBRARY SERVICE: World and Thesaurus

STUDIO FACILITIES: Two studios—42x27 ft. and 16x24 ft. Three GE studio cameras, two GE interchangeable field cameras. Two GE film cameras and two GE 16mm film projectors. One GE projector for 3x4-in. slides. One Eastman motion picture camera. Mobile unit with two GE cameras, lenses 50mm, 90mm, 135mm, 8 1/2" 10" and 20". Microwave relay.

EXECUTIVES:

Chester H. Lang, GE Vice President
 Robert B. Hanna Jr., Manager Broadcasting Stations Dept.
 Raymond W. Welpott, Manager Stations Operations
 H. M. Solomon, Manager Finance
 Robert F. Reid, Manager Sales
 George L. Peck, Manager Promotion and Publicity
 Albert G. Zink, Manager Programs
 Willard J. Purcell, Manager Engineering
 A. O. Coggeshall, Music Librarian
 J. P. Connolly, Traffic Supervisor
 M. L. Galusha, Production Supervisor
 L. J. Christman, News Editor
 T. B. Beebe, Script Editor
 T. Baughn, Senior Director

RATE INFORMATION: Class A hour rate—\$625. Minute spot—\$125. Rehearsals \$25 per half-hour. Frequency discounts begin with 13-times at 2 1/2% up to 260-times at 20% (From Rate Card No. 6, Apr. 1, 1952).

BROADCASTING • Telecastir



Short-Short Story

WHAM-TV . . . Rochester, New York's *only* television station . . . currently enjoys 80% saturation in this Number One Test City of the Middle Atlantic states and its prosperous rural environs. Call the Hollingbery man or write direct for availabilities.

WHAM-TV

THE STROMBERG-CARLSON STATION

CHANNEL 6—ROCHESTER, N. Y.



NEW YORK TELEVISION STATIONS

Syracuse—

WHEN (TV)

LICENSEE: Meredith Syracuse Television Corp.

ADDRESS: 101 Court St. ZONE: 8 PHONE: 3-1126

TV NETWORK AFFILIATION: ABC, CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Meredith Engineering Co., subsidiary of Meredith Pub. Co., Des Moines, publisher of Better Homes & Gardens and Successful Farming and also owner of WOW-AM-TV Omaha and KPHO-AM-TV Phoenix, Ariz.

BEGAN OPERATION: December 1, 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: Sentinel Hgts., Onondaga, N. Y.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6B

EFFECTIVE RADIATED POWERS: Visual, 48 kw Aural, 24 kw

MAKE OF ANTENNA: GE TYPE: 12-Bay Super Turnstile

ANTENNA HEIGHT: Above average terrain, 960 ft. Above ground, 517 ft.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK30A Field

TYPE OF OPERATION: Local and network live, local and network film.

STUDIO FACILITIES: Two studios—35x50 ft. and 20x20 ft. Four RCA interchangeable field/studio cameras. One RCA TK10A film camera; two RCA TP16B 16mm film projectors. Two Spindler & Sauppe projectors for 2x2-in. slides; one Eastman Cinespecial 16mm sound projector. Bell & Howell motion picture camera. Watson film processing unit. Mobile unit with up to three cameras, 15" lens; microwave relay equipment.

EXECUTIVES:

E. T. Meredith Jr., President
Payson Hall, Director, Radio-TV (Meredith Publishing Co.)
Howard Stalnaker, Assistant Director, Radio-TV (Meredith Publishing Co.)
Paul Adanti, Vice President and General Manager
W. H. Bell, Commercial Manager
Gordon Alderman, Program Director and Film Buyer
H. Eugene Crow, Chief Engineer
Robert G. Peel, Promotion Manager

RATE INFORMATION: Class A hour rate—\$550. Minute spot—\$110. Frequency discounts—start with 26-times at 5% up to 260-times at 25% (From Rate Card No. 5, Jan. 1, 1952).

WASHINGTON ATTORNEY: Haley & Doty

WHTV (TV)*

(Educational-Noncommercial)

LICENSEE: U. of State of New York, State Dept. of Education

ADDRESS: State Dept. of Education, Albany

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: See WTVZ (TV) Albany.

* BEGINS OPERATION: Unknown. (CP granted Sept. 18, 1952)

CHANNEL: 43 (644-650 mc)

TRANSMITTER ADDRESS: Syracuse

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 198 kw Aural, 105 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 560 ft. Above ground, 531 ft.

STUDIO ADDRESS: Syracuse

TYPE OF OPERATION: Noncommercial educational

WSYR-TV

LICENSEE: Central New York Broadcasting Corp.

ADDRESS: Kemper-Syracuse Bldg. ZONE: 2 PHONE: 72-6146

AM AFFILIATE: WSYR FM AFFILIATE: WSYR-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by S. I. Ne house and family, publishers of Syracuse Post-Standard and Herald-Journal, Newark (N. J.) Star-Ledger, Jersey City Journal, Long Island (N. Y.) Press and Star Journ Harrisburg (Pa.) Patriot News, Staten Island (N. Y.) Advance and Portland (Ore.) Oregonian. Same interests own KGW Portland, Ore.

BEGAN OPERATION: February 15, 1950

NATIONAL REPRESENTATIVE: Headley-Reed

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Sentinel Hgts.

MAKE OF TRANSMITTER: GE MODEL NO.: TT6C

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 12.8 kw

MAKE OF ANTENNA: GE TYPE: TY13E

ANTENNA HEIGHT: Above average terrain, 1,000 ft. Above ground, 556 ft.

STUDIO ADDRESS: 224 Harrison St.

MAKE OF CAMERA CHAINS: RCA and DuMont DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: INS and Telenews

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two studios—22x32 ft. and 40x40 ft., each seating 27 Three DuMont and two RCA (TK30A) field cameras, all interchangeable for field studio use. One GE film camera, three film projectors, 16mm. One GE projector for 3 1/4 x 4 1/4-in. slides; two Goldie projectors for 2x2-in. slides. GE projector for opaque or transparent slides. One Ouricon sound, motion picture camera, a Kodak 16mm Cine Special. Two film processing units.

EXECUTIVES:

E. R. Vadeboncoeur, President and General Manager
W. R. Alford Jr., Director of Sales
W. V. Rothrum, Vice President and Program Director
Armand G. Belle Isle, Vice President, Chief Engineer
Caley Augustine, Promotion Manager

RATE INFORMATION: Class A hour rate—\$550. Minute spot—\$110. Frequency discounts start with 13 times at 5% up to 260 times at 30%. (From Rate Card No. Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Craven, Lohnes & Culver

WSYR ACUSE TV

**Blankets Central New York
with Clear, Steady
Pictures and Sound**



TWO BILLION DOLLARS of consumer spendable income*—73% TV-receiver ownership.** This is Central New York. This is the rich market which WSYR-TV reaches consistently with clear, steady pictures and sound.

Onondaga County is a stable market—all 20 of the industrial classifications are strongly represented. It is the distribution center of New York State. It is the center of a productive agricultural area. And it has an average spendable income of \$6,474 per household.*

To sell this market—put your sales story on WSYR-TV.

* SRDS Consumer Income Supplement, Jan. 1953

** Niagara-Mohawk Power Corp. study, Dec. 1952

CHANNEL 5. NBC Affiliate

WSYR-AM-FM-TV

WSYR ACUSE TV

Headley-Reed, National
Representatives

the Only Complete
Broadcast Institution
in Central N.Y.

NEW YORK TV STATIONS

Utica—

WKTV (TV)

LICENSEE: Copper City Broadcasting Corp.

ADDRESS: P.O. Box 386 PHONE: 3-0404

AM AFFILIATE: WKAL (Rome)

TV NETWORK AFFILIATION: ABC, CBS, DuMont, NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal owner is Myron J. Kallet, who also operates Kallet Theatres Inc., movie theatre chain.

BEGAN OPERATION: December 1, 1949

NATIONAL REPRESENTATIVE: Donald Cooke Inc.

TRANSMITTER ADDRESS: Smith Hill Road, Deerfield, N. Y.

CHANNEL: 13 (210-216 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 830 ft. Above ground, 472 ft.

HOURS OF OPERATION: 7 a.m.—12 midnight

STUDIO ADDRESS: Smith Hill Road

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP

STUDIO FACILITIES: Two studios—45x45 (seating 60) and 35x25 (seating 20). Two studio cameras (RCA). Two Bolex 16mm film cameras; one Auricon sound camera, 16mm. GE and RCA film projectors. Spindler & Sauppe projector for 2x2-in. slides. GE Balop opaque projector for 3 1/4x4-in. cards.

EXECUTIVES:

Myron J. Kallet, President
William T. MacNeilly, Executive Vice President
Michael C. Fusco, General Manager and Film Buyer
J. J. McDavitt, Commercial Manager
Jack Fredericks, Program Director
DeForest T. Layton Jr., Chief Engineer

RATE INFORMATION—Class A hour rate—\$400. Minute spot—\$75. Frequency discounts begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 4, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George P. Adair.

Watertown—

WWNY-TV *

LICENSEE: The Brockway Co.

ADDRESS: 120-132 Arcade St. PHONE: 4120

AM AFFILIATE: WWNY FM AFFILIATE: WWNY-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is also licensee of WMSA-AM-FM Massena, N. Y., and publishes Watertown Daily Times.

* BEGINS OPERATION: Unknown (CP granted Dec. 23, 1952)

CHANNEL: 48 (674-680 mc)

TRANSMITTER ADDRESS: Rutland Center Road

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 185 kw Aural, 100 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 570 ft. Above ground, 362 ft.

STUDIO ADDRESS: Rutland Center Road

EXECUTIVES:

John P. Johnson, President
Louis Saiff Jr., General Manager.

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: George C. Davis

NORTH CAROLINA TELEVISION STATIONS

Asheville—

WISE-TV *

LICENSEE: Station WISE-TV Inc.

ADDRESS: 100 College St. PHONE: 3-5381

AM AFFILIATE: WISE

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Harold H. Thoms. Mr. Thoms owns WISE Asheville, N. C. and WEAM Arlington, Va.; 25% of WAYS-AM-FM Charlotte and WCOG-AM-TV Greensboro, and 13½% of WSSB Durham, North Carolina.

* BEGINS OPERATION: May 30, 1953 (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: The Bolling Co.

CHANNEL: 62 (750-764 mc)

TRANSMITTER ADDRESS: Sunset Mt.

MAKE OF TRANSMITTER: RCA MODEL NUMBER: TTU-1B

EFFECTIVE RADIATED POWERS: Visual, 26.2 Aural, 14.2

MAKE OF ANTENNA: GE TYPE: TFU-27BH

ANTENNA HEIGHT: Above average terrain, 657 ft. Above ground, 100 ft.

STUDIO ADDRESS: 100 College St. HOURS OF OPERATION: 2 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: One studio 20x30; one DuMont studio camera, two 16mm DuMont film projectors and one DuMont slide projector.

EXECUTIVES:

Harold H. Thoms, President and General Manager
Loyd B. Leonard, Commercial Manager
Art Borgesen, Program Director
John Randolph, Chief Engineer
Floye Bowers, Traffic Manager

WASHINGTON ATTORNEY: Krieger & Jorgensen

CONSULTING ENGINEER: George C. Davis

Charlotte—

WBTV (TV)

LICENSEE: Jefferson Standard Broadcasting Co.

ADDRESS: Wilder Building ZONE: 2 PHONE: 3-8833

AM AFFILIATE: WBT FM AFFILIATE: WBT-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont and NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Jefferson Standard Life Insurance Co., which owns 66⅔% of WBIG Greensboro, N. C. and 16.5% of Greensboro News Co., publisher of Greensboro News and Record and licensee of WFMY (FM) and WFMY-TV Greensboro, N. C.

BEGAN OPERATION: July 15, 1949

NATIONAL REPRESENTATIVE: CBS TV Spot Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Spencer Mountain

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.2 kw

MAKE OF ANTENNA: RCA TYPE: TF-3B Superturnstile.

ANTENNA HEIGHT: Above average terrain, 1,111 ft. Above ground, 562 ft.

STUDIO ADDRESS: Wilder Building HOURS OF OPERATION: 9:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-20A Film, TK30 Field

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TYPE OF OPERATION: Local & Network Live, Local & Network Film, Kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP and Fox Movietone

LIBRARY SERVICE: Associated & World

STUDIO FACILITIES: Studio (40x27x20 ft.). Three RCA image orthicon studio cameras. Three RCA field cameras. Two RCA film cameras. Two RCA 16mm film projectors. One Eastman slide projector (2x2-in.). One Projectall (3x4-in. card). One 16mm motion picture camera. One mobile unit equipped with three camera Zoomar lens, and 50mm, 90mm, 135mm lenses; microwave relay unit.

EXECUTIVES:

Joseph M. Bryan, President
Charles H. Crutchfield, Executive Vice President and General Manager
Larry Walker, Vice President & Assistant General Manager
J. R. Covington, Assistant Vice President, Sales & Promotion
Kenneth I. Tredwell, Jr., Assistant Vice President for Programs and Public Relations
Wallace J. Jorgenson, National Sales Manager
M. J. Minor, Chief Engineer
Bill Quinn, Program Supervisor
Sam Zurich, Production Manager

RATE INFORMATION: Class A hour rate—\$625 (film). Minute spot—\$135 (live film). Participations—\$135 per spot. Rehearsals—Charge after 2:1 ratio. Frequency discounts—Begin with 3-5 days per week at 5% and 6-7 days per week at 10% plus 26-51 weeks at 5%, 52 or more weeks at 10%. (From Rate Card No. 7, Aug. 1, 1952.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: A. D. Ring & Assoc.

Greensboro—

WCOG-TV *

LICENSEE: Inter-City Advertising Co. of Greensboro, N. C. Inc.

ADDRESS: 316 S. Greene St. PHONE: 3-6925

AM AFFILIATE: WCOG

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Owned jointly by George W. Dowdy, B. T. Whitmire, J. Horton Doughton and Harold B. Thoms. Same interests as WAYS-AM-FM Greensboro, N. C. Mr. Thoms also owns WISE-AM-TV Asheville, N. C. and WEAM Arlington, Va.

* BEGINS OPERATION: Unknown (CP granted Nov. 20, 1952)

CHANNEL: 57 (728-734 mc)

TRANSMITTER ADDRESS: West of Hamilton Lakes

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 115 kw Aural, 59 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 240 ft. Above ground, 205 ft.

STUDIO ADDRESS: 316 S. Greene St.

EXECUTIVES:

George W. Dowdy, President
B. George Barber Jr., General Manager

CONSULTING ENGINEER: George C. Davis

multiply by nine

The city of Charlotte is only 1/9th of the Charlotte Market Close-ringed by nine satellite cities, Charlotte is the hub of an integrated industrial area Over 1,000,000 people live within a 60-mile radius of the "Capitol of the Carolinas." That's why — for example — Charlotte, 71st in the nation in city population, is 38th in wholesale sales For coverage to match the market, you must buy the Jefferson Standard stations, WBT and WBTV.

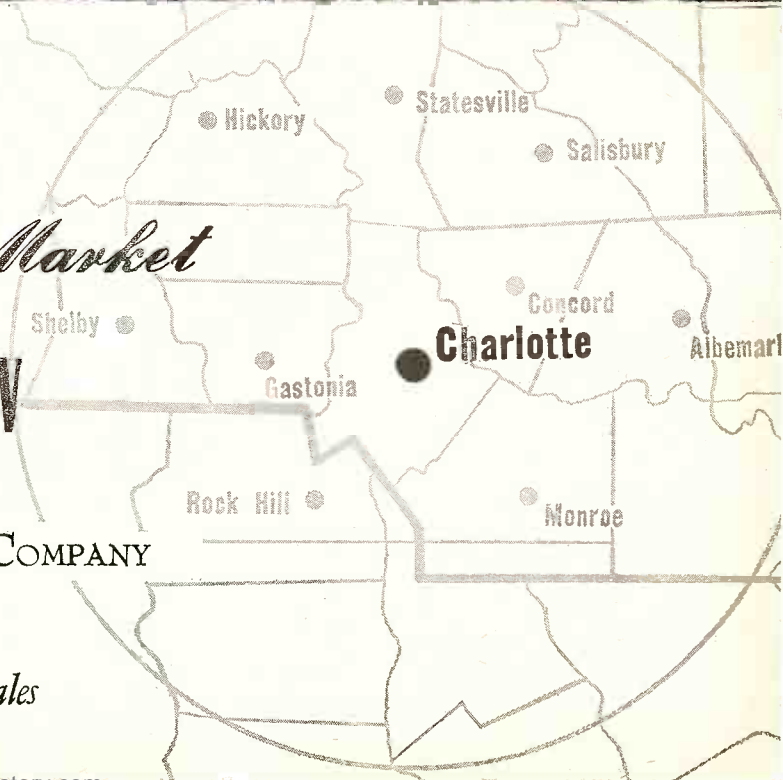


The **CHARLOTTE** *Market*

UNIFIED BY **WBT** AND **WBTV**

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Spot Sales



NORTH CAROLINA TELEVISION STATIONS

Greensboro—(Continued)

WFMY-TV

LICENSEE: Greensboro News Co.
 ADDRESS: 212 N. Davie St. PHONE: 4-0114
 FM AFFILIATE: WFMY
 TV NETWORK AFFILIATION: ABC, DuMont, NBC, (Interconnected)
 PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Greensboro News and Record. It is 16.5% owned by Jefferson Standard Life Insurance Co., 66 2/3% owner of WBIG Greensboro and 100% owner of WBT-AM-FM and WBTB (TV) Charlotte.
 BEGAN OPERATION: September 22, 1949
 NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.
 CHANNEL: 2 (54-60 mc)
 TRANSMITTER ADDRESS: 212 N. Davie St.
 MAKE OF TRANSMITTER: DuMont MODEL NO.: 11,000
 EFFECTIVE RADIATED POWERS: Visual, 16.72 kw Aural, 8.36 kw
 MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-bay pylon
 ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 481 ft.
 HOURS OF OPERATION: 8:45 a.m.-Midnight
 STUDIO ADDRESS: 212 N. Davie St.
 MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon
 TYPE OF OPERATION: Local & network live, local & network film, kinescopes.
 FILM LIBRARY: Snader NEWS SERVICE: UP
 LIBRARY SERVICE: Associated
 STUDIO FACILITIES: One studio. Two DuMont studio cameras. One 16mm film projector. One slide projector (2x2-in. slides and 35mm film). One opaque projector (6x8-in. or 3x4-in. cards). One film strip projector (35mm).

EXECUTIVES:
 E. B. Jeffress, President
 Gaines Kelley, General Manager
 Virgil V. Evans, Commercial Manager
 Gomer R. Lesch, Program Director and Film Buyer
 William E. Neill, Chief Engineer
 Arthur C. Stringer, Promotion Manager
 Charles B. Seward, Film Director

RATE INFORMATION: Class A hour rate—\$550 (live), \$500 (film). Minute spot—\$150 (live), \$100 (film). Frequency discounts—Begin with 26 times at 5% up to 156 times at 15%. (From Rate Card No. 6, Nov. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson
 CONSULTING ENGINEER: Craven, Lohnes & Culver

Raleigh—

WNAO-TV*

LICENSEE: Sir Walter Television
 ADDRESS: 204 W. 6th St.
 AM AFFILIATE: WNAO FM AFFILIATE: WNAO-FM
 TV NETWORK AFFILIATION: CBS
 PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Owned 85% by John W. English, Erie, Pa., attorney; John J. Boland Jr., Buffalo, N. Y., ship cargo broker; James R. McBrier, Erie Pa., department store executive; James B. Donovan, New York and Washington attorney; Mrs. Lydia McBrier Jarecki and Mrs. John D. Jarecki. Owned 15% by News and Observer Publishing Co., publisher of Raleigh News & Observer. Messrs. English, McBrier and Donovan also own KHTV (TV) Baton Rouge, La. Messrs. English and Donovan also have a 14.8% interest each in Erie Television Corp., TV applicant for Erie, Pa.

* BEGINS OPERATION: April 15, 1953 (CP granted Oct. 16, 1952)

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.
 CHANNEL: 28 (544-560 mc)
 TRANSMITTER ADDRESS: 2414-2416 Hillsboro St.
 MAKE OF TRANSMITTER: Federal

EFFECTIVE RADIATED POWERS: Visual, 280 kw Aural, 145 kw
 MAKE OF ANTENNA: Workshops Associates
 ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 446 ft.
 STUDIO ADDRESS: 2414-2416 Hillsboro St.
 HOURS OF OPERATION: 5 p.m.-11 p.m.
 WASHINGTON ATTORNEY: Haley & Doty
 CONSULTING ENGINEER: William L. Foss Inc.

Winston-Salem—

WTOB (TV)*

LICENSEE: Winston-Salem Broadcasting Co.
 ADDRESS: 826 1/2 W. Fourth St.
 AM AFFILIATE: WTOB
 PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President James W. Coan (7.5% president and 30% stockholder of WTOB; vice president Robert W. Brawley (5%, attorney and 20% stockholder of WTOB; secretary-treasurer G. Johnson (7.5%), general manager and 30% stockholder of WTOB; assistant secretary Archibald Craig (11.25), attorney and 20% stockholder of WTOB; Earl F. Slick, (25%), oil producer Albert Butler (18.75%), president and 25% owner of Arista Mills (textiles); Jonas Rice (12.5%), president and 50% owner, Dr. Pepper Bottling Co., and Thomas B. Rice (12.5), vice president and 50% owner, Dr. Pepper Bottling Co. Applicant also seeks new TV stations in Durham (N.C.) and Richmond, Va.

* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

CHANNEL: 26 (542-548 mc)
 TRANSMITTER ADDRESS: No. Carolina Rte. 150, 6.5 m. E. of Winston-Salem
 EFFECTIVE RADIATED POWERS: Visual, 198.2 kw Aural, 99.1 kw
 ANTENNA HEIGHT: Above average terrain, 365 ft. Above ground, 344 ft.
 STUDIO ADDRESS: No. Carolina Rte. 150, 6.5 m. E. of Winston-Salem
 WASHINGTON ATTORNEY: Krieger & Jorgensen
 CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

NORTH DAKOTA TV STATION

Fargo—

WDAY (TV)*

LICENSEE: WDAY Inc.
 ADDRESS: 118 Broadway PHONE: 5357
 AM AFFILIATE: WDAY
 PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President, E. C. Reineke (54.5% Vice President H. D. Paulson (8.9%); Secretary-Treasurer N. D. Black Jr. (1.1%), and Charlotte Lontz (21.1%). These same stockholders own control of Fargo Forum and Dakota Photo Engraving Co.

* BEGINS OPERATION: May. (CP granted Jan. 15, 1953)

CHANNEL: 6 (82-88 mc)
 TRANSMITTER ADDRESS: 4 mi. South of Fargo
 MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AL
 EFFECTIVE RADIATED POWERS: Visual, 70.55 kw Aural, 35.275 kw
 MAKE OF ANTENNA: RCA TYPE: TF-6AM
 ANTENNA HEIGHT: Above average terrain, 432 ft. Above ground, 432 ft.
 STUDIO ADDRESS: 118 Broadway
 MAKE OF CAMERA CHAINS: RCA TYPE: TK-11A
 TYPE OF OPERATION: Local live, local film, kinescopes.

STUDIO FACILITIES: One studio 36x71 ft.; one 12x18 ft. Two RCA TK-11A studio cameras. One RCA TK-20-D field camera. Two Eastman 16mm film projectors. Two turret type slide projectors. Two motion picture cameras. One Houston 11-B film processing unit.

EXECUTIVES:
 E. C. Reineke, President
 Tom Barnes, General Manager
 Julius Hetland, Chief Engineer.

WASHINGTON ATTORNEY: Segal, Smith & Hennessey
 CONSULTING ENGINEER: Gillett & Berquist

OHIO TV STATIONS

Akron—

WAKR-TV *

LICENSEE: Summit Radio Corp.

ADDRESS: 106 S. Main St. PHONE: Hemlock 6151

AM AFFILIATE: WAKR FM AFFILIATE: WAKR-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned 55% by S. Bernard Berk and family, 45% by Beacon Journal Publishing Co., publisher of Akron Beacon-Journal (Knight newspaper). Knight newspapers include also Chicago Daily News, Detroit Free Press, Miami Herald, also own WQAM Miami, and 42% of WIND Chicago.

BEGINS OPERATION: Spring 1953 (CP granted Sept. 4, 1952)

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 49 (680-686 mc)

TRANSMITTER ADDRESS: 106 S. Main St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 145 kw Aural, 72.5 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 319 ft. Above ground, 434 ft.

STUDIO ADDRESS: 106 S. Main St.

EXECUTIVES:

S. Bernard Berk, President
Roger C. Berk, General Manager

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: Kear & Kennedy

Ashtabula—

WICA-TV *

LICENSEE: WICA Inc.

ADDRESS: 221 Center St.

AM AFFILIATE: WICA

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President-Treasurer D. C. Rowley (50%). Olive D. Rowley is trustee for 50% of the stock.

BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

TRANSMITTER ADDRESS: South of Ashtabula

CHANNEL: 15 (476-482 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 19.22 kw Aural, 9.62 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 334 ft. Above ground, 354 ft.

CONSULTING ENGINEER: George F. Gautney

BROADCASTING • Telecasting

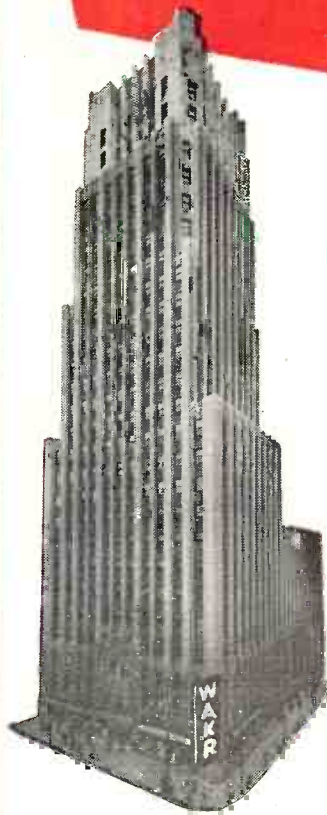


AKRON'S
TOP
STATION

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WACKER
Always out in front!

WAKR

TOWERS OVER AKRON



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COMING!
WAKR-TV
Akron's
FIRST
TV
Station
Ch. 49

5000 WATTS
ABC

Represented by Weed & Co.

OHIO TELEVISION STATIONS

Cincinnati—

WCPO-TV

LICENSEE: Scripps-Howard Radio Inc.

ADDRESS: 2345 Symmes St. ZONE: 6 PHONE: Capitol 0777

AM AFFILIATE: WCPO FM AFFILIATE: WCPO-FM

TV NETWORK AFFILIATION: ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Majority of stock of licensee is owned by The E. W. Scripps Co. Scripps-Howard Radio Inc. owns WCPO-AM-TV, WEWS (TV) Cleveland and WNOX Knoxville. The E. W. Scripps Co also owns the majority of stock of Memphis Publishing Co. Memphis Publishing Co. owns WMC, WMCF (FM) and WMCT (TV) Memphis. The E. W. Scripps Co. owns the Cleveland Press, Cincinnati Post, Covington (Ky.) Post and Columbus Citizen, as well as a majority of stock of New York World-Telegram & Sun, Pittsburgh Press, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press and Birmingham Post-Herald

BEGAN OPERATION: July 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 7 (174-180 mc) (Must move to vhf Ch. 9.)

TRANSMITTER ADDRESS: 2345 Symmes St.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6D

EFFECTIVE RADIATED POWERS: Visual, 24 kw Aural, 12 kw

MAKE OF ANTENNA: GE TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 695 ft. Above ground, 560 ft.

STUDIO ADDRESS: 2345 Symmes St.

HOURS OF OPERATION: 7:00 a.m.-12:25 a.m.
7:00 a.m.-12:45 a.m. (Sat.)
7:30 a.m.-12:25 a.m. (Sun.)

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP Movietone, Acme

STUDIO FACILITIES: Two studios (33x19 ft. and 55x25 ft.). Two RCA studio cameras. Two RCA TK-30A field cameras. One RCA TK-20A film camera. Two GE 16mm film projectors. One 35mm strip projector, and two Golde slide projectors (2x2-in.). One GE Baloptican (3x4-in.). One Kodak Cine Special motion picture camera. One mobile unit, with RCA camera, Zoomar lens and microwave relay equipment.

EXECUTIVES:

Jack R. Howard, President
M. C. Watters, Vice President & General Manager
Harry LeBrun, TV Station Director
Glenn Clark Miller, National Sales Manager
John Patrick Smith, Asst. General Manager
Ed Weston, Program Director & Film Buyer
Paul Adams, Chief Engineer

RATE INFORMATION: Class A hour rate—\$850. Minute spot—\$150. Participations—\$55-\$65. Rehearsals—\$100 per hour over 2:1 ratio. Frequency discounts—Start with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 5, Oct. 1, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

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WKRC-TV

LICENSEE: Radio Cincinnati Inc.

ADDRESS: Times Star Bldg. ZONE: 2 PHONE: Garfield 1331

AM AFFILIATE: WKRC FM AFFILIATE: WKRC-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal owner is Cincinnati Times Star Co., publisher of Cincinnati Times-Star. Publishing company is principally owned by Taft family (Sen. Robert A. Taft). Licensee owns 20% of WBIR-AM-FM Knoxville, Tenn., has also bought WTVN (TV) Columbus, Ohio, which pending FCC approval.

BEGAN OPERATION: April 4, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: Highland & Dorchester Aves.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6B

EFFECTIVE RADIATED POWERS: Visual, 24.5 kw Aural, 12.3 kw

MAKE OF ANTENNA: GE TYPE: 12-Bay, Turnstile

ANTENNA HEIGHT: Above average terrain, 612 ft. Above ground, 540 ft.

HOURS OF OPERATION: 7:30 a.m.-1:00 a.m.; 9:15 a.m.-1:00 a.m. (Sat. & Sun.)

STUDIO ADDRESS: Times-Star Bldg.

MAKE OF CAMERA CHAINS: GE & DuMont DESCRIPTION: Studio & Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two studios (30x40 ft. and 30x56 ft.). Two interchangeable studio cameras. Two interchangeable field cameras. Two GE PC-2B film camera. Two GE PF-2B 16mm film projectors. One slide projector (2x2-in.). One GE PF-opaque projector (3½x4½ cards). One GE mobile unit with microwave equipment.

EXECUTIVES:

Hulbert Taft Jr., Executive Vice President
David G. Taft, Vice President
U. A. Latham, General Manager
Donald L. Chapin, Assistant Manager
Kenneth W. Church, National Sales Manager
Robert Schlinkert, Local Sales Manager
Paul Shumate, Program Director
Robert Huber, Production Manager
Paul Wagner, Commercial Production Manager
George A. Wilson, Chief Engineer
Barry Hersh, Film Buyer

RATE INFORMATION: Class A hour rate—\$850. Minute spot—\$140. Participations—\$95 per spot. Frequency discounts—Start with 13 weeks at 5% up to 52 weeks at 20%, also twice a week at 5% up to 10 or more a week at 20% (From Rate Card No. T-6, Sept. 1, 1952.)

WASHINGTON ATTORNEY: Bernard Koteen

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecastir

WDAF-TV

one of the nation's
great television stations

SELECTS A LEHIGH TOWER

WDAF-TV, the Kansas City Star station, chooses the Lehigh pictured here. This 650 foot galvanized guyed tower uses an RCA TF 5A antenna mounted atop.

If you are planning a new facility or changing power in your present station, look to Lehigh for the best in tower construction.

LEHIGH's leadership in the tower business is known nationwide. For dependable, durable towers, consult LEHIGH.

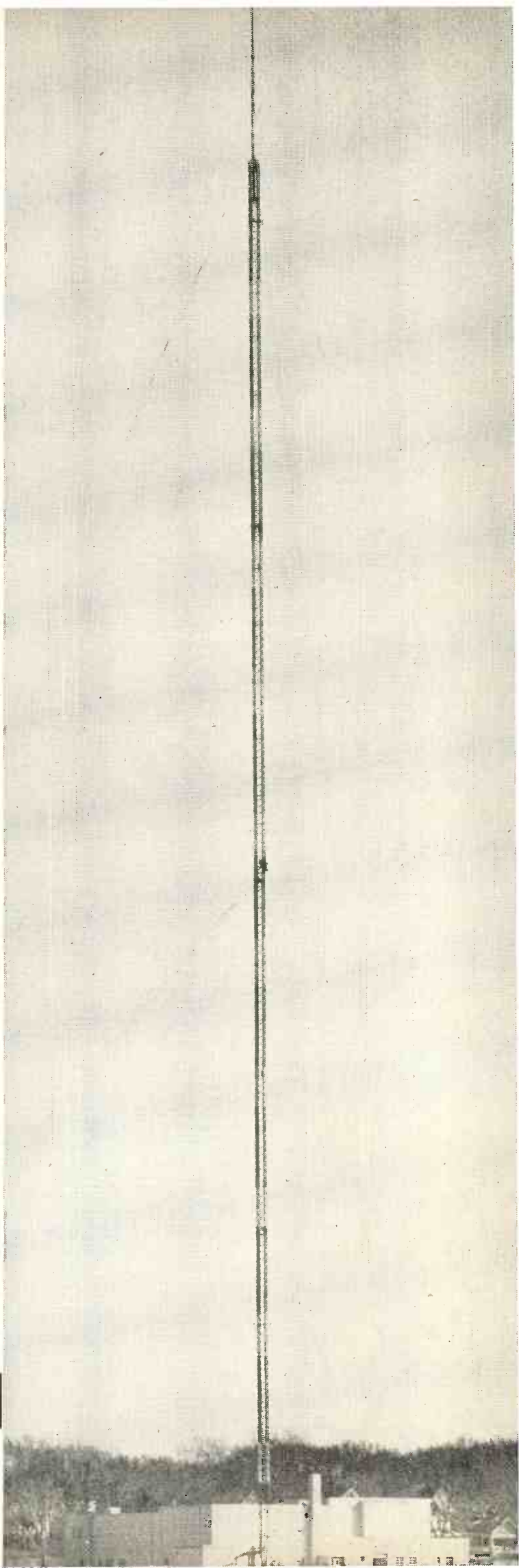
Joseph A. Flaherty, Chief Engineer for both radio and television WDAF, Kansas City Star Station. His is the continuing responsibility for the WDAF-TV bright, clear picture.



LEHIGH STRUCTURAL STEEL COMPANY

17 Battery Place • New York 4, NY

Plant at Allentown, Pennsylvania • Offices in principal cities



OHIO TV STATIONS

Cincinnati—(Continued)

WLWT (TV)*

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 140 W. Ninth St. ZONE: 2 PHONE: Cherry 1822

AM AFFILIATE: WLW FM AFFILIATE: WLWA

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Avco Mfg. Co., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, and WLWF (FM) and WLWC (TV) Columbus, Ohio, and WINS New York and WLTV (TV) Atlanta, Ga.

BEGAN OPERATION: February 9, 1948

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 4 (66-72 mc) (Must move to Ch. 5)

TRANSMITTER ADDRESS: 2222 Chichasaw St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 13.9 kw

MAKE OF ANTENNA: RCA TYPE: TF-5A Superturnstile

ANTENNA HEIGHT: Above average terrain, 670 ft. Above ground, 571 ft.

STUDIO ADDRESS: 140 W. Ninth St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

STUDIO FACILITIES: Three studios (55x58 ft., 53x81 ft. and 50x70 ft.). Two RCA studio cameras. Seven RCA field cameras. One rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. Two Eastman and one LaBelle automatic slide projector (2x2-in.). One Crosley opaque projector (7½x10-in. cards). Two mobile units fully equipped including microwave relay equipment.

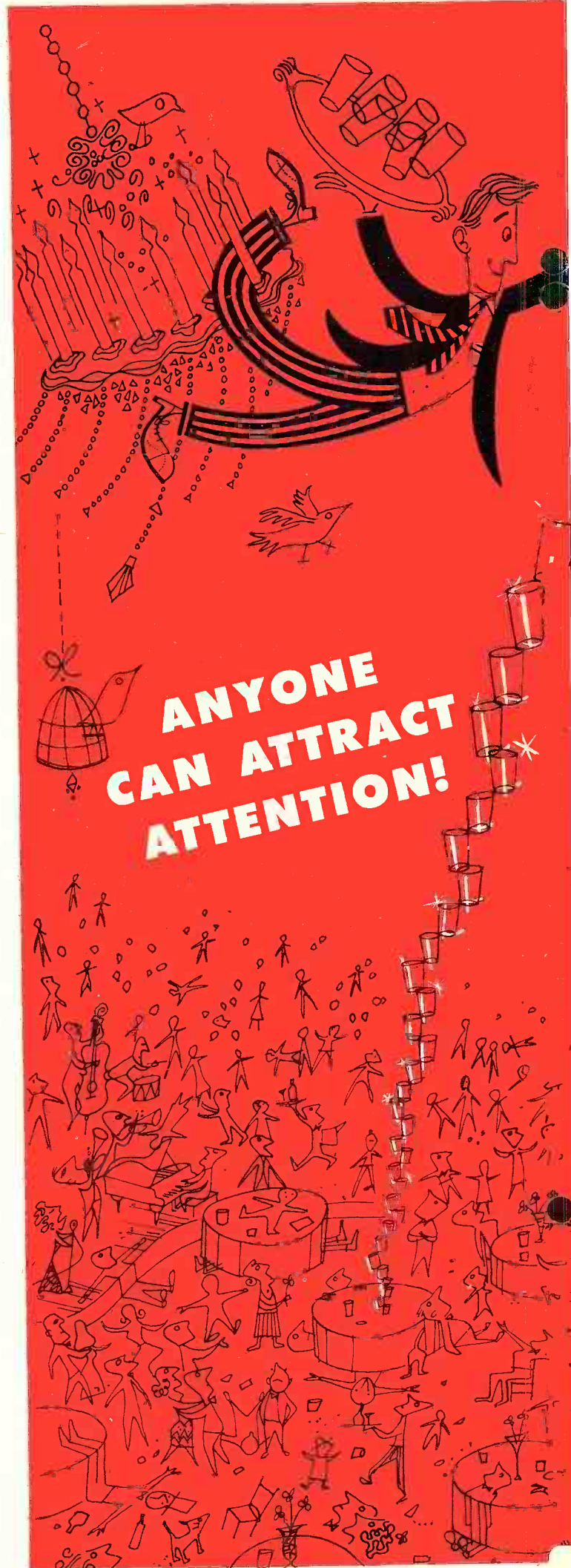
EXECUTIVES:

J. D. Shouse, Chairman of the Board
R. E. Dunville, President
John T. Murphey, Vice President in Charge of TV Operations
B. C. Barth, Asst. Director of TV Operations
D. E. Partridge, General Sales Manager
Frederic Gregg, Director of Promotion Activities
Lin Mason, Program Director
R. A. Rockwell, Vice President in Charge of Engineering
Howard Lepple, Engineer in Charge, WLWT
Art Nevins, Director Film Procurement

RATE INFORMATION: Class A hour rate—\$850. Minute spot—\$125. Frequency discounts—start with 13 weeks at 5% up to 26 weeks or more 10%, also starts with 30 minutes per week at 5% up to 180 minutes per week at 12½%. (From Rate Card No. 8, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr



**ANYONE
CAN ATTRACT
ATTENTION!**



We do more!

We make a lasting impression!

Yes, WLW Television has pulling power *plus!*
Top ratings are reinforced to give you greater *sales impact!* Viewers become customers. And here's how:

Here's the pulling power. Interconnected stations in Cincinnati, Dayton, Columbus—with sound programming and top talent—wraps up one of the nation's largest and richest markets.

TV's only client service department

Here's the *plus*. 20 distinct services work behind the scenes to help every WLW Television advertiser with special merchandising problems. This exclusive Client Service Department provides the added impact you need to make a lasting impression!

That's right!

WLW Television makes money for you!

WLW TELEVISION

WLW-T
Cincinnati

WLW-D
Dayton

WLW-C
Columbus

Exclusive Sales Offices: Cincinnati, Dayton, Columbus, New York, Chicago, Hollywood.

OHIO TELEVISION STATIONS

Cleveland—

WEWS (TV)

LICENSEE: Scripps-Howard Radio Inc.

ADDRESS: 1816 E. 13th St. ZONE: 14 PHONE: Tower 1-5454

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Majority of stock of licensee is owned by The E. W. Scripps Co. Scripps-Howard Radio Inc. owns WCPO-AM-TV Cincinnati, WEWS (TV) Cleveland and KNOX Knoxville. The E. W. Scripps Co. also owns the majority of stock of Memphis Publishing Co. Memphis Publishing Co. owns WMC, WMC (FM) and WMCT (TV) Memphis. The E. W. Scripps Co. owns the Cleveland Press, Cincinnati Post, Covington (Ky.) Post and Columbus Citizen, as well as a majority of stock of New York World-Telegram & Sun, Pittsburgh Press, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial Appeal and Press-Scimitar, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Denver Rocky Mountain News, Evansville Press and Birmingham Post-Herald.

BEGAN OPERATION: December 17, 1947

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Parma, Ohio

MAKE OF TRANSMITTER: DuMont MODEL NO.: TA-117A (Modified)

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8.15 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 640 ft. Above ground, 437 ft.

STUDIO ADDRESS: 1816 E. 13th St. HOURS OF OPERATION: 8:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Three studios: (55x75-ft., 20x25-ft., 20x40-ft.). Three fixed studio cameras. Six interchangeable studio/field cameras. One Trans-Lux rear screen projector. Two RCA film cameras. Two GE 16mm film projectors. Two Eastman Kodak slide projectors (2x2-in.). One Telopican opaque projector (4x5-in.). One Sparton trailer equipped with microwave relay equipment and power supply, lenses ranging from 2 to 25 inches.

EXECUTIVES:

Jack R. Howard, President
James C. Hanrahan, General Manager
J. Harrison Hartley, Station Director
David M. Baylor, General Executive
Floyd E. Weidman, Advertising Manager
J. B. Epperson, Chief Engineer

RATE INFORMATION: Class A hour rate—\$950 live; \$800 film. Minute spot—\$200 (film). Participation per spot \$60 to \$90. Rehearsals—\$150 per hour in excess of 2:1 ratio. Frequency discounts begin with 13 times at 2½% up to 104 times at 15%; plus three times a week at 10% up to five times a week at 20%. (From Rate Card No. 8, Oct. 1, 1952).

WASHINGTON ATTORNEY: Dempsey & Koplovitz

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WNBK (TV)

LICENSEE: National Broadcasting Co. Inc.

ADDRESS: 815 Superior Ave. ZONE: 14 PHONE: Cherry 1-0942

AM AFFILIATE: WTAM FM AFFILIATE: WTAM-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corporation of America. NBC owns and operates WNBC-AM-FM and WNBK (TV) New York, WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago, WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, and KNBH (TV) Los Angeles.

BEGAN OPERATION: October 31, 1948

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc) (Must move to vhf Ch. 3)

TRANSMITTER ADDRESS: Brecksville

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 39.22 Aural, 20.26 (Directional Pattern)

MAKE OF ANTENNA: RCA TYPE: TF-4NA

ANTENNA HEIGHT: Above average terrain, 620 ft. Above ground, 465 ft.

HOURS OF OPERATION: 7 a.m.-1 a.m.

STUDIO ADDRESS: 815 Superior Ave.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP and UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Two studios, each 35x50 ft. Four RCA studio cameras. Five RCA field cameras (all cameras interchangeable). One Trans-Lux rear screen projector. Three RCA film cameras. Two RCA 16mm and two RCA 35mm film projectors. Two Selectoslide slide projectors. Two opaque projectors (2x2-in.). One RCA TK3A scanner. Mobile unit equipped with three cameras, microwave unit and lenses: 50mm, 90mm, 135mm, 15", 25", 8", 20", and 8½".

EXECUTIVES:

Frank White, President (NBC)
William H. Fineshriber Jr., Vice President and General Manager (NBC)
Hamilton Shea, General Manager
Charles H. Philips, Director of Sales
Norman L. Cloutier, Program Director
S. E. Leonard, Engineer in Charge
Albert L. Odeal, Film Director
Charles F. Hutaff, Director of Adv. Promotion & Merchandising
Edward R. Wallace, News & Special Events Director
J. E. Hines, Public Affairs Director
Tom Manning, Sports Director
John L. McHale, Controller

RATE INFORMATION: Class A hour rate—\$900 (plus \$150 studio charge for live programs, \$90 studio charge for film programs). Minute spot—\$175. Participations—\$70 per spot. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond F. Guy (NBC)

BROADCASTING • Telecasting



“Whatever America hopes to bring
to pass in the world must first
come to pass in the heart of America”

President Dwight D. Eisenhower
Inaugural Address



WHEN IT COMES to top-rated quarter hours, Top Ten shows, prize-winning local programs, WEWS has more than any other station in Cleveland . . . and has had for five years. But let's forget that for a minute. Let's think about the words at the top of the page.

The President is talking to all of us. But especially to us in the television industry—the most effective means of communication with the real heart of America, the American home.

This is our great opportunity. At WEWS we are taking advantage of it. Day in and day out, we try to help every group in our northeastern Ohio community to “get to know” other groups. We program the issues and interests of all races and creeds, ages and social levels.

We try to make President Eisenhower's words a daily reality. If we don't, all the ratings in the world won't mean a thing.

WEWS

FIRST IN
CLEVELAND



SCRIPPS - HOWARD RADIO • CBS TV NETWORK

OHIO TELEVISION STATIONS

Cleveland—(Continued)

WXEL (TV)

LICENSEE: Empire Coil Co. Inc.

ADDRESS: 1630 Euclid Ave. ZONE: 15 PHONE: Tower 1-8989

TV NETWORK AFFILIATION: ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is electronics parts manufacturer in New Rochelle, N. Y., which owns and operates KPTV (TV) Portland, Ore., holds grant for KDEN (TV) Denver and KCTY (TV) Kansas City. Herbert Mayer is principal stockholder.

BEGAN OPERATION: December 17, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 9 (186-192 mc) (Must move to vhf Ch. 8.)

TRANSMITTER ADDRESS: 4501 Pleasant Valley Rd.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6D

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw

MAKE OF ANTENNA: GE TYPE: TY-14F, 6-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 725 ft. Above ground, 437 ft.

HOURS OF OPERATION: 11 a.m.-12:30 a.m.

STUDIO ADDRESS: 1630 Euclid Ave. and 4501 Pleasant Valley Rd.

MAKE OF CAMERA CHAINS: GE, RCA, GPL DESCRIPTION: Iconoscope and Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Four studios (15x30 ft., 30x30 ft. kitchen, 50x55 ft., and 46x58 ft. with seating capacity of 300). Three GPL studio cameras. Eleven RCA field cameras. Trans-Lux rear screen projector. One GPL image orthicon and two GE iconoscope film cameras. One portable GPL and two GE 16mm film projectors. Three slide projectors (2x2-in.). One GE Balop opaque projector (3¼x4-in.). RCA flying spot scanner. Two 16mm motion picture cameras, one with sound. Mobile unit with up to three cameras; standard lenses plus Zoomar; microwave relay equipment and power supply.

EXECUTIVES:

Herbert Mayer, President
Franklin Snyder, General Manager
R. C. Wright, Commercial Manager
Harry Black, Program Director
Thomas Friedman, Chief Engineer
Sidney Nadler, Film Buyer
Barbara Snyder, Publicity Director
Ben Wickham, General Executive

RATE INFORMATION: Class A hour rate—\$925 (live), \$800 (film). Minute spot—\$193.50 (live), \$160 (film). Participation per spot—\$60 to \$160. Frequency discounts start with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 5, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Lyon, Wilner & Bergson

CONSULTING ENGINEER: Ben Adler (New Rochelle, N. Y.)

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Columbus—

WBNS-TV

LICENSEE: Dispatch Printing Co.

ADDRESS: 495 Olentangy Blvd. ZONE: 8 PHONE: Fletcher 2611

AM AFFILIATE: WBNS FM AFFILIATE: WELD

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Columbus Dispatch.

BEGAN OPERATION: October 1949

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: 495 Olentangy River Rd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24.3 kw Aural, 12.5 kw

MAKE OF ANTENNA: Ideco

ANTENNA HEIGHT: Above average terrain, 485 ft. Above ground, 595 ft.

HOURS OF OPERATION: 9 a.m.-1 a.m.

STUDIO ADDRESS: 495 Olentangy River Rd.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: One studio (35x55 ft.). Two RCA studio cameras. Two RC film cameras. Two RCA and two Eastman film projectors. Two Selectroslide slide projectors. One Eastman motion picture camera. One Houston film processing unit.

EXECUTIVES:

Preston Wolfe, President
R. A. Borel, General Manager
R. D. Thomas, Commercial Manager
Jerome Reeves, Program Director
Lester Nafzger, Chief Engineer
Elizabeth Dixon, Film Buyer

RATE INFORMATION: Class A hour rate—\$700 (film). Minute spot—\$125. Participation—\$40-\$90 per spot. Frequency discounts—Start with 26 times at 12½% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Jansky & Bailey

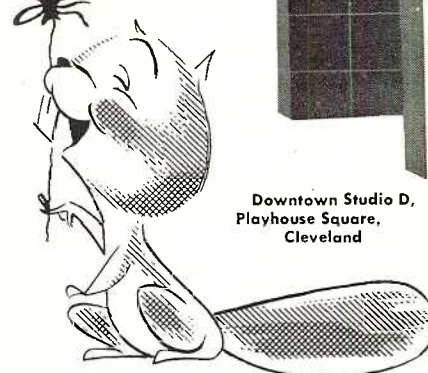
BROADCASTING • Telecasting

WXEL

CLEVELAND'S FASTEST GROWING TELEVISION STATION

**Busiest Beaver in
Cleveland Television...
Three years old and
Building Every Minute**

**The
Cleveland
Indians
Station**



Downtown Studio D,
Playhouse Square,
Cleveland



Studios, Transmitter
Facilities, Parma, Ohio.
Dotted line encloses
original plant, as it was only
three years ago!

**The
Cleveland
Browns
Station**



For three years, WXEL has been growing and building—growing in audience and influence, and building facilities to keep pace with that growth!

Today, those facilities are unmatched in this part of the country, and the audience, sparked by telecasts of the Cleveland Indians and Cleveland Browns, has the channel 9 habit.

What more could any advertiser ask?

Represented by The Katz Agency

Owned and Operated by The Empire Coil Company

WXEL

CLEVELAND channel 9

**KCTY . . . another Empire Coil television station—channel 25—Kansas City, Missouri
—on the air July or sooner—**

OHIO TV STATIONS

Columbus—(Continued)

WLWC (TV)

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 3165 Olentangy River Rd. ZONE: 2 PHONE: Jefferson 5441

FM AFFILIATE: WLWF

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Avco Manufacturing Co., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, and WLWF (FM) and WLWC (TV) Columbus, WINS New York and WLTW (TV) Atlanta, Ga.

BEGAN OPERATION: April 3, 1949

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 3165 Olentangy River Rd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 15.2 kw Aural, 7.6 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay, Superturnstile

ANTENNA HEIGHT: Above average terrain, 455 ft. Above ground, 578 ft.

HOURS OF OPERATION: 7 a.m.-1:20 a.m.

STUDIO ADDRESS: 3165 Olentangy River Rd.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Two studios (24x33-ft. and 40x60-ft.). Two RCA TK-10A studio cameras. Two field cameras. One RCA TK-20A film camera. Two RCA 16mm TP-16A film projectors. One LaBelle slide projector (2x2-in.). One opaque projector (4x5-in.). Mobile unit with two cameras, microwave relay equipment and Zoomar lens.

EXECUTIVES:

J. D. Shouse, Chairman of Board
Robert E. Dunville, President
James Leonard, General Manager
C. George Henderson, Sales Manager
Warren F. Warner, Program Director
Charles Sloan, Chief Engineer
Walter S. Jacobs, Production Manager

RATE INFORMATION: Class A hour rate—\$625. Minute spot—\$125. Frequency discounts—Start with 13 weeks at 5% up to 26 or more weeks at 10%; also start with 30 minutes per week at 5% up to 180 minutes or over per week at 12½%. (From Rate Card No. 6, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

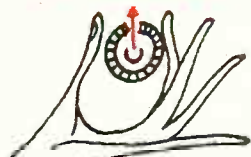
CONSULTING ENGINEER: Weldon & Carr

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IT'S THE NATURAL THING TO DO.



Dialing **WLW-C** in Columbus!



That's just another way of saying you're on the threshold to greater sales with WLW-C—a viewing tradition with the good people who live in Columbus and Central Ohio. That's because WLW-C has real pulling power—tops in talent, tops in shows, day in day out.

That's why WLW-C, in the heart of Ohio, has won the hearts of Central Ohioans. And along with interconnected stations in Cincinnati and Dayton, WLW-C plays a major role in wrapping up one of the nation's largest and richest television markets. WLW-C also provides an exclusive Client Service Department with 20 distinct services.

That's right! In Columbus, place your television advertising through WLW-C. It's the natural thing to do!

WLW-C
COLUMBUS



Exclusive Sales Offices in: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood.

OHIO TELEVISION STATIONS

Columbus—(Continued)

WTVN (TV)

LICENSEE: Picture Waves Inc.

ADDRESS: 735 Harmon Ave. PHONE: Fletcher 4361

TV NETWORK AFFILIATION: ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Edward Lamb Enterprises. Mr. Lamb owns WIKK and WICU (TV) Erie, Pa.; WTVN (TV) Columbus, Ohio; WTOD and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla., and grantee of WMAC (TV) Massillon, Ohio. Mr. Lamb is also publisher of Erie Dispatch. Sale of WTVN to Radio Cincinnati Inc. (WKRC-AM-FM-TV Cincinnati) pending FCC approval.

BEGAN OPERATION: September 30, 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: 50 W. Broad St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 10 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above average terrain, 545 ft. Above ground, 628 ft.

HOURS OF OPERATION: 11 a.m.-12:30 a.m.

STUDIO ADDRESS: 753 Harmon Ave.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two studios (50x50 and 35x25 ft): Three interchangeable studio/field cameras. One film camera. Two 16mm film projectors. Two SVE slide projectors (2x2-in.). One Boler motion picture camera.

EXECUTIVES:

Edward Lamb, President
J. W. McGough, General Manager
Joseph P. Gill, Chief Engineer
Marvin Ingerson, Asst. Chief Engineer

RATE INFORMATION: Class A hour rate—\$675. Minute spot—\$80. Frequency discounts—Begin with 13 times at 5% up to 156 times at 25%. (From Rate Card No. 5B, June 16, 1952.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis

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Dayton—

WHIO-TV

LICENSEE: Miami Valley Broadcasting Corp.

ADDRESS: 1414 Wilmington Ave. ZONE: 9 PHONE: Kenmore 4143

AM AFFILIATE: WHIO FM AFFILIATE: WHIO-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by former Of Gov. James M. Cox Sr. and family, who also publish Dayton News and Journal Herald and Atlanta Journal and Constitution, Springfield News and Sun and Miami News, and own WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton and WIOD-AM-FM Miami.

BEGAN OPERATION: February 1949

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 1414 Wilmington Ave.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24 kw Aural, 12 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A

ANTENNA HEIGHT: Above average terrain, 570 ft. Above ground, 517 ft.

HOURS OF OPERATION: 8:30 a.m.-12:30 a.m.

STUDIO ADDRESS: 1414 Wilmington Ave.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local film, kinescopes, remotes.

FILM LIBRARY: Screen Gems and Sterling NEWS SERVICE: UP

LIBRARY SERVICE: Standard

STUDIO FACILITIES: Studio 50x30 ft. Two RCA studio cameras. Two RCA field cameras. Two RCA film cameras. Two RCA 16mm film projectors. Two RCA slide projectors (2x2-in.). Mobile unit with two cameras, microwave equipment and power supply.

EXECUTIVES:

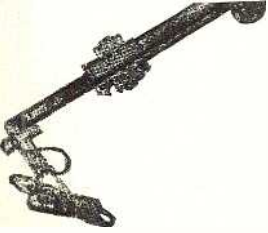
James M. Cox Jr., President
J. Leonard Reinsch, Managing Director
Robert H. Moody, General Manager
Harvey R. Young, Commercial Manager
Don R. Lyons, Program Director & Film Buyer
Ernest L. Adams, Chief Engineer
Jack L. Hodgkinson, Director TV Operations
Marion Gange, Production Manager
Don Wayne, News Director

RATE INFORMATION: Class A hour rate—\$750 (film). Minute spot—\$125 (film). Participation per spot—\$35 to \$70. Frequency discounts—Start with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: McIntosh & Inglis

BROADCASTING • Telecasting



eyes and ears
of
A GOOD CITIZEN

eyes and ears
of



A LIVE SALESMAN



ASK NATIONAL REPRESENTATIVE
GEO. P. HOLLINGBERY CO.
 FOR DATA, DETAILS AND AVAILABILITIES

OHIO TV STATIONS

Dayton—(Continued)

WIFE (TV)*

LICENSEE: Skyland Broadcasting Co.

ADDRESS: 5 S. Jefferson St. ZONE: 2 PHONE: Michigan 6501

AM AFFILIATE: WONE FM AFFILIATE: WTWO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ronald B. Woodyard, 18%; Loren Berry, 12.3%; Col. Gustav Hirsch, 12.3%; James F. Gallaher, 8%. Messrs. Woodyard and Berry also have stock interest in WTVQ (TV) Pittsburgh.

* BEGINS OPERATION: July 1953 (CP granted Nov. 26, 1952)

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 22 (518-524 mc)

TRANSMITTER ADDRESS: Near Lebanon Pike

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 210 kw Aural, 105 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 449 ft.

STUDIO ADDRESS: Near Lebanon Pike

EXECUTIVES:

Ronald B. Woodyard, President and General Manager

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: George P. Adair

WLWD (TV)

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 4595 S. Dixie Hwy. ZONE: 9 PHONE: Walnut 2101

FM AFFILIATE: WLWB

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Avco Mfg. Co., which owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, Ohio, WINS New York and WLTW (TV) Atlanta, Ga.

BEGAN OPERATION: March 15, 1949

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Frytown and W. Carrollton Rds.

MAKE OF TRANSMITTER: Crosley MODEL NO.: EDS-525

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 390 ft.

HOURS OF OPERATION: 6:30 a.m.-1:30 a.m.

STUDIO ADDRESS: 4595 S. Dixie Hwy.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Studio 80x55 ft. with seating for 400. Two studio cameras. Three field cameras. One rear screen projector. Two film cameras. Two 16mm film projectors. Two slide projectors. Mobile unit with two cameras, microwave equipment and power supply.

EXECUTIVES:

J. D. Shouse, Chairman of Board

Robert E. Dunville, President

H. Peter Lasker, General Manager

W. J. Williamson, Commercial Manager

Neal Van Ellis, Program Director

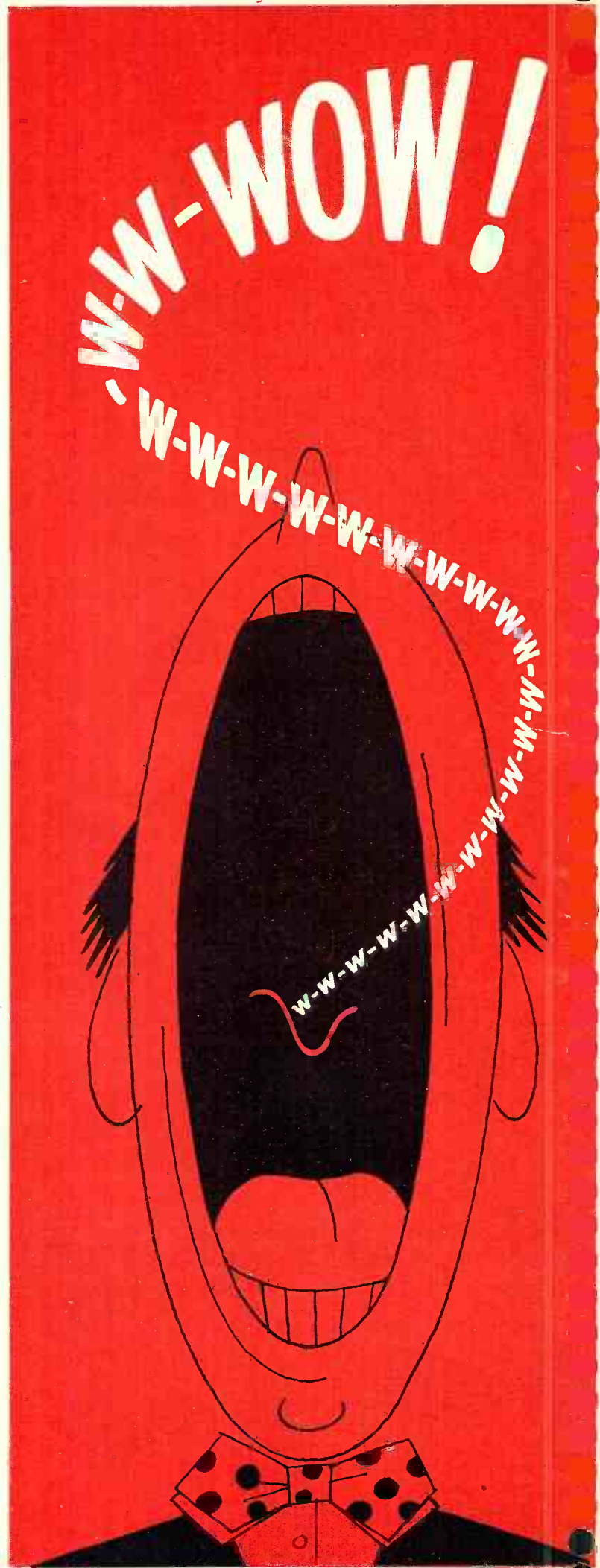
Lester Sturgill, Chief Engineer

Dorothy A. Sanders, Promotion Manager

RATE INFORMATION: Class A hour rate—\$625. Minute spot—\$100. Frequency discounts—Start with 13 weeks at 5% up to 26 weeks at 10%; also start with 30 minutes per week at 5% up to 180 minutes per week at 12½%. (From Rate Card No. 6, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr



Top ratings in Dayton for 3 straight years... and still going UP!

Something to shout about!

For the past 3 years, WLW-D has consistently dominated the great television audience in Dayton!

For the past 3 years, WLW-D has delivered more sales impressions per dollar per week than any other station in Dayton!

Top talent and top programing continue to pull in most of the viewers most of the time! This is backed up by WLW Television's exclusive Client Service Department with 20 distinct services.

One of the richest, industrial markets of the Midwest... Dayton retail sales up 8% to \$1,211,735,000.00 over 1950!

That's right! WLW-D makes money for you!

WLW-D
DAYTON



Exclusive Sales Offices in: Cincinnati, Dayton, Columbus, Chicago, New York, Hollywood.

OHIO TV STATIONS

Lima—

WLOK-TV *

LICENSEE: WLOK Inc.

ADDRESS: 1101 National Bank Bldg. PHONE: 6-3411

AM AFFILIATE: WLOK

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Controlled by Lloyd A. Pixl

* BEGINS OPERATION: March 15, 1953 (CP granted Nov. 20, 1952)

NATIONAL REPRESENTATIVE: H-R Reps Inc.

CHANNEL: 73 (824-830 mc)

TRANSMITTER ADDRESS: 1424 Rice Ave.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-20A

EFFECTIVE RADIATED POWERS: Visual, 21 kw Aural, 10 kw

MAKE OF ANTENNA: GE TYPE: TY-25H 5-Bay

ANTENNA HEIGHT: Above average terrain, 360 ft. Above ground, 340 ft.

STUDIO ADDRESS: 1424 Rice Ave.

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Local and network live, local and network film and kinescop.

STUDIO FACILITIES: Studios (30x50 ft. and 6x8 ft.). One GE studio camera. C GE film camera. Two 16mm film projectors. Two slide projectors (2x2-in.)

EXECUTIVES:

Lloyd A. Pixley, President
Robert O. Runnerstrom, General Manager
William Huffman, Program Director & Film Buyer
Darrel Hunter, Chief Engineer

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Craven, Lohnes & Culver

WIMA-TV *

LICENSEE: Northwestern Ohio Broadcasting Corp.

ADDRESS: 223 N. Main St. PHONE: 3-2660

AM AFFILIATE: WIMA FM AFFILIATE: WIMA-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George E. Hamilton, 50%; Rob W. Mack, 42.7%; F. E. Mack, 7.3% stockholders.

* BEGINS OPERATION: Summer 1953 (CP granted Dec. 4, 1952)

NATIONAL REPRESENTATIVE: Weed Television

CHANNEL: 35 (596-602 mc)

TRANSMITTER ADDRESS: Cook Tower

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 91 kw Aural, 50 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 330 ft. Above ground, 344 ft.

STUDIO ADDRESS: Cook Tower

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local film.

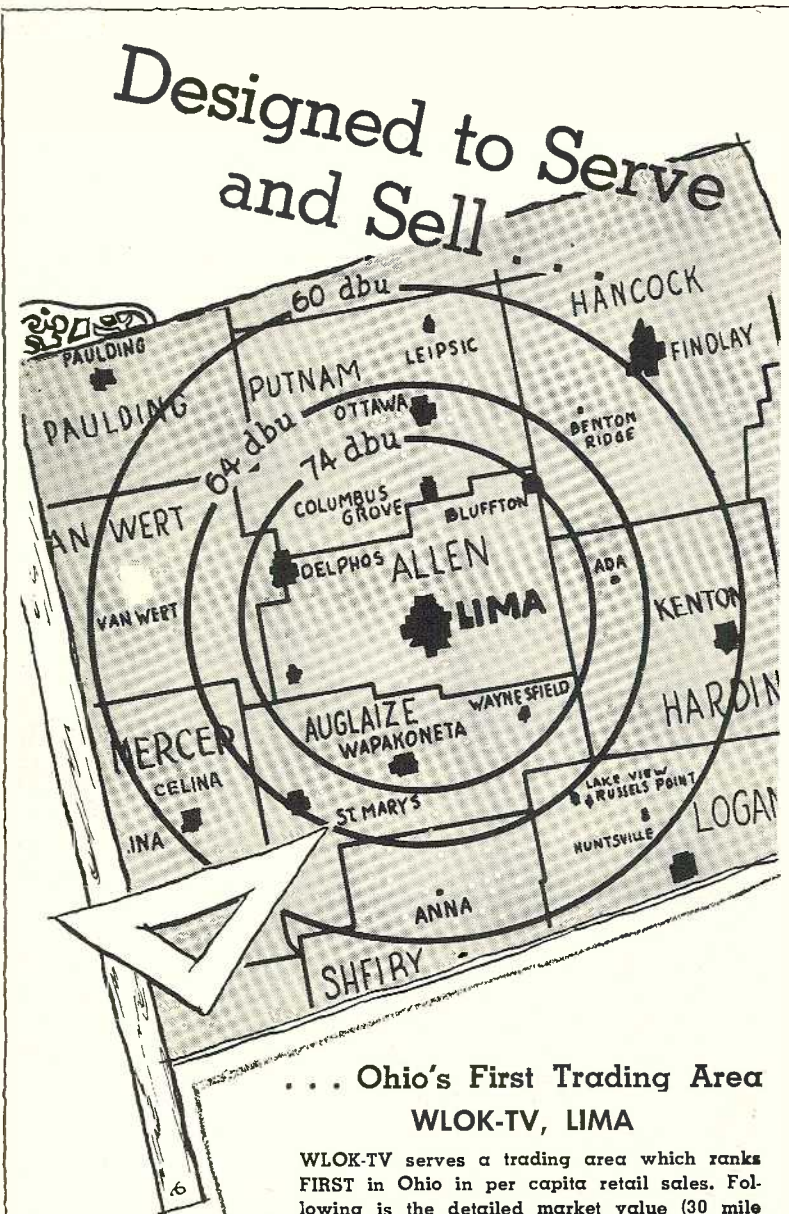
STUDIO FACILITIES: Two studios (20x35 ft.). Two DuMont studio cameras.

EXECUTIVES:

G. E. Hamilton, President
R. W. Mack, General Manager

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: George C. Davis



... Ohio's First Trading Area WLOK-TV, LIMA

WLOK-TV serves a trading area which ranks FIRST in Ohio in per capita retail sales. Following is the detailed market value (30 mile radius) as reported by the Lima Association of Commerce, based on the U. S. Census of Population, 1950, "Ohio Number of Inhabitants", Population Census Report P-A 35, Volume 1, Chapter 35:

Market Sales

Food Stores	\$ 54,366,000
Restaurants, Drink, Places	\$ 15,212,000
Hotels, Tourist Camps	\$ 1,258,000
General Merchandise Stores	\$ 20,828,000
Apparel Stores	\$ 10,254,000
Personal Service Shops	\$ 5,726,000
Hardware & Building Supply	\$ 28,220,000
Home Furnishings Stores	\$ 11,200,000
Repair Services	\$ 1,605,000
Automobile Sales Outlets	\$ 45,832,000
Gas Service Stations	\$ 16,483,000
Garages, Auto Repair Shops	\$ 2,462,000
Drug Stores	\$ 4,835,000
All Other Retail Stores	\$ 29,682,000
Amusement Establishments	\$ 2,088,000
TOTAL RETAIL SALES	\$236,912,000
TOTAL SERVICE RECEIPTS	\$ 13,138,000

Farm Data

TOTAL WHOLESALE SALES	\$223,720,000
Farms, Number Operated	53,972
Population Liv. on Farms	208,624
Dwelling Units	65,552
Trucks, Tractors, Autos	143,548
Cost of Feed Bought	\$ 43,928,000
Value of Products Sold	\$378,080,000

General

Population	235,545
Families	67,298
Dwelling Units	76,024
Automobile Vehicles	89,580
Income, All Sources	\$290,700,000
Manufacturers' Payroll	\$ 75,276,000

WLOK-TV, operating 20,000 watts ERP on Channel 73 at a height of 360 feet above average terrain, absolutely covers the area of business influence.

AN NBC TELEVISION AFFILIATE



REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

New York • Chicago • San Francisco • Hollywood

OHIO TELEVISION STATIONS

Massillon—

WMAC-TV *

LICENSEE: Midwest TV Company

ADDRESS: 500 Security Bldg., Toledo, Ohio PHONE: Main 1255

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Edward Lamb Enterprises, which owns and operates WIKK and WICU (TV) Erie, Pa.; WTVN (TV) Columbus, Ohio; WTOD and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla., and WMAC-TV Massillon, Ohio. Mr. Lamb is also publisher of Erie Dispatch. Sale of WTVN to Radio Cincinnati Inc. (WKRC-AM-FM-TV Cincinnati) pending FCC approval.

BEGINS OPERATION: April 1953 (CP granted Sept. 4, 1952)

CHANNEL: 23 (524-530 mc)

TRANSMITTER ADDRESS: Butler Bridge

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 99 kw Aural, 50 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 430 ft. Above ground, 524 ft.

STUDIO ADDRESS: Butler Bridge

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

EXECUTIVES:

Edward Lamb, President

James Bushman, General Manager

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis

Sandusky—

WLEC-TV *

LICENSEE: Lake Erie Broadcasting Co.

ADDRESS: Cleveland Rd. at Huntington Ave.

AM AFFILIATE: WLEC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President and General Manager

E. Heiser (22.8%); Vice President and Assistant Manager Jay E. Wagner Jr. (4%).

BEGINS OPERATION: Dec. 1 (CP granted Jan. 23, 1953)

CHANNEL: 42 (638-644 mc)

TRANSMITTER ADDRESS: Cleveland Highway and Huntington Ave.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 18.2 kw Aural, 9.1 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 265 ft. Above ground, 340 ft.

STUDIO ADDRESS: Cleveland Highway and Huntington Ave.

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: George C. Davis

Toledo—

WSPD-TV

LICENSEE: Storer Broadcasting Co.

ADDRESS: 136 Huron St. ZONE: 4 PHONE: Adams 3175

AM AFFILIATE: WSPD FM AFFILIATE: WSPD-FM

NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George B. Storer is principal stockholder. Licensee owns and operates WJBK-AM-FM-TV Detroit, WAGA-AM-FM Atlanta, KEYL (TV) San Antonio, WWVA-AM-FM Wheeling, W. Va.; WMMN Fairmont, W. Va.; WSAI-AM-FM Cincinnati; WGBS-AM-FM Miami, Fla. Mr. Storer also publisher of Miami Beach Florida Sun.

BROADCASTING • Telecasting

BEGAN OPERATION: July 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 1178 Superior St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24.5 kw Aural, 12.3 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 524 ft. Above ground, 555 ft.

HOURS OF OPERATION: 8:45 a.m.-midnight

STUDIO ADDRESS: 136 Huron St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-20A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP and INS

STUDIO FACILITIES: One studio (46x43.5x17.5 ft.). Two studio cameras. Two field cameras (interchangeable). One Trans-Lux rear screen projector. One RCA TK-20A film camera. One RCA TP-16C 16mm film projector. Two Golde slide projectors (2x2-in.). Mobile unit with two cameras; lenses (90mm, 50mm, 135mm, 200mm, 15", 25"); microwave relay equipment and power supply.

EXECUTIVES:

George B. Storer, President

Allen L. Haid, Vice President & Managing Director

Westford F. Shannon, Commercial Manager

Lester A. Dana, Program Director

William Stringfellow, Chief Engineer

Elaine Phillips, Film Buyer

William Ashworth, Merchandise Director

RATE INFORMATION: Class A hour rate—\$700. Minute spot—\$140. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 8, Sept. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

Warren—

WHHH-TV *

LICENSEE: Warren Tribune Radio Station Inc.

ADDRESS: 108 Main St. PHONE: 2212-9

AM AFFILIATE: WHHH

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: All stock in licensee is owned by The Tribune Co., publisher of Warren Tribune-Chronicle.

* BEGINS OPERATION: Unknown (CP granted Nov. 6, 1952).

CHANNEL: 67 (788-794 mc)

TRANSMITTER ADDRESS: Youngstown & Ridge Rds.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-25A

EFFECTIVE RADIATED POWERS: Visual, 80 kw Aural, 43 kw

MAKE OF ANTENNA: GE TYPE: TY-22B

ANTENNA HEIGHT: Above average terrain, 510 ft. Above ground, 514 ft.

STUDIO ADDRESS: Youngstown & Ridge Rds.

EXECUTIVES:

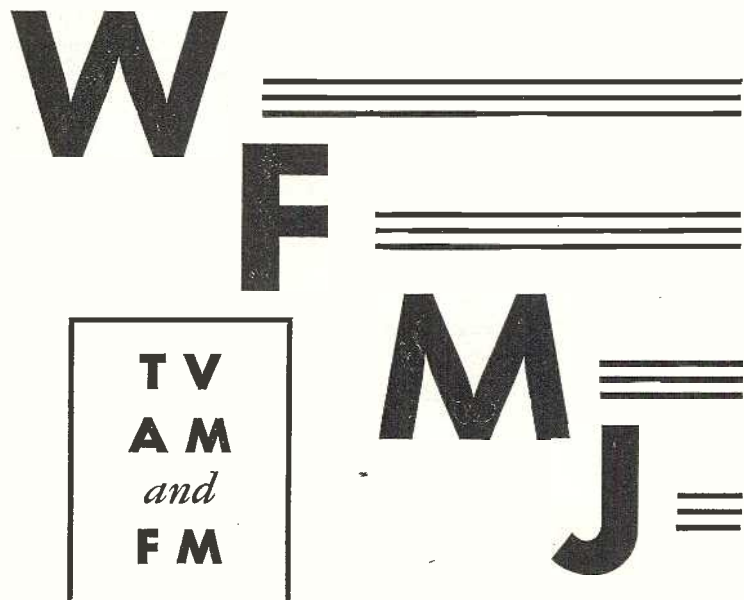
Helen Hart Hurlbert, President

Carl J. Raymond, General Manager

WASHINGTON ATTORNEY: Miller & Schroeder

CONSULTING ENGINEER: John Creutz

The Basic
N B C
Television Affiliate
serving
Greater Youngstown,
Ohio



Headley-Reed Company
 National Representatives



W F M J
Youngstown's Radio-TV Center
 101 W. Boardman St.
 Youngstown, O.
 phone:
 3-4121

OHIO TV STATIONS

Youngstown—

WFMJ-TV

LICENSEE: Vindicator Publishing Co.

ADDRESS: Vindicator Square PHONE: 3-4121

AM AFFILIATE: WFMJ FM: WFMJ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes Youngstown Vindicator.

BEGAN OPERATION: Feb. 18, 1953

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 73 (824-830 mc)

TRANSMITTER ADDRESS: Mabel Ave.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 175 kw Aural, 89 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 960 ft. Above ground, 1,000 ft.

STUDIO ADDRESS: 101 W. Boardman St.

MAKE OF CAMERA CHAINS: RCA

EXECUTIVES:

William F. Maag Jr., President and General Manager
 Len C. Nasman, Sales Manager

RATE INFORMATION: Class A hour rate—\$300. Minute spot—\$60. Frequency counts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Jan. 1, 1953.)

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: James C. McNary

OHIO TV STATIONS

Youngstown—(Continued)

WKBN-TV

OWNERS: WKBN Broadcasting Corp.

ADDRESS: 3930 Sunset Blvd. PHONE: 2-1145

AFFILIATE: WKBN FM AFFILIATE: WKBN-FM

NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Warren P. Williamson Jr., 60% owner; Forest City Publishing Co. (Cleveland Plain Dealer and News), 40%. Forest City Publishing Co. also owns WHK-AM-FM Cleveland and WHKC-AM-FM Columbus, Ohio.

BEGAN OPERATION: Jan. 11, 1953

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 27 (548-554 mc)

TYPE OF TRANSMITTER: RCA MODEL NO.: TTU-10A

EFFECTIVE RADIATED POWERS: Visual, 15.8 kw Aural, 9.5 kw

MAKE OF ANTENNA: RCA TYPE: TFU-24-BL

ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 534 ft.

HOURS OF OPERATION: 11:15 a.m.-11:15 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A

TYPE OF OPERATION: Local and network live, local film and kinescopes.

NEWS SERVICE: AP and UP

STUDIO FACILITIES: One studio 30x50 ft. and two studios 16x25 ft. Two RCA TK-11A studio cameras. One RCA TK-20B film camera. Two RCA TP-16D 16mm film projectors. One Eastman slide projector.

EXECUTIVES:

W. P. Williamson Jr., President
L. Bowden, Station Director
John Brice, Production-Program Director
L. T. Wilkens, Chief Engineer

LEGAL COUNSEL: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: Millard M. Garrison

BROADCASTING • Telecasting

First TV station in the 30th MARKET



On Jan. 6, WKBN-TV went on the air with a test pattern to become the first television station in Youngstown, the first UHF television station in Ohio, and the sixth in the United States.

WKBN-TV began televising regular studio programs on Jan. 11, and will carry the network programs of CBS, DuMont, and ABC.

YOUNGSTOWN, OHIO

is the 30th Metropolitan Area in size in the entire United States, with a population of over one-half million.

Population: 528,498

Estimated TV sets converted to UHF: 10,000

Retail Sales: \$536,904,000

Effective Buying Income: \$893,055,000

E.B.I. per Capita: \$1,649

E.B.I. per Family: \$5,903

SOURCE: Sales Management Survey of Buying Power (Copyright 1952, further reproduction not licensed), 1950 Census of Population

WKBN-TV

CHANNEL 27

CBS
DuMont
ABC

Represented by **RAYMER**

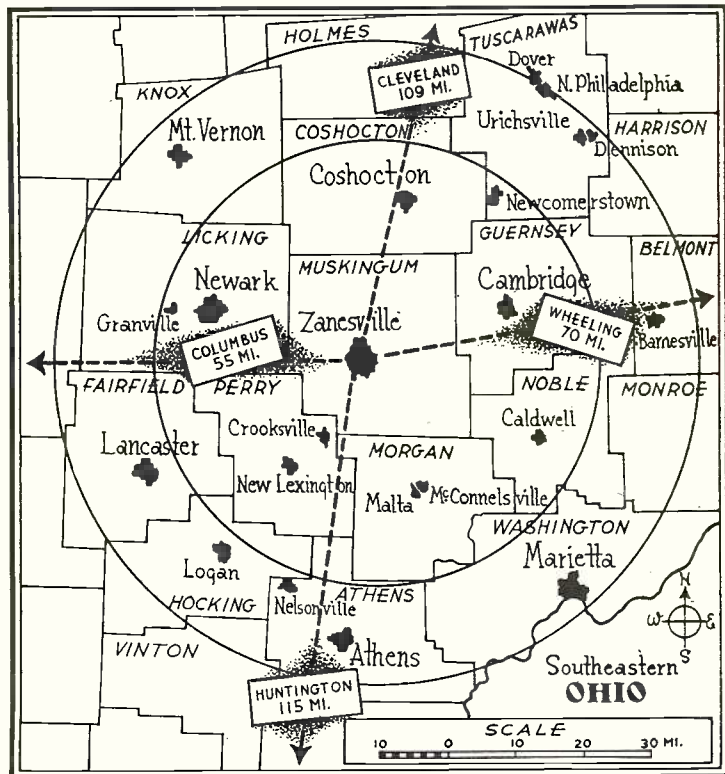
NOW - - -

Ohio's NINTH largest trading area has television



CHECK (✓) The Zanesville Market

- (✓) The only TV station in Southeastern Ohio
- (✓) Isolated from all other major markets
- (✓) City zone population of 50,000
- (✓) 166,000 families in WHIZ-TV area
- (✓) 550,000 population in WHIZ-TV area
- (✓) 1952 retail sales of \$479,000,000



(32 mile radius April 1, 1953—20 kw power)
(47 mile radius September 1, 1953—92 kw power)

National Representative—John E. Pearson TV Inc.

WHIZ-TV In Southeastern Ohio

OHIO TV STATIONS

Youngstown—(Continued)

WUTV (TV) *

LICENSEE: Polan Industries

ADDRESS: 321 8th St., Huntington, W. Va. PHONE: 2-0301

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Albert S., E. G., coln M., Charles M. and Lake Polan, who also own permits for WPTV (TV) Ashla..d, Ky., and Wheeling, W. Va. E. G. Polan owns 20% of WPLH Huntington, W. Va.

* BEGINS OPERATION: July, 1953 (CP granted Sept. 25, 1952)

CHANNEL: 21 (512-518 mc)

TRANSMITTER ADDRESS: Gibson St.

MAKE OF TRANSMITTER: RCA MODEL: 12 kw

EFFECTIVE RADIATED POWERS: Visual, 200 kw Aural, 100 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 530 ft. Above ground, 550 ft.

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Local and network live, local and network film, kinesc

STUDIO FACILITIES: One studio 26x44 ft.; one small studio. Two studio cam. Two G.E. synchrolite 16mm film projectors. One slide projector. One opera

EXECUTIVES:

Theodore M. Nelson, General Manager Polan Industries TV Division

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: A. D. Ring & Assoc.

Zanesville—

WHIZ-TV *

LICENSEE: Southeastern Ohio Television System

ADDRESS: Lind Arcade Bldg. PHONE: 2-5431

AM AFFILIATE: WHIZ

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Clay Littick, 25%; Orvil Littick, 25%; Arthur S. Littick, 25%; Ernest B. Graham, 15%; Clarence A. Graham, 10%. Messrs. Littick own Zanesville Publishing Co., publisher of Zanesville T Recorder and Signal.

* BEGINS OPERATION: April 1953 (CP granted Dec. 10, 1952)

NATIONAL REPRESENTATIVE: Pearson Television Inc.

CHANNEL: 50 (686-692 mc)

TRANSMITTER ADDRESS: Downard Rd.

MAKE OF TRANSMITTER: DuMont MODEL NO.: 15000

EFFECTIVE RADIATED POWERS: Visual, 92.1 kw Aural, 52.1 kw

MAKE OF ANTENNA: RCA TYPE: TFU-24BH

OHIO TV STATIONS

WHIZ-TV (Continued)

TENNA HEIGHT: Above average terrain, 535 ft. Above ground, 497 ft.

UDIO ADDRESS: Downard Rd. HOURS OF OPERATION: 3 p.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA

PE OF OPERATION: Local and network live, local and network film and kinescopes.

WS SERVICE: UP

RRARY SERVICE: Standard

UDIO FACILITIES: Studio is 28x34 ft., seating 50. One RCA TK-11A studio camera. One RCA TK-20A film camera. Two GPL 16mm film projectors. One Selectro-Slide Jr. One Bolex 16mm motion picture camera. Micro-Record automatic re-wind tank.

ECUTIVES:

Clay Littick, President
 Vernon A. Nolte, General Manager
 Nate Milder, Commercial Manager
 Robert D. Maley, Program Director
 William A. Hunt, Chief Engineer
 Milton A. Moony, Film Buyer (815 Film Bldg., Cleveland, Ohio)

ATE INFORMATION: Class A hour rate—\$150 (film). Minute spot—\$30 (film). Frequency discounts start with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1.)

ASHINGTON ATTORNEY: Dow, Lohnes & Albertson

ONSULTING ENGINEER: Craven, Lohnes & Culver

OKLAHOMA TV STATIONS

awton—

KSWO-TV *

ENSEE: Oklahoma Quality Broadcasting Co.

ADDRESS: P. O. Box 699

PHONE: 1380

A AFFILIATE: KSWO

INCIPAL STOCKHOLDERS AND OTHER INTERESTS: Partners: R. H. Drewry (50%), 45% owner of KRHD Duncan, Okla; T. R. Warkentin (16%), 14% owner of KRHD; R. P. Scott (16%), 14% owner of KRHD, and Dr. G. G. Dawning, M.D. (4%), 3% owner of KRHD.

BEGINS OPERATION: March 1953. (CP granted Dec. 4, 1952.)

NATIONAL REPRESENTATIVE: O. L. Taylor Co.

CHANNEL: 7 (174-180 mc)

ANSMITTER ADDRESS: East of Lawton

MAKE OF TRANSMITTER: RCA

MODEL: TT-2AH

EFFECTIVE RADIATED POWERS: Visual, 10 kw Aural, 5 kw

MAKE OF ANTENNA: RCA

TYPE: 6-BAY

ANTENNA HEIGHT: Above average terrain, 540 ft. Above ground, 525 ft.

UDIO ADDRESS: East of Lawton HOURS OF OPERATION: 6 a.m. to 11:30 p.m.

MAKE OF CAMERA CHAINS: RCA

YPE OF OPERATION: Local live, Local and Network film. Kinescapes.

ILM LIBRARY: United TV Programs

NEWS SERVICES: UP

RRARY SERVICE: Standard

UDIO FACILITIES: Studio 20x40 ft. RCA camera. Two RCA 16mm film projectors. One automatic slide projector. One Gray Telap Jr. opaque projector. Two motion picture cameras.

ECUTIVES:

R. H. Drewry, Principal Partner
 Paul N. Goade, General Manager & Film Buyer
 L. W. Ozier, Commercial Manager
 Henry Mattison, Program Director
 William Bufard, Chief Engineer
 William Evans, Film Director
 William McReynolds, News Director

TE SUMMARY: Class A hour rate—\$150. Minute rate—\$20. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 1, Feb. 1, 1953.)

ASHINGTON ATTORNEY: Lyon, Wilner & Bergsan

BROADCASTING • Telecasting

B GGER

ratings on its second-run
 than in its original first run!

... when man bites dog, that's news. And it's even bigger news when a TV film series scores a bigger rating in its second run than it did in its original network playing.

That's the sensational BIG TOWN story. Running on CBS, it's almost constantly in the "top ten." But in Los Angeles, second-run ratings have actually run as much as 10 points ahead of the network rating!

NO WONDER EVERYONE'S BUYING

HEART OF THE CITY



It's BIG TOWN all dressed up with a new title! 78 brilliant half-hour adventure dramas available . . . featuring Crime-busting reporter, Steve Wilson, aided by his Girl Friday, Lorelei, on a personal crusade against the evils of "Big Town." A thrill-a-minute! Contact UTP now for full details!

Another Great UTP Show that Combines
SHOWMANSHIP with **SALESMANSHIP!**

NEW YORK
 444 Madison Avenue

CHICAGO
 360 North Michigan

HOLLYWOOD
 140 North LaBrea



OKLAHOMA TELEVISION STATIONS

Oklahoma City—

WKY-TV

LICENSEE: WKY Radiophone Co.

ADDRESS: P.O. Box 8668, Britton Station ZONE: 14 PHONE: 88-2161

AM AFFILIATE: WKY

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Oklahoma Publishing Co., publisher of Oklahoma City Oklahoman and Times and Farmer-Stockman. E. K. Gaylord is president of Oklahoma Publishing Co.

BEGAN OPERATION: June 6, 1949

NATIONAL REPRESENTATIVE: The Katz Agency

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 500 E. Britton Road

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.9 kw Aural, 8.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-5A, 5-Bay Superturnstile.

ANTENNA HEIGHT: Above average terrain, 935 ft. Above ground, 968 ft.

STUDIO ADDRESS: 500 E. Britton Road.

HOURS OF OPERATION: 7 a.m.-midnight; noon-12:30 a.m. (Sat.)
10 a.m.-12:30 a.m. (Sun.)

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP, and Fox Movietone

STUDIO FACILITIES: Two studios 38x58 ft. seating 200. Seven interchangeable field studio cameras. Rear screen projector. Two RCA 16mm film cameras; four RCA 16mm film projectors. Four slide projectors. One Auricon, one Bolex and one Cine Special motion picture camera. Film processing unit. Mobile unit with three cameras, microwave relay equipment.

EXECUTIVES:

E. K. Gaylord, President
P. A. Sugg, Manager
Hoyt Andres, Asst. Station Manager
Eugene B. Dodson, Adm. Asst.
Robert Olson, Program Director
H. J. Lovell, Chief Engineer
Keith Mathers, Asst. Program Manager
Ray Scales, Public Relations Manager
Robert Doty, Production Supervisor
Billy Nicks, Stage Manager
Robert Hayward, Asst. Chief Engineer—TV

RATE INFORMATION: Class A hour rate—\$550. Minute spot—\$110. Frequency discounts start with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, May 1, 1952.)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: A. D. Ring & Assoc.

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Tulsa—

KOTV (TV)

LICENSEE: Wrather-Alvarez Inc.

ADDRESS: 302 S. Frankfort PHONE: 2-9233

TV NETWORK AFFILIATION: ABC, CBS, and NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: J. D. Wrather Jr. (25%); Mazin Wrather (25%); and Helen Alvarez (50%). Purchase of KFMB-AM-FM-TV San Diego by Mr. Wrather and Mrs. Alvarez awaits FCC approval.

BEGAN OPERATION: Nov. 30, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Nat'l. Bank of Tulsa Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5

EFFECTIVE RADIATED POWERS: Visual, 16.6 kw Aural, 8.3 kw

MAKE OF ANTENNA: RCA TYPE: TF-3

ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 440 ft.

STUDIO ADDRESS: 302 S. Frankfort HOURS OF OPERATION: 7 a.m.-midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP, Movietone

MUSIC LIBRARY SERVICE: World

STUDIO FACILITIES: Studio—110x50 ft. and two kitchens. Two RCA (TK-30) studio cameras; two interchangeable field cameras. Boode rear screen projector. Two RCA (TK-20) film cameras; two film projectors. Two Selectroslide Jr. projectors for 2x2-in. slides. One opaque projector for 3x4-in. cards. Auricon motion picture camera. Mobile unit with two cameras; lens: 20" and 14"; microwave relay equipment.

EXECUTIVES:

J. D. Wrather Jr., Co-Owner & President
Helen Alvarez, Co-Owner & General Manager
John B. Hill, Commercial Manager
Don Thompson, Program Director & Film Buyer
George G. Jacobs, Chief Engineer
Robert Freeland, Asst. to General Manager
Leo Howard, Sales Manager

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$100. Participation per spot—\$100. Frequency discounts 5% to 15%. (From Rate Card No. 5, Dec. 1, 1951)

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

WKY

OKLAHOMA'S



**RADIO
STATION**

SERVING OKLAHOMA
FOR 31 YEARS

WKY-TV

OKLAHOMA'S



**TELEVISION
STATION**

**MORE LISTENERS DAY AND
NIGHT THAN ANY OTHER
OKLAHOMA CITY RADIO
STATION**

336,280 *
daytime families

142,190 *
more families than
the next closest station

292,120 *
nighttime families

113,940 *
more families than
the next closest station

*Figures from latest BMB Audience Report



**PROVED REGULAR
VIEWING RESPONSE FROM
OVER HALF OF OKLAHOMA**

Program schedules published by news-
papers as far distant as Wichita, Kansas,
165 airline miles from Oklahoma City.

WKY AM 930 KC — NBC
TV CHANNEL 4
968 FT. TOWER
OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN

Represented by
THE KATZ AGENCY, INC.

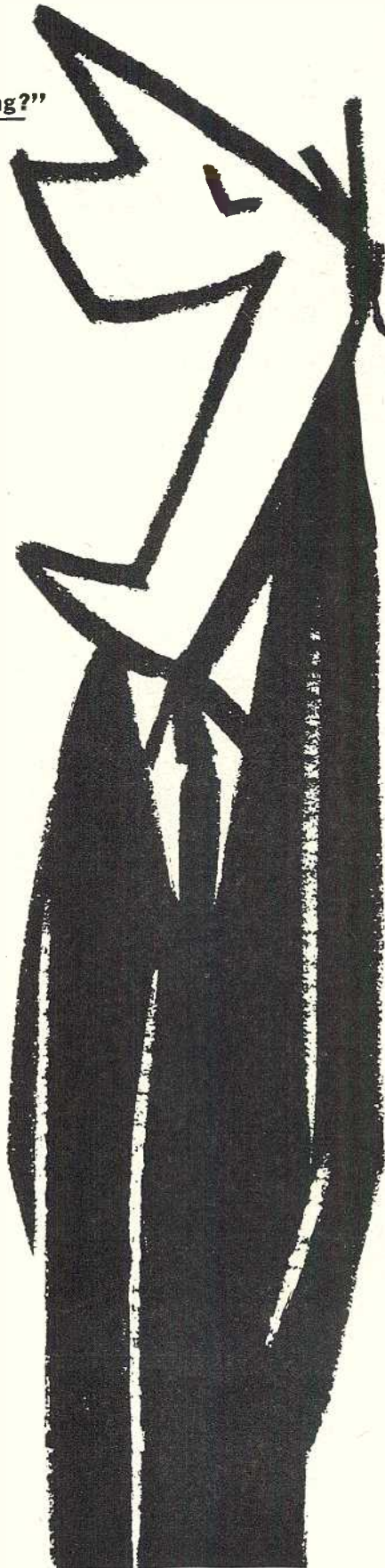
When I started to tell him about the **STATION-STARTER PLAN** he said "You're kidding. Who ever heard of a new TV station making money on programming?"

So I laid the details out cold. How you get nine TV film series at one rock-bottom price. How you can sell them over and over. How there are no restrictions on their use. Naturally he was interested. So I let him have the clincher... how the price stays the same no matter how high his rates go. No escalator clauses, no extras. Sure he bought it. Jumped at it, in fact!

Consolidated Television Sales

distributors of film for Television

HOLLYWOOD, HO. 9-6369
NEW YORK, MU. 6-7543
CHICAGO, MI. 2-5231



OREGON TV STATIONS

Portland—

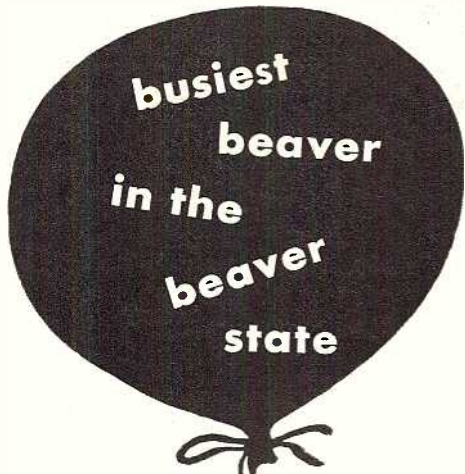
KPTV (TV)

LICENSEE: Empire Coil Co.
ADDRESS: 735 S.W. 20th Place ZONE: 5 PHONE: Capitol 9921
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is electronics component and parts manufacturer in New Rochelle, N. Y., owns WXEL (TV) Cleveland; KPTV (TV) Portland, Ore.; KDEN (TV) Denver and KCTY (TV) Kansas City. Herbert May is principal stockholder.
BEGAN OPERATION: Sept. 19, 1952
NATIONAL REPRESENTATIVE: NBC Spot Sales
CHANNEL: 27 (548-554 mc)
TRANSMITTER ADDRESS: Council Crest Park
MAKE OF TRANSMITTER: RCA MODEL: TFU-21BL
EFFECTIVE RADIATED POWERS: Visual, 18 kw Aural, 9 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 1,023 ft. Above ground, 251 ft.
HOURS OF OPERATION: 10 a.m.-Midnight
STUDIO ADDRESS: 735 S.W. 20th Place
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
EXECUTIVES:
Herbert Mayer, President & General Manager
Charles White, Assistant Commercial Manager
Eugene S. Ragle, Program Director
Russell Olsen, Chief Engineer & Acting Manager
Frank Opra, Production Co-ordinator & Film Director
RATE INFORMATION: Class A hour rate—\$350. Minute spot—\$75. Frequency discounts up to 20%. (From Rate Card No. 2, Feb. 1, 1953.)
WASHINGTON ATTORNEY: Lyon, Wilner & Bergson
CONSULTING ENGINEER: Benjamin Adler

Salem—

— — — *

LICENSEE: Lawrence A. Harvey
ADDRESS: 19,200 South Western Ave., Los Angeles, Calif.
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Lawrence A. Harvey, sole owner, executive vice president and 33 1/3% owner of Harvey Machine Co. (mfrs. of aluminum extrusions), Los Angeles, owner of various real estate and applicant for new TV station in Los Angeles.
* BEGINS OPERATION: July, 1953 (CP granted Jan. 29, 1953)
CHANNEL: 24 (530-536 mc)
TRANSMITTER ADDRESS: Atop Eola Hills
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 104.7 kw Aural, 56.53 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 995 ft. Above ground, 223 ft.
ATTORNEY: Prichard & Brenner (Beverly Hills, Calif.)
CONSULTING ENGINEER: Harry R. Lubcke (Hollywood, Calif.)

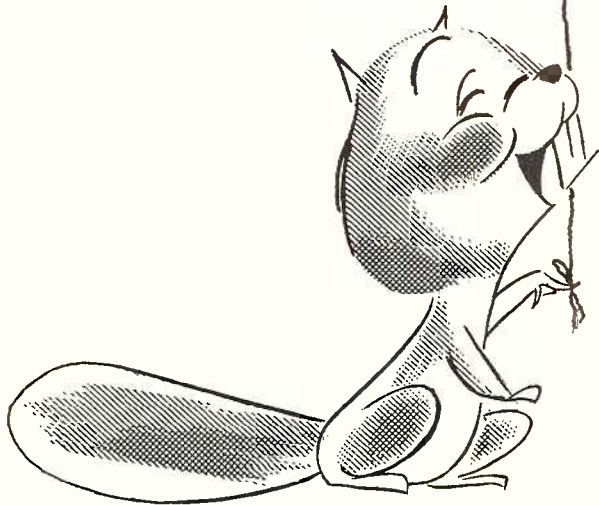


busiest
beaver
in the
beaver
state

KPTV

PORTLAND, OREGON

the nation's
FIRST UHF
station!



The great Northwest hails a new pioneer... KPTV at Portland, Oregon, America's first commercial television operation on Ultra High Frequency. Set ownership figures are soaring in the one-station Portland area, the country's newest and fastest growing TV market. Cash in on the high public interest in television's latest successful venture—one the whole nation's watching. Let KPTV's busy beaver build new sales for you in the Portland market.

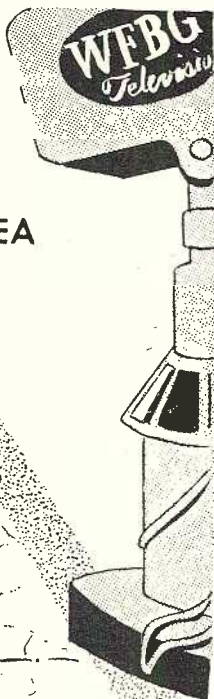
KPTV
PORTLAND, OREGON
Channel 27

Represented by **NBC** Spot Sales

Owned and operated by the Empire Coil Company

KCTY . . . another Empire Coil television station—channel 25—Kansas City, Missouri
—on the air July or sooner—

**WE FOCUS ON
CENTRAL PENNSYLVANIA
NOT A CITY . . . BUT AN AREA**



**WFBG-TV
channel 10**

reaches over a million people—300,000 families. Coverage includes such cities as Altoona, Johnstown, Punxsutawney, Williamsport, Lewistown, Lock Haven, Cumberland, Maryland. And, as a bonus, Harrisburg and Pittsburgh.

**WFBG-TV
channel 10**

sells an area—not a city. You sell all central Pennsylvania. Match your sales messages to your distribution pattern. You get results.

**WFBG-TV
channel 10**

pours on more power than any other VHF channel in Pennsylvania—more than any station in eastern U. S. with 316,000 watts (in May).

**WFBG-TV
channel 10**

really has connections—NBC primary interconnected. Top network entertainment from America's No. 1 television network in programs, audiences, stations and advertisers.

For more sales, best coverage, and low rate advertising, adjust your sales picture to . . .

VHF Channel 10 WFBG-TV

ALTOONA, PENNSYLVANIA
An NBC primary interconnected station • ABC and DuMont
Jack Snyder, Managing Director—316,000 watts—in May
National Representatives H-R Television, Incorporated

PENNSYLVANIA TELEVISION STATIONS

Altoona—

WFBG-TV*

LICENSEE: The Gable Broadcasting Co.

ADDRESS: 1320 11th Ave. PHONE: 6467

AM AFFILIATE: WFBG

TV NETWORK AFFILIATION: NBC and DuMont (Interconnected)

* BEGINS OPERATION: Early 1953

NATIONAL REPRESENTATIVE: H-R Representatives Inc.

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: Wopasnock Mountain

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6EE

EFFECTIVE RADIATED POWERS: Visual, 316 kw Aural, 158 kw

MAKE OF ANTENNA: GE TYPE 12-Bay superturnstile

ANTENNA HEIGHT: Above average terrain, 990 ft. Above ground, 174 ft.

STUDIO ADDRESS: Wopasnock Mountain HOURS OF OPERATION: 2 p.m.-12 p

MAKE OF CAMERA CHAINS: GPL DESCRIPTION: Remote pan & tilt

TYPE OF OPERATION: Local and network live, local and network film and kinescope

FILM LIBRARY: United NEWS SERVICE: AP

LIBRARY SERVICE: World

STUDIO FACILITIES: One studio 20x30 ft. Two GPL field cameras. Bodde 1 screen projector. GE film camera; three film projectors. Two projectors for 2x2" slides; one opaque projector for 3x4-in. cards. Three motion picture camera. Houston film processing unit.

EXECUTIVES:

George P. Gable, President
J. M. Snyder, General Manager
George R. Burgoot, Chief Engineer

RATE INFORMATION: Class A hour rate—\$225. Minute spot—\$40. Frequency counts start with 13-times at 5% up to 156 times at 25%. (From Rate Card No. 1, Feb. 1, 1953.)

staged scenes into a...
 romantic, spar-fond of paying tribute to his own...
 ng highballs, genius, the funny blond wig which! (Continued on page 191)

RADIO AND TELEVISION

By JOHN CROSBY
 Music and Pictures

is attempting with considerable...
 h pictures on television what he...
 well with sound on the radio.
 After all, is not...
 ot—or shouldn't...
 e show, though...
 ements of both.
 g from radio to...
 eed a formidable...
 was essentially a...
 estral show. Voices...
 s don't lend them-...
 ography very well.
 ouldn't transform...
 an ordinary song-...
 st without ruining...
 f his show which...
 ously built up over...
 dio.



John Crosby

think, solved the problem very well.
 work on the Waring show is, in the...
 of the word, art photography. The dif-...
 ficulty between it and the other kind of art pho-...
 tography is simply that the pictures move. But...
 the combination of light and shadow, of...
 pure television

camera swooped...
 quite a prod...
 The char...
 pretty we...
 just eve...
 of the...
 orches...
 tackl...
 ica...
 Jew...
 a s...
 and...
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 of...
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 for my...
 On h...
 would be...
 edy. But...
 pictures—p...
 harmonizing...
 pure television

and the cameras
 are **GPL**



Columnist John Crosby, discussing not electronics but end results on the screen, calls the Waring show on CBS Television "pure television." Such results come from three things: Waring imagination, CBS Television techniques, and GPL camera chains.

"The pictures move . . . are a combination of light and shadow, of form and substance that catch and hold the eye."

A GPL extra in engineering accounts for much of this. Camera and operator may be moving on a boom in a 3-dimensional pattern. Yet the operator has only to concentrate on aim, while the director at the Camera Control Unit adjusts the iris for light and shadow.

"The cameras seem to roam at will on that show with a fluidity and grace almost never found in the movies."

That fluidity is engineered into GPL cameras. Dual focus knobs, push-button lens change with auto-

matic focus adjustment, precision pan and tilt motions—all these enable camera men and directors to capture the full scope of a show. Fantasy or stark realism, sports in sunlight or drama in stage shadows . . . GPL cameras put top quality pictures into the line.

Whatever your type of operation, whether you need one chain or six, investigate these cameras designed for modern television. Rugged but lightweight, they are easily interchangeable between studio and field. Circuit design guarantees consistent high quality.

Station owners like their economy; camera crews like their velvet smoothness and operating ease; maintenance men like their long service life.

For full details, write, wire or phone

General Precision Laboratory **GPL**

INCORPORATED
 PLEASANTVILLE NEW YORK
 Cable address: Prelab

Export Department:
 13 East 40th St., New York City
 Cable address: Arlab

NEW STATION OPERATORS:
 Without obligation, GPL engineers will be glad to study your entire studio needs for cameras, projectors, film chains and video recorders.

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

PENNSYLVANIA TV STATIONS

Bethlehem—

WLEV-TV *

LICENSEE: Associated Broadcasters Inc.

PHONE: 5-5311

AM AFFILIATE: WEST (Easton) FM AFFILIATE: WEST-FM (Easton)

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee is owned by J. F. and J. H. Steinman, publishers of Lancaster (Pa.) Intelligencer Journal and New Era. Steinman stations are WGAL-AM-FM-TV Lancaster, Pa.; WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg, Pa.; WORK York, WRAW Reading, WEST Easton, WLEV-TV Bethlehem, all Pa.

* BEGINS OPERATION: Winter 1953 (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: Robert Meeker Associates

CHANNEL: 51 (692-698 mc)

TRANSMITTER ADDRESS: Savercool Ave., Fountain Hill

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 2.24 kw Aural, 2.24 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 600 ft. Above ground, 235 ft.

STUDIO ADDRESS: Savercool Ave., Fountain Hill

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

EXECUTIVES:

Clair R. McCollough, Station Executive
Thomas R. Nunan, Station Manager & Film Buyer
J. Robert Gulick, General Sales Manager
J. E. Mathiot, Technical Director

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: James C. McNary

Easton—

WGLV (TV)*

LICENSEE: Easton Publishing Co.

ADDRESS: 30 N. Fourth Street

FM AFFILIATE: WEEX

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President-Treasurer J. L. Stackhouse, Vice President - Secretary Adele S. Fretz, Vice President Anna M. Snyder. Licensee publishes Easton Express.

* BEGINS OPERATION: Spring 1953 (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 57 (728-734 mc)

TRANSMITTER ADDRESS: Gaffney Hill

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 125 kw Aural, 63 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 760 ft. Above ground, 167 ft.

STUDIO ADDRESS: State Hghwy. 115, Easton

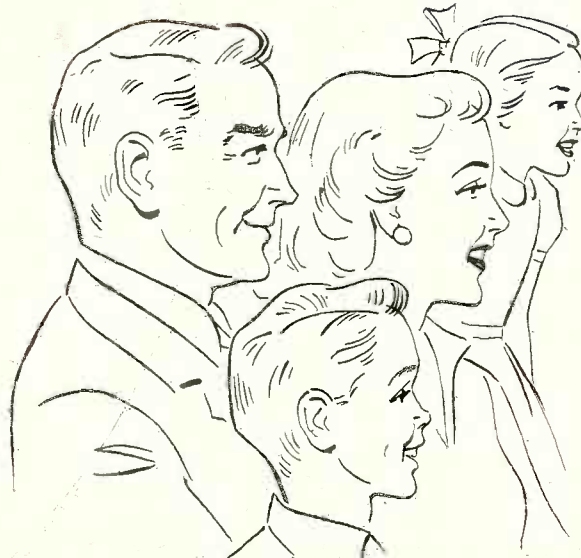
WASHINGTON ATTORNEY: Eliot C. Lovett

CONSULTING ENGINEER: Paul Godley Co.

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Mr. and Mrs. Lehigh

at home



The newest profit opportunity

WLEV-TV is the Lehigh Valley's own television station—the one medium reaching the entire Lehigh Valley. WLEV-TV's market is long-known as a region of stable prosperity. The 481 million dollars spent by its half-million population in 1951 proves it is a region of tremendous sales response. Top time available now. Write for information.

WLEV-TV

BETHLEHEM, PA.
ALLENTOWN • EASTON

A Steinman Station

Valley (and family)

advertisers on . . .

in television



Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

Los Angeles

San Francisco

PENNSYLVANIA TELEVISION STATIONS

Erie—

WICU (TV)

LICENSEE: Dispatch Inc.

ADDRESS: 3515 State Street PHONE: 46-371

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Erie Dispatch which is owned by Edward Lamb. Mr. Lamb owns WTVN (TV) Columbus, Ohio (sale to Radio Cincinnati Inc. (WKRC-TV), pending FCC approval); WIOD-AM & WTRT (FM) Toledo; WIKK and WICU (TV) Erie; WHOO-AM-FM Orlando, and WMAC-TV Massillon, Ohio.

BEGAN OPERATION: March 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: 35th & State

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 30 kw Aural, 15 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 115 ft. Above ground, 309 ft.

STUDIO ADDRESS: 3515 State Street HOURS OF OPERATION: 6:45 a.m.-12:15 a.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Three studios—30x40x19½ ft., 15x16x16 ft. and 31x36x19½ ft. Two DuMont studio cameras, interchangeable for field use. Three 16mm film projectors (RCA, GPL, Holmes). Two 35mm slide projectors; one opaque projector for 11x14-in. cards.

EXECUTIVES:

Edward Lamb, President
Ben McLaughlin, General Manager
Don Boyce, Commercial Manager
Don Lick, Program Director
Mike Csop, Chief Engineer
Roger Lareau, Regional Sales Manager

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$90. Participation per spot—\$55. (From Rate Card No. 7A, Feb. 1, 1952)

WASHINGTON ATTORNEY: Fly, Schuebruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis

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Harrisburg—

WHP-TV *

LICENSEE: WHP Inc.

ADDRESS: 216 Locust Street Phone: 43211

AM AFFILIATE: WHP FM AFFILIATE: WHP-FM

TV NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Telegraph Press.

* BEGINS OPERATION: May (CP granted Sept. 25, 1952)

NATIONAL REPRESENTATIVE: The Bolling Co.

CHANNEL: 55 (716-722 mc)

TRANSMITTER ADDRESS: Blue Mountain

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 240 kw Aural, 120 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 920 ft. Above ground, 160 ft.

STUDIO ADDRESS: 216 Locust Street

HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local film.

LIBRARY SERVICES: Standard

STUDIO FACILITIES: One studio 43x54 ft., one studio 15x19 ft. Four studio cameras (interchangeable); Translux rear screen projector. One film camera; two film projectors; one slide projector. Mobile unit planned.

EXECUTIVES:

A. K. Redmond, General Manager & Commercial Manager
Dick Redmond, Program Director & Film Buyer
Beatrice Potteiger, Sales Service Director
E. Dan Leibensperger, Chief Engineer
John Price and Russ Brinkley, News Editors

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$50.

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: George C. Davis

WTPA (TV) *

LICENSEE: Harrisburg Broadcasters Inc.

ADDRESS: 516 Northampton St., Easton

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is Donald E. Newhouse, 1/3 owner of KGW Portland, Ore., and vice president of The Evening Journal Association, Jersey City, N. J., Long Island Daily Press Pub. Co., Jamaica, N. Y. and Newark Morning Ledger Co., Newark, N. J.

* BEGINS OPERATION: Unknown (CP granted Dec. 31, 1952)

CHANNEL: 71 (812-818 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 220 kw Aural, 110 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 990 ft. Above ground, 439 ft.

STUDIO ADDRESS: 911 Market Street

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Craven, Lohnes & Culver

BROADCASTING • Telecasting

PENNSYLVANIA TV STATIONS

Hazleton—

WAZL-TV *

LICENSEE: Hazleton Television Corp.

ADDRESS: 708 Hazleton Nat'l. Bank Bldg. PHONE: 5400

AM AFFILIATE: WAZL FM AFFILIATE: WAZL-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principals include President Victor C. Diehm (25%) general manager WAZL Hazleton, Vice President Hilda M. Deisroth (25%), Vice President E. H. Whitney (25%) and George M. Chisnell.

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: Meeker TV Inc.

CHANNEL 63: (764-770 mc)

TRANSMITTER ADDRESS: 615 E. Berner Avenue

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 98 kw. Aural 52 kw.

ANTENNA HEIGHT: Above average terrain, 660 ft. Above ground, 410 ft.

STUDIO ADDRESS: 708 Hazleton Nat'l. Bank Bldg.

EXECUTIVES:

Victor C. Diehm, President, General Manager & Commercial Manager
Bill Graham, Program Director
Elwood Tito, Chief Engineer

Johnstown—

WARD-TV *

LICENSEE: Rivoli Realty Co.

ADDRESS: 502 1st Nat'l. Bank Bldg.

AM AFFILIATE: WARD

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principals include: President-Treasurer Walter M. Thomas (12.5%), owner of 50% of Laurel Theatre and 33% of Roxy Theatre, both in Johnstown, and Secretary Margaret E. Gartland (57.5%) owner of 50% Laurel Theatre, and 33% of Roxy Theatre and 50% of First National Bank Bldg., Johnstown.

* BEGINS OPERATION: Unknown (CP granted Nov. 20, 1952)

NATIONAL REPRESENTATIVE: Weed Television

CHANNEL: 56 (172-178 mc)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 91 kw Aural, 46 kw

BROADCASTING • Telecasting

MAKE A NOTE OF THIS!



Want to be a successful TV advertiser? Well, make a note of this. You've got to be seen in the right company to be tops in television today. Get the insurance of an already established audience for your sales message on WHP-TV.

Your sales story needs the most effective programming you can find. WHP-TV has the showmanship and the experience. You'll profit with CBS's best, supplemented with leading local personalities. The stability gained through the 29 years service to Harrisburg clinches WHP-TV as the best buy in town and in South Central Pennsylvania. The same audience loyalty and management enthusiasm prevails in television. Results are inevitable.

And what power! WHP-TV starts in April with 253,000 watts. It serves Harrisburg and South Central Pennsylvania . . . top quality market in the state . . . highest per capita income . . . with retail sales 192% of average. *Remember, Harrisburg can't be covered or sold successfully from the outside.*

So if you're interested in growing good will and sales, the long experience of WHP management assures both for you. It's the most promotionally-minded, community-conscious station in Harrisburg. It's *your* best buy.

WHP-TV

Channel 55

253,000 Watts

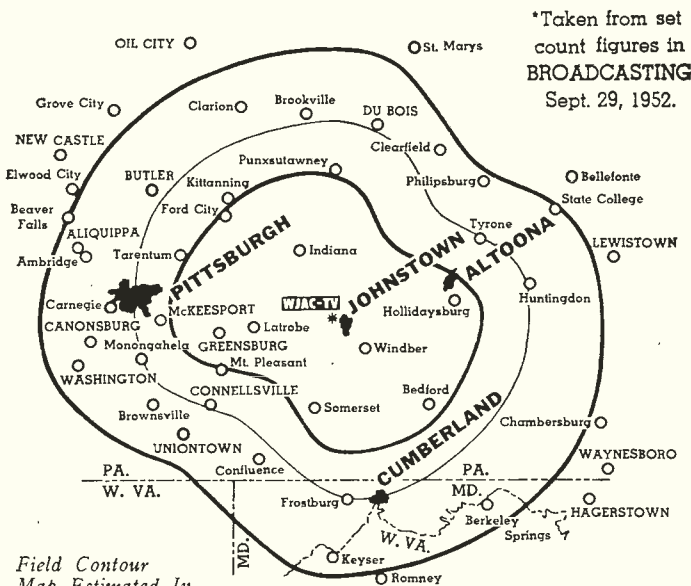
HARRISBURG, PENNSYLVANIA | CBS Television Affiliate

Represented by the Bolling Co.

... the biggest buy
in Television!

4 Big Markets
Covered by One Station!

... **8th Largest TV Market In The United States***



*Taken from set
count figures in
BROADCASTING
Sept. 29, 1952.

Field Contour
Map Estimated In
Accord With FCC Regulations

★ **POPULATION** • **3,503,200**

★ **1951 RETAIL SALES** • **\$3,377,035,000**

Metropolitan coverage . . . but not metropolitan rates.
Here's a big chance for covering all of Southwestern
Pennsylvania with one television station. Study this
map . . . make inquiries in the market . . . in the end
you'll turn for best coverage to —

WJAC-TV

CHANNEL 6 • 70 KW VISUAL
35 KW AURAL

Represented by **THE KATZ AGENCY, Inc.**

Serving Millions From Atop the Alleghenies

PENNSYLVANIA TV STATIONS

Johnstown—(Continued)

WJAC-TV

LICENSEE: WJAC Inc.

ADDRESS: 329 Main Street PHONE: 5-8251

AM AFFILIATE: WJAC FM AFFILIATE: WJAC-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Johnstown Tribune Publishing Co.

BEGAN OPERATION: September 15, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Laurelhill Mt.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 70 kw Aural, 35 kw

MAKE OF ANTENNA: RCA TYPE: 4-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 1,120 ft. Above ground, 170 ft.

HOURS OF OPERATION 9:45 a.m.-1:00 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Network live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP and Movietone

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two RCA film cameras; two RCA 16mm film projectors; two 16mm Selectroslides.

EXECUTIVES:

- Walter W. Krebs, President
- Alvin D. Schrott, General Manager
- John H. Hepburn, Commercial Manager
- Frank P. Cummins, Program Director
- Nebin L. Straub, Director of Technical Operation
- Theodore E. Campbell, Chief Engineer

RATE INFORMATION: Class A hour rate—\$550 film. Minute spot—\$90 film. (From Rate Card No. 6, May 1, 1952)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: James C. McNary

WORKSHOP

*is proud to announce
its new UHF antenna**

the ultimate in—

**SIMPLICITY
RUGGEDNESS
RELIABILITY**

Simplicity—because the radiating and structural portions are coincidental. Cross sectional view at lower left clearly illustrates its clean cut revolutionary design.

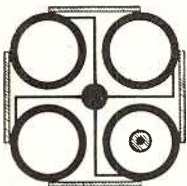
Ruggedness & Reliability—come from complete elimination of small, delicate connectors and breakable insulators. Antenna breakdowns are virtually impossible.

High Gain of 11 db over a tuned dipole for the 12 wavelength model. Power gain of 14.

Perfect Circularity—maximum variations of less than 0.5 db from mean value in horizontal pattern.

Vertical Pattern . . . 4.2° . . . VSWR less than 1.1 to 1 with best match at video carrier frequency . . . will handle 50 KW power . . . and a host of other features.

This is only part of the story on this new development. Specifications indicate its unusually high performance and operating dependability. Write or call for complete information.



◀ Cross-sectional view showing the four vertical tubes that form the radiating system. These tubes are actually slots and are further subdivided into resonant sections. They are fed by a single vertical inner conductor.

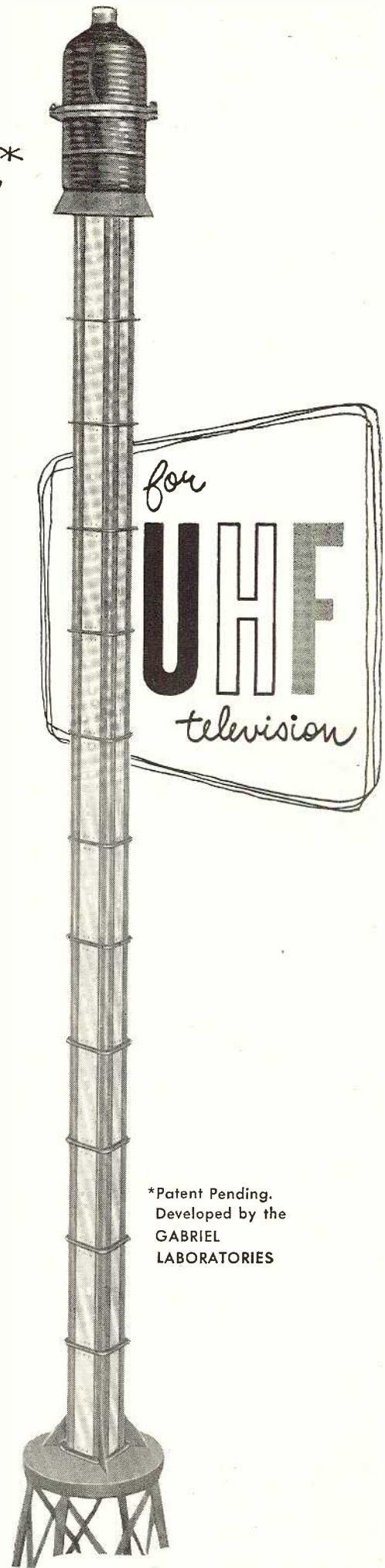


WORKSHOP ASSOCIATES DIVISION

THE GABRIEL COMPANY

Endicott Street • Norwood, Mass.

DESIGNERS AND MANUFACTURERS OF A
COMPLETE LINE OF MICROWAVE ANTENNAS



*Patent Pending.
Developed by the
GABRIEL
LABORATORIES

PENNSYLVANIA TV STATIONS

Lancaster—

WGAL-TV

LICENSEE: WGAL Inc.

ADDRESS: 24 S. Queen Street PHONE: 5246

AM AFFILIATE: WGAL FM AFFILIATE: WGAL-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (all interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by J. F. and J. H. Steinman, publishers of Lancaster Intelligencer Journal and New Era. Steinman stations are WDEL-AM-FM-TV Wilmington, Del.; WKBO Harrisburg, WORK York, WRAW Reading, WEST Easton, and WGAL-AM-FM-TV Lancaster, and WLEV-TV Bethlehem, all Pa.

BEGAN OPERATION: June 1, 1949

NATIONAL REPRESENTATIVE: Meeker TV Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 8 W. King Street

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 7.2 kw Aural, 3.6 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 270 ft. Above ground, 321 ft.

STUDIO ADDRESS: 24 S. Queen St. HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP and INS Telenews

EXECUTIVES:

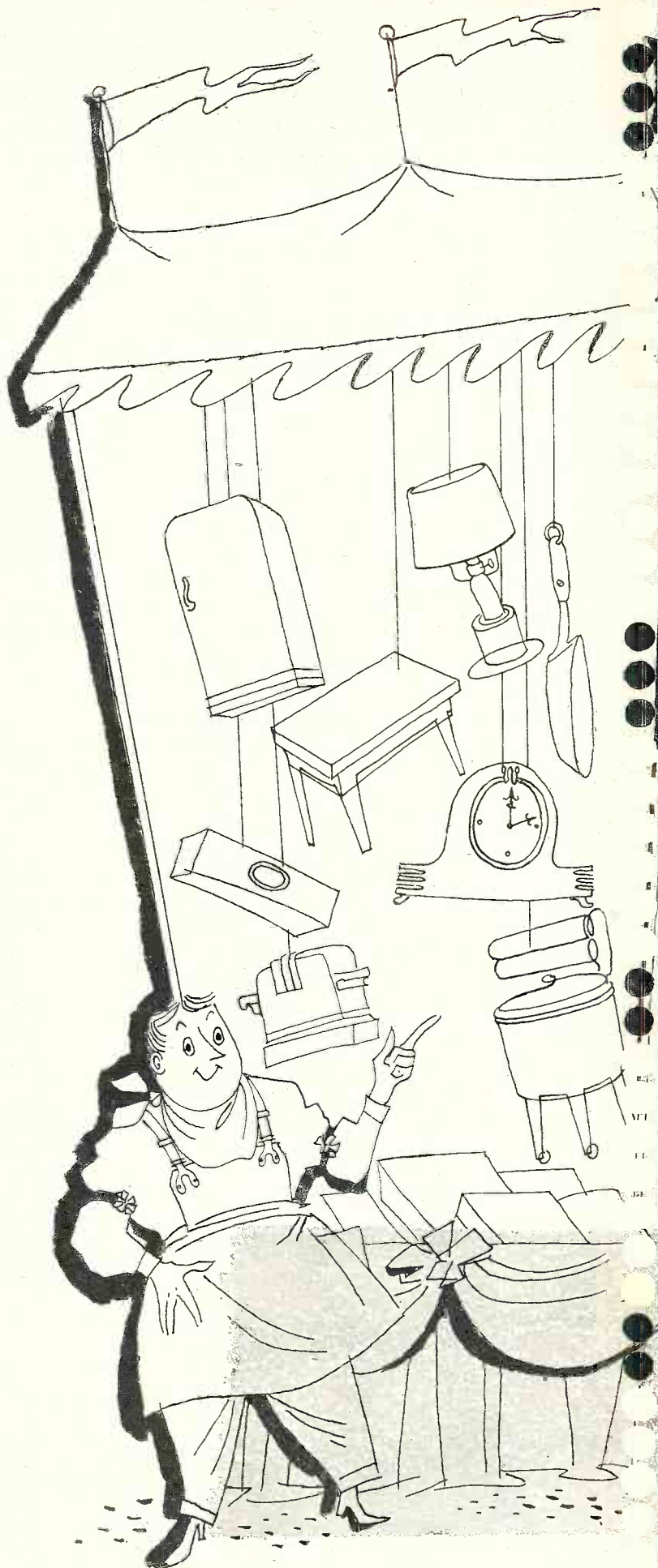
Clair R. McCollough, President
Harold E. Miller, Station Manager
J. Robert Gulick, General Sales Manager
Paul Rodenhauer, Program Director
J. E. Mathiot, Technical Director
Harold E. Miller, Film Buyer

RATE INFORMATION: Class A Hour rate—\$550. Minute rate—\$90. (From Rate Card No. 6, March 1, 1952)

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: James C. McNary

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BIGGER AND BETTER BUSINESS AT THE SAME OLD STAND

WGAL-TV

Lancaster, Pa.

NOW ON
CHANNEL 8

WGAL-TV's rich Pennsylvania

Market includes these important
metropolitan areas:

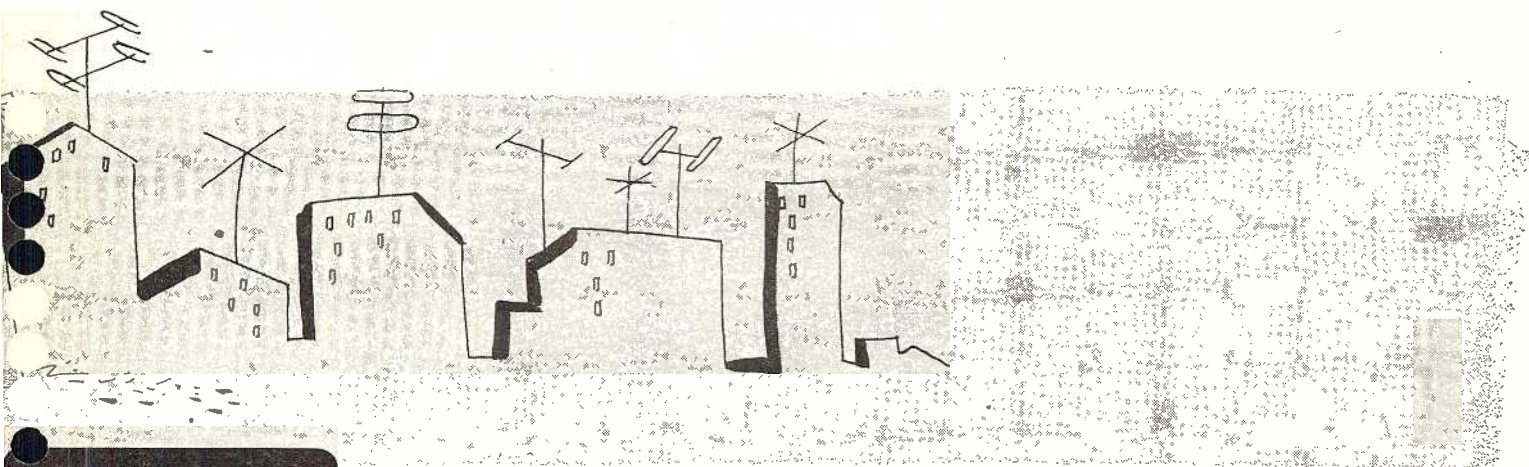
Harrisburg

Reading

Lancaster

York

Lebanon



Represented by

ROBERT MEEKER ASSOCIATES

New York

Chicago

Los Angeles

San Francisco

WGAL
AM-TV-FM

A Steinman Station
Lair R. McCollough, Pres.

PENNSYLVANIA TELEVISION STATIONS

New Castle—

WKST-TV *

LICENSEE: WKST Inc.

ADDRESS: Cathedral Bldg., E. Lincoln Avenue

AM AFFILIATE: WKST

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President and Treasurer S. W. Townsend (41%), Vice President Wanda E. Townsend (37%) are principals.

* BEGINS OPERATION: Unknown (CP granted Sept. 4, 1952)

TRANSMITTER ADDRESS: Savannah Center Church & Old Pittsburgh Roads

NATIONAL REPRESENTATIVE: Meeker TV Inc.

CHANNEL: 45 (656-662 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 20.5 kw Aural, 10.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 365 ft. Above ground 218 ft.

EXECUTIVES:

S. W. Townsend, President
A. W. Graham, Manager

RATE INFORMATION: Class A Hour rate—\$200. Minute rate—\$30. Frequency discounts—Begin with 26 times at 5% up to 312 times at 30%. (From Rate Card No. 1, Nov. 1, 1952)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: Millard M. Garrison

BROADCASTING • TELECASTING

RUNS MORE *

TELEVISION STATION ADVERTISING
THAN ANY JOURNAL SERVING THE FIELD

* more Pennsylvania stations
advertise with BROADCASTING • TELECASTING
THAN ANY OTHER PUBLICATION

Philadelphia—

WCAU-TV

LICENSEE: WCAU Inc.

ADDRESS: City Line & Monument Aves. ZONE: 31 PHONE: Greenwood 7-8306

AM AFFILIATE: WCAU FM AFFILIATE: WCAU-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee owned by the Bulletin Co., publisher of the Philadelphia Bulletin.

BEGAN OPERATION: May 1948

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: 12 South 12th St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TF-6B, 6-Bay Superturnstile

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 14 kw

MAKE OF ANTENNA: RCA TYPE: TK-30A

ANTENNA HEIGHT: Above average terrain, 670 ft. Above ground 737 ft.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescope

NEWS SERVICE: AP, UP and INS

STUDIO FACILITIES: Three studios 60x80 ft., one with seating capacity of 250; one studio 30x32 ft. Fourteen interchangeable RCA cameras for studio/field use. Four RCA 16mm film projectors. Four 35mm slide projectors; one opaque projector for 4x5-in. cards. One Trans-Lux rear screen projector; one custom-built scanner. One Kodak and three B&H motion picture cameras. Houston film processing unit. RCA mobile unit with three cameras, complete lens complement, Zoomar; three microwave relay units and power supply.

EXECUTIVES:

Donald W. Thornburgh, President & General Manager
Charles Vanda, Vice President in Charge of TV
John L. McClay, Asst. General Manager of TV
Robert McGredy, Commercial Manager
J. G. Leitch, Chief Engineer
Richard A. Schlegel, Operations Manager

RATE INFORMATION: Class A hour rate—\$1500. Minute spot—\$300. Participative spot—\$135. Rehearsals—\$25 net per half-hour. Frequency discounts start with 26-times at 5% up to 52-times at 10%. (From Rate Card No. 7, Sept. 15, 1951)

WASHINGTON ATTORNEY: Pierson & Ball

WFIL-TV

LICENSEE: Triangle Publications Inc.

ADDRESS: 46th & Market Streets ZONE: 39 PHONE: Evergreen 2-4700

AM AFFILIATE: WFIL FM AFFILIATE: WFIL-FM

TV NETWORK AFFILIATION: ABC and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Philadelphia Inquirer. Walter H. Annenberg and family principal stockholders. Annenberg is also the publisher of magazine Seventeen and other publications.

BEGAN OPERATION: Sept. 13 1947

NATIONAL REPRESENTATIVE: The Katz Agency

PENNSYLVANIA TELEVISION STATIONS

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Roxborough

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27.5 kw Aural, 13.5 kw

MAKE OF ANTENNA: Blaw-Knox **TYPE:** Special

ANTENNA HEIGHT: Above average terrain, 651 ft. Above ground, 601 ft.

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 610 ft. Above ground, 540 ft.

STUDIO ADDRESS: 46th & Market Sts. **HOURS OF OPERATION:** 9 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Studio & Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** UP and INS

LIBRARY SERVICE: World

STUDIO FACILITIES: Three studios—20x30 ft., 25x55 ft. and 44x65 ft. Four interchangeable studio cameras; six field cameras. One Trans-Lux rear screen projector; two 16mm film cameras; two 16mm film projectors and one slide projector, one opaque projector. Five motion picture cameras; Houston film processing unit. One mobile unit with microwave relay equipment.

EXECUTIVES:

Walter H. Annenberg, President
 Roger W. Clipp, General Manager
 George A. Koehler, Executive Assistant to the General Manager
 Kenneth W. Stowman, Sales Manager
 Jack Steck, Program & Production Manager
 Henry Rhea, Chief Engineer
 Walter Tillman, Director of Films

WASHINGTON ATTORNEY: Lyons, Wilner & Bergson

CONSULTING ENGINEER: Millard Garrison

WIP-TV *

LICENSEE: Pennsylvania Broadcasting Co.

ADDRESS: 35 S. Ninth Street

AM AFFILIATE: WIP

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Gimbel Bros. Inc., New York, is sole owner.

* **BEGINS OPERATION:** Unknown. (CP granted Nov. 26, 1952)

TRANSMITTER ADDRESS: Waverly Road **CHANNEL:** 29 (560-566 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 275 kw Aural, 140 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 800 ft. Above ground, 632 ft.

STUDIO ADDRESS: 35 S. Ninth Street

EXECUTIVES:

Benedict Gimbel Jr., President and General Manager

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: E. C. Page, Consulting Engineers

BROADCASTING • Telecasting

WPTZ (TV)

LICENSEE: Television Broadcasting Div. of Philco Corp.

ADDRESS: 1600 Architects Building **ZONE:** 3 **PHONE:** Locust 4-5500

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Philco Corporation. Sale to Westinghouse Radio Stations Inc. pending FCC approval.

BEGAN OPERATION: September 16, 1941

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Wyndmoor, Pa.

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.2 kw Aural, 8.1 kw

MAKE OF ANTENNA: RCA **TYPE:** 3-Bay Turnstile.

ANTENNA HEIGHT: Above average terrain, 719 ft. Above ground, 552 ft.

STUDIO ADDRESS: 1619 Walnut Street **HOURS OF OPERATION:** 7 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA **DESCRIPTION:** Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: NBC Thesaurus

STUDIO FACILITIES: Four studios: one auditorium with seating for 200; two studios 30x50 ft. and one studio 22x28 ft. Two RCA studio cameras; ten RCA field cameras. Trans-Lux rear screen projector. Two RCA film cameras; two Philco 35mm and three RCA 16mm film projectors. One Philco Balopticon. Philco flying spot scanner. Mobile unit with ten image orthicon cameras; full complement of lenses, Zoomar; two microwave relay units.

EXECUTIVES:

Ernest B. Loveman, Vice President & General Manager
 Rolland V. Tooke, Asst. General Manager
 A. W. Dannenbaum Jr., Commercial Manager
 Ernest Walling, Program Director
 Raymond J. Bowley, Chief Engineer
 Edward G. Murray, Film Buyer
 E. Preston Stover, Operations Manager
 John J. Kelly, Promotion & Publicity Manager

RATE INFORMATION: Class A hour rate—\$1500. Minute spot—\$300. Participation per spot—\$300. Rehearsals—\$25 per half-hour. Frequency discounts—26 weeks at 5% up to 52 weeks at 10%. (From Rate Card No. 8, Oct. 1, 1951).

WASHINGTON ATTORNEY: Weaver & Glassie

CONSULTING ENGINEER: George C. Davis

PENNSYLVANIA TV STATIONS

Pittsburgh—

WDTV (TV)

LICENSEE: Allen B. DuMont Labs. Inc.

ADDRESS: Chamber of Commerce Building ZONE: 19

PHONE: Express 1-1071

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTTG (TV) Washington, D. C., and WDTV (TV) Pittsburgh. Licensee is also TV receiver and electronics manufacturer.

BEGAN OPERATION: January 11, 1949

NATIONAL REPRESENTATIVE: DuMont TV Network

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 4101 Grizella Street

MAKE OF TRANSMITTER: DuMont MODEL NO: Master Series

EFFECTIVE RADIATED POWERS: Visual, 16.6 kw (CP: 100 kw) Aural, 8.3 kw (CP: 50 kw)

MAKE OF ANTENNA: RCA TYPE: TP-3A

ANTENNA HEIGHT: Above average terrain, 816 ft. Above ground, 559.5 ft.

STUDIO ADDRESS: Chamber of Commerce Bldg.

HOURS OF OPERATION: Unlimited—Full time.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

LIBRARY SERVICE: Associated

STUDIO FACILITIES: One studio 48x56 ft. seating 35. Three studio cameras; three field cameras. Two film cameras; two 16mm film projectors. One projector for 2x2-in. slides; one opaque projector for 3x4-in. cards. One DuMont scanner. Two 16mm motion picture cameras. Mobile unit with two cameras; all lenses up to 20" and microwave relay equipment.

EXECUTIVES:

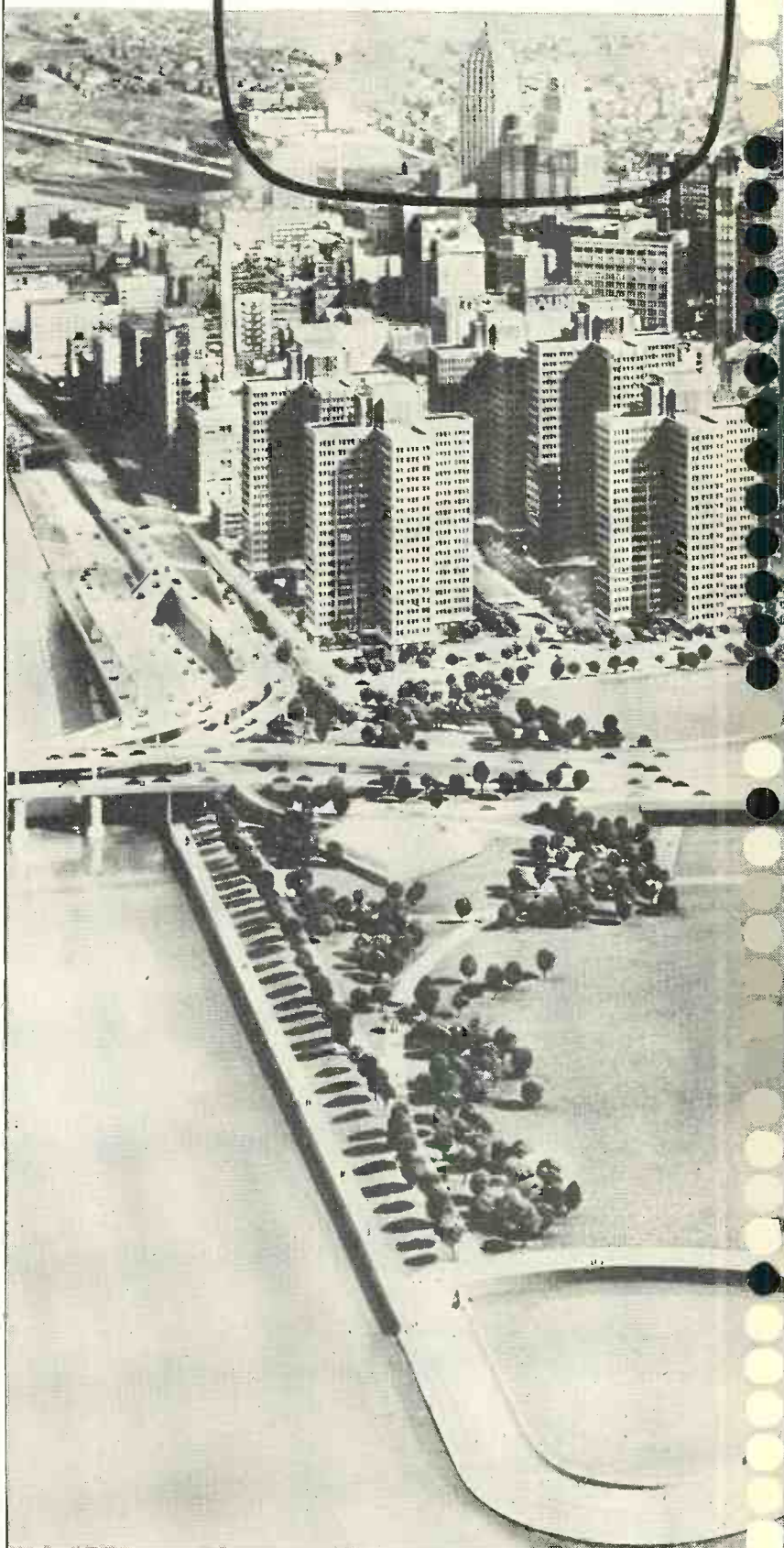
Dr. Allen B. DuMont, President
Harold C. Lund, General Manager
George B. Bregge, Sales Director
Byron Dowty, Program Director
Raymond Rodgers, Chief Engineer
Richard Dreyfuss, Film Buyer
Paul P. Palangi, Personnel Director
Dick Fortune, Publicity Manager

RATE INFORMATION: Class A hour rate—\$1200. Minute spot—\$150. Frequency discounts up to 20%. (From Rate Card No. 7, April 1, 1952)

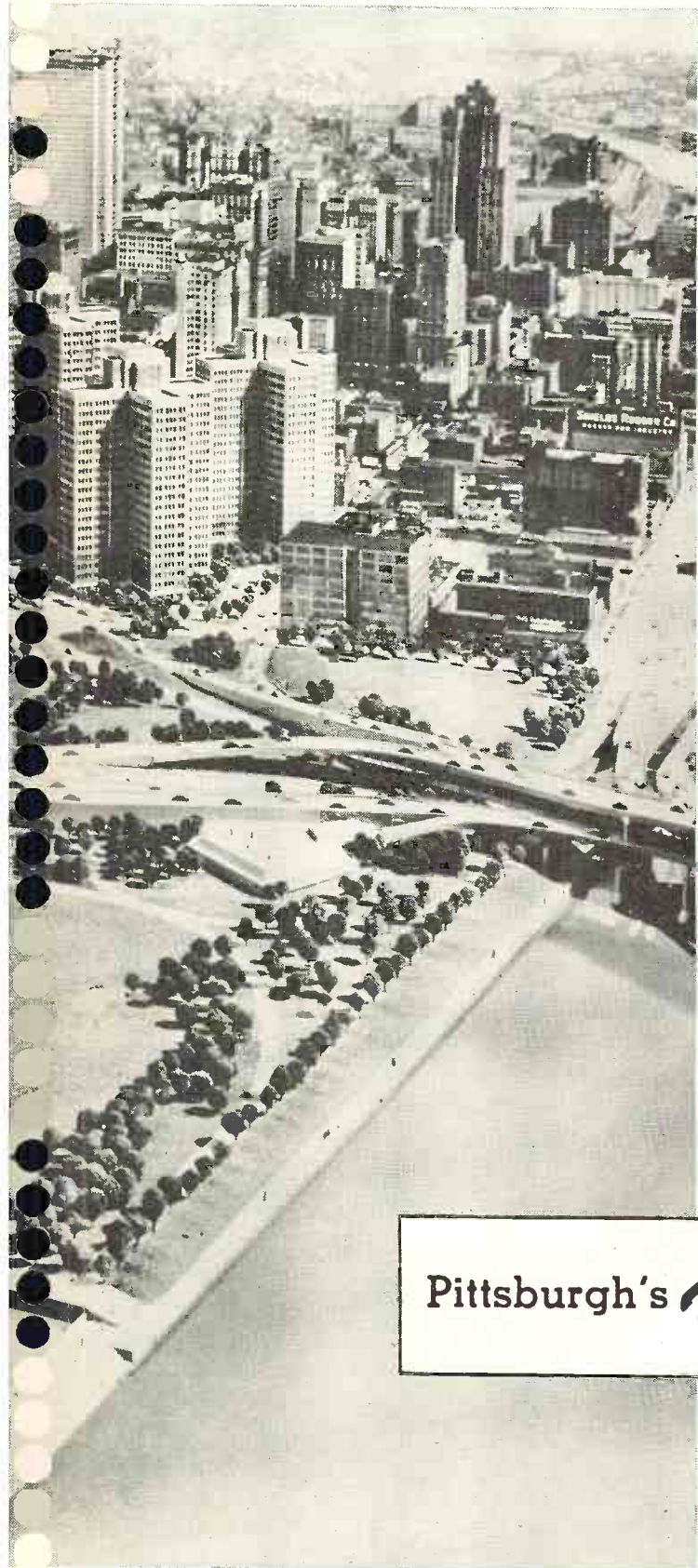
WASHINGTON ATTORNEY: Roberts & McInnis

Page 202 • BROADCASTING • Telecasting

the eyeway



to PITTSBURGH . . .



THIS is Pittsburgh . . . Historic Gateway to the West . . . city of Industrial Miracles . . . whose value of manufactured products exceeds that of each of 37 of these United States!

If you got your A's in statistics, you already know that Pittsburgh is the nation's sixth metropolitan market. It's the buying mecca for some 6¼ million people. (That's the secret behind Pittsburgh's stratospheric retail sales).

The buyway to retail sales for you is the eyeway to Pittsburgh—DuMont's WDTV—Pittsburgh's first television station.

We're distinctly aware of the exclusive franchise we have with more than a half million TV sets. It isn't easy to give our programming a local touch. But we do. And it's mighty hard to share our time fairly. But we do. WDTV pioneered around-the-clock viewing to serve and sell some 200,000 defense workers off at midnight.

In short, and in fact, WDTV is solidly welded into the social and selling structure of Pittsburgh. Tuning to Channel 2 is a pattern of our people.

We hope to keep it that way.

Pittsburgh's *First* Television Station



Chamber of Commerce Bldg. • Pittsburgh
Harold C. Lund, *General Manager*

PENNSYLVANIA TELEVISION STATIONS

Pittsburgh—(Continued)

WENS (TV)*

LICENSEE: Telecasting Co. of Pittsburgh

ADDRESS: 2237 Henry W. Oliver Bldg., 535 Smithfield St. ZONE: 22

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: General Partners Thomas P. Johnson, attorney, and Henry Oliver Rea, part owner of WPOR Portland, Me., vice president and plus 25% owner of Oliver Iron & Steel Corp., general partner and plus 25% owner of Allegheny Pub. Co. Managing Partners A. Donovan Faust, assistant general manager of WDTV (TV) Pittsburgh and Larry H. Israel, sales manager WDTV and William H. Rea, treasurer WPOR.

* BEGINS OPERATION: July-August (CP granted Dec. 23, 1952)

CHANNEL: 16 (482-488 mc)

TRANSMITTER ADDRESS: Rue Grand Vue & Attica St.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 89 kw Aural, 50 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 520 ft. Above ground, 480 ft.

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Commercial Radio Equipment Co.

WKJF-TV *

LICENSEE: Agnes J. Reeves Greer, d/b Radio Station WKJF

ADDRESS: 1715 Grandview Ave. PHONE: Hubbard 1-2626

FM AFFILIATE: WKJF-FM

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Sole owner is Agnes J. Reeves Greer, also chief owner of WAJR-AM-FM Morgantown, W. Va., WDNE Elkins, W. Va., and WJER Dover, Ohio; president and holder of controlling interest in Greer Steel Co., Morgantown, Preston City, Coal & Coke Co., Cascade, W. Va., and West Virginia Newspaper Publishing Co. which publishes Dominion News and Post.

* BEGINS OPERATION: Unknown. (CP Grant Jan. 8, 1953)

CHANNEL: 53 (704-710 mc)

TRANSMITTER ADDRESS: 1715 Grandview Avenue

MAKE OF TRANSMITTER: RCA MODEL NO. TTU-1B

EFFECTIVE RADIATED POWERS: Visual, 260 kw Aural, 130 kw

MAKE OF ANTENNA: GE TYPE: TY-25E

ANTENNA HEIGHT: Above average terrain, 531 ft. Above ground, 426 ft.

MAKE OF CAMERA CHAINS: RCA

STUDIO ADDRESS: 1715 Grandview Avenue

EXECUTIVES:

Mrs. Agnes J. Reeves Greer, Owner
F. G. Raese, General Manager
Herbert A. Waters, Commercial Manager
Peter Pappas, Chief Engineer

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: George C. Davis

WTVQ (TV)*

LICENSEE: Gallagher, Berry & Woodyard

ADDRESS: 5 S. Jefferson St., Dayton, O.

* BEGINS OPERATION: Unknown (CP Granted Dec. 23, 1952)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Equal partners J. Frank Gallaher, treasurer and 8.1% owner of WONE Dayton (permittee of WIFE (TV) there), 51% owner of The Gallaher Drug Co., and vice president and 50% owner of Stoc' Gallaher Co. (Building); Loren M. Berry, vice president and 12.33% owner of WONL president of L. M. Berry & Co. Ltd., Winnipeg, Canada, president of Buckeye Liquidation Co., Dayton and officer or director in various telephone companies; and Ronald B. Woodyard president and 17.87% owner of WONE.

CHANNEL: 47 (668-674 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 230 kw Aural, 120 kw

ANTENNA HEIGHT: Above average terrain, 480 ft. Above ground, 390 ft.

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: John H. Mullaney

PENNSYLVANIA TV STATIONS

Reading—

WEEU-TV *

LICENSEE: Hawley Broadcasting Co.
ADDRESS: 433 Penn Street Phone: Reading 6-7335
FM AFFILIATE: WEEU
TV NETWORK AFFILIATION: NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Reading Eagle Co. owns 99% of stock (which is voted by Hawley Quier, President of licensee)
BEGINS OPERATION: March 1, 1953
NATIONAL REPRESENTATIVE: Headley-Reed Co.
CHANNEL: 33 (584-590 mc)
TRANSMITTER SITE: Skyline Boulevard
MAKE OF TRANSMITTER: GE **MODEL:** TT-25A 12 kw
EFFECTIVE RADIATED POWERS: Visual 227.7 kw Aural: 118.8
MAKE OF ANTENNA: GE **TYPE:** 5-Bay
ANTENNA HEIGHT: Above average terrain 1,030 ft. Above ground 400 ft.
STUDIO ADDRESS: 433 Penn Street **HOURS OF OPERATION:** 2 p.m.-12:30 a.m.
MAKE OF CAMERA CHAINS: GE **TYPE:** Studio
TYPE OF OPERATION: Local and network live, local and network film. Kinescopes.
NEWS SERVICE: UP
STUDIO FACILITIES: Two studios one with seating for 50 persons. Two GE cameras. Two GE film cameras. Two GE film projectors. Two GE slide projectors. One GE opaque projector.
EXECUTIVES:
 Hawley Quier, President
 James E. Keller, Executive Vice President
 Harrison F. Flippin, Vice President
 William J. Rohn, Secretary
 Thomas E. Martin, General Manager
 Ewart M. Blain, Director of Sales
 H. George Carroll, Program Director
NOTE SUMMARY: Class A hour rate—\$250. Minute rate—\$40. Frequency discounts beginning at 13 times up to 260 times. (From Rate Card No. 1, March 1, 1953)
WASHINGTON ATTORNEY: Cohn & Marks
CONSULTING ENGINEER: Commercial Radio Equipment Co.

WHUM-TV

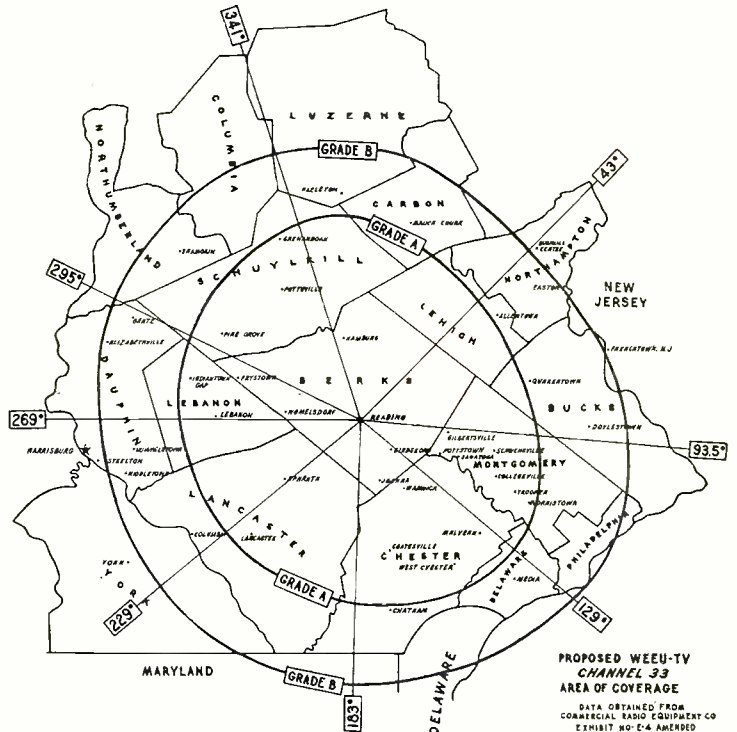
LICENSEE: Eastern Radio Corp.
ADDRESS: Berkshire Hotel
FM AFFILIATE: WHUM
TV NETWORK AFFILIATION: CBC (Interconnected)
PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President Humboldt J. Greig (32%), Jessie P. Greig (24%).
BEGINS OPERATION: February 17, 1953
NATIONAL REPRESENTATIVE: H-R Reps.
CHANNEL: 61 (752-758 mc)
MAKE OF TRANSMITTER: GE
EFFECTIVE RADIATED POWERS: Visual 261 kw Aural: 136 kw
ANTENNA HEIGHT: Above average terrain 1,766 ft. Above ground 1,036 ft.
STUDIO ADDRESS: Berkshire Hotel
STUDIO FACILITIES: Three studio cameras. Two film cameras. Two Eastman Sincrolite film projectors. One slide projector (3¼x4-in). One slide projector (2x2-in). One mobile unit with two cameras.
EXECUTIVES:
 Humboldt Greig, President and General Manager
 Richard G. Fichthorn, Vice President
 Jack Schuler, Operations Manager
 Blayne Butcher, General Executive
 Robert M. Reuschle, National Sales Manager
 Arthur Heim, Promotion Director.
NOTE INFORMATION: Class A hour rate—\$300 (film). Minute spot—\$60 (film). Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Oct. 1, 1952.)
WASHINGTON ATTORNEY: Arnold, Fortas & Porter
CONSULTING ENGINEER: A. Earl Cullum, Jr. (Dallas)

• BROADCASTING • Telecasting

New & available . . .



The ONLY TV Station Dedicated to Service in the Rich Reading Market!



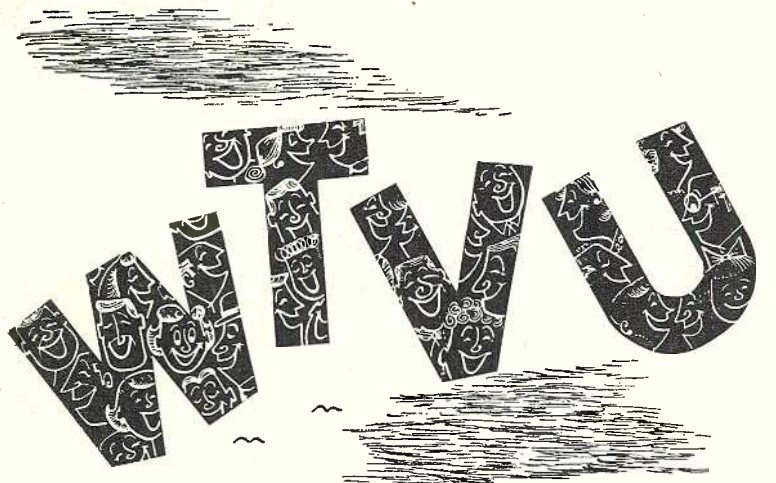
Complete Coverage in the Heart of the PENNSYLVANIA DUTCH COUNTRY

Programming Includes:

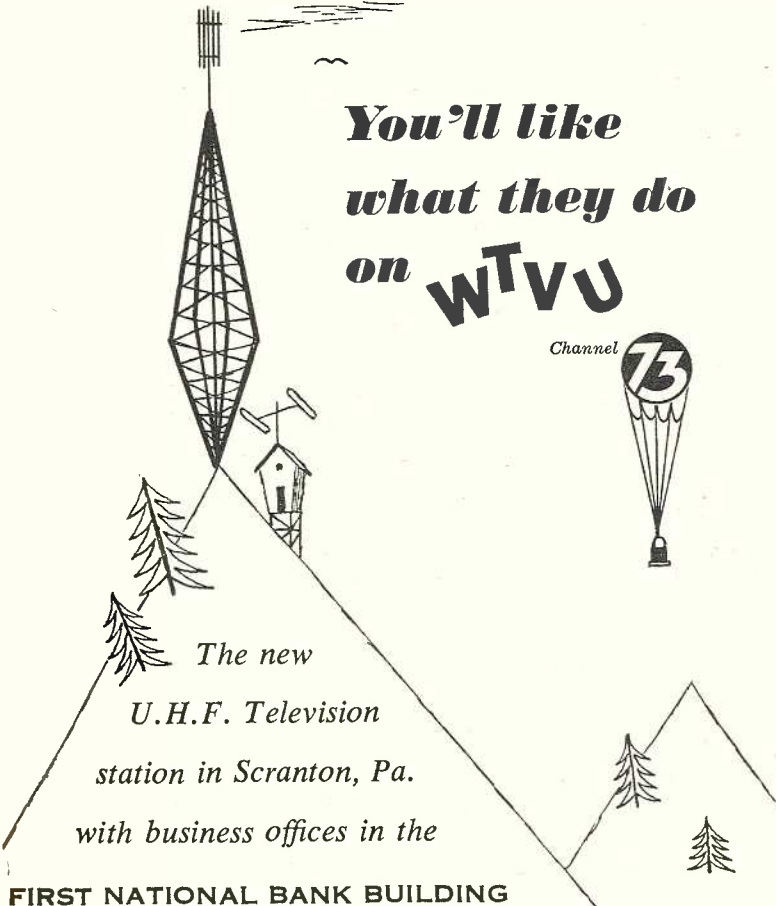
- NBC-TV and ABC-TV Networks Shows
- MPTV and Frederic Ziv Productions
- Outstanding Local Live Features



Represented Nationally by the HEADLEY-REED COMPANY



*You'll like
what they do
on **WTVU***



*The new
U.H.F. Television
station in Scranton, Pa.
with business offices in the*

FIRST NATIONAL BANK BUILDING

Jan King
GENERAL MANAGER

WTVU *is represented by:*

THE BOLLING COMPANY, INC.
Associate Member NARTB

Offices of Station Representative

New York.....480 Lexington Ave., Plaza 9-8150
Chicago.....360 N. Michigan Ave., Dearborn 2-5277
Los Angeles.....2978 Wilshire Blvd., Dunkirk 8-8158
San Francisco.....5 Third St., Garfield 1-6740
Boston.....80 Boylston St., Hubbard 2-0346

Channel

You'll like what you see on ...



PENNSYLVANIA TV STATIONS

Scranton—

WGBI-TV *

LICENSEE: Scranton Broadcasters Inc.

ADDRESS: 1000 Wyoming Avenue ZONE: 9 Phone: 2-0296

AM AFFILIATE: WGBI FM AFFILIATE: WGBI-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President-Treasurer M. E. Megargee Vice President Marcella Megargee Holcomb and Secretary K. A. Megargee.

* BEGINS OPERATION: April 1953 (CP Granted Aug. 14, 1952)

NATIONAL REPRESENTATIVE: Blair TV

CHANNEL: 22 (518-524 mc)

TRANSMITTER ADDRESS: Bald Mountain

MAKE OF TRANSMITTER: GE MODEL NO: TT-25-A

EFFECTIVE RADIATED POWERS: Visual 290 kw Aural 150 kw

MAKE OF ANTENNA: GE TYPE: 25-B, 5-Bay

ANTENNA HEIGHT: Above average terrain 1,170 ft. Above ground 150 ft.

STUDIO ADDRESS: 1000 Wyoming Avenue

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Local and network live, local and network film, kinescope.

STUDIO FACILITIES: Two studios. GE studio camera; film camera; two 16mm film projectors. Two slide projectors. Two motion picture cameras.

EXECUTIVES:

Mrs. M. E. Megargee, President
George D. Coleman, General Manager
R. E. McDowell, Station Manager
Frank Monaghan, Program Director
K. R. Cooke, Chief Engineer

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: George C. Davis

WTVU (TV) *

LICENSEE: Appalachian Co.

ADDRESS: 519 Mulberry St. Phone: 7-3334

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: General Partners Frank J. Collins, president, general manager and 30% owner of Wyoming Co., Scranton (coal); Da' W. Mack, owner of Scranton Radio & Television Co. (radio & electronics wholesale and Henry J. Geist, owner of Henry J. Geist & Assoc. (communications engineering consultants, New York).

* BEGINS OPERATION: April 15, 1953 (CP granted Aug. 14, 1952)

NATIONAL REPRESENTATIVE: The Bolling Co.

TRANSMITTER SITE: Television Hill

CHANNEL: 73 (824-830 mc)

MAKE OF TRANSMITTER: Federal

EFFECTIVE RADIATED POWERS: Visual, 11 kw Aural, 5.9 kw

MAKE OF ANTENNA: Workshop Assoc. TYPE: TTU 73

ANTENNA HEIGHT: Above average terrain 760 ft. Above ground 160 ft.

STUDIO ADDRESS: First National Bank Bldg. HOURS OF OPERATION: 4 p.m.-12 p.

MAKE OF CAMERA CHAINS: Federal

TYPE OF OPERATION: Local and network live, local and network film. Kinescopes.

NEWS SERVICE: INS

STUDIO FACILITIES: Studio 30x40 ft. Two Federal interchangeable cameras. Federal 16mm film camera. Two GPL 16mm film projectors. Two Federal 2x2 sli projectors. Federal Poly-efex scanner. Bridgamatic Jr. film processor.

EXECUTIVES:

Frank J. Collins, President
Jan King, General Manager
Malcolm J. Wilson, Program Director
Charles Halle, Chief Engineer

RATE SUMMARY: Class A hour rate—\$200. Minute rate—\$40. (From Rate Card N 1, Jan. 1, 1953)

WASHINGTON ATTORNEY: Krieger & Jorgensen

CONSULTING ENGINEER: George P. Adair

PENNSYLVANIA TELEVISION STATIONS

Wilkes-Barre—

WBRE-TV

LICENSEE: Louis G. Baltimore

ADDRESS: 62 S. Franklin PHONE: 3-3101

AM AFFILIATE: WBRE FM AFFILIATE: WBRE-FM

TV NETWORK AFFILIATION: CBS and NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Louis G. Baltimore, sole owner.

BEGAN OPERATION: January 1, 1953.

NATIONAL REPRESENTATIVE: Headley-Reed.

CHANNEL: 28 (554-560 mc)

TRANSMITTER ADDRESS: Wyoming Mountain

MAKE OF TRANSMITTER: RCA MODEL NO: TTU-10B

EFFECTIVE RADIATED POWERS: Visual, 18.5 kw Aural, 11.1 kw

MAKE OF ANTENNA: RCA TYPE: TFU-21B

ANTENNA HEIGHT: Above average terrain 1,223 ft. Above ground 420 ft.

STUDIO ADDRESS: 62 S. Franklin HOURS OF OPERATION: 2:30 p.m.—11:15 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local film.

STUDIO FACILITIES: Studios: 18x31 ft. and 14x14 ft. Two field cameras; RCA film camera; two RCA film projectors, 16mm. Slide projector for 2x2-in. slides.

EXECUTIVES:

Louis G. Baltimore, Owner-General Manager
David M. Baltimore, Station Manager
A. C. Baltimore, Commercial Manager
Franklin D. Coslett, Program Director & Film Buyer
Charles Sakoski Sr., Chief Engineer

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$46. Rehearsals—\$25 per hour. (From Rate Card No. 1, Jan. 1, 1953)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Millard Garrison

WILK-TV *

LICENSEE: Wyoming Valley Broadcasting Co.

ADDRESS: 88 N. Franklin Street PHONE: 4-4666

AM AFFILIATE: WILK

TV NETWORK AFFILIATION: ABC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Dr. I. C. Morgan, Mitchell Jenkins, Leon Schwartz, Roy E. Morgan, Thomas P. Shelburne, Vernon Wise, Gerald Wise, Harold Gray, each 12½%. Vernon and Gerald Wise have interest in WBUT Butler, Pa. & Butler Eagle. Harold Gray also has interest in WCED and Courier-Express, DuBois, Pa.

* BEGINS OPERATION: March 1953 (CP granted Oct. 2, 1952)

BROADCASTING • Telecasting

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 34 (590-596 mc)

TRANSMITTER ADDRESS: Mountaintop, Pa.

MAKE OF TRANSMITTER: GE TYPE: 5-Bay Helical

EFFECTIVE RADIATED POWERS: Visual, 250 kw Aural, 130 kw

MAKE OF ANTENNA: GE TYPE: 5-Bay, Helical

ANTENNA HEIGHT: Above average terrain, 1,010 ft. Above ground, 250 ft.

HOURS OF OPERATION: Noon-11 p.m.

STUDIO ADDRESS: 88 N. Franklin St.

MAKE OF CAMERA CHAINS: GE DESCRIPTION: 2 Studio Cameras

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

STUDIO FACILITIES: Two studio cameras; Bell & Howell rear screen projector. Two GE film cameras; two Eastman 16mm film projectors. Two slide projectors (2x2-in. and 3¼x4-in.); one opaque projector using 3¼x4-in., 4x12-in strips, 2¼x3-in. slides. One Bell & Howell motion picture camera.

EXECUTIVES:

Roy E. Morgan, Executive Vice President
Thomas P. Shelburne, Managing Director
Malcolm Dale, Commercial Manager
Hal Berg, Program Director
Theodore French, Chief Engineer

RATE INFORMATION: Class A hour rate—\$337 live, \$250 film. Minute spot—\$50 live, \$40 film. Rehearsals—\$25 each half-hour over 2:1 ratio air time. (From Rate Card No. 1, Feb. 1, 1953)

WASHINGTON ATTORNEY: Miller & Schroeder

CONSULTING ENGINEER: John Creutz

Williamsport—

WRAK-TV *

LICENSEE: WRAK Inc.

ADDRESS: 244 W. Fourth Street

AM AFFILIATE: WRAK

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sun Gazette Co. (Williamsport Gazette & Bulletin and Sun) owns 66.6% of grantee and West Branch Bank & Trust Co. owns 27%.

* BEGINS OPERATION: Unknown. (CP granted Nov. 13, 1952)

CHANNEL: 36 (602-608 mc)

TRANSMITTER ADDRESS: N. White Deer Ridge Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 21 kw Aural, 10.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 1,280 ft. Above ground, 242 ft.

STUDIO ADDRESS: 244 W. Fourth St.

EXECUTIVES:

E. N. Case, President
Margaret T. Steele, Vice President
John E. Person, Vice President
W. Van Person, Treasurer
George E. Joy, Asst. Treas. & Secretary

WASHINGTON ATTORNEY: Spearman & Roberson

CONSULTING ENGINEER: George C. Davis

PENNSYLVANIA TELEVISION STATIONS

York—

WNOW-TV *

LICENSEE: Helm Coal Co. (Broadcast Div.)

ADDRESS: 25 S. Duke Street PHONE: 8-2911 & 8-2952

AM AFFILIATE: WNOW FM AFFILIATE: WNOW-FM

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Partners Howard J. Williams (30.4½), Morgan E. Cousler (43.5%) and Lowell W. Williams (26.1%).

* BEGINS OPERATION: April 1953 (CP granted Aug. 11, 1952)

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 49 (680-686 mc)

TRANSMITTER ADDRESS: R.D. 5

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 200 ft.

STUDIO ADDRESS: R.D. 5 HOURS OF OPERATION: Noon-Midnight

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP and NBC Newsreel

STUDIO FACILITIES: One 40x40 studio with kitchen, news and living-room sets.

EXECUTIVES:

Lowell W. Williams, General Manager
John O. Border, Sales Manager
Edwin L. Jay, Sales Promotion Manager
Willis Weaver, Chief Engineer
J. Edward Schwalm, Continuity Director

RATE INFORMATION: Class A hour rate \$200; Minute Spot \$37.50; (Rate Card Number 1, February 1953).

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: John H. Mullaney

WSBA-TV

LICENSEE: Susquehanna Broadcasting Co.

ADDRESS: 53 N. Duke Street

AM AFFILIATE: WSBA

TV NETWORK AFFILIATION: ABC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: All stock is owned by estate of Louis J. Appell, deceased, and is voted by (Mrs.) Helen P. Appell, Louis J. Appell Jr., George N. Appell and York Natl. Bank & Trust Co., trustees.

BEGAN OPERATION: December 22, 1952 (1 kw vis., 0.55 kw aur.)

NATIONAL REPRESENTATIVE: Radio-TV Reps.

CHANNEL: 43 (644-650 mc)

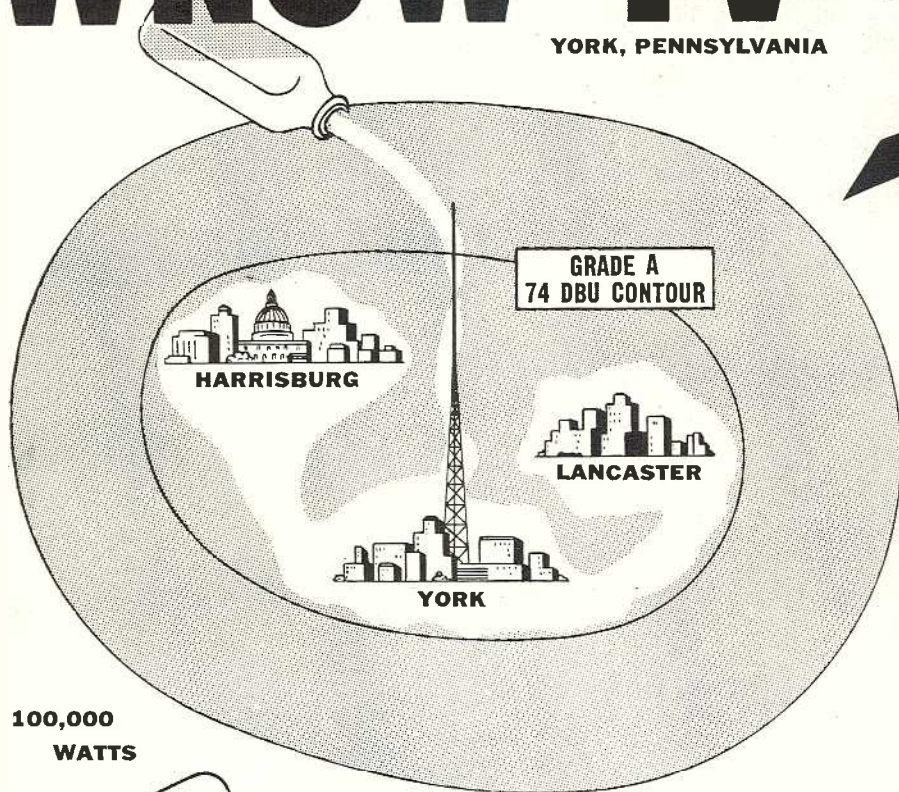
TRANSMITTER ADDRESS: State Hwy. 24, S. of York

MAKE OF TRANSMITTER: RCA

WNOW-TV CHANNEL 49

YORK, PENNSYLVANIA

Really pours it on!



GRADE "A" COVERAGE IN THREE MAJOR MARKETS

THIS COMBINED TRI-CITY AREA IS THE 22ND U. S. POPULATION CENTER WITH OVER 700,000 PEOPLE IN WNOW-TV'S GRADE "A" COVERAGE! PLUS 180,000 MORE IN GRADE "B" PATTERN

- DuMONT AFFILIATE FOR THE TRI-CITY MARKET
- ZIV FEATURE FILMS
- NBC NEWS
- KITCHEN PROGRAMS
- COMPLETE FACILITIES



represented by George P. Hollingbery Co.

PENNSYLVANIA TV STATIONS

WSBA-TV (Continued)

EFFECTIVE RADIATED POWERS: Visual, 170 kw Aural, 86 kw

TYPE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 527 ft. Above ground, 417 ft.

STUDIO ADDRESS: 53 N. Duke Street

EXECUTIVES:

Louis J. Appell Jr., President
Walter J. Rothensies, Executive Vice President
(Mrs.) Helen P. Appell, Vice President
Philip H. Kable, Secretary
George N. Appell, Treasurer

RATE SUMMARY: Class A hour rate—\$200. Minute rate—\$37.50. Frequency discounts—begin at 2½% for 13 times up to 30% for 312 times. (From Rate Card No. 1, Nov. 1, 1952)

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: George C. Davis

RHODE ISLAND TV STATIONS

Providence—

WJAR-TV

OWNERS: The Outlet Co.

ADDRESS: 176 Weybosset Street PHONE: Gaspee 1-8255

FM AFFILIATE: WJAR

FM AFFILIATE: WJAR

NETWORK AFFILIATION: ABC, CBS, NBC, and DuMont (Interconnected)

DATE OF OPERATION: July 10, 1949

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is sole owner (a department store).

LOCAL REPRESENTATIVE: Weed TV; Bertha Bannan

FREQUENCY: 10 (192-198 mc)

TRANSMITTER ADDRESS: Rehoboth, Mass.

TYPE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 316 kw Aural, 160 kw

TYPE OF ANTENNA: RCA TYPE: 12-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 601 ft. Above ground, 733 ft.

HOURS OF OPERATION: 7:00 a.m.-12:45 a.m.

STUDIO ADDRESS: 176 Weybosset-St.

TYPE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A (Studio)

TYPE OF OPERATION: Local and network live, local film and kinescopes.

LIBRARY: Snader, Sterling, MPTV NEWS SERVICE: AP, INS, INP and Telenews

LIBRARY SERVICE: World, SESAC

STUDIO FACILITIES: One studio 37x50 ft. Studio and field cameras—RCA. RCA film camera (TK20A); two RCA 16mm film projectors. Spindler & Sauppe projector 2x2-in. slides; Gray Telop opaque projector for 4x5-in. cards. Mobile unit with two cameras; 35mm, 50mm, 90mm, 135mm, 8½", 13" and 18" lenses. Microwave relay equipment.

EXECUTIVES:

George O. Griffith, Vice President & Treasurer
Norman Giffleson, Manager of TV Operations & Commercial Manager
Samour Horowitz, Program Director
Thomas C. J. Prior, Chief Engineer
William Cooper, Film Buyer
Lanning Tesser, Production Coordinator
Frank Howard, Promotion Manager

RATE INFORMATION: Class A hour rate \$850. Minute spot \$135. Rehearsals—\$50 per hour. Frequency discounts—start with 26-times at 5% up to 208-times at 20%. (From Rate Card No. 5, Oct. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Craven, Lohnes & Culver

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**PINPOINT
YOUR
PERSISTENT
SALESMAN**

You get
UNDUPLICATED
coverage
with
PERSISTENT SELLING
in prosperous
Southern
New England

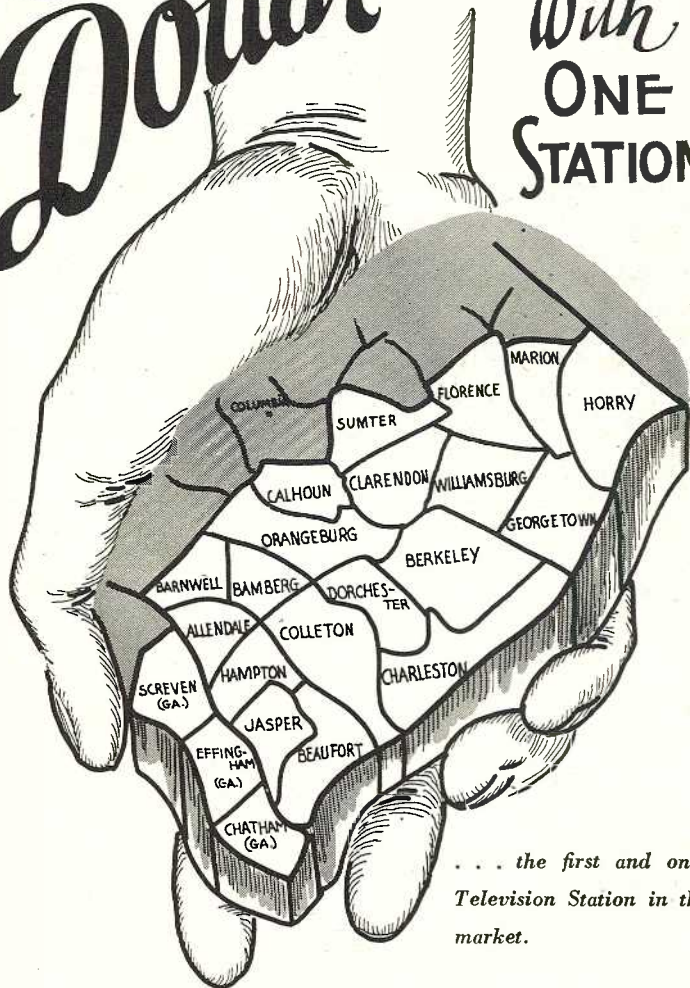
Worcester
BOSTON
BROCKTON
TAUNTON
FALL RIVER
NEW BEDFORD
CAPE COD
RHODE ISLAND
CONNECTICUT
WESTERLY

Represented Nationally by **Weed Television**

The Television Advertiser

Can Now Cover This

850 Million Dollar Market With ONE STATION



... the first and only Television Station in the market.

22 Counties	•	1,000,000 Population
Effective Buying Income	\$851,979,000*
Retail Sales	557,222,000
Surplus E.B.I.	294,757,000

Fringe market extends into Billion Dollar Hydrogen Bomb Plant area. Includes two major Southeastern Port Cities (Charleston and Savannah). Only TV Station In This Market For Some Time To Come (No other grant as of now). 30,000 Watts** on Channel 5.

* Sales Management "Survey of Buying Power"—1952.

** Licensed for 100,000 Watts as soon as equipment is available.

Call Free & Peters For the Complete Story

WCSC-TV

John M. Rivers, Pres.

Charleston, S. C.

WCSC—5,000 Watts, WCSC-FM—36,000 Watts, WCSC-TV—30,000 Watts

SOUTH CAROLINA TV STATIONS

Charleston—

WCSC-TV*

LICENSEE: WCSC Inc.

ADDRESS: 475 E. Bay Street PHONE: 7611

AM AFFILIATE: WCSC FM AFFILIATE: WCSC

TV NETWORK AFFILIATION: ABC, NBC, CBS and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John M. Rivers owns 100% stock.

* BEGINS OPERATION: April 1953. (CP granted Oct. 30, 1952)

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1 mi. east of Ashley Hall Plantation

MAKE OF TRANSMITTER: DuMont MODEL NO.: 9000

EFFECTIVE RADIATED POWERS: Visual, 30 kw Aural, 15 kw

MAKE OF ANTENNA: RCA TYPE: TF6AM

ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 360 ft.

HOURS OF OPERATION 2 p.m.-10:30 p.m.

STUDIO ADDRESS: 475 E. Bay Street

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: TA124E

TYPE OF OPERATION: Local and network live, local and network film and kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Two studios, 50x31 and 15x28; two studio cameras and ... field camera; one rear screen projector, DuMont film camera and 16mm Du Halmes film projector, DuMont scanner No. 1-TA-153-B, Bell and Howell monon picture camera and a film processing unit.

EXECUTIVES:

- John M. Rivers, President & General Manager
- Roland Weeks, Commercial Manager
- Russell D. Lang, Program Director
- Wilbur Albee, Chief Engineer
- Charles E. Hall, Film Buyer & Production Director

RATE INFORMATION: Class A hour rate—\$200. Minute spot—\$40. Particip. per spot—\$40. Frequency discounts.

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Craven, Lohnes & Culver

SOUTH CAROLINA TELEVISION STATIONS

Columbia—

WCOS-TV*

LICENSEE: Radio Columbia
ADDRESS: Cornel-Arms Apartment Bldg. PHONE: 2-2177
AFFILIATE: WCOS FM AFFILIATE: WCOS-FM
NETWORK AFFILIATION: ABC and NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Charles W. Pittman (72%) and
... W. Pittman (28%).
BEGINS OPERATION: April 1953 (CP granted Sept. 18, 1952)
NATIONAL REPRESENTATIVE: Headley-Reed TV.
CHANNEL: 25 (536-542 mc)
TRANSMITTER ADDRESS: Two Notch Road
MAKE OF TRANSMITTER: RCA
EFFECTIVE RADIATED POWERS: Visual, 89 kw Aural, 45 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above average terrain, 650 ft. Above ground, 548 ft.
STUDIO ADDRESS: Two Notch Road
MAKE OF CAMERA CHAINS: RCA
TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

STUDIO FACILITIES: Studio—24x30 ft. One RCA studio camera (TK-11A); one RCA
film camera (TK-20C). Two RCA film projectors (TP-16D); RCA projector for 2x2-in.
des.
EXECUTIVES:
Charles W. Pittman, President
Edward Spencer, Director of TV & Film Buyer
Wayne Poucher, Commercial Manager
Haynes, Program Director
Robert Lambert, Chief Engineer

ADDITIONAL INFORMATION: Class A hour rate—\$200. Minute spot—\$40. Frequency dis-
counts start with 13-times at 2½% up to 260-times at 30%. (From Rate Card No. 1,
Jan. 1, 1953)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: George C. Davis

WNOK-TV*

LICENSEE: Palmetto Radio Corporation
ADDRESS: 1811 Main Street PHONE: 3-9401
AFFILIATE: WNOK
NETWORK AFFILIATION: CBS and DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Samuel Litman, Vice
President J. W. Lindau III, Treasurer W. Croft Jennings, and Secretary Carlisle Roberts,
each hold 20% of stock.

* BEGINS OPERATION: April, 1953 (CP granted Sept. 18, 1952)

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 67 (788-794 mc)

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MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 780 kw Aural, 390 kw

HOURS OF OPERATION: Noon-11 p.m.

ANTENNA HEIGHT: Above average terrain, 620 ft. Above ground, 525 ft.

STUDIO ADDRESS: 1811 Main Street

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

EXECUTIVES:

H. Moody McElveen Jr., General Manager
W. C. Bochman, Commercial Manager
David M. Campbell, Program Director
Donald E. Willoughby, Chief Engineer
Roy O. Darby Jr., Production Manager

WASHINGTON ATTORNEY: Covington & Burling

CONSULTING ENGINEER: Kear & Kennedy

Greenville—

WGVL (TV)*

LICENSEE: Greenville Television Co.

ADDRESS: Calhoun Towers

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Robert M. Caine (15%), real estate,
mortgage loan and general insurance; Edgar M. Norris, (10%) investment firm
owner; Calvin F. Teague (10%), real estate and apartment operation; Vivian M. Man-
ning (10%), stocks and bonds broker-dealer; Hugh Kerr Aiken (10%), paint manu-
facturer; and Keith Hane Smith, Joseph I. Converse, Camille M. Manning, W. W.
Pate, M. B. Crigler, E. E. Scott, R. Boykin Curry Jr., Burnett R. Maybank Jr. and Wes-
ley M. Walker, each 5%. (All are Greenville residents except Mr. Curry, who is
Greenwood, S. C. resident.)

* BEGINS OPERATION: Unknown. (CP granted Jan. 23, 1953)

CHANNEL: 23 (524-530 mc)

TRANSMITTER ADDRESS: Peak of Paris Mt., 4 m. N. of Greenville

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 22.1 kw Aural, 11.1 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 1,142 ft. Above ground, 149 ft.

STUDIO ADDRESS: Calhoun Towers

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: McIntosh & Inglis

SOUTH DAKOTA TV STATIONS

Sioux Falls—

KELO (TV)*

LICENSEE: Midcontinent Broadcasting Co.

ADDRESS: 8th St. & Phillips Ave. ZONE: 1 PHONE: 4-5841

AM AFFILIATE: KELO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Joseph L. Floyd (33 1/3%), Vice President N. L. Bentson (33 1/3%) and Secretary-Treasurer Edmond R. Rubin (33 1/3%).

* BEGINS OPERATION: April 1, 1953 (CP granted Nov. 20, 1952)

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: S. E. of Sioux Falls

MAKE OF TRANSMITTER: RCA TYPE: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 57.7 kw Aural, 28.5

MAKE OF ANTENNA: RCA TYPE: TF-12AH, 12-Bay Superturndstile

ANTENNA HEIGHT: Above average terrain, 578 ft. Above ground, 578 ft.

STUDIO ADDRESS: 8th St. & Phillips Ave.

TYPE OF OPERATION: Local and network live, local and network film kinescopes

STUDIO FACILITIES: No. 1 studio, 35x48; No. 2, 19x26; one studio camera, one field camera, film camera (TK-20B) and three 16mm film projectors (TP16D), RCA automatic slide projector, one opaque projector, one scanner, 2 RCA No. 400 motion picture cameras, film processing unit.

EXECUTIVES:

Joe Floyd, President, Film Buyer
Evan A. Nord, General Manager
Jim Burt, Program Director
Les Froke, Chief Engineer

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. D. Ring & Assoc.

TENNESSEE TV STATIONS

Chattanooga—

WTVT (TV)*

LICENSEE: Tom Potter

ADDRESS: 1032 Live of America Bldg., Dallas, Tex.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Tom Potter, sole owner, is also grantee of KTVA (TV) Austin, Tex., and is applicant for uhf stations in Baton Rouge, La., and Beaumont, Tex.

* BEGINS OPERATION: Unknown. (CP granted Aug. 21, 1952)

CHANNEL: 43 (644-650 mc)

TRANSMITTER ADDRESS: Lookout Mountain

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 275 kw Aural, 140 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 1,270 ft. Above ground, 140 ft.

STUDIO ADDRESS: 948-950 E. Third St.

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: John H. Mullaney

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TENNESSEE TV STATIONS

WOUC (TV)*

LICENSEE: Chattanooga TV Inc.

ADDRESS: 1024 James Building

AM AFFILIATE: WMFS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: WMFS Inc. (WMFS Chattanooga owns 50% of licensee. Remaining 50% owned by resident J. Glen Stone, Vice President J. E. Summers, Secretary C. W. Hoffman.

* BEGINS OPERATION: Unknown. (CP granted Aug. 21, 1952)

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 49 (680-686 mc)

TRANSMITTER ADDRESS: White Oak Road

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 460 ft. Above ground, 442 ft.

STUDIO ADDRESS: White Oak Road

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: W. J. Holey (Atlanta)

Johnson City—

WJHL-TV*

LICENSEE: WJHL Inc.

ADDRESS: 143 W. Main St. PHONE: 2780

AM AFFILIATE: WJHL FM AFFILIATE: WJHL-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: W. H. Lancaster Sr. (19.7% general manager of WJHL; W. H. Lancaster Jr. (4%), commercial manager of WJHL; Harriet B. Campbell; T. F. Dooley (0.4%); Mrs. Evelyn Lancaster (22.2%); Edna Dooley (8.53%); Estate of S. H. Campbell Sr. (31.44%).

* BEGINS OPERATION: Sept. 1, 1953. (CP granted Jan. 29, 1953)

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: 143 W. Main St.

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 54 kw

ANTENNA HEIGHT: Above average terrain, 720 ft. Above ground, 630 ft.

STUDIO ADDRESS: 143 W. Main St.

EXECUTIVES:

W. H. Lancaster Sr., President
W. H. Lancaster Jr., 1st Vice President
Mrs. Harriett B. Campbell, 2d Vice President
T. F. Dooley, Secretary-Treasurer

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: O. K. Garland (Johnson City, Tenn.)

BROADCASTING • Telecasting

TENNESSEE TV STATIONS

Memphis—

WHBQ-TV*

(Educational-Noncommercial)

LICENSEE: Harding College (WHBQ)

ADDRESS: Gayoso Hotel. **PHONE:** 8-6868

1 AFFILIATE: WHBQ

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Licensee is non-profit educational institution; no stock authorized or issued.

BEGINS OPERATION: Aug. 1, 1953 (CP granted Jan. 29, 1953)

CHANNEL: 13 (210-216 mc).

TRANSMITTER ADDRESS: 2641 Summer Ave.

EFFECTIVE RADIATED POWERS: Visual, 240 kw Aural, 120 kw

ANTENNA HEIGHT: Above average terrain 500 ft. Above ground 533 ft.

STUDIO ADDRESS: Hotel Chisca

EXECUTIVES:

C. L. Ganus, President of Board and Trustee

Dr. L. M. Graves, Vice President of Board and Trustee

W. O. Beeman, Secretary-Treasurer and Trustee

John Cleghorn, General Manager

WASHINGTON ATTORNEY: Krieger & Jorgensen

CONSULTING ENGINEER: McIntosh & Inglis

WMCT (TV)

LICENSEE: Memphis Publishing Co.

ADDRESS: Goodwyn Institute Bldg. **ZONE:** 1 **PHONE:** 8-7464

AM AFFILIATE: WMC **FM AFFILIATE:** WMCF

NETWORK AFFILIATION: ABC, CBS and DuMont (Interconnected) NBC (Basic)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Scripps-Howard Newspapers. Subsidiary Scripps-Howard Radio Inc. owns WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland and WNOX Knoxville; Memphis Publishing Co., Scripps-Howard subsidiary owns WMC, WMCF (FM) and WMCT (TV) Memphis. Scripps Howard Newspapers are Cincinnati Post, New York World-Telegram & Sun, Cleveland Press, Pittsburgh Press, Columbus Citizen, San Francisco News, Washington News, Indianapolis Times, Knoxville News-Sentinel, Memphis Commercial-Appeal and Press-Scimitar, Birmingham Post-Herald, Houston Press, Fort Worth Press, El Paso Herald-Post, Albuquerque Tribune, Covington (Ky.) Post, Denver Rocky Mountain News, Evansville Press.

BEGAN OPERATION: December 11, 1948

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Thomas Road

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-25AL

EFFECTIVE RADIATED POWERS: Visual, 60 kw Aural, 30 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-6AM

ANTENNA HEIGHT: Above average terrain, 950 ft. Above ground, 1,050 ft.

STUDIO ADDRESS: Goodwyn Institute **HOURS OF OPERATION:** 7 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FM LIBRARY: Snader **NEWS SERVICE:** UP

LIBRARY SERVICE: Thesaurus and Lang-Worth

STUDIO FACILITIES: Three studios: auditorium seating 1,000 (stage 30x40 ft.), one kitchen, and one studio 25x35 ft. Four studio cameras and two field cameras. One RCA film camera; two RCA 16mm projectors. One slide projector; one opaque projector. Motion picture cameras: two Bell & Howell, one Kodak, two SOF Auricon, all 16mm. Houston film processing unit. One RCA mobile unit with microwave relay equipment.

EXECUTIVES:

Enoch Brown, President

H. W. Slavick, General Manager

Earl Moreland, Commercial Manager

Wilson Mount, Program Director & Film Buyer

E. C. Frase, Jr., Chief Engineer, Publicity & Promotion

Ed White, News Editor

RATE INFORMATION: Class A hour rate—\$625. Minute spot—\$125. Frequency discounts start with 26-times at 5% up to 260-times at 25%. (From Rate Card No. 8, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: George C. Davis

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WMCT
MEMPHIS,
has
**stepped
up**

as of Nov. 23, 1952

Now
60,000 watts

formerly 15,000 watts

formerly operating
on Channel 4

Now on
Channel 5

which means

bigger audience

... a wider coverage area which naturally embraces a wider listening audience (now estimated at more than 185,000 TV homes).

better reception

... as actually attested by signed letters from listeners in the fringe area of WMCT's coverage.

to sell Memphis, you need

National Representatives The Branham Co.

Channel 5 • Memphis
Affiliated with NBC

Owned and operated by
THE COMMERCIAL APPEAL
Also affiliated with CBS, ABC and DUMONT

WMCT
Memphis ONLY
TV Station
WMC WMCF WMCT

KFDA-TV

AMARILLO, TEXAS

● CBS-TV ● ABC-TV

TWO TOP TV NETWORK
PROGRAM FACILITIES

SERVING THE GREAT TEXAS PANHANDLE

... A rich area
for SMART TV Buyers.
This is a trade territory
of some 50,000 square miles
where retail sales in 1951
were more than \$615,000,000
and the average buying power
per family was \$4,257.
During 1951 Amarillo led the nation
with the highest retail sales
per family—\$5,490!
DON'T PASS UP
THIS VITAL MARKET!

Call any Branham Company office.

KFDA-TV

EFFECTIVE RADIATED POWER

VIDEO 56.5 KW

AUDIO 30.4 KW

FREQUENCY 192-198 MEGACYCLES

CHANNEL 10

AMARILLO, TEXAS

TENNESSEE TV STATIONS

Nashville—

WSM-TV

LICENSEE: WSM Inc.

ADDRESS: 301 Seventh Avenue North ZONE: 3 PHONE: 6-7181

AM AFFILIATE: WSM

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Nat'l Life & Accident Insurance Co.

BEGAN OPERATION: September 30, 1950

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 14th & Compton Avenue

MAKE OF TRANSMITTER: Federal MODEL NO.: 17-A

EFFECTIVE RADIATED POWERS: Visual, 23.8 kw Aural, 11.9 kw

MAKE OF ANTENNA: GE TYPE: 5-Bay Turnstile

ANTENNA HEIGHT: Above average terrain, 680 ft. Above ground, 575 ft.

STUDIO ADDRESS: 14th & Compton Avenue

HOURS OF OPERATION: 11:00 a.m.-12:00 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP, INS and AP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Studio 40x50 ft. Two studio and two field cameras. Bodde screen projector. One film camera; two 16mm film projectors. One slide projector for 2x2-in. slides; one opaque projector for 3x4-in. cards. Bell & Howell movie picture camera. Completely equipped mobile unit.

EXECUTIVES:

John H. DeWitt Jr., President
Irving Waugh, Exec. Asst. to President & Commercial Manager
Shelton Weaver, Operation Manager & Film Buyer
Aaron Shelton, Chief Engineer

RATE INFORMATION: Class A hour rate—\$350. Minute spot—\$70 live, \$60 Participation per spot—\$72.50. Frequency discounts start with 26-times at up to 260-times at 20%.

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

TEXAS TV STATIONS

Amarillo—

KFDA-TV*

LICENSEE: Amarillo Broadcasting Corp.

ADDRESS: 109 E. 5th St. PHONE: 6-5343

AM AFFILIATE: KFDA FM AFFILIATE: KFDA-FM

TV NETWORK AFFILIATION: ABC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-owners are President Wer Mayes, chief owner of KBWD Brownwood and KNOW Austin, Tex.; Vice Presid C. C. Woodson, oil, gas and publishing interests; Secretary-Treasurer Charles

TEXAS TV STATIONS

Amarillo—(Continued)

Vordan, vice president-assistant general manager of Texas State Network and vice president of KABC San Antonio, WACO Waco, KRIO McAllen and KFJZ Ft. Worth; Director Gene L. Cagle, president-general manager and 34% owner Texas State Network, president-general manager of KFJZ, KABC, WACO and KRIO, 25% owner of KSTB Big Spring and director of KFDA and Waco TV Corp. Mr. Woodson is owner of Brownwood Bulletin, Lamesa Reporter, Del Rio News-Herald, Waxahachie Light, all Texas, and Miami (Okla.) News-Record.

BEGINS OPERATION: March 1953 (CP granted Oct. 16, 1952)

NATIONAL REPRESENTATIVE: Branham Co.

TRANSMITTER ADDRESS: N. Ong St. and W. Cherry Ave.

CHANNEL: 10 (192-198 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 56.5 kw Aural, 30.4 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 465 ft.

RADIO ADDRESS: N. Ong St. and W. Cherry Ave.

WASHINGTON ATTORNEY: Eugene L. Burke

CONSULTING ENGINEER: Commercial Radio Equipment Co.

KGNC-TV*

LICENSEE: Plains Radio Broadcasting Co.

ADDRESS: P.O. Box 751 PHONE: 3-4242

LOCAL AFFILIATE: KGNC

NETWORK AFFILIATION: NBC, DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Globe News Pub. Co. (Amarillo Globe-Times and News and Lubbock Avalanche and Journal) 81%, voted by Gene Lowe; Globe News Employes Pool, 19%.

BEGINS OPERATION: March 15 (CP granted Oct. 9, 1952)

NATIONAL REPRESENTATIVE: O. L. Taylor Co.

TRANSMITTER ADDRESS: 5 miles N. on U. S. Highway 287

CHANNEL: 4 (66-72 mc)

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AL

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: RCA TYPE: TF-12AMD, 12-Bay

ANTENNA HEIGHT: Above average terrain, 767 ft. Above ground, 830 ft.

HOURS OF OPERATION: 5 p.m.-11 p.m.

RADIO ADDRESS: P.O. Box 751

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local Live, Local and Network Film, Kinescopes.

RADIO FACILITIES: Two studios—36x55 ft. (seating 100) and 12x17 ft. Two RCA studio cameras. Two RCA film cameras, two RCA 16mm film projectors. Two RCA projectors for 2x2-in. slides, one Gray Telop opaque projector. Bell & Howell 16mm motion picture camera.

EXECUTIVES:

J. E. Walker, President
Tom Kritser, General Manager
Bob Watson, Commercial Manager
Kelly Maddox, Program Director and Film Buyer
W. H. Torrey, Chief Engineer
William A. Clarke, Local Sales Manager

TELEVISION INFORMATION: Not determined.

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. Earl Cullum Jr.

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TEXAS TELEVISION STATIONS

Austin—

KCTV (TV)*

LICENSEE: Capital City Television Co.

ADDRESS: Enfield Apts., Enfield Rd.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is Charles Henry Coffield, independent oil producer and son of H. H. Coffield, who holds one-third interest in Uhf Television Co., Ch. 23 grantee at Houston, and in applicants at New Orleans, Corpus Christi and Dallas.

* BEGINS OPERATION: Unknown (CP granted July 11, 1952)

TRANSMITTER ADDRESS: Capital Nat'l. Bank Bldg., 120 W. 7th St.

CHANNEL: 18 (494-500 mc)

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 216.5 kw Aural, 108.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 320 ft. Above ground, 472 ft.

STUDIO ADDRESS: 120 W. 7th St.

ATTORNEY: Ross K. Prescott (Dallas)

CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

KTBC-TV

LICENSEE: Texas Broadcasting Corp.

ADDRESS: P.O. Box 717 PHONE: 2-2424

AM AFFILIATE: KTBC

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Claudia T. Johnson is 99.5% owner.

BEGAN OPERATION: November 27, 1952

NATIONAL REPRESENTATIVE: O. L. Taylor Co.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Mt. Larson

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AH (interim operation)

EFFECTIVE RADIATED POWERS: Visual, 102.9 kw Aural, 51.45 kw

MAKE OF ANTENNA: RCA TYPE: TF-12AH

ANTENNA HEIGHT: Above average terrain, 737 ft. Above ground, 576 ft.

STUDIO ADDRESS: Driskill Hotel

HOURS OF OPERATION: 12 noon-11 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field

TYPE OF OPERATION: Local and Network Live, Local and Network Film, Kinescopes.

STUDIO FACILITIES: Two RCA interchangeable field/studio cameras. One RCA (TK20C) film camera; two RCA (TP16D) 16mm film projectors. One RCA automatic slide projector.

EXECUTIVES:

Claudia T. Johnson, President
J. C. Kellam, General Manager, Commercial Manager and Film Buyer
Richard Pryor, Program Director
Ben Hearn, Chief Engineer
Paul Bolton, News Editor

RATE INFORMATION: Class A one hour—\$250. One minute spot—\$50. Frequency discounts. (From Rate Card No. 1, Dec. 1, 1952.)

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: A. Earl Cullum Jr (Dallas)

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KTVA (TV)*

LICENSEE: Tom Potter

ADDRESS: 1032 Life of America Bldg., Dallas, Tex.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is Tom Potter, grantee of WTVT (TV) Chattanooga, Tenn., and applicant for uhf TV station in Baton Rouge, La. and Beaumont, Tex.

* BEGINS OPERATION: Unknown (CP granted Aug. 21, 1952)

TRANSMITTER ADDRESS: 4.8 miles NW of State Capitol Bldg.

CHANNEL: 24 (530-536 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 280 kw Aural, 145 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 640 ft. Above ground, 500 ft.

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: E. C. Page, Consulting Radio Engineers

Beaumont—

KBMT (TV)*

LICENSEE: Television Broadcasters

ADDRESS: P.O. Box 1592

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: J. A. Newborn Jr. (10%), president of Beaumont Savings and Loan Assn. and TV grantee at Gadsden, Ala., and Tyler, Tex.; N. D. Williams (30%), president Beech Creek Lumber Co., Warren, Tex.; Randolph C. Reed (30%), president Reed Co. and Gulf-York Inc., wholesale appliance; Jack S. Josey (30%), independent oil producer.

* BEGINS OPERATION: April, 1953 (CP granted Dec. 4, 1952)

TRANSMITTER ADDRESS: 2 miles W. on Washington Blvd.

CHANNEL: 31 (572-578 mc)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 31 kw Aural, 14 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 820 ft. Above ground, 844 ft.

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis

Brownsville (Matamoras)—

XELD-TV

LICENSEE: Television de Matamoras, S. A.

ADDRESS: 1014 E. Washington St. PHONE: Brownsville 2-6953

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Romulo O'Farrill, publisher of Mexico City Novedades and owner XEX and XHTV (TV) Mexico City. Emilio Azcarrón owns Radio Programas de Mexico, S. A., XEW-TV and XEQ-TV Mexico City.

BEGAN OPERATION: September 1951.

NATIONAL REPRESENTATIVE: Adam Young Jr. Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Matamoras, Mexico

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 2.8 kw Aural, 1.4 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 700 ft. Above ground, 650 ft.

STUDIO ADDRESS: Matamoras, Mexico HOURS OF OPERATION: 3 p.m.-10:30 p.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local film, network film and kinescopes.

EXECUTIVES:

Romulo O'Farrill Jr., President
Bert Meitcalf, Program Director
George B. Smith, Chief Engineer

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$35. Frequency discounts start with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Sept. 1, 1951).

BROADCASTING • Telecasting

TEXAS TV STATIONS

Dallas—

— — — *

LICENSEE: Uhf Television Co.

ADDRESS: 14th Floor, Magnolia Bldg.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, independent oil operators. They also are permittee at Houston and applicant at New Orleans and Corpus Christi.

BEGINS OPERATION: Unknown (CP granted Jan. 15, 1953)

CHANNEL: 23 (524-530 mc)

TRANSMITTER ADDRESS: Cliff Towers Hotel

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 220 kw Aural, 115 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 510 ft. Above ground, 577 ft.

STUDIO ADDRESS: Cliff Towers Hotel

LEGAL COUNSEL: Ross K. Prescott (Dallas)

CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

KRLD-TV

LICENSEE: KRLD Radio Corp.

ADDRESS: Herald Square ZONE: 1 PHONE: Randolph 6811

AM AFFILIATE: KRLD FM AFFILIATE: KRLD-FM

NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Times Herald Printing Co., publisher of Dallas Times-Herald.

BEGAN OPERATION: December 3, 1949.

NATIONAL REPRESENTATIVE: Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Herald Square

MAKE OF TRANSMITTER: GE MODEL NO.: TT-6C

EFFECTIVE RADIATED POWERS: Visual, 27.3 kw Aural, 13.6 kw

MAKE OF ANTENNA: GE TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 463 ft. Above ground, 568 ft.

STUDIO ADDRESS: Herald Square HOURS OF OPERATION: 8:54 a.m.-Midnight

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

PROGRAM LIBRARY: Official NEWS SERVICE: UP Movietone and Acme Wire Photo

STUDIO FACILITIES: Two studios, each 22x45 ft. Two DuMont interchangeable field cameras. Two GE film cameras. Two GE film projectors. One GE slide projector. Gray Telop opaque projector. GE mobile unit with two DuMont cameras, full complement of lenses (50mm to 508mm) and GE microwave relay equipment.

CUTIVES:

John W. Runyon, Chairman of Board
 Clyde W. Rembert, President
 Roy M. Flynn, Station Manager
 William A. Roberts, Asst. Manager in Charge of Sales
 Les Box, Program Director
 J. B. Honeycutt, Chief Engineer
 Dick Mueller, Film Buyer

ADDITIONAL INFORMATION: Class A one hour—\$600. 20-second spot—\$125. Frequency discounts. Rehearsal charge \$15 per quarter hour in excess of program length.

DALLAS ATTORNEY: Eliot C. Lovett

CONSULTING ENGINEER: Craven, Lohnes & Culver

KRLD-TV

CHANNEL 4 DALLAS

Exclusive DALLAS-FT. WORTH outlet
 for CBS TELEVISION PROGRAMS!

SELLS THE LARGEST

METROPOLITAN

BUYING MARKET

IN THE GREAT

SOUTHWEST...

DALLAS and

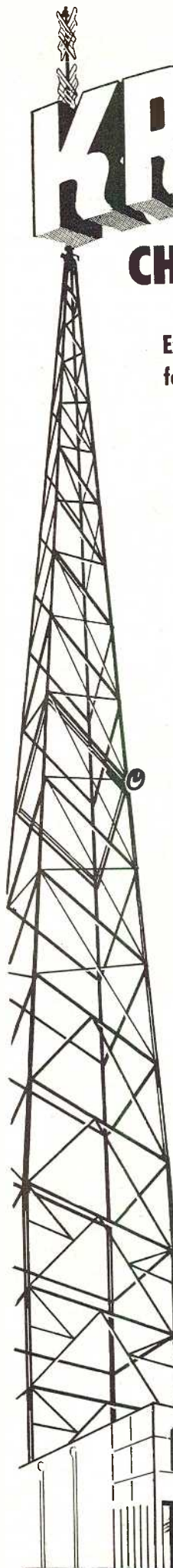
FORT WORTH

More than a Million Urban Dwellers
 within the 50 mile radius. More than
 TWO million population within the
 100-mile area.

This is why
KRLD-TV
 is your best buy

John W. Runyon
 Chairman of the Board
 Clyde W. Rembert
 President

The Branham Company
 Exclusive Representative



THE MOST POWERFUL STATION WILL BE

KEPO-TV

EL PASO, TEXAS

On the air—August 15th



TOP TRANSMITTER LOCATION

High above the city, atop Mt. Franklin at 5,300 feet.



TOP POWER

120,000 Watts—TWICE the power of any other TV station in this area.



TOP COVERAGE

KEPO-TV will put a strong, clear picture into ALL the El Paso market.



TOP RESULTS

can be depended on, since KEPO-TV will deliver the audience for your message by superior programming.



TOP MARKET

El Paso is the southwest's soundest market . . . a logical place to telecast your sales story.

El Paso is the southwest's distribution and trading center, serving an 85,000 sq. mile area and over 450,000 people in three states: West Texas, Southern New Mexico and Southeastern Arizona. And Northern Mexico is a bonus.

El Paso's market is not only BIG, but it is vitally important and mighty fast growing.

El Paso's urban population (City Limits only), for example, has grown from 98,810 in 1940 to 142,665 in 1952. And the whole vast, busy El Paso area to be served by KEPO-TV has grown in proportion.

El Paso is an ISOLATED market, with NO coverage from any other city. The nearest city of comparable size is 600 miles away.

Power takes on new and greater importance in this region of big distances and scattered communities. That's why KEPO-TV will telecast with 120,000 watts, twice the power of any other station, in order to serve this whole dynamic market for YOU.

KEPO, INC.

Miller C. Robertson, Pres. & Gen. Mgr.
Willard L. Kline, Station & Sales Mgr.

THE MOST POWERFUL STATION IS

KEPO

ABC at 690 10kw

BOTH AM & TV
NATIONALLY
REPRESENTED

by

EVERY-KNODEL

TEXAS TV STATIONS

Dallas—(Continued)

WFAA-TV

LICENSEE: A. H. Belo Corp.

ADDRESS: 3000 Harry Hines Blvd. PHONE: Riverside 3315

AM AFFILIATE: WFAA

TV NETWORK AFFILIATION: ABC, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of the Dallas Morning News.

BEGAN OPERATION: September 17, 1949

NATIONAL REPRESENTATIVE: Edward Petry Co.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 3000 Harry Hines Blvd.

MAKE OF TRANSMITTER: DuMont MODEL NO.: TF-6A, 6-Bay Superturnstile

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13.5 kw

MAKE OF ANTENNA: RCA TYPE: 6000

ANTENNA HEIGHT: Above average terrain, 350 ft. Above ground, 375 ft.

STUDIO ADDRESS: 3000 Harry Hines Blvd. HOURS OF OPERATION: 7:00 a.m.-12 midnight

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Two iconoscope, five orthicons.

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two studios, each 25x35 ft. (seating 75). Five interchangeable field cameras. Two DuMont film cameras. Two Holmes 16mm film projectors. C Gray Telop projector for opaques or transparencies. Kodak 16mm motion picture camera. Mobile unit: DuMont telecruiser with facilities for four cameras complete lens range from 50mm to 25-in. telephoto lens. Microwave relay equipment.

EXECUTIVES:

E. M. Dealey, President
Martin B. Campbell, Supervisor Radio-TV
Ralph W. Nimmons, Station Manager
Terry H. Lee, Asst. Station Manager in Charge of Sales
Jay Watson, Program Director
W. C. Ellis, Chief Engineer
George Krutilek, Technical Supervisor
Howard Anderson, Film Buyer
Jack Saunders, Manager of Sales Promotion

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$100. Participating per spot—\$125. Frequency discounts begin with 26-times at 5% up to 1 times at 25%. (From Rate Card No. 6, July 1, 1952.)

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

El Paso—

KEPO-TV*

LICENSEE: KEPO Inc.

ADDRESS: 706 Capital National Bank Bldg., Austin, Tex.

AM AFFILIATE: KEPO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Miller C. Robertson—Vice President W. A. Porter Jr., Vice President Ralph I. Richardson and Secretary Treasurer W. B. Pratt. Each is 24.8% owner. Latter three have coal mining and construction interests.

*BEGINS OPERATION: August 1953 (CP granted Oct. 24, 1952)

NATIONAL REPRESENTATIVE: Avery-KnodeL

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Mount Franklin

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 120 kw Aural, 60 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 1,000 ft. Above ground, 494 ft.

STUDIO ADDRESS: 2419 N. Piedras St.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local and network film, kinescopes.

NEWS SERVICES: Fox Movietone, UP

LIBRARY SERVICES: Langworth, Standard

EXECUTIVES:

Miller C. Robertson, President & General Manager
Willard L. Kline, Station and Sales Manager
Cecil M. Sansbury, Program Director & Film Buyer
E. L. Gemoets, Chief Engineer

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: A. L. Earl Cullum Jr. (Dallas)



**THE SUIT
WITH
THE EXTRA
PANTS**

... a fitting analogy

Buy the Dallas suit . . . get the extra Fort Worth pants in the bargain! That's the way WFAA-TV sells the Dallas-plus-Fort Worth market, the biggest market in the biggest state. The fabric is woven of 1,270,700 Texans, the pockets lined with two billion dollars. It's worn in the homes of 389,600 families that average 31% more than the national average on purchases of retail, automotive, general merchandise, food, furniture-household-radio, and drug items. It's hand-tailored to fit your budget and cover your needs. We suggest that you buy the Dallas suit with the Fort Worth pants — our Mr. Petry (& Company) will be most willing to help you. Just ask for this distinguished label:

*... displayed
on 225,000
TV screens*



RALPH NIMMONS, STATION MANAGER
TELEVISION SERVICE OF THE DALLAS MORNING NEWS

IN EL PASO'S

Fabulous Southwest



**YOU'LL
SELL
MORE
ON
CHANNEL
4**

Because

MORE PEOPLE WILL SEE CHANNEL 4

WHY?

1. Most area coverage
2. Tower (transmitter) 1,585 feet above city and area
3. 56,300 Watts on Channel 4
4. Better picture in more homes
5. Unrivalled studio facilities
6. Maximum investment in finest equipment
7. Unequaled local programming
8. CBS and Dumont TV Networks
9. Thoroughly experienced TV staff
10. Program, Sales, and Promotion-minded staff
11. Newspaper affiliation

In El Paso, Texas it's . . .

KROD-TV

RODERICK BROADCASTING CORP.

Dorrance D. Roderick, Chairman
Val Lawrence, President
Dick Watts, Sales Manager

NATIONALLY REPRESENTED BY THE O. L. TAYLOR COMPANY

TEXAS TV STATIONS

El Paso—(Continued)

KROD-TV

LICENSEE: Roderick Broadcasting Corp.

ADDRESS: 2201 Wyoming St. PHONE: 2-6551

AM AFFILIATE: KROD

TV NETWORK AFFILIATIONS: CBS, DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Dorrance D. Roderick (78%), majority stockholder and president of El Paso Times Inc. (El Paso Times), Val Lawrence (10%), is vice president of El Paso Times Inc. and majority stockholder of KJ Carlsbad, N. Mex.

BEGAN OPERATION: December 14, 1952

NATIONAL REPRESENTATIVE: O. L. Taylor Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Mt. Franklin

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AL

EFFECTIVE RADIATED POWERS: Visual, 56.3 kw Aural, 28.2 kw

MAKE OF ANTENNA: RCA TYPE: TF6AM, 6-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 1,052 ft. Above ground, 285 ft.

HOURS OF OPERATION: 4 p.m.-10 p.m.

STUDIO ADDRESS: 2201 Wyoming St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio

TYPE OF OPERATION: Local and network live, local and network film, kinescop.

NEWS SERVICE: AP

STUDIO FACILITIES: Two studios, 48x55 ft. (Seats 100) and 24x36 ft. Two interchangeable field cameras. Rear screen projector. Two RCA film cameras. Two RCA 16mm film projectors. One Spindler & Sauppe projector for 2x2-in. slides. Gray Telop opaque projector for 3x4-in. cards.

EXECUTIVES:

Dorrance D. Roderick, Chairman of the Board
Val Lawrence, President & General Manager
C. R. Watts, Commercial Manager
Bernie Bracher, Program Director
Edward P. Talbott, Chief Engineer
Tom Wiseheart, Promotion Manager

RATE INFORMATION: Class A one hour—\$250. One minute spot—\$50

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

BROADCASTING • Telecasting

TEXAS TV STATIONS

El Paso—(Continued)

KTSM-TV

LICENSEE: Tri-State Broadcasting Co.

ADDRESS: 801 N. Oregon St. **PHONE:** 2-5423

1 AFFILIATE: KTSM

TV NETWORK AFFILIATION: NBC (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Karl O. Wyler (85%), F. L. Koons (10%) and W. C. Bailey (5%).

BEGAN OPERATION: January 4, 1953

NATIONAL REPRESENTATIVE: George P. Hollingsbery Co.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Third & Santa Fe Sts.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 58.7 kw Aural, 29.35 kw

ANTENNA HEIGHT: Above average terrain, 110 ft. Above ground, 470 ft.

MAKE OF ANTENNA: RCA

STUDIO ADDRESS: 801 N. Oregon St.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Network and local film, local live and kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: One studio 24x40 ft. Two RCA studio cameras. Two RCA film cameras; two RCA film projectors. One RCA slide projector. Gray Telop opaque projector and Bolex motion picture camera.

EXECUTIVES:

Karl O. Wyler, President and General Manager
Roy T. Chapman, Commercial Manager
Jack Chapman, Program Director
Kenneth V. Walton, Chief Engineer
Karl O. Wyler Jr., Merchandising & Promotion Director
Jack Rye, TV Production Supervisor

TELEVISION INFORMATION: Class A hour rate—\$200. Minute spot—\$40. Frequency discounts start with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Dec. 1, 1952.)

DENVER ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEERING: George P. Adair

BROADCASTING • Telecasting

Let me wrap it up this way.

Our new TV station needed
to make money from the very start.

Obviously the answer was
Consolidated's STATION-STARTER
PLAN... the plan that
gives you nine complete TV
film series at one realistic
price. It was the right
hunch, of course. Just
a case of meeting the problem
with the old know-how.



Consolidated Television Sales
distributors of film for Television

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

TEXAS TELEVISION STATIONS

Fort Worth—

WBAP-TV

LICENSEE: Carter Publications Inc.
 ADDRESS: 3900 Barnett St. ZONE: 3 PHONE: Lockwood 1981
 AM AFFILIATE: WBAP FM AFFILIATE: WBAP-FM
 TV NETWORK AFFILIATION: ABC and NBC (Interconnected)
 PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Fort Worth Star-Telegram.

BEGAN OPERATION: September 29, 1948
 NATIONAL REPRESENTATIVE: Free & Peters Inc.
 CHANNEL: 5 (76-82 mc)
 TRANSMITTER ADDRESS: 3900 Barnett St.
 MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A
 EFFECTIVE RADIATED POWERS: Visual, 17.6 kw Aural, 8.2 kw
 MAKE OF ANTENNA: RCA TYPE: TF3B
 ANTENNA HEIGHT: Above average terrain, 490 ft. Above ground, 502 ft.
 HOURS OF OPERATION: 7 a.m.-Midnight
 STUDIO ADDRESS: 3900 Barnett St.
 MAKE OF CAMERA CHAINS: RCA
 DESCRIPTION: Image Orthicon and iconoscopes.
 TYPE OF OPERATION: Local and network live, local and network film, kinescopes.
 FILM LIBRARY: Snader NEWS SERVICE: AP
 LIBRARY SERVICE: Boosey & Hawkes, Bosworth, Harmonic, Associated and World
 STUDIO FACILITIES: Three studios: 45x82x28 (seats 250), 20x33x20 ft., and 15x15x10 ft. Four RCA studio cameras; two RCA field cameras. Bodie rear screen projector. Two RCA film cameras; two RCA 16mm film projectors. One Selectroslide projector for 2x2-in. slides. One Gray Telopticon opaque projector for 4x5-in. cards. Four Auricon and twelve Bell & Howell motion picture cameras. Two Houston film processing units and Bell & Howell printer. Mobile unit with two cameras, RCA microwave relay equipment and power supply.

EXECUTIVES:

Amon Carter Sr., Chairman of the Board
 Amon Carter Jr., President
 Harold V. Hough, Director
 George Cranston, General Manager
 Roy Bacus, Commercial Manager
 Robert J. Gould, Program Director
 R. C. Stinston, Chief Engineer
 Lynn Trammell, Film Buyer
 Thaine Engle, Director of Publicity, Promotion and Merchandising
 Tommy Thompson, Production Director

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$110.
 WASHINGTON ATTORNEY: Segal, Smith & Hennessey
 CONSULTING ENGINEER: A. D. Ring & Assoc.

Galveston—

KGUL-TV*

LICENSEE: Gulf Television Co.
 ADDRESS: 801 Union Station Bldg.
 TV NETWORK AFFILIATION: CBS, ABC, DUMONT
 PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: James M. Stewart, actor, 9%
 James Ward Bradner, owner KGBC Galveston, 2%; Ballinger Mills, lawyer, 1.6%
 V. W. McLeod, lawyer, 1.6%; R. Lee Kempner, banker, 20%; F. Kirk Johns, oil operator, 9%; McLeod, Mills & Shirley, law firm, 4%
 * BEGINS OPERATION: March, 1953 (CP granted Nov. 20, 1952)
 NATIONAL REPRESENTATIVE: CBS TV Spot Sales
 CHANNEL: 11 (198-204 mc)
 TRANSMITTER ADDRESS: 2 miles W. of Lamarque and 2 miles NE. of Hitchcock
 MAKE OF TRANSMITTER: GE
 EFFECTIVE RADIATED POWERS: Visual, 59 kw Aural, 30 kw
 MAKE OF ANTENNA: GE
 ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 580 ft.
 WASHINGTON ATTORNEY: Scharfeld, Jones & Baron
 CONSULTING ENGINEER: Vandivere, Cohen & Wearn

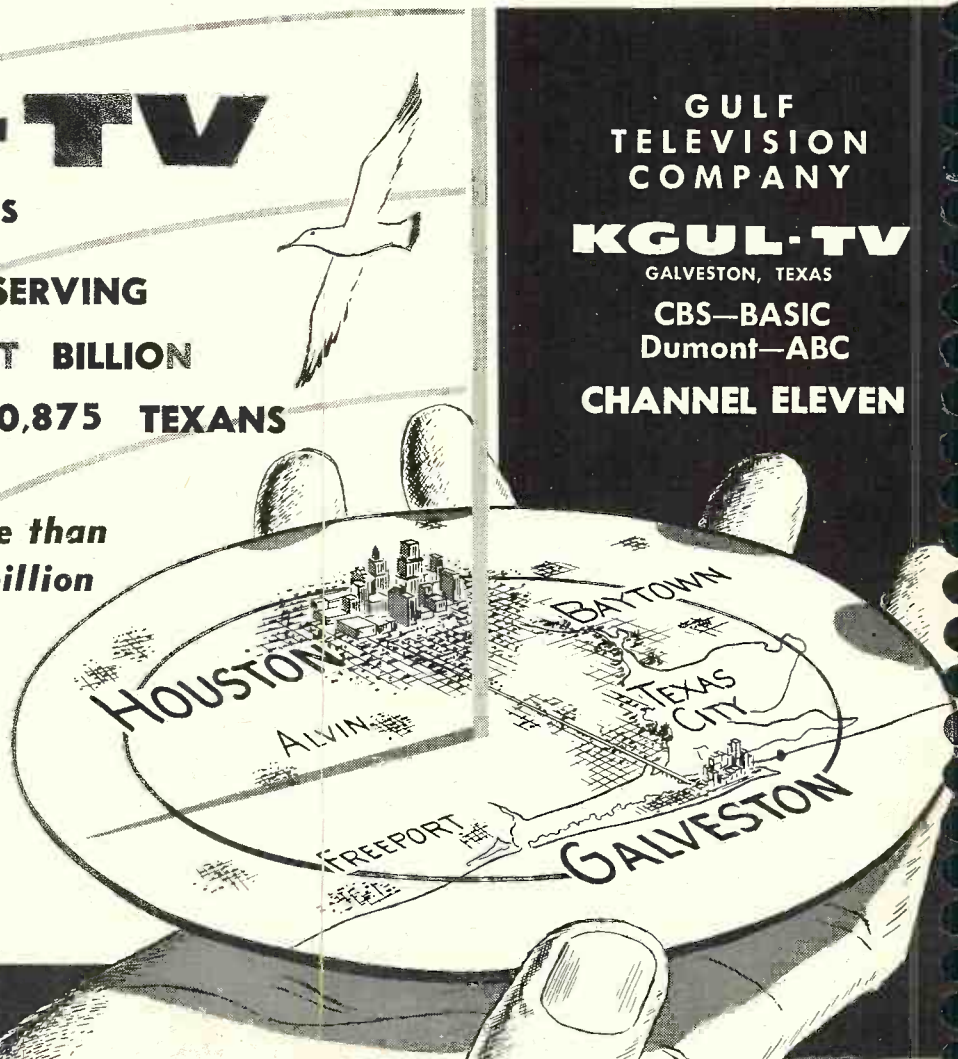
KGUL-TV

GALVESTON, TEXAS

THE AREA STATION SERVING
 THE TEXAS GULF COAST BILLION
 DOLLAR MARKET AND 1,000,875 TEXANS

*Covering more than a city, more than
 a single market, more than a billion
 dollars a year in buying power*

KGUL-TV serves a vast area
 of six cities and over six
 dozen smaller communities.



GULF
 TELEVISION
 COMPANY
KGUL-TV
 GALVESTON, TEXAS
 CBS—BASIC
 Dumont—ABC
CHANNEL ELEVEN

NO HUNTING

IT ISN'T NECESSARY

WBAP Offers the BEST in Coverage, Market, Facilities, Programming!

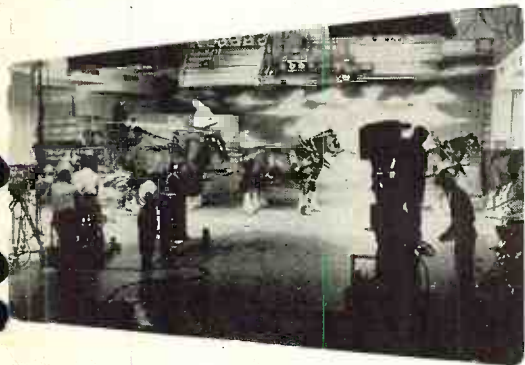
FACILITIES:—finest in the Southwest: 78,000 square feet of floor space nestled in an 87 acre area . . . three TV studios plus radio facilities . . . storage, maintenance and repair facilities . . . a 502 foot tower 1138 feet above sea level! A mobile unit, a TV station on wheels, to handle remote telecasts . . . an award-winning news service staff of 20 . . . a complete film laboratory and full facilities for making commercial films! These are just a few of the top-ranking facilities that make WBAP-TV best in the field!

COVERAGE:—Sixteen fabulous counties surrounding Fort Worth and Dallas—the WBAP-TV market—foremost in the South, ahead of Houston and Miami! In addition to the huge metropolitan area, WBAP-TV offers the advertiser a BONUS VALUE — dominance of the extensive non-metropolitan audience, as well! Top Hooper ratings prove: It's WBAP-TV for quick, certain sales results, in local and national television advertising.

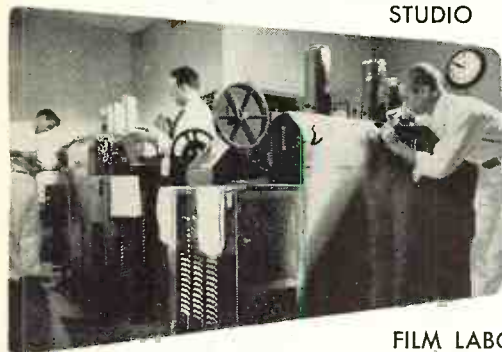
MARKET:—WBAP-TV delivers a \$1½ billion Market . . . it's No. 1 in the South! In the WBAP-TV primary area of 16 counties, livestock, aircraft, grain, oil and other important industries boosted total buying income to \$1,950,527,870 during 1951. Over 500,000 viewers in this wealthy region have money to spend for merchandise of every kind. And note this—WBAP-TV's proven response area includes 30 wealthy Texas counties with a total population of 1,797,000 and total retail sales of \$2,059,150,000. No doubt about it—You'll find TOP facilities, TOP coverage, and the South's No. 1 Market . . . delivered by WBAP-TV!



NEWS ROOM



STUDIO



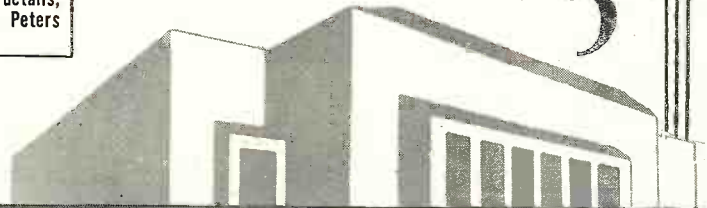
FILM LABORATORY



Remember- for coverage that counts, in a prosperous 16-county primary area PLUS outlying non-metropolitan areas, too — it's WBAP-TV. Write WBAP-TV, 3900 Barnett, Fort Worth, Texas, for additional details, or see your Free & Peters man.

WBAP-TV

Channel 5



STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC. Exclusive National Representatives

AFFILIATED with
ABC • NBC

AMON CARTER, *Chairman*

AMON CARTER JR., *President*

HAROLD HOUGH, *Director*

GEORGE CRANSTON, *Manager*

ROY BACUS, *Commercial Manager*

TEXAS TELEVISION STATIONS

Galveston—(Continued)

KTVR (TV)*

LICENSEE: Rudman Television Co.

ADDRESS: Mercantile Bank Bldg., Dallas, Tex.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: M. B. Rudman, oil operator, is sole owner.

*BEGINS OPERATION: Unknown (CP granted Nov. 20, 1952)

TRANSMITTER ADDRESS: State Hwy. 6 at Hitchcock, Tex.

CHANNEL: .41 (632-638 mc)

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 230 kw Aural, 120 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 470 ft. Above ground, 480 ft.

STUDIO ADDRESS: State Hwy. 6, Hitchcock

CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

Houston—

— — — *

LICENSEE: Uhf Television Co.

ADDRESS: 14th Floor, Magnolia Bldg., Dallas, Tex.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners are R. L. Wheelock, W. L. Pickens and H. H. Coffield, independent oil operators, grantee at Dallas and applicant at New Orleans and Corpus Christi.

*BEGINS OPERATION: Unknown (CP granted Jan. 8, 1953)

CHANNEL: 23 (524-530 mc)

TRANSMITTER ADDRESS: 4600 Calhoun Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 175 kw Aural, 88 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 510 ft. Above ground, 540 ft.

STUDIO ADDRESS: 4600 Calhoun Rd.

LEGAL COUNSEL: Ross K. Prescott (Dallas)

CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

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KNUZ-TV*

LICENSEE: KNUZ Television Co.

ADDRESS: P.O. Box 2135

AM AFFILIATE: KNUZ

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Max H. Jacobs (40% 26% owner KNUZ; Vice President-Treasurer Irvin M. Shlenker (40%), chairman of board Houston National Bank; Vice President-General Manager David Morris (5%), KNUZ general manager; Assistant Treasurer Douglas B. Hicks (5% 26% owner KNUZ; Secretary Bailey A. Swenson (5%), 24% owner KNUZ; Assistant Secretary Leon Green (5%), 24% owner KNUZ.

*BEGINS OPERATION: July, 1953 (CP granted Nov. 8, 1952)

NATIONAL REPRESENTATIVE: Forjoe & Co.

CHANNEL: 39 (620-626 mc)

TRANSMITTER ADDRESS: 4702 Austin St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 60 kw

MAKE OF ANTENNA: RCA

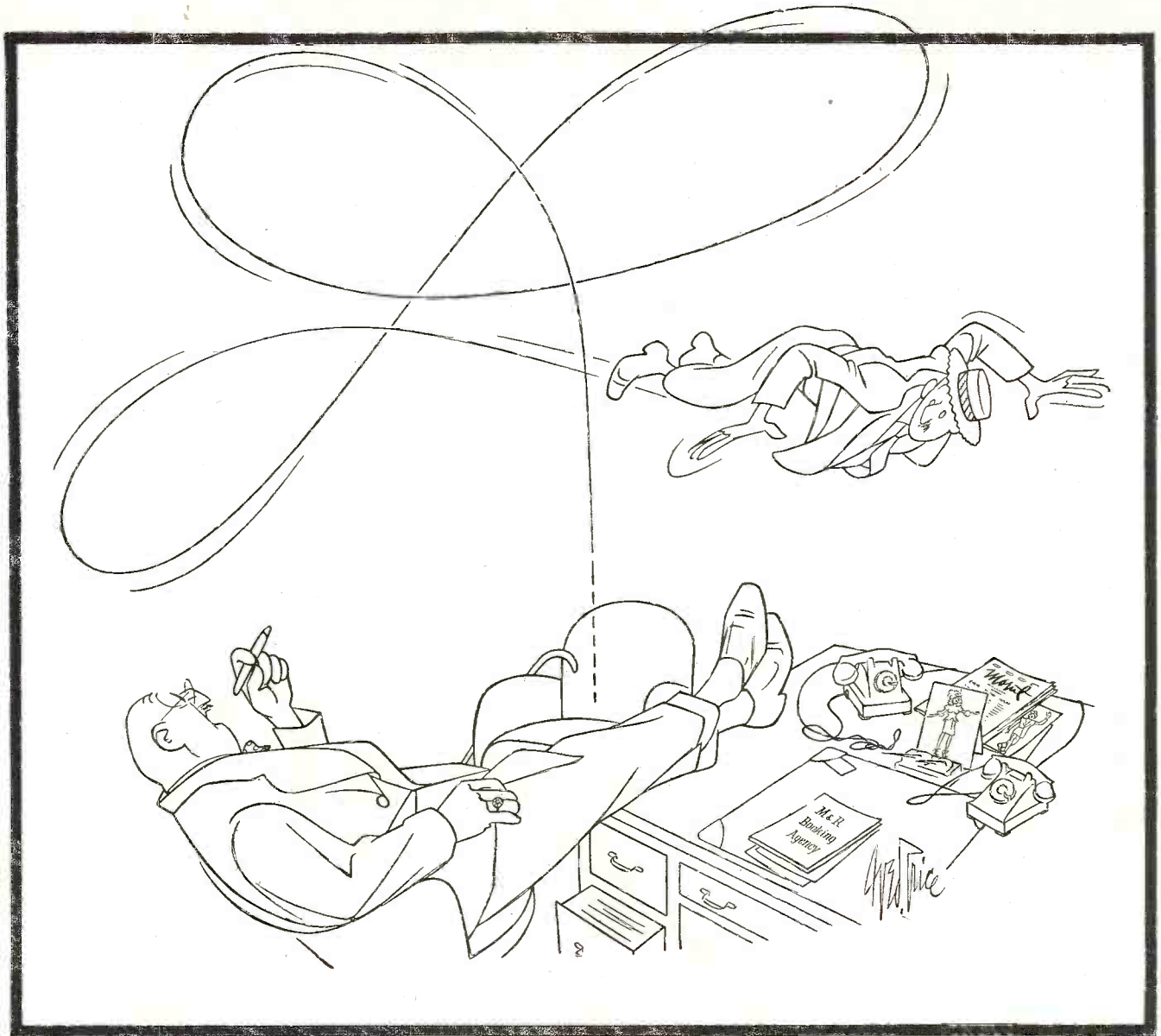
ANTENNA HEIGHT: Above average terrain, 520 ft. Above ground, 540 ft.

STUDIO ADDRESS: 4702 Austin St.

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: Weldon & Carr

BROADCASTING • Telecasting



"Bird imitations... that's all you can do?"

Oddly enough, some people take extraordinary things for granted.

Like radio, for instance.

Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising.

Today there are 105,300,000 radio sets in the U. S. A. Virtually every home is a radio home—and over half of them have two or more sets.

The average American now spends more time with radio than with magazines, TV and newspapers combined.

No wonder advertisers invested more money in radio last year than ever before!



Broadcast Advertising Bureau, Inc.

BAB is an organization supported by independent broadcasters, networks and station representatives all over America

270 PARK AVE., NEW YORK CITY

TEXAS TV STATIONS

Houston—(Continued)

KPRC-TV

LICENSEE: The Houston Post Co.

ADDRESS: Lamar Hotel ZONE: 2 PHONE: Fairfax 7101

AM AFFILIATE: KPRC FM AFFILIATE: KPRC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of the Houston Post.

BEGAN OPERATION: January 1, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Post Oak Rd.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-7A

EFFECTIVE RADIATED POWERS: Visual, 15 kw Aural, 7.5 kw

MAKE OF ANTENNA: GE TYPE: TY-16A

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 537 ft.

STUDIO ADDRESS: Post Oak Road HOURS OF OPERATION: 7 a.m.-Midnight

MAKE OF CAMERA CHAINS: GE DESCRIPTION: Studio and field

TYPE OF OPERATION: Local live, local film, network live, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP and UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: Two studios: 40x60 ft. and 30x50 ft. Two GE studio cameras and two GE field cameras. Rear screen projector. Two GE 16mm film cameras; two 16mm film projectors. Selectroslide projector for 2x2-in. slides.

EXECUTIVES:

William P. Hobby, President
Jack Harris, Vice President and General Manager
Jack McGrew, Commercial Manager
Bert Mitchell, Program Director
Paul Huhndorff, Chief Engineer
Marthalu Brooks, Film Buyer
Marsh Callaway, Promotion Manager
Ednah Forrester, Publicity Director

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$120. Rehearsals—\$50 per half-hour. Rates are for film only. Frequency discounts start with 26 times at 2½% up to 260 times at 15%. (From Rate Card No. 5, Apr. 1, 1952.)

WASHINGTON ATTORNEY: Frank W. Wozencraft

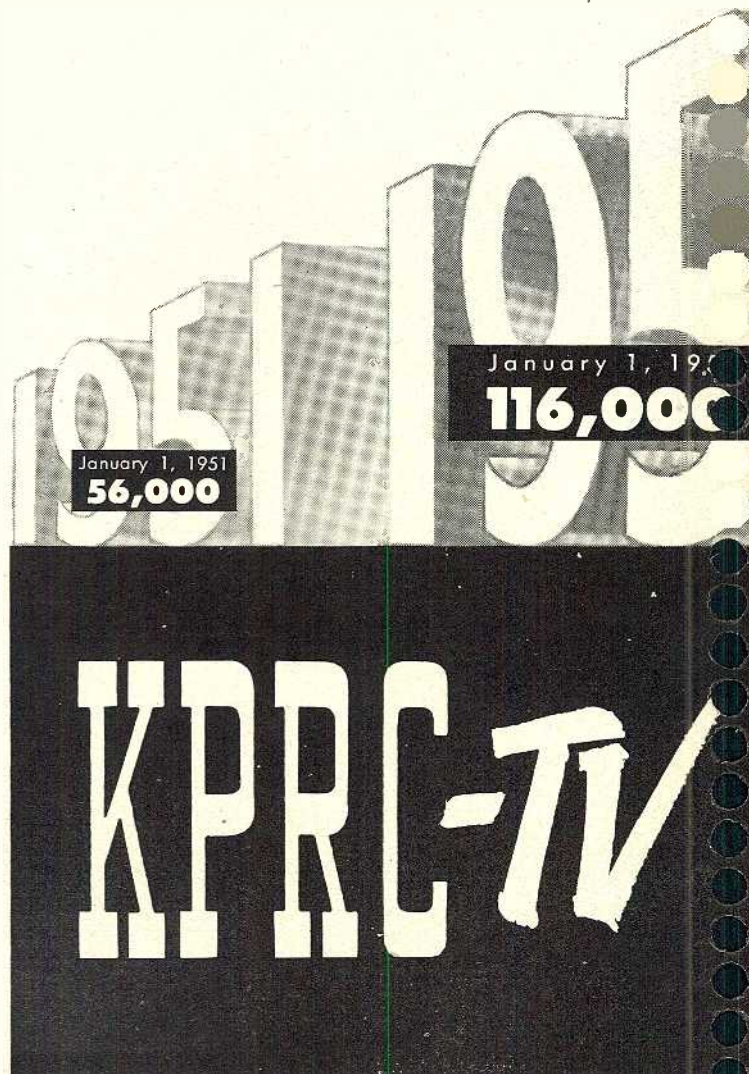
CONSULTING ENGINEER: McIntosh & Inglis

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KPRC TV

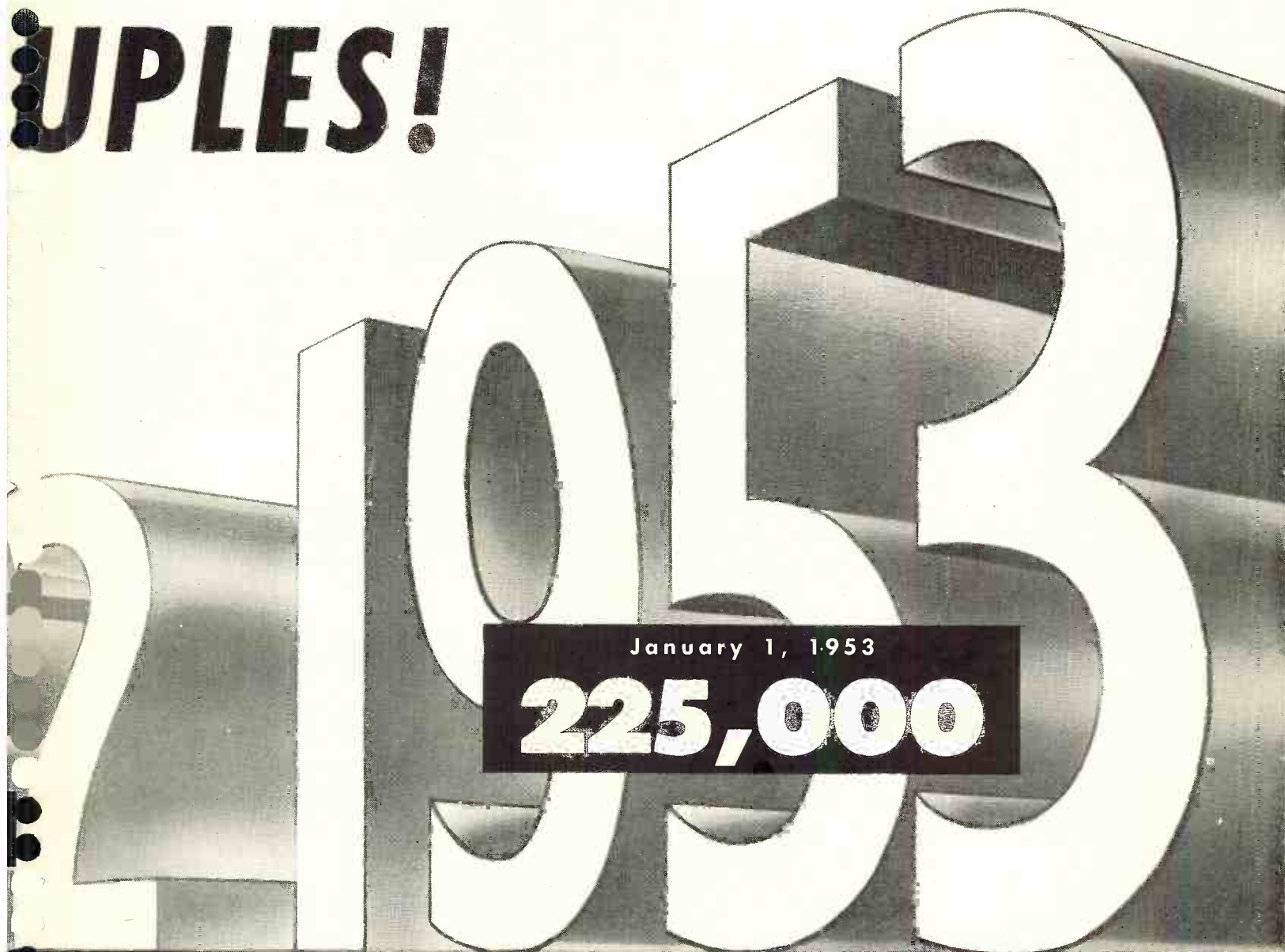
QUADR

In two years the number of families owning TV sets in the fabulously rich Houston market has QUADRUPLED! With 225,000 sets at the beginning of 1953, KPRC-TV reaches a larger . . . **CONSTANTLY GROWING** audience that will **BUY** what **YOU** have to sell!!



BROADCASTING • Telecasting

SET OWNERSHIP UPLES!



January 1, 1953

225,000

CHANNEL

2

HOUSTON

FIRST in the South's First Market!

NBC • CBS • ABC • DU MONT

JACK HARRIS, Vice President and General Manager

Nationally Represented by EDWARD PETRY & CO.

TEXAS TELEVISION STATIONS

Houston—(Continued)

KUHT (TV)*

(Educational-Noncommercial)

LICENSEE: U. of Houston and Houston Independent School District (Jointly)

ADDRESS: 3801 Cullen Road ZONE: 4

FM-AFFILIATE: KUHF (FM)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by U. of Houston and public schools.

* BEGINS OPERATION: Unknown (CP granted Aug. 21, 1952)

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 3801 Cullen Rd.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 30.2 kw Aural, 15.4 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 304 ft.

STUDIO ADDRESS: 3801 Cullen Road

TYPE OF OPERATION: Noncommercial Educational

CONSULTING ENGINEER: George P. Adair

Longview—

KTVE (TV)*

LICENSEE: East Texas Television Co.

ADDRESS: Route 3

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Arlington James Henry, sole owner. Owns Henry's Appliance Store.

* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

CHANNEL: 32 (578-584 mc)

TRANSMITTER ADDRESS: State Highway 26

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 12 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 287 ft. Above ground, 340 ft.

STUDIO ADDRESS: State Highway 26

ATTORNEY: Ross K. Prescott (Dallas)

CONSULTING ENGINEER: Guy C. Hutcheson (Arlington, Tex.)

Lubbock—

KCBD-TV*

LICENSEE: Bryant Radio & Television Inc.

ADDRESS: P.O. Box 1507 PHONE: 5-6348

AM AFFILIATE: KCBD

TV NETWORK AFFILIATION: ABC, NBC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Caprock Broadcasting Co. licensee of KCBD, is controlling stockholder.

* BEGINS OPERATION: March-April, 1953 (CP granted Oct. 9, 1952)

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: 60th and Avenue A

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-10AH

EFFECTIVE RADIATED POWERS: Visual, 104 kw Aural, 52 kw

MAKE OF ANTENNA: RCA TYPE: TF-12AH

ANTENNA HEIGHT: Above average terrain, 751 ft. Above ground, 786 ft.

STUDIO ADDRESS: 60th & Avenue A

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-11A

EXECUTIVES:

Joe H. Bryant, President and General Manager

George Tarter, Commercial Manager

Robert Snyder, Assistant Manager

Frank Lee, Chief Engineer

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: Weldon & Carr

KCBD-TV

THE STATION OF THE STARS
will bring top NBC and ABC shows
to the LARGEST MARKET in WEST TEXAS*
One-third million viewers in 23 counties who
spent \$402,493,000 in '51-52

*Lubbock is 323 miles from Dallas, 390 from
San Antonio, 349 from El Paso, 121 from Amarillo

KCBD-TV
channel

LUBBOCK, TEXAS
NBC • ABC

represented by John E. Pearson Television, Inc.

TEXAS TV STATIONS

Lubbock—(Continued)

KDUB-TV

LICENSEE: Texas Telecasting Inc.

ADDRESS: 620 Lubbock National Bank Bldg. PHONE: 5-9388

TV NETWORK AFFILIATION: CBS and DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: W. D. Rogers Jr., President (23%); Vernice Ford (23%); R. L. Kuykendall (23%); A. L. Lott (11%); W. W. Conley (11%); Flora Cameron Kampmann (5%) and Charles Balthrope (4%).

BEGAN OPERATION: November 13, 1952

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 74th and College Ave.

MAKE OF TRANSMITTER: DuMont MODEL NO.: 8000

EFFECTIVE RADIATED POWERS: Visual, 35 kw Aural, 17.5 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 820 ft. Above ground, 840 ft.

STUDIO ADDRESS: Lubbock National Bank Bldg.

HOURS OF OPERATION: 3 p.m.-Midnight

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image orthicon

TYPE OF OPERATION: Local live and film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: INS

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios, 30x60 ft. and 22x30 ft. Three studio cameras, three field cameras. Two film cameras; two film projectors. Two slide projectors; one opaque projector and one DuMont monochrome scanner. Two Holmes motion picture cameras.

EXECUTIVES:

W. D. Rogers Jr., President and General Manager
Mike Shapiro, Commercial Manager
John Hicks, Program Director and Film Buyer
T. W. Kirksey, Chief Engineer

RATE INFORMATION: Class A hour rate—\$240. Minute spot—\$24. Participation per spot—\$30. Rehearsals additional to 2:1 ratio of time purchased—\$75 per hour. Frequency discounts start with 26 times at 5% up to 260 times at 20%.

WASHINGTON ATTORNEY: Eliot C. Lovett

CONSULTING ENGINEER: McIntosh & Inglis

BROADCASTING • Telecasting

1st

in the great
South Plains market!

1st → ●KDUB-TV Lubbock, Texas, FIRST station to begin operation in West Texas' \$389,756,000* TV market! Here are 317,700 potential customers in a trade area containing 10,000 producing oil wells and harvesting 11% of the nation's cotton production.

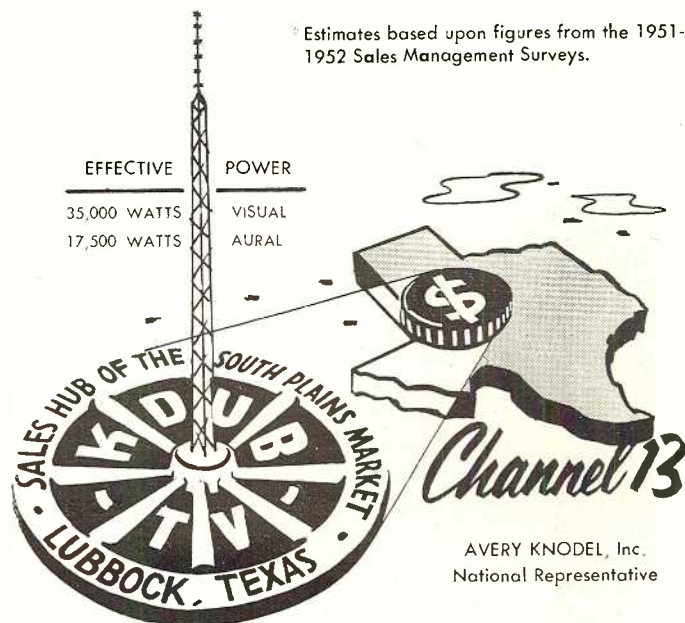
1st → ●Lubbock rated FIRST in retail sales (\$150,465,000 - 1951) among the 12 metropolitan areas in its population bracket in 1950 and 1951.

●Lubbock rates third nationally in income and buying power per family and per capita with sales amounting to \$4,777 per family.*

1st → ●Lubbock is now the cotton-oil capital of the world; having replaced Memphis, Tennessee last year! Lubbock is the nation's third largest inland cotton market!

1st → ●Lubbock was FIRST in total bank deposits for 1952 over all other West Texas metropolitan areas!

*Estimates based upon figures from the 1951-1952 Sales Management Surveys.



AVERY KNODEL, Inc.
National Representative

AFFILIATES: DuMont Paramount

TEXAS TELEVISION STATIONS

San Angelo—

KGKL-TV*

LICENSEE: KGKL Inc.

ADDRESS: P.O. Box 850 PHONE: 6715

AM AFFILIATE: KGKL

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President H. C. Ragsdale (5%), Vice President Houston Harte (25.25%), Vice President Herbert Taylor (7.9%), Secretary-Treasurer Lewis O. Seibert (10%), Ed Harte, (26.75%) and Harriman Harte, (16.75%).

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

NATIONAL REPRESENTATIVE: John E. Pearson Television Inc.

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Intersection of Texas Ave. and Santa Fe RR

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 6.4 kw Aural, 3.2 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 440 ft. Above ground, 473 ft.

EXECUTIVES:

H. C. Ragsdale, President
Lewis O. Seibert, General Manager
Franklin Rainey, Program Director
Bill Poteet, Chief Engineer

CONSULTING ENGINEER: Commercial Radio Equipment Co.

KTXL (TV)*

LICENSEE: Westex Television Co.

ADDRESS: 1901 W. Beauregard St.

AM AFFILIATE: KTXL

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Co-partners Armistead D. Rust, president of KTXL and mayor of San Angelo, and B. P. Bludworth, vice president of KTXL and 50% owner Mid-West Co., outdoor advertising.

* BEGINS OPERATION: Unknown (CP granted Nov. 26, 1952)

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: Texas Avenue & Armstrong St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 11 kw Aural, 5.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 420 ft. Above ground, 443 ft.

STUDIO ADDRESS: Texas Ave. and Armstrong St.

WASHINGTON ATTORNEY: Welch, Mott & Morgan

CONSULTING ENGINEER: Craven, Lohnes & Culver

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San Antonio—

KEYL (TV)

LICENSEE: San Antonio Television Co.

ADDRESS: Transit Tower Bldg. ZONE: 5 PHONE: Garfield 8151

TV NETWORK AFFILIATION: ABC, CBS and DuMont

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Storer Broadcasting Co., which owns and operates WJBK-AM-FM-TV Detroit, WSPD-AM-FM-TV Toledo, WWVA-AM-FM Wheeling, WMMN Fairmont, W. Va., WAGA-AM-FM-TV Atlanta, WGBS-AM-FM Miami and WSAI-AM-FM Cincinnati. Mr. Storer is publisher of Miami Beach (Fla.) Florida Sun.

BEGAN OPERATION: February 15, 1950

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Transit Tower

MAKE OF TRANSMITTER: DuMont MODEL NO.: 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 35 kw Aural, 17.5 kw

MAKE OF ANTENNA: GE TYPE: TY-27F, 6-Bay

ANTENNA HEIGHT: Above average terrain, 445 ft. Above ground, 552 ft.

STUDIO ADDRESS: Transit Tower HOURS OF OPERATION: 8:45 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Studio, field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes. Local Remotes.

FILM LIBRARY: Snader NEWS SERVICE: UP

STUDIO FACILITIES: Two studios: 35x40 ft., (seating 50) and 15x34 ft. (seating 25). Five interchangeable cameras for studio/field use. Two DuMont film cameras two Holmes 16mm film projectors. Two Golde projectors for 2x2-in. slides. One opaque projector for 3x4-in. cards. Mobile unit with two cameras, standard complement of lenses, plus 8", 14" and 20", RCA microwave relay equipment.

EXECUTIVES:

George B. Storer, President
George B. Storer Jr., General Manager
William E. Kelley, National Sales Manager
Hugh B. Higgins, Local Sales Manager
William B. Robb Jr., Program Director and Film Buyer
William J. Jackson, Chief Engineer

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$90. Frequency discounts start with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Aug. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

BROADCASTING • Telecasting

You get top TV ratings plus top TV merchandising on KEYL

MARCH TIME
 Thursdays 8:30 P.M.
 KEYL Channel 5

FOOTBALL THIS WEEK
 NORMAN SPER

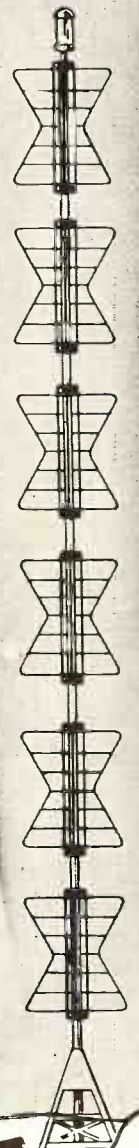
Top football action as understanding sports predicts the winners of Saturday's games

KEYL 9:30-9:45 PM FRIDAY

Sponsored by oil-winter "Prestone" Anti-Freeze

"DEATH VALLEY DAYS"

KEYL Channel 5



Pearl
 PROUDLY PRESENTS
WRESTLING FROM CHICAGO
KEYL
 TELEVISION CHANNEL 5
 WITH RUSS DAVIS AT RING

GREEN BAY PACKERS VS DETROIT

presented for your pleasure by **Miller's HIGH LIFE BEER**

KEYL-TV Channel 5
 11:00 A.M. to Conclusion

JACK M. GHEUL

TEXAS ON TELEVISION

Now ADDED SELLING IMPACT ON TV

IN **KEYL'S** TOMMY REYNOLDS SHOW

Mrs. Tucker's SHORTENING MEADOLAKE MARGARINE

Mondays thru Fridays 2-3 p.m. CHANNEL 5

STOCK AND DISPLAY THESE

BIG GILLETTE BONUS SPECIAL \$1.33 VAL E 98¢

Pay NOTHING For 35¢ Tube Gillette SHAVING CREAM WITH PURCHASE OF 20 GILLETTE BLUE BLADES IN DISPENSER - 98¢



San Antonio's

KEYL

Channel Five

Look!

WE HAVE ALL THE BEAUTIFUL New Parker Pens

ADVERTISED ON TV'S KEYL

Foreign Imports

CBS · ABC · DUMONT

Budweiser

FROM **Hollywood** SATURDAY NITES **KEYL 5**

represented by The Katz Agency
 Tom Harker, V. P.
 Harker Broadcasting Co.
 8 Madison Ave., N. Y. C.

TEXAS TELEVISION STATIONS

San Antonio—(Continued)

WOAI-TV

LICENSEE: Southland Industries Inc.

ADDRESS: 1031 Navarro St. ZONE: 6 PHONE: Garfield 4221

AM AFFILIATE: WOAI

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Hugh A. L. Half is executor of estate of the late G. A. O. Half, principal stockholder.

BEGAN OPERATION: December 11, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 1031 Navarro St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 21.6 kw Aural, 10.8 kw

MAKE OF ANTENNA: RCA TYPE: TP-5A, 5-Bay

ANTENNA HEIGHT: Above average terrain, 480 ft. Above ground, 572 ft.

STUDIO ADDRESS: 1031 Navarro St. HOURS OF OPERATION: 1 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: AP and INS

LIBRARY SERVICE: World

STUDIO FACILITIES: Two studios (48x47 ft. and 22x24 ft.). Three RCA studio cameras and three RCA field cameras. Two RCA film cameras; Holmes 16mm film projectors. Two 35mm slide projectors; Projectall opaque projector for 3x4-in. cards. Mobile unit with three cameras, Raytheon microwave relay equipment.

EXECUTIVES:

Hugh A. L. Half, President
Arden X. Pangborn, General Manager
Edward V. Cheviot, Commercial Manager
W. Perry Dickey, Program Director
Charles L. Jeffers, Chief Engineer
Edward D. Hyman, Production Manager
Dallas Wyant, Promotion Manager
Imogene Stanley, Publicity Director

RATE INFORMATION: Class A hour rate—\$500. Minute spot—\$90. Frequency discounts start with 52 times at 10% up to 312 times at 20%. (From Rate Card No. 7, July 15, 1952.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: A. D. Ring & Assoc.

Temple—

KCEN-TV*

LICENSEE: Bell Publishing Co.

ADDRESS: P. O. Box 419

AM AFFILIATE: KTEM FM AFFILIATE: KTEM-FM

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President Frank W. Mayborn (95% who also is president and principal stockholder WMAK Nashville.

* BEGINS OPERATION: Unknown (CP granted Jan. 29, 1953)

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: N. 1st St. & City Limits

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 12.9 kw Aural, 6.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 465 ft. Above ground 403 ft.

STUDIO ADDRESS: 119 West Ave. A

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

Texarkana—

KCMC-TV*

LICENSEE: KCMC Inc.

ADDRESS: 37 Pine St.

AM AFFILIATE: KCMC FM AFFILIATE: KCMC-FM

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President C. E. Palmer (37%), Vice President W. E. Hussman (45%)

* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Summerhill Rd.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 18.6 kw Aural, 9.4 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 405 ft. Above ground, 399 ft.

STUDIO ADDRESS: Summerhill Rd.

WASHINGTON ATTORNEY: Eugene L. Burke

CONSULTING ENGINEER: Commercial Radio Equipment Co.

Tyler—

KETX (TV)*

LICENSEE: Jacob A. Newborn Jr.

ADDRESS: P. O. Box 572

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Sole owner is Jacob A. Newborn Jr also owner of WTVS (TV) Gadsden, Ala. and 10% of KBMT (TV) Beaumont, Tex

* BEGINS OPERATION: June 1 (CP granted Jan. 29, 1953)

CHANNEL: 19 (500-506 mc)

TRANSMITTER ADDRESS: College at Erwin

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 2.4 kw Aural, 1.3 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 376 ft. Above ground 308 ft.

STUDIO ADDRESS: College at Erwin

SAN ANTONIO'S

1ST

T-V STATION

WOAI-TV



**in America's Fastest Growing
Major City**

Represented Nationally by

Edward Petry & Company, Inc.

NEW YORK -- CHICAGO -- LOS ANGELES

ST. LOUIS -- DALLAS -- SAN FRANCISCO -- DETROIT

for **tV**
facts and figures

call the

**O. L. TAYLOR
COMPANY**

NEW YORK

CHICAGO

DALLAS

ATLANTA

LOS ANGELES

SAN FRANCISCO

TEXAS TV STATIONS

Waco—

KANG-TV*

LICENSEE: Central Texas Television Co.

ADDRESS: c/o R. K. Prescott, Room 1430 Life of America Bldg., Dallas

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is Clyde Weatherb owner of KCLW Hamilton, Tex.

* BEGINS OPERATION: July 1, 1953 (CP granted Nov. 13, 1952)

TRANSMITTER ADDRESS: Medical Arts Bldg., 9th & Austin Sts.

CHANNEL: 34 (590-596 mc)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 5 kw Aural, 3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 350 ft. Above ground, 398 ft.

STUDIO ADDRESS: Medical Arts Bldg., 9th & Austin Sts.

LEGAL COUNSEL: Ross K. Prescott (Dallas)

CONSULTING ENGINEER: Weldon & Carr

Wichita Falls—

KFDX-TV*

LICENSEE: Wichtex Radio & Television Co.

ADDRESS: 801 Scott St.

AM AFFILIATE: KFDX

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President Darrold A. Cann (52.95%), Vice President W. P. Hood (3.33%), Vice President Howard H. Fry (6%), Secretary-Treasurer M. Kuhfuss (2.33%), Darrold A. Cannan Jr. (12%), John Adams (3.67%), Mott Johnson (3.33%) and John White (1.67%).

* BEGINS OPERATION: March 18, 1953 (CP granted Dec. 18, 1952)

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Old Seymour Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 60 kw Aural, 36 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 549.5 ft.

STUDIO ADDRESS: Old Seymour Road

LEGAL COUNSEL: Abe Herman (Fort Worth)

CONSULTING ENGINEER: George C. Davis

KTVW (TV)*

LICENSEE: White Television Co.

ADDRESS: 1507 Lamar St.

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is W. Earl Whit president and 16% owner White's Auto Stores Inc.

* BEGINS OPERATION: April, 1953 (CP granted Nov. 6, 1952)

CHANNEL: 22 (518-524 mc)

TRANSMITTER ADDRESS: Seymour Road

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 18.5 kw Aural, 9.3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 480 ft. Above ground, 485 ft.

STUDIO ADDRESS: Seymour Road

LEGAL COUNSEL: Ross K. Prescott (Dallas)

CONSULTING ENGINEER: W. D. Buford (Lawton, Okla.)

TEXAS TV STATIONS

Wichita Falls—(Continued)

KWFT-TV*

LICENSEE: Wichita Falls Television Inc.

ADDRESS: 917½ Scott St.

AM AFFILIATE: KWFT FM AFFILIATE: KWFT-FM

TV NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Rowley-Brown Broadcasting Co. (50%) licensee of KWFT-AM-FM, and Texoma Broadcasting Co. (50%) licensee of KTRN. Rowley-Brown group also owns 50% of KRTV (TV) Little Rock, Ark.

BEGINS OPERATION: March 1953 (CP granted Jan. 23, 1953)

NATIONAL REPRESENTATIVE: Blair-TV

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: West of Wichita Falls

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual 22.3 Aural: 11.3 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain 495 ft. Above ground 495 ft.

WASHINGTON ATTORNEY: Dempsey & Koplovitz

CONSULTING ENGINEER: Commercial Radio Equipment Co.

UTAH TV STATIONS

Salt Lake City—

KDYL-TV

LICENSEE: Intermountain Broadcasting & TV Corp.

ADDRESS: 143 S. Main St. ZONE: 1 PHONE: 5-2991

AM AFFILIATE: KDYL FM AFFILIATE: KDYL-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: S. S. Fox is principal stockholder.

BEGAN OPERATION: April, 1948

NATIONAL REPRESENTATIVE: Blair-TV

TRANSMITTER ADDRESS: Mount Vision, Oquirrh Mtn. Range

CHANNEL: 4 (66-72)

MAKE OF TRANSMITTER: RCA MODEL NO.: FT-5A

EFFECTIVE RADIATED POWERS: Visual, 30 kw Aural, 15 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 3,080 ft. Above ground, 182 ft.

STUDIO ADDRESS: 143 S. Main St. HOURS OF OPERATION: 9:30 a.m.-12 midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK20A

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Two studios: 625 sq. ft. and 2,100 sq. ft. Four camera chains; two 16mm film projectors, one 35mm slide projector. Mobile unit.

EXECUTIVES:

S. S. Fox, President & General Manager
John M. Baldwin, Vice President & Technical Director
George A. Provol, Commercial Manager
Dan Rainger, Program Director
Connie Eckhardt, Film Buyer

DATE INFORMATION: Class A hour rate—\$375 (studio rate—plus 30%). Minute spot—\$100. Live studio camera rehearsal \$35 per half hour. Frequency discounts start at 5% for 13 times to 25% for 312 times. (From Rate Card No. 8, effective Feb. 1, 1952.)

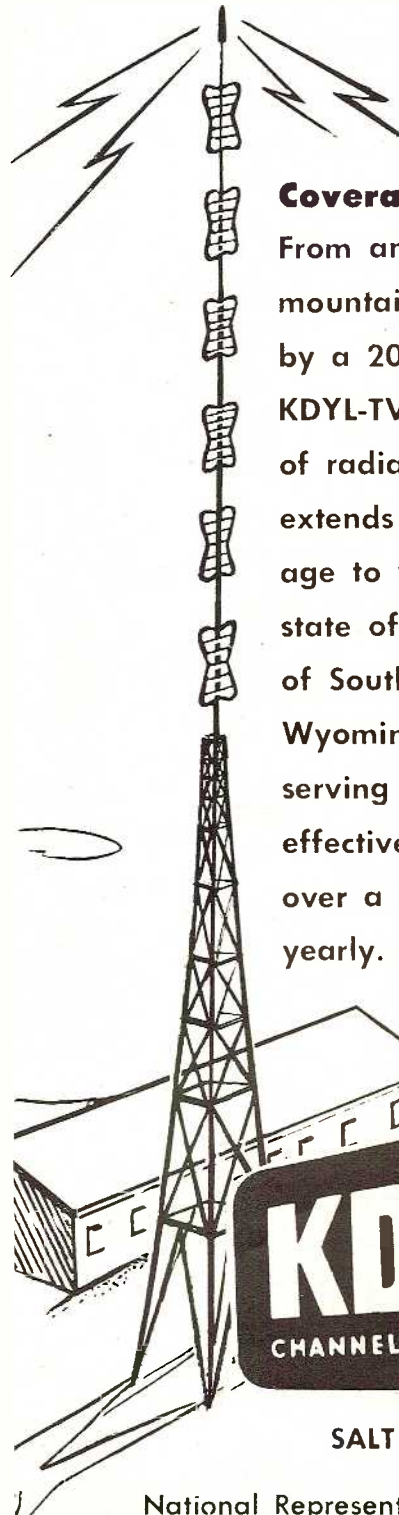
WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: George C. Davis

KDYL-TV

NOW 30,000 WATTS FROM 8,900 FEET

America's Most Powerful Channel 4 Television Station



Coverage! . . .

From an 8,700 foot mountain peak topped by a 200 foot tower KDYL-TV's 30,000 watts of radiated power now extends television coverage to virtually the entire state of Utah plus portions of Southern Idaho, Western Wyoming and Eastern Nevada, serving a population whose effective buying power is over a billion dollars yearly.

SALT LAKE CITY, UTAH

National Representative: Blair-TV, Inc.

UTAH TELEVISION STATIONS

Salt Lake City—

KSL-TV

LICENSEE: Radio Service Corp. of Utah

ADDRESS: 145 Motor Ave. ZONE: 1 PHONE: 5-4641

AM AFFILIATE: KSL FM AFFILIATE: KSL-FM

TV NETWORK AFFILIATION: ABC, CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Church of Jesus Christ of Latter Day Saints (also owns 20% of KGMB-AM-TV Honolulu). Bryant S. Stringham (Utah Woolen Mills), William R. Wallace, Ivor Sharp, Spencer Felt (Filter Media Corp.), Raddatz Corp. and KSL employes.

BEGAN OPERATION: June 1, 1949

NATIONAL REPRESENTATIVE: CBS-TV Spot Sales

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Coon Peak

MAKE OF TRANSMITTER: GE MODEL NO.: TT-10A

EFFECTIVE RADIATED POWERS: Visual, 17.8 kw Aural, 8.9 kw

MAKE OF ANTENNA: GE TYPE: TY-27C, 3-Bay Batwing

ANTENNA HEIGHT: Above average terrain, 3,840 ft. Above ground, 250 ft.

HOURS OF OPERATION: Noon-Midnight

STUDIO ADDRESS: 145 Motor Ave.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Official, Sterling NEWS SERVICE: UP

MUSIC LIBRARY SERVICE: World

STUDIO FACILITIES: Auditorium seating 200, stage 80x50; two studios, 70x60 and 30x20 ft. Four cameras, interchangeable for field/studio use. Rear screen projector. Two DuMont film cameras. Three Holmes 16mm film projectors. Tv 35mm projectors; two opaque projectors for 3¼x4-in. cards. Bell & Howell 16mm motion picture camera. Mobile unit with four cameras, microwave relay equipment and power supply.

EXECUTIVES:

J. Reuben Clark Jr., President
Ivor Sharp, Executive Vice President
D. Lennox Murdoch, General Manager
Ted Kimball, Commercial Manager
Wayne Richards, Program Director
Vincent Clayton, Chief Engineer
Richard Thiriot, Film Buyer
Scott Clawson, Production Manager
A. Richard Robertson, Promotion & Publicity Director

RATE INFORMATION: Class A hour rate—\$520, film rate, \$400. Minute spot—\$104. Participation per spot—\$46.67. Rehearsals—\$50 per camera for each half-hour in excess of 2:1 ratio of air time allowed. Frequency discounts ran from 2½% to special 25% discount. (From Rate Card No. 4, Feb. 1, 1952.)

WASHINGTON ATTORNEY: Wilkinson, Boyden & Cragun

CONSULTING ENGINEER: A. D. Ring & Assoc.

HEIGHT MEANS REACH IN TV, TOO!

That's why the KSL-TV transmitter was moved to the top of a 9,425-foot mountain peak.

That's what it took to make the vast, booming Intermountain market a leading TV heavyweight contender.

Now beaming a signal from the highest video transmitter in the U. S., KSL-TV's primary area includes 15 counties in two states. Over 650 thousand people in this blue chip corner have an effective buying income of over 850 million dollars . . . and that doesn't count thousands in KSL-TV's secondary coverage area!*

The KSL-TV fan club is sky-rocketing, too. According to ARB, KSL-TV is a knockout . . . weighing in on the rating scale with 10 out of the 15 top shows; 71 percent of the total afternoon audience and 52 percent of the total evening viewers.

Handled by CBS Television Spot Sales.

KSL-TV packs a wallop in the Intermountain West!
SALT LAKE CITY

*sources upon request



VIRGINIA TELEVISION STATIONS

Charlottesville—

WCHV-TV*

LICENSEE: Barham & Barham

ADDRESS: P. O. Box 631

AM AFFILIATE: WCHV

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Charles Barham and Emma Lou Barham are equal partners.

* BEGINS OPERATION: Sept. 1, 1953 (CP granted Jan. 29, 1953)

CHANNEL: 64 (770-776 mc)

TRANSMITTER ADDRESS: Patterson Mt.

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 118 kw Aural, 63.3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 781 ft. Above ground, 97 ft.

CONSULTING ENGINEER: A. D. Ring & Assoc.

Danville—

WBTM-TV*

LICENSEE: Piedmont Broadcasting Corp.

ADDRESS: Hotel Danville Bldg. PHONE: 2350

AM AFFILIATE: WBTM FM AFFILIATE: WBTM-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: L. N. Dibrell, president; Edward G. Gardner, vice president and general manager; James W. Ray, vice president.

* BEGINS OPERATION: Unknown (CP granted Dec. 18, 1952)

CHANNEL: 24 (530-536 mc)

TRANSMITTER ADDRESS: White Oak Mountain

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 225 kw Aural, 120 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 650 ft. Above ground, 273 ft.

STUDIO ADDRESS: White Oak Mountain

WASHINGTON ATTORNEY: John Midlin

CONSULTING ENGINEER: George C. Davis

BROADCASTING • Telecasting

Hampton—

WVEC-TV*

LICENSEE: Peninsula Broadcasting Corp.

ADDRESS: Box 481

AM AFFILIATE: WVEC

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President Thomas P. Chisman (28%) Secretary-Treasurer Julian W. W. Chisman (28%); Vice President James E. Swafford (28%); Vice President Harrol A. Brauer Jr. (15%).

* BEGINS OPERATION: Aug. 1, 1953 (CP granted Feb. 5, 1953)

NATIONAL REPRESENTATIVE: William G. Rambeau Co.

CHANNEL: 15 (476-482 mc)

TRANSMITTER ADDRESS: Highway 168

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 179 kw Aural, 98.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 482 ft. Above ground 500 ft.

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: Lynne C. Smeby

Lynchburg—

WLVA-TV

LICENSEE: Lynchburg Broadcasting Corp.

ADDRESS: 925 Church St. PHONE: 2-1242

AM AFFILIATE: WLVA FM AFFILIATE: WLVA-FM

TV NETWORK AFFILIATION: CBS and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal owners are Edward A. and Philip P. Allen.

BEGAN OPERATION: Feb. 8, 1953

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: High Peak, Amherst City.

MAKE OF TRANSMITTER: DuMont MODEL NO.: SKW-8000

EFFECTIVE RADIATED POWERS: Visual, 28.2 kw Aural, 14.1 kw

MAKE OF ANTENNA: RCA TYPE: 6-Bay

ANTENNA HEIGHT: Above average terrain, 2,092 ft. Above ground, 120 ft.

STUDIO ADDRESS: 925 Church St.

HOURS OF OPERATION: 9 a.m.-1 p.m. & 5 p.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Local and network live, local film.

FILM LIBRARY: DuMont NEWS SERVICE: AP

STUDIO FACILITIES: One studio, 17½x25ft., and one 12x14 ft. One studio camera. One film camera; two 16mm film projectors. One projector for 2x2-in. slides; DuMont monochrome 35mm scanner. Two Cine-Kodak 16mm motion picture cameras.

EXECUTIVES:

Edward A. Allen, President
Phillip P. Allen, General Manager & Vice President
Joseph F. Wright Jr., Commercial Manager
Warren Uttal, Program Director & Film Buyer
John T. Orth, Chief Engineer

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$50. (From Rate Card No. 1, Dec. 5, 1952)

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: Craven, Lohnes & Culver

VIRGINIA TELEVISION STATIONS

Lynchburg—(Continued)

WWOD-TV*

LICENSEE: Old Dominion Broadcasting Corp.

ADDRESS: P.O. Box 918 PHONE: 2-3441

AM AFFILIATE: WWOD FM AFFILIATE: WWOD-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: President, D. H. Dillard (42.2%); Vice President, P. G. Dillard (17.8%); E. S. Dillard (17.8%); W. H. Burruss (5.6%).

* BEGINS OPERATION: Unknown (CP granted Nov. 6, 1952)

CHANNEL: 16 (482-488 mc)

TRANSMITTER ADDRESS: Route 501

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 57 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 500 ft. Above ground, 553 ft.

STUDIO ADDRESS: Route 501

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: George E. Gautney

Newport News—

WHYU-TV*

LICENSEE: Eastern Broadcasting Corp.

ADDRESS: 114 24th St.

AM AFFILIATE: WHYU

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President John Doley (23%); Vice President Stuart A. Smith (16%); Assistant Treasurer Margaret S. Doley (23%).

* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

CHANNEL: 33 (584-590 mc)

TRANSMITTER ADDRESS: 114 24th St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 20.4 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 315 ft. Above ground 319 ft.

STUDIA ADDRESS: 114 24th St.

WASHINGTON ATTORNEY: Eugene L. Burke

CONSULTING ENGINEER: George P. Adair

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Norfolk—

WTAR-TV

LICENSEE: WTAR Radio Corp.

ADDRESS: 720 Boush St. ZONE: 10 PHONE: 5-6711

AM AFFILIATE: WTAR FM AFFILIATE: WTAR-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Norfolk Newspapers Inc., publisher of Norfolk Virginian-Pilot and Ledger-Dispatch.

BEGAN OPERATION: April 2, 1950

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 720 Boush St.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24 kw Aural, 12 kw

MAKE OF ANTENNA: RCA TYPE: 5-Element Superturnstile

ANTENNA HEIGHT: Above average terrain, 367 ft. Above ground, 400 ft.

STUDIO ADDRESS: 720 Boush St.

HOURS OF OPERATION: 7 a.m.-Midnight, 11 a.m.-12:30 p.m. (Sat.); 11:30 a.m.-Midnight (Sun.)

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 4 studio, 2 film

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader, Unity NEWS SERVICE: Telenews

LIBRARY SERVICE: Standard

STUDIO FACILITIES: Auditorium seating 120 with stage 25x40 ft., and studio 32x45 ft. Two image orthicon cameras in each studio; two RCA 16mm film projectors three Eastman 35mm slide projectors. One SuperProjectall. Mobile unit with two RCA image orthicon cameras. Microwave relay equipment. VuGraph rear screen projector. One Bell & Howell and one Zeiss 16mm motion picture camera. Microwave equipment.

EXECUTIVES:

Campbell Arnoux, President & Manager
John C. Peffer, Operations Manager
Robert M. Lambe, General Sales Manager
Harold Solding, Production Manager
Richard L. Lindell, Chief Engineer
Winston Hope, Administrative Asst. for TV & Film Buyer
Joel F. Carlson, Public Relations Director
Fred N. Lowe, Promotion Manager

RATE INFORMATION: Class A hour rate—\$585. Minute spot—\$115. Participation per spot—\$115. Rehearsals—\$15 per ¼ hour. Frequency discounts start with 52 times at 5% up to 312 times at 30%. (From Rate Card No. 5, July 1, 1952.)

WASHINGTON ATTORNEY: Eliot C. Lovett

CONSULTING ENGINEER: Jansky & Bailey

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has carried more
radio and television
advertising
than all
other journals combined
... Since 1931

*the newsweekly of
radio and television*

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VIRGINIA TV STATIONS

Richmond—

WTVR (TV)

LICENSEE: Havens & Martin

ADDRESS: 3301 W. Broad St. PHONE: 5-8611

AM AFFILIATE: WMBG FM AFFILIATE: WCOD

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Wilbur M. Havens is principal stockholder.

BEGAN OPERATION: April 22, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Staples Mills Road

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA TYPE: Superturnstile

ANTENNA HEIGHT: Above average terrain, 840 ft. Above ground, 844 ft.

HOURS OF OPERATION: 7 a.m.-Midnight

STUDIO ADDRESS: 3301 W. Broad St.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: Two studios: 52x25x22 ft. and 29x17½x12 ft. Three DuMont studio cameras and three DuMont field cameras. Two Speed-Graphic film cameras; two 16mm film projectors. Four projectors for 2x2-in. slides; one for 35mm strip film. Baloptican opaque projector. Two 16mm and two 35mm motion picture cameras. Film processing unit for 16mm and 35mm film.

EXECUTIVES:

Wilbur M. Havens, President, General Manager & Commercial Manager

G. Conrad Rianhard, Program Director & Film Buyer

James W. Kyle, Chief Engineer

Walter A. Bowry Jr., Assistant General Manager

RATE INFORMATION: Class A hour rate—\$600. Minute spot —\$100. Rehearsals—\$2 per minute over basic air-time purchased. When 52 consecutive weeks are completed a 10% bonus discount will be allowed on the lowest weekly billing for time charges only.

WASHINGTON ATTORNEY: John H. Midlen

CONSULTING ENGINEER: James C. McNary

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W VR

Gall



IN FACT

Here is the Picture . . .

160,427 sets (2/1/53)

34 county coverage

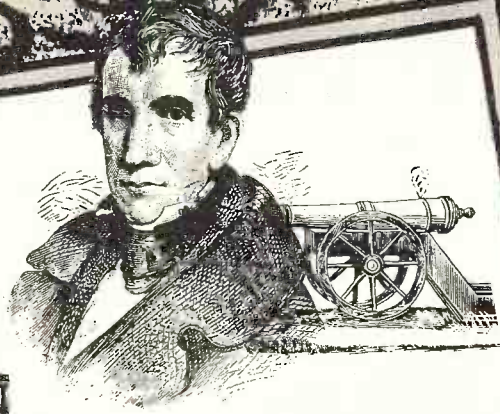
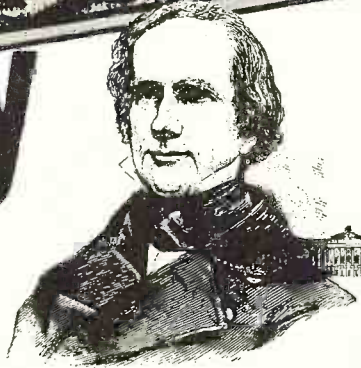
18 hr. average operation
daily

790,200 population

205,700 families

\$631,092,000 retail sales

ery



of Greatness

In the halls of history are many of Virginia's sons—those pioneers who set forth our way of life, who lengthened and broadened this country by their vision.

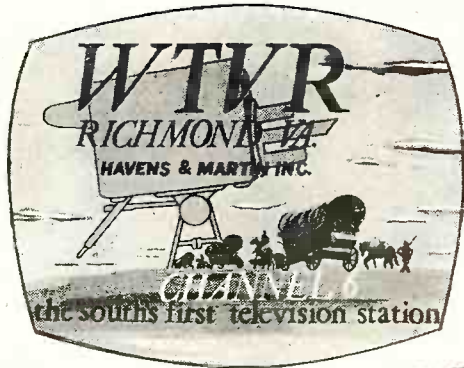


America's coastal frontiers are now attained. Today, the pioneer is, largely, industrial. From Virginia, the state of pioneers, Havens and Martin, Inc. established the South's first television station . . . W T V R.

To W T V R there is always a new frontier . . . next for W T V R will be Maximum Power at Maximum Height—1,049 foot antenna at 100,000 watts . . . beyond the next hill always a bigger hill . . . be it programming excellence, public service or mass moving of merchandise at lowest cost.

W T V R talks business with 790,200 people—your business—if you call Blair-TV or Havens and Martin, Inc., creators of the First Stations of Virginia.

WMBG AM WCOD FM



WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WMBG represented nationally by The Bolling Company WTVR represented nationally by BLAIR TV, Inc.

FIRST STATIONS OF VIRGINIA

VIRGINIA TELEVISION STATIONS

Roanoke—

WROV-TV

LICENSEE: Radio Roanoke Inc.

ADDRESS: 600 Mountain Trust Bldg. ZONE: 5 PHONE: 3-4444

AM AFFILIATE: WROV FM AFFILIATE: WROV-FM

TV NETWORK AFFILIATION: ABC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Leo F. Henebry, James K. Ring, Ernest W. Mitchell, Wallace S. Clement, Thomas H. Beasley.

BEGAN OPERATION: Feb. 23, 1953

NATIONAL REPRESENTATIVE: Burn-Smith Co.

CHANNEL: 27 (548-554 mc)

TRANSMITTER ADDRESS: Mill Mountain

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 104.7 kw Aural, 62.6 kw

MAKE OF ANTENNA: RCA TYPE: TFU-21BL

ANTENNA HEIGHT: Above average terrain, 674 ft. Above ground, 223 ft.

STUDIO ADDRESS: 600 Mountain Trust Bldg.

HOURS OF OPERATION: 4 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio & Field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

NEWS SERVICE: UP

MUSIC LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: One studio 24x16 ft., seating 20. One studio/field camera. One RCA film camera; two 16mm film projectors. Slide projector for 2x2-in. slides. Opaque projector.

EXECUTIVES:

Frank E. Koehler, General Manager & Commercial Manager

Gordon R. Phillips, Assistant Manager & Film Buyer

John Clement, Production Director

James W. Robertson, Chief Engineer

RATE INFORMATION: Class A hour rate—\$200. Minute spot—\$40. Participation per spot—\$40. Rehearsals—\$10 per hour. Frequency discounts range from 5% for 26 times to 30% for 312 times.

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: Jansky & Bailey

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WLSL-TV

LICENSEE: Shenandoah Life Stations Inc.

ADDRESS: Shenandoah Bldg. ZONE: 7 PHONE: 9227

AM AFFILIATE: WLSL FM AFFILIATE: WLSL-FM

TV NETWORK AFFILIATION: NBC and CBS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Shenandoah Life Insurance Co. 100%.

BEGAN OPERATION: Dec. 11, 1952

NATIONAL REPRESENTATIVE: Avery-Knodel

CHANNEL: 10 (192-198 mc)

TRANSMITTER ADDRESS: Poor Mountain

EFFECTIVE RADIATED POWERS: Visual, 248 kw Aural, 124 kw

ANTENNA HEIGHT: Above average terrain, 1,973 ft. Above ground, 174 ft.

STUDIO ADDRESS: Shenandoah Building

HOURS OF OPERATION: 7-9 a.m. and 5-11 p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Film

TYPE OF OPERATION: Local and network film, kinescopes.

STUDIO FACILITIES: One studio; two 16mm film projectors; one automatic slide projector for 2x2-in. slides.

EXECUTIVES:

Paul C. Buford, President

James H. Moore, Executive Vice President

Horace Fitzpatrick, Commercial Manager

George Chernault, Program Director

J. P. Briggs, Chief Engineer

RATE INFORMATION: Class A hour rate—\$250. Minute spot—\$50. Frequency discounts range from 5% for 26 times to 25% for 260 times. (From Rate Card No. 1.)

WASHINGTON ATTORNEY: Eliot C. Lovett

CONSULTING ENGINEER: George C. Davis

WASHINGTON TV STATIONS

Bellingham—

KVOS-TV*

LICENSEE: KVOS Inc.

ADDRESS: 1321 Commercial St.

AM AFFILIATE: KVOS

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President Rogan Jones (90%)

* BEGINS OPERATION: April-June, 1953 (CP granted Jan. 23, 1953)

CHANNEL: 12 (204-210 mc)

TRANSMITTER ADDRESS: 2704 Yew Road

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10 kw

ANTENNA HEIGHT: Above average terrain, 550 ft. Above ground, 305 ft.

STUDIO ADDRESS: 2704 Yew Road

TYPE OF OPERATION: Network live, local and network film, kinescopes.

EXECUTIVES:

Rogan Jones, President

Jack Clarke, General Manager

Fred Elsethagen, Commercial Manager

Dave Minty, Program Director

Ernest Harper, Chief Engineer

WASHINGTON ATTORNEY: Haley & Doty

BROADCASTING • Telecasting

WASHINGTON TV STATIONS

Seattle—

KING-TV

LICENSEE: KING Broadcasting Co.

ADDRESS: 2111 Smith Tower **ZONE:** 4 **PHONE:** Mutual 1090

AM AFFILIATE: KING **FM AFFILIATE:** KING-FM

NETWORK AFFILIATION: NBC, ABC, CBS, and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. A. Scott Bullitt is principal stockholder. Licensee is 25% owned by Hearst Corp., which owns and operates WBAL-AM-FM-TV Baltimore, WISN-AM-FM Milwaukee, and through affiliation WCAE-AM-FM Pittsburgh. Hearst newspapers include Seattle Post-Intelligencer. (For other Hearst newspapers, see WBAL-TV Baltimore.)

BEGAN OPERATION: November 25, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 301 Galer St.

MAKE OF TRANSMITTER: RCA **MODEL NO.:** TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 10 kw

MAKE OF ANTENNA: RCA **TYPE:** TF-3A, Superturnstile

ANTENNA HEIGHT: Above average terrain, 408 ft. Above ground, 170 ft.

RADIO ADDRESS: 302 West Second St. **HOURS OF OPERATION:** 10:25 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader **NEWS SERVICE:** UP, Telenews, Acme

RADIO FACILITIES: Two studios (each 60x100 ft.). Four RCA TK-30A field/studio cameras. Two RCA TK-20A film cameras. Two RCA TP-16B and two Eastman No. 15 film projectors. Two 35mm Selectroslide projectors. One GE Baloptican projector (3x4-in.). One Auricon 16mm motion picture camera. Mobile unit with two field cameras, standard lenses; two complete microwave relay equipment units.

EXECUTIVES:

Mrs. A. Scott Bullitt, President
Wito P. Brandt, General Manager & Vice President
A. P. Hunter, Commercial Manager
Lee Schulman, Program Director & Film Buyer
James L. Middlebrooks, Director of Engineering

CLASSIFICATION INFORMATION: Class A hour rate—\$625 (plus \$150 live studio charge and \$80 rehearsal charge). Minute spot—\$160 (plus \$10 live studio charge and \$15 rehearsal charge). Participations—\$75-\$170 per spot. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 15% plus. (From Rate Card No. 10, Aug. 1, 1952.)

WASHINGTON ATTORNEY: Haley & Doty

CONSULTING ENGINEER: Craven, Lohnes & Culver

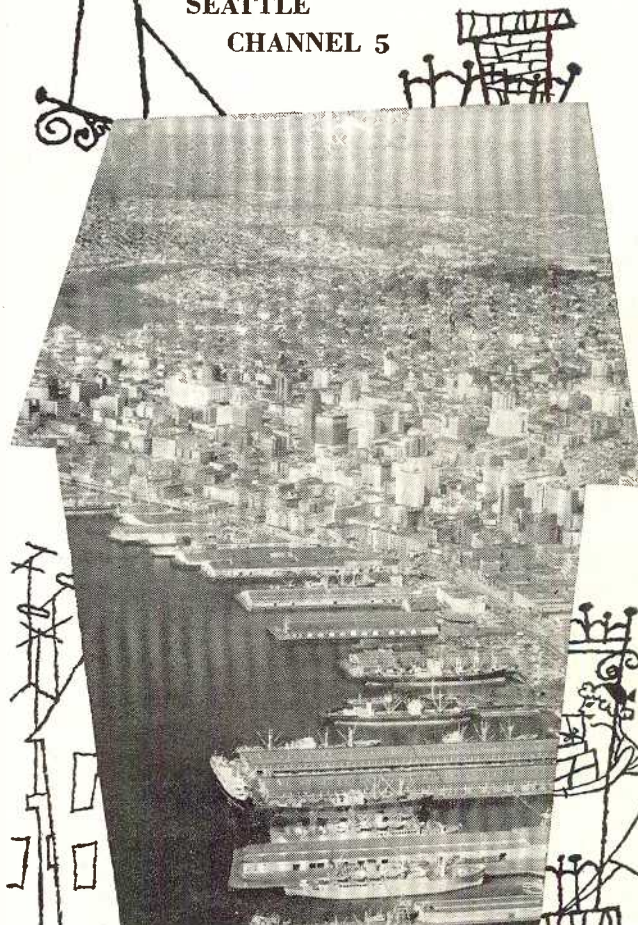
BROADCASTING • Telecasting



Television is **KING** in the Pacific Northwest

- KING-TV, Seattle, is now in its 5th year of aggressively building **SOLID** local acceptance in one of America's top "quality" markets.
- Now more than 1,000,000 viewers make KING-TV the best salesman in the booming Pacific Northwest.

SEATTLE
CHANNEL 5



WASHINGTON TELEVISION STATIONS

Spokane—

KHQ-TV

LICENSEE: KHQ Inc.

ADDRESS: Radio Central Bldg. ZONE: 8 PHONE: Madison 5131

AM AFFILIATE: KHQ

TV NETWORK AFFILIATION: ABC and NBC (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Spokane Chronicle Co., in turn owned by W. H. Cowles and family, publishers of Spokane Spokesman-Review and Chronicle.

BEGAN OPERATION: December 22, 1952.

NATIONAL REPRESENTATIVE: Katz Agency Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: 4102 So. Regal St.

MAKE OF TRANSMITTER: GE MODEL NO.: TT-22A

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: GE TYPE: TY-13E

ANTENNA HEIGHT: Above average terrain, 941 ft. Above ground, 792 ft.

HOURS OF OPERATION: 11 a.m.-midnight

STUDIO ADDRESS: Radio Central Bldg.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-31A

TYPE OF OPERATION: Local live, local and network film, kinescopes.

STUDIO FACILITIES: Two studios (each 40x60 ft.). Two RCA TK-31A interchangeable field/studio cameras. Two RCA TK-20B 16mm film cameras. Two Eastman 16mm film projectors. Two Selectroslide projectors (2x2-in.). One Gray Telop opaque projector. Mobile unit with one or two cameras, power supply and microwave relay equipment.

EXECUTIVES:

R. O. Dunning, President & General Manager
M. O. Fritsch, Secretary-Treasurer
Robert H. Wesson, Commercial Manager
William A. Neilson, Program Director
Al Sparling, Engineering Director
Birney Blair, Publicity Director

RATE INFORMATION: Class A hour rate—\$200 (plus \$120 live studio charge and \$60 rehearsal charge). Minute spot—\$40 (plus \$15 live studio charge). Frequency discounts—Begin with 13 times at 5% up to 260 times at 20%. (From Rate Card No. 1, Dec. 22, 1952.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: George C. Davis

KXLY-TV

LICENSEE: KXLY-TV

ADDRESS: 315 W. Sprague ZONE: 4

AM AFFILIATE: KXLY

TV NETWORK AFFILIATION: CBS and DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee half-owned by Symons Broadcasting Co., licensee of KXLY, and Harry L. (Bing) Crosby Jr. Symons Broadcasting Co. is owned by E. B. Craney and John L. and Lulu M. Wheeler. N. Craney has major or controlling interests in KXLF Butte, Mont.; KXL Portland, Ore.; KXLY Spokane, Wash.; KXLJ Helena, Mont.; KXLQ Bozeman, Mont.; KXLL Missouri Mont., and KXLK Great Falls, Mont. Mr. Crosby has a 24% interest in KMB, Monterey, Calif.

BEGAN OPERATION: Feb. 22, 1953

NATIONAL REPRESENTATIVE: Walker Representation Co. Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Mt. Spokane

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 55 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 3,070 ft. Above ground 140 ft.

STUDIO ADDRESS: 315 W. Sprague

STUDIO FACILITIES: Two studio cameras. Two film cameras. Two 16mm film projectors. Two 35mm slide projectors. Multiscope.

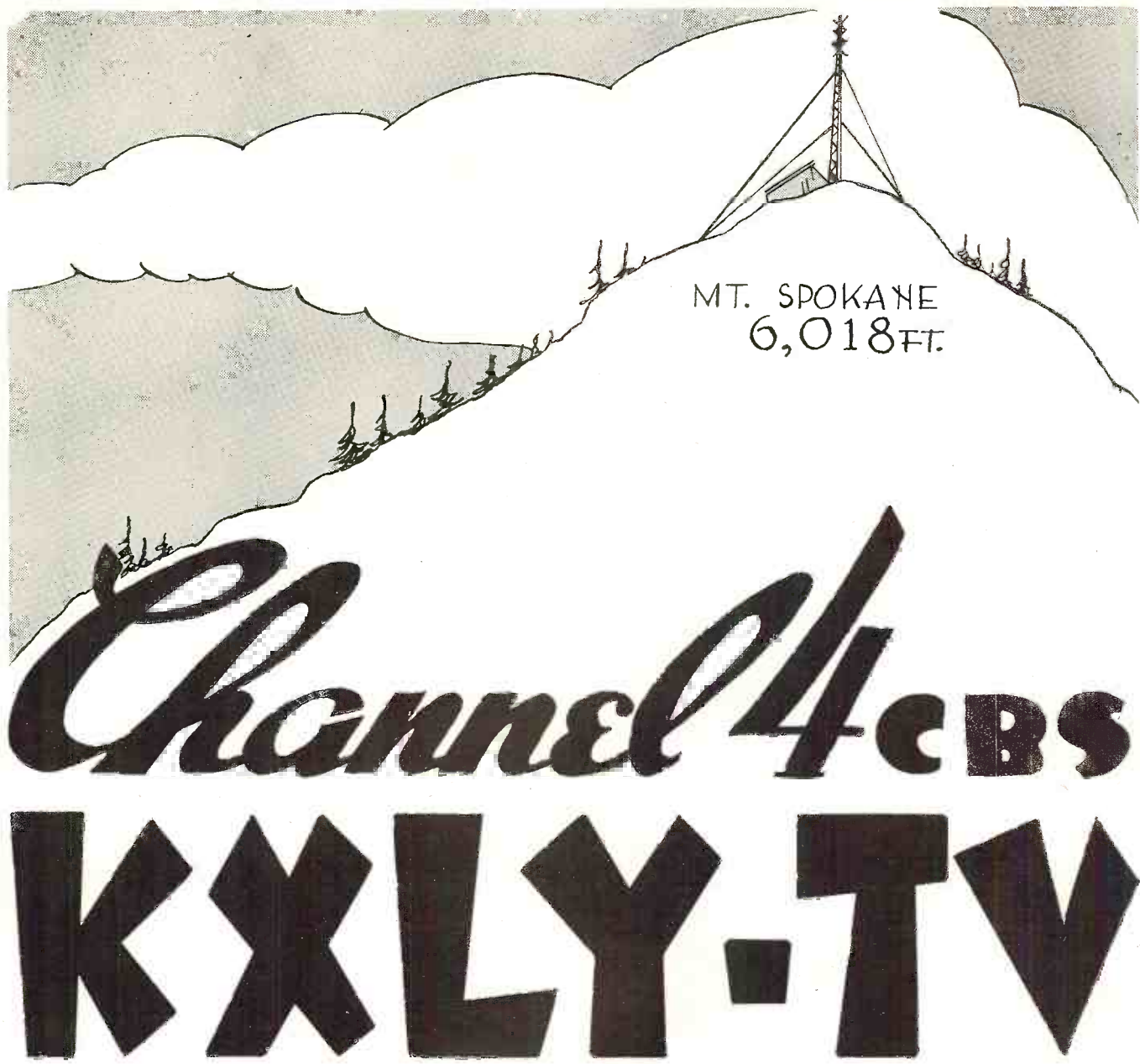
EXECUTIVES:

E. B. Craney, President
Norman Hawkins, Manager

RATE INFORMATION: Class A hour rate—\$150 (plus \$150 live studio charge with two cameras). Minute spot—\$22.50.

WASHINGTON ATTORNEY: Wheeler & Wheeler

CONSULTING ENGINEER: George P. Adair



MT. SPOKANE
6,018 FT.

Channel 4 CBS
KXLY-TV

Highest TV Antenna in the Pacific Northwest

Serving Eastern Washington, North Idaho, Western Montana, N. E. Oregon

PURCHASABLE AT A SAVING WITH THE XL RADIO STATIONS

The **XL** Stations

KXL **KXLY** **KXLF** **KXLL** **KXLJ** **KXLK** **KXLQ**
PORTLAND • **SPOKANE** • **BUTTE** • **MISSOULA** • **HELENA** • **GREAT FALLS** • **BOZEMAN**

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company

WASHINGTON TELEVISION STATIONS

Tacoma—

KMO-TV*

LICENSEE: KMO Inc.

ADDRESS: 914¼ Broadway ZONE: 2 PHONE: Market 4144

AM AFFILIATE: KMO

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Carl E. Haymond, who also owns KIT-AM-TV Yakima, Wash.

* BEGINS OPERATION: June 1, 1953 (CP granted Dec. 10, 1952)

NATIONAL REPRESENTATIVE: Branham Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Dash Point

MAKE OF TRANSMITTER: RCA MODEL: TT-10A

EFFECTIVE RADIATED POWERS: Visual, 114 kw Aural, 57 kw

MAKE OF ANTENNA: RCA MODEL: 12-TH

ANTENNA HEIGHT: Above average terrain, 560 ft. Above ground, 400 ft.

STUDIO ADDRESS: 914½ Broadway

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local film and kinescopes.

FILM LIBRARY: Musi-Film & Snader NEWS SERVICE: UP

LIBRARY SERVICE: Capitol, RCA Thesaurus

STUDIO FACILITIES: Studio 30x40 ft. Two field & studio cameras. RCA film camera. Two Eastman 16mm projectors. Two slide projectors.

EXECUTIVES:

Carl E. Haymond, President
Jerry Geehan, Vice President and General Manager
John Boor, Chief Engineer

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Millard M. Garrison

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KTNT-TV*

LICENSEE: Tribune Publishing Co.

ADDRESS: 1701 So. 11th St. ZONE: 6 PHONE: Fulton 2561

AM AFFILIATE: KTNT FM AFFILIATE: KTNT-FM

TV NETWORK AFFILIATION: CBS

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee publishes Tacoma New Tribune and Sunday Ledger. Minority stockholder Alton F. Baker is controlling stockholder of KERG Eugene, Ore., and publisher of Eugene Register-Guard.

* BEGINS OPERATION: March, 1953 (CP granted Dec. 10, 1952)

NATIONAL REPRESENTATIVE: Weed Television Inc.

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: So. 11th & Grant Sts.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 29.5 kw Aural, 15 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 450 ft. Above ground, 287 ft.

STUDIO ADDRESS: So. 11th & Grant Sts.

EXECUTIVES:

Frank S. Baker, President
Len Higgins, Manager
Larry Carino, Commercial Manager
Burke W. Ormsby, Production Director & Film Buyer
Max H. Bice, Chief Engineer

RATE INFORMATION: Class A hour rate—\$625. Minute spot—\$135. Frequency discounts—Begin at 13 times. (From Rate Card No. 1, March 1, 1953.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Alvin H. Barnard (Portland, Ore.)

BROADCASTING • Telecasting

WASHINGTON TELEVISION STATIONS

Yakima—

KIMA-TV*

LICENSEE: Cascade Broadcasting Co.

ADDRESS: Terrace Hgts. Rd. **PHONE:** 6197

AM AFFILIATE: KIMA

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Sole owner is A. W. Talbot

BEGINS OPERATION: March 1953 (CP granted Dec. 4, 1952)

NATIONAL REPRESENTATIVE: Weed Television Inc.

CHANNEL: 29 (560-566 mc)

TRANSMITTER ADDRESS: Ahtanum Ridge Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 55 kw Aural, 27.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 950 ft. Above ground, 143 ft.

STUDIO ADDRESS: East County Rd.

EXECUTIVES:

A. W. Talbot, President

R. Lee Black, General Manager

WASHINGTON ATTORNEY: Prince, Taylor & Crampton

CONSULTING ENGINEER: McIntosh & Inglis

BROADCASTING • Telecasting

KIT-TV*

LICENSEE: KIT Inc.

ADDRESS: 414 1/2 E. Yakima Ave. **PHONE:** 8115

AM AFFILIATE: KIT

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Carl E. Haymond, who also owns KMO-AM-TV Tacoma, Wash.

*** BEGINS OPERATION:** August 1953 (CP granted Dec. 4, 1952)

CHANNEL: 23 (524-530 mc)

TRANSMITTER ADDRESS: Ahtanum Ridge Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 22 kw Aural, 11 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 960 ft. Above ground, 150 ft.

STUDIO ADDRESS: 414 1/2 E. Yakima Ave.

EXECUTIVES:

Carl E. Haymond, President

James A. Murphy, Vice President and General Manager

WASHINGTON ATTORNEY: Bingham, Collins, Porter & Kistler

CONSULTING ENGINEER: Millard M. Garrison

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WEST VIRGINIA TV STATIONS

Huntington—

WSAZ-TV

LICENSEE: WSAZ Inc.

ADDRESS: West Virginia Bldg. ZONE: 18 PHONE: 3-9441

AM AFFILIATE: WSAZ

TV NETWORK AFFILIATION: ABC, CBS, NBC, and DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is 89% owned by Huntington Publishing Co. (Huntington Herald-Dispatch and Advertiser), and 11% by Mrs. Eugene Katz (The Katz Agency). Col. J. H. Long and family are the principal owners of Huntington Publishing Co.

BEGAN OPERATION: Nov. 15, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 3 (66-72 mc)

TRANSMITTER ADDRESS: Eighth St. Hill

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-25AL

EFFECTIVE RADIATED POWERS: Visual, 84 kw Aural, 42 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-Bay Superturnstile

ANTENNA HEIGHT: Above average terrain, 600 ft. Above ground, 350 ft.

STUDIO ADDRESS: West Virginia Bldg. HOURS OF OPERATION: 10 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: 3 image orthicons, 2 studio-field

TYPE OF OPERATION: Local and network live, local and network film, kinescopes, remotes.

NEWS SERVICE: AP

MUSIC LIBRARY SERVICE: Lang-Worth and Associated

STUDIO FACILITIES: One studio 18x37 ft. Two studios under construction—41x52 ft., seating 150; 25x34 ft., seating 50. Three RCA cameras, two are interchangeable for field use. Two RCA film cameras; two RCA 16mm film projectors. Two Eastman 35 mm slide projectors; one opaque projector for 4½x5-in. cards. Bolex 16mm motion picture camera. One fully equipped mobile unit, two cameras, microwave relay equipment, power supply, etc.

EXECUTIVES:

Col. J. H. Long, President
Lawrence H. Rogers II, Vice President & General Manager
Leroy E. Kilpatrick, Vice President & Technical Director
James H. Ferguson, Sales Director
Ted A. Eiland, Program Director
Thomas I. Bordenkircher, Production Manager
Ned R. Brooke, Film Director

RATE INFORMATION: Class A hour rate—\$600. Minute spot—\$84. Frequency discounts start with 26 times at 5% up to 260 times at 25%.

WASHINGTON ATTORNEY: Cohn & Marks

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WISCONSIN TV STATIONS

Green Bay—

WBAY-TV*

LICENSEE: Norbertine Fathers

ADDRESS: Bellin Bldg. PHONE: Adams 1

AM AFFILIATE: WBAY

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Non-profit, non-stock religious order.

* BEGINS OPERATION: March 1953 (CP granted Nov. 13, 1952)

NATIONAL REPRESENTATIVE: Weed Television Inc.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Glenmore Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 450 ft. Above ground, 383 ft.

STUDIO ADDRESS: Bellin Bldg.

EXECUTIVES:

Rev. M. J. Beemster, Managing Director
Haydn R. Evans, General Manager

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George C. Davis

Madison—

WMTV (TV)*

LICENSEE: Bartell Television Corp.

ADDRESS: 710 N. Plankinton Ave., Milwaukee, Wis.

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President, Gerald A. Bartell (24 shares subscribed, 5 shares held), president WOKY Milwaukee and WAPL Appleton, Wis., 49% owner of WOKW Sturgeon Bay and other broadcast interests including Gerald A. Bartell Assoc. (sales representatives for radio and television productions, Milwaukee; vice president, Earl W. Fessler (249 shares subscribed, 1 share held) owner of WMFM (FM) Madison; secretary-treasurer, Lee K. Beznor (396 shares subscribed, 4 shares held), secretary-treasurer of WOKY and WAPL and Milwaukee attorney, and David Beznor (595 shares subscribed, 5 shares held), stockholder in WOKY and WAPL and Milwaukee attorney.

* BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)

TRANSMITTER ADDRESS: 3.5 m. SW from downtown area.

CHANNEL: 33 (584-590 mc)

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 16.5 kw Aural, 9.3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain 430 ft. Above ground 494 ft.

ATTORNEY: Lee K. Beznor (Milwaukee)

CONSULTING ENGINEER: Ralph E. Evans (Milwaukee)

BROADCASTING • Telecasting

EXCLUS VE . . . COVER AGE!

WSAZ-TV IS THE ONLY STATION
IN THE RICH OHIO VALLEY AREA . . .

103 COUNTIES-W. VA.-OHIO-KY. ■ 100,000 WATTS

For full details on rates and availabilities to stake out your claim in this rich, new market, wire, call or write Lawrence H. Rogers II, Vice-President and General Manager, or contact your nearest office of The Katz Agency.



Counties reporting reception of WSAZ-TV signal, according to survey by power companies and mail received since beginning 100 kw visual operation August 5, 1952.

MARKET DATA*

■ POPULATION	3,299,300
■ FAMILIES	812,000
■ RETAIL SALES	\$1,828,557,000
■ FOOD SALES	\$ 479,404,000
■ DRUG SALES	\$ 48,506,000
■ EFFECTIVE BUYING POWER	\$2,873,118,000

* SOURCE: S.M. "SURVEY OF BUYING POWER—1952"

HUNTINGTON, WEST VIRGINIA

WSAZ-TV

CHANNEL 3

WISCONSIN TELEVISION STATIONS

Madison—(Continued)

WKOW-TV*

LICENSEE: Monona Broadcasting Co.

ADDRESS: 215 W. Washington Ave. ZONE: 3

AM AFFILIATE: WKOW

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President, Stewart Watson (3.84%), first vice president, E. B. Rundell (8.25); second vice president, George W. Icke (6%); treasurer, E. C. Severson (10.75%), and secretary, B. W. Huiskamp (7.97%).

* BEGINS OPERATION: July (CP granted Jan. 8, 1953)

CHANNEL: 27 (548-554 mc)

TRANSMITTER ADDRESS: 4 m. S.W. of Madison on Piper Rd.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 87 kw Aural, 47 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 610 ft. Above ground, 596 ft.

MAKE OF CAMERA CHAINS: RCA

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: Walter F. Kean (Riverside, Ill.)

Milwaukee—

WCAN-TV*

LICENSEE: Midwest Broadcasting Co.

ADDRESS: 723 N. Third St.

AM AFFILIATE: WCAN

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Lou Poller (1/3), owner of WPWA Chester, Pa., president and 51% owner of WARL-AM-FM Arlington, Va., and president and 27.1% owner of WCAN; Cy Blumenthal (1/3), sales manager, treasurer and 39% owner of WARL, and vice president and 27.1% owner of WCAN, and Alex Rosenman (1/3), secretary-treasurer and 21.7% owner of WCAN.

* BEGINS OPERATION: Unknown (CP granted Feb. 5, 1953)

CHANNEL: 25 (536-542 mc)

TRANSMITTER ADDRESS: 11800 W. Grange Ave.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 105 kw Aural, 56 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 430 ft. Above ground, 435 ft.

STUDIO ADDRESS: 723 N. Third St.

WASHINGTON ATTORNEY: Philip M. Baker

CONSULTING ENGINEER: Russell P. May

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WTMJ-TV

LICENSEE: The Journal Co.

ADDRESS: 720 E. Capitol Dr. ZONE: 1 PHONE: Marquette 8-6000

AM AFFILIATE: WTMJ

TV NETWORK AFFILIATION: ABC, CBS, NBC and DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Milwaukee Journal.

BEGAN OPERATION: December 3, 1947

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 3 (60-66 mc) (Must move to vhf Ch. 4)

TRANSMITTER ADDRESS: 720 E. Capitol Dr.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.1 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above average terrain, 325 ft. Above ground, 349 ft.

STUDIO ADDRESS: 720 E. Capitol Dr.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local and network live, local and network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP and Telenews

LIBRARY SERVICE: SESAC

STUDIO FACILITIES: Six studios (54x30x26 ft., 43x27x19 ft., 19x27x13 ft., 125x27 ft. outdoor, 29x36½x25½ ft. auditorium, seating 336 persons). Four RCA TK-10 studio cameras. Four RCA TK-30A field cameras, interchangeable for studio use. Trans-Lux rear screen projector. Two RCA TK-20A film cameras. Two RCA TP-10 film projectors. One LaBelle automatic, one Spindler and Sauppe Rotary, one Ectaman (for 2x2-in. slides), one Golde (for 3¼x4-in. slides), one Golde 35mm film strip film projectors. One Balop opaque projector. One RCA mobile unit, four film cameras, Zoomar and telephoto lenses, with three microwave units.

EXECUTIVES:

Walter J. Damm, Vice President & General Manager of Radio and Television, The Journal Co.

R. G. Winnie, Assistant General Manager

George Comte, Station Manager

George Nicoud, Assistant Station Manager

L. W. Herzog, Research & Development Co-ordinator

Neale V. Bakke, Sales Manager

James Robertson, Program Manager

Philip B. Laeser, Manager, Engineering

Bruce Wallace, Public Service & Promotion Manager

Frank Bignell, Traffic Manager

Jack Krueger, News Editor

Wendell Palmer, Continuity Manager

Maurice Kipen, Musical Director

RATE INFORMATION: Class A hour rate—\$960. Minute spot—\$150. Participating per spot—\$100. Rehearsals—\$50 per half-hour. (From Rate Card No. 12, Jan. 1953.)

WASHINGTON ATTORNEY: Hogan & Hartson

BROADCASTING • Telecasting

WISCONSIN TELEVISION STATIONS

Neenah—

WNAM-TV*

LICENSEE: Neenah-Menasha Broadcasting Co.

ADDRESS: 101 E. Wisconsin Ave. PHONE: 2-2871

AM AFFILIATE: WNAM FM: WNAM-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Controlled by Samuel N. Pickard.

BEGINS OPERATION: Fall 1953 (CP granted Dec. 23, 1952)

NATIONAL REPRESENTATIVE: Thomas F. Clark Inc.

CHANNEL: 42 (638-644 mc)

TRANSMITTER ADDRESS: 0.7 mi. S. of Neenah

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 15.5 kw Aural, 8.3 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 290 ft. Above ground, 300 ft.

STUDIO ADDRESS: 0.7 mi. S. of Neenah

EXECUTIVES:

Samuel N. Pickard, President

Don C. Wirth, Vice President and General Manager

WASHINGTON ATTORNEY: McKenna & Wilkinson

CONSULTING ENGINEER: Walter F. Kean (Riverside, Ill.)

Oshkosh—

WOSH-TV*

LICENSEE: Oshkosh Broadcasting Co.

ADDRESS: 1235 Bowen St. PHONE: Stanley 4580

AM AFFILIATE: WOSH

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Controlled by William F. Johns Jr. and family, which also controls WSHB Stillwater, Minn., and has minority interests in WMNE Menomonie, Wis.; KLTF Little Falls, Minn.; WTRW Two Rivers, Wis.; WPDR Portage, Wis., and WSPT Stevens Point, Wis. Myles H. Johns, brother of William F. Johns, owns KOBK Owatonna, Minn.

BEGINS OPERATION: April 15, 1953 (CP granted Nov. 26, 1952)

BROADCASTING • Telecasting

CHANNEL: 48 (674-680 mc)

TRANSMITTER ADDRESS: 1235 Bowen St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 1.31 kw Aural, 0.7 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 310 ft. Above ground, 344 ft.

STUDIO ADDRESS: 1235 Bowen St.

EXECUTIVES:

William F. Johns Jr., President

Bill Jones, General Manager

LEGAL COUNSEL: Frederick A. Collatz (St. Paul)

CONSULTING ENGINEER: Nathan Williams (Oshkosh, Wis.)

WYOMING TV STATIONS

Cheyenne—

KFBC-TV*

LICENSEE: Frontier Broadcasting Co.

ADDRESS: Plains Hotel

AM AFFILIATE: KFBC

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: President, Robert S. McCracken (22% owner of Cheyenne Newspapers Inc.); vice president, W. A. Corson, (18%), and treasurer, William C. Grove (16%). Cheyenne Newspapers Inc. (Cheyenne Wyoming Eagle and State Tribune) owns 66% of applicant.

* BEGINS OPERATION: Unknown (CP granted Jan. 23, 1953)

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Between Evans and Van Lennen on Third St.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 5.25 kw Aural, 2.61 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above average terrain, 190 ft. Above ground, 343 ft.

STUDIO ADDRESS: Between Evans and Van Lennen on Third St.

HAWAII TELEVISION STATIONS

Honolulu—

KGMB-TV

LICENSEE: Hawaiian Broadcasting System

ADDRESS: 1534 Kapiolani Blvd.

AM AFFILIATE: KGMB

TV NETWORK AFFILIATION: ABC, CBS, NBC (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Consolidated Amusement Co. (55.55%); Honolulu Star-Bulletin (24.25%); Corp. of the President of the Church of Jesus Christ of Latter Day Saints (20.20%). Latter owns KSL-AM-FM-TV Salt Lake City. Licensee also owns KHBC Hilo, T. H.

BEGAN OPERATION: Dec. 1, 1952

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 1534 Kapiolani Blvd.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-500B

TRANSMITTER OUTPUT POWERS: Visual, 500 w Aural, 250 w

MAKE OF ANTENNA: RCA TYPE: Single Bay

ANTENNA HEIGHT: Above average terrain, 45 ft. Above ground, 332 ft.

HOURS OF OPERATION: 3 p.m.-10 p.m.

STUDIO ADDRESS: 1534 Kapiolani Blvd.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Local live, local and network film, kinescopes.

NEWS SERVICE: UP

STUDIO FACILITIES: One studio 25x50 ft. Two studio cameras; two interchangeable field cameras. One RCA film camera; two 16mm film projectors. Two slide projectors; one opaque projector. Mobile unit with two cameras, microwave relay equipment.

EXECUTIVES:

J. Howard Worrall, President
C. Richard Evans, Vice President & General Manager
Wayne Kearn, Commercial Manager
Robert Costa, Program Director & Film Buyer
Ernest Lindemann, Chief Engineer
K. C. Wong, Treasurer

RATE INFORMATION: Class A hour rate—\$150. Minute spot—\$30. Frequency discounts: Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. Dec. 1, 1952).

WASHINGTON ATTORNEY: Fisher, Wayland, Duvall & Southmayd

CONSULTING ENGINEER: Vandivere, Cohen & Wearn

First in Hawaii

KGMB-TV Channel 9*, Honolulu

MARKET FACTS, TV COVERAGE AREA¹

Population: 316,300
Retail Sales: \$331,800,000
Effective Buying Income: \$505,105,000
Family Income, Cities of Hawaii: \$6,504
Quality Index, Cities of Hawaii: 120

¹ Sales Management, 1952

* Channel 9 holds affiliations with CBS, NBC and ABC networks.

NATIONAL REPRESENTATIVE: Free & Peters

J. Howard Worrall, President
C. Richard Evans, Vice President, General Manager
Wayne Kearn, General Sales Manager



HAWAII TV STATIONS

Honolulu—(Continued)

KONA-TV

LICENSEE: Radio Honolulu Ltd.

ADDRESS: 1071 Bishop St., P. O. Box 2727 ZONE: 13 PHONE: 6-2366

✓ NETWORK AFFILIATION: DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Herbert M. Richards holds all voting stock.

START OF OPERATION: Dec. 15, 1952

NATIONAL REPRESENTATIVE: Forjoe & Co.

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Ala Moana Blvd. & Piikoi St.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 5.75 kw Aural, 2.87 kw

MAKE OF ANTENNA: GE TYPE: Single batwing

ANTENNA HEIGHT: (Under terms of STA granted Dec. 4, 1952): Above ground 325 ft.

HOURS OF OPERATION: 6 a.m.-Midnight

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Local live, local and network film and kinescopes.

BROADCASTING SERVICE: INS and UP

STUDIO FACILITIES: Three studio cameras. Four interchangeable field cameras. Two 16mm film cameras. Two 16mm film projectors. Two slide projectors; two opaque projectors; two motion picture cameras. Completely equipped GE mobile unit.

EXECUTIVES:

Herbert M. Richards, President
George H. Bowles, General Manager
Albert J. Cantrelle, Treasurer
Craig Maudsley, Commercial Manager
William Y. Ray, Program Director & Asst. Manager
Wesley Edwards, Executive Producer
R. W. Clark, Chief Engineer
Margaret S. Bowles, Film Buyer
Vic Rowland, Director Public Relations & Publicity
Jerry Nishiki, Director Japanese Dept.
George E. Moore, Director of Photography

RATE INFORMATION: Class A hour rate—\$150. Minute spot—\$30. Rehearsals: \$50 per hour over 2:1 ratio. Frequency discounts: Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 1, Dec. 16, 1952.)

WASHINGTON ATTORNEY: Barnes & Neilson

CONSULTING ENGINEER: Bernard Assoc. and Robert Bird

BROADCASTING • Telecasting

PUERTO RICO TV STATIONS

San Juan—

WKAQ-TV*

LICENSEE: El Mundo Broadcasting Corp.

ADDRESS: P. O. Box 1072 PHONE: 2-2023

AM AFFILIATE: WKAQ

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Angel Ramos, President (99.9%), publisher of El Mundo.

* BEGINS OPERATION: 1954 (CP granted July 24, 1952)

NATIONAL REPRESENTATIVE: Inter-American

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Cerro Marqueso Mt.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 100 kw Aural, 50 kw

MAKE OF ANTENNA: GE

ANTENNA HEIGHT: Above average terrain, 1,279 ft. Above ground, 300 ft.

STUDIO ADDRESS: Stop 11, Ponce de Leon Ave.

WASHINGTON ATTORNEY: Segal, Smith & Hennessy

CONSULTING ENGINEER: George C. Davis

Foreign Television Stations

Including Canada, Cuba and Mexico

Listing includes those stations actually on the air, under construction or reported proposed. Data is compiled from all available sources, including station licensees, U. S. government reports, the United Nations, RCA Frequency Bureau, radio-TV industry and other news reports.

* * *

Data on standards refer to line structure, channel width and pictures per second (frames). Power is transmitter power output in kilowatts unless specified as ERP (effective radiated power). Frequency is in megacycles.

* * *

According to current reports, in areas abroad where television is new, the number of viewers per set is large because of the "ganging up" habit. Sometimes this number may be 10 to 15 viewers per set. From certain South American areas large-screen projection sets are put up in public places, it is reported. Community viewing groups are said to be well established in 43 small villages in France, a project backed by the French League for Education.

ARGENTINA

(Estimated receivers in use were 2,500 as of March 1952. Total U. S. exports of TV sets to Argentina totaled 9,293 for first eight months of 1952. This does not include Dutch or English sets.)

Buenos Aires—LR3-TV (Began operation Oct. 17, 1951). Radio Belgrano y Primera Cadena Argentina de Broadcasting S.A., Alvear Palace Hotel. Ch. 7, 174-180 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 45 kw. 625 lines, 50 fields, FM sound. Transmitter: Federal. Antenna: 8-bay triangular loop, on 150-ft. tower atop 22-story Ministry of Public Works Bldg. U.S. Engineer: W. J. Andrew. LR3-TV has two studios, including 600-seat theatre, each with three cameras, plus film studio and mobile unit. LR3-TV cost about \$750,000 and is American-constructed. As of March 1952, it was on air 4-7 p.m. and 9-11 p.m. daily.

Buenos Aires—LR1-TV (Under construction). Radio El Mundo. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. 625 lines, 50 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Bay Superturnstile.

Buenos Aires—(Proposed). Ch. 3, 60-66 mc. Power: 5 kw visual, 2.5 kw aural. 625 lines, 50 fields, FM sound.

Rosario—(Proposed).

Cordoba—(Proposed).

Mendoza—(Proposed).

AUSTRALIA

Australia has been interested in TV for more than five years but the chief problem is to determine whether it shall be government controlled or private enterprise. Experimental telecasts were made in 1950 at Sydney and Melbourne by Amalgamated Wireless (Australasia) Ltd. using Marconi equipment with 625 lines and 25 frames. Frequency band generally proposed for TV is 42-68 mc.

AUSTRIA

No television is permitted under occupation rules but TV film production is reported underway by U. S. groups and British firms have exhibited TV equipment there.

BELGIUM

There are about 3,000 receivers picking up Lille, France. Belgium plans a bilingual station at Brussels, reportedly by mid-1953, to be followed later by a Flemish station at Liege. A total of five outlets is proposed. These would use 625 lines, 25 frames and 7 mc bandwidth in Flemish areas and 819 lines, 25 frames and 14 mc bandwidth in French areas.

The Institute National du Radiocommunication (INR), established in 1930, has two low power TV transmitters in operation and has conducted several experimental broadcasts. Five channels have been allocated to TV by royal decree.

BOLIVIA

Television has been planned for several years but delayed because of internal problems. Standards are not set but 525 lines, 30 frames and 6 mc bandwidth of U. S. are expected to be adopted.

BRAZIL

(Estimated sets in use as of September 1952 totaled 45,000, about equally divided between Rio de Janeiro and Sao Paulo.)

Belo Horizonte—(Under construction). Emissoras Associadas. Chief owner: Dr. Assis Chateaubriand, radio broadcaster and publisher. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Estimated construction cost: \$500,000. (Also see Porto Alegre, Rio de Janeiro and Sao Paulo.)

Porto Alegre—(Proposed). Emissoras Associadas.

Rio de Janeiro—PRE-8-TV (Began operating in late 1951). Radio Tupi, Emissoras Associadas, Avenida Venezuela 43. Chief Owner: Dr.

Assis Chateaubriand, radio broadcaster and publisher. Ch. 6, 82-88 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 21.2 kw visual, 12.7 kw aural. 625 lines, 50 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Bay Superturnstile on Sugar Loaf Mt., 1,333 ft. (also see Belo Horizonte, Porto Alegre and Sao Paulo.) PRE-8-TV is reported changing to 525 lines and 30 frames this year.

Rio de Janeiro—(Under construction). Owned by city. DuMont equipped.

Rio de Janeiro—(Under construction). Television Rio. GE equipped. Ch. 13 (210-216 mc).

Rio de Janeiro—(Proposed). Radio Tamoio. Power: 5 kw visual, 2.5 kw aural.

Sao Paulo—PFR-3-TV (Began operating Sept. 18, 1950). Radio Tupi. Emissoras Associadas, State Bank Bldg. Chief Owner: Dr. Assis Chateaubriand. Ch. 3, 60-66 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 15 kw. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile, 520 ft., atop State Bank Bldg. (Also see Belo Horizonte, Porto Alegre and Rio de Janeiro.)

Sao Paulo—(Began operation Dec. 24, 1951). Radio Televisao Paulista S.A., Avenida Reboucas 58-62. Telephone: 52-3677. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 18.72 kw visual, 9.36 kw aural. 525 lines, 60 fields, FM sound. Transmitter: Federal. Studio equipment and mobile unit: DuMont. Antenna: RCA 3-Bay Superturnstile, 500 ft above average terrain. Construction cost: \$1,500,000. Firm has about 950 local stockholders. Executives include: Luiz Fonseca de Souza Meirelles, president; Mario Montiero Diniz Junqueira, director; Victor Fonseca de Souza Meirelles, treasurer; Alfio Reis d'Avila, commercial director; Sylvio de Barros Vasconcellos, chief engineer.

Sao Paulo—(Under construction). Radio Record. Owner is J. P. Amaral. Ch. 7 (174-180 mc). 525 lines, 30 frames. Transmitter: GE.

Note: TV sets now are being manufactured in Brazil. Total U.S. exports to Brazil in the first 30 weeks of 1952 totaled 5,545 sets. Voice of America television service is reported used in Brazil.

The Brazilian President has signed a decree allocating 292 TV channels within the country. Standards specified are 525 lines, 30 frames, 6 m bandwidth.

CANADA

(Total number of receiving sets estimated in use is 150,000 as of Sept 30, 1952. New set sales are reported as 20,000 monthly. Radiffusion Ltd., wired TV system, is also operating in Montreal. Proposed viewing tax has been dropped but 15% sales excise tax has been retained.)

Montreal—CBFT (Began operation Sept. 6, 1952). Canadian Broadcasting Corp., Ch. 2, 54-60 mc. Power: 5 kw. ERP: 15 kw. 525 lines, 60 fields, FM sound. Transmitter: RCA. Studio equipment: Marconi. Antenna: 3-Bay Superturnstile, atop Mt. Royal, 912 ft. above average terrain. Network service: ABC, CBS, DuMont and NBC. Telephone: University 6-2571. Address: Royal-Canada Bldg., 1425 Dorchester St. W. Personnel: Aurele Seguin, director; Florent Forget, program director; Charles Frenette, technical director; Paul Colbert, commercial representative; J. P. LePalleur, film supervisor. Hours of operation: Evening only. Rates: One hour, \$375; 8-second spot, \$37.50.

Montreal—(Proposed). Canadian Broadcasting Corp. Ch. 6, 82-8 mc. Power: 25 kw. Transmitter: GE.

Toronto—CBLT (Began operation Sept. 8, 1952). Canadian Broadcasting Corp. Ch. 9, 186-192 mc. Power: 5 kw. ERP: 26 kw. 525 lines, 60 fields, FM sound. Transmitter: GE. Studio equipment: Marconi. Antenna: 6-Bay Superturnstile, 500 ft. above average terrain. Network service: ABC, CBS, DuMont and NBC. Telephone: Midway 5481. Address: 354 Jarvis St. Personnel: Fergus Mutrie, director; Stuart W. Griffiths, program director; Reginald Horton, technical director; J. Kennedy, commercial representative; O. C. Wilson, film supervisor. Hours of operation: 5:30 to 11 p.m. Rates: One hour, \$750; 8-Second spot, \$75.

Winnipeg—(Under construction). Canadian Broadcasting Corp. Power 10 kw. ERP: 100 kw. 525 lines, 60 fields, FM sound. Transmitter: RCA.

Note: AT&T microwave network link between Buffalo and Toronto was placed in operation Jan. 19, 1953. Applications for first privately owned TV stations are to be heard by the CBC Board of Governors in Ottawa: March 26-28, 1953. Bids were to be filed with the Dept. of Transport by Feb. 23, 1953.

CHILE

Chile has been planning television for more than a year but has not begun construction because of the dollar shortage. Eventually, private company construction of a station is expected at Santiago and then at Concepcion. Standards probably will be U.S. 525 lines, 30 frames 6 mc bandwidth.

COLOMBIA

Colombia has had a station under construction for more than a year but the project was still stalled as of November 1952, according to recent reports. This has been due to internal problems, it is said, involv

Foreign Television Stations

ing conflict between the Mayor of Bogota and private interests. Contract with a British firm to build the station allegedly was cancelled. Previous industry reports showed a city-owned station under construction at Bogota specifying Marconi equipment. Power was given as 5 kw visual and 3 kw aural with 525 lines, 30 frames and 6 mc bandwidth.

CUBA

(Estimated receivers in use: 100,000)

CMQ-TV Network—First South American television network, which began commercial operation May 1, 1952, using kinescopes. Microwave relay linking part of five-station group was put into operation Jan. 1, 1953. CMQ-TV Network is owned by Circuito CMQ S.A. (both radio and TV station and network operator), Radiocentro Bldg., Havana. Telephone: F-9911. Circuito CMQ S.A. is owned by Goar, Luis Augusto and Abel Mestre. Goar Mestre is president and director general; Abel Mestre, chairman of the board; Arturo Chabau, Manuel Cores and Rene Puig, vice presidents.

Key outlet of CMQ-TV Network is CMQ-TV Havana. Other owned affiliates include CMQ-TV stations at Matanzas, Camaguey, Santa Clara and Santiago de Cuba. The network holds permit for a new station at Holguin and has application pending for Santa Cruz del Norte, Pinar del Rio, Colon, Ciego de Avila and Victoria de las Tunas.

The Havana-Matanzas-Santa Clara outlets were connected Jan. 2, 1953, via a new \$480,000 seven-hop Philco microwave relay. This microwave network is to be extended this year another 12 hops, at a cost of \$700,000, to directly link CMQ-TV outlets at Camaguey-Holguin-Santiago. Stations presently not directly linked with CMQ-TV Havana rebroadcast programs by means of kinescope recordings.

Time may be purchased on CMQ-TV Network as a unit only, including all five operating stations. Monthly time rates are as follows: Class A time (8-10:30 p.m.), one hour weekly \$3,100; Class A (noon-2 p.m. and 6:30-8 p.m.), one hour weekly \$2,760; Class AB (11 a.m.-noon, 6-8:30 p.m. and 10:30 p.m.-midnight), one hour weekly \$1,859. Announcements: One minute, \$350 to \$210; 10-seconds, \$90 to \$58.

* * *

Camaguey—CMQ-TV Network (Began test operation Dec. 6, 1951). Circuito CMQ S.A. Ch. 6, 82-88 mc. Power: 500 w visual, 250 w aural. ERP: 1.8 kw visual, 0.9 kw aural. 525 lines, 60 fields, FM sound. Transmitter: DuMont. Antenna: RCA 3-Section Superturnstile, 650 ft. above sea level. Station is equipped with one DuMont film camera chain and corresponding 16mm projector. Operation confined to rebroadcasting kinescopes of CMQ-TV Havana.

Camaguey—(Construction Permit). RHC Cadena Azul S. A. Ch. 12, 204-210 mc. Principals: Dr. Roberto Smith Valdespares, president; Clarence Moore, general manager. Radio station and network operator, RHC Cadena Azul reportedly has purchased CMUR-TV Havana from Union Radio Television (see below).

Camaguey—(Proposed). Radiotelevision El Mundo S. A. (see CMA-TV Havana).

Ciego de Avila—(Construction Permit). RHC Cadena Azul S.A. Ch. 10, 192-198 mc.

Ciego de Avila—(Proposed). Ch. 3, 60-66 mc. CMQ-TV Network (see CMQ-TV Havana).

Colon—(Proposed). Ch. 2, 54-60 mc. CMQ-TV Network (see CMQ-TV Havana).

Havana—CMQ-TV (Began test operation Dec. 14, 1950; inaugurated March 12, 1951.) Circuito CMQ S.A., Radiocentro Bldg. Telephone: F-9911. Director General: Goar Mestre. Ch. 6, 82-88 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 18.8 kw visual, 9.4 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Section Superturnstile, 385 ft. above sea level. Studio equipment: RCA. CMQ-TV has six studios and 13 studio cameras, plus RCA mobile unit with three cameras and second locally built mobile unit. Rates: All CMQ-TV Network stations sold as a group (see above).

CMQ-TV is key outlet for CMQ-TV Network, inaugurated on regular commercial basis May 1, 1952, with affiliates rebroadcasting full CMQ-TV schedule in Camaguey, Santa Clara and Santiago (see individual listings and network data above). Fifth outlet at Matanzas rebroadcasts CMQ-TV from off-air pickup. Circuito CMQ S.A.'s current investment in TV is \$2,000,000 and eventually will exceed \$3,000,000 after completion of microwave relay between Havana and Santiago and proposed additional CMQ-TV Network outlets. First part of the relay began operating Jan. 2, 1953. Circuito CMQ S. A. also operates radio stations and radio network.

Havana—CMUR-TV (Began operation Oct. 24, 1950). Union Radio Television S. A., Mazon 52. Telephone: U-6056. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. ERP: Unknown. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile, 379 ft. above sea level. Also radio station and radio network operator, Union Radio S. A. under same ownership as Radiotelevision El Mundo. permittee of CMA-TV Havana on Ch. 2 (see below). Station director is Angel Cambo.

Note: CMUR-TV, according to recent report, has been purchased from Union Radio by RHC Cadena Azul, permittee for new TV stations at Matanzas, Santa Clara, Ciego de Avila, Camaguey and Santiago de Cuba.

Havana—CMA-TV (Target date: Feb. 18, 1953). Radiotelevision El Mundo S.A., Motor Center Bldg., 23d & P Sts., Vedado. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile. Principals include: Amando Barletta, publisher, *El Mundo*, and Cuban distributor for Cadillac, Oldsmobile and Chevrolet; Angel Cambo Ruiz, Ambar Motors Corp.; Miguel Humara and Julian Lastra, Humara & Lastra, Cuban RCA distributor. Affiliated stations, to be connected by microwave relay, are planned for Santiago, Matanzas, Camaguey and Holguin.

Havana—CMBF-TV (Began operation Feb. 2, 1953). Circuito CMQ S.A., Radiocentro Bldg. Telephone: F-9911. Director General: Goar Mestre. Ch. 7, 174-180 mc. Power: 5 kw visual. 525 lines, 60 fields, FM sound. Transmitter: DuMont. Antenna: 6-Bay Superturnstile. CMBF-TV is companion operation to CMQ-TV Havana (see above).

Havana—(Under construction). Compania Television del Caribe S.A. Ch. 11, 198-204 mc. Power: 5 kw. 525 lines, 60 fields, FM sound. Permittee, headed by M. D. Autran, is reported owned 95% by Storer Broadcasting Co. of U.S., headed by George Storer.

Holguin—CMQ-TV Network (Construction permit). Circuito CMQ S.A. Ch. 5, 76-82 mc (see CMQ-TV Havana). 525 lines, 60 fields, FM sound.

Holguin—(Proposed). Radiotelevision El Mundo S.A. (see CMA-TV Havana).

Matanzas—CMQ-TV Network (Began operation in early 1952). Circuito CMQ S.A. Ch. 9, 186-192 mc. Power: 1 kw visual, 0.5 kw aural. ERP: 3 kw visual, 1.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: DuMont. Antenna: RCA 6-Section Superturnstile, 760 ft. above sea level. Station rebroadcasts off-the-air pickup of CMQ-TV Havana (see above).

Matanzas—(Construction permit). Ch. 13, 210-216 mc. RHC Cadena Azul S.A. Reportedly purchaser of CMUR-TV Havana (see above).

Matanzas—(Proposed). Radiotelevision El Mundo S.A. (see CMA-TV Havana).

Pinar del Rio—CMQ-TV Network (Proposed). Circuito CMQ S.A. (See CMQ-TV Havana). 525 lines, 60 fields, FM sound.

Santa Clara—CMQ-TV Network (Began test operation Jan. 1, 1952). Circuito CMQ S.A. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 16.9 kw visual, 8.4 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Section Superturnstile, 1,020 ft. above sea level. Equipped with one DuMont film camera chain and 16mm projector. Rebroadcasts CMQ-TV Havana (see above).

Santa Clara—(Construction permit). Ch. 8, 180-186 mc. RHC Cadena Azul S.A. Reportedly purchaser of CMUR-TV Havana (see above).

Santa Cruz del Norte—(Proposed). Ch. 6, 82-88 mc. CMQ-TV Network (see CMQ-TV Havana).

Santiago de Cuba—CMQ-TV Network (Began operation in early 1952). Circuito CMQ S.A. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 15.6 kw visual, 7.8 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Section Superturnstile, 1,750 ft. above sea level. Equipped with one DuMont film camera chain and 16mm projector to rebroadcast kinescopes of CMQ-TV Havana (see above). No provision for local pickups.

Santiago de Cuba—(Under construction). Ch. 7, 174-180 mc. Cadena Oriental de Radio. Telephone: 3487. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: 1,300 ft. above sea level.

Santiago de Cuba—(Construction permit). Ch. 13, 210-216 mc. RHC Cadena Azul S.A. Reportedly purchaser of CMUR-TV Havana (see above).

Victoria de las Tunas—(Proposed). Ch. 2, 54-60 mc. CMQ-TV Network (see CMQ-TV Havana).

Note: Cuban stations use Voice of America TV programs.

CEYLON

The Director of Broadcasting has proposed a plan to the Minister of Posts and Telecommunications to provide TV for Ceylon. Station would be located in Colombo and serve that city and an area within a 12-mile radius.

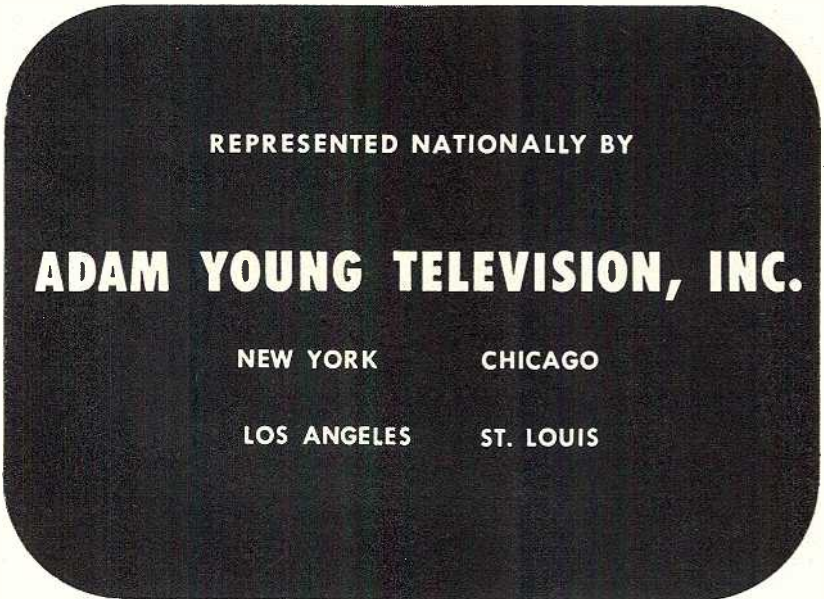
CYPRUS

Only report on TV plans of this country was contained in London trade press in 1951 to the effect that the British had ordered TV equipment for installation in Cyprus. No other details available.

CZECHOSLOVAKIA

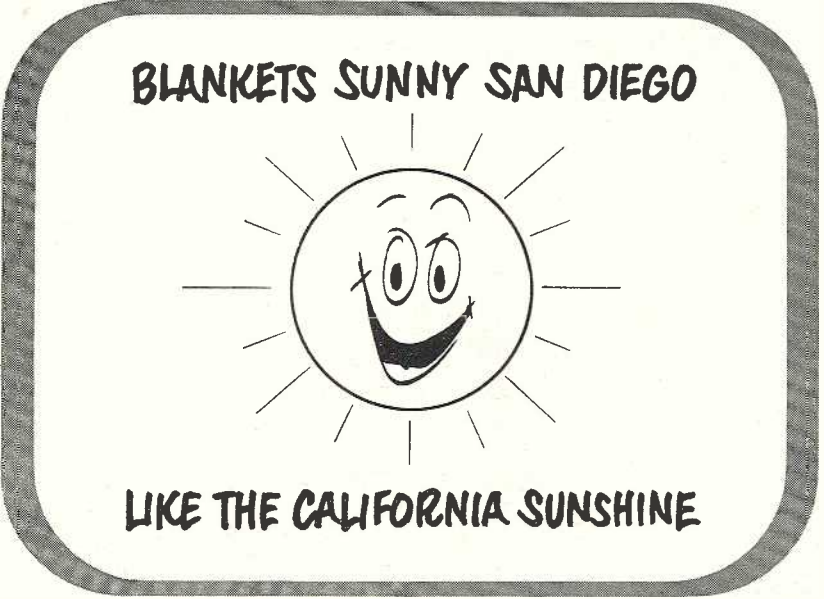
One experimental station is reported in operation on 140-147 mc with power of 500 w and using 625 lines, 50 fields and FM sound. This station began in May 1948 at Prague. Regular telecasting is reported planned to begin this year, but bulk of electronic production is being exported to U.S.S.R.

(Continued on page 257)



FOR AVAILABILITIES

CALL OR WIRE



NEW WAY TO CATCH THE EYES AND EARS OF SAN DIEGO — AND IT COSTS YOU LESS!

Foreign Television Stations

(Continued from page 255)

DENMARK

(Estimated receivers: 500)

Copenhagen—(Experimental. Started Oct. 1, 1951). Danish State Radio. Frequency: 62.5 mc video, 67.5 mc audio. Power: 0.5 kw visual, 5 kw aural. 625 lines, 25 frames, double sideband, FM sound. Site: Top State Bldg. Range is 15 miles. Some programs are being offered.

Århus, Jutland—(Proposed). Danish State Radio.
Note: Growth of TV is reported retarded because of cost of sets and inadequate programming. Experimental station also is using Voice of America TV shows.

DOMINICAN REPUBLIC

(Estimated receivers: 500)

Ciudad Trujillo—HIT-TV (Began operation Aug. 1, 1952). La Voz Dominicana. Power: 5 kw visual, 2.5 kw aural. U.S. standards. Frequency unknown. Transmitter: RCA. Uses Voice of America TV programs. Owner is Gen. J. Arismendi Trujillo, brother of President of the country.

EGYPT

Experimental television broadcasts were aired May 9-14, 1951, by French technicians and a delegation from the French State Television Agency. Excellent results were reported. The Egyptian Committee on Higher Broadcasting, headed by the Minister of National Economy, adopted a resolution that TV should be introduced in Egypt, but no definite plans have been announced.

FINLAND

Interest has been expressed in TV. Two week demonstration was held in Helsinki in November 1950.

FRANCE

Estimated receivers: 55,000-plus. As of December 1951 there were 100 sets around Lille with 40 new sets reported being installed daily. In October 1952 there were 50,000 sets reported in use around Paris. Community viewing groups are established in 43 small villages, a project backed by the French League for Education.)

Note: All stations are under the government's Adm. de la Radiodiffusion et de la Television. The French government on Nov. 20, 1948, established 819 lines and 14 mc bandwidth as national standard. Until 1949, one of the TV stations operating in the Eiffel Tower will be permitted to use 441 lines and 9 mc bandwidth pending establishment of the higher definition network. Voice of America TV shows are being used in France.

Bordeaux—(Proposed). Frequency: 68 mc video, 63.5 mc audio. Power: 1 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Lille—(Operating). Frequency: 185.25 mc video, 174.1 mc audio. Power: 3 kw visual, 0.75 kw aural. 819 lines, 25 frames, 14 mc band, 10.5 mc, AM sound, horizontal polarization.

Lyon—(Under construction). Frequency: 63.5 mc video, 59 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Marseille—(Proposed). Frequency: 54.5 mc video, 50 mc audio. Power: 3 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Nice—(Proposed). Frequency: 68 mc video, 63.5 mc audio. Power: 1 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Paris—(Operating from top of Eiffel Tower). Frequency: 46 mc video, 40 mc audio. Power: 30 kw visual, 6 kw aural. 441 lines, 25 frames, 9 mc band, AM sound. Antenna height above ground: 1,000 ft.

Paris—(Operating from top of Eiffel Tower). Frequency: 185.25 mc video, 174.1 mc audio. Power: 3 kw visual, 0.5 kw aural. 819 lines, 25 frames, 14 mc band, video 10.5 mc, AM sound. Antenna height above ground: 1,000 ft.

Strasbourg—(Under construction). Frequency: 59 mc video, 54.5 mc audio. Power: 30 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

Toulouse—(Proposed). Frequency: 59 mc video, 54.5 mc audio. Power: 3 kw visual, 6 kw aural. 819 lines, 25 frames, AM sound.

FRENCH MOROCCO

Casablanca—(Under construction). Societe Marocaine d'Etudes de Television. 819 lines, 50 frames, 14 mc bandwidth.

Rabat—(Proposed).
Note: In June 1951 the press at Casablanca announced that a dahir had been signed which granted the Societe Marocaine d'Etudes de Television, a private company, an exclusive 50-year concession to build and operate a station in that city. The outlet was under construction 1952.

GERMANY

(Allied High Command)

There were 500 receivers estimated in use in West Berlin as of November 1952, with 1,000 sets estimated in use at Hamburg. There were 50 sets reported in use in East Berlin as of October 1952.)

West Berlin—(Experimental). Allied High Command. Power: 1 kw. 625 lines, 50 fields, 7 mc bandwidth: 196.25 mc visual with 1 kw power.

Frankfurt—(Experimental). Allied High Command. Frequency range: 174-216 mc. Power: 1 kw. 625 lines, 50 fields, 7 mc band, video 5.5 mc, FM sound.

Hamburg—(Operating). Nord-West-Deutscher-Rundfunk (NWDR), British Zone. Frequency: 189.25-194.75 mc. Power: 1 kw visual, 0.3 kw aural. 625 lines, 7 mc band, 50 fields, frames interlaced, negative modulation, FM sound.

Note: On Oct. 16, 1952, the Director General of NWDR laid the cornerstone of the new TV studios in Lokstedt, a suburb of Hamburg. It is expected that these studios, four in number, will be in use by July 1953. Hamburg and Cologne reportedly have been linked by a TV network and regular programming began Dec. 25, 1952. In May 1953, Radio Frankfurt is to be linked to the TV network. TV stations also are reported planned for Langenberg, Cologne, Berlin and Hanover as well as Kempter, from where experimental programs from Munich could be relayed to Zurich, Switzerland.

Sets are being manufactured of reportedly good quality and low price is expected with future mass production. TV is expected to become a large industry in the near future. TV in West Germany is said to be technically good but programs are inadequate.

GERMANY (East)

(Under Russian Control)

(Estimated receivers in East Berlin: 50)

East Berlin—(Operation began Dec. 21, 1952, in honor of Stalin's birthday). 625 lines, 25 frames. Operates around 99 mc and cannot be received on present German sets since they cover only seven channels.

Note: The single station in Russian-controlled Germany, at East Berlin, is operating one hour a day. Operation is termed technically poor and programming also is said to be poor, consisting mostly of films made in U.S.S.R. The engineers lack camera and transmitter tubes since a major part of electronic production in that area is exported to U.S.S.R. Considerable publicity was given in 1952 to the studio set up in East Berlin. The plan is believed to be an adaptation of an installation made by the French, at German direction, in Paris during the occupation of that city.

GREAT BRITAIN

(Estimated receivers: 1,655,446 licensed as of Sept. 30, 1952. Several hundred additional unlicensed sets are believed to be in existence.)

Note: All stations are operated by the government-owned British Broadcasting Corp. and are noncommercial. They are linked by coaxial cable and microwave radio relay.

London—(Operation resumed in 1946). Alexandria Palace. Frequency: 45 mc video, 41.5 mc audio. Power: 17 kw visual, 3 kw aural. ERP: 27 kw visual, 5 kw aural. 405 lines, 25 frames, double side band, AM sound. Transmitter: Marconi-EMI. Antenna: Marconi*, 300 ft.

Sutton-Coldfield-Birmingham—(Operating). Frequency: 61.75 mc video, 58.25 mc audio. Power: 42 kw visual, 12 kw aural. ERP: 84 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, AM sound. Transmitter: EMI-video, Marconi-audio. Antennas: BBC**-video, Marconi-audio, 750 ft.

Wenvoe (Cardiff)—(Began operation Aug. 15, 1952). Frequency: 66.75 mc video, 63.25 mc audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, AM sound. Transmitter: EMI-video, Standard Telephone & Cables-audio. Antenna: BBC**-video, Marconi-audio, 750 ft.

Holme-Moss (Manchester)—(Began operating Oct. 1951). Frequency: 51.75 mc video, 48.25 mc audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, AM sound. Transmitter: Marconi. Antenna: BBC**-video, Marconi-audio (stacked dipole 2,500 ft. above sea level), 750 ft.

Kirk O'Shotts (Edinburgh, Scotland)—(Began regular operation on March 14, 1952). Frequency: 56.75 mc video, 53.25 mc audio. Power: 50 kw visual, 12 kw aural. ERP: 100 kw visual, 24 kw aural. 405 lines, 25 frames, asymmetric side band, AM sound. Transmitter: EMI-video, Standard Telephone & Cables-audio. Antenna: BBC**-video, Marconi-audio, 750 ft.

Pentope Pike (County Durham)—(Proposed in time for Coronation). Would be low power outlet. 405 lines, 25 frames, AM sound.

Belfast—(Proposed in time for Coronation). Would be low power outlet. 405 lines, 25 frames, AM sound.

Note: BBC estimates 75% of the population of the United Kingdom will be covered by TV service this year. As of September 1952, about

(Continued on page 258)

(*) Separate and similar video and audio antennas, each consisting of eight push-pull dipole elements equally spread around the mast; a similar set of dipoles, placed between radiator elements and the mast, act as reflectors. Power gain is 3 db.

(**) Antenna for video and audio has eight folded vertical dipoles in two identical groups, one above the other, separated by a distance of about one wavelength. Each group is mounted opposite one face of the topmast, the separation between dipoles on opposite faces being about 2/5 wavelength. Power gain is 3 db.

Foreign Television Stations

(Continued from page 257)

68% of the people were in range of TV. Among highlights of 1952 was extension of network relay to Kirk O'Shotts, Scotland, and experimental relay of programs from Paris over the English Channel. There has been discussion in Parliament of possible private commercial TV operation.

GUATEMALA

Television plans here are only in the talking stage but careful research is being made into economic problems by William Dorion, it is reported. Standards are expected to be those adopted by the U. S.

INDIA

The Scientific Advisory Committee for Broadcasting in early 1952 recommended the establishment of a TV station but no further action has been reported.

ISRAEL

Serious study is understood being made respecting establishment of a TV station.

ITALY

(Estimated number of receivers totaled 4,000 as of November 1952, many in public places.)

Alessandria (Piedmont)—Experimental station proposed to commence regular program operation in 1954. Probably 625 lines, 25 frames, 7 mc bandwidth.

Como (Lombardy)—Experimental station proposed to commence regular program operation in 1954. Probably 625 lines, 25 frames, 7 mc bandwidth.

Florence-Monte Serra—(Proposed by 1954). 625 lines, 25 frames, 7 mc bandwidth.

Florence-Trespiano—(Proposed by 1954). 625 lines, 25 frames, 7 mc bandwidth.

Gargane-Monte Calvo—(Proposed).

Genoa—(Under construction. Target date: Mid-1953). Power: 5 kw. 625 lines, 25 frames, 7 mc bandwidth. Transmitter site is on Mount Portofino, about 15 miles from Genoa. Operation is scheduled for mid-1953. Radio relays are proposed to link this outlet with those to north pending installation of coaxial cable network.

Milan—(Proposed this year). Italian National Radio Network (RAI) made experimental TV broadcasts here 1950-1952 in connection with Milan Fair. These are expected to be put on permanent basis.

Monte Penice—(Under construction. Target date: Mid-1953). Power: 10 kw. Transmitter: RCA. Believed to be 625 lines, 25 frames, 7 mc bandwidth.

Murge-Monte San Paole—(Proposed).

Palermo-Monte Pellegrine—(Proposed).

Reggie Calabria-Monte Cendri—(Proposed).

Rome—(Proposed this year). 625 lines, 25 frames, 7 mc bandwidth.

Turin—(Operating experimentally). 525 lines, 30 frames, 6 mc bandwidth.

Turin—(Experimental). 625 lines, 25 frames, 7 mc bandwidth. It is believed this station has ceased operation. Regular station is proposed this year on these standards.

Vatican City—(Operating). Radio Vatican. 819 lines, 25 frames, 185 mc.

Venice—(Proposed by 1954). 625 lines, 25 frames, 7 mc bandwidth.

Note: The Ministry of Posts and Telegraphs in January announced that "four modern television stations" will be operating in Italy before the end of June 1953. At the same time the cabinet ruled to have the state take over the whole Italian broadcasting network of RAI (Radio Italiana), with advertising time to be cut in half and a special vigilance

committee to be set-up to check on programs and advertising. RAI has been privately owned by a large power company. The Cabinet decreed that RAI shall be owned through the state's Institute for Industrial Reconstruction. RAI was granted a monopoly of TV broadcasting for 2 years. The new stations proposed will provide service to some 25 million people. RAI reportedly has good equipment, mostly from the U.S., but is in need of operating and programming know-how. Voice of America TV shows are used on operating outlets.

As of May 1952, there were 25 companies manufacturing TV sets in Italy. U. S. exports to Italy during the first 30 weeks of 1952 total 1,018. Italy's import quota from U.S. for last year was 5,000 sets.

JAPAN

(Estimated receivers in use was 3,000 as of November 1952.)

Osaka — (Operating experimentally). Japanese Broadcasting Corporation (NAK) Operates on Friday and Saturday.

Tokyo (Kamada)—(Experimental). Radio Regulatory Commission. Frequency: 107.75-103.25 mc. Power: 0.5 kw. 525 lines, 30 frames.

Tokyo (Ichigaga Heights)—(Under construction). Radio Regulatory Commission. Power: 10 kw.

Tokyo—(Under construction). Japan Television Broadcasting Network Co. 525 lines, 30 frames, 6 mc bandwidth. Power: 10 kw. Transmitter: RCA. Licensee is private firm headed by newspaper publisher Matsutani Shoriki.

Tokyo—(Under construction. Target date: February 1953). Japanese Broadcasting Corp. (NHK), government owned organization. 525 lines, 30 frames, 6 mc bandwidth. Power: 5 kw (10 kw proposed). NHK operates a radio network, has a large staff of technicians and has background of 21 years of research in field. NHK was granted preliminary license on Dec. 27, 1952, by the Radio Regulatory Bureau of the Ministry of Postal Services. Funds totaling \$821,000 were provided by the Diet in December 1952 through supplementary budget for current fiscal year.

Note: Public hearings were held in January 1952, and on Feb. 16, 1952, the Radio Regulatory Commission announced adoption of U.S. technical standards for TV in Japan. U.S. equipment also was favored. Six TV channels have been allocated in the 90-108 mc and 170-188 mc bands. Multiple applications are pending in several cities for stations by private interests, some bids mutually exclusive and requiring comparative consideration by the Radio Regulatory Commission.

At Osaka, for example, initial meeting was held Sept. 2, 1952, by prominent businessmen who formed Television Osaka, a TV application there. This firm and two others are competing for the two channels allocated to Osaka.

NHK estimates that its initial telecasts at Tokyo will reach 2,100 sets. A monthly charge of 55 cents will be levied on each set. NHK plans to use Voice of America TV shows.

Fourteen companies are reported making TV sets in Japan and are gearing-up for mass production.

MEXICO

(Estimated receivers in use totaled 35,000 in Mexico City area as of November 1952, plus 2,500 in area around Matamoros. No estimate given for Tijuana area.)

(All stations are on U. S. standards.)

Acapulco—(Construction permit). Romulo O'Farril Sr. Ch. 6, 82-00 mc (see XHTV Mexico City).

Guadalajara—(Construction permit). Emilio Ascarraga. Ch. 10, 190-198 mc (see XEW-TV Mexico City).

Guadalajara—(Construction permit). Romulo O'Farril Sr. Ch. 60-66 mc (see XHTV Mexico City).

Guanajuato—(Construction permit). Emilio Ascarraga. Ch. 3, 60-66 mc (see XEW-TV Mexico City).

(Continued on page 403)

DISTRIBUTORS OF FILM FOR TELEVISION

(For Program Production and Related Services see page 268)

A

ACADEMY FILM PRODUCTIONS Inc.
1 W. Chestnut St., Chicago 10, Ill.;
Tel.: Michigan 2-0128; Bernard
Howard, president.
Services: Packaging and distributing
own shows.

ACADEMY FILMS
P.O. Box 3088, Hollywood 38, Calif.;
Tel.: Gladstone 3219; James A. Lar-
sen, president.
Services: Produce educational films.

ACUS PICTURES Corp.
51 W. 46th St., New York 36, N. Y.;
Tel.: Plaza 7-2265; Patrick E. Sha-
nahan, president.
Services: Feature film rental.
Branch Offices: 60 W. 46th St., New
York 19, N. Y.; Tel.: Circle 6-4347;
Jerry Hymes, manager.

ADAM ADASKIN PRODUCTIONS
1 Yonge St., Toronto, Ont., Canada.
Tel.: Empire 4-9296. John Adaskin,
owner.
Service: Film library.

ADVANCE FILM PRODUCTIONS
29 Seventh Ave., New York 19, N. Y.;
Tel.: Columbus 5-5400; William Forest
Crouch, executive vice president in
charge of production.
Services: Producers and distributors of
films for television; also stock shots,
editing and projection services.

ADVENTURE FILMS Inc.
165 W. 46th St., New York 19, N. Y.;
Tel.: Plaza 7-2320; William Alexan-
der.

**AFFILIATED PROGRAM SERVICE
Inc.**
5 Fifth Ave., New York 7, N. Y.;
Tel.: Murray Hill 7-1881; Paul F.
Adler, president.
Services: TV package programs and
syndicated film services.

THE HELEN AINSWORTH CORP.
7 N. Canon Dr., Beverly Hills, Calif.;
Tel.: Crestview 6-2062; Helen Ains-
worth, president.

Services: Sell and service TV package
programs and feature films.
Branch Offices: 2310 Cass Ave., Detroit,
Mich.; Tel.: Woodward 1-0646; Albert
Dezel, manager.

Chicago—831 S. Wabash Ave.; Tel.:
Harrison 7-3626; Albert Dezel, man-
ager.

Cleveland—308 Film Bldg.; Tel.: Main
4-376; Bernard Rubin, manager.

New York—20 E. 53rd St.; Tel.: Plaza
3-1862; Lee Wallace, manager.

Atlanta—163 Walton St., N. W.; Tel.:
Main 9845; W. M. Richardson, man-
ager.

Illas—Harwood & Jackson Sts.; Tel.:
Prospect 2408; O. K. Bourgeois, man-
ager.

Charlotte—300 W. 3rd St.; Tel.: 5-5512;
R. F. Pinson, manager.

Indianapolis—118 W. 18th St.; Tel.:
Victor-8498; Harry Gaffney, manager.

St. Lake City—234 E. 1st South St.;
Tel.: 3-0597; J. M. Nercesian, man-
ager.

Portland—130 Carlton St.; Tel.: Kings-
dale 3163; I. H. Allen, manager.

ALEXANDER & ASSOCIATES Inc.
218 S. Wabash Ave., Chicago 4, Ill.;
Tel.: Webster 9-6434; H. G. Lewis,
vice-president.

Services: Package TV shows, com-
mercials, scripts.

ALEXANDER FILM CO.
10 N. Nevada Ave., Colorado Springs
7, Colo.; Tel.: Main 4200; J. Don
Alexander, president.

Services: Producers and distributors of
commercials.

Branch Offices: 435 N. Michigan Ave.,
Chicago 11, Ill.; Tel.: Michigan
2-5536; C. C. Alexander, manager.

Illas 1—308 S. Harwood St.; Tel.:
Westside 4558; J. A. McInaney, man-
ager.

New York 36—500 Fifth Ave.; Tel.:
Penn. 6-3028; Les E. Wyson, man-
ager.

San Francisco 2—125 Hyde St.; Tel.:
Graystone 4-2213; A. Lyle Bramson,
manager.

ALLEN & ALLEN PRODUCTIONS
3947 West 59th Place, Los Angeles 43,
Calif.; Tel.: Axminster 3-3314; George
E. Allen, directing manager.
Service: Films.

ALL NATIONS TELEVISION CORP.
116 John St., New York, N. Y.; Samuel
Broston.

AMBASSADOR FILMS Inc.
118 W. 57th St., New York 19, N. Y.;
Eugene Sharin.

AMERICAN BROADCASTING CO.
7 W. 66th St., New York, N. Y.; Tel.:
Trafalgar 3-7000; Alexander Stro-
nach Jr., TV vice president.

AMERICAN FILM Co.
1329 Vine St., Philadelphia 7, Pa.; Tel.:
Walnut 2-1800; Ben Harris, manager.
Service: Film service.

**AMERICAN NATIONAL VIDEO PRO-
DUCTIONS Inc.**
17 N. Wabash Ave., Chicago, Ill.; Tel.:
Financial 6-2255; Thomas J. O'Brien,
president.

Services: Package and educational film
shorts.

**TOBY ANGUISH MOTION PICTURE
PRODUCTIONS**
8470 Melrose Ave., Hollywood 46, Calif.;
Tel.: Webster 3-8301; Toby Anguish,
owner.

Services: Distributes own film series
and others.
Branch Offices: Rockefeller Center,
New York; Tel.: Judson 2-3026; Wes
Hooker, manager.

ANIMATED VIDEO FILMS Inc.
1001 N. Vermont Ave., Los Angeles 27,
Calif.; Ace Gamer.

ANIMATION HOUSE Inc.
347 Madison Ave., New York 17, N. Y.;
Tel.: Murray Hill 5-5055; Irving Bun-
nelle.

EVAN J. ANTON PRODUCTIONS Ltd.
20 E. 42d St., New York 17, N. Y.; Evan
J. Anton.

(Continued on page 260)



GEARED TO SERVE

... For the production of
TV film commercials, no
other organization in the
world offers facilities as
complete as those of the Alexander Film Co!

... For the convenience of sponsors and agencies,
Alexander maintains a national sales network with
more than 150 special representatives!

... For quality and sales appeal, Alexander offers
34 years of experience and progress in producing
and distributing film ad-
vertising campaigns that
SELL!

ALEXANDER SALES FORCE: There is a specially
trained Alexander representative in your area
... ready to give you personal assistance with
your film commercial plans.

ALEXANDER STAGE: Housing 32 large sets, the
Alexander Stage offers every facility for repro-
duction of authentic scenes and locations. Seven
complete camera crews are maintained.

ALEXANDER ART DEPT: More than 75 skilled art-
ists, including a complete department for cartoon
animations, do the art work for Alexander pro-

ductions.

ALEXANDER SERVICE DEPT: Film storage in con-
stant temperature vaults keeps film in top condition
while awaiting shipment to TV stations.



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DISTRIBUTORS OF FILM FOR TELEVISION

(Continued from page 259)

APEX FILM Corp.
971 N. LaCienega Blvd., Los Angeles 46, Calif.; Tel.: Crestview 5-5521; Jack Chertok, president.
Services: Film productions and animated films.

J. ARMSTRONG & Co.
135 E. 44th St., New York 17, N. Y.; Tel.: Murray Hill 7-0669; Joseph Armstrong, owner.
Service: Syndicated commercials.

ART REELS Co.
510 Cathedral Pkwy., New York 25, N. Y.; Tel.: Monument 6-2271. Stephen L. Sharf, president.
Service: Dramatic documentary films for TV.

ASSOCIATED ARTISTS PRODUCTIONS LTD.
655 Madison Ave., New York, N. Y.; Tel.: Templeton 8-2000; Paul Diamond, television director.
Services: Features and educational film shorts.

ASSOCIATED ENTERPRISES
735 N. Vine St., Hollywood 38, Calif.; Tel.: Hillside 0249; R. B. Struble, president.
Services: Package TV programs, distributes film.

ASSOCIATION FILMS Inc.
347 Madison Ave., New York 17, N. Y.; Tel.: Murray Hill 5-8573; J. R. Bingham, president.
Services: Distributors of free and rental films.

Branch Offices: Broad at Elm Sts., Ridgefield, N. J.; Tel.: Morsemere 6-8200; Ralph Del Coro, manager. Chicago—79 E. Adams St.; Tel.: Harrison 7-4393; M. G. Weiland, manager. San Francisco—351 Turk St.; Tel.: Prospect 5-2800; W. O. Siler, manager. Dallas 1—Live Oak St.; Tel.: Randolph 3144; Carl Stahl, manager.

ASSOCIATED PROGRAM SERVICE
151 W. 46th St., New York 36, N. Y.; Tel.: Plaza 7-7710; Maurice B. Mitchell, vice president.
Services: Distribute Encyclopaedia Britannica films.

ATLANTIC TELEVISION Corp.
130 W. 46th St., New York 36, N. Y.; Tel.: Luxemburg 2-1287; Jacques Kopfstein, executive vice president.
Services: Distributors of motion pictures for television.
Branch Offices: 323 E. 23rd St., Chicago 16, Ill.; Tel.: Victory 2-5454; Ben Barry, manager. Hollywood 28—5746 Sunset Blvd.; Tel.: 2-4448; Tom Corradine, manager.

ATLAS TELEVISION Corp.
15 W. 44th St., New York 30, N. Y.; Tel.: Murray Hill 7-5535; Henry Brown, president.
Services: Distribute motion pictures on film.

AUDIO FILM CENTER
45 W. 45th St., New York, N. Y.; Tel.: Luxemburg 2-1324; Laurence Saltzman, general manager.
Services: Educational short films.

AUDIO-VISUAL ENGINEERING Co.
232 E. Erie St., Chicago 11, Ill.; Tel.: Mohawk 4-4435; Alfred M. Zemlo.
Services: Distribute film and package TV programs.

AVEC PRODUCTIONS
232 E. Erie St., Chicago 11, Ill.; Tel.: Mohawk 4-4435; William J. Dee.
Services: Distributes film.

B

TOM BAILEY PRODUCTIONS Inc.
722 N. 4th St., Tucson, Ariz.; Tel.: 2-1907; Tom Bailey, president.
Services: Distributes full length features.

CLAUDE BARRERE
3948 Grand Central Terminal, New York 17, N. Y.; Tel.: Murray Hill 6-0238; Claude Barrere, owner.
Service: Sales representative for live and film programs.

BARRY & ENRIGHT PRODUCTIONS Inc.
104 E. 40th St., New York, N. Y.; Tel.: Orelon 9-3118; Jack Barry, president.
Services: Distributes film.

BASCH RADIO & TELEVISION PRODUCTIONS
17 E. 45th St., New York 17, N. Y.; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., partner.
Services: Distributes film and package TV programs.

ZACH BAYM FILMS
13 E. 37th St., New York 16, N. Y.; Tel.: Murray Hill 9-4175; Zach Baym, director.
Services: Distributor of films for TV.

BEACON TELEVISION FEATURES Inc.
420 Boylston St., Boston 16, Mass.; Tel.: Commonwealth 6-6881; J. Leonard Sanderson, president.
Services: Package TV programs and film distribution.

WES BEEMAN PRODUCTIONS
1041 N. Formosa Ave., Hollywood 46, Calif.; Tel.: Hollywood 9-8155; Wes Beeman, president.
Service: Production of all types of shows for telecasting, distribution.

BELL PICTURES CORP.
630 Ninth Ave., New York 19, N. Y.; Tel.: Circle 6-1383; Bert Kulick.

BENGAL PICTURES
15108 Plummer St., San Fernando, Calif.; Tel.: Empire 2-1984; Phil E. Cantonwine, business manager.
Service: Outright sale, sponsor, rentals, pictures made to order.

BERMAN AND BETTENBENDER
410 S. Michigan Ave., Chicago 5, Ill.; Tel.: Wabash 2-7488; Bernard S. Berman, partner.
Services: Package TV programs and film distribution.

ALBERT BLACK TELEVISION PRODUCTIONS Inc.
1270 Ave. of the Americas, New York, N. Y.; Tel.: Columbus 5-5885; Albert Black, executive producer.
Services: Package TV programs and film distribution.

FRITZ BLOCKI PRODUCTIONS
7266 1/2 Fountain Ave., Hollywood 46, Calif.; Tel.: Hudson 2-8971; Fritz Blocki.
Services: Distributors of live TV packages.

BRANDON FILMS INC.
200 W. 57th St., New York 19, N. Y.; Tel.: Circle 6-4868; Thomas J. Brandon, president.
Service: Supply motion pictures for TV.

BRAY STUDIOS INC.
729 Seventh Ave., New York 19, N. Y.; Tel.: Circle 5-4582; J. R. Bray.
Services: Features and short subjects.

BRITISH INFORMATION SERVICE
30 Rockefeller Plaza, New York 20, N. Y.; Tel.: Circle 6-5100; Lester Schoenfeld, distribution manager.
Service: Rent and sell films for TV.

WM. F. BROIDY PRODUCTIONS Inc.
5545 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hempstead 6844 and Hudson 2-7421; Wm. F. Broidy, president.
Services: Distributes own television productions.

AL BUFFINGTON PRODUCTIONS
6711 Sunset Blvd., Hollywood 28, Calif.; Tel.: 9-8367; Al Buffington, president.
Service: Complete production and packing of television programs and commercials.

C

S. W. CALDWELL Ltd.
150 Simcoe St., Toronto, Canada; Tel.: Empire 6-9451; Spencer W. Caldwell, president.
Services: Distribute telecriptions and feature films.
Branch Offices: 80 Richmond St. W., Toronto, Ontario; Tel.: Empire 6-9451; G. N. Mackenzie, sales vice president.

CAPITAL FILM SERVICE
224 Abbott Rd., East Lansing, Mich.; Tel.: 8-3544; J. R. Hunter, owner.

CAPITOL RECORDS DISTRIBUTING Corp.
5515 Melrose Ave., Hollywood 38, Calif.; Tel.: Hempstead 7114; Walter S. Heebner, general manager.

Services: Distribute independently produced TV films.
Branch Office: 1730 Broadway, New York 19, N. Y.; Tel.: Plaza 7-7470.

CARAVEL FILMS INC.
730 Fifth Ave., New York 19, N. Y.; Tel.: Circle 7-6110; Mr. McLeary.

CASTON PRODUCTIONS
8611 Sunset Blvd., Hollywood 46, Calif. Tel.: Crestview 5-0113. Robert L. Cashy, executive producer.
Service: Commercial films, spots and features.

CAVALCADE TELEVISION PRODUCTIONS Inc.
7904 Santa Monica Blvd., Hollywood 46, Calif.; Tel.: Hollywood 9-5451; Harvey Pergament, president.
Services: General distributor of TV packages.
Branch Office: 875 W. End Ave., New York 25, N. Y.; Alvin Pergament manager.

CBS TELEVISION (Div. of Columbia Broadcasting System Inc.)
485 Madison Ave., New York 22, N. Y. Tel.: Plaza 5-2000; J. L. Van Volkerburg, president; Hubbell Robinson Jr., vice president in charge of network programs; Frank B. Falkno, vice president in charge of operations; Harry G. Ommerle, program director; Fred Thrower, vice president in charge of network sales.

LEW CHATHAM ASSOCIATES
Chatham Building, Claremore, Okla. Tel.: 1122; L. A. Chatham, general manager.
Services: Distribute films.

CHINA FILM ENTERPRISES OF AMERICA Inc.
165 W. 46th St., New York 19, N. Y. Tel.: Columbus 5-4082; Hsing-ching Weng, president.
Service: Film rentals and film production, 16-mm, black and white or color, also 35-mm productions on special order.

CINEFFECTS Inc.
115 W. 45th St., New York 19, N. Y.; Tel.: Circle 6-0951; Nathan Sobel.

CINEMA SERVICE Corp.
106 West End Ave., New York 20, N. Y.; Tel.: Trafalgar 3-1411; Josef Seiden.

CINETEL Corp.
119 W. 57th St., New York 19, N. Y.; Tel.: Judson 2-4813; Edwin T. Woodruff, president.
Service: Features, westerns and short subjects for television.

Branch Offices: 117 Regent St. London, England; W. T. Richardson president.

CINE-TELÉ PRODUCTIONS
6327 Santa Monica Blvd., Hollywood 38, Calif.; Tel.: Gladstone 337; Harry Lehman, owner.
Services: Distribute film.

CINEQUE COLORFILM LAB. Inc.
424 E. 89th St., New York 28, N. Y. Tel.: Sacramento 2-5837; Sam Matcus, president.
Services: Distribute slides and film strips.

GEORGE W. COLBURN LAB. Inc.
164 N. Wacker Dr., Chicago 6, Ill.; Tel. State 2-7316; John B. Colburn, secretary-treasurer.
Services: Distribute complete 16mm recordings.

COLSON & Co. Inc.
1122 Jackson St., Dallas, Texas; Tel.: 3878; Harrison D. Colson, president.
Services: Distribute film and package TV programs.

COMMONWEALTH FILM & TELEVISION Inc.
723 Seventh Ave., New York 19, N. Y. Tel.: Circle 5-6456; Mort Sackett, president.
Services: Distribute motion picture theatrical features, westerns, serials, comedies and cartoons.

CONSOLIDATED TELEVISION SALES
Sunset at Van Ness, Hollywood Calif.; Tel.: Hollywood 9-6369; Pei M. Robeck, general manager.
Services: Distributor of television film

(Continued on page 262)

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(Continued from page 260)

Branch Offices: 25 Vanderbilt Ave., New York 17, N. Y.; Tel.: Murray Hill 6-7543; Halsey V. Barrett, manager.

Chicago 11—520 N. Michigan Ave.; Tel.: Michigan 2-5231; Stuart V. Dawson, manager.

Atlanta 3—890 W. Peachtree, N. W.; Tel.: Emerson 4561; Richard P. Buch, manager.

Philadelphia 19—29 Carpenter Lane; Tel.: Victor 4-4522; Gilbert M. Brandes, manager.

Cincinnati—Hotel Sheraton-Gibson; F. Kenneth Murray, manager.

Houston 6—2322 Branard St.; Wade Barnes, manager.

CORNELL FILM CO.

1501 Broadway, New York 36, N. Y.; Tel.: Wisconsin 7-6650; J. Milton Salzburg, president.

Services: Distribute films for television.

CORONET INSTRUCTIONAL FILMS

65 E. South Water Street, Chicago 1, Ill.; Tel.: Dearborn 2-7676; Ellsworth C. Dent, director.

Services: Distribute prints of educational films.

COURNEYA PRODUCTIONS

1566 N. Gordon St., Hollywood 28, Calif.; Tel.: Gr. 5920; Jerry Courneya, president.

Services: Distribute own films and film series.

CRAFTON BROTHERS Inc.

3210 W. Lawrence Ave., Chicago, Ill.; Tel.: Juniper 8-0396; David M. Crafton.

BING CROSBY ENTERPRISES Inc.
9028 Sunset Blvd., Los Angeles 46, Calif.; Tel.: Crestview 1-1171; Basil F. Grillo, executive vice president.
Services: Distribute film.

Branch Office: 600 Fifth Ave., New York, N. Y.; Tel.: Plaza 7-2277, E. N. Crosby, president.

CRYSTAL PICTURES Inc.

1564 Broadway, New York 18, N. Y.; Tel.: Plaza 7-5130; Melvin M. Hirsh.

D

HENRY H. DAGAND

30 Rockefeller Pl., New York 20, N. Y.; Tel.: Circle 6-4224; H. H. Dagand.

STU DAWSON PRODUCTIONS

520 N. Michigan Ave., Chicago 11, Ill.; Tel.: Michigan 2-5231; Don Dawson, owner.

Services: Distributor for Consolidated TV Sales.

DELBRIDGE & GORRELL

301 Fox Theatre Bldg., Detroit 26, Mich.; Tel.: Woodward 3-6990; Bill O'Halloran.

DEMBY, BROUN & CO. Inc.

34 E. 51st St., New York 22, N. Y.; Tel.: Plaza 9-2495; Emanuel H. Demby, president.

Services: Distribute film and package TV programs.

DEPHOURE STUDIOS

782 Commonwealth Ave., Boston, Mass.; Tel.: Beacon 2-5722; Joseph DePhoure.

LOUIS de ROCHEMONT Assoc.

35 West 45th St., New York, N. Y.; Tel.: Luxemburg 2-1440; Louis de Rochemont.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.; Tel.: Columbus 5-7035; Harry S. Dube, president.

Services: Distribute film and package TV programs.

JEAN DUBOIS CO.

927 21st St., Denver 2, Colo.; Tel.: Main 5401; Jean M. F. Dubois, owner and general manager.

Service: Commercial, feature and newsreel motion pictures.

Branch Offices: 2214 Dahlia St., Denver, Colo.; Tel.: East 8122.

DUDLEY TELEVISION Corp.

9908 Santa Monica Blvd., Beverly Hills, Calif.; Tel.: Crestview 1-7258; Don McNamara, executive vice president.

Services: Distribute film and package TV programs.

Branch Office: 501 Madison Ave., New York 22, N. Y.; Tel.: Eldorado 5-1076; Carl Dudley, president.

DU MONT TELEVISION NETWORK

515 Madison Ave., New York 22, N. Y.; Tel.: Murray Hill 8-2600; Chris J. Witting, director.

Services: Distribute film programs, feature films and other film properties.

E

EDUCATIONAL FILMS Corp. of America

1501 Broadway, New York 18, N. Y.; Tel.: Pennsylvania 6-1780; Earl W. Hammons.

ELLIS FILMS INC.

1501 Broadway, New York, N. Y.; Tel.: Longacre 3-5457. Jack Ellis.
Services: Features.

ESPANA MEXICO ARGENTINA, S. A. De C. V.

Lucerna No. 90, Mexico 6, D. F.; Tel.: 10-48-60 and 36-58-14; General Juan F. Azcarate, president.

Services: Distributors of films.

EXPLORERS PICTURES Inc.

1501 Broadway, New York, N. Y.; Tel.: Judson 6-4674; Jules Weill, president.
Services: Films for television.

F

JERRY FAIRBANKS PRODUCTIONS Inc.

6052 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hudson 2-1101. Jerry Fairbanks, executive producer and president.

Service: All types of filmed programs and commercials for television.

FAIR DEAL MOTION PICTURE SERVICE

2040 Chatterton Ave., New York, N. Y.; Tel.: Talmadge 9-6728. Louis Colson.
Services: Cartoons, serials, newsreels and features.

FAMILY THEATRE Inc.

7201 Sunset Blvd., Hollywood 46, Calif.; Tel.: Hudson 2-1317; Rev. Patrick Peyton, C. S. C., executive producer.

Services: Distribute films.

Branch Offices: 432 Western Ave., Albany 3, N. Y.; Tel.: 2-4111; Rev. Joseph Quinn, C. S. C., manager.

FILMS FOR INDUSTRY Inc.

135 W. 52d St., New York 19, N. Y.
Tel.: Plaza 3-2800; Joseph McCaffery.

FILM PUBLISHERS Inc.

25 Broad St., New York 4, N. Y.; Tel.: Hanover 2-5688; Kenneth Alan Silver, president.
Services: Distribute films.

FILM STUDIOS OF CHICAGO

135 S. LaSalle St., Chicago 3, Ill.; Tel.: Central 6-8147; H. A. Spanuth, managing director.

Service: Motion picture films and package shows furnished.

FILMS OF THE AMERICAS Inc.

1045 Vermont Ave., Los Angeles 2, Calif.; Tel.: Dunkirk 8-3215. Leonard Shane, president.

Service: Production of syndicated programs, tailor-made packages. Facilities in Mexico City.

Branch Offices: 595 Fifth Ave., New York 17, N. Y.; Tel.: Plaza 8-2000. F. W. Kline.

FILMS OF THE NATIONS DISTRIBUTORS Inc.

62 W. 45th St., New York 19, N. Y.
Tel.: Murray Hill 2-0040. Maurice Groen, executive vice president.

Service: Film programs.

FILMS FOR TELEVISION Inc.

Harbor Ave., Marblehead Neck, Mass.; Tel.: Marblehead 2020; Charles V. Phelan, president.

Services: Distribute films for television.

FRIEDA FISHBEIN

11 W. 42nd St., New York 36, N. Y.; Tel.: Longacre 5-1379; Frieda Fishbein owner.

Services: Distribute scripts.

FLAMINGO FILMS INC.

655 Madison Ave., New York 21, N. Y.; Tel.: Templeton 8-2000. Sy Weintraub; Jim Harris; Dave Wolper.

Services: Serials, features and educational film shorts.

FLYING A PRODUCTIONS Inc.

1438 N. Gower St., Hollywood 2, Calif.; Tel.: Hudson 2-3111; Armano Schaefer, president.

Services: Distribute films and package TV programs.

GEORGE F. FOLEY Inc.

9 E. 45th St., New York 17, N. Y.; Tel.: Murray Hill 7-5354-8; George F. Foley, president.

Services: Distribute film and package TV programs.

FOREIGN SERVICE FILM Corp.

3515 Sunset Blvd., Los Angeles 2, Calif.; Tel.: Normandy 2-6128; Eugene B. Gould, vice president in charge of TV.

Service: Foreign product principally Gaucho series in Mexico for TV.

FOUNDATION FILMS Corp.

Citizens Bank Building, Pasadena 7, Calif.; Tel.: Sycamore 2-6476; Richard D. Pearsall, president.

Services: Distribute film and package TV programs.

THE FRANKLIN TELEVISION PRODUCTIONS

6710 Melrose Ave., Hollywood, Calif.; Tel.: Wy. 1491; John Jay Franklin producer.

Services: Distribute film and package TV programs.

Branch Offices: 130 W. 42nd St., New York; Lester McDonnell, manager.
Los Angeles—5545 Sunset Blvd.; William F. Broidy, manager.

ATTENTION: Film Buyers, Program Directors, Film Producers, Agency TV Depts.

STOCK SHOTS

Everybody has the usual stock shots; we have them, too, of course. But try us for those

Hard-to-Find Stock Shots

We specialize in footage on other countries, but don't rule us out for domestic scenes. Black and white, color, 16mm or 35mm for any purpose. More than 5 million feet of up-to-date, top quality footage. New shots are constantly being added.

FILMS OF THE NATIONS DISTRIBUTORS, Inc.
62 West 45th Street, New York 36, N. Y.

DISTRIBUTORS OF FILM FOR TELEVISION

ALLEN A. FUNT PRODUCTIONS

30 Central Park S., New York 19, N. Y.; Tel.: Judson 6-5227; Allen A. Funt, president.

Services: Distribute film.

G

GALLAGHER FILMS Inc.

1 S. Washington St., Green Bay, Wis.; J. C. Gallagher.

GENERAL ARTISTS Corp.

70 Sixth Ave., New York 20, N. Y.; Tel.: Circle 7-7543; Thomas G. Rockwell.

GENERAL FILM PRODUCTION Corp.

West 58th St., New York, N. Y.; Elbert S. Kapit.

GENERAL TELEVISION ENTERPRISES Inc.

331 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Gladstone 4146; Gordon Levoay.

ACK GOETZ

790 Broadway, New York, N. Y.; Tel.: Plaza 7-4580; Jack Goetz.

AT GOLDSTONE PRODUCTIONS

121 Sunset Blvd., Los Angeles 46, Calif.; Tel.: Cr. 6-1071; John A. Ettlinger.

Services: Distribute film.

HARRY S. GOODMAN PRODUCTIONS

E. 53rd St., New York 22, N. Y.; Tel.: Plaza 5-6131; Harry S. Goodman, president.

Services: Distribute film.

OVERNOR TELEVISION ATTRACTIONS Inc.

1 W. 46th St., New York 19, N. Y.; Tel.: Judson 6-4221; Arthur Kerman, president.

Service: Distributors of films (features shorts, packages, westerns) for television. Deal with stations directly and with agencies.

Branch Office: 8049 Broad-Leaf Ave., Van Nuys, Calif.; Tel.: State 0-6844; Allen Martini, executive in charge.

RAND INTERNATIONAL PICTURES CO.

66 Madison Avenue, New York 17, N. Y.

UERIN ENTERPRISES Inc.

427 N. Euclid Ave., St. Louis 8, Mo.; Fort B. Guerin Jr.

H

HAFNER-VITTER

E. 57th Street, New York 22, N. Y.; Les Hafner.

MITCHELL J. HAMILBURG

176 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 5-4171; Mitchell J. Hamilburg, executive in charge.

AWLEY-LORD Inc.

16 W. 57th Street, New York 19, N. Y.; Tel.: Judson 6-3750; André Lord.

ESLIE HELHENA

2 N. LaBrea Ave., Hollywood 38, Calif.; Tel.: Granite 3174; Leslie Helhena.

HELE-DAMROTH Inc.

40 Broadway, New York 7, N. Y.; Tel.: Worth 4-2478; James L. Hile.

AUL HOEFLE PRODUCTION

34 Santa Monica Blvd., Los Angeles 46 Calif.; Tel.: Hollywood 9-2001; Paul L. Hoeffler.

BROADCASTING • Telecasting

HOLLYWOOD FILM CO.

5446 Carlton Way, Hollywood 27; Tel.: Hillside 7191; Ben and Harry Tietelbaum.

HOLLYWOOD FILM ENTERPRISES

6060 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hillside 2181; Thomas H. Emmett.

HOLLYWOOD TELEVISION SERVICE Inc.

4020 Carpenter St., N. Hollywood, Calif.; Tel.: Sunset 3-8807; Morton W. Scott, vice president.

Services: Distribute all types of film.

WEST HOOKER Inc.

853 Seventh Ave., New York 19, N. Y.; Tel.: Judson 2-3026; West Hooker, president.

Services: Distributor of films.

HOOR GLASS PRODUCTIONS

810 N. Highland Ave., Hollywood 28, Calif.; Tel.: Crestview 1-9111; George de Normand, vice president.

Services: Distributes own film.

RICHARD W. HUBBELL AND ASSOCIATES

441 E. 20th St., New York 10, N. Y.; Tel.: Oregon 7-6853; Richard Hubbell, chairman.

Services: Distributes film.

I

IDEAL PICTURES Corp.

65 E. South Water St., Chicago 1, Ill.; Tel.: Dearborn 2-7676; Paul R. Foght, general manager.

Services: Distribution and rental of films.

IMPS INC. INTERNATIONAL MOVIE PRODUCERS SERVICE

515 Madison Ave., New York 22, N. Y.; Ben Gradius.

INTERNATIONAL FILM BUREAU Inc.
6 N. Michigan Ave., Chicago, Ill.; Tel.: Andover 3-1826; Wesley Greene, president; Margery Weiss, secretary and sales manager.

Service: Sound films for TV, short subjects.

INTERNATIONAL FILM FOUNDATION Inc.

1600 Broadway, New York 19, N. Y.; Tel.: Circle 6-9438.

INTERNATIONAL GEOGRAPHIC PICTURES

1776 Broadway, New York 19, N. Y.; Tel.: Circle 6-4486; J. Allen Julier.

INTERNATIONAL NEWS SERVICE

235 E. 45th Street, New York, N. Y.; Robert H. Reid.

INTERNATIONAL 16mm Corp.

165 W. 46th St., New York 19, N. Y.; Tel.: Plaza 7-2265; Patrick E. Shanahan, president.

Service: Rent films, short subjects, features & classical music played by symphonic orchestras.

INTERNATIONAL RADIO & TELEVISION FEATURES

322 E. 55th St., New York, N. Y.; Jack Lloyd.

INSTITUTE OF VISUAL TRAINING

40 E. 49th St., New York 17, N. Y.; Tel.: Eldorado 5-1443; Herbert R. Dietz, general manager.

Services: Distributor of public service films.

J

JAM HANDY ORGANIZATION

2821 E. Grand Blvd., Detroit 11, Mich.; Tel.: Tr. 5-2450; Vincent L. Herman, vice president in charge of TV.

Service: Produce TV commercials.

Branch Offices: 1031-33 G. M. Bldg., New York 19, Tel.: Judson 2-4060; Wm. Uskali.

Chicago—230 N. Michigan Ave.; Tel.: State 2-6757; J. Greenleaf.

Dayton 2—310 Talbot Realty Bldg; Tel.: Adams 6289; J. Grann.

Hollywood 28—7046 Hollywood Blvd.; Tel.: Hempstead 5809; L. G. Stewart.

Pittsburgh 22—930 Penn Ave.; Tel.: Express 1840; M. Campbell.

Washington 6 — 544 Transportation Bldg.; District 7-0611; H. Watts.

JAMIESON TV PRODUCTIONS
3825 Bryan St., Dallas 4, Texas; Tel.: Tenison 8158; Hugh V. Jamieson Sr., partner.

Services: Distributor of own show.

JUNIOR PROGRAMS Inc.
22 Lawrence St., Newark 5, N. J.; Dorothy L. McFadden.

K

KAGRAN Corp.
4 W. 58th St., New York 9, N. Y.; Tel.: Murray Hill 8-0585; Martin Stone, president.

Services: Distributor of films.

TOM KELLEY PRODUCTIONS
736 N. Seward, Hollywood 38, Calif.; Tel.: Granite 6831; Tom Kelley, president.

Services: Distributor of films.

KLING STUDIOS Inc.
601 N. Fairbanks Ct., Chicago 11, Ill.; Tel.: Delaware 7-0400; Fred Niles, vice president.

Services: Distribute films.

Branch Offices: 6650 Sunset Blvd., Hollywood, Calif.; Tel.: Hudson 2-1147; Lee Blevins, vice president.

New York—40 E. 51st St.; Seymour Thompson.

L

HERBERT S. LAUFMAN & CO.
624 S. Michigan St., Chicago 5, Ill.; Tel.: Webster 9-2302; Herbert S. Laufman, president.

Services: Distributes film.

LEWIS & CLARK Inc.
1020 N. Rush St., Chicago 11, Ill.; Tel.: Whitehall 3-1412; Herschell Gordon Lewis, president.

Services: Distributes film.

LIBRA FILM PRODUCERS-DISTRIBUTORS

6525 Sunset Blvd., HAC Building, Hollywood 28, Calif.; Tel.: He. 1161 and Gl. 7960; Charles M. McCoy, vice president.

Services: Distributor of films.

LIBRARY FILMS INC.
25 W. 45th St., New York 36, N. Y.; Tel.: Plaza 7-3450; Paul N. Robins, general manager.

Services: Distributes and rents films.

RAY LINTON & CO.
360 N. Michigan Ave., Chicago 1, Ill.; Tel.: Franklin 2-8067; Ray Linton, owner.

Services: Distributor of films.

LION TELEVISION PICTURES Corp.
1501 Broadway, New York 36, N. Y.; Tel.: Pennsylvania 6-1780; E. W. Hammons.

Service: Distributor of film.

GEORGE LOGAN PRICE Inc.
20823 Pacific Coast Hwy., Melibu, Calif.; Tel.: Globe 6-2135; G. L. Price, president.

Service: Distributor of films.

M

M AND A ALEXANDER PRODUCTIONS Inc.

6040 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hillside 3414; Arthur Alexander, president.

Service: Distributor of films.

MAJOR TELEVISION PRODUCTIONS Inc.

9336 W. Washington Blvd., Culver City, Calif.; Tel.: Texas 0-2931; Robert Guggenheim, general manager.

Services: Distributors of motion pictures and films.

Branch Office: 1270 Ave. of the Americas, New York 20, N. Y.; Tel.: Plaza 7-6990; Irving Lesser, president.

MALLARD TELEVISION Inc.
120 Wall St., New York 5, N. Y.; Tel.: Digby 4-3182.

Service: Supply TV stations with rented TV films.

MARATHON TV NEWSREEL
125 E. 50th St., New York 22, N. Y.; Tel.: Murray Hill 8-0985; Konstantin Kalsner, executive director.

Services: Distributors of short subjects.

MARCH OF TIME TELEVISION
(Division of Time Inc.)
369 Lexington Ave., New York 17, N. Y.; Tel.: Judson 6-1212; Arthur B. Tourtellot, director of television.

Branch Office: 1000 Vermont Ave., N. W. Washington, D. C.; Tel.: Republic 7-6050; Allen Dibble, Washington editor.

MASTER MOTION PICTURE CO.
48 Piedmont St., Boston 16, Mass.; Tel.: Hancock 6-3592; Maurice Master, president and treasurer.

Service: Television commercials and distributor of television programs.

MAYFAIR PICTURES Inc.
729 Seventh Ave., New York 19, N. Y.; Tel.: Circle 5-4353; Leo Seligman, president.

Service: Distribution of motion picture films.

MCA TV Ltd.
598 Madison Ave., New York, N. Y.; Tel.: Plaza 9-7500; David Sutton, vice president.

Services: Distributor of films.

Branch Offices: 9370 Santa Monica, Beverly Hills, Calif.; Tel.: Crestview 6-2001; Bob Greenberg, manager.

Chicago—430 N. Michigan; Tel.: Delaware 7-1100; Raoul Kent, manager.

San Francisco—105 Montgomery St.; Tel.: Exbrook 2-8922; Kirk Torney, manager.

Cleveland—Union Commerce Bldg.; Tel.: Cherry 1-6010; De Arv Barton, manager.

Dallas—2102 N. Akard St.; Tel.: Central 1448; Pat Dunavan, manager.

Detroit—1612 Book Tower; Tel.: Woodward 2-2604; Verle Bogue, manager.

McCONKEY ARTISTS

7000 Hollywood Blvd., Hollywood 28, Calif.; Tel.: He. 7141; Jay S. McConkey, president.

Service: Distributor of films.

Branch Offices: 127 N. Dearborn, Chicago 2, Ill.; Tel.: State 2-7332; Dick Shelton, president.

Cleveland — Hippodrome Bldg.; Tel.: Main 6-5421; Cliff Myers, manager.

Kansas City 6—12 & Walnut St. Bldg.; Tel.: Victor 3346; Paul Davis, manager.

New York 19—1780 Broadway; Tel.: Columbus 5-7720; Loyd LaBrie, manager.

Tampa—Bay Shore Royal Hotel; Tel.: 3-3680X; Bob Florio, manager.

THE RALPH McFEELY CO.

Hartman Theater Bldg.; Columbus 15, Ohio; Tel.: Adams 4116; Ralph S. McFeely.

Services: Distributors of film.

(Continued on page 264)

DISTRIBUTORS OF FILM FOR TELEVISION

(Continued from page 263)

McLARTY PICTURE PRODUCTIONS
45-47 Stanley St., Buffalo 6, N. Y.; Tel.: Taylor 0332; Henry D. McLarty, owner.
Service: Motion picture production.

ALEXANDER McQUEEN AND ASSOCIATES
5222 N. Lakewood Ave., Chicago 40, Ill.; Tel.: Ravenswood 8-9010; Alexander McQueen, owner.
Service: Distributors of films.

MERCURY INTERNATIONAL PICTURES Inc.
6611 Santa Monica Blvd., Hollywood 38, Calif.; Tel.: Gladstone 1101; V. E. Ellsworth, president.
Service: Distributors of motion pictures.

Branch Office: 251 E. Grand Ave., Chicago 11, Ill.; Tel.: Delaware 7-3934; Walter Wentzel, manager.

CHARLES MICHELSON Inc.
15 W. 47th St., New York 36, N. Y.; Tel.: Plaza 7-0695; Charles Michelson, president.
Service: Distributors of films.

Branch Office: 360 N. Michigan Ave., Chicago 1, Ill.; Tel.: Franklin 2-8067; Ray Linton, manager.

Hollywood 28—6533 Hollywood Blvd.; Tel.: Hollywood 9-4580; Bob Reich- enbach, manager.

Palm Beach—262 Park Ave.; Tel.: Palm Beach 3-5027; Charles Higgins, manager.

London, England—3 Abbey Rd., N. W.; Tel.: Cunningham 1161; W. S. Barrell, manager.

MODE-ART PICTURES Inc.
1022 Forbes St., Pittsburgh 19, Pa.; Tel.: Express 1-1846; James L. Baker, president.
Services: Distributors of films.

MODERN TALKING PICTURE SERVICE Inc.

45 Rockefeller Plaza, New York 20, N. Y.; Tel.: Judson 6-3830; J. R. Rit- enour, general manager.

Service: Distributors of feature and spot TV films.

Branch Office: 140 E. Ontario St., Chi- cago 11, Ill.; Tel.: Delaware 7-3572; Peter Markovich, manager.

Los Angeles 17—612 S. Flower St.; Tel.: Madison 9-2121; W. H. MacCallum, manager.

New York 19—48 W. 48th St.; Tel.: Cir- cle 6-0292; John J. Lipsky, manager.

EMIL MOGUL CO. Inc.
250 W. 57th St., New York 19, N. Y.; Tel.: Col. 5-2480; Lester J. Mallets, business manager.
Service: Distributor of films.

MOGULL'S FILM CO.
112-114 West 48th St., New York 19, N. Y.; Tel.: Plaza 7-1414; Charles Mogull, president.
Service: Lease rights of copyrighted features and shorts.

MONOGRAM PICTURES Corp.
4376 Sunset Drive, Hollywood 7, Calif.; Tel.: Normandy 2-9181; Samuel (Steve) Broidy, president.

MORTON TELEVISION PRODUC- TIONS Inc.
360 N. Michigan Ave., Chicago 11, Ill.; Tel.: Central 6-4144; Morton Jacob- son, president.
Services: Distributor of own shows.

MOTION PICTURES FOR TELEVI- SION Inc.
655 Madison Ave., New York 21, N. Y.; Tel.: Templeton 8-2000; Sy Wein- traub, vice president.
Service: Distribution of filmed pro- grams for television.

Branch Offices: 216 Tremont St., Bos- ton; Tel.: Hancock 6-0897; Frederick W. Yardley, manager.

Chicago—830 N. Wabash Ave.; Tel.: Whitehall 3-0786; John J. Cole, man- ager.

Dallas—3905 Travis St.; Tel.: Logan 2628; A. K. Rowsell Jr., manager.

Hollywood—9124 Sunset Blvd.; Tel.: Crestview 1-6101; David L. Wolper, manager.

N

NATIONAL BROADCASTING CO.
30 Rockefeller Plaza, New York, N. Y. Tel.: Circle 7-8300; John B. Cron, national sales manager.

Service: Distributors of films.
Branch Office: Merchandise Mart, Chi- cago; Tel.: Superior 7-8300; Richard G. Cahill, supervisor.

NATIONAL RETAIL RADIO SPOTS Inc.

6331 Hollywood Blvd. Room 1113, Hol- lywood 28, Calif.; Tel.: Hollywood 9-1989; Philip B. Singer, president.

Services: Distributors of films.

NATIONWIDE TELEVISION Corp.
1501 Broadway, New York 36, N. Y.; Tel.: Longacre 4-8234; Irving Shapiro, president.

Service: Distributors of motion pic- tures.

NEFF PRODUCTIONS
783 Harcourt Rd., Grosse Pointe, Mich.; Mort Neff, owner.

Service: Outdoor and wildlife film packages.

TED NEMETH STUDIOS
729 Seventh Ave., New York 19, N. Y.; Tel.: Circle 5-5147; Ted Nemeth, gen- eral manager.
Services: Distributors of musical shorts and films.

NETHERLANDS INFORMATION SERVICE

10 Rockefeller Plaza, New York 20, N. Y.; Tel.: Columbus 5-6216; Jerome L. Heldring, director.
Services: Distributor of films.

O

OFFICIAL FILMS Inc.
25 W. 45th St., New York 36, N. Y.; Tel.: Plaza 7-0100; William R. Good- heart Jr., president.
Services: Distributor of films.

OLIO VIDEO TELEVISION PRODUC- TIONS Inc.

20 E. 42nd St., New York 17, N. Y.; Tel.: Murray Hill 2-3218; Harvey Cort, president.
Services: Distributors of features and westerns and of own films.

P

PACKAGED PROGRAMS Inc.
634 Penn Ave., Pittsburgh 22, Pa.; Tel.: Grant 1-4756; M. E. Fierst, general manager.
Services: Distributors of film.

PARAMOUNT TELEVISION PRODUC- TIONS Inc.
1501 Broadway, New York 36, N. Y.; Tel.: Bryant 9-8700; John Howell, director of sales and merchandising.
Services: Distribution of film programs.

JACK PARKER PRODUCTIONS
Box 1006, Beverly Hills, Calif.; Tel.: Gladstone 5509; Jack Parker, execu- tive producer.

Services: Distributor of films.
Branch Office: Box 2222, Hollywood 28, Calif.; Tel.: Gladstone 5509; Ross Van Nibroc, manager.
San Francisco 8—540 Stockton St.; Sutter 1-6780; Kaye Hyde, manager.
Glendale 6—Box 805; Tel.: Gladstone 5509; Ray Bond, manager.

PICTORIAL FILMS Inc.
1501 Broadway, New York 36, N. Y.; Tel.: Pennsylvania 6-3756; J. Milton Salzburg, president.
Services: Distributor of films.

POLARIS PICTURES Inc.
5859 W. 3rd St., Los Angeles 36, Calif.; Tel.: York 8058; Juan C. Hutchinson.

POST PICTURES Corp.
115 W. 45th St., New York 36, N. Y. Tel.: Luxemburg 2-4870; Alan Post, TV sales manager.
Services: Distributors of features a short subjects.

PRODUCERS REPRESENTATIVES
1270 Ave. of the Americas, New York 20, N. Y.; Irving M. Lesser.

R

RADIOVISION Corp.
1125 South Elm Drive, Los Angeles, Calif.; Tel.: Crestview 5-1723; Walter J. Nelson, president.
Service: Film shorts, sports, cartoon.

REGAL TELEVISION PICTURES Co.
151 W. 46th St., New York 36, N. Y. Tel.: Luxemburg 2-1877; Moe Ker- man, president.
Services: Sales and distribution television stations.

REPUBLIC RADIO & TELEVISI- ON FEATURES
64 E. Lake St., Chicago 1, Ill.; Te- State 2-0460; Capico Kapps, pre- dent.
Services: Distributors of live and fi- packages.

REYNOLDS PRODUCTIONS
321 S. Beverly Dr., Beverly Hills, Cali- Tel.: Crestview 1-6155; Stuart Rey- nolds, president.
Services: Distributor of TV film pi- grams.

MATION RIDDICK PRODUCTIONS
815 Stuart St., Houston 6, Texas; Tel.: Linden 9653; Wm. M. Riddick, own- er.
Service: Film programs, shorts, seri- for children by children.

HAL ROACH STUDIOS Inc.
8822 Washington Blvd., Culver Cit., Calif.; Tel.: Texas 0-2761; Hal Roach, president.
Service: Film producers of spots, show- and industrial films.
Branch Office: 729 Seventh Ave., N. York 19, N. Y.; Tel.: Circle 5-413.; Herbert R. Gelbspan, eastern repr- sentative.

ROBBINS BROS.
67 W. 44th St., New York 36, N. Y. Tel.: Murray Hill 7-2033; Fred Ro- bins, president.
Services: Distributors of films.

RICHARD H. ROFFMAN ASSOCIATES
Hotel Sulgrave, New York 21, N. Y. Tel.: Trafalgar 9-5640; Richard Roffman, president.
Services: Distributors of films.
Branch Office: 1531 Locust St., Denve- Frances Shooker, manager.

ROYAL FILM EXCHANGE
1550 Crossroads-of-the-world, Holly- wood 28, Calif.; Tel.: Hempstead 317 Bill Scott Brown, president a- director.
Service: TV film production; film d- tributors and broker.

S

SACK TELEVISION ENTERPRISES
358 W. 44th St., New York, N. Y.; Te- Judson 6-2258; Julius Sack, sal- manager.
Services: Distribution of films.
Branch Office: Film Exchange Bld- Dallas; Tel.: Sterling 3069.

WALTER SCHWIMMER PRODUC- TIONS Inc.
75 E. Wacker Dr., Chicago 1, Ill.; Te- Franklin 2-4392; Walter Schwim- mer, president.
Services: Distributor and packager of film.

Branch Office: 16 E. 41st St., New York 17; Tel.: Lexington 2-1791; Jack A- den, manager.

SELS PRODUCTIONS
1906 N. Lietz Ave., Burbank, Cali- Tel.: Charleston 8-6452; Len Segal, general manager.
Branch Office: 1458 S. Shenandoah S- Los Angeles 35, Calif.; Tel.: Cres- view 6-2426; Bob Clamage, manager.
Chicago, Ill.—1205 W. Sherwin Av- Tel.: Hollywood 5-9254; Dore Lewl., representative.

SIMMEL - MESERVEY TELEVISI- ON PRODUCTIONS Inc.
321 S. Beverly Dr., Beverly Hills, Cali- Tel.: Bradshaw 2-3874; Louis C. Sim- mel, president.
Service: Production and distribution 16mm films.

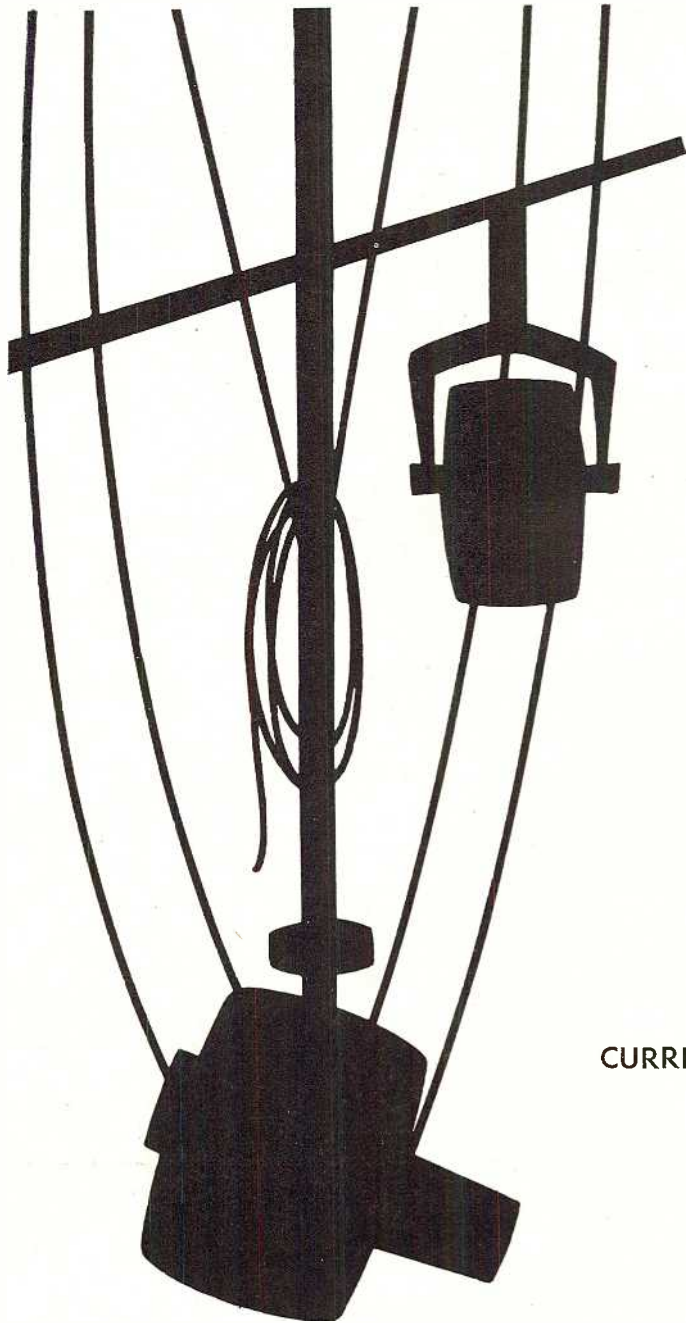
(Continued on page 266)

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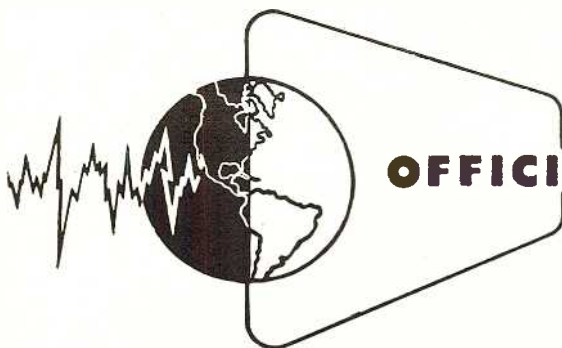
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MY HERO STARRING ROBERT CUMMINGS

Sponsored by Dunhill Cigarettes

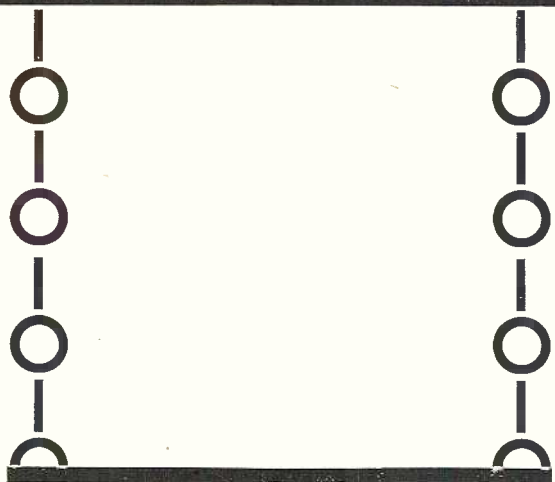
TERRY AND THE PIRATES

Sponsored by Canada Dry Gingerale



OFFICIAL FILMS, INC.

25 West 45 St., New York 36, New York • Plaza 7-0100



A CHAIN IS NO STRONGER THAN ITS WEAKEST LINK!

Buyers with low budgets can have top-notch quality! There are no weak links in this chain of United World Film Shows!

HEADLINES ON PARADE



GOING PLACES



SPORTSCHOLAR



STRANGER THAN FICTION

26

¼ Hour Documentary News Event Stories.

39

¼ Hour Specially Edited Travel Films—Entertaining—Educational.

52

¼ Hour Action Packed Sport Quiz Films.

65

¼ Hour Films about Amazing Facts—Unusual People—Fascinating Hobbies.

PLUS

A VAST LIBRARY OF SHORTS
including
ENTERTAINMENT • RELIGIOUS
EDUCATIONAL • INDUSTRIAL

TELEVISION DEPARTMENT
UNITED WORLD
FILMS, INC.

445 PARK AVENUE • NEW YORK CITY • TR. 6-5200
PL. 9-8000

DISTRIBUTORS OF FILM FOR TELEVISION

(Continued from page 264)

SNADER TELESCRIPTIIONS Corp.

177 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 5-4451; Louis D. Snader, president.

Services: Distribution of all types motion picture film.

SCREEN GEMS Inc.

729 Seventh Ave., New York 19, N. Y.; Tel.: Circle 5-5044; Ralph Cohn, general manager.

Services: Distributors of musical films. Branch Office: 1438 N. Gower St., Hollywood, Calif.; Tel.: Hudson 2-3111; Jules Bricken, manager.

SONOCHROME PRODUCTIONS

112 W. 89th St., New York, N. Y.; Tel.: Trafalgar 3-6221; Nathan Zucker.

SOUNDAC PRODUCTIONS Inc.

White Bldg., 298 Main St., Buffalo 2, N. Y.; Tel.: Mohawk 0366; Robert D. Buchanan, general manager.

Services: Distribute live and animated film commercials.

SIGMUND SPAETH

400 E. 58th St., New York 22, N. Y.; Tel.: Plaza 8-0879; Sigmund Spaeth, president.

Services: Distribution of films.

SPECIALTY TELEVISION FILMS Inc.

1501 Broadway, New York 36, N. Y.; Tel.: Longacre 4-5592; Jules B. Weill, president.

Services: Distribute feature films.

SPORTATORIUM

Cadiz and Industrial Blvd., Dallas, Texas; Tel.: St. 2173; Ed McLemore, promoter.

Services: Distribution of films.

SQUARE DEAL PICTURES Corp.

Pines Bridge Rd., Ossining, N. Y.; Tel.: Ossining 2-2617; Donn Marvin, executive vice president.

Services: Distribution of own pictures.

STANDARD TELEVISION Corp.

1501 Broadway, New York 36, N. Y.; Tel.: Longacre 4-8234; Irvin Shapiro, president.

Services: Distributor of films for TV.

STATION DISTRIBUTORS Inc.

40 E. 51st St., New York 22, N. Y.; Tel.: Plaza 9-4953; Walter Stuart, president.

Service: National, regional and local syndication of individual films and package film series.

Branch Office: 321 S. Beverly Drive, Beverly Hills, Calif.; Stuart Reynolds, associate.

STERLING TELEVISION CO. Inc.

316 W. 57th St., New York 19, N. Y.; Tel.: Judson 6-3750; Saul J. Turkel, president.

Services: Distributes TV film.

Branch Office: 6815 Hollywood Blvd., Hollywood 28, Calif.; Tel.: Granada 2886; Lee Orgel, manager.

BILL STURM STUDIOS Inc.

734 Broadway, New York 3, N. Y.; Tel.: Oregon 7-7270; Albert D. Hecht, general and sales manager.

Services: Distribute film.

T

HAL TATE PRODUCTIONS

831 S. Wabash Ave., Chicago 5, Ill.; Tel.: Harrison 7-3610; Hal Tate, president.

Services: TV package programs, production, consultant service.

Toronto—(S. W. Caldwell Ltd.) Simcoe St., Simcoe House, Tel.: Plaza 8727; S. W. Caldwell.

THE TEEVEE CO.

211 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 5-1076; Marc Frederic, general manager.

Services: Distribute own shows.

Branch Office: 445 Park Ave., New York; Tel.: Plaza 9-8000; Saul Rabinowitz, manager.

TELECAST FILMS Inc.

112 W. 48th St., New York 36, N. Y.; Tel.: Judson 6-5480; Gordon W. Iwig, president.

Services: Distribution of films.

TELECOMICS Inc.

247 Park Ave., New York 17, N. Y.; Tel.: Eldorado 5-2544; Stephen S. Singer.

TELEFILM Inc.

6039 Hollywood Blvd., Hollywood, Calif.; Tel.: Hollywood 9-7205; J. Thomas.

Branch Office: 1905 Fairview Ave., N. E., Washington, D. C.; Tel.: Lawrence 6-5607; Charles Shutt, general manager.

TELENEWS PRODUCTIONS Inc.

630 Ninth Ave., New York 36, N. Y.; Tel.: Judson 6-2450; Charles N. Barris, general manager.

Services: Distributes film.

TELE-PICTURES Inc.

145 N. Robertson Blvd., Beverly Hills, Calif.; Tel.: Crestview 5-4535; Robert L. Lippert Jr., vice president.

Services: Distributes own films.

Branch Office: 1650 Broadway, New York; Tel.: Circle 6-3590; Joseph Smith, vice president.

TELESCENE FILM PRODUCTIONS CO. Inc.

237 First Ave., New York 3, N. Y.; Tel.: Algonquin 4-8470; Robert Tobias, producer.

Services: Distributes films.

FILM
FILM
FILM

THE WORLD'S LARGEST SELECTION
OF FILMS FOR TELEVISION



STERLING TELEVISION CO., INC.

316 WEST 57TH ST., NEW YORK 19, N. Y. • JUDSON 6-3750

DISTRIBUTORS OF FILM FOR TELEVISION

TELEVISION FILMS OF AMERICA
Box 1006, Beverly Hills, Calif.; Tel.: Gladstone 5509; Jack Parker, executive producer.
Services: Distributors of films.
Branch Offices: 710 Lake Shore Dr., Chicago 11, Ill.; A. F. Parker Jr., manager.
Cleveland 6—Box 805; Tel.: Gladstone 5509; Ray Bond, manager.
Hollywood 28—Box 2222; Tel.: Gladstone 5509; Ross Van Nibroc, manager.
Los Angeles 5—2610 W. 8th St.; Tel.: Dunkirk 8-3630; Howard D. Tawney, manager.
San Francisco 8—540 Stockton St., Tel.: Sutter 1-6780; Kaye Hyde, manager.

TELEVISION INTERNATIONAL CO.
W. 45th St., New York 36, N. Y.; Tel.: Plaza 7-3450; Paul N. Robins, manager.
Services: Distributors of film.

TELEVISION SCREEN PRODUCTIONS Inc.
E. 45th St., New York 17, N. Y.; Tel.: Murray Hill 2-8877; Charles J. Basch Jr., president.
Services: Distribution of films.

TEL RA PRODUCTIONS
18 Walnut St., Philadelphia 2, Pa.; Tel.: Kingsley 5-8540; W. Wallace Orr, producer.
Services: Distributors of film.

TV ADS Inc.
39 Wilshire Blvd., Los Angeles 5, Calif.; Tel.: Dunkirk 8-1323; Doria Balli, president.
Services: Distributors of film.

TV FILMS Inc.
85 W. 46th St., New York 36, N. Y.; Tel.: Judson 2-3607; Robert V. Pollock, president.
Services: Distributors of film.

TV UNLIMITED Inc.
341 Madison Ave., New York 17, N. Y.; Tel.: Murray Hill 3-3881; Herbert Rosen.
Services: Distributors of films.

TWENTIETH CENTURY-FOX TELEVISION PRODUCTIONS
W. 56th St., New York, N. Y.; Tel.: Columbia 5-3320; Peter G. Lavathes.

U

UNITED ARTISTS TELEVISION Corp.
729 Seventh Ave., New York 19, N. Y.; Tel.: Circle 5-6000; John H. Mitchell, director of TV.

Service: Distribution of programs for TV.

Branch Offices: 1301 S. Wabash Ave., Chicago; Tel.: Harrison 7-6310; Richard Gedney, salesman.

Cleveland 14—1745 E. 23rd St.; Tel.: Prospect 1-2985; William Ellis, salesman.

Dallas 1—2020 Jackson St.; Tel.: Riverside 1363; Pat O'Brian, salesman.

UNITED FILM & RECORDING STUDIOS

301 E. Erie St., Chicago 11, Ill.; Tel.: Superior 7-9114; William L. Klein, president.

Service: Complete sound and film equipment for any type of production from 20-sec. spots to hour shows; Westrex magnetic film recorder, all types of cameras, cranes, and production staff.

UNITED PRESS ASSOCIATIONS

220 E. 42nd St., New York 17; Tel.: Murray Hill 2-0400; Leroy Keller, general sales manager.

Service: United Press Movietone News. Motion picture news coverage prepared jointly by Twentieth Century-Fox and United Press.

UNITED PRODUCTIONS OF AMERICA

4440 Lakeside Dr., Burbank, Calif.; Tel.: Charleston 0-7171; Stephen Bostow, president.

Service: Producers of animated commercial advertising spots and animated TV program pictures.

Branch Office: 670 Fifth Ave., New York 22; Tel.: Plaza 9-4980; Edward F. Cullen, vice president (specializing in TV production).

UNITED TELEFILM Co.
106 W. 39th St., New York 18, N. Y.; Tel.: Longacre 5-3137; Jesse L. Stern, owner.

Services: Distribute feature films and shorts.

Branch Office: 1001 N. J. Ave., N. W., Washington 1, D. C.; Tel.: Republic 7-0776; B. Mills, manager.

UNITED TELEVISION PROGRAMS Inc.

360 N. Michigan Ave., Chicago 1, Ill.; Tel.: Central 6-0041; Milton Blink, executive vice president.

Services: Distribution of television films.

Branch Offices: 140 N. LaBrea, Hollywood; Tel.: Webster 8-9181; Gerald King, president.

New York City—444 Madison Ave.; Tel.: 3-4620; Aaron Beckwith, sales director.

UNITED WORLD FILMS Inc.

445 Park Ave., New York; Tel.: Plaza 9-8000; Norman E. Gluck, vice president.

Service: Production of spot commercials, distribution of shorts, production and distribution series film shows.

Branch Offices: 542 S. Dearborn St., Chicago; Tel.: Webster 9-0660; Carl Waters, manager.

Los Angeles—7356 Melrose Ave.; Tel.: Webster 8-6125; Frank Harrington, manager.

Atlanta—287 Techwood Dr., N. W.; Tel.: Cypress 6201; L. Berch, manager.

Dallas—2227 Bryan St.; Tel.: Sterling 4277; Ed Grindstaff, manager.

UNITY TELEVISION Corp.

1501 Broadway, New York 36, N. Y.; Tel.: Longacre 4-8234; Arche A. Mayers, president.

Services: Distributors of motion pictures for television.

V

VOGUE-WRIGHT STUDIOS
409 E. Ohio St., Chicago 11, Ill.; Tel.: Mohawk 4-5600; George T. Becker; vice president.

Services: Distributors of films.

Branch Offices: 1041 N. Formosa, Los Angeles; Tel.: Granite 8-1111; Charles W. Sheely, manager.

New York—225 Fourth Ave.; Tel.: Aigonquin 4-3400; Robert Shea, manager.

W

JACK WAGNER & ASSOCIATES
48 N. White Rd., San Jose 27, Calif.; Tel.: Clayburn 8-2317.

Services: Distributors of features, shorts and commercials.

LOUIS WEISS & CO. and ADRIAN WEISS PRODUCTIONS

635 N. Fairfax Ave., Los Angeles 36, Calif.; Tel.: Webster 8-5287; Adrian Weiss, executive director and producer.

Services: Distributors of films.

FRANK WISBAR PRODUCTIONS Inc.
7224 Santa Monica Blvd., Hollywood 28, Calif.; Tel.: Hudson 2-2286.

Services: Distributor of half hour show.

WOODRUFF ASSOCIATES

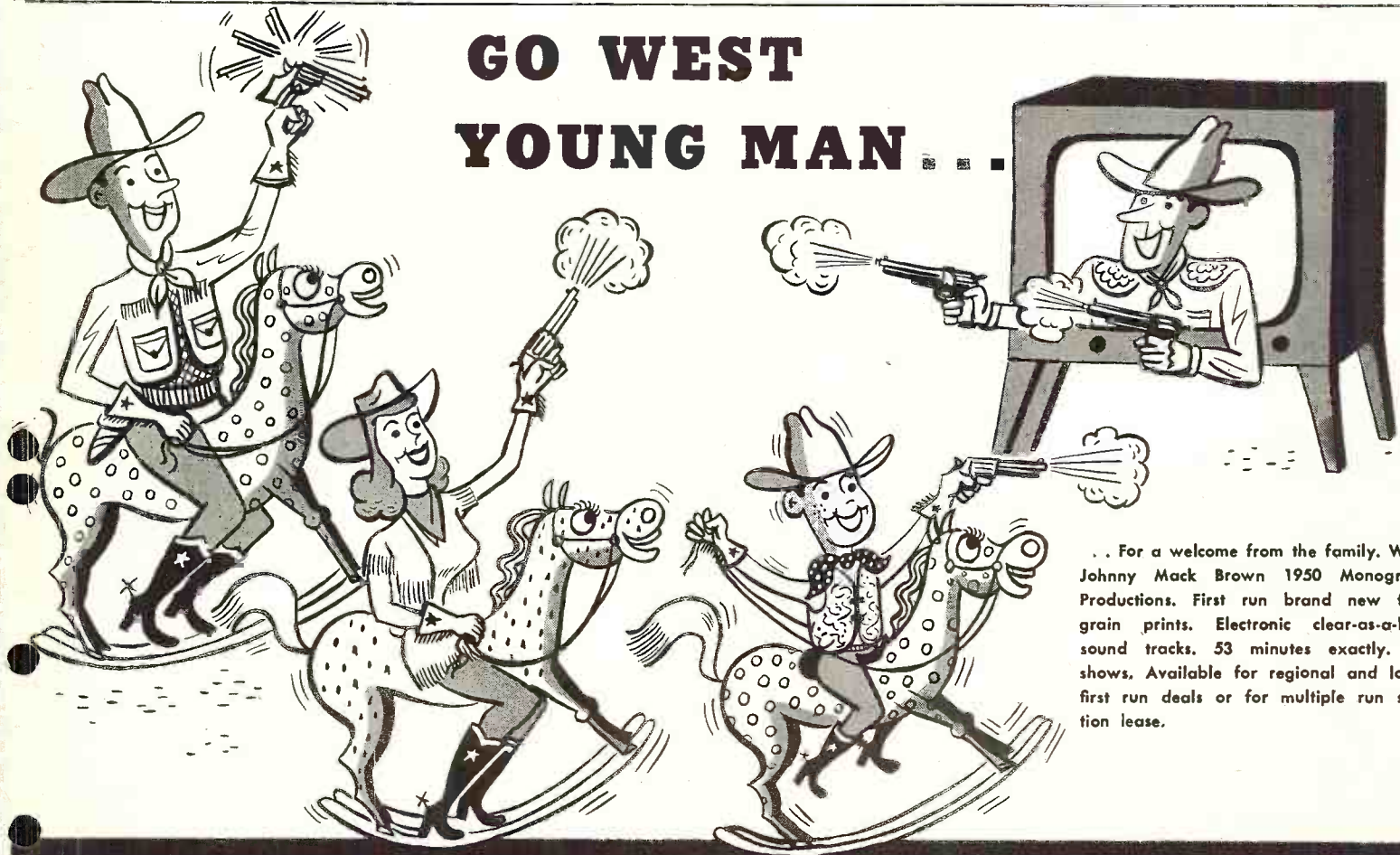
731 Second Ave., New York 16, N. Y.; Tel.: Murray Hill 2-4412; Frank L. Woodruff, executive producer.

Services: Distributor of films.

Z

ZIV TELEVISION PROGRAMS Inc.
488 Madison Ave., New York, N. Y.; Tel.: Murray Hill 8-4700; John L. Sinn, president.

Service: Sales and distribution of films. Branch Offices: 1529 Madison Rd., Cincinnati, Ohio; Tel.: Plaza 1323; Frederic W. Ziv, chairman of the board. Hollywood — 5255 Clinton St.; Tel.: Hempstead 5121; Maurice Unger, office manager.



GO WEST YOUNG MAN...

... For a welcome from the family. With Johnny Mack Brown 1950 Monogram Productions. First run brand new fine grain prints. Electronic clear-as-a-bell sound tracks. 53 minutes exactly. 26 shows. Available for regional and local first run deals or for multiple run station lease.

VITAPIX CORPORATION

509 MADISON AVENUE
NEW YORK 22, N. Y. PL. 8-3013

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(For Film Distributors see Listing, page 259)

A

ACADEMY FILM PRODUCTIONS INC.
123 W. Chestnut St., Chicago 10, Ill.,
Tel.: Michigan 2-0128; Bernard How-
ard, president.

Services: TV program production,
scripts, package TV programs, TV
film production, syndicate film.

ACADEMY FILMS

P. O. Box 3088, Hollywood 38, Calif.,
Tel.: Gladstone 3219; James A. Lar-
sen, president.

Services: TV film production.

ACME ELECTRONIX DIV. OF NEA SERVICE INC.

W. 3d & Lakeside, Cleveland 13, Ohio,
Tel.: Ma 1-7300; Meade Monroe, vice
president.

Services: TV package programs, pro-
duction, news pictures and photos in
slides, Telephoto service, TV
scripts.

New York—461 8th Ave., Tel.: Long-
acre 3-5160; R. W. Johnson, eastern
manager.

San Francisco—News Bldg., 814 Mission
St., Tel.: Garfield 1-4158; Sherman
Montrose, western manager.

Chicago—Tribune Bldg., Tel.: Superior
7-8320; J. L. Herman, midwest man-
ager.

JOHN ADASKIN PRODUCTIONS

314-15 67 Yonge St., Toronto, Ontario,
Canada, Tel.: Empire 4-9296; John
Adaskin, owner.

Services: TV program production.

AFFILIATED ARTISTS REPRESENT- ATIVES

20 E. 53d St., New York 22, N. Y., Tel.:
Plaza 3-1862; Lee Wallace, partner.

Services: TV program production,
package TV programs, talent, TV
film production.

Hollywood—8776 Sunset Blvd., Tel.:
Crestview 6-4652; Louis Artigue.

AFFILIATED PROGRAM SERVICE INC.

535 5th Ave., New York 17, N. Y., Tel.:
Murray Hill 7-1881; Paul F. Adler,
president.

Services: Package TV programs, syn-
dicate film.

ALTON ALEXANDER RADIO-TELE- VISION PRODUCTIONS

825 W. 187th St., New York 33, N. Y.,
Tel.: Lorraine 8-3100; Lottie Ritter,
manager.

Services: TV scripts, package pro-
grams, production.

ALEXANDER & ASSOC. INC.

218 S. Wabash Ave., Chicago 4, Ill.,
Tel.: Webster 9-6434; H. G. Lewis,
vice president.

Services: TV program production,
scripts, package TV programs, talent,
TV film production, film processing,
syndicate film.

ALEXANDER FILM CO.

3200 N. Nevada Ave., Colorado Springs
1, Col., Tel.: Main 4200; J. Don Alex-
ander, president; Earl D. Austin, TV
director.

Services: TV film production, film
processing.

Chicago 11—435 N. Michigan Ave., Tel.:
Michigan 2-5636; C. C. Alexander.

Dallas 1—308 S. Harwood, Tel.: River-
side 4558; J. A. McInaney.

New York 36—500 5th Ave., Tel.: Penn-
sylvania 6-3028; Les E. Wysong.

San Francisco 2—125 Hyde St., Tel.:
Graystone 4-2213; Lyle A. Bramson.

ALL-SCOPE PICTURES INC.

7525 Beverly Blvd., Hollywood 36,
Calif., Tel.: Wyoming 1128; Gordon
S. Mitchell, president.

Services: Advertising spot production.

AMERICAN FILM PRODUCERS

1600 Broadway, New York 19, N. Y.,
Tel.: Plaza 7-5915; Robert Gross,
executive producer.

Services: TV film production.

AMERICAN INSTITUTE OF FOOD PRODUCTS INC.

19 W. 44th St., New York 18, N. Y.,
Tel.: Murray Hill 2-4944; Robert A.
Bories, general manager.

Services: TV production, scripts, tal-
ent for food merchandising.

AMERICAN JEWISH BROADCASTING CO.

150 Broadway, New York 38, N. Y.,
Tel.: Worth 2-3322; Herman Young-
lieb, manager.

Services: Jewish programs.

AMERICAN NATIONAL VIDEO PRO- DUCTIONS INC.

17 N. Wabash Ave., Chicago 2, Ill., Tel.:
Financial 6-2255; Thomas J. O'Brien
Jr., president.

Services: TV program production,
scripts, package TV programs.

AMERICAN SALES & SERVICING AGENCY

175 5th Ave., New York 10, N. Y., Tel.:
Algonquin 4-7881; Guy Bolam, di-
rector.

Services: TV film production.

L. CLYDE ANDERSON MOTION PIC- TURES

334 "A" St., Salt Lake City 3, Utah,
Tel.: 3-5337; L. Clyde Anderson,
owner-manager.

Services: TV film production, film
processing.

TOBY ANGUISH MOTION PICTURE PRODUCTIONS

8470 Melrose Ave., Hollywood 46, Calif.,
Tel.: Webster 3-8301; Toby Anguish,
owner and manager.

Services: TV program production,
scripts, package TV programs, talent,
TV film production, film processing,
syndicate film.

New York City—Rockefeller Center,
Tel.: Judson 2-3026; Wes Hooker,
manager.

ANIMATED ARTS

4001 Nichols Ave., SW., Washington 20,
D. C., Tel.: Johnson 2-9424; C. Wes
Doty, producer.

Services: TV slides and films, live and
animated.

ARIZONA RECORDING PRODUC- TIONS

834 N. 7th Ave., Phoenix, Ariz., Tel.:
2-2016; Raymond A. Boley, owner-
manager.

Services: TV program production,
scripts, talent.

ARTISTS RECORDING STUDIOS

15 W. 10th St., Kansas City 6, Mo.,
Tel.: Harrison 6109; Bill L. Godden,
owner.

Services: TV slide and sound film pro-
duction.

ASSOCIATED BROADCASTING CO. LTD.

1139 Bay St., Toronto, Ontario, Canada,
Tel.: Princess 1111; M. Maxwell,
president & general manager; Gordon
Allen, director, Broadcast and TV
Div.

Services: Scripts, TV program produc-
tion.

ASSOCIATED ENTERPRISES

735 N. Vine St., Hollywood 38, Calif.,
Tel.: Hillside 0249; R. B. Struble,
president.

Services: TV program production,
package TV programs, TV talent, TV
film production, syndicate film.

THE ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20,
N. Y., Tel.: Plaza 7-1111; Frank J.
Starzel, general manager.

Services: World-wide news service de-
livered by 24-hour teletype circuit.
100 branch offices located throughout
the U. S. and abroad.

ASSOCIATED PROGRAM SERVICE

151 W. 46th St., New York 36, N. Y.,
Tel.: Plaza 7-7710; Maurice B. Mit-
chell, vice president & general man-
ager.

Services: Package TV programs, TV
film production, syndicate film.

ATLANTIC TELEVISION CORP.

130 W. 46th St., New York 36, N. Y.,
Tel.: Luxemburg 2-1287; Jacques
Kopfstein, executive vice president.

Services: TV program production,
package TV programs, TV film pro-
duction.

Chicago—(Ben Barry Enterprises) 323
E. 23d St., Tel.: Victory 2-5454; Ben
Barry.

Hollywood 28—(Tom J. Corradine)
5745 Sunset Blvd., Tel.: Hudson
2-4448; Tom Corradine.

ATLAS FILM CORP.

1111 South Blvd., Oak Park, Ill., Tel.:
Austin 7-8620; L. P. Mominee, vice
president & general manager.

Services: TV program production,
scripts, TV film production, film
processing.

Chicago 1—228 N. LaSalle St., Tel.:
Andover 3-5672; Norman C. Lind-
quist, vice president & TV director.

ATLAS TELEVISION CORP.

15 W. 44th St., New York 30, N. Y.,
Tel.: Murray Hill 7-5535; Henry
Brown, president.

Services: TV program production,
scripts, package TV programs, TV
film production, syndicate film.
Also offices in Chicago.

AUDIO-MASTER CORP.

341 Madison Ave., New York 17, N. Y.,
Tel.: Murray Hill 3-3881; Herbert
Rosen.

Services: TV film production.

AUDIO PICTURES LTD.

310 Lakeshore Rd., Toronto 14, Ontario,
Canada, Tel.: Murray 7226; Arthur
Gottlieb, president; Gladys Glad
Gottlieb, vice president.

Services: Complete production facili-
ties for shorts.

AUDIO PRODUCTIONS INC.

630 9th Ave., New York 36, N. Y., T
Columbus 5-6771; Frank K. Speit

AUDIO-VISUAL ENGINEERING

232 E. Erie St., Chicago 11, Ill., Tel.:
Mohawk 4-4435; Alfred M. Zemler
Services: Package TV programs,
film production, film processing, syn-
dicate film.

A-V TAPE LIBRARIES INC.

730 5th Ave., New York 19, N. Y., T
Plaza 7-3091; Joseph F. Hards, presi-
dent.

Services: Pre-recorded tape libra-
London Library service.

AVEC PRODUCTIONS

232 E. Erie St., Chicago 11, Ill., T
Mohawk 4-4435; William J. Dee.
Services: TV film production, film
processing, syndicate film.

B

TOM BAILEY PRODUCTIONS INC

722 N. 4th Ave., Tucson, Ariz., Tel.:
2-1907; Tom Bailey, president-exe-
cutive producer; William Freytag, v
president.

Services: TV film production.

THOMAS J. BARRE MOTION P TURE PRODUCTIONS

1215 E. Virginia Ave., Denver 9, Col.
Tel.: Race 4605; Thomas J. Bar-
manager.

Services: TV film production.

BARRY-ENRIGHT PRODUCTIONS INC.

667 Madison Ave., New York C
Tel.: Oregon 9-3118; Jack Barry,
president.

Services: TV program product-
scripts, package TV programs, TV
film production.

BASCH RADIO & TELEVISION PP DUCTIONS

17 E. 45th St., New York 17, N. Y.,
Tel.: Murray Hill 2-8877; Charle-
Basch Jr., partner.

Services: TV program production,
scripts, package TV programs,
film production, syndicate film.

BEACON TELEVISION FEATURE INC.

420 Boylston St., Boston 16, Mass., T
Commonwealth 6-6881; J. Leon
Sanderson, president.

Services: TV program product-
scripts, package TV programs, tal
TV film production, syndicate film.

IRENE BEASLEY RADIO PRODU TION SERVICE

501 Madison Ave., New York 22, N.
Tel.: Plaza 3-8940; Irene Beasley,
owner.

Services: TV program product
package TV programs.

V. S. BECKER PRODUCTIONS

562 5th Ave., New York 36, N. Y., T
Luxemburg 2-1040; Viola S. Bec
owner.

Services: TV program product-
scripts, package TV programs, tal
TV film production.

A. H. BELO CORP. (STATION WF TV)

3000 Harry Hines Blvd., Dallas 3, Te
Tel.: Riverside 3315; Ralph W. N
mons, station manager.

Services: TV program production,
ent.

BENGAL PICTURES

15108 Plummer, San Fernando, Calif.
Tel.: Gladstone 7186; Phil E. Can-
wine, president.

Services: TV film production.
Los Angeles—1140 Crenshaw B
Tel.: Webster 7126; Ira Dowd,
tributor.

GEORGE E. BENTEL AGENCY

5617 Hollywood Blvd., Hollywood
Calif., Tel.: Granite 8608; C
Coolidge, director.

Services: Package TV scripts.

(Continued on page 270)



Twelve year olds pack half hours
for TV with exciting adventure...
Western • Pirate • Mystery.
Each a complete story filmed in
the natural beauty of Southern
Arizona. Slanted at the powerful
7 to 15 age market. In production.

Build audience... sell merchandise
with The Sagebrush Kids... a
natural for the regional and local
advertiser.

Available now. Outstanding,
full length, new to TV fea-
tures. Complete information on
request.

**Tom Bailey
Productions, Inc.**

Producers and Distributors of
Film for Television

722 N. 4th Ave. - Phone 2-1907
TUCSON, ARIZONA

APS memo from

Witch

Maurice B. Mitchell, *General Manager*
ASSOCIATED PROGRAM SERVICE
237 West 54th Street
New York 19, N. Y.
Phone: Plaza 7-7700

Are you sick of BLOOD, SEX and STEERS?

This is a message to stations, advertisers
and agencies who are seeking a television
program that will appeal to a family audience.

We are now releasing the famous Encyclopedia
Britannica series of "Great Men" films for
television.

There are 26 films in the series. Each is
timed exactly to 12 minutes.

Sponsors like Southwestern Bell Telephone
(Kansas City)...North Pole Real Ice Cream
(Pittsburgh)...Pate Oil (Milwaukee)...Third
National Bank (Nashville)...and others have
found them to be superb examples of class
advertising with universal appeal.

The subjects are listed below. The cost is
reasonable. Audition prints are available.

"the library that pays for itself"

Story of Christopher Columbus
Robert Cavalier, Sieur de Las Salle
Benjamin Franklin
George Washington
Thomas Jefferson
Daniel Boone
Lewis and Clark
Alexander Hamilton
John Marshall

John Quincy Adams
Eli Whitney
Andrew Jackson
Daniel Webster
John C. Calhoun
Henry Wadsworth Longfellow
Horace Mann
John C. Fremont
Abraham Lincoln

Andrew Carnegie
Booker T. Washington
Susan B. Anthony
Washington Irving
James Fenimore Cooper
John Greenleaf Whittier
Oliver Wendell Holmes
Louisa May Alcott

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(Continued from page 268)

JULIAN BERCOVICI
142 W. 10th St., New York 14, N. Y.,
Tel.: Watkins 9-3774; Julian Ber-
covic.

Services: TV program production,
package TV programs.

BERMAN & BETTENBENDER
410 S. Michigan Ave., Chicago 5, Ill.,
Tel.: Wabash 2-7488; Bernard S. Ber-
man, partner.

Services: TV program production,
scripts, package TV programs, tal-
ent, TV film production, syndicate
film.

WALTER BIDDICK CO.
1151 S. Broadway, Los Angeles 15,
Calif., Tel.: Richmond 6184; Guy Bid-
dick, manager.

Services: Commercial spot production.

**ALBERT BLACK TELEVISION PRO-
DUCTIONS INC.**

1270 Avenue of the Americas, New
York City, Tel.: Columbus 5-5885;
Albert Black, executive producer.

Services: TV program production,
package TV programs, TV film pro-
duction, syndicate film.

FRITZ BLOCKI PRODUCTIONS

7266 1/4 Fountain Ave., Hollywood 46,
Calif., Tel.: Hudson 2-8971; Fritz
Blocki.

Services: TV program production,
package TV programs.

**FORD BOND RADIO PRODUCTIONS
INC.**

810 RCA Bldg., New York 20, N. Y.,
Tel.: Circle 7-2236; Ford Bond, presi-
dent.

Services: TV scripts, production, pack-
age programs and development, ad-
visory service.

BOYD ENTERPRISES

Box 1844, Fort Worth, Texas; Harvey
Boyd, owner.

Services: TV package programs, pro-
duction (programs and commercials),
scripts, talent.

WILLIAM BOYD PRODUCTIONS INC.
8901 Wilshire Blvd., Beverly Hills,
Calif., Tel.: Crestview 4-5248; Wil-
liam Boyd, executive producer.

Services: TV film production.

BRISCOE & GOLDSMITH INC.

522 5th Ave., New York 18, N. Y., Tel.:
Murray Hill 2-6244; Miss Ethel Terry,
manager.

Services: Agent for TV talent.

BRITISH INFORMATION SERVICE

30 Rockefeller Plaza, New York 20,
N. Y., Tel.: Circle 6-5100; Lester
Schoenfeld, distribution manager.

Services: Film rental and sales, scripts,
talent.

BROADCAST PRODUCTIONS INC.

350 Madison, Detroit 26, Mich., Tel.:
Woodward 5-0909; Lois Michels, pres-
ident.

Services: TV scripts, package pro-
grams, production, talent.

**BROADCASTING & FILM COMMIS-
SION OF NATIONAL COUNCIL OF
CHURCHES OF CHRIST IN USA**

220 5th Ave., New York 1, N. Y., Tel.:
Oregon 9-2958; Ronald Bridges, exec-
utive director.

Services: TV religious film and live
program production.

**WILLIAM F. BROIDY PRODUCTIONS
INC.**

5545 Sunset Blvd., Hollywood 28, Calif.,
Tel.: Hempstead 6844, Hudson 2-7421;
William F. Broidy, president.

Services: TV program production,
scripts, package TV programs, TV
film production, syndicate film.

HOWARD G. BROWN PRODUCTIONS

6325 Santa Monica Blvd., Hollywood
46, Calif., Tel.: Hollywood 9-6045;
H. G. Brown, owner.

Services: TV film production.

**BUCKEYE MOTION PICTURE PRO-
DUCERS (DIV. OF CHAR-EV PRO-
DUCTION CO.)**

1908 Lea Crest Drive, Dallas, Texas,
Tel.: Drexel 4-3754; Charles H. Ed-
wards, president.

Services: TV package programs, pro-
duction, scripts, talent.

Newark (Ohio)—Arcade Annex #2,
Tel.: 43584; C. Dean Cullison, treas-
urer.

Wilmore (Ky.)—112 Main St., Tel.:
4754; Don Jewell, sales manager.

AL BUFFINGTON PRODUCTIONS

6711 Sunset Blvd., Hollywood 28, Calif.,
Tel.: Hollywood 9-8367; Al Buffing-
ton, president.

Services: TV program production,
scripts, package TV programs, TV
film production.

BYRON INC.

1225 Wisconsin Ave., Washington 7,
D. C., Tel.: Dupont 7-1800; Byron
Roudabush, president.

Services: TV program production,
package TV programs, TV film pro-
duction, film processing (16 mm
work).

BYRON PRODUCTIONS CO.

8 E. 52d St., New York 22, N. Y., Tel.:
Plaza 3-6930; Edward A. Byron, pres-
ident.

Services: Package TV programs.

C

S. W. CALDWELL LTD.

150 Simcoe St., Toronto, Ontario, Cana-
da, Tel.: Empire 6-9451; Spencer W.
Caldwell, president.

Services: TV program production,
scripts, package TV programs, TV
film production.

Toronto—80 Richmond St., W. Tel.:

Empire 6-9451; G. N. Mackenzie, vice
president in charge of sales.

Toronto—447 Jarvis St., Tel.:

Empire 6-9451; production division.

CAMPBELL-CAHILL STUDIO

75 E. Wacker Dr., Chicago 1, Ill., Tel.:
Franklin 2-4649; Jerry Campbell.

Services: Television commercials.

CAMPBELL PRODUCTIONS

19 W. 44th St., New York 18, N. Y.,
Tel.: Murray Hill 2-2542; Muriel
Campbell.

Services: Package programs, creating,
consulting and editing.

CAMPUS FILM PRODUCTIONS

161 Remsen St., Brooklyn 2, N. Y.,
Tel.: Tr 5-6296-7-8; Nat Campus.

Services: TV program production.

CAPITAL FILM SERVICE

224 Abbott Rd., East Lansing, Mich.,
Tel.: 83544; J. R. Hunter.

Services: TV program production,
scripts, package TV programs, talent,
TV film production, film processing.

**CAPITOL RECORDS DISTRIBUTING
CORP.**

(Studio Recording Services; Sales
Div. & Broadcast Sales Div.)
5515 Melrose Ave., Hollywood 38, Calif.,
Tel.: Hempstead 7114; Walter S.
Heebner, general manager.

Services: Theme and mood music for
TV film producers, studio recording,
film production.

PHILLIPS CARLIN

RKO Bldg., 1270 6th Ave., New York
20, N. Y., Tel.: Judson 6-5534; Phil
Carlin.

Services: Consultant and representa-
tive for out-of-town advertising
agencies.

GARRY CARTER OF AMERICA INC.

10 E. 49th St., New York 17, N. Y.,
Tel.: Plaza 9-2890; Garry J. Carter,
president.

Services: Package TV programs.

Toronto—59 Avenue Rd., Tel.: Princess
2505; Alex Pearlstone, manager.

**CASCADE PICTURES OF CALIFOR-
NIA INC.**

8822 Washington Blvd., Culver City,
Calif., Tel.: Ve 8-2185; Robert
Brown, sales manager.

Services: TV program production,
scripts, package TV programs, TV
film production, film processing.

CASTON PRODUCTIONS

8611 Sunset Blvd., Los Angeles 46,
Calif., Tel.: Crestview 5-0113; Robe-
L. Cashy, producer.

Services: TV film production.

CAVALIER PRODUCTIONS

Box 215, 600 Franklin St., Garden Cit,
N. Y., Tel.: Garden City 7-7110; L.
Joseph L. Levit, president.

Services: TV program production, ta-
lent, TV film production.

New Hyde Park 2 (N. Y.)—Box 7, Te

Garden City 7-7110; Miles Mast-
executive producer.

New York 19—1164 Avenue of t
Americas, Tel.: Circle 7-8466; Phill-
St. Clair, technical director.

Services: TV film production.

C & G FILM EFFECTS

1600 Broadway, New York 19, N. Y
Tel.: Plaza 7-2098; Hugo Casolari
partner; Mr. Gottlieb, partner.

Services: Titles, animation, slide film
optical effects, 16mm and 35m.
film.

BRUCE CHAPMAN CO.

55 W. 42d St., New York 36, N. Y
Tel.: Wisconsin 7-9244; Bruce Cha-
man, president.

Services: TV program productio
package TV programs, TV film pro-
duction.

Hollywood 28—6711 Sunset Blvd., Te
Gladstone 6342; Joseph Mansfield.

Paris 2—30 rue de Gramont, Te
Richelieu 8004; Dan Morley.

London W. 1—22 Davies St., Tel.: Mar-
fair 1037; Frank Byers.

Services: TV film production.

MARY CHASE MARIONETTES INC.

56 W. 45th St., New York 19, N. Y.
Tel.: Ardmore 1-5438.

Services: Specially animated mario-
ettes made and operated for TV and
movies.

LEW CHATHAM ASSOC.

Chatham Bldg., Claremore, Okla., Te
1122; L. A. Chatham, general man-
ager.

Services: TV program productio
scripts, talent, TV film production.

CHICAGO FILM LAB.

56 E. Superior St., Chicago 11, Ill., Te
Whitehall 4-6971; A. G. Dunlap, pre-
ident.

Services: Scripts, TV talent (film cor-
mercials).

**CHICAGO TRIBUNE-NEW YOR
NEWS SYNDICATE INC.**

220 E. 42d St., New York 17, N. Y
Tel.: Murray Hill 2-1234; Mol-
Slott.

Services: Newspaper features adapt-
ble to telecasting.

CHOREOGRAPHERS' WORKSHOP

471 Park Ave., New York 22, N. Y
Tel.: Plaza 9-6239.

Services: TV program productio-
package TV programs, talent.

FRANK CHRISTL & ASSOC.

521 N. LaCienega Blvd., Los Angel
48, Calif., Tel.: Crestview 1-64
Frank Christl, owner.

Services: TV program productio
package TV programs, TV film pro-
duction, scripts, talent.

CINEMA (CANADA) PICTURES LTD

36 Dundas St. East, Toronto 2, On
Tel.: Empire 6-9573; Edward C. Buc-
dy, general manager.

Services: TV film production.

(Continued on page 272)

**BRITISH
INFORMATION
SERVICES**

TV FILM SPECIALISTS
30 Rockefeller Plaza, New York 20, N. Y.

Dangerous Assignment

STARRING
BRIAN DONLEVY

STEVE MITCHELL
SECRET GOVERNMENT AGENT



profit proved
in 63 markets!

and now **AGAIN** available
everywhere* at a local price

You could spend a fortune producing your own local program, with no guarantee of results. Now, you can afford to buy "Dangerous Assignment" for exclusive local sponsorship, and **KNOW** you'll get results because it has been **PROFIT-PROVED!**

For example, a wholesale grocer in Bloomington, Indiana, advertised his tea on "Dangerous Assignment" over WTTV and sold 3½ tons... seven months' normal supply... in one week! It has increased sales for 40 other sponsors. It can do the same for you.

"Dangerous Assignment" is NBC Television, which means quality throughout. Plus top advertising, merchandising, publicity, promotion and exploitation to back you up in your local sales areas.

Find out if this **PROFIT-PROVED** program is still available in your markets. Write, call or wire today.

* correction.
please.
Brian Donlevy
is moving fast.
Already
re-sold in
10 markets.
No. 12.

NBC FILM PROGRAMS



New York • Chicago • Los Angeles

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

CINEMART INTERNATIONAL CORP.
322 E. 44th St., New York 17, N. Y.,
Tel.: Oregon 9-4430; Varian Fry,
president.
Services: TV film production.

CINEQUE COLORFILM LAB INC.
424 E. 89th St., New York 28, N. Y.,
Tel.: Sacramento 2-5837; Sam Mar-
cus, president.
Services: TV film production.

CINESCOPE FILMS
42-45 160th St., Flushing 58, N. Y., Tel.:
Flushing 8-1935; George L. George,
president.
Services: TV film production.

CINE-TELE PRODUCTIONS
6327 Santa Monica Blvd., Hollywood
38, Calif., Tel.: Gladstone 3376; Harry
Lehman, executive producer.
Services: TV program production, TV
film production, film processing, syn-
dicate film.

**CINETEX PRODUCTIONS OF SAN
ANTONIO OF TEXAS**
2007 S. Presa St., San Antonio 10, Texas,
Tel.: Kenwood 1682; Frank E. Sherry
Jr., owner.
Services: TV film production, program
production.

BOB CLAMPETT ENTERPRISES
704 N. Bronson, Hollywood 38, Calif.,
Tel.: Granite 6144-45-46; D. J. Nocer-
ine, general manager.
Services: TV program production,
package TV programs, talent.
New York City—Paramount Bldg.,
Tel.: Bryant 9-8700; John Howell,
director of sales merchandise.

CLOSED-CIRCUIT TELEVISION CO.
20 E. 53rd St., New York 22, N. Y.,
Harold Azine, president.
Services: TV program production.

GEORGE W. COLBURN LAB. INC.
164 N. Wacker Dr., Chicago 6, Ill., Tel.:
State 2-7316; John E. Colburn, sec-
retary-treasurer.
Services: TV film production, film pro-
cessing.

TED COLLINS CORP.
1819 Broadway, New York 23, N. Y.,
Tel.: Circle 7-0094; Ted Collins, man-
ager.
Services: Production, talent.

COLONIAL FILMS
1939 S. George Mason Dr., Arlington 4,
Va., Tel.: Jackson 6-8021; Harold L.
Lassiter, owner.
Services: Motion picture production.

COLSON & CO. INC.
1122 Jackson, Dallas, Texas, Tel.:
Sterling 3878; Harrison D. Colson,
president.
Services: TV program production,
package TV programs, talent, TV
film production.
Dallas—3846 Meredith.

**COLUMBIA ARTISTS MANAGEMENT
INC.**
113 W. 57th St., New York 19, N. Y.,
Tel.: Murray Hill 8-6844; Eleanor
French, director of television depart-
ment.
Services: Talent booker.

**Chicago—Wrigley Bldg., 400 N. Michi-
gan Ave., Tel.: Delaware 7-6626;
Marion Evans, head, TV Dept.
Los Angeles 13—Auditorium Bldg., 427
W. 5th St., Tel.: Madison 6-2327;
Cleone Pottenger, head, TV Dept.**

**COMMODORE PRODUCTIONS &
ARTISTS INC.**
971 N. La Cienega Blvd., Hollywood 46,
Calif., Tel.: Hollywood 9-8229; Walter
White Jr., president & executive pro-
ducer; Bill Heath, executive pro-
ducer; Vernon Keays, production su-
pervisor; Eleanor Payne, coordina-
tor; Robert Warwick Jr., film editor;
James Sullivan, art director; Miriam
Powers, casting director.

Services: TV program production,
package TV programs, TV film pro-
duction.

**COMMONWEALTH FILM & TELEVI-
SION INC.**
723 7th Ave., New York 19, N. Y., Tel.:
Circle 5-6456; Mort Sackett, presi-
dent.

Services: TV program production,
package TV programs, TV film pro-
duction, syndicate film.

FRANK COOPER ASSOCIATES
521 5th Ave., New York 17, N. Y., Tel.:
Vanderbilt 6-5661; Sy Fischer, man-
ager.

Services: TV productions, talent, per-
sonal manager, writers' agent.
**Hollywood—7225 Hollywood Blvd., Tel.:
Hollywood 9-3737; Frank Cooper,
owner.**

CORNELL FILM CO.
1501 Broadway, New York 36, N. Y.,
Tel.: Wisconsin 7-6650; J. Milton
Salzburg, president.
Services: TV film production.

CORONET INSTRUCTIONAL FILMS
65 E. South Water St., Chicago 1, Ill.,
Tel.: Dearborn 2-7676; Ellsworth C.
Dent, director.
Services: Prints of educational films.

LOUIS G. COWAN INC.
575 Madison Ave., New York 22, N. Y.,
Tel.: Plaza 9-3700; Louis G. Cowan,
president.

Services: TV program production,
package TV programs.
**Chicago 3—8 S. Michigan Ave., Tel.:
Randolph 6-2022; John Lewellen,
vice president.**

CRAWFORD PICTURES INC.
6764 Lexington Ave., Los Angeles 38,
Calif., Tel.: Hempstead 6856; Robert
Crawford, owner.
Services: TV film production.

BING CROSBY ENTERPRISES INC.
9028 Sunset Blvd., Los Angeles 46,
Calif., Tel.: Crestview 1-1171; Basil
F. Grillo, executive vice president.

Services: TV program production,
package TV programs, TV film pro-
duction, syndicate film.
**New York City—600 5th Ave., Tel.:
Plaza 7-2277; E. N. Crosby, president.**

CROSLY BROADCASTING CORP.
140 W. 9th St., Cincinnati 2, Ohio, Te-
Cherry 1822; R. E. Dunville, pres-
dent.

Services: TV program productio
scripts, talent.
**New York 20—630 5th Ave., Tel.: Cir-
cle 6-1616; Bernard Musnik, manag-
Chicago 1—360 N. Michigan Ave., Tel.
State 2-6693; Harry Albrecht, mar-
ager.**

**Dayton 9—4595 S. Dixie Hwy., Tel.:
Walnut 2101; Peter Lasker, (stator
manager.
Columbus 2—3165 Olentangy River Rd.,
Tel.: Jefferson 5441; James Leonar
(station) manager.
Hollywood 28—6381 Hollywood Blvd.,
Tel.: Hollywood 9-5408; Tracy Moor
manager.**

CROWN PICTURES INTERNATIONA
961 N. La Cienega Blvd., Hollywo
46, Calif.; Tel.: Crestview 6-6139;
Jack Covel, president.
Services: Package TV programs, I
film production, syndicate film.

**SHAMUS CULHANE PRODUCTION
INC.**
207 E. 37th St., New York 16, N. Y
Tel.: Murray Hill 2-8243; Shamu
Culhane, president.
Services: TV film production (indu-
trial, training, public relations, en-
tertainment).

D

RONALD DAWSON ASSOC.
545 5th Ave., New York 17, N. Y., Tel
Murray HI 7-6865; Ronald Dawso-
owner.

Services: Scripts, TV program pr-
duction, package TV programs.

"STU" DAWSON PRODUCTIONS
520 N. Michigan Ave., Chicago 11, Ill.,
Tel.: Michigan 2-5231; Stuart
Dawson, owner.
Services: TV program production,
scripts, package TV programs, T-
film production, syndicate film.



NOW!!

Commodore Productions and Artists, Inc.

!! CALLING ALL RADIO STATIONS !!

"HOPALONG CASSIDY",

104—30 minute episodes

"THE CLYDE BEATTY SHOW"

156—30 minute episodes

These radio series now available for syndication, regional
or local sales! ESTABLISHED AUDIENCES!

!! CALLING ALL TELEVISION STATIONS !!

NOW!!

"THE CLYDE BEATTY SHOW"

for

Television . . . each 30-minute episode filmed in full color and
starring the one and only, CLYDE BEATTY in vivid and exciting
adventure stories of the circus and jungle . . .

NOW!!

NOW!!

WALTER WHITE, JR.
Pres.-Exec. Producer
Bill Heath
Associate Producer

971 North La Cienega Blvd.
Hollywood 46, California
Telephone, Hollywood 98229

PRODUCERS OF . . .

TARZAN radio series (General Foods-CBS)
STROLLIN' TOM (156—15 min. episodes)
DOWN OUR WAY (26—30 min. episodes)
THE CLYDE BEATTY COMIC BOOKS
PERILS OF THE JUNGLE—feature motion
picture currently released, starring CLYDE
BEATTY.

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

ARDON M. DAY PRODUCTIONS

3 E. 30th St., New York 16, N. Y.,
Tel.: Oregon 9-3595; Gordon M. Day,
owner.
Services: Package TV programs, TV
film production.

FRENES CO.

1909 Buttonwood St., Philadelphia 30,
Tel.: Rittenhouse 6-1686; Joseph
De Frenes, producer.
Services: TV program production,
scripts, talent, TV film production.

MBY, BROUN & CO. INC.

1 E. 51st St., New York 22, N. Y.,
Tel.: Plaza 9-2495; Emanuel H. Dem-
jy, president.
Services: TV program production,
package TV programs, TV film pro-
cessing, syndicate film.

L DEMING

162 W. 56th St., New York 19, N. Y.,
Tel.: Circle 5-8997; Bill Deming.
Services: Film and TV consultant, di-
rection, production, scripts.

DENHAN PRODUCTIONS INC.

60 Wyoming Ave., Detroit 21, Mich.,
Tel.: University 1-3422; William F.
Deneen, president.
Services: TV film production (com-
mercials).
Royal Oak (Mich.)—1018 S. Wilson,
Tel.: Lincoln 3-9492; Grace Garland.

PICTO FILMS INC.

204 W. 54th St., New York 19, N. Y.,
Tel.: Columbus 5-7621; John Hans.
Services: TV film commercials.

UIS DE ROCHEMONT ASSOCI- ATES INC.

W. 45th St., New York 36, N. Y.,
Tel.: Luxemburg 2-1440; Louis de
Rochemont.
Services: TV film production.

DIAMOND TV FILMS INC.

128 W. 57th St., New York, N.Y.; Tel.:
Judson 2-3178; Paul Diamond.
Services: TV film programming, fea-
tures, serials and shorts.

DOUGFAIR CORP.

666 N. Robertson Blvd., Los Angeles
46, Calif., Tel.: Crestview 1-8107; H.
Alexander MacDonald, vice presi-
dent.
Services: TV program production, TV
film production.

London—30A Hill St., W 1, Tel.: Gros-
venor 8161; Douglas Fairbanks Jr.,
president.

DOUGLAS PRODUCTIONS

1425 S. Racine, Chicago 8, Ill., Tel.:
Haymarket 1-0409; Arthur R. Jones,
sales and planning manager.

Services: TV program production,
package programs, scripts (all film).

D. P. M. PRODUCTIONS INC.

62 W. 45th St., New York 36, N. Y.,
Tel.: Murray Hill 2-0040; Dorothy P.
Maulsby.

SHERMAN H. DRYER PRODUCTIONS

667 Madison Ave., New York 21, N. Y.,
Tel.: Templeton 8-7827; Sherman H.
Dryer, president.

Services: TV program production,
package TV programs, TV film pro-
duction.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20,
N. Y., Tel.: Columbus 5-7035; J.
Knight, manager.

Services: TV program production,
scripts, package TV programs, TV
talent, TV film production, syndicate
film.

JEAN DUBOIS CO.

927 21st St., Denver 2, Col., Tel.: Main
5401; Jean M. F. Dubois, owner-
general manager.

Services: TV film production.
Denver 7—2214 Dahlia St., Tel.: East
8122; L. E. Turner, manager.

DUDLEY TELEVISION CORP.

9908 Santa Monica Blvd., Beverly Hills,
Calif., Tel.: Crestview 1-7258; Don
McNamara, executive vice president.

Services: TV program production,
scripts, package TV programs, TV
talent, TV film production, film pro-
cessing, syndicate film.

New York 22—501 Madison Ave., Tel.:
Eldorado 5-1076; Carl Dudley, presi-
dent.

DUMONT TELEVISION NETWORK

515 Madison Ave., New York 22, N. Y.,
Tel.: Murray Hill 8-2600; Chris J.
Witting, director and general man-
ager.

Services: TV program production,
scripts, package TV programs, talent,
TV film production, syndicate film.

New York (WABD (TV))—515 Madi-
son Ave., Tel.: Murray Hill 8-2600;
Richard E. Jones, manager.

Pittsburgh (WDTV (TV))—Chamber of
Commerce Bldg., Tel.: Express
1-1071; Harold C. Lund, manager.

Washington (WTTG (TV))—Raleigh
Hotel, Tel.: Sterling 3-5300; Walter
Compton, manager.

CAL DUNN STUDIOS

104 S. Michigan Ave., Chicago 3, Ill.,
Tel.: State 2-0247; Cal Dunn, owner.

Services: Production of cartoon film
commercials.

DYNAMIC FILMS INC.

112 W. 89th St., New York 24, N. Y.,
Tel.: Trafalgar 3-6221; Henry Mor-
ley and Nathan Zucker, partners.

Services: TV program production
(commercial, documentary, indus-
trial, institutional), package TV pro-
grams, TV film production.

E

RALPH EDWARDS PRODUCTIONS

1655 N. Cherokee Ave., Hollywood 28;
Tel.: Hempstead 8121; Ralph Ed-
wards, president.
Services: Packaged live and filmed TV
shows.

ELECTRO-VOX RECORDING STUDIOS

5546 Melrose Ave., Hollywood 38, Calif.,
Tel.: Gladstone 2189; Bert B. Gott-
schalk, owner and manager.

Services: Spot announcements, Air
Chek service.

PETER ELGAR PRODUCTIONS INC.

18 E. 53d St., New York 22, N. Y., Tel.:
Murray Hill 8-5626; Peter F. Elgar,
president.

Services: TV film production.

W. M. ELLSWORTH

159 E. Chicago Ave., Chicago, Ill., Tel.:
Mohawk 4-7050; W. M. Ellsworth,
owner.

Services: Package TV programs, tal-
ent.

EMERSON FILM CORP.

5024 Radford Ave., North Hollywood,
Calif., Tel.: Sunset 3-8411; M. Gore,
president; William Norin, executive
vice president.

Services: TV program production, TV
film production.

ENDORSEMENTS INC.

500 5th Ave., New York City, Jules
Alberti, president.

Services: Secures endorsements by
celebrities of manufacturers' prod-
ucts.

Hollywood 46—9172 Sunset Blvd., Tel.:
Crestview 6-1272; Bob Kaufmann,
manager.

(Continued on page 274)

We're Proud of the Rating

"THIS IS YOUR LIFE"

has made in its first year on TV

Ralph Edwards

P. S. and **"TRUTH OR CONSEQUENCES"**

is Still Going Strong on Radio

for PET MILK

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(Continued from page 273)

ESPAÑA MEXICO ARGENTINA (EMA), S. A. de C. V.

Lucerna No. 90, Mexico 6, D. F., Tel.: 10-48-60; 36-58-14; General Juan F. Azcarate, president and general director.

Services: TV film production.

DAVID ETTELSON & ASSOC.

111 W. Washington St., Chicago 2, Ill., Tel.: Dearborn 2-0853; David Ettelson, director.

Services: TV scripts, package programs and commercials, production, recording facilities.

BOB EVANS PRODUCTIONS

113 W. 57th St., New York 18, N. Y., Tel.: Judson 6-4580; Robert Evans, manager.

Services: Musical artists' management.

LAWRENCE EVANS & WEINHOLD INC.

(Div. of Columbia Artists Management) 113 W. 57th St., New York 19, N. Y., Tel.: Circle 7-6900.

Services: Musical Artists' management.

F

FADIMAN ASSOCIATES LTD.

1501 Broadway, New York 18, N. Y., Tel.: Lackawanna 4-3544; Edwin Fadiman, manager.

Services: TV package shows.

JERRY FAIRBANKS INC.

6052 Sunset Blvd., Hollywood 28, Calif., Tel.: Hudson 2-1101; Jerry Fairbanks, president.

Services: TV film production.

Chicago—919 N. Michigan Blvd.; B. N. Darling.

Atlanta—890 W. Peachtree, Tel.: Emerson 4561; R. Buch.

New Orleans—532 International Trade Mart, Tel.: Magnolia 1364; Joel Blue-stone.

FAMILY THEATER INC.

7201 Sunset Blvd., Hollywood 46, Calif., Tel.: Hudson 2-1317; James J. Ambrose, business manager; Rev. Patrick Peyton C.S.C., executive producer.

Services: TV program production, TV film production.

Albany 3—432 Western Ave., Tel.: Albany 24111; Rev. Joseph Quinn, C.S.C.

FAMOUS ARTISTS CORP.

9441 Wilshire Blvd., Beverly Hills, Calif., Tel.: Crestview 15222; Joe C. Donohue, head of radio-TV department.

Services: Scripts, package TV programs, TV talent.

New York City—610 5th Ave., Tel.: Circle 7-6200; Charles Abramson.

FANCHON & MARCO INC.

6838 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hempstead 3263; Marco Wolf, president; Jefferey Lazarus, radio-TV manager.

Services: Live and film TV programs.

NEWTON L. FAUSEY

605 N. Michigan Ave., Chicago 11, Ill., Tel.: Whitehall 4-3844; Newton L. Fausey, owner.

Services: Personal management, tax accounting.

FEATURE BUREAU

152 W. 42d St., New York 18, N. Y., Tel.: Wisconsin 7-9715; Bert Nevins, managing editor.

Services: Scripts service for women commentators.

FEATURE PRODUCTIONS

1440 N. State Pkwy., Chicago, Ill., Tel.: Michigan 2-6015; Chuck Acree, producer; Georgene O'Donnell, managing director.

Services: Recording, TV production, scripts, TV program packages, talent.

FEDERATED TELEVISION PRODUCTIONS

40 E. 40th St., New York 16, N. Y., Tel.: Murray Hill 5-7220; Hubert V. Chain, president.

Services: TV program production, scripts, TV film production.

PAUL J. FENNEL CO.

404 N. La Cienega Blvd., Los Angeles 43, Calif., Tel.: Crestview 6-0847; Paul J. Fennell, president.

Services: TV film production (public relations, training, animated commercials).

New York 16—40 E. 40th St., Tel.: Lexington 2-2384; M. R. (Mickey) Dubin, vice president.

HERMAN FIALKOFF (AGENCY)

1560 Broadway, New York 36, N. Y., Tel.: Judson 2-4037-8-9; Herman Fialkoff, owner.

Services: TV talent, TV film production.

North Hollywood—5809 Troost Ave.; Harry A. Gourfain.

Rio de Janeiro (Brazil)—Copacabana Hotel; Francisco De Souza.

FILMACK CORP.

1327 S. Wabash Ave., Chicago 5, Ill., Tel.: Harrison 7-3395; Irving Mack.

Services: TV film production, film processing.

New York City—630 9th Ave., Tel.: Plaza 7-3809; Max Herschman.

FILM ASSOCIATES INC.

440 E. Schantz Ave., Dayton 9, Ohio, Tel.: Walnut 2164; Edward R. Lang, general manager.

Services: TV program production, scripts, package TV programs, TV talent, TV film production, film processing.

FILMCRAFT PRODUCTIONS

(Also see L. Clyde Anderson Motion Pictures)

8451 Melrose Ave., Los Angeles 46, Calif., Tel.: Webster 3-9281; Isidore Lindenbaum, president and executive producer.

Services: TV program production, scripts, package TV programs, talent, TV film production.

FILM DEVICES INC.

13 E. 37th St., New York City, Tel.: Murray Hill 9-4175; Leo R. Dratfield, president.

FILMEFFECTS OF HOLLYWOOD

1153 N. Highland Ave., Hollywood 38, Calif., Tel.: Hollywood 9-5808; Charles S. Leeds, general manager.

Services: 35mm 3-color negatives and prints from 16mm originals; reductions, blow-ups, optical effects and experimental work.

FILMFAX PRODUCTIONS

10 E. 43d St., New York 17, N. Y., Tel.: Murray Hill 7-8876; Henry Clay Gipson.

Services: Animated and film productions.

FILM GRAPHICS INC.

245 W. 55th St., New York City, Tel.: Judson 6-1922; Lee Blair, president.

Services: Animated material, live action TV commercials, educational film shorts, film productions.

FILM MAKERS INC.

322 E. 24th St., New York 10, N. Y., Tel.: Murray Hill 5-3358; J. H. Lennauer, president.

Services: TV film production.

FILM PUBLISHERS INC.

25 Broad St., New York 4, N. Y., Tel.: Hanover 2-5688; Kenneth Alan Silver, president.

Services: TV program production, TV film production.

New York 4—(Outlook Productions Inc., affiliate) 25 Broad St., Tel.: Hanover 2-5690.

FILM STUDIOS OF CHICAGO

135 S. LaSalle St., Chicago 3, Ill., Tel.: Central 6-8147; H. A. Spanuth, managing director.

Services: TV package programs, production, talent.

FILMS FOR TELEVISION INC.

(FFTV) Harbor Ave., Marblehead Neck, Mass., Tel.: Marblehead 2020; Charles W. Phelan, president.

Services: TV film production, film processing, syndicate film.

FILMWRIGHT PRODUCTIONS INC.

3 E. 57th St., New York 19, N. Y., Tel.: Eldorado 5-6038; Max Glandbard, president.

Services: TV film production.

FRIEDA FISHBEGIN

11 W. 42d St., New York 36, N. Y., Tel.: Longacre 5-1379; Frieda Fishbein, owner.

Services: TV scripts.

FIVE STAR PRODUCTIONS INC.

6530 Sunset Blvd., Hollywood 28, Calif., Tel.: Hempstead 4807; Harry W. McMahan, president and executive producer.

Services: TV commercials.

FLANKAY & JACKSON RECORDING STUDIOS

(See Harry Smith Recording Studios.)

FLYING A PICTURES INC.

6920 Sunset Blvd., Hollywood 28, Calif., Tel.: Hollywood 9-1425; Armand L. Schaefer, executive producer.

Services: TV film production.

FLYING A PRODUCTIONS INC.

1433 N. Gower St., Hollywood 28, Calif., Tel.: Hudson 2-3111; Armand Schaefer, president of TV and motion picture division.

Services: Scripts, package TV programs, TV film production, syndicate film.

GEORGE F. FOLEY INC.

9 E. 45th St., New York 17, N. Y., Tel.: Murray Hill 7-5354-8; George F. Foley, president.

Services: TV program production, package TV programs, TV talent, TV film production, syndicate film.

FORTUNE RECORD DISTRIBUTORS

11629 Linwood, Detroit 6, Mich., Tel.: To 7-3077; Dorothy S. Brown.

Services: TV scripts, package TV programs.

FOUNDATION FILMS CORP.

Citizens Bank Bldg., Pasadena 1, Calif., Tel.: Sycamore 2-6476; Richard D. Pearsall, president.

Services: Package TV programs, TV program production, scripts, syndicate film.

FRANKLIN TELEVISION PRODUCTIONS

6710 Melrose Ave., Hollywood, Ca., Tel.: Wyoming 1491; John J. Franklin, producer.

Services: TV program production, scripts, package TV programs, TV talent, TV film production, film processing, syndicate film.

Hollywood—6710 Melrose Ave.; Homer McDonnell.

New York—130 W. 42d St.; Lester Tobias.

Los Angeles—545 Sunset Blvd.; William F. Broidy.

FULTON RECORDING CO.

80 W. 40th St., New York 18, N. Y., Tel.: Lackawanna 4-7187; R. J. O'Leary, general manager.

Services: Sync tape recording transfer to film.

ALLEN A. FUNT PRODUCTIONS

100 Central Park South, New York N. Y., Tel.: Judson 6-5227; Allen Funt, president.

Services: TV program production, package TV programs, TV film production, syndicate film.

G

BLANCHE GAINES

(Writers' Representative) 40 E. 49th St., New York 17, N. Y., Tel.: Plaza 9-3873.

Services: TV scripts.

GAINSBOROUGH ASSOCIATES INC.

1440 Broadway, New York 18, N. Y., Tel.: Chickering 4-0626; Mitchell Jablons, president.

Services: TV program production, package TV programs, talent.

Hollywood—6615 Padre Terrace, Tel.: Granite 6930; M. L. Boyd.

GALE AGENCY INC.

48 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-7100; Tim Gale, president.

Services: TV booking.

GALE INC.

48 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-7100; Moe Gale, president.

Services: TV talent.

WILLIAM J. GANZ CO.

40 E. 49th St., New York City, Tel.: Eldorado 5-1443; William J. Ganz, president.

Services: Motion picture film production, shorts, documentary and commercials.

AL GARRY PRODUCTIONS

48 W. 48th St., New York 19, N. Y., Tel.: Ri 9-5055; Al Garry, owner.

Services: TV package shows.

GBA PRODUCTIONS

727 Meriden Rd., Waterbury 63, Conn., Tel.: 3-5272; Joe Gallucci, president.

Services: Package TV programs.

GENERAL ARTISTS CORP.

RKO Bldg., New York 20, N. Y., Tel.: Circle 7-7550; Thomas G. Rockwell, president.

Services: Package TV programs, TV talent, TV film production, syndicate film.

Chicago—8 S. Michigan Ave., Tel.: State 2-6288; Pat Lombard, vice president.

Beverly Hills (Calif.)—9650 Santa Monica Blvd., Tel.: Crestview 1-8101; Henry Miller, vice president.

Cincinnati 1—Carew Tower, Tel.: Ma 1197; Frank Hanshaw.

Dallas—3105 Commerce, Tel.: Rivers 3665; Phil Brown.

GENERAL ENTERTAINMENT CORP.

128 E. 56th St., New York 22, N. Y., Tel.: Eldorado 5-3520; Howard Barnes, president.

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

Services: TV program production, package TV programs, TV film production.

GENERAL PICTURES PRODUCTIONS INC.

201 6th Ave., Des Moines 9, Iowa, Tel.: 4553; D. H. Bonine, vice president.
Services: TV program production, TV film production, film processing; Des Moines—(Labs) Kempton Rd., Tel.: 3-8275; D. H. Bonine.

ICHELL GERTZ AGENCY INC.

240 S. Beverly Dr., Beverly Hills, Calif., Tel.: Crestview 4-5491; Mitchell Gertz.
Services: TV program production, scripts, package TV programs, talent, TV film production.

JIN E. GIBBS & CO. INC.

20 Rockefeller Plaza, New York 20, N. Y., Tel.: Plaza 7-5959; John Gibbs, president.
Services: TV package programs, production, talent, scripts.

LWIN PRODUCTIONS

S. Beverly Dr., Beverly Hills, Calif., Tel.: Crestview 6-6127; Bruce Gilgath, vice president.
Services: TV program production (children's program).

L ENTERPRISES INC.

Park Ave., New York 17, N. Y., Tel.: Plaza 3-9473; Marion Gering, president.

LOBE TV PRODUCTIONS

9 Sunset Blvd., Los Angeles 46, Calif., Tel.: Crestview 4-5217-18; Albert S. Rogell, president; John Yost, vice president.
Services: TV program production, package TV programs, TV film production.
Onto 1—22 Toronto St., W.; Irving Picard.

L T. C. GOLDSTONE AGENCY

9 Sunset Blvd., Los Angeles 46, Calif., Tel.: Crestview 7-1071; John A. Eitlinger, head of radio-TV department.
Services: TV program production, scripts, package TV programs, talent, TV film production.

MARRY S. GOODMAN PRODUCTIONS

1. 53d St., New York 22, N. Y., Tel.: Plaza 5-6131; Harry S. Goodman, president.
Services: Scripts, package TV programs, TV talent, TV film production, syndicate film.

MODSON-TODMAN PRODUCTIONS

E. 57th St., New York 22, N. Y., Tel.: Plaza 5-9100; W. S. Todman, Mark Goodson, partners.
Services: TV package programs, production, TV film production.

MARTIN A. GOSCH PRODUCTIONS

E. 44th St., New York City, Tel.: Trafalgar 9-7060; Martin A. Gosch, president.
Services: TV productions, programs.

THAM RECORDING CORP.

1. 46th St., New York 36, N. Y., Tel.: Judson 6-5577; Herbert M. Moss, president.

Services: TV program production, scripts, package TV programs, TV film production.

EN ASSOCIATES

5. N. Michigan Ave., Chicago 11, Ill., Tel.: Whitehall 4-0818; Lewis G. Green, manager.

Services: TV program production, scripts, package TV programs, TV film production.

GREENE FILM PRODUCTIONS

40 W. 48th St., New York 36, N. Y., Tel.: Plaza 7-3858; Ben Greene, owner.

Services: TV program production, scripts, package TV programs, talent, TV film production.

GROSSMAN

210 6th Ave., RKO Bldg., New York N. Y., Tel.: Circle 5-8422; Al Grossman, owner.

Services: TV program production, package TV programs, TV talent.

JOHN GUEDEL RADIO PRODUCTIONS

1680 Vine St., Hollywood 28, Calif., Tel.: Hempstead 5186; John Guedel, Art Linkletter, partners.

Services: TV program production, package TV programs, talent, TV film production.

G & W TELEVISION PRODUCTIONS INC.

307 E. 44th St., New York 17, N. Y., Tel.: Murray Hill 5-4258; Robert Whiteman, vice president.

Services: TV program production, package TV programs, TV film production.

H

HERMAN HACK PRODUCTIONS

535 N. Laurel Ave., Los Angeles 48, Calif., Tel.: Walnut 2068; Herman Hack.

Services: TV program production, TV film production.

SYLVIA HAHLO THEATRICAL AGENCY

113 W. 57th St., New York 19, N. Y., Tel.: Judson 6-2731; Sylvia Hahlo.

Services: TV talent.

WENDELL HALL MUSIC MAKER PRODUCTIONS

4355 N. Paulina St., Chicago 13, Ill., Tel.: Graceland 2-6418; Wendell Hall, owner.

Services: TV program production, package TV programs, TV talent.

MITCHELL J. HAMILBURG AGENCY

8776 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 5-4171; Mitchell J. Hamilburg, owner.

Services: TV program production, scripts, package TV programs, talent, TV film production.

LAURENCE HAMMOND PRODUCTIONS INC.

455 E. 51st St., New York 22, N. Y., Tel.: Plaza 9-2210; Laurence Hammond.

Services: TV program production, scripts, package TV programs, TV film production.

PAUL HANCE PRODUCTIONS INC.

1776 Broadway, New York City, Tel.: Circle 5-9140; Paul Hance, president.
Services: Animated and film production.

HANKINSON STUDIO

15 W. 46th St., New York 19, N. Y., Tel.: Judson 6-0133; Fred L. Hankinson.

Services: Animated and film productions.

MARK HANNA

654 Madison Ave., New York 21, N. Y., Tel.: Templeton 8-8730; Mark Hanna, owner.

Services: TV talent.

HARRIS & STEELE INC.

50 W. 67th St., New York 23, N. Y., Tel.: Endicott 2-9555; Helen Steele, manager.

Services: TV production, talent.

HARRIS-TUCHMAN PRODUCTIONS

6533 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hillside 5133; Ralph G. Tuchman, sales director; Fran Harris, creative director.

Services: TV film production (commercials, industrial, sales).

BEN HARRISON PRODUCTIONS INC.

245 W. 55th St., New York 19, N. Y., Tel.: Plaza 7-3217; Ben Harrison, president.

Services: TV package programs and commercials (live and animated), TV production.

HARTLEY PRODUCTIONS INC.

20 W. 47th St., New York 36, N. Y., Tel.: Judson 2-3960; Ed Lewis, sales manager.

Services: TV film production, package shows.

HARVEY & HOWE PRODUCTIONS

500 5th Ave., New York 36, N. Y., Tel.: Wisconsin 7-2000; W. S. Harvey, partner.

Services: TV program production, package TV programs.

Chicago 11—919 N. Michigan Ave., Tel.: Superior 7-4930; Eleanor Howe, partner.

SAM HAYES PRODUCTIONS

6000 Sunset Blvd., Hollywood 28, Calif., Tel.: Hempstead 1515; Sam Hayes, president and general manager.

Services: TV program production, package TV programs, TV film production.

GEORGE HEID PRODUCTIONS

William Penn Hotel, Pittsburgh 30, Pa., Tel.: Grant 1-3696; George Heid, president.

WALTER HERZBRUN AGENCY

8820 Sunset Blvd., Los Angeles 46, Calif., Tel.: Crestview 6-4157; Walter Herzbrun, president.

Services: TV talent, scripts.

HOFFBERG PRODUCTIONS INC.

362 W. 44th St., New York 36, N. Y., Tel.: Circle 6-9031; Jack H. Hoffberg, president.

Services: Motion pictures for television.

HOLLYMADE PRODUCTIONS INC.

1651 Cosmo St., Hollywood 28, Calif., Tel.: Granite 3171; Leigh Crosby, president.

Services: TV program production.

HOLLYWOOD FILM CO.

946 Seward St., Hollywood 38, Calif., Tel.: Hillside 7191; Ben and Harry Teitelbaum, partners.

Services: Sale of TV editing supplies and equipment.

Hollywood 27—5446 Carlton Way, Tel.: Hillside 7191.

HOLLYWOOD TELEVISION PRODUCTIONS

505 5th Ave., New York City, Tel.: Murray Hill 2-0326; Jack McGowan, president.

Services: TV program production, scripts, package TV programs, TV film production, film processing.

Jersey City—220 Stegman St., Tel.: Henderson 4-3405; Michael McGowan.

HOLLYWOOD TELEVISION SERVICE INC.

4020 Carpenter St., North Hollywood, Calif., Tel.: Sunset 3-8807; Morton W. Scott, vice president and general manager.

Services: Package TV programs, TV film production, film processing, syndicate film.

Branch Managers at Republic Pictures Corp. offices in Albany, Atlanta, Boston, Buffalo, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Denver, Des Moines, Detroit, Indianapolis, Kansas City, Los Angeles, Memphis, Milwaukee, Minneapolis, New Haven,

New Orleans, New York, Oklahoma City, Omaha, Philadelphia, Pittsburgh, Portland, St. Louis, Salt Lake City, Seattle, San Francisco, Tampa, Washington (D. C.).

WEST HOOKER INC.

853 7th Ave., New York 19, N. Y., Tel.: Judson 2-3026; West Hooker, president.

Services: TV program production, package TV programs, TV talent, TV film production, syndicate film, scripts.

HOURLY GLASS PRODUCTIONS

810 N. Highland Ave., Hollywood 28, Calif., Tel.: Crestview 19111; George de Normand, director.

Services: TV film production.

MARY HOWARD PRODUCTIONS

37 E. 49th St., New York 17, N. Y., Tel.: Plaza 8-2910; Mary Howard, owner.
Services: Recording.

HARRY O. HOYT PRODUCTIONS

2543 Kelton Ave., Los Angeles 64, Calif., Tel.: Brighton 0-4757; Harry O. Hoyt, president.

Services: TV film production (commercials).

San Francisco—276 Monadnock Bldg., Tel.: Exbrook 2-0377; Dean Wright, manager.

New York 1—225 W. 34th St., Tel.: Chickering 4-3127; Ira W. Simmons, manager.

RICHARD W. HUBBELL & ASSOC.

441 E. 20th St., New York 10, N. Y., Tel.: Oregon 7-6863; Richard Hubbell, chairman.

Services: TV program production, scripts, package TV programs, TV film production, syndicate film, film exporter, consultant.

Sherman Oaks (Calif.)—4825 Katherine St.; Philip Booth.

New York City—120 Broadway, Tel.: Barclay 7-7760; Gilbert Parker.

London—11a Montpelier St., S. W. 7, Tel.: Kensington 6250; Derick Williams.

HULLINGER PRODUCTIONS

5200 Klinge St., N. W., Washington 16, D. C., Tel.: Woodley 6-9487; Edwin Ware Hullinger, president.

Services: TV program production, scripts, package TV programs, TV film production. (Newsreel assignments.)

HURRELL PRODUCTIONS

2400 Alameda Ave., Burbank, Calif., Tel.: Rockwell 9-2158; George Hurrell, president.

Services: TV film production.

HYPERION FILMS INC.

1564 Broadway, New York 36, N. Y., Tel.: Judson 2-2028; William Holland, president.

Services: TV film production.

(Continued on page 278)

SALES FLAGS FLY ON EVERY CHANNEL

Film spots by Harris-Tuchman Productions have eye sell in every scene and sound sell in every line.

Combined advertising agency and film experience insure the agency point of view.

Call or write:

Harris-Tuchman Productions
6533 Hollywood Blvd. Hollywood 28, Calif.
Hillside 5133



Fresh! Vigorous! Exciting!

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MOST MAGNIFICENT SERIES
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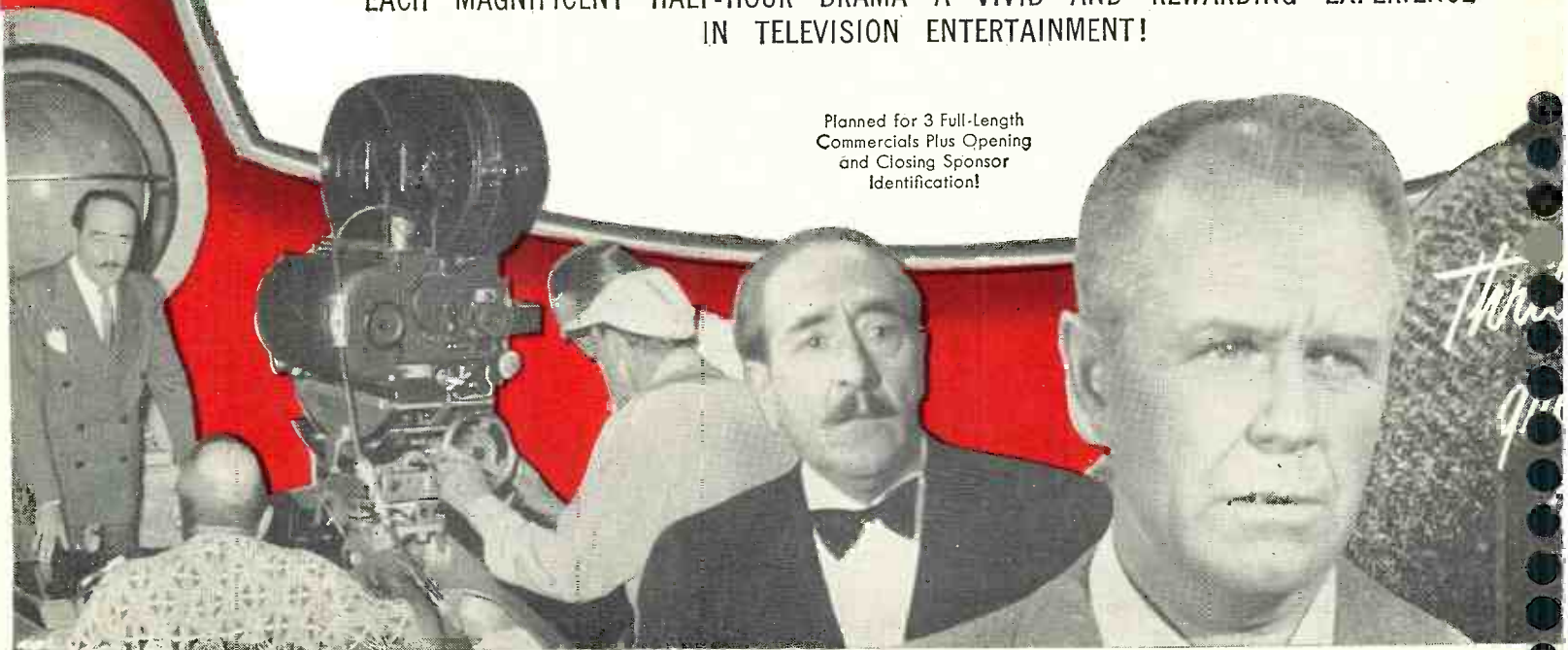
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YOUR STAR AND HOST IN

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STORY”**

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE
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Commercials Plus Opening
and Closing Sponsor
Identification!



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Master's Flair!

NOT ANYWHERE, NOT BY ANYONE HAS
TELEVISION BEEN SO HANDSOMELY
AND LAVISHLY STAGED!

BEYOND BELIEF!

Brilliant Stories!

ALL THRILLINGLY NEW
TO TELEVISION!

NEVER BEFORE HAVE SO MANY
TALENTS BEEN COMBINED FOR
THE SOLE PURPOSE OF BUILDING

Sales and Profits!
FOR YOU!

*television's
most dramatic
movement...*



ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI, OHIO
NEW YORK HOLLYWOOD

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(Continued from page 276)

IDEAL PICTURES CORP.

65 E. South Water St., Chicago 1, Ill., Tel.: Dearborn 2-7676; Paul R. Foght, general manager.

Services: 16mm film library.

New York—233-239 W. 42d St., New York 36, N. Y., Tel.: Lackawanna 4-0916; Walter J. Dauler.

Los Angeles—2950 W. 7th St., Los Angeles, Calif., Tel.: Dunkirk 3-3195; Scott Hillam.

Also Branches—Affiliates and licensees in Atlanta, Baltimore, Baton Rouge, Boston, Buffalo, Chicago, Cincinnati, Dallas, Denver, Des Moines, Detroit, Honolulu, Indianapolis, Kansas City, Louisville, Memphis, Miami, Minneapolis, Oakland, Oklahoma City, Portland, Richmond, St. Louis and Salt Lake City.

ILLUSTRATE INC.

971 N. La Cienega Blvd., Los Angeles 46, Calif., Tel.: Crestview 4-6007; Donald S. Dewar.

Services: TV film production.

INTERNATIONAL MOVIE PRODUCERS' SERVICE (IMPS)

515 Madison Ave., New York 22, N. Y., Tel.: Eldorado 5-6620; Ben Gradus, president.

Services: TV program production, scripts, package TV programs, TV talent, TV film production.

New York 19—321 W. 56th St., Tel.: Plaza 7-4823; Irving Sachs.

IMPRO PRODUCTIONS INC.

(Hal Roach Studios)
8822 W. Washington Blvd., Culver City, Calif., Tel.: Texas 0-4525; Herbert L. Strock, president.

Services: TV program production, package TV programs, TV film production.

Hollywood—(Frank Cooper & Assoc.)
7225 Hollywood Blvd., Tel.: Hollywood 9-3737.

New York—(Frank Cooper & Assoc.)
521 5th Ave.

INSTITUTE OF VISUAL TRAINING

40 E. 49th St., New York 17, N. Y., Tel.: Eldorado 5-1443; Herbert R. Dietz, general manager.

Services: TV film production (public service films).

INTERNATIONAL TELE-FILM PRODUCTIONS INC.

331 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 7-9116; Paul F. Moss, president.

Services: TV program production, package TV programs, TV film production.

LOU IRWIN INC. AGENCY

9165 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 1-7131; Lou Irwin, president.

Services: TV talent representative.

J

JACK-O-GRAM STUDIOS

152 W. 42d St., New York 36, N. Y., Tel.: Lackawanna 4-1173; S. Jack Solomon, owner.

Services: TV film production.

JAFFE AGENCY INC.

8553 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 6-6121; Sam Jaffe, president; Mary Baker, West Coast radio-TV head.

Services: TV program production, scripts, package TV programs, talent, TV film production.

New York 22—38 E. 57th St., Tel.: Plaza 9-6693; Don A. Davis.

JAM HANDY ORGANIZATION

2821 E. Grand Blvd., Detroit 11, Mich., Tel.: Tr 5-2450; Vincent L. Herman, vice president in charge of television.

Services: TV program production.

New York 19—1031-33 G. M. Bldg., Tel.: Judson 2-4060; William Uskali.

Chicago 1—230 N. Michigan Ave., Tel.: State 2-6757; J. Greenleaf.

Dayton 2—310 Talbot Realty Bldg., Tel.: Adams 6289; J. Grann.

Hollywood 28—7046 Hollywood Blvd., Tel.: Hempstead 5809; L. G. Stewart.

Pittsburgh 22—930 Penn Ave., Tel.: Express 1840; M. Campbell.

Washington 6—544 Transportation Bldg., Tel.: District 7-0611; H. Watts.

JAMIESON TV PRODUCTIONS

3825 Bryan, Dallas 4, Texas, Tel.: Tension 8158; Hugh V. Jamieson Sr., partner.

Services: TV film production.

NAT. S. JEROME ASSOCIATES

Palace Theatre Bldg., 1564 Broadway, New York 36, N. Y., Tel.: Judson 6-5547; Don Rich.

Services: Talent, publicity.

JEWELL RADIO & TELEVISION PRODUCTIONS

185 N. Wabash Ave., Chicago 1, Ill., Tel.: Financial 6-4474; James E. Jewell, president.

Services: TV program production, package TV programs, TV film production.

ROBERT JOSEPH TELEVISION PRODUCTIONS

4455 Carpenter Ave., North Hollywood, Calif., Tel.: Sunset 11331; Robert Joseph, president.

Services: TV program production, scripts, package TV programs, TV film production.

JUDYLYN FILM & TELEVISION PRODUCTIONS

Empire Bldg., 13th & Walnut Sts., Philadelphia 7, Pa., Tel.: Kingsley 6-4941.

4911 PROGRAMS INC.

22 Lawrence St., Newark 5, N. J., Tel.: Market 2-0770; Dorothy L. McFadden, president.

Services: TV scripts, package programs, consultant service.

K

KAGRAN CORP.

4 W. 58th St., New York 19, N. Y., Tel.: Murray Hill 8-0585; Martin Stone, president.

Services: TV program production, package TV programs, TV film production.

BERNARD E. KARLEN PRODUCTIONS

270 Park Ave., New York 17, N. Y., Tel.: Plaza 9-3107; Bernard E. Karlen, president.

Services: TV program production, package TV programs, TV film production.

BEULAH KARNEY INC.

940 Crescent Blvd., Glen Ellyn, Ill., Tel.: 2596; Beulah Karney, president.

VICTOR KAYFETZ PRODUCTIONS INC.

130 E. 56th St., New York 22, N. Y., Tel.: Murray Hill 8-1707; Victor Kayfetz, executive producer.

Services: TV program production, scripts, package TV programs, TV film production.

K-D TALENT

(Formerly Kaie Dee Television Talent)

1697 Broadway, New York 19, N. Y., Tel.: Columbus 5-3623; Kaie Dee, director.

Services: TV program production, scripts, package TV programs, talent, TV film production.

KEISTER-VAUGHN TELEVISION FILM INDEX

1457 Congress Ave., Indianapolis, Ind., Tel.: Wabash 4301; Robert Keister, business manager; William Vaughn, service director.

Services: Subscription service to TV stations, advertising agencies and others offering information on available TV program films.

TOM KELLEY PRODUCTIONS

736 N. Seward, Hollywood 38, Calif., Tel.: Granite 6831; Tom Kelley, president.

Services: TV film production, syndicate film.

HERBERT KERKOW INC.

480 Lexington Ave., New York 17, N. Y., Tel.: Eldorado 5-0683; Herbert Kerkow, president.

Services: TV film production (industry, public relations).

KEY PRODUCTIONS INC.

18 E. 41st St., New York 17, N. Y., Tel.: Murray Hill 4-1771; James D. Kantor, president.

Services: TV program production, package TV programs, TV film production.

KIER FILM CO.

154 Davis Court, San Antonio 2, Tel.: Travis 0652; H. W. Kier, owner.

Services: Production of all type films, location scenes.

KLING STUDIOS INC.

601 N. Fairbanks Ct., Chicago 11, Ill., Tel.: Delaware 7-0400; Fred Niles, vice president and director of motion picture-TV division.

Services: TV program production, package TV programs, TV film production.

Hollywood—6650 Sunset Blvd., Tel.: Hudson 2-1147; Lee Blevins, v. president.

New York—40 E. 51st St., Tel.: Pl 9-4770; Seymour Thompson.

Detroit—1928 Guardian Bldg., Tel.: Woodward 1-2500; Stanley Jack.

KNICKERBOCKER PRODUCTIONS INC.

1600 Broadway, New York 19, N. Y. Tel.: Circle 6-9850; Howard A. Less, president.

Services: TV film production.

KNOWLEDGE BUILDERS

625 Madison Ave., New York 22, N. Y. Tel.: Eldorado 5-2848; John R. M. Crory, director.

Services: Film programs.

L

LALLEY & LOVE INC.

3 E. 57th St., New York 22, N. Y., Tel.: Eldorado 5-1382; J. B. Lalley, sa. manager.

Services: TV program production, scripts, TV talent, TV film production, film processing.

L'ANGLAIS PRODUCTIONS

317 Keefer Bldg., Montreal, Tel.: University 6-8751; Paul L'Anglais, president.

Services: TV scripts, package program and production, talent.

ALBERT LANG PRODUCTIONS INC.
5746 Sunset Blvd., Hollywood 28, Calif. Tel.: Hudson 2-7111, 2-2454; Albu Lang, president.

Services: TV program production, package TV programs, TV film production.

LANG-WORTH FEATURE PROGRAMS INC.

113 W. 57th St., New York 19, N. Y. Tel.: Judson 6-5700; C. O. Langlois, president.

Services: Background and cue music written and produced for film or TV.

LARCHMONT TV STUDIOS

210 N. Larchmont Blvd., Los Angeles, Calif., Tel.: Hollywood 9-2895; James Miles, president, general manager.

Services: Package TV programs, 1 studios and facilities for rental.

HERBERT S. LAUFMAN & CO.

624 S. Michigan Ave., Chicago 5, I. Tel.: Webster 9-2302; Herbert S. Laufman, Jules Pewowar.

Services: TV program production, scripts, package TV programs, 1. film production.

ROBERT LAWRENCE PRODUCTIONS INC.

418 W. 54th St., New York 19, N. Y. Tel.: Judson 2-5242; Robert L. Lawrence, president.

Services: TV film production.

JERRY LAYTON ASSOCIATES INC.

551 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-6320; Jerry Layton, president.

Services: TV program production, package TV programs, TV film production.

LES LEAR PRODUCTIONS

139 N. Clark St., Chicago 2, Ill., Tel.: Franklin 2-7840; Les Lear, manager.

Services: TV production, talent.

TOM LEIGHTON PRODUCTIONS INC.

1627 "K" St., N.W., Tel.: Republic 7-5827; Tom Leighton, president.

Services: Scripts, TV package program.

GENE LESTER PRODUCTIONS

1487 N. Vine St., Hollywood 28, Calif. Tel.: Hillside 7287; Gene Lester, owner.

Services: TV program production, package TV programs, TV film production.



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THE SILVER EAGLE

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The SILVER EAGLE

ABC Network

Tuesdays and Thursdays
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For General Mills

Available Productions:

"THE BACKYARD KIDS"
"CARNIVAL OF YOUTH"
"THE OTHER MAN'S JOB"



TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

AROL LEVENE PRODUCTIONS

20 Post St., San Francisco 8, Calif., Tel.: Sutter 1-5022; Carol Levene, proprietor.
 Services: Consultant to agencies, TV program production, package TV programs, TV film production.

BIGGIE LEVIN

(Television Airshows Inc., Airshows Inc.)
 1 N. Michigan Ave., Chicago 11, Ill., Tel.: Superior 7-0506; W. Biggie Levin, president.
 Services: TV production, package programs, talent, scripts.

BOWEN & CLARK INC.

20 N. Rush St., Chicago 11, Ill., Tel.: Whitehall 3-1412; Herschell G. Lewis, president.
 Services: TV program production, scripts, package TV programs, TV film production, syndicate film.

BOB LEWIS THEATRICAL ENTERPRISES

14 Broadway, New York 36, N. Y., Tel.: Plaza 7-0412.
 Services: Production, talent, scripts.

LESTER LEWIS ASSOCIATES

E. 48th St., New York 17, N. Y., Tel.: Plaza 3-5083; Lester Lewis.
 Services: TV program production, scripts, package TV programs, TV talent, TV film production.

LES LEVEY

270 6th Ave., New York City, Tel.: Circle 7-7956.
 Services: Film production, educational film shorts, features, serials.

BRA FILM PRODUCERS-DISTRIBUTORS

15 Sunset Blvd., HAC Bldg., Hollywood 28, Calif., Tel.: Hempstead 161, Gladstone 7960; Charles M. McCoy, vice president.
 Services: TV program production, scripts, package TV programs, talent, TV film production, film processing, syndicate film.

ROBERT LIGHTIG-ENGLANDER

(See Roy Mack & Lou Levine Agency)

WETONE TRANSCRIPTIONS

3 Gilbert Court, Peoria 5, Ill., Tel.: 2-9443; Norris John Buechele, president.
 Services: TV film production.

ART LINICK ENTERPRISES

1 N. Michigan Ave., Chicago 11, Ill., Tel.: Whitehall 4-5230; Art Linick, manager.
 Services: TV production.

RAY LINTON & CO.

100 N. Michigan Ave., Chicago 1, Ill., Tel.: Franklin 2-8067; Ray Linton.
 Services: TV film programs (sales agent).

WILSON TELEVISION PICTURES INC.

1501 Broadway, New York 36, N. Y., Tel.: Pennsylvania 6-1780; E. W. Jammons.
 Services: TV program production, scripts, package TV programs, TV film production, syndicate film.

PHILLIPS H. LORD INC.

101 Madison Ave., New York 22, N. Y., Tel.: Plaza 5-2211; Phillips H. Lord, president.
 Services: TV package programs.

WATSON VIDEO PRODUCTIONS

1504 11th St., Santa Monica, Calif., Tel.: Exbrook 48279; D. N. Lott, owner.
 Services: TV program production, scripts, package TV programs, talent, TV film production.

WATSON & NORLING STUDIOS INC.

W. 55th St., New York 19, N. Y., Tel.: Columbus 5-6974; Wil Marcus, vice president.
 Services: TV film production.

M

MURPHY & ALEXANDER PRODUCTIONS

200 Sunset Blvd., Hollywood 28, Calif., Tel.: Hillside 3414; Arthur Alexander, president.
 Services: TV program production, package TV programs, TV film production, syndicate film.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif., Tel.: Dunkirk 4-4191; George R. Jones, general sales manager.
 Services: Mood music library.

ROY MACK & LOU LEVINE AGENCY

(Formerly Lichtig-Englander)
 9128 Sunset Blvd., Hollywood 46, Calif., Tel.: Crestview 1-2141; Roy Mack and Lou Levine, partners.
 Services: TV program production, package TV programs, talent.

MAGIC CIRCLE PRODUCTIONS

6801 Hollywood Blvd., Hollywood 28, Calif., Tel.: Granite 0155; Sam R. Sebbly, production head.
 Services: TV program production, scripts, package TV programs.

MAJOR TELEVISION PRODUCTIONS INC.

9336 W. Washington Blvd., Culver City, Calif., Tel.: Texas 0-2931; Robert Guggenheim, general manager.
 Services: TV program production, TV film production, syndicate film.
 New York 20 — 1270 Avenue of the Americas, Tel.: Plaza 7-6990; Irving Lesser, president.

MARATHON TV NEWSREEL

125 E. 50th St., New York 22, N. Y., Tel.: Murray Hill 8-0985; Konstantin Kalsner, executive director.
 Services: TV film production (public service short subjects).

HARVEY MARLOWE TELEVISION ASSOC. INC.

38 E. 57th St., New York, N. Y.; Tel.: Plaza 1-3376; Harvey Marlowe, president.
 Services: Produce and package TV programs and produce TV film.

MARSHALL-HESTER PRODUCTIONS INC.

521 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-2722; Anthony W. Marshall, president.
 Services: TV program production, scripts, package TV programs, TV film production, consultant service.

MASTERTON, REDDY & NELSON

745 5th Ave., New York 22, N. Y., Tel.: Plaza 9-1120; John Masterton, John Reddy, John Nelson, partners.
 Services: Package TV programs.

ROBERT MAXWELL ASSOCIATES

480 Lexington Ave., New York 17, N. Y., Tel.: Plaza 9-5700; Robert Maxwell, director.
 Services: Package TV programs, TV program production.

MCA TV LTD.

598 Madison Ave., New York City, Tel.: Plaza 9-7500; David Sutton, vice president.
 Services: Package TV programs, TV talent.
 Beverly Hills (Calif.)—9370 Santa Monica, Tel.: Crestview 6-2001; Bob Greengerg.
 Chicago—430 N. Michigan Ave., Tel.: Delaware 7-1100; Raoul Kent.
 San Francisco—105 Montgomery St., Tel.: Exbrook 2-8922; Kirk Torney.
 Cleveland—Union Commerce Bldg., Tel.: Cherry 1-6060; De Arv Barton.
 Dallas—2102 N. Akard St., Tel.: Central 1448; Pat Dunavan.
 Detroit—1612 Book Tower, Tel.: Woodward 2-2604; Verle Bogue.

MCA ARTISTS LTD.

598 Madison Ave., New York City, Tel.: Plaza 9-7500; David Werblin, vice president.
 Services: Package TV programs, TV talent.
 Beverly Hills (Calif.)—9370 Santa Monica Blvd., Tel.: Crestview 6-2001.
 Chicago—430 N. Michigan Ave., Tel.: Delaware 7-1100.
 San Francisco—105 Montgomery St., Tel.: Exbrook 2-8922.
 Cleveland—Union Commerce Bldg., Tel.: Cherry 1-6010.
 Dallas—2102 N. Akard St., Tel.: Central 1448.
 Detroit—1612 Book Tower, Tel.: Woodward 2-2604.
 Boston—45 Newbury St., Tel.: Copley 7-5830.
 Minneapolis—Northwestern Bank, Tel.: Lincoln 7863.

MCCONKEY ARTISTS

7000 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hempstead 7141; Jay S. McConkey, president.
 Services: TV program production, package TV programs, TV talent, TV film production, syndicate film.
 Kansas City 6—12th & Walnut St. Bldg., Tel.: Victor 3346; Paul Davis, manager.
 Chicago 2—127 N. Dearborn St., Tel.: State 2-7332; Dick Shelton, president.
 Cleveland—Hippodrome Bldg., Tel.: Main 6-5421; Cliff Myers, manager.
 New York 19—1780 Broadway, Tel.: Columbus 5-7720; Loyd LaBrie, manager.
 Tampa—Bay Shore Royal Hotel, Tel.: 33680X; Bob Florio, manager.

MCGEARY-SMITH LABORATORIES INC.

1905 Fairview Ave., N. E., Washington 2, D. C., Tel.: Lawrence 6-4634.
 Services: 16mm printing and processing, 16mm and 35mm sound recording and editorial.
 RALPH McNEELY CO.
 Hartman Theatre Bldg., Columbus 15, Ohio, Tel.: Adams 4116; Ralph S. McFeely.
 Services: Package TV programs, syndicate film.

ALEXANDER McQUEEN & ASSOC.

5222 N. Lakewood Ave., Chicago 40, Ill., Tel.: Ravenswood 8-9010; Alexander McQueen, owner.
 Services: TV program production, TV film production, syndicate film.

MEDIA PRODUCTIONS INC.

270 Park Ave., New York 17, N. Y., Tel.: Plaza 3-7672; T. Edward Hambleton, vice president.
 Services: TV film production.

MERCURY INTERNATIONAL PICTURES INC.

6611 Santa Monica Blvd., Hollywood 38, Calif., Tel.: Gladstone 1101; V. E. Ellsworth, president.
 Services: TV program production, scripts, package TV programs, TV film production, film processing.
 Chicago 11—251 E. Grand Ave., Tel.: Delaware 7-3934; Walter Wentzel.

METRO ARTIST BUREAU

730 5th Ave., New York 19, N. Y., Tel.: Circle 6-8471; T. M. Nelson, director.
 Services: TV program production, scripts, package TV programs, TV talent.

CHARLES MICHELSON INC.

15 W. 47th St., New York 36, N. Y., Tel.: Plaza 7-0695; Charles Michelson, president.
 Services: Syndicate film, sound effects and mood music libraries.
 Hollywood 28—6533 Hollywood Blvd., Tel.: Hollywood 9-4580; Bob Reichenbach, manager.
 Chicago 1—360 N. Michigan Ave., Tel.: Franklin 2-8067; Ray Linton.
 Palm Beach—262 Park Ave., Tel.: Palm Beach 3-5027; Charles Higgins, manager.
 London—3 Abbey Rd., N. W., Tel.: Cumingham 1161; W. S. Barrell, manager.

MIDWEST FILM STUDIOS

3808 N. Clark St., Chicago 26, Ill., Tel.: Sheldrake 3-1239; Alfred K. Levy, production manager.
 Services: TV film production.

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16 mm Laboratory Services
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Complete Re-recording Services
Complete Editorial Services

for
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 and
Motion Picture Producers

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

J. W. MILLER

Miller Bldg., Guilford, Conn., Tel.: Glendale 3-2748; James W. Miller, president.
Services: TV program production, package TV programs.

MODE-ART PICTURES INC.

1022 Forbes St., Pittsburgh 19, Pa., Tel.: Express 1-1846; James L. Baker, president.
Services: Package TV programs, TV film production, syndicate film.

EMIL MOGUL CO. INC.

250 W. 57th St., New York 19, N. Y., Tel.: Columbus 5-2480; Lester J. Mallets, radio-TV business manager.
Services: TV program production, scripts, TV talent, TV film production, film processing, syndicate film.

MOLE & LEE INC.

105 W. 55th St., New York 19, N. Y., Tel.: Circle 6-0006; John Mole, president.
Services: Package TV programs.

MONARCH PROGRAM LIBRARY INC.

615 Ketrtridge Bldg., 511 16th St., Denver 2, Col., Tel.: Alpine 4038; Noel L. Jordan, president.
Services: TV scripts, package programs (and commercials), production, talent.

CARLTON E. MORSE PRODUCTIONS

1500 Vine St., Hollywood 28, Calif., Tel.: Hollywood 9-6161; Carlton E. Morse, owner.
Services: TV program production, scripts, package TV programs, TV film production.

MORTON TELEVISION PRODUCTIONS INC.

360 N. Michigan Ave., Chicago 1, Ill., Tel.: Central 6-4144; Morton Jacobson, president.
Services: TV film production, syndicate film.

HERBERT M. MOSS PRODUCTIONS

2 W. 46th St., New York 36, N. Y., Tel.: Judson 6-5577; Herbert M. Moss.
Services: TV program production, package TV programs, TV film production.

MOTION PICTURE ADVERTISING SERVICE CO.

Box 550, New Orleans 1, La., C. J. Mabry, president.
Services: Film commercials.
Branch Offices: 70 E. 45th St., New York 17, N. Y., Tel.: Murray Hill 6-3717; Claude Lee.

MOTION PICTURE PRODUCTIONS INC.

Rockefeller Bldg., Cleveland 13, Ohio, Tel.: Prospect 1-4900; Donald C. Jones, president.
Services: TV program production, scripts, package TV programs, TV talent, TV film production, film processing.

MOTION PICTURE SERVICE CO.

125 Hyde St., San Francisco 2, Calif., Tel.: Ordway 3-9162; Gerald L. Kariski, president.
Services: TV film production, film processing.

MOTION PICTURE STAGES INC.

3 E. 57th St., New York 22, N. Y., Tel.: Plaza 3-4840; Charles F. Vetter Jr., president.
Services: Production service.

MOTION PICTURES FOR INDUSTRY —HARRY O. HOYT

2543 Kelton Ave., Los Angeles 64, Calif., Tel.: Brighton 0-4757; Harry O. Hoyt, president.
Services: TV program production, scripts, package TV programs, TV film production.

San Francisco—Monadnock Bldg., Tel.: Exbrook 2-0377; Dean S. Wright, manager.

MOTION PICTURES FOR TELEVISION INC.

655 Madison Ave., New York 21, N. Y., Tel.: Templeton 8-2000; Sy Weintraub, vice president in charge of distribution, sales.
Services: TV film production, syndicate film.

Hollywood—9124 Sunset Blvd., Crestview 1-6101; David L. Wolper.

Chicago—830 N. Wabash Ave., Tel.: Whitehall 3-0786; John J. Cole.

Boston—216 Tremont St., Tel.: Hancock 6-0897; Frederick W. Yardley.
Dallas—3905 Travis St., Tel.: Logan 2-628; A. K. Rowsell Jr.

MRS. AMERICA INC.

152 W. 42d St., New York 36, N. Y., Tel.: Wisconsin 7-9715; Bert Nevins, managing director.
Services: Package TV programs.

OWEN MURPHY PRODUCTIONS

(Formerly Murphy-Lillis Productions)
723 7th Ave., New York 19, N. Y., Tel.: Plaza 7-8144; Owen Murphy, president.
Services: TV program production, package TV programs, TV film production.

N

NATIONAL BROADCASTING CO.

30 Rockefeller Plaza, New York City, Tel.: Circle 7-8300; John B. Cron, national sales manager.

Services: Sale of syndicate film.
Chicago—Merchandise Mart, Tel.: Superior 7-8300; Richard G. Cahill, supervisor, midwestern film sales.

NATIONAL CONCERT ARTISTS CORP.

711 5th Ave., New York 22, N. Y., Tel.: Plaza 9-6000; Henry Phillips, radio-TV director.
Services: TV package programs, talent. Also offices in Chicago and Los Angeles.

NATIONAL PRODUCTIONS

1415 K. St., N. W., Washington 5, D. C., Tel.: Sterling 3-2222; Robert L. Friend.
Services: TV program production, scripts, package TV programs, TV talent, TV film production.

NATIONAL RETAIL RADIO SPOTS INC.

6331 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hollywood 9-1989; Philip B. Singer, president; Barton Fellows, sales manager.
Services: TV film production, syndicate film.

NATIONAL SAFETY COUNCIL

425 N. Michigan Ave., Chicago 11, Ill., Tel.: Whitehall 4-4800; Dan Thompson, director of radio-TV.
Services: Scripts, TV film production.

NATIONAL SCREEN SERVICE CORP.

1600 Broadway, New York 19, N. Y., Tel.: Circle 6-5700; Melvin L. Gold, director of advertising, publicity and television.
Services: TV film production (commercials, trailers).

Hollywood—7026 Santa Monica Blvd., Tel.: Gladstone 3136; Ralph Wilshin.

GEORGE R. NELSON INC.

208 State St., Schenectady, N. Y., Tel.: 4-4135.
Services: TV film production.

TED NELSON ASSOCIATES

730 5th Ave., New York 19, N. Y., Tel.: Circle 6-8470; Ted Nelson, owner.
Services: TV program production, scripts, package TV programs, TV talent.

NELSON PRODUCTIONS INC.

341 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 6-5862; Raymond E. Nelson, president.
Services: TV program production, scripts, package TV programs, TV film production.

TED NEMETH STUDIOS

729 7th Ave., New York 19, N. Y., Tel.: Circle 5-5147; Ted Nemeth, general manager.
Services: Package TV programs, TV film production, film processing, syndicate film.

NETHERLANDS INFORMATION SERVICE

10 Rockefeller Plaza, New York 20, N. Y., Tel.: Columbus 5-6216; Jerome L. Heldring, director.
Services: (See Films of the Nations Inc. under film distributors.)

NEWSREEL SERVICE

5 Centre Market Pl., New York 13, N. Y., Tel.: Canal 6-3284; Howard V. Smythe, production manager.
Services: Film news coverage, sound or silent multi-camera film production, location or studio.

OLIVER W. NICOLL PRODUCTIONS (Radio Features of America)

37 W. 46th St., New York 36, N. Y., Tel.: Judson 2-5130; Oliver W. Nicoll, executive director.
Services: TV production, TV package programs, scripts.

WILLIAM NORINS PRODUCTIONS

590 N. Rossmore Ave., Los Angeles 4, Calif., Tel.: Hillside 7870; William Norins.
Services: Productions for TV.

JOHN NORMAN PRODUCTIONS

916 Truxillo, Houston 6, Texas, Tel.: Lynchburg 7336; John Norman, general manager.
Services: TV program production, scripts, package TV programs, TV talent, TV film production.

MEYER B. NORTH

1564 Broadway, New York 36, N. Y., Tel.: Plaza 7-3445; Meyer B. North, owner.
Services: TV programs, talent.

O

JOHN O'CONNOR

1697 Broadway, New York 19, N. Y., Tel.: Circle 5-4920; John O'Connor, manager.

Services: TV production, scripts, talent.

OFFICIAL FILMS INC.

25 W. 45th St., New York 36, N. Y., Tel.: Plaza 7-0100; William R. Goodheart Jr., president.
Services: TV program production, package TV programs, TV film production, syndicate film.

LILIAN OKUN INC.

2 W. 67th St., New York 28, N. Y., Tel.: Trinidad 7-8916; Lilian Okun, manager-director.
Services: TV program production, package TV programs.

OLIO VIDEO TELEVISION PRODUCTIONS INC.

20 E. 42d St., New York 17, N. Y., Tel.: Murray Hill 2-3218; Harvey Cort, president.
Services: TV program production, scripts, package TV programs, TV film production.

GRAY O'REILLY STUDIOS

480 Lexington Ave., New York 17, N. Y., Tel.: Plaza 3-1531; James Gray, vice president.
Services: TV film production.

ORSATTI & CO. INC.

300 S. Beverly Dr., Beverly Hills, Cal., Tel.: Crestview 6-6241; Irving Sakow, manager.
Services: TV program production, scripts, package TV programs, TV film production.

OXARART & STEFFNER INC.

6223 Selma, Hollywood 28, Calif., Tel.: Hollywood 9-1171; Wayne Steffner.
Services: TV program production, scripts, package TV programs, TV film production.

P

PACKAGED PROGRAMS INC.

634 Penn Ave., Pittsburgh 22, Pa., Tel.: Grant 1-4756; M. E. Fierstein, general manager.
Services: TV program production, scripts, package TV programs, TV film production, film processing, syndicate film.

PARAMOUNT TELEVISION PRODUCTIONS INC.

1501 Broadway, New York 36, N. Y., Tel.: Bryant 9-8700; John Howland, director of sales and merchandising.
Services: TV program production, TV film production, syndicate film... (national and foreign).
Los Angeles 38—5451 Marathon St., Tel.: Hollywood 9-6363; Harry Maynard, sales.

JACK PARKER PRODUCTIONS

Box 1006, Beverly Hills, Calif., Tel.: Gladstone 5509; Jack Parker, executive producer.
Services: TV program production, scripts, package TV programs, TV film production, syndicate film.

Hollywood 28—Box 2222, Tel.: Gladstone 5509; Ross Van Nibroc, manager.
San Francisco 8—540 Stockton St., Tel.: Sutter 1-6780; Kaye Hyde, manager.
Glendale 6—Box 805, Tel.: Gladstone 5509; Ray Bond, manager.

PAUL PARRY PRODUCTIONS

7557 Sunset Blvd., Hollywood 46, Cal., Tel.: Granite 4774; Paul Parry, producer.
Services: TV film production.

LINDSLEY PARSONS PRODUCTIONS INC.

5745 Sunset Blvd., Hollywood 28, Cal., Tel.: Hu 2-7111; Lindsley Parsons, president.
Services: TV film production.

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TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

...CK PARTINGTON TELEVISION PRODUCTIONS
 1 W. 53d St., New York 19, N. Y.,
 Tel.: Plaza 7-0316; Jack A. Partington Jr., president.
 Services: TV film production.

...THESCOPE PRODUCTIONS
 (Pathescope Co. of America Inc.)
 15th Ave., New York 19, N. Y., Tel.:
 Plaza 7-5200; Edward J. Lamm, president.
 Services: Television commercial production, programming.
 Long Island—21-29 W. 45th Rd., Tel.:
 Stillwell 4-3053; James Pierce, production manager.

...ERLESS FILM PROCESSING Corp.
 75 W. 46th St., New York 36, N. Y.,
 Tel.: Plaza 7-3630; Kern Moyses, president;
 R. S. Moyses, vice president and treasurer;
 Barbara Holz, assistant secretary and treasurer;
 Raoul J. Menendez, eastern sales manager;
 Allen DeForest, manager, N. Y. special services dept.

Services: Peerless Film treatment to safeguard films; Peer-Renu treatment to stretch shrunken negatives; film cleaning and inspection; film distribution and library servicing; film shipping service to TV stations; distributor of reels, cans, shipping cases.

Branch Offices: 130 W. 46th St., New York 35, N. Y., Tel.: Luxemburg 2-0052; Louis J. Mikulka, plant manager, 959 Seward St., Hollywood 38, Calif.; Tel.: Granite 9223; Victor C. Krupa, vice president in charge of western operations; Suzon Steinle Krupa, secretary, branch manager; Thomas E. Ayers, plant manager.

...NNANT TELEVISION PRODUCTIONS INC.

140 N. Las Palmas Ave., Hollywood 38, Calif., Tel.: Granite 3111; Ed Woodworth, president.

Services: TV program production, scripts, package TV programs, TV film production.

...VIE S. PETRUSHANSKY (TELEVISION & FILM PROGRAMS)

Empire Bldg., 13th & Walnut Sts., Philadelphia 7, Pa., Tel.: Kingsley 6-4941; Yevsie S. Petrushansky, producer-director.

...ILBIN-BERGMANN PRODUCTIONS

350 5th Ave., New York 1, N. Y., Tel.: Longacre 5-3200; Robert Bergmann, production head.

Services: TV program production, package TV programs.

...HOTO-ART COMMERCIAL STUDIOS

1 SW Washington, Portland 4, Ore., Tel.: Broadway 5411; Claude F. Palmer, owner and manager.

Services: TV film production.

...CTORIAL FILMS INC.

101 Broadway, New York 36, N. Y., Tel.: Pennsylvania 6-3756; J. Milton Salzburg, president.

Services: TV film production.

...LAND POWERS SCHOOL INC.

1 Evans Way, Boston 15, Mass., Tel.: Aspinwall 7-2900; Haven M. Powers, principal.

Services: Talent supplier.

...PREMIER-HARDCASTLE TV PRODUCTIONS

33 Locust St., St. Louis 3, Mo., Tel.: Newstead 3555; Wilson Dalzell, vice president.

Services: TV film production.

...ORGE LOGAN PRICE INC.

20828 Pacific Coast Highway, Malibu, Calif., Tel.: Globe 6-2135; G. L. Price, president.

Services: Scripts.

...INCETON FILM CENTER INC.

Center Rd., Princeton, N. J., Tel.: 3550; Gordon Knox, president; Jack Barlass, executive vice president.

Services: TV commercials, packages and complete facilities for filming TV shows.

New York 22—270 Park Ave., Tel.: Plaza 5-0322; Jack S. Barlass, executive vice president.

Philadelphia—1714 Chestnut St., Tel.: Locust 3550; Col. E. A. Davies.

PROCKTER PRODUCTIONS INC.
 221 W. 57th St., New York 19, N. Y.,
 Tel.: Judson 6-4830; Bernard J. Prockter, president.
 Services: TV package programs.

R

RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.,
 Tel.: Judson 2-5130; Oliver W. Nicoll, executive director.
 Services: Program producers and packagers, TV consultants.

RADIO PRODUCTION SERVICE

501 Madison Ave., New York 22, N. Y.,
 Tel.: Plaza 3-8940; Irene Beasley, owner.

Services: TV package shows.

RADIO-TELEVISION ARTS ACADEMY

3819 Wilshire Blvd., Los Angeles 5, Calif., Tel.: Dunkirk 8-1323; Doria Balli, director.

Services: TV program production, scripts, TV film production.

RADIUS FILMS INC.

301 W. 53d St., New York 19, N. Y.;
 Tel.: Judson 6-6438; Alexander S. Gordon, president.

Services: Package TV programs, TV film production.

DOROTHY N. RAISON AGENCY

5304 Clinton Ave., Los Angeles 4, Calif.,
 Tel.: Hillside 8266; Dorothy N. Raison, manager.

Services: TV scripts.

RAM PRODUCTIONS

661 West End Ave., New York 25, N. Y.,
 Tel.: Monument 2-5111; Ed Lindner, director.

Services: TV program production, package TV programs.

RARIG MOTION PICTURE CO.

5514 University Way, Seattle 5, Wash.,
 Tel.: Kenwood 7400; Max H. Rarig, president.

Services: Film production of programs and announcements.

RAY & BERGER

1471 N. Tamarind Ave., Hollywood 28, Calif.,
 Tel.: Hudson 2-4202; Howard Ray and Jack Berger, partners.

Services: Syndicated prizes for TV quiz and giveaway shows.

REID H. RAY FILM INDUSTRIES INC.

2269 Ford Parkway, St. Paul 1, Minn.,
 Tel.: Emerson 1393; Reid H. Ray, president.

Services: TV program production, package TV programs, TV film production, film processing.

Chicago 4—208 S. LaSalle St., Tel.:
 Financial 6-0897; Frank Balkin.

Hollywood 46—8762 Holloway Dr., Tel.:
 Crestview 6-4012; Saul Elkins.

RCA VICTOR DIVISION

(RCA Victor Record Dept.)
 630 5th Ave., New York 20, N. Y.,
 Tel.: Judson 2-5011; Paul A. Barkmeier, vice president and general manager.

RCA Victor Custom Record Sales Div.
 James P. Davis, manager; Herbert H. Wood, artist and repertoire manager; Bennett S. Rosner, advertising and promotion manager.

Custom Record Sales Section—D. J. Finn, manager; A. E. Hindle, Chicago manager; Richard C. Bucholz, Hollywood manager; Richard E. Bylandt, New York manager of orders and service; Ralph C. Williams, New York sales representative (phonograph records); Marjorie B. Tahaney, New York sales representative (slide-film); James R. Cunnison, New York sales representative (transcriptions); Geoffrey B. Bennett, Chicago sales representative.

Services: Recording, pressing, transcriptions, slidefilm and promotion records.

RCA Recorded Program Services—A. B. Sambrook, sales manager; William F. Reilly, Central sales manager (Chicago); William C. Gartland, Western sales manager (Hollywood); George Field, Northeastern sales representative (New York); Henry A. Gillespie, Southeastern sales representative (Atlanta); George Reeser, Central sales representative (Chicago); Robert Fender, Southwestern sales representative (Dallas); Walter R. Seifert, manager of sales service; Donald D. Axt, manager of commercial research.

Services: Thesaurus (musical program service), RCA syndicated programs (recorded dramatic, variety, musical shows), TV film libraries and syndicated programs.

Studios and Regional Offices—630 5th Ave., New York 20, N. Y., Tel.: Judson 2-5011; 445 N. Lake Shore Dr., Chicago 11, Ill., Tel.: Whitehall 4-3530; 1016 N. Sycamore Ave., Hollywood 38, Calif., Tel.: Hillside 5171; 522 Forsyth Bldg., Atlanta 3, Ga., Tel.: Walnut 5948; 1907-11 McKinney Ave., Dallas, Texas, Tel.: Riverside 1371.

ROLAND REED PRODUCTIONS INC.

275 S. Beverly Dr., Beverly Hills, Calif.,
 Tel.: Crestview 6-1101; Roland D. Reed, president.

Services: Motion picture production for TV, TV series, commercials.

REEVES SOUND STUDIOS INC.

304 E. 44th St., New York 17, N. Y.,
 Tel.: Oregon 9-3550; Chester L. Stewart, vice president-general manager.

Services: Sound recording.

REGENCY PRODUCTIONS INC.

112 W. 48th St., New York 36, N. Y.,
 Tel.: Judson 2-0274; Joseph Schaefer, president.

Services: TV program production, scripts, package TV programs, TV film production.

REPUBLIC RADIO & TELEVISION FEATURES

64 E. Lake St., Chicago 1, Ill., Tel.:
 State 2-0460; Capico Kapps.

Services: TV program production, scripts, package TV programs, TV talent, TV film production, film processing, syndicate film.

RETAILERS TELEVISION FILM SERVICES INC.

270 Park Ave. (Room 803), New York 17, N. Y.; Samuel H. Cuff, president; L. S. Thompson, general manager.

REYNOLDS PRODUCTIONS

321 S. Beverly Dr., Beverly Hills, Calif.,
 Tel.: Crestview 1-6155; Stuart Reynolds, president.

Services: Sales representative for syndicate film.

MARION RIDDICK PRODUCTIONS

815 Stuart, Houston 6, Texas, Tel.:
 Linden 9653; M. Riddick, director.

Services: TV program production, TV talent, TV film production.

RIVIERA PRODUCTIONS

1713 Via El Prado, Redondo Beach, Calif.,
 Tel.: Frontier 5-4592; F. W. Zens.

Services: TV film production.

RKO-PATHE INC.

625 Madison Ave., New York 22, N. Y.,
 Tel.: Plaza 9-3600; Jay Bonafield, executive vice president.

Services: TV program production, package TV programs, TV film production.

HAL ROACH STUDIOS INC.


8822 W. Washington Blvd., Culver City, Calif.,
 Tel.: Vermont 8-2185, Texas 0-2761; Hal E. Roach, president.

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sponsors
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 when it's
PEERLESS-TREATED
 Treated to prevent
 rain, smudges,
 smears, screeches
 To make a sponsor
 happy, specify
 "Peerless Treatment"




To
 the Producer
 who is a
 Perfectionist...



What you're shooting for, in the long run, is frequent showings of your film and sustained audience interest. But, if your prints are untreated, they are bound to develop defects and thus irritate the audience. To avoid this, the producer who is a perfectionist includes Peerless-treatment in his budget. The cost is negligible—the results gratifying.

Famous
 last words
 we hope you,
 Mr. Distributor,
 never have to say:
 "Why didn't I have that
 TV Film Peerless-treated?"



PEERLESS-treated prints are: moisture-stabilized—not "green" or brittle toughened—to resist scratches and wear lubricated—to ease projection. PEERLESS-treated prints start off right and maintain their good condition longer for more bookings.

PEERLESS
 FILM PROCESSING CORPORATION
 165 WEST 46th STREET, NEW YORK 36, NEW YORK
 959 SEWARD STREET, HOLLYWOOD 38, CALIF.
 In New York and Hollywood,
 Peerless also offers
 (1) REJUVENATION TREATMENTS
 (2) DISTRIBUTION SERVICING —
 Shipments, inspection, cleaning, repairs,
 cutting-in of commercials, storage, etc.

PEERLESS FILM TREATMENT
 Available Also Through Official Licensees In
 NEW YORK • CHICAGO • HOLLYWOOD
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 DAYTON • ST. PAUL • PORTLAND
 ATLANTA • KANSAS CITY • DALLAS
 Toronto • London • Brussels • Bern • Sydney • Mexico City
 19 YEARS EXPERIENCE IN SAFEGUARDING FILM

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(Continued from page 281)

S

Services: TV film production.
New York 19—729 7th Ave., Tel.: Circle 5-4135.

ROBBINS BROS.

67 W. 44th St., New York 36, N. Y., Tel.: Murray Hill 7-2033; Fred Robbins.
Service: Artist booker.

ROBIN HOOD PRODUCTIONS

Thousand Oaks, Calif., Tel.: Thousand Oaks 2415; Desmond Slattery, executive producer.
Services: TV program production, TV package programs.

ROCKETT PICTURES INC.

6108 Santa Monica Blvd., Hollywood 38, Calif., Tel.: Granite 7131; J. Richard Westen, president.
Services: Film commercial spots.

ROCKHILL RADIO & TV PRODUCTIONS

18 E. 50th St., New York 22, N. Y., Tel.: Plaza 9-7979; Stanley J. Wolf, manager.
Services: TV productions (live and film), recording.

RICHARD H. ROFFMAN ASSOCIATES

Hotel Sulgrave (67th & Park Ave.), New York 21, N. Y., Tel.: Trafalgar 9-5640; Richard H. Roffman, president.
Services: TV program production, scripts, package TV programs, TV talent, TV film production, syndicate film, prizes for giveaway programs.
Denver—1535 Locust; Frances Shooker, western manager.

ROLLOW-CLARK & CO.

108 Oak Street, Denton, Texas; Bill Rollow.

LESLIE ROUSH PRODUCTIONS INC.

333 W. 52d St., New York 19, N. Y., Tel.: Columbus 5-6430; Leslie Roush, president.

Services: TV program production, package TV programs, TV film production.

Mineola (Long Island, N. Y.)—130 Herricks Rd., Tel.: Garden City 7-8130; James Di Gaugi.

DANNY ROUZER STUDIO

7022 Melrose Ave., Hollywood 38, Calif., Tel.: York 2494; Danny Rouzer, president.

Services: TV film production, producer services (equipment and personnel).

JACK RUSSELL & ASSOC.

203 N. Wabash Ave., Chicago 1, Ill., Tel.: State 2-2818; Jack Russell.

Services: Talent counsellor, TV program production and package shows upon request, scripts.

BARNARD L. SACKETT PRODUCTIONS

Empire Bldg. (13th & Walnut Sts.), Philadelphia 44, Pa., Tel.: Kingsley 5-6063; Barnard L. Sackett, general manager.

Services: TV program production, scripts, package TV programs, TV talent, TV film production.

SAM SAMUELS

1564 Broadway, New York 19, N. Y., Tel.: Judson 6-9012; Sam Samuels.

Services: TV package programs, talent.

JAMES L. SAPHIER AGENCY INC.

9538 Brighton Way., Beverly Hills, Calif., Tel.: Crestview 1-7231; James L. Saphier, president.

Services: TV program production, scripts, package TV programs, TV talent, TV film production.

New York 17—6 E. 45th St., Murray Hill 7-8370; Jules L. Green, vice president.

SARRA INC.

200 E. 56th St., New York 22, N. Y., Tel.: Murray Hill 8-0085; Jack Henderson.

Services: Custom-made television commercials for national advertisers.
Chicago—16 E. Ontario St., Tel.: Whitehall 4-5151; Joe Betzer.

WALTER SCHWIMMER PRODUCTIONS INC.

75 E. Wacker Dr., Chicago 1, Ill., Tel.: Franklin 2-4392; Walter Schwimmer, president.

Services: TV program production, package TV programs, TV film production syndicate film.

New York 17—16 E. 41st St., Tel.: Lexington 2-1791; Jack Arden.

SCIENCE PICTURES INC.

5 E. 57th St., New York 22, N. Y., Tel.: Plaza 9-8532; Francis C. Thayer.

Services: Animated, educational film shorts and film productions.

SCREEN GEMS INC.

(TV Subsidiary of Columbia Pictures Corp.)

729 7th Ave., New York 19, N. Y., Tel.: Circle 5-5044; Ralph Cohn, general manager.

Services: TV program production, package TV programs, TV film production, syndicate film.

Hollywood—1438 N. Gower St., Tel.: Hudson 2-3111; Jules Bricken.

SELLERS COMPANY

905½ Main, Dallas, Texas, Tel.: Randolph 5978; J. E. Sellers, manager.

Services: TV production and recording for films.

SELS PRODUCTIONS

1906 N. Lietz Ave., Burbank, Calif., Tel.: Charleston 0-8668; Len Segall, general manager.

Services: TV program production, scripts, package TV programs, talent, TV film production.

Los Angeles 35—1458 Shenandoah St., Tel.: Crestview 6-2426; Bob Clamage, manager.

Chicago—1205 W. Sherwin Ave., Tel.: Hollywood 5-9254; Dore Lewis, representative.

SESAC INC.

475 5th Ave., New York 17, N. Y., Tel.: Murray Hill 5-5365; K. A. Jadassohn, general manager.

Services: Performance licensing, transcribed library service.

AL SIMON PRODUCTIONS

General Service Studios, 1040 N. Las Palmas, Hollywood 28, Calif., Tel.: Granite 3111; Al Simon.

Services: TV program production, TV film production, film processing.

SIXTEEN SCREEN SERVICE CO.

6710 Melrose Ave., Hollywood 38, Calif., Tel.: Wyoming 1491; Leonard Clairmont, H. F. O'Donnell, partners.

Services: TV film production (news-reel, educational shorts).

SKYLINE PRODUCTIONS INC.

127 E. 61st St., New York 21, N. Y., Tel.: Templeton 8-7550; Robert B. Spafford, president.

Services: Film productions.
Hollywood 28—6331 Hollywood Blvd.; Frank K. Danzig.

STEPHEN SLESINGER INC.

247 Park Ave., New York 17, N. Y., Tel.: Eldorado 5-2544; Stephen Slesinger.

FLETCHER SMITH STUDIOS INC.

321 E. 44th St., New York 17, N. Y., Tel.: Murray Hill 5-6626; Fletcher Smith, president.

Services: Spot commercials, filming, television shows.

HARRY SMITH RECORDING STUDIOS (Formerly Flankay & Jackson)

48 W. 48th St., New York 36, N. Y., Tel.: Judson 6-2893; Harry Smith, president.

Services: Air checks, spot announcements, recording and transcriptions (masters and pressings).

SNADER TELESCRIPTIIONS CORP.

177 S. Beverly Dr., Beverly Hills, Calif., Tel.: Crestview 5-4451; Louis D. Snader, president.

Services: TV program production, package TV programs, TV film production, syndicate film.

Beverly Hills (Calif.)—177 S. Beverly Dr., Tel.: Crestview 5-1135; Robert M. Snader, vice president.

JOSEPH I. SONNENREICH

143 W. 103d St., New York 25, N. Y., Tel.: Monument 3-7138; Joseph I. Sonnenreich, president.

Services: TV program production, package TV programs, TV talent, TV film production.

SOUND MASTERS INC.

165 W. 46th St., New York 36, N. Y., Tel.: Plaza 7-6600; Harold E. Wondsel, president.

SOUNDAC PRODUCTIONS INC.

White Bldg., 298 Main St., Buffalo 2, N. Y., Tel.: Mohawk 0366; Robert D. Buchanan, general manager.

Services: TV program production, scripts, package TV programs, TV film production, syndicate film.

SOVEREIGN PRODUCTIONS

7324 Santa Monica Blvd., Hollywood 46, Calif., Tel.: Hollywood 9-3974; Stuart Reynolds, president; Gil Ralston, vice president.

Services: TV program production, scripts, package TV programs, talent, TV film production.

SIGMUND SPAETH

400 E. 58th St., New York 22, N. Y., Tel.: Plaza 8-0879; Sigmund Spaeth, president.

Services: TV program production, scripts, package TV programs, talent, TV film production, syndicate film.

SPECIAL EFFECTS & EQUIPMENT INC.

418 W. 54th St., New York 19, N. Y., Tel.: Circle 7-7828; Bob Paulson, president.

Services: TV program production, package TV programs, TV film production.

SPECIALTY TELEVISION FILMS INC.

1501 Broadway, New York 36, N. Y., Tel.: Longacre 4-5592; Jules B. Wejman, president.

Services: TV film production, syndicate film.

SPLENDID FILMS INC.

565 5th Ave., New York, N. Y.; Tel.: Plaza 8-0114; John S. Stratford, president.

Services: Package TV programs, TV film production.

SPORTATORIUM

Cadiz & Industrial Blvd., Dallas, Texas—Sterling 2173; Ed McLemore, president.

Services: Package TV programs, TV film production.

SQUARE DEAL PICTURES CORP.

Pine Bridge Rd., Ossining, N. Y., Tel.: Ossining 2-2617; Donn Marvin, executive vice president.

Services: Scripts, package TV programs, TV talent, TV film production, syndicate film.

WILBUR STARK INC.

510 Madison Ave., New York 22, N. Y., Tel.: Plaza 3-1742; Wilbur Stark, president.

Services: TV program production, package TV programs, TV talent, TV film production.

STEMPEL-OLENICK AGENCY

717 N. LaCienega Blvd., Hollywood 38, Calif., Tel.: Crestview 1-7141; Frank Stempel and Julian Olenick, partners.

Services: Scripts, package TV programs, TV talent.

STERLING TELEVISION CO. INC.

316 W. 57th St., New York 19, N. Y., Tel.: Judson 6-3750; Saul J. Turell, president.

Services: TV film production, syndicate film.

Hollywood 28—6815 Hollywood Blvd., Tel.: Granite 2886; Lee Orgel, manager.

MIKE STOKEY PRODUCTIONS

6123 Selma Ave., Hollywood 28, Calif., Tel.: Hudson 2-1241; Mike Stokely, president.

Services: TV program production, package TV programs, TV film production.

IRV STOLL CO. INC.

2350 Buhl Bldg., Detroit, Mich., Tel.: Woodward 3-0483; Irv Stoll, president.

Services: TV program production, package TV programs, TV film production, syndicate film.

WILBUR STREECH PRODUCTIONS

1697 Broadway, New York 19, N. Y., Tel.: Judson 2-3816; Wilbur Streech, owner.

Services: TV film production.

STRICKLAND FILM CO.

220 Phan Rd., N. E., Atlanta, Ga.; Robert B. Strickland, owner.

Services: TV program production, package TV programs, TV talent, TV film production, film processing.

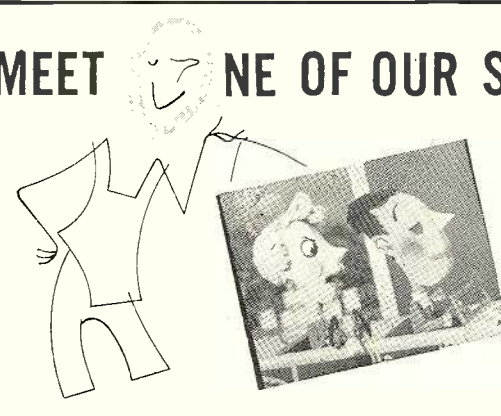
RICHARD STROUT PRODUCTIONS

649 N. Rossmore Ave., Hollywood 38, Calif., Tel.: Granite 9091; Richard Strout, president.

Services: TV program production, scripts, TV talent, TV film production, film processing.

New York 18—507 5th Ave., Tel.: Murray Hill 2-6924; R. A. Strout, president.

MEET ONE OF OUR SALESMEN*



WILBUR STREECH PRODUCTIONS

1697 Broadway, New York 19, Judson 2-3816

TV FILMS

* Commercial for CITIES SERVICE

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

ROBERT STRUBLE & ASSOC.
(Div. of Associated Enterprises)
35 N. Vine St., Hollywood 38, Calif.,
Tel.: Hillside 0249; Robert B. Struble.

TECHNISONIC STUDIOS
1201 S. Brentwood Blvd., St. Louis 10,
Mo., Tel.: Parkview 1055; Charles E.
Harrison, president.

TELE-PICTURES INC.
(Subsidiary of Lippert Pictures)
145 N. Robertson Blvd., Beverly Hills,
Calif., Tel.: Crestview 5-4535; Robert
L. Lippert Jr., vice president.

San Francisco 8—540 Stockton St., Tel.:
Sutter 1-6780; Kaye Hyde, manager.

Los Angeles 5—2610 W. 8th St., Tel.:
Dunkirk 8-3630; Howard D. Tawney,
manager.

Glendale 6—Box 805, Tel.: Gladstone
5509; Ray Bond, manager.

Services. Sound film shorts.

Services: TV film production.

New York City—1650 Broadway, Tel.:
Circle 6-3590; Joseph Smith, vice
president.

THE TEEVEE CO.
211 S. Beverly Dr., Beverly Hills,
Calif., Tel.: Crestview 5-1076; Marc
Frederic, general manager.

Services: TV program production,
scripts, package TV programs, TV
film production, syndicate film.

TELEPIX CORP.

1515 N. Western Ave., Hollywood,
Calif., Tel.: Hillside 7391; Robert P.
Newman.

Services: TV program production,
package TV programs, TV talent, TV
film production (commercials).

Chicago—155 E. Ohio St., Tel.: Dela-
ware 7-7214; Dick Lewis.

Spokane—927 W. 14th; Francis E. Lind-
man.

Indianapolis—1831 N. Meridian, Tel.:
Talbott 1440; Noble Bretzman.

TELESCENE FILM PRODUCTIONS CO.

237 1st Ave., New York 3, N. Y., Tel.:
Algonquin 4-8470; Robert D. Tobias,
producer.

Services: TV film production.

**TELEVISION FILMS OF AMERICA
(TFA)**

Box 1006, Beverly Hills, Calif., Tel.:
Gladstone 5509; Jack Parker, execu-
tive producer.

Services: TV program production,
scripts, package TV programs, TV
film production, syndicate film.

Hollywood 28—Box 2222, Tel.: Glad-
stone 5509; Ross Van Nibroc, man-
ager.

TELEVISION GRAPHICS INC.

245 W. 55th St., New York 19, N. Y.,
Tel.: Judson 6-1922; Bernard Rubin,
president.

Services: Production of live and ani-
mation film commercials.

**TELEVISION GUILD PRODUCTIONS
INC.**

210 N. Larchmont Blvd., Los Angeles
4, Calif., Tel.: Hollywood 9-2895;
John Miller, president.

Services: TV program production,
package TV programs, TV film pro-
duction.

TELEVISION INTERNATIONAL CO.

25 W. 45th St., New York 36, N. Y.,
Tel.: Plaza 7-3450.

**TELEVISION PRODUCTION ASSO-
CIATES**

1161 York Ave., New York City, Eldo-
rado 5-0389; Charles Irving, director.

Services: TV production, TV pro-
grams, scripts.

**TELEVISION SCREEN PRODUC-
TIONS INC.**

17 E. 45th St., New York 17, N. Y., Tel.:
Murray Hill 2-8877; Charles J. Basch
Jr., president.

Services: TV program production,
TV film production, syndicate film,
production of industrial and educa-
tional films and slides.

(Continued on page 284)

AUDIO & ARTISTS RECORDERS

87 Sunset Blvd., Hollywood 28, Calif.,
Tel.: Hillside 8241; Lewis Finston,
manager.

Services: Studios and rehearsal hall
rentals.

ALL STURM STUDIOS INC.

134 Broadway, New York 3, N. Y., Tel.:
Oregon 7-7270; Albert D. Hecht, gen-
eral and sales manager.

Services: TV film production, syndi-
cate film.

SUN DIAL FILMS INC.

1 E. 43d St., New York 17, N. Y., Tel.:
Murray Hill 6-2046; Samuel A. Dat-
lowe, president.

Services: TV program production,
scripts, TV film production.

**JOHN SUTHERLAND PRODUCTIONS
INC.**

1 N. Occidental Blvd., Los Angeles
26, Calif., Tel.: Dunkirk 8-5121; John
Sutherland, president.

Services: TV film production (com-
mercials and industrial film).

New York 17—60 E. 42d St., Tel.: Mur-
ray Hill 7-7815.

Chicago—Ambassador West Hotel, Tel.:
Superior 7-7200; Ross Sutherland.

SWANK FILMS INC.

1 Salem Ave., Dayton 6, Ohio, Tel.:
Taylor 4192; Jerrold A. Swank, presi-
dent.

Services: Slides, art work, Balopticon
cards, animation.

N. SWANSON INC.

23 Sunset Blvd., West Hollywood 46,
Calif., Tel.: Crestview 1-5115; Edgar
Carter, manager.

Services: Scripts, package TV pro-
grams.

T

HAL TATE PRODUCTIONS

2 N. Clark St., Chicago 1, Ill., Tel.:
Financial 6-5450; Hal Tate, president.

Services: TV package programs, pro-
duction, consultant service.

Ontario—(S. W. Caldwell Ltd.) 150
Simcoe St., Simcoe House, Tel.:
Plaza 8727; S. W. Caldwell.

TELECASTING • Telecasting

TELEPAK

201 N. Carmelina St., Los Angeles 49,
Calif., Tel.: Arizona 3-6076; C. Rob-
ert Longenecker, president.

Services: TV program production,
scripts, package TV programs, talent,
TV film production.

TELEMOUNT PICTURES INC.

(Production office) 11561 Ventura
Blvd., Studio City, Calif., (business
office) P. O. Box 4555, Los Angeles
24, Calif.; Henry B. Donovan, presi-
dent-producer.

Services: Package TV programs, TV
film production.

TELENEWS PRODUCTIONS INC.

630 9th St., New York 36, N. Y., Tel.:
Judson 6-2450; Charles N. Burris,
general manager.

Services: TV program production,
package TV programs, TV film pro-
duction, syndicate film.

Chicago—1325 S. Wabash Ave., Tel.:
Wabash 2-1524; Frank Koza.

Los Angeles—1432 N. Wilcox Ave., Tel.:
Granite 4200; Fred Dieterich.

Washington (D. C.)—1905 Fairview
Ave., N. E., Tel.: Lawrence 6-5607;
Charles Shutt, manager.

THE TEEVEE CO.

Producers and Distributors of

THE BIG "LITTLE THEATRE"

TV SHOW

The Short-Short-Story Sensation

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52 Quarter Hours In The Can

☆

Coast To Coast

☆

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BEVERLY HILLS • HOLLYWOOD • NEW YORK

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

TEL RA PRODUCTIONS

1518 Walnut St., Philadelphia 2, Pa.,
Tel.: Kingsley 5-8540; W. Wallace
Orr, producer.

Services: TV program production,
scripts, package TV programs, TV
talent, TV film production, syndicate
film.

MICHAEL TERR INC.

1276 N. Crescent Heights Blvd., Holly-
wood 46, Calif., Tel.: Hudson 2-7038;
Michael Terr, manager.

Services: TV program production,
package TV programs, TV film pro-
duction.

THE THEATRE GUILD INC.

23 W. 53d St., New York 19, N. Y., Tel.:
Columbus 5-6170; Lawrence Langner,
president.

Services: Production of The Theatre
Guild on the Air. Branch subscrip-
tion offices in 16 cities.

TOMLIN FILM PRODUCTIONS INC.

480 Lexington Ave., New York 17,
N. Y., Tel.: Plaza 8-2827; Frederick
A. Tomlin, president.

Services: Animated and film produc-
tions.

TRANS-AMERICAN BROADCASTING & TELEVISION CORP.

1 E. 54th St., New York 22, N. Y., Tel.:
Plaza 5-9800; William A. Wasmuth,
manager.

Services: TV package programs.

TRANSCRIBED RADIO SHOWS

2 W. 47th St., New York 36, N. Y., Tel.:
Luxemburg 2-3530; M. E. Moore,
president.

Services: TV scripts, seasonal jingles.

TRANSFILM INC.

35 W. 45th St., New York City, Tel.:
Luxemburg 2-1400; William Miese-
gaes, president.

Services: TV film production.

TRANSDVIDEO CORP. OF AMERICA

2 W. 46th St., New York 36, N. Y.,
Tel.: Luxemburg 2-1230; Theodore
A. Parisi.

GEORGE R. TURPIN & ASSOC.

P. O. Box 802, Fort Worth 1, Texas,
Tel.: Fortune 7453; George R. Tur-
pin, general manager.

Services: Regional sales campaigns
and giveaway shows for television
stations.

TV ADS INC.

3839 Wilshire Blvd., Los Angeles 5,
Calif., Tel.: Dunkirk 8-1323; Doria
Balli, Charles Larrain.

Services: TV program production,
scripts, package TV programs, TV
talent, TV film production, syndicate
film.

TV FILMS INC.

155 W. 46th St., New York 36, N. Y.,
Tel.: Judson 2-3607; Robert V. Pol-
lock, president.

Services: TV program production,
scripts, TV film production, syndi-
cate film.

TV PROGRAMS

10 Washington Pl., New York 3, N. Y.,
Tel.: Gramercy 7-0123; E. Roberts,
president.

Services: TV program production,
package TV programs, TV talent.

TV UNLIMITED INC.

341 Madison Ave., New York 17, N. Y.,
Tel.: Murray Hill 3-3881; Herbert
Rosen.

Services: TV program production,
package TV programs, TV film pro-
duction, syndicate film.

U

GEORGE ULLMAN AGENCY

8979 Sunset Blvd., Los Angeles 46,
Calif., Tel.: Crestview 4-5238; George
Ullman, president; Jack Easton,
radio-TV Dept. manager.

Services: TV scripts, package TV pro-
grams, talent.

UNITED FEATURE SYNDICATE INC.

220 E. 42d St., New York 17, N. Y.,
Tel.: Murray Hill 2-3020; James A.
Hennessey, business manager.

UNITED FILM & RECORDING STUDIOS

301 E. Erie St., Chicago 11, Ill., Tel.:
Superior 7-9114; William L. Klein,
president.

Services: TV program production,
scripts, package TV programs, talent,
TV film production, syndicate film.

UNITED FILM SERVICE INC.

2449 Charlotte St., Kansas City 8, Mo.,
Tel.: Baltimore 5100; E. S. Washburn,
vice president.

Services: TV film production (com-
mercials).

Chicago—333 N. Michigan Ave., Tel.:
Andover 3-3023; Lawrence Goodwin.

San Francisco—821 Market St., Tel.:
Yukon 2-4850; Edward E. Hewitt.

Cleveland—526 Superior St., N. E., Tel.:
Sweetbrier 1-5274; R. V. Stambaugh.

UNITED SOUND SYSTEMS

5840 Second Blvd., Detroit 2, Mich.,
Tel.: Trinity 12570; James V. Sira-
cuse.

Services: 16mm sound film recording,
sync tape systems, studio facilities.

UNITED TELEFILM CO.

106 W. 39th St., New York 18, N. Y.,
Tel.: Longacre 5-3137; Jesse L. Stern,
owner.

Services: TV film production, syndi-
cate film.

Washington (D. C.)—1001 New Jersey
Ave., N. W., Tel.: Republic 0776; B.
Mills.

UNITED TELEVISION PROGRAMS INC.

360 N. Michigan Ave., Chicago 1, Ill.,
Tel.: Central 6-0041; Milton Blink,
executive vice president.

Services: Syndicate film.

New York City—444 Madison Ave., Tel.:
Plaza 3-4620; Aaron Beckwith, sal
director.

Hollywood—140 N. LaBrea, Tel.: Wei-
ster 8-9181; Gerald King, president.

UNUSUAL FEATURES SYNDICATE

333 N. Michigan Ave., Chicago 1, Ill.,
Tel.: Franklin 2-3862; Dean Schaefer
owner.

Services: TV program productio
scripts, package TV programs.

V

THOMAS J. VALENTINO INC.

150 W. 46th St., New York 19, N. Y.
Tel.: Circle 6-4675-76; T. J. Valentino
president.

Services: Sound effect records, musi-
cal backgrounds for TV films.

VAN PRAAG PRODUCTIONS

1600 Broadway, New York 19, N. Y.
Tel.: Plaza 7-2857; William Van
Praag, owner.

Services: TV film production (com-
mercials).

VENTI-DAVIS INC.

152 E. 40th St., New York City, Te-
Murray Hill 9-1684.

VICTOR RADIO ENTERPRISES

P. O. Box 485, Passaic 1, N. J., Te.
Prescott 7-3019; John V. Nowak.

Services: TV program production,
scripts, package TV programs, T-
talent, TV film production.

Hamtramck 12 (Mich.)—2509 Goodso,
Eugene Brominski.

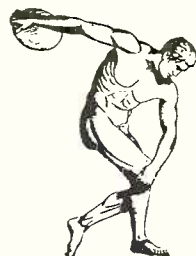
Hicksville (N. Y.)—Plainview Rd., Te
Hicksville 3-0187; W. Ochrymowicz.

New York 51 (N. Y.)—260 E. 161st S
Tel.: Melrose 5-0333; W. Ochrym-
wicz.

VIDEO DRAMA PRODUCTIONS

505 5th Ave., New York City, Te-
Murray Hill 2-0326; Henry E. Ma-
cuse, president.

Services: TV production, package pro-
grams, scripts.



ANY MARKET IS A SPORTS MARKET!

If you want the tops in sports, contact . . .

TEL RA PRODUCTIONS

AMERICA'S LEADING PRODUCERS OF TV SPORTS PROGRAMMING FOR THE LAST FIVE YEARS!

Write, phone or wire for your audition prints and amazingly low market prices of...

TOUCHDOWN • NATIONAL PRO HIGHLIGHTS

TELESPORTS DIGEST, distributed thru United Artists Corp. • SPORTS SPOTLIGHT

All types of Sports Footage available for special release!

TEL RA PRODUCTIONS 1518 WALNUT ST., PHILA. 2, PA. • PHONE Kingsley 6-4140

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

VIDEO EVENTS INC.

35 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-1668; Julienne Dupuy, president.

Services: TV package production, program consultant.

IDEO FILMS

1004 E. Jefferson Ave., Detroit 7, Mich., Tel.: Woodward 2-3400; Clifford Hanna, partner.

Services: TV film production.

VIDEO PICTURES INC.

(Formerly Video Varieties Corp.)

41 E. 50th St., New York 21, N. Y., Tel.: Murray Hill 8-1162; William R. Deering, president.

Services: TV program production, package TV programs.

New York 19 (N. Y.)—(West Coast Sound Studios Inc.) 510 W. 57th St., Tel.: Circle 7-2062; Martin Henry, vice president.

VIDEO PRODUCTIONS ASSOCIATES

19 W. 30th St., New York 1, N. Y., Tel.: Lackawanna 4-8422; Philip Brodsky, Miriam Tulin.

Services: TV package programs, TV production, scripts, consultant service.

VIDICAM PICTURES CORP.

40 E. 39th St., New York 17, N. Y., Tel.: Murray Hill 6-3310; Al Justin, president.

Services: TV program production, TV film production.

J. FRANKLYN VIOLA

12 W. 42d St., New York 18, N. Y., Tel.: Chickering 4-3254; J. Franklyn Viola, president.

Services: TV program production, English and foreign language shows.

CHICK VINCENT CO.

19 Madison Ave., New York 22, N. Y., Tel.: Eldorado 7-2291; Chick Vincent, producer.

Services: TV package programs, TV production.

OWEN VINSON & CO.

303 19th St., P. O. Box 111, Santa Monica, Calif., Tel.: Exbrook 51305; Owen Vinson, owner.

Services: TV program production, scripts, package TV programs.

VISUAL MEDIA INC.

17 E. 45th St., New York 17, N. Y., Tel.: Murray Hill 2-2060; William M. Nelson, president.

Services: TV package programs, TV production, scripts.

VITAPIX CORP.

509 Madison Ave., New York 22, N. Y.; Tel.: Plaza 8-3013; Bob Wormhoudt, president.

Services: 27 Johnny Mack Brown westerns.

VITATONE FILM PRODUCTIONS

5331 Via San Delarros, Los Angeles 22, Calif., Tel.: Angelus 0584; Jack Helstowski, owner.

Services: TV film production (commercials).

WILL H. VOELLER PRODUCTIONS

8540 Sunset Blvd., Hollywood 46, Calif., Tel.: Bradshaw 2-4455; Will H. Voeller, owner.

Services: TV program production, scripts, package TV programs, TV film production.

VONNA PRODUCTIONS INC.

5816 Wilshire Blvd., Los Angeles 36, Calif., Tel.: Walnut 2096; Eddison Van Ottenfeld, president.

Services: TV program production, scripts, package TV programs, talent, TV film production.

New York—619 W. 54th St., Tel.: Judson 2-3791; Peter M. Rogers.

Washington—1121 Vermont Ave., N.W.; Jack Wagner.

W

ROGER WADE PRODUCTIONS

15 W. 46th St., New York 19, N. Y., Tel.: Circle 7-6797; Roger Wade.

JACK WAGNER & ASSOC.

48 N. White Rd., San Jose 27, Calif., Tel.: Clayburn 8-2317; Jack R. Wagner.

Services: Package TV programs.

WASHINGTON PHOTO & SOUND CORP.

1121 Vermont Ave., N. W., Washington, D. C., Tel.: Sterling 3-7969; John Convery, general manager.

Services: TV program production, scripts, package TV programs, TV talent, TV film production, film processing.

Atlantic City (N. J.)—803 Atlantic Ave.; Leo Masucci, general manager.

LOUIS WEISS & CO. (AND ADRIAN WEISS PRODUCTIONS)

655 N. Fairfax Ave., Los Angeles 36, Calif., Tel.: Webster 8-5287; Adrian Weiss, executive director and producer.

Services: TV program production, package TV programs, TV film production.

WELGOT TRAILER SERVICE

630 9th Ave., New York 19, N. Y., Tel.: Circle 6-6450; Martin Gottlieb, Charles L. Welsh.

Services: Features (animated material).

RUPE WERLING

Hidden Haven, Chalfont, Pa., Tel.: Lexington 707; Rupe Werling.

Services: Writing and production of commercials.

WEST COAST SOUND STUDIOS

(Owned by Video Pictures Corp.) 510 W. 57th St., New York 19, N. Y., Tel.: Circle 7-2062; Martin Henry.

WESTERN ADVENTURE PRODUCTIONS INC.

120 South Poplar St., Charlotte, N. C.; J. F. White Jr., president.

WILDING PICTURE PRODUCTIONS INC.

1345 Argyle St., Chicago 40, Ill., Tel.: Longbeach 1-8410; C. H. Bradfield Jr., president.

Services: Scripts and TV film production (commercials).

New York City—335 Madison Ave., Tel.: Plaza 9-0854; James Inglefield, vice president.

Detroit—1000 Dime Bldg., Tel.: Woodward 3-9311; Lang S. Thompson, vice president.

Cleveland—310 Swetland Bldg., Tel.: Tower 1-6440; Jack Rheinstrom, vice president.

Cincinnati—Enquirer Bldg., Tel.: Garfield 0477; R. L. McMillan.

Pittsburgh—Law & Finance Bldg., Tel.: Grant 1-6240; Ralph Maitland.

St. Louis—4378 Lindell Blvd., Tel.: Lucas 0986; James E. Darst.

Hollywood—5981 Venice Blvd., Tel.: Webster 0183; John Oser.

WILLARD PICTURES INC.

45 W. 45th St., New York City, Tel.: Luxemburg 2-0430; John M. Squiers Jr.

WINIK FILMS CORP.

625 Madison Ave., New York 22, N. Y., Tel.: Plaza 3-0684; Leslie Winik, president.

Services: TV film production.

FRANK WISEBAR PRODUCTIONS INC.

7324 Santa Monica Blvd., Hollywood 46, Calif., Tel.: Hudson 2-2286.

Services: TV program production, scripts.

WLS ARTIST BUREAU

1230 Washington Blvd., Chicago, Ill., Tel.: Monroe 6-9700; George Ferguson, Earl Kurtze.

Services: Recording, talent (represents WLS artists).

WOLF ASSOCIATES INC.

420 Madison Ave., New York 17, N. Y., Tel.: Plaza 5-7620; Edward Wolf, president.

Services: TV program production, package TV programs.

RAPHAEL G. WOLFF STUDIOS

5631 Hollywood Blvd., Hollywood 28, Calif., Tel.: Granite 6126; Raphael G. Wolff, owner.

Services: Production of 16mm commercial color and sound motion pictures.

New York 22—330 Park Ave., Tel.: Plaza 5-5386; Dicran Nahigian.

Chicago 1—221 N. LaSalle St., Tel.: Randolph 6-4626; Carl Wester.

Detroit 35—16852 Meyers Rd., Tel.: Diamond 1-0654; Harold R. Troy.

(Continued on page 286)



— COMPLETE —

Production Facilities
for motion pictures, television films and commercials, sound slide films and recordings of every type.

UNITED
Film and Recording Studios
William L. Klein, President
301 East Erie Street—Chicago 11, Illinois
(Formerly United Broadcasting Company)




MERCURY

LINCOLN

Esso
ESSO-STANDARD OIL

INCO
INTERNATIONAL NICKEL

WONDER BREAD
CONTINENTAL BAKING

van praag productions
PRODUCERS OF COMMERCIAL, INDUSTRIAL & TELEVISION MOTION PICTURES
1600 BROADWAY, NEW YORK 19, N. Y.
PLAZA 7-2857 • 2687 • 2688

TV PRODUCTION

(Continued from page 285)

WOODRUFF ASSOCIATES

751 Second Ave., New York 16, N. Y.
Tel.: Murray Hill 2-4412; Frank Woodruff, executive producer.
Services: TV program production scripts, package TV programs, talent, TV film production, syndicate film.

WOR ENTERTAINMENT DEPT.

1440 Broadway, New York 18, N. Y.
Tel.: Longacre 4-8000; Nat M. Abramson, manager.
Services: Club dates and cruises, e

WOR RECORDING STUDIOS

1440 Broadway, New York 18, N. Y.
Tel.: Longacre 4-8000; Henry P. Lockwood, manager.
Services: Recording of audio portions for TV spots and programs on disc and tape.

WORLD BROADCASTING SYSTEM INC.

488 Madison Ave., New York 22, N. Y.
Tel.: Murray Hill 8-4700; Robert Friedheim, vice president; Pier Weis, general manager.
Services: Transcription program service library (background music).
Cincinnati—1529 Madison Rd., Tel. Plaza 1323; Leo Gutman, promotional director.
Los Angeles 4-5255 Clinton St., Tel. Hempstead 5121; Maynard Marquardt, western division manager.

CARTER WRIGHT ENTERPRISES INC.

6533 Hollywood Blvd., Hollywood, Calif., Tel.: Hollywood 9-0944; Carter Wright, president.
Services: TV program production scripts, package TV programs, talent, TV film production.

VOGUE WRIGHT STUDIOS

469 E. Ohio St., Chicago 11, Ill., Tel. Mohawk 4-5600; George T. Beck, vice president.
Services: TV program production scripts, package TV programs, talent, TV film production, syndicate film.
New York—225 4th Ave., Tel.: Algonquin 4-3400; Robert Shea.
Los Angeles—1041 N. Formosa, Tel. Granite 5-1111; Charles W. Sheely.

WYNN WRIGHT ASSOCIATES

17 W. 57th St., New York 19, N. Y., Tel. Plaza 3-4417; Charles Granzow.
Services: TV package programs.

WRIGHT-SONOVOX INC.

6331 Hollywood Blvd., Hollywood, Calif., Tel.: Hollywood 9-3614; John T. Abbott, general manager.
Services: Articulated sound service.
New York 22—444 Madison Ave., Tel. Plaza 9-6022; E. C. Redding.

Y

YOUNG AMERICA FILMS INC.

18 E. 41st St., New York 17, N. Y., Tel. Lexington 2-4100; Godfrey Elliott, executive vice president.
Services: Educational film library.

EMERSON YOURKE STUDIO

245 W. 55th St., New York 19, N. Y., Tel.: Luxemburg 2-2216; Emerson Yourke, executive producer.
Services: Newsreels, educational films, shorts and film productions.

Z

ZIV TELEVISION PROGRAMS INC.

488 Madison Ave., New York City, Tel.: Murray Hill 8-4700; John L. Siff, president; Maurice J. Rifkin, vice president in charge of sales.
Services: TV film production, syndicate film.

Hollywood—5255 Clinton St., Tel. Hempstead 5121; Maurice Unwin, office manager; Walter Kingsley.
Cincinnati—1529 Madison Rd., Tel. Plaza 1323; Frederic W. Ziv, board chairman; Edward J. Broman, central division sales manager.

MAURICE H. ZOUARY (TELEVISION PRODUCTIONS)

2 W. 46th St., New York 19, N. Y., Tel. Judson 2-4426; Maurice H. Zouary, president.
Services: TV program production, package TV programs, TV film production (commercials and program

Murray Hill 8-1162

SERVICES

TV
Commercials

TV
Programs

Industrial
Films

Complete studio
production
facilities

CLIENTS

American Home Foods
Armstrong Cork
Benrus
Borden
Bulova
Chesebrough
Conti
DuPont
Ford
General Electric
General Foods
General Mills
GMAC
Gulf
Hinds
Johns-Manville
McKesson & Robbins
Philco
Remington-Rand
Schlitz
Simoniz
Westinghouse
and many others

VIDEO PICTURES, INC.

41 East 50th Street

New York 22, N. Y.

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

A

ACCURATE ADV. AGENCY
W. 60th St., New York 23
Tel.: Circle 7-3880

D. ADAMS ADV.
277 Broadway, New York 7
Tel.: Rector 2-6930
7 Dept.: A. D. Adams, owner.

D. FRIED ADV. AGENCY
8 15th St., Oakland 12, Calif.
Tel.: Higate 4-6530
V Dept.: Ad Fried, TV director, producer; Constance May, timebuyer, producer; Elaine Fried, music director, producer, radio librarian; Gerhard Jacobi, art & production director, producer.

7 Accounts: Davi Miracle Foam; Betty Elizabeth Shampoo; Roto-Rooter of Bay Area; Bell Smoked Fish Co.; Lake Merritt Hotel; Martin Const. Co.; The Quiet Hour; Lo Fare Cab Co.; G & W Refrigeration Co.; Grimshaw Nurseries; Elemen Supreme Formula; American Upholstering Co.; Kountry Boys; Dicks Home Furnishers.

ADV. ENGINEERS CORP.
8 S. Hill St., Los Angeles 13
Tel.: Mutual 5039
TV Dept.: Reed Bear.

DV. INC.
1523-31 Central Nat'l Bank Bldg., Richmond 19, Va.
Tel.: 3-2800
TV Dept.: J. Lynn Miller.
Richmond 19—416 E. Main St.; Tel.: 3-5687; A. F. Watson, production manager.
7 Accounts: Virginia Elec. & Power Co.; Commonwealth Motors.

ITKIN-KYNETT CO.
400 S. Penn Sq., Philadelphia 2
Tel.: Rittenhouse 6-7810
V Dept.: Paul B. Phillips, TV director; Edna M. Gretz, timebuyer.
H. ALBER CO.
9 N. Larchmont Blvd., Los Angeles 4
Tel.: Hollywood 9-8273

ON ALLEN & ASSOC.
9 SW 13th Ave., Portland 5, Ore.
Tel.: Capitol 9445
V Dept.: Everett A. Mitchell, TV director; H. Richard Seller, account executive.
V Accounts: White Stag Mfg. Co.; Skyway Luggage Co.; Pontiac Motor Div. (Northwest Dealers); Gen. Elec. Supply Co.

ALLEN & REYNOLDS ADV.
100 Woodman of the World Bldg., Omaha 2
Tel.: Atlantic 4445
V Dept.: Milt Stephan, TV director; Don Amsden, asst. TV director; Alice Helker, TV secretary; Jeanette Harison, Glenna Slezak, copywriters; Douglas Wall, timebuyer, media director; Lee Dreeves, Jack Hultgren, Floyd Mellen, Milton H. Reynolds, Robert H. Reynolds, William Rosborough, Robert Sanford, William J. Newens, account executives.
V Accounts: Gen. Elec.; Merchants Biscuit Co.; Northrup Jones; Omaha Body & Equip. Co.; Omaha Pub. Power Dist.; Paramount Radio Shop; P. F. Petersen Baking Co.; Evans Laundry; Uncle Sam Breakfast Food; Hill Hotel; T. H. Maenner Real Estate; C. J. Patterson Co.; Webber Motors; Peter Pan Bakery.

ALLIED ADV. AGENCIES INC.
7 S. Vermont Ave., Los Angeles 4
Tel.: Dunkirk 7-7331
V Dept.: Stuart Heinemann, TV director; Milton Hoffman, Bart Ross, Dick Gardner, W. F. Gardner.
V Accounts: Dr. F. E. Campbell; Pridham Davis; Descanso Gardens; Gold's Furniture-App'l.; Harold A. Sparling; United Sporting Goods; Arden Farms.

ALLIED ADV. AGENCY INC.
10 Boylston St., Boston 16
Tel.: Hubbard 2-4100
V Dept.: Howard Shamban.
V Accounts: Beacon Wax (N-S); Boston Baby Carriage; Sport Auto Store.

ALDOMARI ADV. AGENCY INC.
7 Vesey St., New York 7
Tel.: Digby 9-1510
TV Dept.: Michael Altomari, TV director, timebuyer, account executive.
V Accounts: Geo. Peabody & Assoc.

AMERICAN TELEVISION INSTITUTE OF TECHNOLOGY
5050 N. Broadway, Chicago 40
Tel.: Uptown 8-6300

ANDERSON & CAIRNS INC.
438 Madison Ave., New York 22
Tel.: Murray Hill 8-5800
TV Dept.: Victor Seydel, TV director, chief timebuyer; Jean Simpson, assistant to director, time estimator & buyer.

TV Accounts: C. H. Masland & Sons (N); Brooklyn Paint & Varnish (S); Nat'l Home Furnishing Show (S); Rootes (S); DuMaurier (S).

ANTHRACITE ADV. AGENCY
415 Scranton Times Bldg., Scranton 3, Pa.
Tel.: 9323
TV Dept.: William A. White, general manager.

TV Accounts: Parodi Cigar Co.; Fowler & Williams; William Baking; Dean Phipps.

ARBEE AGENCY INC.
Wabash at Brown Ave., Terre Haute, Ind.
Tel.: Crawford 3563
TV Dept.: W. L. Smith, vice president.

JOHN FALKNER ARNDT & CO. INC.
16 N. 15th St., Philadelphia 9
Tel.: Kingsley 5-8500

ARNOLD & CO. INC.
262 Washington St., Boston 8
Tel.: Richmond 2-1220
TV Dept.: Arnold Z. Rosoff, timebuyer.
TV Accounts: Jenney Gasoline; MKM Knitting Mills.

ART-COPY ADV. AGENCY
11 Hill St., Newark 2
Tel.: Market 2-7115
TV Dept.: Seymour Steinhardt, TV director, timebuyer; Martin Steinhardt, account executive.

ASSOCIATED ADV. AGENCY INC.
612 First Nat'l Bank Bldg., Cincinnati 2
Tel.: Main 2811
TV Dept.: S. Malcolm Levy, president; Templeton Briggs, exec. vice president; W. Wilson Lang, vice president in charge of TV; J. G. Maupin, TV director; I. C. Levy, secretary-treasurer.

ATHERTON ADV. AGENCY
8455 Melrose Place, Los Angeles 46
Tel.: Webster 3-8488
TV Dept.: Alfred A. Atherton, owner.
TV Accounts: Pacific Citrus Products.

ATHERTON & CURRIER INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8795
TV Dept.: John P. Atherton, vice president, TV director; William Tieman, vice president, media director; Joseph Molnar, vice president, copy & plans.
Toronto—100 Adelaide W.; William McDonald.

TV Accounts: Brylcreem Hair Dressing.

AUBREY, FINLAY, MARLEY & HODGSON INC.
230 N. Michigan Ave., Chicago 1
Tel.: Financial 6-1600
TV Dept.: Gene E. Fromherz, media director; Richard Fecheimer, vice president; J. T. Aubrey, board chairman; J. Finlay, president.
TV Accounts: Williamson Candy Co. (S); Wayne Knitting Mills (S); H & H Cleanser Co. (S); Double-Cola Co. (S); Kitchen Arts Foods (S).

N. W. AYER & SON INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 6-0200
TV Dept.: James E. Hanna, vice president, TV director; Thomas J. McDermott, TV plans; Thomas H. Calhoun, programming & production; John M. Caldwell, copy chief; Wauhilla LaHay, publicity; Robert A. Mortensen, sports broadcasting; Gordon Braine, TV research; G. D. Gudebrod, film production; James A. MacDonald, TV traffic; Elga Gamba, billing; Charles M. Wilds, timebuying; Paul F. Kizenberger, Richard S. Bunbury, John W. Purves, Dirk Watson, William P. Croasdale, Joan Rutman, Elaine Sloat, timebuyers.

Hollywood 28—714 Taft Bldg.; Tel.: Hempstead 4871; Glenhall Taylor, vice president.

Chicago 3—135 S. LaSalle St.; Tel.: Randolph 6-3458; Roderick Mitchell, director.

TV Accounts: Atlantic Refining Co., Lever Bros. (S-N); Cannon Mills, Nat'l Dairy Products, Elec. Cos. Adv. Program (N); B. C. Remedy Co.; Brooklyn Union Gas Co.; Chesapeake & Potomac Tel. Co.; Reuben H. Donnelley Corp.; Gordon Baking Co.; Hills Bros. Coffee; Charles E. Hires; Ill. Bell Tel. Co.; Lever Bros.; Michigan Bell Tel. Co.; John Morrell & Co.; Pennsylvania Co.; Sheffield Farms Milk; Telechron Div. of GE; United Air Lines; Hawaiian Pineapple Co.

AYLIN ADV. AGENCY
522 Waugh Dr., Houston 19
Tel.: Lynchburg 3766

AYRES & ASSOC. INC.
1325 N St., Lincoln 8, Neb.
Tel.: 2-6928

AZRAEL ADV. AGENCY
1000 N. Charles St., Baltimore 1
Tel.: Lexington 7575

B

BADGER & BROWNING & HERSEY INC.
(see Badger & Browning & Parcher)
630 5th Ave., New York 20
Tel.: Circle 7-3719
TV Dept.: Jack Wilcher, TV director.

BADGER & BROWNING & PARCHER
75 Federal St., Boston
Tel.: Liberty 2-3364

BAHN ADV. CO.
115 Chauncy St., Boston 11
Tel.: Liberty 2-4206
TV Dept.: Samuel Bahn, owner.
TV Accounts: Manchester Hosiery Mills (S).

FREDERICK E. BAKER & ASSOC.
Joseph Vance Bldg., Seattle 1
Tel.: Elliott 0957

LYNN BAKER INC.
745 5th Ave., New York 22
Tel.: Murray Hill 8-3505
TV Dept.: Mary Bentley, media director; Mary Burak, Lewis Happ, timebuyers; Edward Hauser, TV director; Donald Cutler, A. J. Hilton, account executives.

TV Accounts: F. W. Woolworth Co. (N); Coast Fisheries; Puss'n Boots Cat Food (S).

BALDWIN, BOWERS & STRACHAN INC.
374 Delaware Ave., Buffalo 2, N. Y.
Tel.: Washington 6854
TV Dept.: Everett L. Thompson, TV director; Joseph H. Radder, Catharine D. Walsh, Malcolm L. Barney, Leon A. McNamara, copywriters & producers; Marie D. Cronin, Nora L. Cuff, traffic.
TV Accounts: Adam, Meldrum & Anderson Co.; Brost Motors; Crystal Beach Transit; Dodds Dairy; Erie Co. Savings Bank; General Ice Cream Corp.; Hambleton Terminal Corp.; Kenmore Motors; NuWay Markets; Nat'l Pet Foods; Pepsi Cola Bottling; Sears, Roebuck & Co.; Seven-Up Bottling; William Simon Brewery; Joseph Strauss Co.; Trico Products Corp.

BALL & DAVIDSON INC.
1030 Speer Blvd., Denver 4
Tel.: Main 1291
TV Dept.: Carl A. Salstrand, president; Billy D. Prescott, vice president.
TV Accounts: Bowman Biscuit Co.; Morey Mercantile Co.

BARLOW ADV. AGENCY
742 James St., Syracuse, N. Y.
TV Dept.: B. J. Stapleton, account executive, TV director; J. R. Coleman, H. H. Goodheart, G. F. Swartz, E. R. Crawford, R. M. McCabe, account executives.
TV Accounts: Dairymen's League; Lincoln Bank; House of Stuart Cosmetics; P&R Macaroni Co.; Will & Baumer Candle; C. A. Durr Pkg. Co.

BARNES ADV. AGENCY INC.
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Broadway 6-2393
TV Dept.: John Barnes, president; John Barnes III, treasurer, account executive; E. R. Wholihan, Kenneth J. Goelzer, vice presidents, account executives; Pat Ann Klopatek, TV director; Gilbert Goetz, timebuyer.

TV Accounts: Marshall & Ilsley Bank; Roundy Peckham & Dexter Co.; Wisconsin Ice & Coal Co.; Interstate Bakeries; Spic & Span Dry Cleaners.

BARNES-CHASE CO.
530 Broadway, San Diego 1, Calif.
Tel.: Franklin 7771
Los Angeles 17—1638 Wilshire Blvd.; Tel.: Dunkirk 4-1193

TED BATES & CO.
630 5th Ave., New York 20
Tel.: Judson 6-0600
TV Dept.: H. Austin Peterson, partner in charge of TV; Lester A. Weinrott, TV dept. manager; John Doherty, TV dept. business manager; Vincent Rowe, new program development; Alan Dingwall, Jay Clark, Ed Brown, Grant Tyler, John Thompson, producers; Thomas McAndrews, film production; TV commercial writers, Eugene Lessen, Herb Gunter, Timebuying Dept.; Net Midgley, manager; Chris Lynch, MacDonald Dunbar, Al Petcavage, Dick Mann, Bill Kennedy, timebuyers.

Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 9-2161; H. Austin Peterson, partner in charge of TV; Harry Say, Frank O'Connor, producers.

TV Accounts: Colgate-Palmolive-Peet Co.; Continental Baking Co.; Brown & Williamson Tobacco Corp.; American Home Foods Products; Carter Products; Minute Maid Corp.; Standard Brands Inc.; Pillsbury Mills Inc.; Anahist Co.

BATTEN, BARTON, DURSTINE & OSBORN INC.
383 Madison Ave., New York 17
Tel.: Eldorado 5-5800
TV Dept.: Arthur Pryor Jr., vice president in charge; Robert Foreman, vice president in charge of TV; Carroll P. Newton, vice president, chairman of TV plan board; James Bealle, in charge of new program development; Arthur Bellaire, in charge of TV commercial copy; Donald Rowe, TV dept. production manager; Hugh Rogers, in charge of TV production; Bernie Haber, in charge of TV film production; Edwin Marshall, chief talent contact; Jim Brown, TV promotion-publicity.

Boston 16—1220 Statler Office Bldg.; Tel.: Hubbard 2-0430; F. W. Hatch, vice president.

Buffalo 3—3 Rand Bldg.; Tel.: Cleveland 7915; Alan M. Ward, vice president.

Chicago 11—919 N. Michigan Ave.; Tel.: Superior 7-9200; H. H. Haupt, vice president.

Cleveland 13—Terminal Tower; Tel.: Tower 1-7270; E. E. Haring, vice president.

Detroit 26—1856 Penobscot Bldg.; Tel.: Woodward 5-0620; R. E. Anderson, vice president.

Hollywood 28—1680 N. Vine St.; Tel.: Hollywood 9-7337; Wayne Tiss, vice president.

Los Angeles 48—6363 Wilshire Blvd.; Tel.: Webster 1-1234; A. W. Neally, vice president.

Minneapolis 2—N. W. Bank Bldg.; Tel.: Lincoln 8401; J. C. Cornelius, executive vice president; E. A. Cashin, vice president.

Pittsburgh 19—Grant Bldg.; Tel.: Grant 1-8060; L. D. Hansen, vice president.

San Francisco 4—Russ Bldg.; Tel.: Sutter 1-2232; John G. Motheral, vice president.

TV Accounts: Armstrong Cork Co.; American Tobacco Co.; DeSoto; DuPont; Gen. Baking Co.; Gen. Elec.; B. F. Goodrich; Hamilton Watch Co.; Shaefer Brewing; Ft. Pitt Brewing; Vick Chemical; Ethyl Corp.; Crosley; Penick & Ford; Nat'l City Bank; Standard Oil of Calif.; Personal Products; Gemex Watchbands.

(Continued on page 288)

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

(Continued from page 287)

BAY PATH ADV. INC.
9 Elm St., Southbridge, Mass.
Tel.: Southbridge 4-8161
TV Dept.: Maurice L. LaReau, account executive, timebuyer.

BEAN ADV. AGENCY
136 N. Delaware St., Indianapolis 4
Tel.: Franklin 4248

BEAUMONT, HELLER & SPERLING INC.

6th & Walnut Sts., Reading, Pa.
Tel.: Reading 5-4311
TV Dept.: Dee Hassler, TV director.
TV Accounts: Willson Sun Glasses; York Co. Gas Co.; Lancaster Co. Gas Co.; Harrisburg Gas Co.; Lebanon Valley Gas Co.; Bowers Battery Co.; Crystal Rock Beverage Co.

WALTER F. BENNETT & CO.
Civic Opera Bldg., Chicago 6
Tel.: Franklin 2-1131
TV Dept.: Jane Guenther, media director
Philadelphia 2-1045 Locust St.; Tel.: Kingsley 5-6799.

HERBERT S. BENJAMIN ASSOC. INC.
234 Main St., Baton Rouge, La.
Tel.: 3-2847

BENNETT, WALTHER & MENADIER INC.

69 Newbury St., Boston 16
Tel.: Kenmore 6-3820
TV Dept.: Mrs. Elizabeth D. Parsons, timebuyer.

BENTON & BOWLES INC.
444 Madison Ave., New York 22
Tel.: Murray Hill 8-1100

TV Dept.: Walter Craig, vice president in charge of TV; William E. Schneider, business manager of TV; Thomas J. McDermott, TV production director; Herb Leder, film production director; William Vallee, TV production director; Ann Howard, casting director; Wilfred S. Roberts, Oliver Barbour, Charles Fisher, Carl Eastman, Don Wallace, Ralph Starr Butler Jr., Arthur Richards, Lawrence White, Olga Druce, Maximilian Bryer, Douglas Burch, Elizabeth Shay, Irwin Segelstein, program directors.

Hollywood 28-6253 Hollywood Blvd.; Tel.: Hillside 9151; Al Kaye, vice president in charge of West Coast operations; Murray Bolen, William States, program directors.

Toronto-91 Yonge St.; Tel.: Empire 3-8222; William H. Fleischman.
TV Accounts: General Foods Corp.; Procter & Gamble Co.; Avco Mfg. Corp. Crosley Division; Best Foods Inc.; Norwich Pharmacal Co.; Brewing Corp. of America; Benson & Hedges.

BERMINGHAM, CASTLEMAN & PIERCE

136 E. 38th St., New York 16
Tel.: Lexington 2-7550
TV Dept.: John H. McNeil, TV director; Ted Wallower, timebuyer; James G. Walker, Herbert Lorenzen, account executives.
TV Accounts: Griffin (N); Conti Shampoo (S); Dif Corp. (S).

TED BERNSTEIN ASSOC.
51 Madison Ave., New York 10
Tel.: Murray Hill 5-3730
TV Dept.: Sylvester J. Bernstein, timebuyer, account executive; Ted Bernstein, Ted Kaufmann, account executives.

BOB BETTS ADV.
First Nat'l Bank Bldg., Denver 2
Tel.: Main 6782
TV Dept.: John F. Connors, TV director, timebuyer.
TV Accounts: Frontier Refining Co.; Carlson-Frink Co.; Stone-Hall Co.; Maplecrest Turkey Farms Inc.

BEN BEZOFF & CO.
220 Majestic Bldg., Denver 2
Tel.: Alpine 2300

LEE S. BIESPIEL ADV. AGENCY
605 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-4190
TV Dept.: L. S. Biespiel, TV director, timebuyer.
TV Accounts: John O. Butler Co.; Shepler Mfg. Co.

RALPH BING ADV. CO.
306 Frederick Bldg., Cleveland 15
Tel.: Superior 1-2773
TV Dept.: Ralph Bing, TV director; Adrienne Neiman, TV producer, account executive.
TV Accounts: Al Sirat Grotto Circus; B. W. Blaushild Motors; Blaushild's Chrysler-Plymouth Hq.; A. D. Pelunis Inc.

BIOW CO. INC.
640 5th Ave., New York 19
Tel.: Plaza 9-1717
TV Dept.: Roy Winsor, TV director; Roland Gillett, co-director of TV; J. E. Kucera, timebuyer.
Hollywood-1606 N. Argle; Tel.: Hempstead 2377.
San Francisco 3-703 Market St.; Tel.: Garfield 4854.

BLAINE-THOMPSON CO. INC.
234 W. 44th St., New York 36
Tel.: Longacre 4-0800
TV Dept.: Franklin Hobbs, director; Ingram Ash, timebuyer.
TV Accounts: Warner Bros. Motion Pictures; Joe Lowe Corp.

FRANK L. BLUMBERG ADV.
800 Cathedral St., Baltimore 1
Tel.: Mulberry 6672
TV Dept.: Horace J. Elias, TV director.
TV Accounts: Kress Farm Dairy; Park Circle Motor Co.; American TV Service.

FRED BOCK ADV. CO.
Second Nat'l Bldg., Akron 8
Tel.: Portage 4616
TV Dept.: John Simpson, TV director; Fred Bock, Pearl Fairall.
TV Accounts: Neo Sales; Pearl Brank Oysters; Souvenir Beer; Ace Rubber Products.

BILL BONSBY ADV. AGENCY INC.
1717 E. Colfax Ave., Denver 6
Tel.: Florida 4418
TV Dept.: William F. Angelos Jr., TV director; Jay Tallant, Victor Bocard, account executives.

BOTSFORD, CONSTANTINE & GARDNER
115 SW 4th Ave., Portland 4, Ore.
Tel.: Atwater 9541
Seattle 4-333 Central Bldg.; Tel.: Eliot 3523.
San Francisco 5-625 Market St.; Tel.: Exbrook 2-7565.
New York 1-5122 Empire State Bldg.; Tel.: Bryant 9-4845

LEO P. BOTT JR. ADV.
64 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-9187
TV Dept.: M. Donald Foran, timebuyer.

LEO BOULETTE AGENCY
303 N. Main St., Three Rivers, Mich.
Tel.: 3-4135

BOURNE ASSOC. INC.
60 E. 42d St., New York 17
Tel.: Vanderbilt 6-1423
TV Dept.: Suzanne C. Lloyd, talent; Victor Arden, musical director.

STANLEY G. BOYNTON RADIO ADV.
159 Pierce St., Birmingham, Mich.
Tel.: Jordan 4-5888

BOZELL & JACOBS INC. (home office, Omaha)
205 N. LaSalle St.,
Tel.: Central 6-6870

TV Dept.: Philip Rouda, vice president, TV director; Eileen Killeen, Gertrude Russakov, timebuyers.
Branches in New York, Minneapolis, Indianapolis, Seattle, Dallas, Houston, Shreveport, Washington, Hollywood.
TV Accounts: Kool Vent Awnings (S); Pfaff Sewing Machines (N-S); Mason Shoe Co. (S); Allied Florists of Baltimore (S); Phoenix Table Mat Co. (S); Security Federal Savings & Loan (S); Leaf Brands (S); Citizens Committee for Banking (S); Bar 20 Assoc. (S); Wholesale Plant Growers Assn. (S); Pollyanna Town & Country (S).

ARTHUR BRAITSCH ADV.
528 Hospital Trust Bldg., Providence 3
Tel.: Dexter 1-4115
TV Dept.: Arthur Braitsch, director; John Lorimer, timebuyer.
TV Accounts: R. I. Hospital Trust Co.; Roger Williams Savings; Weybosset Markets; Strand Theatre; Rocky Point Park; Republican Central Committee; Palladium Ballroom; Hillside Farm Dairies.

MICHAEL BRAND ASSOC.
8820 Sunset Blvd., Hollywood 46
Tel.: Crestview 6-2991
TV Dept.: Michael Brand, president.

J. CARSON BRANTLEY ADV. AGENCY
Owen Bldg., Salisbury, N. C.
Tel.: 900
TV Dept.: J. Carson Brantley, TV director.

BREIG ASSOC.
1715 Walnut St., Philadelphia 3
Tel.: Rittenhouse 6-3836

BRENNAN ADV. AGENCY
1414 W. Clay, Houston 19
Tel.: Li 7581
TV Dept.: Hazel Reed, TV director; Jessie O. Wade, timebuyer; John E. McGary, account executive.
TV Accounts: Houston Bank & Trust Co.

BRUCE B. BREWER & CO.
900 Walnut St., Kansas City 6, Mo.
Tel.: Harrison 4990
TV Dept.: Jack Kirwan, TV director; Jim Necessary, film director; Mary E. Klein, timebuyer; Quentin V. Brewer, Kent Boyd, John Griffith, account executives.
Minneapolis-400 Foshay Tower; Tel.: Atlantic 3314; Charles R. Strotz, manager; Loy M. Booton, account executive.

BRINDLEY-ROTH INC.
131 Lafayette W., Detroit 26
Tel.: Woodward 1-8295

BRISACHER, WHEELER & STAFF
1660 Bush St., San Francisco 9
Tel.: Prospect 6-2600
TV Dept.: Richard I. Clark, timebuyer; Mary Elizabeth Loeber, assistant timebuyer; John H. Butler, TV production.
New York 1-350 5th Ave.; Tel.: Bryant 9-5600; Darrell McCain, media director.
TV Accounts: East Bay Producers' Milk Council; Calif. Dairy Industry; Comfort Paper Div. of Crown Zellerbach Corp.; Lyons Magnus Inc.; Old Homestead Bakery; Parkmerced Towers; Rainier Brewing Co.; San Francisco Milk Industry; Hershel Calif. Fruit Products Co.; Van Camp Sea Food Co.; Pict-Sweet Foods Inc. New York office Accounts: Wheatena Corp.; Parsons Ammonia Co.

BROADCAST ADV.
170 S. Beverly Dr., Beverly Hills, Calif.
Tel.: Bradshaw 2-4840

BROADCAST ADV. INC.
8 Newbury St., Boston 16
Tel.: Kenmore 6-0854
TV Dept.: J. E. Murley, director, account executive; J. J. Manning, timebuyer; E. P. Gieringer, program director.

BROADCAST PRODUCTIONS INC. (B-P-I)
350 Madison Ave., Detroit 20
Tel.: Woodward 5-0909
TV Dept.: Lois M. Michels, director; Mary Ellen Russell, timebuyer; Mary Lee Lippincott, Adele Hager, Lucilla Mack, account executives.

BROADCAST SERVICE INC.
4601 Gordon Ave., Madison, Wis.
Tel.: 4-5929

BROOKE, SMITH, FRENCH & DORRANCE INC.
8469 E. Jefferson Ave., Detroit 14
Tel.: Valley 2-9700
TV Dept.: Hugh Hole, TV director; James P. Danaher, assistant.
New York 17-52 Vanderbilt Ave.; Tel.: Murray Hill 6-1800; Jay Berry, assistant TV director.
TV Accounts: Mullins Mfg. Corp.; Ironrite Inc.; Hudson Motor Car Co.; Goebel Brewing Co.; Sparks-Withington (Spartan Radio-TV Div.).

BROOKS ADV. AGENCY
416 W. 8th St., Los Angeles 14
Tel.: Trinity 0558
TV Dept.: Robert Hall, timebuyer, copywriter.

D. P. BROTHER & CO.
3044 W. Grand Blvd., Detroit 2
Tel.: Trinity 2-8250
TV Dept.: Carl Georgi Jr., vice president, timebuyer; William J. Davis, timebuyer; Kenneth G. Manuel, TV director; Melvus G. Furney, asst. TV director.
TV Accounts: Oldsmobile Div.

BURTON BROWNE ADV.
619 N. Michigan Ave., Chicago
Tel.: Superior 7-7700
TV Dept.: Burton Browne, president; James Cody, account executive.
TV Accounts: J.F.D. Mfg.; I.D.E.A. Inc.; Lion Mfg. Co., all S.

FRANKLIN BRUCK ADV. CORP.
1270 6th Ave., New York 20
Tel.: Circle 7-7660

TV Dept.: D. Davidov, TV director; C. J. Gavin, timebuyer; Frank Bruck, M. Heineman, Herb Gold, M. J. Kleinfeld, account executives.
Los Angeles 4-532 N. Cherokee Av. Tel.: Granite 9376; Howard Blake, general manager.
TV Accounts: Bishop & Co. Inc. (S); Coty Inc. (S); Fashion Frocks Inc. (S); Haelan Labs. (S); hi-Co. (S); N. American Accide Ins. (S); Pharmaceuticals Inc. (N-S); Serutan (N-S); Rex Corp. (S); Sitroux Inc. (S).

BUCHANAN & CO. INC.
1501 Broadway, New York 36
Tel.: Bryant 9-7900
TV Dept.: Nat Strom, TV director; William Dasheff, executive vice president; John McEvoy, account executive; Joseph Dunn, vice president, account executive.
Los Angeles 48-451 N. LaCienega Blvd.; Tel.: Crestview 5-523 Charles Coleman, vice president.
San Francisco 4-155 Montgomery St.; Tel.: Yukon 6-2927; Ray Rande vice president.
Chicago 11-333 N. Michigan Ave.; Tel.: Andover 3-6611.
TV Accounts: Dictograph Prod. Co. Inc. (N-S); Pepsi Cola Bottling (S); Western Airlines (S) Wilb Clark Desert Inn (S); Tidewat Associated Oil Co. (S); Eskimo Pie Corp. (S).

BUCHANAN-THOMAS ADV. CO.
412 S. 19th St., Omaha 2
Tel.: Atlantic 2125
TV Dept.: Adam Reinemund, director; Gene Edwards, asst. director

BUCHEN CO.
400 W. Madison St., Chicago 6
Tel.: Randolph 6-9305
TV Dept.: Robert Long, TV director; Martin Fritz, C. W. Fisher, timebuyers.

BULLARD AGENCY
219 Court St., Port Huron, Mich.
Tel.: 6755
TV Dept.: Rockwood Bullard.
TV Accounts: Alma Trailer Co.

G. NORMAN BURK INC.
223 4th Ave., Pittsburgh 2
Tel.: Grant 1-6316
TV Dept.: G. Norman Burk, account executive, TV director; Dolores McCarthy, timebuyer; Robert L. Forsythe Jr., account executive.
TV Accounts: Houlahan Motor Co. D. J. Kennedy Co.; Liberty Baking Co.; Meadow Gold Dairies; Pittsburgh Products Co.; Sun Dry Co. Inc.; United Vacuum Cleaner Stores.

LEO BURNETT CO. INC.
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-5959
TV Dept.: William Weddell, vice president in charge of broadcast; Lee Bland, program director; Dav Dole, operations manager of broadcast; D. O'Kieffe, vice president in charge of TV creative.
New York 22-677 5th Ave.; Tel.: Murray Hill 8-9480; W. McIlva broadcast manager.
Hollywood 28-1680 E. Vine St.; Tel.: Hillside 7374; W. Williams, broadcast manager.

TV Accounts: Pillsbury Mills (N); Kellogg Co. (N-S); Bauer & Ela (N); Brown Shoe Co. (N); Constock Canning Corp. (S); Corverted Rice Inc. (S); Crane (S); Dean Milk Co. (S); Durke Famous Foods (S); Globe Mill (S); Green Giant Co. (S); International Harvester Co. (S); Mars Inc. (N); Pure Oil Co. (S); Santa Railway (S); Tea Council (S); Toni Co.

BYER & BOWMAN ADV. AGENCY
66 S. 6th St., Columbus, Ohio
Tel.: Main 3276
TV Dept.: Martha Sullivan, TV director; John Metzger, production manager; Sandy Hallock, F. Wil Munro Jr., Reginald Testeme, account executives.
TV Accounts: August Wagner Breweries; Ashland Oil & Refining Co. Ohio Fuel Gas Co.; T. Marzetti Co.; Buckeye Foods; Dollar Federal Savings & Loan; Univer Concrete Pipe Co.; Clean Products; Ohio State Fair.
BYRUM ADV. AGENCY
924 Broadway, Denver 3
Tel.: Tabor 7745

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

C

CABAT-GILL ADV. AGENCY
74 N. Church, Tucson, Ariz.
Tel.: 2-6362

TV Dept.: Ernest Cabat, Marjorie Duke, TV directors, timebuyers.

TV Accounts: Zuni House; Southern Arizona Bank; Yaslow Air Condit.

JAROLD CABOT & CO. INC.
36 Federal St., Boston 10
Tel.: Hancock 6-7600

TV Dept.: Kay Chille, media director; Rita Armstrong, timebuyer.

CAHN-MILLER INC.
10 St. Paul Place, Baltimore 2
Tel.: Saratoga 4466

TV Dept.: Louis C. Pedlar Jr., vice president.

TV Accounts: Eutaw Savings Bank; Fraternity Federal Savings & Loan Assn.; Hanline Bros.; Stag Paints; Jarman Motors; Popular Club Beverage Co.

ALDWELL, LARKIN & CO. INC.
Merchants Bank Bldg., Indianapolis 4
Tel.: Market 6501

CALKINS & HOLDEN, CARLOCK, McCLINTON & SMITH INC.
47 Park Ave., New York 17
Tel.: Plaza 5-6900

TV Dept.: Henry F. Hull, TV director; Roy A. Fowler, film & TV producer.

Chicago 1—333 N. Michigan Ave.; Tel.: Randolph 6-3831; Philip M. White, manager.

Los Angeles 36—712 S. Curson Ave.; Tel.: York 5145; Harry W. Witt, manager.

TV Accounts: Stokeley-Van Camp Inc. (N); Prudential Insurance Co. of America (N); Marshall Field & Co.; A. S. Harrison Co. (R); Oakite Products Inc (R); Marcalus Mfg. Co. (S); Pacific Wines (S).

M. CAMP & CO.
Liberty Bldg., Wheaton, Ill.

TV Dept.: J. M. Camp, owner; Rosemae Kline, secretary; Lois DeVries, bookkeeper, timebuyer; Clarence Benware, account executive.

CAMPBELL-EWALD CO.
General Motors Bldg., Detroit 2
Tel.: Trinity 2-6200

TV Dept.: Winslow H. Case, vice president for TV; Joseph J. Hartigan, vice president, timebuyer; H. G. Little, president, Chevrolet account executive.

New York 22—1 E. 57th St.; Tel.: Murray Hill 8-3190; Frank W. Townshend, manager; Donald R. Benkhart, TV Dept. business manager, account executive for Chevrolet Dealers Assn.

Chicago 1—230 N. Michigan Ave.; Tel.: Central 6-1946; Earl W. Clements, vice president.

Los Angeles 15—714 W. Olympic Blvd.; Tel.: Richmond 6204; R. C. Francis, vice president.

San Francisco 4—235 Montgomery St.; Tel.: Sutter 1-8736; T. M. Johnston, vice president.

Atlanta 3—45 Edgewood Ave.; Tel.: Lamar 3858; C. G. Thom, manager.

Hollywood 28—Room 11, 1549 N. Vine St.; Tel.: Gladstone 4136; W. H. Case, vice president.

CAMPBELL-MITHUN INC.
1370 Northwestern Bank Bldg., Minneapolis 2
Tel.: Lincoln 8824

TV Dept.: Arthur H. Lund, TV director; M. John Cole, timebuyer; Ernest P. Andrews, production.

Chicago—1024 Palmolive Bldg.; Tel.: Delaware 7-7553; Minnie Kaplan, timebuyer; Bob Noel, production.

TV Accounts: Atwood Coffee Co.; Campbell Cereal Co.; Gold Seal Co.; Griggs, Cooper & Co.; Land O' Lakes Creameries; Minn. Consol. Canneries; Northern States Power Co.; Northwestern Nat'l Bank; Pillsbury-Ballard Oven-ready; Pillsbury Obelisk Flour; Zinsmaster Baking Co.; R. M. Hollingshead Co. (all S).

CAPLES CO.
225 E. Erie St., Chicago 11
Tel.: Superior 7-6016

TV Dept.: W. E. Gibson; D. J. Powers, vice president.

New York 17—535 5th Ave.; Tel.: Murray Hill 7-3577; S. R. Carlin, TV director; H. F. Meyer, vice president.

Omaha 2—1504 Dodge St.; Tel.: Jackson 7795; L. M. Branch, vice president; J. D. Farris, account executive.

Los Angeles 5—301 S. Kingsley Dr.; Tel.: Dunkirk 7-4255; R. R. Rullman, vice president.

TV Accounts: CRI&P Railway; Union Pacific Railroad.

CARNEY ADV. AGENCY INC.
238 W. Wisconsin Ave., Milwaukee 3
Tel.: Broadway 2-3008

TV Dept.: Doris Jacob, TV director. Los Angeles 5—3757 Wilshire Blvd.; Tel.: Fairfax 2301

CARTER ADV. AGENCY INC.
912 Baltimore Ave., Kansas City 5, Mo.
Tel.: Harrison 1356

CAYTON INC.
9 E. 40th St., New York 16
Tel.: Lexington 2-1711

TV Dept.: Allan Black, account executive, TV director; Leonora Thuna, asst. TV director, timebuyer; Donna Quigley, timebuyer; William D'Arcy Cayton, account executive.

TV Accounts: Chesebrough Mfg. Co. (N); Miracle Adhesives Corp. (S); Wall-Trends Inc. (S).

CECIL & PRESBREY INC.
247 Park Ave., New York 17
Tel.: Murray Hill 8-1234

TV Dept.: J. Frank Gilday, TV director; Edward B. Simmons, TV production director; Harry Farnas, media director; Herbert Gruber, Charlotte Corbett, Jayne Smathers, timebuyers; Charles Duffy, J. P. Beresford, A. M. Foster, S. Dalsimer, E. B. Noakes, Robert E. Mayer, E. M. K. Murray, Kenneth Twyman, H. L. Kneeland, account executives.

Cincinnati—1814 Union Central Bldg.; Tel.: Garfield 5178; William Hecker.

TV Accounts: Block Drug Co. Inc. (N-S); Cunard Steam-Ship Co. (S); Electric Auto-Lite Co. (N); McCormick & Co. (S); Philip Morris & Co. Ltd. (S); Redtop Brewing Co. (S); Sylvania Elec. Products Inc. (N); Topps Chewing Gum Co. (S); Whitehall Pharmaceutical Co. (S).

W. CRAIG CHAMBERS INC.
513 2d Ave., Pittsburgh 19
Tel.: Atlantic 1-4028

TV Dept.: W. Craig Chambers, president; Harold McCoy, vice president.

TV Accounts: Austin Co.; La Premiata Spaghetti; A. Mammau Awning Co.; North Side Pkg. Co.; Peters Pkg.; Rand Drug Co.

CHARLES J. CHARNEY ASSOC.
1819 Broadway, New York 23
Tel.: Plaza 7-0955

TV Dept.: Alvin George, TV director, account executive; Charles J. Charney, account executive.

JAMES THOMAS CHIRURG CO.
414 Park Sq. Bldg., Boston 16
Tel.: Hancock 6-7310

TV Dept.: Edward B. Pope, media director; J. Nelson Clifford, film director.

New York 17—122 E. 42d St.; Tel.: Murray Hill 7-5040; George A. Frye, vice president, general manager.

C. P. CLARK INC.
Penthouse. James Robertson Hotel, Nashville 3, Tenn.
Tel.: 6-4179

COE ADV. AGENCY
307 S. Townsend St., Syracuse 2, N. Y.
Tel.: 4-2197

TV Dept.: Smith S. Binning, TV director; Miss Grey Gunderman, asst. TV director.

TV Accounts: E. W. Edwards & Son; Fairway Pkg. Corp.; Great Western Pkg. Co. Inc.; Jean's Beans Co.; O'Donnell Distributors; Rudolph Bros.; Star Vacuum Stores; Sundure Paint Corp.; Tedesco Inc.; Town Talk Dairies; VanDerhoof Roofing.

ARNOLD COHAN CORP.
460 W. 34th St., New York 1
Tel.: Wisconsin 7-4700

TV Dept.: Arnold Cohan, TV head; Michael Gargiulo, production supervisor.

HARRY B. COHEN ADV. CO. INC.
1 E. 57th St., New York 22
Tel.: Murray Hill 8-3030

TV Dept.: Jack Mosman, TV production dept. vice president; Mary Dunlavey, chief timebuyer; Eunice McGarry, William Murphy, timebuyers; account executives: Harry B. Cohen, president; Edward Aleshire, executive vice president; Peter Finney; Stuart B. Smith; Edward J. Rosenwald; Harry B. Cohen Jr., secretary.

TV accounts: West End Brewing Co. (S); Grove Labs, Inc. (S) Pearson Pharmaceutical Co. (N-S).

COHEN & MILLER ADV. INC.
1322 New York Ave., N. W., Washington 5
Tel.: Sterling 3-3333

TV Dept.: Sidney B. Wolfe, TV director; Irving Kipnes, timebuyer; Reuben Cohen, account executive.

RUSSELL C. COMER CO.
15 W. 10th St., Kansas City 5
Tel.: Harrison 3964

TV Dept.: Jon Yost, TV director; Emlyn W. Gollifer.

COMPTON ADV. INC.
630 5th Ave., New York 20
Tel.: Circle 6-2800

TV Dept.: Lewis H. Titterton, vice president in charge of production; Marjorie Irwin, business manager; Henry Clochessy, chief timebuyer. Chicago 4—Suite 2142, 141 W. Jackson Blvd.; Tel.: Harrison 7-6935. Cincinnati 2—525 Walnut St.; Tel.: Parkway 6961. Hollywood 28—6253 Hollywood Blvd.; Tel.: Hollywood 9-8107; Floyd Holm, vice president. Milwaukee 3—744 N. 4th St.; Tel.: Broadway 1-9475.

TV Accounts: Procter & Gamble (N-S); Socony Vacuum Oil Co. (S); Standard Brands Inc. (S); Personal Products Corp. (S); Good-year Tire & Rubber Co. Inc. (N); Southern Biscuit Co. (S); Campbell Soup Co. (N).

THOMAS F. CONROY INC.
1101 Majestic Bldg., San Antonio 5, Tex.
Tel.: Garfield 3456

CO-ORDINATED ADV. CORP.
9 E. 38th St., New York 16
TV Dept.: Lester L. Wolff, executive producer; Irving Herz, timebuyer; Arthur A. Peltz, TV director; Michael Schwartz, director; Morton Fox, associate producer.

TV Accounts: Assoc. Food Stores; Manhattan Food Stores; Gen. Baking Co.; Stahl-Meyer Inc.; Meyer 1890 Bottling Co.; Groveton Papers Co.; APW Products Co. Inc.

COWAN & DENGLER INC.
527 5th Ave., New York 17
Tel.: Murray Hill 8-0700

TV Dept.: Thomas H. Moore Jr., TV director.

TV Accounts: American Agricultural Co.

JOHN GILBERT CRAIG ADV. INC.
913 Washington St., Wilmington 99, Del.
Tel.: 5-6185

CRAIG & WEBSTER ADV. AGENCY
22 Park Place, Lubbock, Tex.
Tel.: 2-2314

TV Dept.: Rex Webster, TV director.

CRAMER-KRASSETT CO.
733 N. Van Buren St., Milwaukee 2
Tel.: Broadway 6-3500

TV Dept.: Roger LeGrand, TV director; Loretta Mahar, timebuyer; Bob Timm, vice president; H. V. Swenson, vice president in charge of marketing; Ken Hegard, John Pritchard, account executives.

TV Accounts: Evinrude Motors; First Federal Savings & Loan Assn.; Milwaukee Gas Co.; Plankinton Pkg. Co.; Swift subsidiary; Wisconsin Tel. Co.; Rolfs; Phoenix Hosiery Co.

CREAMER & CO.
6777 Hollywood Blvd., Hollywood 28
Tel.: Granite 4137

TV Dept.: Ed Loveton, media director; Charles Hutchings, creative chief.

CROOK ADV. AGENCY
Southwestern Life Bldg., Dallas 1
Tel.: Riverside 1175

SAMUEL CROOK CO. INC.
28 W. 44th St., New York 36
Tel.: Bryant 9-2588

TV Dept.: William Dollison, media director.

CUMMINGS, BRAND & McPHERSON ADV.
Gas-Electric Bldg., Rockford, Ill.
Tel.: 2-0677

CUNNINGHAM & WALSH INC.
260 Madison Ave., New York 16
Tel.: Murray Hill 3-4900

TV Dept.: John R. Sheehan, TV director; David P. Lewis, assistant TV director; Fred Bauer, timebuyer.

TV Accounts: Liggett & Myers Tobacco Co. (N-S); Internat'l Silver Co., Holmes & Edwards Div. (S); Lenthic (S); Naragansett Brewing (S); N. Y. News (S); Northwest Airlines Inc. (S); Sunshine Biscuits Inc. (S).

D

DANCER - FITZGERALD - McDOUGAL INC.
(see Dancer-Fitzgerald-Sample)
114 Sansome St., San Francisco 4
Tel.: Douglas 2-5107

DANCER - FITZGERALD - SAMPLE INC.
(see Dancer-Fitzgerald-McDougal Inc., division)
347 Madison Ave., New York 17
Tel.: Oregon 9-0600

TV Dept.: Adrian Samish, vice president, director.

Chicago 1—221 N. LaSalle St.; Tel.: Financial 6-4700.

Hollywood 28—1680 N. Vine St.; Tel.: Hudson 2-3256.

Toronto 1 — Dancer-Fitzgerald-Sample (Canada) Ltd.; 6 King St., E.; Tel.: Empire 3-2851.

DAVIS & CO.
912 Pacific Mutual Bldg., Los Angeles 14
Tel.: Michigan 3908

TV Dept.: Robert J. Davis Jr., TV director; Toni Anthony, timebuyer.

LEONARD DAVIS ADV. INC.
107 Front St., Worcester 8, Mass.
Tel.: 7-3617

TV Dept.: Leonard Davis, TV director; Marion Davis, timebuyer.

TV Accounts: Worcester Bedding; Continental Furniture.

ROBERT F. DENNIS ADV. AGENCY INC.
4564 York Blvd., Los Angeles 41
Tel.: Albany 2367

TV Dept.: Robert F. Dennis, TV director.

TV Accounts: Sparkletts Drinking Water Corp.

DEVEREUX & CO. INC.
266 Genesee St., Utica 2, N. Y.
Tel.: 3-8295

DIENER & DORSKIND INC.
147 W. 42d St., New York 36.
Tel.: Bryant 9-8300

TV Dept.: Leo Greenland, director; Harry Pollack, Bob Dorskind, account executives; Larry Seymour, timebuyer.

DOHERTY, CLIFFORD, STEERS & SHENFIELD INC.
350 5th Ave., New York 1
Tel.: Bryant 9-0445

TV Dept.: Chester MacCracken, TV director; Rodney O. Albright, Russell C. Ambruster, TV production; Donald H. Quinn, timebuyer.

TV Accounts: Borden Co. (N-S); Bristol-Myers Co. (N-S); Welch Grape Juice Co. (N-S); Pioneer Div. of Borden Co.

RALPH L. DOMBROWER CO. INC.
Dombrower Bldg., Richmond 19
Tel.: 3-111-3

TV Dept.: T. Michaux Moody, TV director.

TV Accounts: Etchison Hat Co.

DONAHUE & COE INC.
1270 6th Ave., New York 20
Tel.: Columbus 5-4252

TV Dept.: A. Rigrod, motion picture, TV director; Walter Scott, David Pollard, general TV; Evelyn Jones, timebuyer; Charles Patrick, Robert Rhinehart, Bradley Houghton, Latham Owens, James Ryan, Jack Rosenthal, Walter Weir, Oliver A. Kingsbury, account executives.

TV Accounts: Monarch Wine Co. (S); Robert Burns Cigar (N); Hollander Rug Cleaner (S); N. Y. World Telegram & Sun (S); N. Y. Herald Tribune (S); Irish Linen Guild (S); Scripto Pen & Pencil (S); Federation Bank & Trust Co. (S); Metro-Goldwyn-Mayer (S); Loew's Theatres Inc. (S); Republic Pictures Inc. (S).

(Continued on page 290)

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

(Continued from page 289)

W. B. DONER & CO.
505 Washington Blvd. Bldg., Detroit 26
Tel.: Woodward 5-7400
TV Dept.: Julian A. Grace, Charles F. Rosen, Felix Hower, Wilfred B. Doner.
Chicago 1—203 N. Wabash Ave.; Tel.: Dearborn 2-4676; Marvin H. Frank.
TV Accounts: Speedway Petroleum Corp.; Feigenson Bros. Co.; Rose Jewelry Co.; Altes Brewing Co.; Federal Dept. Stores; Hub Appliance Stores; Famous Furniture Corp.; Big Bear Markets; Cherrin Bros.; Hygrade Food Products Corp.

DOREMUS & CO.
120 Broadway, New York 5
Tel.: Worth 4-0700
TV Dept.: Edwin R. Rooney Jr., TV director, account executive.
Boston 9—53 State St.; Tel.: Lafayette 3-0770; Charles W. Morse, vice president.
Philadelphia 2—1518 Walnut St.; Tel.: Pennypacker 5-4477; Howard York, vice president.
Chicago 4—208 S. LaSalle St.; Tel.: Central 6-9132; Charles C. Greene, vice president.
San Francisco 8—425 Bush St.; Tel.: Yukon 2-4080; Ronald Brindley, vice president.
TV Accounts: Cities Service Oil Dealers; Wellington Fund; Union Trust Co.; Kidder, Peabody & Co.; Calvin Bullock; Standard Coil Products; Lawn Savings & Loan Assn.

JOHN C. DOWD INC.
(see Dowd, Redfield & Johnstone Inc., affiliated agency)
Park Sq. Bldg., Boston 16
Tel.: Hubbard 2-8050
TV Dept.: T. B. Pitman Jr., director; R. Fortin, W. Walsh.

DOWD, REDFIELD & JOHNSTONE INC.
(see John C. Dowd Inc.)
501 Madison Ave., New York 22
Tel.: Murray Hill 8-1275
TV Dept.: Harry H. Patterson, TV director; Wallace H. Lancton, assistant; Betty Nasse, timebuyer; Mary Ryan, assistant timebuyer.
TV Accounts: Rapidol Dist. Corp. (S); Stahl-Meyer Inc. (S); Oillex (S); Block Drug (N-S); Albert Ehler Inc. (S); Cott Beverage Corp. (S); Bristol-Myers Co. (N-S); Dormin Inc. (S); Ruley Red Toothpaste (S).

DOYNE ADV. AGENCY
415 Church St., Nashville 3
Tel.: 42-7372
DUNDES & FRANK INC.
64 W. 48th St., New York 19
Tel.: Plaza 7-0750
TV Dept.: Ben Frank, TV director.

ROY S. DURSTINE INC.
730 5th Ave., New York 17
Tel.: Circle 6-1400
TV Dept.: Maria Carayas, timebuyer; Hubie Wilke, TV producer; John Malone, account executive.
Los Angeles 5—3440 Wilshire Blvd., Tel.: Dunkirk 8-3411; William D. Sloan, producer.
San Francisco 4—156 Montgomery St.; Tel.: Yukon 6-6917; Robert England, producer.

E

EASTBURN & SIEGEL
623 Spring St., Atlanta 3
Tel.: Vernon 4707
Birmingham—Title Guarantee Bldg.

ADAM F. EBY ADV.
336 Andrews Bldg., Buffalo 2, N. Y.
Tel.: Madison 2921
TV Dept.: Adam F. Eby, Judy Diebold.
TV Accounts: Chip Steaks of N. Y.; S. R. Gerber Sausage Co.; Town Shop; Stamford Park; Police Circus.

ELLINGTON & CO. INC.
535 5th Ave., New York 17
Tel.: Murray Hill 7-4300
TV Dept.: Hal James, vice president; A. Burke Crotty, executive producer; Daniel Kane, business manager, timebuyer; Howard Doyle, copy chief; Kay Woelfel, production assistant; Doris Lustgarten, new programs.
TV Accounts: Celanese Corp. of America (S); Cities Service Gas & Oil (S); McKesson & Robbins (S); Bayuk Cigars Inc. (N).

EMERY ADV. CORP.
2 N. Ave. E., Baltimore 2
Tel.: Vernon 3731
ROBERT J. ENDERS ADV. INC.
1415 K St., N.W., Washington 5
Tel.: Sterling 3-2222
TV Dept.: Mary Griffin Jr., TV director; Anne Merriman, timebuyer; Robert L. Friend, film director; Fred Waller, art director; William F. Fitzgerald, Sylvia Devey, Margot Phillips, Hal Rosen, Alfred K. Fingermann, John Swallow, Rudy Vallee, Howard A. Enders, Robert J. Enders, account executives.
Philadelphia—Packard Bldg.; Tel.: Rittenhouse 6-5491; Alfred K. Fingermann, manager.
Hollywood—6611 Santa Monica Blvd.; Tel.: Hillside 6118; John Swallow, manager.
New York—270 Park Ave.; Tel.: Plaza 5-4952; Howard A. Enders, vice president.

ALVIN EPSTEIN ADV.
1407 G. St., N.W., Washington 5
Tel.: Sterling 3-8550
TV Dept.: Toni Pearson, TV director, timebuyer; Jean Senter, Juanita Summers, copywriters; Frank Boucher, sales promotion; Jackie Ganze, research; Ruth Graze, Jerome Horwitz, account executives.
TV Accounts: Valley Forge Beer; Greber Bros. Appl. Distributors; Shaw & Shaw Jewelers; Sears, Roebuck & Co.; R. Mars Contract Co.

ERWIN, WASEY & CO. INC.
420 Lexington Ave., New York 17
Tel.: Lexington 2-8700
TV Dept.: James C. Douglass, vice president in charge of TV; Michael Levin, TV director of creative production; Keith Shaffer, TV business manager; Raymond Simms, timebuyer.

Los Angeles 36—5045 Wilshire Blvd.; Tel.: Webster 1-1211; Robert L. Redd, vice president in charge.
Chicago 1—230 N. Michigan Ave.; Tel.: Randolph 6-4952; L. R. Northrup.
Minneapolis 2—Rand Tower; Tel.: Atlantic 1233; Mac Martin.
Oklahoma City 2—First Nat'l Bank; Tel.: 7-5429; Harold Halsell.
Toronto—1170 Bay St.; Tel.: Randolph 5187; Ralph L. Lawson.
Montreal—1121 St. Catherine St.; Tel.: Plateau 9146; Charles Sheppard.

BENJAMIN ESHLEMAN CO.
1522 Locust St., Philadelphia 2
Tel.: Kingsley 5-2590

WILLIAM ESTY CO. INC.
100 E. 42d St., New York 17
Tel.: Murray Hill 5-1900
TV Dept.: Kendall Foster, vice president, TV director; Samuel H. Northcross, vice president, business manager of TV; Stanley Lomas, vice president in charge of TV commercials; Richard C. Grahl, timebuyer.

TV Accounts: R. J. Reynolds Tobacco Co. (N-S); Colgate-Palmolive-Peet Co. (N-S); M & M Ltd. (N-S); Coca-Cola Bottling Co. of N. Y. (N-S); Nat'l. Carbon Co. (S).

EVANS & ASSOC. ADV.
9th floor, Dan Waggoner Bldg., Fort Worth 2, Tex.
Tel.: Edison 9521

EVERLING ASSOC. INC.
1015 Chestnut St., Philadelphia 7
Tel.: Market 7-2617
TV Dept.: Alice L. Mooney, account executive, timebuyer; Lester J. Harmon, TV producer; Frank J. Corkery, account executive.

EXPORT ADV. AGENCY
919 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3875

F

FACTOR-BREYER INC.
607 S. Hobart Blvd., Los Angeles 5
Tel.: Dunkirk 8-8111
TV Dept.: Farlan I. Myers, Don Ross, TV directors; Ted H. Factor, Donald A. Breyer, Mervyn G. Oakner, account executives; Bernice Levitas, timebuyer.

TV Accounts: J. N. Ceazan Co.; Farmers Ins. Group; Globe Bottling Co.; Maier Brewing Co.; Mission-Pak Inc.; Sav-On Drug Stores; Union Mortgage Co.; Hartfield Stores Inc.

MIKE FADELL ADV. AGENCY
525 Northwestern Bank Bldg., Minneapolis 2
Tel.: Atlantic 3416

FEIGENBAUM & WERMEN ADV. AGENCY
1922 Spruce St., Philadelphia 3
Tel.: Locust 4-1538
TV Dept.: Stanley Goldstein, TV director.
TV Accounts: Booth Beverages; New Yorker Cheese; Yankee Maid Meat Products; Kasser Wines; Arrow Store; Laundry Board of Trade.

COURTLAND D. FERGUSON INC.
315 Nat'l Press Bldg., Washington 4
Tel.: National 8-7713
TV Dept.: Walter J. Kerwin, TV director.
New York 20—45 Rockefeller Plaza; Tel.: Plaza 7-2411; Phil Jackson, manager.
Richmond 19—Life Ins. Co. of Va. Bldg.; Tel.: 7-0788; Richard Nall, manager.
TV Accounts: Bergmann's Laundry; Briggs & Co.; Griffith Consumers; Gwaltney Co.; Hechinger's; Luray Caverns; Mann Co.; Nat'l Solvents Co.; Schindler's; Smith's.

LAWRENCE FERTIG & CO.
149 Madison Ave., New York 16
Tel.: Murray Hill 9-7100
TV Dept.: Joseph H. Mintzer; TV director, timebuyer.

FIRST UNITED BROADCASTERS
201 N. Wells St., Chicago 6
Tel.: Randolph 6-7800
TV Dept.: Hugh Rager, managing director; Maryellen Convery, timebuyer.

M. M. FISHER ASSOC.
134 N. LaSalle St., Chicago 2
Tel.: Central 6-1610
TV Dept.: Jack L. Fisher Sr., owner, account executive; Jack L. (Bud) Fisher Jr., co-owner, account executive, program timebuyer; Helene Heinz, spot timebuyer.

TV Accounts: B & B Enterprises (S); Bell Savings & Loan; Cook Co. Central Democratic Committee (S); Harvey Lumber Co.; Monroe Theatre (S); Nat'l Foundation for Infantile Paralysis (S); Tam O'Shanter Golf Tournaments (S-N); United Artists Corp. (S); Universal-Internat'l Picture Corp. (S).

FITZGERALD ADV. AGENCY
Lee Circle Bldg., New Orleans
Tel.: Tulane 3131
TV Dept.: Aubrey Williams, TV director; Mrs. Marie O'Meara, asst. TV director; Dorothy Estes, TV coordinator; Alice Gum, traffic; Mrs. Dorothy Grace, ratings, market data, promotions.

TV Accounts: Blue Plate Foods; Godchaux Sugars; H. G. Hill Stores Inc.; Jackson Brewing Co.; La. State Rice Milling Co.; Maison Blanche; Pan-Am. Southern Corp.; Southern Cotton Oil Co.; Southern Shell Fish Co.; Wesson Oil & Snowdrift Sales Co. (all S).

FLACK ADV. AGENCY INC.
Hills Bldg., Syracuse 2, N. Y.
Tel.: 3-3129

RICHARD A. FOLEY ADV. AGENCY INC.
1528 Walnut St., Philadelphia 2
Tel.: Kingsley 5-1560
TV Dept.: Frank Knight, TV director; David A. Smith, chief timebuyer.
TV Accounts: Abbotts Ice Cream; Abbotts Mills; French's Bird Seed; Klux; Beneficial Savings Fund; B & O Railroad; Burks Pork Products.

FOOD RESEARCH & ADV.
159 E. Chicago Ave., Chicago 11
Tel.: Superior 7-6664

FOOTE, CONE & BELDING
247 Park Ave., New York 17
Tel.: Murray Hill 8-5000
TV Dept.: Roger Pryor, TV vice president; Edmund L. Cashman, TV vice president; George Wolf, TV production director; Thomas M. McDonnell, program development director.

Chicago 11—155 E. Superior St.; Tel.: Superior 7-4800; J. W. Switzer Jr., vice president in charge of media & research; Robert Hussey, vice president, media director; Richard J. Cunningham, broadcasting operations manager; Harry Dieter, TV business manager; Genevieve Lemper, timebuyer.
Los Angeles 17—900 Wilshire Blvd.; Tel.: Madison 9-3611; George Weaver, media director.
San Francisco 4—235 Montgomery St.; Tel.: Sutter 1-2355; Llew A. Jones, media director; Russ Collier, asst. media director.

Hollywood 28—6233 Hollywood Blvd.; Tel.: Hollywood 9-6265; C. Bur Oliver, vice president, general manager.
Houston 2—510 Taft (mailing—P.C. Box 4223 Houston 14); Tel.: Justi 5431; Grace Spanish, timebuyer.
Portland 4, Ore.—644 Pacific Bldg.; Tel. Broadway 3732; Leith F. Abbot manager.
Montreal 2—925 Dominion Sq. Bldg. Tel.: University 6-8591.
London W. 1—27 Hill St.; Tel.: Mayfair 9181; Brian F. Maccabe, managing director.
TV Accounts: General Foods; Liebmenn Breweries; Internat'l Late Corp.; Lever Bros.; Armour & Co. (soap); Frigidaire Div. Gen. Motors Corp.; Hall Bros.; Internat'l Cellulose Products; Beatrice Food Co.; Armour & Co. (pkg.); Security-First Nat'l Bank; Acme Brewing; Bullock's; Hoffman Radio; Hughes Aircraft; Porex Corp.; Sunkist Growers; Union Oil.

FORT & CO.
416 Providence Rd., Charlotte 7, N. C.
Tel.: 4-7122
TV Dept.: John L. Fort.

ALBERT FRANK-GUENTHER LAWF. INC.
131 Cedar St., New York 6
Tel.: Cortlandt 7-5060
TV Dept.: Robert W. Day, vice president.
Boston 9—10 Post Office Sq.; Tel.: Hancock 6-5900.
Chicago 2—1 N. LaSalle St.; Tel.: Dearborn 2-6424.
Philadelphia 2—Packard Bldg.; Tel.: Rittenhouse 6-3915.
San Francisco 8—246 Bush St.; Tel.: Yukon 6-4641.
Washington—1510 19th St., N.W.; Tel.: Columbia 5-4888.
TV Accounts: Kiplinger Washington Agency Inc. (N); Noma Elec. Corp. (N); Buitoni Foods Corp.

JONES FRANKEL CO.
180 N. Wabash Ave., Chicago 1
Tel.: Dearborn 2-5745
TV Dept.: Lewis I. Sanders, TV director; Jones B. Frankel, A. G. Gainey, account executives.

FREDERICK-CLINTON CO. INC.
545 5th Ave., New York 17
Tel.: Murray Hill 2-7433
TV Dept.: Sydney Rubin, vice president, TV director.

CURT FREIBERGER & CO.
1439 Court Place, Denver 2
Tel.: Alpine 2048
TV Dept.: Bob Swysgood, TV director; Curt Freiburger, timebuyer, account executive.

OAKLEIGH R. FRENCH & ASSOC.
4235 Lindell Blvd., St. Louis 8
Tel.: Newstead 0037

FRENCH & PRESTON INC.
1 E. 43d St., New York 17
Tel.: Murray Hill 7-8550

TV Dept.: Charles R. Tanton, TV director; Mildred Gannon, timebuyer; James P. Selva, Ted Price, Marjorie Dorrance, account executives.
Washington 6—1730 "I" St.; Tel.: R public 4041; Samuel Bledsoe, manager.

TV Accounts: Grand Union Co. (S); Francis I. duPont & Co. (S); Ge. Pub. Corp. (S); Minwax (S); Nat'l Republican Senatorial Committ (N-S).

AD FRIED ADV. AGENCY
(see under "A" listing)

FRIEND-REISS-McGLONE
221 W. 57th St., New York 19
Tel.: Plaza 7-8030
TV Dept.: Edward Ratner, TV director.
TV Accounts: Merkin Paints; Grayson Robinson; Liqui-Moly; Sweet-Oil S. Klein; Lafayette Radio; S. Mary's Coats; Grossett & Dunlap

HARRY M. FROST CO. INC.
260 Tremont St., Boston 16
Tel.: Liberty 2-0813

FULLER & SMITH & ROSS INC.
71 Vanderbilt Ave., New York 17
Tel.: Murray Hill 6-5600
TV Dept.: Peter Cardozo, creative copy supervisor; Charles Pelham, G. Morris, B. Schellenbach, F. Dunca vice presidents.

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

Cleveland 15—1501 Euclid Ave.; Tel.: Cherry 1-8700; Richard Reynolds, Chicago 3—105 W. Adams St., Tel.: Andover 3-5041.
V Accounts: Aluminum Co. of America, Owens-Corning Fiberglas, Internat'l Silver Co. (all N); Burkhardt Brewing Co., Central Nat'l Bank of Cleveland, Commercial Solvents Corp., Interchemical Corp., Westinghouse Elec. Corp., White Sewing Machine Co., Aluminum Cooking Utensil Co., Hercules Powder Co. (all S).

G

JARDNER ADV. CO.
 15 Olive St., St. Louis 1
 Tel.: Central 3200
TV Dept.: William D. Fisher, vice president, TV director; May Kohler, Marshall Smith, production supervisors; Don Cole, promotion director; Jay Kacin, asst. to TV director, Media Dept.; C. C. Humphrey, vice president in charge of media & research; John C. Naylor, TV media director; Phil Archer, Earl Hotze, Grace McMullen, timebuyers; Jo Mueller, TV traffic.
 New York 20—9 Rockefeller Plaza; Tel.: Columbus 5-2000; Roland Martini, vice president, TV director; James Marshutz, asst. TV director.
TV Accounts: Pet Milk Co. (N-S); Reardon Co. (S); Grove Labs. (S); Ralston Cereals (N-S); Nebraska Consol. Mills (S); Southwestern Bell Tel. Co. (S); First Nat'l Bank (S); Banquet Canning Co. (S).

SIDNEY GARFELD & ASSOC.
 5 2d St., San Francisco 5
 Tel.: Exbrook 2-3420
TV Dept.: Harold M. Walker, vice president, TV director; Aubrey Wagenknecht, timebuyer.
TV Accounts: Vano Products, Franzia Wines, Kay Jewelers.

NEWSOM W. GAY ADV.
 Gulf States Bldg., Dallas 1
 Tel.: Prospect 7300
GEARE-MARSTON INC.
 3W Corner, 22d & Locust Sts., Philadelphia 3
 Tel.: Locust 4-0530
 New York 17—420 Lexington Ave., Tel.: Lexington 2-0880.

GEMMER ASSOC. INC.
 908 Strauss Bldg., Fort Wayne 2, Ind.
 Tel.: Anthony 1157
TV Dept.: Duane A. Simmerman, TV director; Glen H. Smith, account executive.
TV Accounts: North American Van Lines; Wayne Candies Inc.

GEYER ADV. INC.
 45 5th Ave., New York 22
 Tel.: Plaza 5-5400
TV Dept.: George Duram, vice president, media director; Harry Torp, George Kern, associate media directors; Betty Powell, John Manning, timebuyers; Frederick Long, TV production director.
 Dayton 2—931 Third Nat'l Bldg.; Tel.: Fulton 4145; E. G. Frost, manager.
 Detroit 32—14250 Plymouth Rd.; Tel.: Webster 3-5520; Walker R. Graham, Ralph L. Wolfe, co-managers.
 Hollywood 28—1680 N. Vine St., Tel.: Granite 6114; Wright Nodine, vice president, account executive, in charge.

GIBBONS ADV. AGENCY INC.
 302 Daniel Bldg., Tulsa, Okla.
 Tel.: 4-2444
TV Dept.: Mercedes (Dee) Freiday, TV director; J. Burr Gibbons, president, account executive; John B. Gibbons, vice president, account executive.
TV Accounts: Tom P. McDermott Inc. (S); State Fed. Savings & Loan Assn. (S); Wortz Biscuit Co. (S); Sand Springs Turkey Farms (S); Nat'l Bank of Tulsa; Prayson Candies Co.; Comet Moving & Storage Co.; Hope Lumber & Supply Co.; Stanley's Funeral Service; H. M. McDaniel Co.; Pedrick Labs.; Southwest Steel Co.

GILHAM ADV. AGENCY INC.
 500 Continental Bank Bldg., Salt Lake City 1
 Tel.: 4-5516
TV Dept.: Heber Wolsey, TV director; Larch Cody, asst. TV director.
TV Accounts: Cloverleaf Dairy; Colville Ice Cream; Freed Motor; Henager's Business; Gen. Elec.; Fisher Brewing; Purity Biscuit; Royal Baking; Union Pacific; Sweet Candy Co.; Utah Power & Light.

BERT S. GITTINS ADV.
 739 N. Broadway, Milwaukee 2
 Tel.: Broadway 6-5948

GLASSER-GAILEY INC.
 301 S. Harvard Blvd., Los Angeles 5
 Tel.: Dunkirk 4-2141

WILLIAM GLAZER ADV. AGENCY
 707 United Office Bldg., Cleveland 13
 Tel.: Main 1-7898
TV Dept.: William Glazer, W. J. Gabriel Jr.

TV Accounts: Foodtown Super Markets.

GLENN ADV. INC.
 600 Bailey Ave., Forth Worth, Tex.
 Tel.: 2-4476
 Dallas 1—1915 Elm St., Tel.: Riverside 6686.
 Los Angeles 43—5429 Crenshaw Blvd., Tel.: Axminister 2-3063.

GLENN-JORDAN-STOETZEL INC.
 307 N. Michigan Ave., Chicago 1
 Tel.: State 2-8927
TV Dept.: John C. Whitley, media director, timebuyer.

GLEW ADV. AGENCY
 211 N. Lafayette Ave., Grand Rapids 3, Mich.
 Tel.: 9-4052
TV Dept.: Francis K. Glew.

GODOY & CROSS ADV. AGENCY
 Prado 51, Havana, Cuba
 Tel.: A-1941

GOODKIND, JOICE & MORGAN INC.
 (see Raymond R. Morgan Co.)
 Palmolive Bldg., Chicago 11
 Tel.: Superior 7-6746
TV Dept.: Harlow P. Roberts, Clyde M. Joice.

KENT GOODMAN ADV.
 6047 Hollywood Blvd., Hollywood 28
 Tel.: Gladstone 7168
TV Dept.: Kent Goodman, TV director; Larry Goodman, timebuyer, account executive; Ed Kerze, account executive; Helen Neshime, executive secretary, timebuyer.

TV Accounts: Transmission Exch. Co.; Hudson Jewelers; Mist-Master Corp.; Stomach-Pep; Internat'l Garbage Disposal; D'Frost-Amatic Freezers; Crenshaw Car Center; Air-Vent Awning.

PHIL GORDON AGENCY
 23 E. Jackson Blvd., Chicago
 Tel.: Harrison 2-2103
TV Dept.: Harry Feuer, TV director; Edward Stern, assistant.
TV Accounts: I. J. Grass Noodle Co.; Esserman Motors, Flavour Candy Co., Honey Bee Co., all S.

GOTHAM ADV. CO.
 2 W. 46th St., New York 36
 Tel.: Luxemburg 2-2880
TV Dept.: Arthur A. Kron, TV director.

CLARENCE M. GOTSCH & ASSOC.
 57 E. Jackson Blvd., Chicago 4
 Tel.: Wabash 2-9352
TV Dept.: Clarence M. Gotsch.

GRANT ADV. INC.
 919 N. Michigan Ave., Chicago 11
 Tel.: Superior 7-6500

TV Dept.: Harry J. Holcombe, TV director; Jane Baker, asst. TV director; Fred Norman, Tee V. Watson, TV media; H. A. Jones, W. R. Watson, W. H. Alexander, L. R. McIntosh, K. Browning, James Fitzmorris, Hill Blackett Jr., account executives.

Dallas 1—1313 Gulf States Bldg.; Tel.: Prospect 8121; W. C. Woody.
 Detroit 26—2450 Guardian Bldg., Tel.: Woodward 3-9400; Edward Grace.

Hollywood—813 N. Highland Ave., Tel.: Hollywood 9-5371; P. L. Bradley.
 Washington—1741 DeSales St., N.W.; Tel.: Sterling 3-1467; J. Holt.
 Miami, Fla.—Langford Bldg., Tel.: Miami 3-0773; John Dey.

New York 21—655 Madison Ave., Tel.: Templeton 8-9393; Robert Cole.
 Portland, Ore.—American Bank Bldg.; Tel.: Capitol 9609; T. N. Tracy.

San Francisco—593 Market St.; Tel.: Douglas 2-0369; Jack Early.

Other offices in Bogota, Columbia; Bombay, Calcutta, Madras, New Delhi, India; Buenos Aires, Argentina; Cape Town, Johannesburg, S. Africa; Caracas, Venezuela; Havana, Cuba; Hong Kong, China; Karachi, Pakistan; London, England; Manila, P. I.; Mexico City, Monterrey, Mexico; Rio de Janeiro, Sao Paulo, Brazil; Santiago, de Chile; Montreal, Quebec; Toronto, Ont.; Panama, R. de Panama.

TV Accounts: Dodge Div. of Chrysler Corp. (N-S); J. A. Folger & Co. (S); Wander Co. (N-S); Cudahy Pkg. Co. (N-S); Lucky Tiger Hair Tonic (S); Texas Bank & Trust Co. (S); Stewart Office Supply (S); Florists Telegraph Delivery Assn. (N-S); Excell Labs. (S); Ed Brown Co. (S); Bell Cleaning & Laundry (S); B. F. Goodrich Dealers (Dallas-Forth Worth) (S).

WILL GRANT ADV. AGENCY
 3729 W. 3d St., Los Angeles 5
 Tel.: Dunkirk 7-3361

GRAY & ROGERS
 12 S. 12th St., Philadelphia 7
 Tel.: Walnut 2-3636

TV Dept.: Edmund H. Rogers, partner in charge of TV; Walter M. Erickson, TV dept. head, media, production; John C. Hirst, copy, production; Charlotte L. Baumann, media assistant.

TV Accounts: Associated Hospital Service of Phila.; Chevrolet Dealers Assn.; Fidelity-Philadelphia Trust Co.; Keystone Automobile Club; Philadelphia Saving Fund Society; Philadelphia Zone Planning Assn.

GREGORY & HOUSE INC.
 2157 Euclid Ave., Cleveland 15
 Tel.: Main 1-7822

TV Dept.: Bromley House, TV director; Mrs. Marion Reeves, timebuyer; Judith Kline, asst. timebuyer; Howard Senior, Miss Honor Gregory, account executives.

Los Angeles—303 S. New Hampshire; Tel.: Dunkirk 8-6187; Clarence Horowitz, manager; Kira Melis, James Hamilton, account executives.

Terre Haute, Ind.—522 Ohio St., Tel.: Crawford 8048; Myra Janco, manager; Milton Beckman, account executive.

TV Accounts: Acme Stores; Household Sales; Pick-N-Pay Food Stores; Spong Baking Co.; A. Siegler & Sons; Peter Shoe Co.; Visconsi Builders; Midwest Building Co.

GREY ADV. AGENCY INC.
 166 W. 32d St., New York 1
 Tel.: Chickerling 4-3900

TV Dept.: Alfred L. Hollender, vice president, TV director; Barbara Jones, TV department manager; Robert Peyson, TV production manager; George Feld, production assistant; Helen Hartwig, timebuyer.

TV Accounts: Ronson Art Metal Works (S); Kirsch Beverages (S); Inhibition APC (S); Mennen Co. (S); Doekin Prod. (N); Coronet magazine (S); Schwyder Bros. (N); R. H. Macy Co. (S); Ullman Co. (S); Anson Jewelry (N); Associated Prod. Corp. (S); Good Humor Ice Cream Corp. (S); Frank H. Lee Hats (S); Lo-Calory Food Corp. (S); Toy Mfrs. Assn. (S).

GRIFFITH-McCARTHY INC.
 605 Times Bldg. (P. O. Box 52), St. Petersburg 1, Fla.
 Tel.: 7-4311
 Tampa—206 S. Franklin St., Tel.: 2-9644.

JULIAN GROSS ADV. AGENCY INC.
 11 Asylum St., Hartford 3, Conn.
 Tel.: 7-7179

GRUBB & PETERSEN ADV.
 111 N. Market, Champaign, Ill.
 Tel.: 6-3766

GUENTHER, BROWN & BERNE INC.
 1418 Enquirer Bldg., Cincinnati 2
 Tel.: Garfield 4244
 Dayton—3 E. 2d St., Tel.: Hemlock 7411.

GUILD, BASCOM & BONFIGLI INC.
 130 Kearny St., San Francisco 8
 Tel.: Yukon 2-6040

TV Dept.: Alex H. Anderson, TV director; Rod MacDonald, media director.

TV Accounts: Rosefield Pkg. Co. (N-S); Good Foods Inc. (N-S); Roman Meal Co. (S); Golden State Co. (S); Girard's (S).

LAWRENCE C. GUMBINNER ADV. AGENCY INC.
 655 Madison Ave., New York 21
 Tel.: Templeton 8-1717

TV Dept.: Paul G. Gumbinner, director, timebuyer; Miss "Dusty" Miller, assistant.

TV Accounts: S. A. Schonnbrunn & Co.; ChapStick Co.; Lewal Industries; Alfred Dunhill Inc.; Bercut-Richards Co.; Good Grooming Products Corp.

H

WILLIAM J. HACKENBERG ADV.
 206 Main St., Wheeling, W. Va.
 Tel.: 6983

HERBERT SUMMERS HALL ADV.
 30 N. LaSalle St., Chicago 2
 Tel.: State 2-0670
TV Dept.: H. S. Hall, TV director; F. W. Hall, S. E. Boren, account executives.

TV Accounts: Mah Chena Corp.; Hamilton Foods Inc.; NuTrishus Products Corp.; Dav Razor Blade Co.; Midwest Food Dist. Co.; Litt Jewelry Co., S. J. Campbell Co.

JOHN L. HALPIN ADV.
 207 State St., Schenectady 5, N. Y.
 Tel.: 2-0492
TV Dept.: John L. Halpin.
TV Accounts: Cobblekill Agric. Society; Latham Rug Co.; IUP-CIO Local 301; Warren County Publicity Committee.

HAMMER CO.
 171 Church St., Hartford 3, Conn.
 Tel.: 7-0183
 New York 18—1819 Broadway; Tel.: Plaza 7-0955.

HANLY, HICKS & MONTGOMERY INC. (see Wallace-Ferry-Hanly Co., division)

500 5th Ave., New York 18
 Tel.: Longacre 5-5000
TV Dept.: H. E. Lehman, media director; H. M. Montgomery, Robert N. Mann, account executives.

HANSON & RIDLON ASSOC.
 212 Essex St., Boston 11
 Tel.: Hancock 6-4924
TV Dept.: G. B. Hanson, TV director; J. A. Riddon, timebuyer.
TV Accounts: Touraine Paints.

HARRINGTON-RICHARDS (Div. of Fletcher D. Richards)
 256 Sutter St., San Francisco 8
 Tel.: Exbrook 2-6025
TV Dept.: Virginia Miller, timebuyer; A. E. Smith, account executive.

Los Angeles 36—5816 Wilshire Blvd.; Tel.: Webster 3-5577; Graecen R. Mitchell.

R. T. HARRIS ADV. AGENCY INC.
 1400 Walker Bank Bldg., Salt Lake City 1
 Tel.: 3-8815

TV Dept.: Richmond T. Harris, Keith E. Montague, Robert G. Love.

TV Accounts: Clover Club Foods; Holsum Bread Co.; Hotel Utah; Morning Milk; Prudential Federal Savings; Assoc. Grocers.

HART-CONWAY CO. INC.
 45 Exchange St., Rochester 14, N. Y.
 Tel.: Locust 3520

TV Dept.: H. L. Hart, H. E. Kennedy, J. P. Street, J. P. Brown, E. W. Phillips, J. M. Nixon, account executives.

TV Accounts: Blue Boy Dairy; Blue Boy Ice Cream; F. Cappellino & Sons; Crescent-Puritan Laundry; Genesee-Monroe Racing Assn.; Hallman Chevrolet Co.; Haxton Foods Inc.; Levis Music Stores; McEvoy Motors; Security Trust Co.; Standard Brewing Co.; Rochester Gas & Elec. Corp.; Wegmans Supermarkets chain.

GEORGE H. HARTMAN CO.
 307 N. Michigan Ave., Chicago 1
 Tel.: State 2-0055

HARVEY-MASSINGALE CO. INC.
 Walton Bldg., Atlanta 3
 Tel.: Walnut 9117
 Durham, N. C.—Snow Bldg., Tel.: J-8451.

F. H. HAYHURST CO. LTD.
 38 King St. W., Toronto
 Tel.: Empire 4-9263

Montreal, Que.—1510 Drummond St., Tel.: Ha 0131.

Vancouver, B. C.—325 Howe St.; Tel.: Tatlow 6571.

HEINTZ & CO. INC.
 323 W. 6th St., Los Angeles 13
 Tel.: Michigan 6061

TV Dept.: June Morgan, TV director, timebuyer, account executive; Herbert R. Dickow, Robert P. Heintz, account executives.

TV Accounts: Knudsen Creamery (R); 4 Seasons Inc. (S); Standard Federal Savings & Loan Assn.

(Continued on page 292)

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

(Continued from page 291)

PAUL LYNN HELLER ADV. INC.
911 13th St., N. W., Washington 5
Tel.: National 8-7638
TV Dept.: Paul Lynn Heller, Gerald M. Feld, Charles H. McCarthy Jr.

HENDERSON ADV. AGENCY
9 W. McBee Ave., Greenville, S. C.
Tel.: 3-8331
TV Dept.: James M. Henderson, Howard K. McIntyre, account executives; Betty McCowan, timebuyer.
Columbia, S. C.—Palmetto St. Life Ins. Bldg. Annex.; Tel.: 3-1204.
TV Accounts: Texize Chemicals Inc.; Jack Rabbit Co.; Orders Mattress Co.

HENRI, HURST & McDONALD INC.
121 W. Wacker Dr., Chicago 1
Tel.: Franklin 2-9180
TV Dept.: J. S. Keck, TV director; Laura Hall, timebuyer.
TV Accounts: Fred W. Amend Co.; Raytheon TV & Radio Corp.; Coopers Inc.; Kroehler Mfg. Co.; Lennox Furnace Co.; Perma Starch; Skelly Oil Co.; Roberts Johnson Rand.

AL HERR ADV. AGENCY INC.
225 E. Michigan St., Milwaukee 2
Tel.: Broadway 2-8040
TV Dept.: Elton Kocian, TV director; Ruth Walther, timebuyer; Al Herr, John Rock, account executives.

C. J. HERRICK ASSOC.
132 W. 43d St., New York 18
Tel.: Lackawanna 4-9310

HEVENOR ADV. AGENCY INC.
11 N. Pearl St., Albany, N. Y.
Tel.: 5-1586
TV Dept.: Horace L. Hevenor, president, account executive; Edward T. Loveday, vice president, account executive; Hal Greenburg, TV director.

TV Accounts: Fitzgerald Bros. Brewing Co.; Union Farm Inc.; Armory Garage; Martinec Pkg. Co.; political; Saratoga Vichy Spring Co.; Schenectady Savings Bank; Griffith P. Terry; F. Harold Rapp; C. O. Hasselbarth Inc.; Saratoga Raceway.

HEWITT, OGLVY, BENSON & MATHER INC.
575 Madison Ave., New York
Tel.: Murray Hill 8-6100
TV Dept.: Clinton F. Wheeler Jr., TV director; Deane Coords, head of TV copy; Walter Bowe, timebuyer; Rex Coston, traffic chief & production assistant; Robert Barker, G. A. Lydecker, vice presidents, account executives.

London, England—Roger Lloyd.
TV Accounts: Sun Oil Co. (S); Chase Nat'l Bank (S); Good Luck Margarine (S); Helena Rubenstein (S).

HICKS & GREIST INC.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-9135
TV Dept.: Peter A. Krug, TV director; John A. Drake, S. R. Huntley, account executives.
Los Angeles 5—3450 Wilshire Blvd.; Tel.: Dunkirk 5-1721; Peyton Carroll, manager.
TV Accounts: Lewyt Corp. (N-S); Louis L. Libby Foods (S); Waring Prod. Corp. (N-S); Saplin Paints (S); Dixie Cup Co. (S); Servel Inc. (S).

IVAN HILL INC.
900 N. Michigan Ave., Chicago 11
Tel.: Superior 7-3116
TV Dept.: Ivan Hill, president; Elinor Fahrenholz, TV director.
TV Accounts: Kitchens of Sara Lee; Thomas J. Webb Co.; Ivo Inc.; George Roper Corp.

DAVID S. HILLMAN INC.
9130 Sunset Blvd., Los Angeles 46
Tel.: Bradshaw 2-6586
TV Dept.: David S. Hillman, TV director; Mary C. O'Brien, timebuyer.
TV Accounts: Catalina Inc.; D. E. Sanford.

HIRSHON-GARFIELD INC.
745 5th Ave., New York 22
Tel.: Murray Hill 8-8900
TV Dept.: Robert F. Lewine, director; William F. Sheppard, business manager; Eli Guterman, production supervisor; Bernard Kliman, account executive.
Boston 16—Park Sq. Bldg.; Tel.: Liberty 2-0485; Herbert Stern, director.

TV Accounts: Kreisler Mfg. Co. (N); Adam Hat Stores (N); Miles Shoes; Burlington Mills (N); B.V.D. (S); Galey & Lord (S); U.S. Time Corp. (S).

HIXSON & JORGENSEN INC.
2001 Beverly Blvd., Los Angeles 4
Tel.: Dunkirk 8-3121
TV Dept.: H. D. Walsh, TV director; Harriett M. Weigand, timebuyer.

TV Accounts: Beaute Vues Corp.; Citizens Nat'l Bank; Day & Night Water Heater; Ingewood Park Cemetery; Kierulff & Co.; Payne Furnace; Santa Fe Vintage Co.; Richfield Oil Corp.

HOEFER, DIETERICH & BROWN INC.
405 Sansome St., San Francisco 11
Tel.: Yukon 2-0575
TV Dept.: Geneva Hawkins, timebuyer; James A. Brown, John H. Hoefler, account executives.

HOFFMAN & YORK INC.
808 N. 3d St., Milwaukee 3
Tel.: Daly 8-6510
TV Dept.: Joel Kursel, vice president, TV program director; Joseph P. Mulvanny, timebuyer; Wilford York, executive vice president, media director.

TV Accounts: Berghoff Brewing Corp.; Gettelman Brewing Corp.; Milwaukee Gas Light Co.; L. J. Mueller Furnace Co.; Sawyer Biscuit Co.; Shaler Co.

WILLIAM F. HOLLAND AGENCY
2530 Auburn Ave., Cincinnati 19
Tel.: Capital 1252
TV Dept.: W. F. Holland.

HOLST & CUMMINGS & MYERS
1370 Kapiolani Blvd., Honolulu 14
Tel.: 95291
TV Dept.: Jim Wahl, vice president, TV director; Alexa Cogswell, assistant to TV director.
San Francisco—215 Market St.; Tel.: Yukon 6-5957.

HOLZER CO. INC.
8743 Sunset Blvd., Los Angeles 46
Tel.: Crestview 1-5275
New York 16—The Penthouse, 77 Park Ave.; Tel.: Murray Hill 4-0788.

HOME SAVINGS BANK
11 N. Pearl St., Albany, N.Y.
Tel.: 4-4105
TV Dept.: Lester H. Carson, assistant vice president.

HONIG-COOPER CO.
333 Montgomery St., San Francisco 4
Tel.: Exbrook 2-7004
TV Dept.: John W. Davis, media director; Gail Myers, asst. timebuyer.
Seattle 1—455 Skinner Bldg.; Tel.: Main 6435.

TV Accounts: C. & H. Sugar; Clorox Chemical Co.; Italian Swiss Colony Wine; Canso Water Co.; Haas Bros.; Peets Soap; Bell Brook Dairies; Duart Mfg. Co.; Levi Strauss & Co.

HOOT ADV. AGENCY INC.
15 E. 40th St., New York 16
Tel.: Murray Hill 6-3714
TV Dept.: H. Kirk Halpern, TV director; Marianna Lautman, timebuyer; James Campbell, Harold Olson, account executives.

TV Accounts: Mogen David Products; 17 Brands; Mermaid Brands; Snow Maid Foods.

HOUCK & CO. OF FLORIDA INC.
1234 Alfred I. duPont Bldg., Miami 32
Tel.: 82-1391

TV Dept.: Robert G. Venn, account executive, TV director; Donald W. Bentley, account executive, copy chief; Marguerite Gordon, timebuyer; Reggie Martin, account executive.

TV Accounts: Chase Federal Savings & Loan; Pepsi Cola.

CHARLES W. HOYT CO. INC.
551 5th Ave., New York 17
Tel.: Murray Hill 2-2000
TV Dept.: William Philip Smith, TV director; Thomas Lee Jr., assistant to TV director; Douglass H. Humm, timebuyer.

TV Accounts: American Molasses Co.; Arnold Bakers Inc.; Brock-Hall Dairy Co.; A. C. Gilbert Co.; Chas. B. Knox Gelatine Co. Inc.; Mail Pouch Tobacco Co.; Michigan Blueberry Growers Assn.; N.Y. & New England Apple Institute; Rutland Fire Clay Co.; Stanley Home Products Inc.; Switzerland Cheese Assn.; Taylor-Reed Corp.

HUBBELL ADV. AGENCY INC.
1900 Euclid Ave., Cleveland 15
Tel.: Cherry 1-0212

TV Dept.: Frank Hubbell, timebuyer; Inez Wallace, producer; V.D. Lidyard, director.
TV Accounts: Montana Flour Mills; Louisville Title Ins. Co.

CHRISTY HUMBURG ADV. AGENCY
742 N. Forest, Webster Groves 19, Mo.
Tel.: Republic 8223
TV Dept.: C. C. Humburg, handling, buying, production.
TV Accounts: Atlas Feed & Seed Co.; Lubri-Loy Co.

H. B. HUMPHREY, ALLEY & RICHARDS INC.
1235 Statler Office Bldg., Boston 16
Tel.: Liberty 2-6100
TV Dept.: Mrs. Sally Larkin, vice president, TV department & timebuyer.
New York 22—370 Lexington Ave.; Tel.: Lexington 2-3020.

HUMPHREY, PRENTKE & ASSOC.
11406 Euclid Ave., Cleveland 6
Tel.: Randolph 1-4582
TV Dept.: Ralph B. Humphrey.

HURLEY ADV. CO.
214 Securities Bldg., Des Moines, Iowa
Tel.: 4-6289
TV Dept.: J. S. Hurley, president, TV director.

TV Accounts: Ungles Baking Co.; Donald Duck Bread; Duncan Hines Bread; Peanut Corp. of America; Rislone; Hiland Potato Chip Co.; Iowa Fibre Products Co.; Chevrolet Dealers of Iowa.

HUTCHINS ADV. CO. INC.
42 E. Ave., Rochester 4, N.Y.
Tel.: Hamilton 1160
Philadelphia 40—3701 N. Broad St.; Tel.: Baldwin 3-6200.
New York 19—16-18 W. 46th St.; Tel.: Plaza 7-8526.
Toronto 4—1244 Dufferin St.; Tel.: Kenwood 2737.

IDAHO ADV. AGENCY
906½ Jefferson St., Boise, Idaho

TEVIE JACOBS ADV. AGENCY
401 Morris Plan Bldg., Indianapolis 4
Tel.: Imperial 5511
TV Accounts: Morris Plan; Barrett's; Capital Paper Co.; Worcel Trailer Sales.

RAY C. JENKINS ADV. AGENCY INC.
1240 Builders Exchange, Minneapolis 2
Tel.: Main 4421
TV Dept.: Robert D. Blegen, TV director.
TV Accounts: LaBelle Moving & Storage; Murray's Inc.; Marquette Nat'l Bank.

JESSOP ADV. CO. INC.
First Nat'l Tower, Akron 8, Ohio
Tel.: Franklin 2169

DUANE JONES CO. INC.
570 Lexington Ave., New York 22
Tel.: Plaza 3-4848
TV Dept.: Duane Jones, president; Lawrence J. Leaman, vice president, treasurer; John F. Quick, secretary.

RALPH H. JONES CO.
3100 Carew Tower, Cincinnati 2
Tel.: Garfield 2300
New York 36—580 5th Ave.; Tel.: Plaza 7-4600.

JONES & BRAKELEY
150 Nassau St., New York 38
Tel.: Beekman 3-1912
TV Dept.: Marie C. Power, timebuyer.

JONES & JONES ADV. AGENCY
525 Leonhardt Bldg., Oklahoma City 2
Tel.: Regent 6-3226
TV Dept.: Henry C. Jones, TV director, timebuyer.

JORDAN CO.
2404 W. 7th St., Los Angeles 5
Tel.: Dunkirk 2-2248
TV Dept.: Walter C. Hughes Jr., media director; Ellen Jensen, timebuyer; Larry Pendleton, R. L. Randall, account executives.

TV Accounts: Bradson Co.; R. L. Chacon Chemical Co.; Baconette Products Co.; Downey Fertilizer Co.

K

KAL, EHRlich & MERRICK ADV. INC.
Star Bldg., Washington 4
Tel.: Executive 3-3700

TV Dept.: Alvin Q. Ehrlich, vice president in charge of TV; Dav Thomas, TV director; Nella Manes, timebuyer; Philip Berne, Russ Entwisle, Alexander Charles, William Mullett, William Roberts, Joseph Weinstein, account executives.

KAPPS CO. ADV.
64 E. Lake St., Chicago 1
Tel.: State 2-0460
TV Dept.: Capico Kapps, Joseph Kapp, Albert Kapps.

TV Accounts: Chambers Gas Range Corp.; Public Service Stores; Raine Engineering Co.; Acme Wat. Co.; Langendorf Mfg. Co.; Ford Hopkins Co.; North Park Motor Sales; Archer Motor Sales; W. Made Mattress Co.; Davidso Bakeries Co.; Southeast Rac Stores.

KASTOR, FARRELL, CHESLEY CLIFFORD INC.
274 Madison Ave., New York 16
Tel.: Oregon 9-4440
TV Dept.: Harry B. Walsh, director; Nancy E. Booth, assistant; Jack Peters, Alice Ross, timebuyers.

TV Accounts: Vitamin Corp. of America (N-S); Hickok Mfg. Co. (S); Jeris (Ar. Winarick Inc.) (S).

H. E. KASTOR & SONS ADV. CO.
75 E. Wacker Dr., Chicago 1
Tel.: Central 6-5331
TV Dept.: Walter Kniffin, media director; James H. West, TV director.

JOSEPH KATZ CO.
10 W. Chase St., Baltimore 1
Tel.: Lexington 1500
TV Dept.: Joseph Katz, president; John T. McHugh, vice president, media director; Robert G. Swan, vice president; Charles M. Harrison, vice president-treasurer; Morton L. Swan, TV production.

New York 22—488 Madison Ave.; Tel.: Murray Hill 8-1223; Perry Schoffo, vice president; Nat C. Wildma, vice president; Beth Black, media director; Richard Katz, TV production.

TV Accounts: American Oil Co.; Block Drug Co.; Globe Brewing Co.; Maryland Pharmaceutical Co.; M. dera Bonded Wine & Liquor Co.; Maryland Drydock Co.; Baltimore Contractors Inc.; Pompeian Oil Co.; Arthur Murray Dance Studios; Motor Sales Co.

HENRY J. KAUFMAN & ASSOC.
1419 H. St., N.W., Washington 5
Tel.: District 7-7400
TV Dept.: Jeffrey A. Abel, timebuyer; TV director; Robert S. Maurer, creative director, film buyer.

KAUFMAN-STROUSE ADV.
419 N. Charles St., Baltimore 1
Tel.: Saratoga 2414
TV Dept.: Renée Davis, all media; Myron Subotnik, production.

KEELER & CARLSON INC.
668 S. Coronado, Los Angeles 5
Tel.: Dunkirk 7-7367
Mexico, D.F.—Apartado 8943.

KEELOR & STITES CO.
3001 Carew Tower, Cincinnati 2
Tel.: Parkway 1310
TV Dept.: Arthur A. Radkey, TV director.

EDWARD S. KELLOGG CO.
603 S. Rampart Blvd., Los Angeles 5
Tel.: Dunkirk 7-5213
TV Dept.: Edward S. Kellogg, president; Wally Seidler, TV director.

KELLY & LAMB ADV. AGENCY
897 Higgs Ave., Columbus 8, Ohio
Tel.: Klondike 3583
TV Dept.: Mrs. Dorrit Williams, TV director.

TV Accounts: George Byers Sor Graf & Sons; Modern Finance Co.; Vess Beverage Co.; miscellaneous.

KELLY, ZAHNRDT & KELLY INC.
2343 Hampton Ave., St. Louis 10
Tel.: Hiland 2684
TV Dept.: Virgil A. Kelly, director; Walter W. Zahndt, timebuyer, account executive; Robert W. Keel, William H. Thomson, Ray Kelly, Herbert W. Knopp, account executives.

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

HILP KLEIN ADV. AGENCY
1516 Locust St., Philadelphia
Tel.: Pennypacker 5-7696
V Dept.: Edward Felbin, timebuyer; Herbert Ringold, Morton Koshland, Milton Feldman, account executives.

TV Accounts: Papermate Pens; Buten's Paint Store; George Gorson; Sun Ray Drug Co.

MAT M. KOLKER ADV. AGENCY
Empire Bldg., Philadelphia 7
Tel.: Kingsley 6-1320

R. KOPMEYER CO. INC.
Leatty Bldg., Louisville 2, Ky.
Tel.: Wa 3357

RONSTADT AGENCY
1114th St., N.W., Washington 5
Tel.: Republic 7-0272
V Dept.: Mrs. E. Cannon, Henry L. Kronstadt.

TV Accounts: Mazor; L. Frank Co.; Capital Fur.

UDNER AGENCY
5 Madison Ave., New York 22
Tel.: Murray Hill 8-6700

V Dept.: Myron P. Kirk, vice president, executive director of TV; Frank Harting, assistant TV director; Albert W. Reibling, business manager; John P. Marsich, timebuyer; G. Johnstone, L. Dean, C. Rohrabough, E. Owens, K. Tuttle, A. Corrigan, account executives.

Detroit 2—New Center Bldg.; Tel.: Madison 5315; Martin Rice, Richard Farricker, vice presidents.

San Francisco 5—681 Market St.; Tel.: Garfield 1-5433; J. Hornell.

Washington 5—Albee Bldg.; Tel.: National 8-5506; F. Getty.

V Accounts: Texas Co. (N-S); General Motors (N-S); Schick Inc. (N); U.S. Tobacco (N-S); Buick (N-S); Goodyear Tire (N-S).

ENYON & ECKHARDT INC.
17 Park Ave., New York 17
Tel.: Murray Hill 8-5700

V Dept.: Wickcliffe W. Crider, vice president in charge of TV. Hollywood 28—Equitable Bldg., Tel.: Hempstead 2101.

Chicago 3—135 S. LaSalle St., Tel.: Randolph 6-6470.

Detroit 26—Penobscot Bldg.; Tel.: Woodward 5-0300.

Atlanta 5—805 Peachtree St. N.E.; Tel.: Vernon 0194.

San Francisco 4—Crocker Bldg.; Tel.: Yukon 2-3070.

Toronto 1—80 King St., W.; Tel.: Empire 3-8314.

ETCHUM, MacLEOD & GROVE INC.
17th Ave., Pittsburgh 19
Tel.: Court 1-5100

V Dept.: Lansing B. Lindquist, TV director; Edgar J. Donaldson, John D. Held, assistants; James B. Tafel, timebuyer.

V Accounts: Calgon Inc.; Harrisburg Zone Chevrolet Dealers; Pittsburgh Zone Chevrolet Dealers; Colonial Trust Co.; East Ohio Gas Co.; Hamburg Bros.; Natural Gas Cos.; Peoples Natural Gas Co.; Reymier & Bros. Inc.; Ruud Mfg. Co.; Thorofare Markets; Westinghouse Elec. Corp.; Republican Executive Committee of Allegheny County.

SEWETTER ASSOC. INC.
40th St., New York 16
Tel.: Lexington 2-0025

V Dept.: Horace Hagedorn, vice president, TV director; Samm S. Baker, vice president, account executive; E. Thompson, timebuyer; E. G. Chase, account executive.

V Accounts: V. LaRosa & Sons Inc.; Abraham & Straus; Rollfast Bicycles; Stern's Nurseries; Standard Labs. Inc.; Courtley Ltd.

ABBOTT KIMBALL CO. INC.
0 Park Ave., New York 17
Tel.: Plaza 3-9600

TV Dept.: Arthur M. Ehrlich, TV director; Miriam Traeger, associate TV director, timebuyer; Elizabeth Proudft, research; Alice White, publicity; Lawrence W. Radice, Rita McNamara, S. T. Neidlinger, Jay E. Ferine, account executives.

Chicago—333 N. Michigan Ave.; Tel.: Michigan 2-0300.

San Francisco 4—155 Sansome St.; Tel.: Exbrook 5188.

Los Angeles 5—638 Van Ness Ave.; Tel.: Drexel 7305; Robert M. Light, TV director; Robert J. Carrington, assistant.

TV Accounts: Drake America Corp (S); Firth Carpet Co. (S); Hathaway Mfg. Co. (S); Nat'l Wool Textile Export Corp. of Great Britain (S); Trifari Krussman & Fishel Inc. (S).

KIRCHER, HELTON & COLLETT INC.
1900 Hulman Bldg., Dayton 2, Ohio
Tel.: Fulton 5161

TV Dept.: Ralph W. Kaufman, TV director.

KUTTNER & KUTTNER INC.
646 N. Michigan Ave., Chicago 11
Tel.: Superior 7-7940

TV Dept.: S. S. Korshak, TV director; Stanley Kuttner, timebuyer; Harold E. Kuttner, Chester D. Kuttner, Milton J. Klee, account executives.

New York 19—130 W. 57th St.; Tel.: Judson 6-2358.

TV Accounts: Community Theatre; Regular Fellas; Theatre at Eight; Norge Appliances; Youngstown Kitchens; Capehart TV & Radio; Hamilton Dryer; Breakfast Party; Labor for Stevenson; Finders Mfg. Co.

L

LAHR ADV. AGENCY INC.
915 N. Pennsylvania St., Indianapolis 4
Tel.: Plaza 5328

TV Dept.: Fred W. Lahr, George S. Madden, Bernard Howard, account executives; Patricia Murphy, TV director.

LAKE-SPIRO-SHURMAN INC.
Radio Center Bldg., Memphis 3
Tel.: 3-1571

TV Dept.: Robert F. Keefe, TV promotion manager.

TV Accounts: Plough Sales Corp.; Childs Razor Blades; U.S. Bedding Co.

LAMB & KEEN INC.
1616 Walnut St., Philadelphia 3
Tel.: Kingsley 6-3500

LAMBERT & FEASLEY INC.
60 E. 42d St., New York 17
Tel.: Murray Hill 7-8980

TV Dept.: Frank W. Mace, vice president, general manager; Joseph Burland, media director; Ray H. Kremer, TV director; William Hinman, timebuyer.

RAYMOND I. LANG ADV.
450 Grant Ave., San Francisco 8
Tel.: Yukon 2-5028

TV Dept.: Raymond I. Lang, TV director, account executive; Marilyn Johnson, timebuyer.

TV Accounts: Mark Farmer Mfg. Co.; Villa Chartier.

LANG, FISHER & STASHOWER INC.
1010 Euclid Ave., Cleveland 15
Tel.: Main 1-6579

LANNAN & SANDERS ADV. INC.
Suite 422, Fidelity Bldg., Dallas 2
Tel.: Prospect 1583

TV Dept.: Robert E. Stuart, TV director; W. Don Fryers, TV production manager.

Los Angeles—1732 N. LaBrea; Tel.: Mutual 8060; G. E. Lannan, account executive.

TV Accounts: Continental Trailways; Transcontinental Bus System Inc.; Continental Bus System Inc.; Continental Southern Lines Inc.; Continental Central Lines; Continental Western Lines; Continental Dixie Lines; Continental Panhandle Lines; Continental Rocky Mountain Lines; Continental Pacific Lines; Continental Santa Fe Lines.

C. J. LaROCHE & CO. INC.
247 Park Ave., New York 17
Tel.: Plaza 5-7711

TV Dept.: John Larry Washburn, TV director; Sally Mansfield, chief timebuyer.

TV Accounts: Marshand Hair Rinses; Mackintosh; Walt Disney; New England Confectionary Co.

LAVENSON BUREAU OF ADV.
12 S. 12th St., Philadelphia 7
Tel.: Market 7-6767

TV Dept.: Harry A. Egbert, TV director.

TV Accounts: J. Edwards & Co.; Blumenthal Bros. Chocolate Co.; James Industries; American Metal Specialties Co.; Mrs. Schlorer's Inc.

CARL LAWSON ADV. CO.
4722 Broadway, Kansas City 12, Mo.
Tel.: Jefferson 5155

TV Dept.: John Lawson, Wayne H. Ross, Michael Swift, account executives.

Eureka Springs, Ark.—11 Howell Ave.; Ned Bailey, manager.

TV Accounts: Real Estate Board of Johnson County, Kan.; J. C. Nichols; Kitty Clover.

AL PAUL LEFTON CO. INC.
1617 Pennsylvania Blvd., Philadelphia 3
Tel.: Rittenhouse 6-1500

New York 17—521 5th Ave.; Tel.: Vanderbilt 6-4340.

Chicago 11—435 N. Michigan Ave.; Tel.: Superior 7-9511.

LENNEN & NEWELL INC.
17 E. 45th St., New York 17
Tel.: Murray Hill 2-9170

TV Dept.: Nicholas E. Keesely, vice president in charge of TV; William Smith, chief timebuyer; Sidney T. Hertz, timebuyer; Francis C. Barton Jr., general manager of TV department; Frank A. Daniel, business manager; Gerald Martin, Kenneth White, Edward Knauff, Robert Owens, Jackson Taylor, account executives.

Beverly Hills, Calif.—308 N. Rodeo Dr.; Tel.: Granite 0691; B. R. Potts, vice president, manager; Frank L. Woodruff, TV director.

TV Accounts: Lustre-Creme; Schlitz; Old Gold Cigarettes; Embassy Cigarettes; Muriel Cigars; Headline Cigars; Briggs Pipe Tobacco; Lycol; Bromo-Seltzer; Tydol Gasoline; Veedol Motor Oil.

LEVY ADV. AGENCY
850 Broad St., Newark 2, N.J.
Tel.: Mitchell 2-0433

TED LEVY ADV. AGENCY
811 Cooper Bldg., Denver 2
Tel.: Main 7133

LEWIN, WILLIAMS & SAYLOR INC.
40 E. 49th St., New York 17
Tel.: Murray Hill 8-6200

TV Dept.: Robert Brenner, TV director, timebuyer; Richard Gulick, L. Newstader, S. M. Weiss, account executives.

Newark, N.J.—11 Commerce St.; Tel.: Mitchell 3-3200.

TV Accounts: Borden's Frozen Foods; Odell Hair Trainer; Hensler Beer; Costa Ice Cream; De Moist; Process 33; I. Smallman.

LEWIS & GILMAN INC.
1528 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-9900

LEY & LIVINGSTON
260 California St., San Francisco 11
Tel.: Yukon 6-4478

LILLER, NEAL & BATTLE
810 Walton Bldg., Atlanta 3
Tel.: Cypress 6521

TV Dept.: Sarah Williams, timebuyer; account executives: W. W. Neal, C. K. Liller, partners; Al Sharp; Howard Azelberg; Helen Gordon, copywriter; G. L. Watts.

TV Accounts: Brock Candy Co. (S); Colonial Stores (S); Coastal Chemical Co.; Rock City; Puritan Mills Inc.; H. W. Lay & Co.

LINDSEY & CO.
10 N. 4th St., Richmond 19, Va.
Tel.: 7-3065

LOCKE, JOHNSON & CO. LTD.
Harbour Commission Bldg., Toronto
Tel.: Empire 4-6271

W. E. LONG CO.
188 W. Randolph St., Chicago 1
Tel.: Randolph 6-4606

TV Dept.: L. W. Haas, board chairman; E. E. Hanson, president; Edward C. Fritz Jr., TV director; J. Minetz, assistant TV director.

TV Accounts: Old Homestead Bread Co.; Fuchs Baking Co.; Phoenix Holsum Bakery; Carpenter Baking Co.; M. Kautz Baking Co.; McGough Baking Co.; Jones Bros. Bakery.

T. ROBLEY LOUITTIT INC.
58 Weybosset St., Providence 3
Tel.: Jackson 1-5858

LOWE & HALL ADV.
600 News Bldg., Greenville, S. C.
Tel.: 5-7489

EARLE LUDGIN & CO.
121 W. Wacker Dr., Chicago 1
Tel.: Andover 3-1888

TV Dept.: Jane Daly, TV director; Ruth Babick, timebuyer; Montgomery N. McKinney, Vincent E. Bliss.

TV Accounts: Bendix Home Appliances (N); Best Foods Inc. (N-S); W. F. McLaughlin & Co. (S); Jules Montenier Inc. (N).

LYNN-FIELDHOUSE ADV. AGENCY
15 S. Franklin St., Wilkes-Barre, Pa.
Tel.: 2-7182

New York 17—51 E. 42d St.; Tel.: Murray Hill 2-4048.

W. D. LYON CO.
303 2d Ave., S.E., Cedar Rapids, Iowa
Tel.: 4-2451

TV Dept.: R. H. Schubert, TV director; R. P. Ames, timebuyer.

M

MacFARLAND, AVEYARD & CO.
333 N. Michigan Ave., Chicago 1
Tel.: Randolph 6-9360

TV Dept.: Bill Rega, TV director; Miss Kay Lloyd, assistant; Miss Joan Merrick, timebuyer; A. B. Dicus, David W. Stotter, account executives.

TV Accounts: Hallcrafters Co.; Drewrys Ltd.

MacGRUDER, BAKEWELL, KOSTKA INC.
1666 California St., Denver
Tel.: Alpine 1477

TV Dept.: Jack Hull, TV director; Sally Black, timebuyer; George Bakewell, Revill Fox, account executives.

TV Accounts: Adolph Coors Co.; Empire Savings & Bldg. Loan Assn.

MacLAUGHLIN ADV. AGENCY
601 Ellicott Sq., Buffalo 3, N. Y.
Tel.: Mohawk 5703

TV Dept.: F. R. MacLaughlin, account executive; Miss J. Andrea Connaore, TV director, timebuyer.

TV Accounts: Perry's Ice Cream Co.; F. C. Ortner Dist. Co.

MacMANUS, JOHN & ADAMS
1400 Fisher Bldg., Detroit 2
Tel.: Trinity 2-8300

TV Dept.: Georgina LeFevre, timebuyer; E. W. Froehlich, media & research; Harvey Luce, executive vice president.

New York 22—444 Madison Ave.; Tel.: Plaza 9-3221; Ernest A. Jones.

TV Accounts: Pontiac Motors Div. (S); Saran Wrap Corp.; Stegmaier Brewing.

MacWILKINS, COLE & WEBER
Corbett Bldg., Portland 4, Ore.
Tel.: Broadway 6401

Seattle 1—Republic Bldg.; Tel.: Elliott 7377.

MAHOOL ADV. INC.
914 N. Charles St., Baltimore 1
Tel.: Plaza 3616

TV Dept.: Katherine H. Mahool, Robert D. Myer, Robert S. Nyburg, account executives supervising TV.

TV Accounts: Savings Bank of Baltimore; Oil Head Assn. of Md.; Metropolitan Savings Bank.

MALCOLM-HOWARD ADV. AGENCY
203 N. Wabash Ave., Chicago 1
Tel.: Andover 3-0022

TV Dept.: Arthur Holland, Hal Barkun; Max Holland, Ray Freedman, account executives; George Vanda, William Bent, Robert Spencer, production; Ed Drucker, film editor.

TV Accounts: Courtes Motors; Roller Derby; Phoenix Sewing Machine Co.; Ambrosia Brewing Co.; Hudson Auto Dealers Assn.; Fohrman Motors; Mages Sporting Goods; Sun-Times; Rubins Apparel; Marmem Products; Square Deal Plumbing; Leo Rose Co.; McLeon Pen Co.; Associated Hospital Ins. Co.; World Wide Chinchilla Ranch; Holland's Jewelers; Ice Follies & Ice Capades; Harry Alter Co.

W. H. MALE LTD.
1674 Kona St., Honolulu 14, Hawaii
Tel.: 9-1178

TV Dept.: Maurice D. Myers, TV director, account executive; H. V. Beazlie, Earl J. Goris, account executives.

DAVID MALKIEL ADV. AGENCY
172 Newbury St., Boston 16
Tel.: Copley 7-5980

LLOYD MANSFIELD CO. INC.
110 Pearl St., Buffalo 2, N. Y.
Tel.: Washington 2762

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ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

(Continued from page 293)

MARFREE ADV. CORP.
105 W. 4th St., New York 18
Tel.: Longacre 4-7190
Chicago—919 N. Michigan Ave.; Tel.: Whitehall 4-2651.

MARSHALK & PRATT CO. INC.
535 5th Ave., New York 17
Tel.: Vanderbilt 6-2022

TV Dept.: Curt A. Peterson, TV director; Eugene Cogan, Cameron Higgins, timebuyers; Robert Haydon Jones, account executive.
TV Accounts: Esso Standard Oil Co.; Standard Oil Co. (N. J.).

HARWOOD MARTIN ADV.
2519 Connecticut Ave., Washington 8
Tel.: Adams 2-1161
TV Dept.: Hariot Stem, TV director; Jean Ort, timebuyer; Mildred Martin, Margo Phillips, account executives.
TV Accounts: American Wholesalers; Arcade-Sunshine; Beckers; Blair's TV & Appl.; Clement's; Hahn Shoes Stores; Hecht Co.; Master Auto Body; P. J. Nee Co.; Leo Rocca Inc.; Palace Laundry; Suit Shop; Woodward & Lothrop; Washington Gas Light Co.; Tuerke's Travel Shop.

MASON-RELKIN CO.
20 E. 35th St., New York 16
Tel.: Murray Hill 9-3891
TV Dept.: Roger B. Relkin.

J. M. MATHES INC.
260 Madison Ave., New York 16
Tel.: Lexington 2-7450
TV Dept.: Read Hamilton Wight, Richard S. Jackson, Edna Cathcart.
TV Accounts: Canada Dry Ginger Ale; Luden's Inc.; Canada Dry Bottlers; Northam Warren; Capehart.

MATHISSON & ASSOC. INC.
411 E. Mason St., Milwaukee 2
Tel.: Daly 8-4090

JOSEPH MAXFIELD CO.
87 Weybosset St., Providence 3
Tel.: Gaspee 1-4456
TV Dept.: Archie M. Finkle, TV director; Joseph M. Finkle, timebuyer.

MAXON INC.
2761 E. Jefferson Ave., Detroit 7
Tel.: Lorain 7-5710
New York 22—12 E. 53d St.; Tel.: Plaza 9-7676
Chicago 11—664 N. Rush St.; Tel.: Whitehall 4-1676.

MAYERS CO. INC.
2301 W. 3d St., Los Angeles 5
Tel.: Dunkirk 8-2111
TV Dept.: Claire Koren, media director; Roger Patrick, TV director.
TV Accounts: Bandini Fertilizer; Gordon Bread Co.; Hoffman Candy Co.; Sears, Roebuck & Co.

CHARLES H. MAYNE CO.
8487-B Melrose Place, Los Angeles 46
Tel.: Webster 3-8261

MAYS & CO.
412 W. 6th St., Los Angeles 14
Tel.: Trinity 8534
TV Dept.: Jack Lindquist, TV director; Kay Abner, timebuyer; Roderick A. Mays; Howard Matlow; account executives.
TV Accounts: GE Appl. Inc.; 4 Friendly Dealers; Big 6 Appl. Dealers; Crawford's; Appl. Specialists.

McCANN-ERICKSON INC.
50 Rockefeller Plaza, New York 20
Tel.: Judson 6-3400
TV Dept.: Alfred J. Scalpone, vice president, coordinator of TV for all offices, domestic & international; Leonard F. Erikson, vice president in charge of TV; Hendrik Booraem, vice president in charge of new programs; Ralph B. Koser, vice president & creative TV director; Dorothy B. McCann, vice president, executive producer; Edward Sutherland, TV production director; Clifford C. Lubkert, TV service manager; Thaddeus S. Kelly, time-buying manager.

Boston 16—200 Berkeley St.; Tel.: Liberty 2-7382; Watson M. Gordon, vice president.
Cincinnati 2—707 Terrace Plaza Bldg.; Tel.: Garfield 4524; G. Lester Williams, vice president.
Cleveland 14—629 Euclid Ave.; Tel.: Cherry 1-3490; Robert Dailey, vice president.
Detroit 26—647 Griswold St.; Tel.: Woodward 2-9792; Paul Holder, vice president.
Chicago 4—318 S. Michigan Ave.; Tel.: Webster 9-3701; Sidney A. Wells, vice president.

San Francisco 4—114 Sansome St.; Tel.: Douglas 2-5560; H. Q. Hawes, vice president, manager, western operations.
Los Angeles 17—612 S. Flower St.; Tel.: Mutual 1181; Burt Cochran, vice president.
Hollywood 28—6331 Hollywood Blvd.; Tel.: Hillside 8268; J. Neil Reagan, vice president.
Portland 4—310 Pub. Service Bldg.; Tel.: Atwater 4305; Willard E. Wilson.

TV Accounts: American Trust Co. (S); Calif. Pkg. Corp. (N-S); Calif. Wine Assn. (S); Chrysler Sales Div. (S); Chrysler Corp. (S); Cinerama Prod. (S); Clark Bros. (S); Cowles Magazines (S); Frank Fehr Brewing Co. (S); Gray Drug Stores (S); Gruen Watch Co. (N); Junket Brand Foods (S); Lehn & Fink Products Corp. (N); Pepsodent Div. Lever Bros. Co. (N-S); Lucky Lager Brewing Co. (S); Milk Foundation (S); Nat'l Biscuit Co. (N-S); Ohio Bell Tel. Co. (S); Pacific Coast Borax Co. (S); Soil-Off Mfg. Co. (S); S.O.S. Co. (N-S); So. Calif. Gas Co. (S); So. Counties Gas Co. (S); Standard Oil Co. (Ohio) (N); Standard Oil Co. (Ind.) (N-S); Leisy Brewing Co. (S); Nat'l City Bank of Cleveland (S); Richman Bros. Co. (S); Westinghouse Elec. Corp. (N); Westinghouse Elec. Supply Co. of St. Louis (S).

McCARTY CO.
1206 Maple Ave., Los Angeles 15
Tel.: Prospect 7011
San Francisco 116 New Montgomery; Tel.: Sutter 1-8224
Chicago—20 E. Huron St.

McCONNELL, EASTMAN & CO. LTD.
Huron & Erie Bldg., London, Ont.
Tel.: 4-4528
Montreal, Que.—Dominion Square Bldg. Toronto—147 University Ave.; Tel.: Empire 4-7004.
Vancouver, B. C.—Stock Exchange Bldg.
Winnipeg, Man.—Confederation Life Bldg.

McCORMICK CO.
217 E. 7th Ave., Amarillo, Tex.
Tel.: 6-5333
WALTER McCREERY INC.
9344 Wilshire Blvd., Beverly Hills, Calif.
Tel.: Crestview 5-5533
TV Dept.: John Bainbridge, TV director; Virginia White, timebuyer; Richard A. Berggren, production; Charles B. Ganz, Walter McCreery, Dave Larsen, Robert Svenson, account executives.
TV Accounts: Ice Follies; L. A. County Council; American Legion; Harris & Frank; Arden Farms Co.

McKEE & ALBRIGHT INC.
1809 Walnut St., Philadelphia 3
Tel.: Locust 7-4737
TV Dept.: J. A. McFadden, vice president; E. R. Walmsley, timebuyer.
TV Accounts: Breyers Ice Cream Co.; Phila. & Reading Coal & Iron Co.; Caloric Stove Corp.; Western Md. Dairy.
J. WALTER McLEAN ADV.
601 Chronicle Bldg., Spokane 1, Wash.
Tel.: Temple 2539
TV Dept.: J. Walter McLean, account executive; Lucille Green, Ruth Bartleson.
MELDRUM & FEWSMITH INC.
1220 Huron Rd., Cleveland 15
Tel.: Cherry 1-3510
TV Dept.: Richard R. Fansler, TV director; Keith R. Frazine; Robert G. Henry, Charles J. Lonsdale, media department.
Birmingham, Mich.—135 N. Woodward Ave.; Tel.: Midwest 4-9800.
New York 17—342 Madison Ave.; Tel.: Murray Hill 7-1171; Keith R. Frazine.
TV Accounts: Dearborn Motors Corp. (S); American Brewing Co. (S); Apex Elec. Mfg. Co. (S); Glidden Co. (N); Pilsener Brewing Co. (S); Seiberling Rubber Co. (S); Willard Storage Battery Co. (S).

ARTHUR MEYERHOFF & CO.
410 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-7860
TV Dept.: B. J. Green, TV director; George Rich, associate TV director; Stuart L. Novy, TV production; Kay Knight, timebuyer; Betty Nicholas, assistant timebuyer.

TV Accounts: E. J. Brach & Sons Inc.; Chicago Nat'l League Ball Club; Chicago Transit Authority; Evans Fur Co.; Ill. Meat Co.; Myzon Inc.; Patricia Stevens Inc.; Perfect Plus Hosiery Mills Inc.; Marie Kruse Nurseries; Wm. Wrigley Jr. Co.; Clark's Super Gas; Wis. & Mich. Steamship Line; Milwaukee Elec. Rwy. & Transport Co.
C. L. MILLER CO. INC.
521 5th Ave., New York 17
Tel.: Murray Hill 2-1010
Chicago 1—333 N. Michigan Ave.; Tel.: Central 6-1640; I. M. Tuteur.

J. W. MILLER CO.
Miller Bldg., Guilford, Conn.
Tel.: Glendale 3-2748
TV Dept.: Baissemon Cul, TV director; Albert M. Simmons, account executive.
TV Accounts: Shoreliner Publications; Old Sturbridge Workshop.

DAN B. MINER CO.
304 S. Kingsley Dr., Los Angeles 5
Tel.: Dunkirk 8-3301
TV Dept.: Miss Hildred Sanders, vice president, TV; Robert C. Black, Arthur C. Trask, assistant TV directors; Miss Kay Ostrander, timebuyer.
TV Accounts: Thrifty Drug Stores; Kendall Foods; Freeman Frozen Foods; Interstate Bakeries Corp.; Butay Prod. Ltd.; Luer Pkg. Co.; Prepared Prod. Ltd.

MOGGE-PRIVETT INC.
712 S. Curson Ave., Los Angeles 36
Tel.: York 7243
TV Dept.: Jane Leider, timebuyer.

EMIL MOGUL CO. INC.
250 W. 57th St., New York 19
Tel.: Columbus 5-2480
TV Dept.: Les Mallets, business manager; Nat Eisenberg, creative programming supervisor; Marvin Schlafter, production supervisor; Florence Katz, timebuyer.
TV Accounts: Knowmark Mfg. Co. (N); Ronzoni Macaroni (S); Gold Medal Candy Corp. (N-S); Nat'l Shoes (S); Rayco Auto Seat Covers (S); Supreme Wine Inc. (S).

MOREY, HUMM & JOHNSTONE INC.
350 5th Ave., New York 1
Tel.: Longacre 4-2240
TV Dept.: William L. Wernicke, TV director; Kathryn Shaahan, timebuyer; S. F. Ellsworth, L. B. Van Doren, account executives.
TV Accounts: Sinclair Refining Co. (S); Richfield Oil (S).

RAYMOND R. MORGAN CO.
(see Goodkind, Joice & Morgan Inc., Chicago representatives)
6233 Hollywood Blvd., Hollywood 28
Tel.: Hemstead 4194
TV Dept.: Raymond R. Morgan, president; Robert C. Temple, executive vice president; James C. Morgan, vice president in charge of TV; Terri Brady, timebuyer; Jack Kerr, Henry Gerstenkorn, Porter F. Anderson, account executives.

San Francisco 11—260 California St.; Tel.: Douglas 2-6073; Porter F. Anderson.
TV Accounts: White King Soap Co. (N); Folger's Coffee Co. (N); Planters Nut & Chocolate Co. (N); Victory Pkg. Co. (S).

MORSE INTERNATIONAL INC.
122 E. 42d St., New York 17
Tel.: Oregon 9-4600
TV Dept.: C. C. Slaybaugh, timebuyer.
TV Accounts: Sofskin Co. (S-N); Prince Matchabelli Inc. (S); A. D. McKeivry Co. (S).

MOSS ASSOC.
415 Lexington Ave., New York 17
Tel.: Murray Hill 7-7377
TV Dept.: Ely Landau, TV director.

C. WENDEL MUENCH & CO.
75 E. Wacker Dr., Chicago 1
Tel.: Financial 6-3481
TV Dept.: Victor Fabian, timebuyer; C. W. Muench, L. M. Bell, W. O. Yocum, account executives.
TV Accounts: Fannie May Candy Co.; L. C. Forman & Sons; Fox Deluxe Foods; Iowa Soap Co.; Maurer-Neuer Corp.; Neuhoff Bros.; Miracloth Corp.

IRVIN MYERSON AGENCY
330 S. Wells St., Chicago 6
Tel.: Harrison 7-6828

NEEDHAM & GROHMANN INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 5-6200
TV Dept.: William R. Seth, vice president in charge of TV; John M. Handley, executive vice president; account executive; Harry C. Lettingham, media director; timebuyer, John M. Keil, account executive.
TV Accounts: Nestle Co. (S); American Steel Wood Co. (S).

NEEDHAM, LOUIS & BRORBY INC.
135 S. LaSalle St., Chicago 3
Tel.: State 2-5151
TV Dept.: James G. Cominos, vice president, account executive, TV director; Alan Wallace, vice president in charge of programming; Christopher Ford, TV producer; Floyd G. Van Etten, negotiator or programs; Otto R. Stadelman, vice president, media director; Dona DeCarlo, TV spot buyer; account executives Maurice H. Needham, John J. Louis Sr., Melvin Brorb, Marvin O. Clausen, Edmond C. Dollard, W. Raymond Fowler, Pa. C. Harper Jr., William D. Horz, Jr., James L. Isham, Edwin A. Miessler, Frederick A. Mitchell, Ruth Wood Muench, William I. Ohle, Edward W. S. Reed, Robert F. Steinhoff, Noel D. Turner, John A. Willoughby.

Hollywood 28—1680 N. Vine St.; Tel.: Hudson 2-2391; Frank Pittman, vice president, manager.
New York 20—1270 Rockefeller Center Tel.: Plaza 7-0333; Richard L. Eastland, manager.
Toronto 5—350 Bay St.; Tel.: Randolph 5530 & 8613; John A. Willoughby, vice president, managing director.
TV Accounts: Derby Foods Inc. (N-S); Household Finance Corp. (S); Kraft Foods Co. (N-S); Quaker Oats Co. (N-S); Swift & Co. (S); S. C. Johnson & Son Inc. (N-S).

NEFF-ROGOW INC.
30 Rockefeller Plaza, New York 20
Tel.: Circle 7-4230
TV Dept.: William Rogow, president, timebuyer, account executive; Stewart Pierce Brown, vice president, timebuyer, account executive; Yale Shafer, timebuyer.
TV Dept.: Bond Stores; Melville Shoe Corp.

GEORGE R. NELSON INC.
208 State St., Schenectady, N. Y.
Tel.: 4-4135
TED NELSON ASSOC.
730 5th Ave., New York 19
Tel.: Circle 6-8470
TV Dept.: Ted Nelson, owner.
NEWMAN, LYNDE & ASSOC. INC.
400 Florida Nat'l Bank Bldg., Jacksonville, Fla.
Tel.: 3-4435
KELSO NORMAN ADV.
222 Kearney St., San Francisco 8
Tel.: Douglas 2-3942

R. T. O'CONNELL ADV. CO.
420 Madison Ave., New York 17
Tel.: Plaza 3-5412
OHIO ADV. AGENCY INC.
2300 Payne Ave., Cleveland 14
Tel.: Superior 1-7070
OLIAN ADV. CO.
909 Ambassador Bldg., St. Louis 1
Tel.: Central 8380
TV Dept.: Harman I. Moseley, TV director; Alice McDonough, media buyer; account executives: Harold A. Thomas, president; Jam Spencer, Albert Maescher Jr., vice presidents.
OLIAN & BRONNER
35 E. Wacker Dr., Chicago
Tel.: State 2-3381
TV Dept.: Kay Kennelly, media & TV director; account executives, I. win Olian, president; Maurice Bronner, vice president; Jul Draznin; Jerry Joss; Robert Ros. Robert Singer.
TV Accounts: Special Food Co.; Consolidated Sewing Machine Co.; A. las Brewing Co.; Schoenhof Edelweiss Co.; Sealy Inc.; Muti of Omaha; Beltone Hearing A. Co.; Chicago Engineers for Television; J. C. Woodney Co.

OLMSTED & FOLEY
1200 2d Ave. S., Minneapolis 3
Tel.: Atlantic 8166
TV Dept.: James D. McTighe, director; W. H. Olmsted, John T. Fole Clarence H. Russell, John K. Morland, R. B. Pile, account executives.
TV Accounts: First Nat'l Bank; Russell-Miller Milling Co.; Maple Island Inc.; Regan Bros. Co.

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

NEL, LARSON & McMAHON
30 N. Michigan Ave., Chicago 1
Tel.: Andover 3-4470

V Dept.: Walter Zivi, TV director; Marshall Edinger, timebuyer; Lois Schultz, assistant timebuyer; Stan Kaatz, production director.
New York 17—290 Madison Ave.; Tel.: Murray Hill 3-8930; Peg Robinson, timebuyer.
Toronto—447 Jarvis St., Tel.: Princess 4481; Bob Kesten, director.

OBERT W. ORR & ASSOC. INC.
W. 58th St., New York 19
Tel.: Plaza 9-8050

V Dept.: Louis L. Ergmann, TV director; Eleanor Accles, timebuyer; Leonard A. Hopkins; Joseph R. Joyce, Eleanor Accles, George DePue Jr., Eldon Sullivan, vice presidents.

Los Angeles 46—9130 Sunset Blvd., Tel.: Crestview 5-0104; Richard Diggs.

Washington 25—c/o Nat'l Guard Bureau, Rm. 3E 181, Pentagon; Tel.: Liberty 5-6700, Ext. 71266; Donald J. Wilkins.

V Accounts: Andrew Jergens Co. (N); Wallerstein Co. (S).

TERRITT OWENS ADV. AGENCY INC.
665 New Brotherhood Bldg., Kansas City 1
Tel.: Drexel 7250

V Dept.: Merritt Owens, R. Grant Neads, account executives; Earl Allvine, TV director.

TV Accounts: Zephyr Ventilated Awning Co.; Joe M. O'Hill Motor Co.; Ed Coursey Creamery Co.; Feld Chevrolet Co.; Home Federal Savings.

P

PACIFIC NATIONAL ADV. AGENCY
24 4th Ave., Seattle 1, Wash.
Tel.: Eliot 1401

V Dept.: Trevor Evans, TV director, timebuyer; Gertrude M. Nyman, timebuyer; Inez Potwin, assistant. Portland 4, Ore.—Cascade Bldg., Tel.: Capital 1021; Milton Foland, manager.

Pokane, Wash.—Chronicle Bldg., Tel.: Madison 4371; Harold Bacon, Martin Boss.

V Accounts: Lang & Co.; Washington Co-op Farmers Assn.

PARRIS & PEART
10 Lexington Ave., New York 17
Tel.: Murray Hill 9-2424

V Dept.: Patrick A. Perino, media manager; Weymouth Symmes.

PATCH & CURTIS
37 E. Broadway, Long Beach 2, Calif.
Tel.: 6-1259

V Dept.: John Curtis, account executive, TV director.

V Accounts: Board of Realtors; Winstead Bros.; Calif. Chiropractic Assn.

PEARSON ADV. AGENCY INC.
250 Park Ave., New York 17
Tel.: Murray Hill 8-3055

V Dept.: C. H. Pearson, president-treasurer; W. W. Heffelfinger, vice president; Cecelia H. Pearson, secretary.

PECK ADV. AGENCY
40 Madison Ave., New York 17
Tel.: Plaza 3-0900

V Dept.: S. S. Schweitzer, TV director; Russell Alben, assistant; Harry Peck, board chairman; Harry Krawit, president, Sidney Alexander, Norman Mack, Herman Stolley, Roy Gordon, John Schuman, Herbert Coughlin, vice presidents.
TV Accounts: Premier Foods; Howard Clothes; I. J. Fox; Chunky Chocolate Corp.; Old Dutch Coffee; Charles of the Ritz; Corday Perfumes.

PERRY-BROWN INC.
31 Vernon Place, Cincinnati 19
Tel.: Plaza 8200

V Dept.: Edward J. Doran, TV director, timebuyer.

V Accounts: Willson Dairy Co.; Zip-Grip Co.; political; miscellaneous.

P. PERSHALL CO.
5 W. Adams St., Chicago 3
Tel.: Franklin 2-8440

V Dept.: George B. Bogart, vice president; J. W. Wagner, media assistant.

TV Accounts: State Street Council.

BROADCASTING • Telecasting

PHILLIPS-RAMSEY CO.
604 First Nat'l Bank Bldg., San Diego 1
Tel.: Franklin 2122

TV Dept.: W. L. Phillips, Charles C. Ramsey, partners, account executives; Orva W. Huff, TV director; Robert L. Lewis, media buyer.

JOSEPH W. PINKUS ADV.
318 Market St., Newark, N. J.
Tel.: Mitchell 2-5475
TV Dept.: Joseph J. Pinkus, timebuyer.
TV Accounts: Perfume Import Co.

PLATT-FORBES INC.
7 E. 44th St., New York 17
Tel.: Murray Hill 7-3240

TV Dept.: William S. Walker, vice president; Thomas O'Donnell, secretary, media director; Guy Wallace, vice president.
Boston 16—31 Providence St., Tel.: Kenmore 6-3103.

POLLYEA ADV.
670 Cherry St., Terre Haute, Ind.
Tel.: Crawford 6707

POSNER-ZABIN ADV.
95 Madison Ave., New York 16
Tel.: Murray Hill 9-2876
TV Dept.: James B. Zabin.

R. J. POTTS-CALKINS & HOLDEN
215 W. Pershing Rd., Kansas City 8, Mo.
Tel.: Grand 5775

TV Dept.: William J. Brewer, TV director.

POTTS-TURNBULL ADV. CO.
912 Baltimore Ave., Kansas City 6, Mo.
Tel.: Victor 9400

POWELL-GRANT INC.
1166 Penobscot Bldg., Detroit 26
Tel.: Woodward 1-4321

TV Dept.: Robert H. Powell, Bill Gayek, account executives, timebuyers; Charles Schiappacasse, production director.

TV Accounts: Buick Dealers; Charlie's Nash; Plymouth Dealers; McDonald Trailer Sales.

JOHN O. POWERS CO.
110 William St., New York 38
Tel.: Worth 4-7361
TV Dept.: Robert W. Powers, treasurer.

PRATER ADV. AGENCY INC.
705 Chestnut St., St. Louis 1
Tel.: Garfield 6490

PRESBA, FELLERS & PRESBA INC.
360 N. Michigan Ave., Chicago 1
Tel.: Central 6-7633

TV Dept.: W. B. Presba, president, account executive buying television; Marquis M. Smith, vice president, TV director; E. E. Eldridge, timebuyer.

TV Accounts: Flex-O-Glass Inc.; Olson Rug Co.; Vaughan Seed Co.; Book House for Children; Central Ice Cream Co.

PROEBSTING, TAYLOR INC.
100 E. Ohio St., Chicago 11
Tel.: Whitehall 4-1031

TV Dept.: K. C. August, Earl C. Collings, account executives; Stephanie M. Seeder, timebuyer.

PROFILE ADV.
73 B St., Manchester, N. H.
Tel.: 4-4991

R

RADIO ADV. CORP. OF AMERICA
47 Audubon Ave., Jersey City 5, N. J.
Tel.: Bergen 4-2332

TV Dept.: B. V. Fiore, TV director; J. D. Critelli, timebuyer.
TV Accounts: Watchung Lake; Korex Diet Gum; Talika Cream; Afco Sales Corp.

RANDALL CO.
75 Pearl St., Hartford 3, Conn.
Tel.: 7-1179

TV Dept.: Florence F. Grady, TV director.

TV Accounts: Country Club Soda Co.; Crown Petroleum Corp.; Savitt Jewelers; State Line Potato Chip Co.; Gen. Elec. Supply Co.

FRED M. RANDALL CO.
3314 Book Tower, Detroit 26
Tel.: Woodward 1-4662

TV Dept.: Hugh R. Mack Jr., TV director; C. E. Foerster, timebuyer; R. D. Hughes, Hal G. Trump, account executives.

RAY-HIRSCH CO. INC.
37 W. 57th St., New York 19
Tel.: Murray Hill 8-3515

KNOX REEVES ADV. INC.
600 First Nat'l-Soo Line Bldg., Minneapolis 2
Tel.: Bridgeport 7701

TV Dept.: Russell E. Neff, TV director; William S. Shepherd, program director; Coy Bender, timebuyer; R. W. Stafford, R. H. Burbank, Paul Phillips, account executives.
TV Accounts: Gen. Mills Inc. (N); Art Instruction Inc. (S); Midland Nat'l Bank (S).

REINCKE, MEYER & FINN INC.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-7440

TV Dept.: Frank M. Baker, TV director.
TV Accounts: Anderson Co.; Weed Tire Chain; Burgess Cellulose Sponges; von Schrader Mfg. Co.

EMIL REINHARDT ADV. AGENCY
1736 Franklin St., Oakland 12, Calif.
Tel.: Templebar 2-2408

FLETCHER D. RICHARDS INC.
(also see Harrington-Richards Div.)
10 Rockefeller Plaza, New York 20
Tel.: Judson 6-5400

TV Dept.: E. A. Elliott, vice president in charge of media; Edwin S. Reynolds, TV director; S. J. Frolick, TV commercials supervisor; Robert S. Golodzin, in charge of TV production; William L. Russell, in charge of TV copy; J. M. Kelly, timebuyer; Barbara M. Kiefer, traffic coordinator.

Chicago 1—221 N. LaSalle St., Tel.: Financial 6-3585.

TV Accounts: Eastern Air Lines (S); Foremost Dairies Inc. (S); U. S. Rubber Co. (N-S); Peter Fox Brewing Co. (S); Avoset Co. (S).

M. EVANS RICHMOND AGENCY
127 S. 22d St., Philadelphia 3
Tel.: Locust 7-1674

Boston 16—230 Boylston St., Commonwealth 6-4491.

Hollywood 28—Yucca Vine Bldg., Hempstead 3517.

RICKARD & CO. INC.
11 E. 36th St., New York 16
Tel.: Murray Hill 6-4970

TV Accounts: Oakite Products Inc.

RINGER & ASSOC. INC.
3142 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-8131

TV Dept.: Lee Ringer.

DAN RIVKIN AGENCY
1418 Walnut St., Philadelphia 2
Tel.: Pennypacker 5-5766

ROBERTSON ADV. AGENCY
721 U. S. Nat'l Bldg., Denver 7
Tel.: Keystone 6269

TV Dept.: Walter H. Krantz, TV director; Marshall G. Robertson, Mary Robertson, timebuyers; John F. Eby, Wendell McWilliams, account executives; Lavern C. Everson, TV art director.

ELWOOD J. ROBINSON & CO.
1111 Wilshire Blvd., Los Angeles 17
Tel.: Mutual 6293

TV Dept.: Talbot Johns, TV director; Robert C. Neuman, media director; Elwood J. Robinson, Melvin A. Jensen, John W. Haynes, account executives.

TV Accounts: Cinch Prod. Inc.; Wilco Co.; Loma Linda Food Co.; Calif. Federal Savings & Loan Assn.; Pasadena Savings & Loan; Western Federal Savings & Loan Co.

ROCHE, WILLIAMS & CLEARY INC.
135 S. LaSalle St., Chicago 3
Tel.: Randolph 6-9760

IRVING ROCKLIN & ASSOC.
32 W. Randolph St., Chicago 1
Tel.: Randolph 6-2324

TV Dept.: M. Lovinger, TV director; Betty Zidell, film director; Werner Haas, timebuyer; Stuart Klipp, I. Rocklin, account executives.

TV Accounts: Cole-Finder Inc.; Walton Motors; Bailey's Inc.; Chicago Furniture Mart; Kass Clothiers; Cedar Trees; Linolene City; Tru-Val Sales; Popiel Bros.; Famous Appliances; Johnstone's Restaurant.

IRVING ROSEN ADV.
230 5th Ave., New York 1
Tel.: Oregon 9-1926

TV Dept.: Irving Rosen; E. Wayne, production manager.

ROSS ADV. AGENCY
4053 Lindell Blvd., St. Louis 8
Tel.: Lucas 1322

Los Angeles 4—184 S. Alvarado St.; Tel.: Dunkirk 7-2148.

South Nyack, N. Y. — 156 Piedmont Ave.; Tel.: 7-2506.

Kansas City 6, Mo.—823 Walnut St.; Tel.: Baltimore 6730.

CHARLES ROSS ADV AGENCY
1418 N. Highland Ave., Hollywood 28
Tel.: Hudson 2-1184

CHARLES L. RUMRILL & CO. INC.
339 East Ave., Rochester, N. Y.
Tel.: Baker 7-900

TV Dept.: Alan Brown, TV director.
LOWE RUNKLE CO.
1305 Liberty Bank Bldg., Oklahoma City 2, Okla.

Tel.: Re 6-3521
TV Dept.: Maury Ferguson, director; Howard Neumann, account executive, timebuyer; Harold Kranz, account executive, timebuyer.

TV Accounts: Dulaneys; Ralston Purina Co.; Southwestern Bell Tel. Co.; Liberty Nat'l Bank & Trust Co.; Big Red Warehouse; Cain's Coffee Co.; Grady Musgrave & Co.

RUTHRAUFF & RYAN INC.
405 Lexington Ave., New York 17
Tel.: Murray Hill 6-6400

TV Dept.: Tom Slater, vice president, director; Grant Y. Flynn, network timebuyer; Daniel M. Gordon, media director; Henry Frankel, talent buyer.

Chicago 1—360 N. Michigan Ave.; Tel.: Financial 6-1833; W. P. Littell, senior vice president, manager.

Hollywood 28—1680 N. Vine St.; Tel.: Hillside 7593; Charles Bowes, manager.

Detroit 2—7340 2d Blvd.; Tel.: Trinity 4-2200; Tod Reed, vice president, manager.

Cincinnati 2—Carew Tower; Tel.: Main 2413; John L. Magro, manager.

St. Louis 1—611 Olive St., Tel.: Main 0127; Oscar A. Zahner, senior vice president, manager.

Dallas 1—505 N. Ervay St.; Tel.: Victor 4-4986; Roger Bacon, manager.

Houston 2—Gulf Oil Bldg.; Tel.: Charter 4-1741; W. Van A. Combs, manager.

Seattle 1—Northern Life Tower; Tel.: Elliott 1572; Francis G. Mullins, vice president, manager.

San Francisco 4—235 Montgomery St.; Tel.: Exbrook 4616; John L. Harvey, vice president, manager, account executive.

Toronto 1—2 Toronto St., Tel.: Plaza 1515; Gordon Ralston, manager.

LEWIS EDWIN RYAN
726 Jackson Place, N.W., Washington 6, D.C.
Tel.: Republic 7-7606

TV Dept.: William J. Green, director.

S

MAXWELL SACKHEIM & CO. INC.
670 5th Ave., New York 19
Tel.: Plaza 8-2086

TV Dept.: Rae B. Elbroch.
TV Accounts: Marleboro-Smith Co.; Henry Holt & Co.

ST. GEORGES & KEYES INC.
250 Park Ave., New York 17
Tel.: Plaza 5-1180

TV Dept.: James J. Freeman, director; William O'Brien, timebuyer.

TV Accounts: Revere Copper & Brass (N); Mock Beef Tea; Handy Shopper; Eppens Smith.

WALKER SAUSSY ADV.
823 Perdido St., New Orleans 12, La.
Tel.: Magnolia 3218

TV Dept.: Walker Saussy, P. J. Stake-lum Jr., Charles Bloom II, Dorothea Schlesinger, Joseph C. Shields Jr., all account executives.

TV Accounts: American Brewing Co.; Wm. B. Reily Co. Inc.; Hibernia Homestead; Gallagher Transfer & Storage; Consolidated Cos.; Henderson Sugar Refinery.

FRANK B. SAUNDON INC. ADV.
480 Lexington Ave., New York 17
Tel.: Plaza 5-2516

TV Dept.: Jerry Bess, TV director, in charge of timebuying.

Chicago 1—75 E. Wacker Dr.; Tel.: Dearborn 2-0826.

TV Accounts: Robert Hall Clothes; Abelson's Inc. (jewelry).

SAXTON AGENCY
312 E. Wisconsin Ave., Milwaukee 2
Tel.: Broadway 6-2142

TV Dept.: H. Ellis Saxton, TV director; Eunice Grobe, timebuyer.

SCHIEDLER, BECK & WERNER INC.
487 Park Ave., New York 22
Tel.: Murray Hill 8-8866

TV Dept.: Walter Ware, TV director; Ruth Morgan, production assistant; Vera Brennan, timebuyer.

TV Accounts: Manhattan Soap Co.; C. F. Mueller Co.; G. F. Heublein & Bro. Inc.; Int'l Salt Co.; McIlhenny Co.; Economics Lab. Inc.; Wm. Gretz Brewing Co.

(Continued on page 296)

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

(Continued from page 295)

SCHOENFELD, HUBER & GREEN LTD.
520 N. Michigan Ave., Chicago 11
Tel.: Whitehall 4-0818
TV Dept.: Lewis G. Green, vice president in charge of TV; Miriam Orr, timebuyer; Merritt R. Schoenfeld, account executive.

SCHOLTS ADV. SERVICE
1201 W. 4th St., Los Angeles 17
Tel.: Michigan 2396
TV Dept.: Ruth S. Arnot, TV director.

SCHWIMMER & SCOTT INC.
75 E. Wacker Dr., Chicago 1
Tel.: Dearborn 2-1815
TV Dept.: Robert Knapp, copy chief, executive director of TV; Evelyn Vanderploeg, timebuyer; Dick Osterlander, TV director; account executives: R. J. Scott, president; C. H. Lihenfeld, vice president; Fred Vosse, Charles Jones, Ed Guy.

TV Accounts: Boyer Internat'l Labs. Inc.; Congress Cigar Co.; Consolidated Royal Chemical Corp.; Helzberg Diamond Shops Inc.; Nat'l Tea Co.; Red Dot Foods Inc.; Salerno-Megowan Biscuit Co.; Schutter Candy Co.; Walgreen Co.

SCOTT'S AGENCY INC.
11 Pemberton Sq., Boston 8
Tel.: Capitol 7-2425

RUSSEL M. SEEDS CO. INC.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-1045

TV Dept.: Russell B. Young, vice president in charge of TV operations; Richard Mulford, assistant; Merle Myers, timebuyer; account executives: Freeman Keyes, president; George Bayard, executive vice president; Harry Maus, vice president; Fred Wilson; James Withereil; Harry Goldsmith.

Hollywood—7324 Santa Monica Blvd.;
Tel.: Hollywood 9-1103; Lou Place, vice president; Fenton Coe.

Indianapolis 4—Lemcke Bldg.; Tel.: Market 1395.
TV Accounts: Procter & Gamble (N); Elgin American Div., Illinois Watch Case Co. (N); Reynolds Metals (N); W. A. Schaeffer Pen Co. (N); Admiral Corp. (N); Brown & Williamson Tobacco Co. (S).

ROSCOE W. SEGAR ADV.
2125 N.E. 48th Ave., Portland 13, Ore.
Tel.: Trinity 3445
TV Dept.: D. D. Segar, TV director, timebuyer.

SHAFER, BRENNAN, MARGULIS ADV. CO.
4 N. 8th St., St. Louis 1
Tel.: Main 2579

LEONARD SHANE AGENCY
104 S. Vermont Ave., Los Angeles 4
Tel.: Dunkirk 8-3215
TV Dept.: Leonard Shane, president; Robert S. Howell, general manager; William T. Crago, TV director, timebuyer; J. M. Lench, assistant TV director, timebuyer; F. J. Rudolph, commercial manager; James Ward, senior account executive; Lyle Westcott, assistant.

RALPH SHARP ADV. INC.
2300 Guardian Bldg., Detroit 26
Tel.: Woodward 2-8070
TV Dept.: Art Seely, TV director; Lloyd Radell, media director.

JOHN W. SHAW ADV. INC.
716 N. Rush St., Chicago 11
Tel.: Mohawk 4-6323
TV Dept.: John W. Shaw, president, account executive; David E. Guernant, vice president, account executive; Sylvia Slive, timebuyer.
TV Accounts: Armour & Co. (S).

SHERMAN & MARQUETTE INC.
919 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-8000
TV Dept.: Louis E. Tilden, TV director; Clifford E. Bolgard, media director; Miss E. A. Anderson, timebuyer.
TV Accounts: Quaker Oats Co. (N-S); Oscar Mayer Co. (S).

CHARLES SILVER & CO.
737 N. Michigan Ave., Chicago 11
Tel.: Superior 7-6625
TV Dept.: Ben Solomon, TV director, account executive; Charles Silver, account executive.
TV Accounts: Rival Dog Food, Elam Mills, both S.

SIMMONDS & SIMMONDS INC.
201 N. Wells St., Chicago 6
Tel.: Andover 3-6645
TV Dept.: Kenneth R. Willert, TV director, timebuyer; George O'Leary, Phil Tobias Jr., Curtis Winters, account executives.

TV Accounts: Dr. LeGear Poultry & Livestock; American Grease Stick Co.; American Beauty Macaroni; Chicago Forging & Mfg. Co.; Johnny Burgeon; Craft Hosiery; Hal Collins Co.; Krackettes Co.; Linda Sue Candies; Luby's Cafeteria; Owen Sausage Co.; Perk Dog Food; Rudd-Humphreys Co.

SIMON & GWYNN
622 Commerce Title Bldg., Memphis, Tenn.
Tel.: 5-2404

TV Dept.: Milton Simon, W. E. Davidson Jr., account executives; H. N. Gwynn, account executive, timebuyer.

Nashville—930 Stahlman Bldg.; Tel.: 5-8909; Ken Leckie, account executive.

TV Accounts: American Snuff Co.; Bonco Foods; Humko Co.; Donald Furniture; American Tea & Coffee.

SIMONS-MICHELSON CO.
Lafayette Bldg., Detroit 26
Tel.: Woodward 3-3000

RAYMOND L. SINES & ASSOC.
291 Geary St., San Francisco
Tel.: Sutter 1-8137

TV Dept.: Beth Norman, TV director, account executive.
TV Accounts: Red Goose Shoes; Books Inc.

LEONARD M. SIVE & ASSOC. INC.
22 W. 7th St., Cincinnati 2
Tel.: Garfield 3000

TV Dept.: Robert G. Grannen, TV director; Cyril J. Wedding, Leonard M. Sive, account executives.

SMITH & BULL ADV. AGENCY
6642 Sunset Blvd., Hollywood 28
Tel.: Hempstead 5671

TV Dept.: Richard T. Parker, TV director; Jane T. Darden, timebuyer.

SMITH, TAYLOR & JENKINS INC.
223 4th Ave., Pittsburgh 22
Tel.: Atlantic 1-9312

TV Dept.: Thomas J. MacWilliams, TV director; Tom Cadden, scripts & production assistant; Dick Pearson, production assistant & films; Ron Taylor, Cook Thompson, Bill Sutherland, Robert Quaid, account executives.

STAAKE & SCHOONMAKER CO.
808 Kalamazoo Bldg., Kalamazoo, Mich.
TV Dept.: Carl B. Schoonmaker, John G. Eldredge.
TV Accounts: First Nat'l Bank & Trust Co.

CHARLES N. STAHL ADV. AGENCY
440 S. Boylston St., Los Angeles 17
Tel.: Madison 7844

TV Dept.: Charles N. Stahl, John Courcier, Al Ward, John W. Perkins.
San Francisco—Stahl-Casey Adv., 208 Sheldon Bldg.; Tel.: Exbrook 2-4713; John J. Casey.

TV Accounts: Dr. Beauchamp; Dr. R. M. Layne; Murphy Motors; Fletcher Jones; Clayton Mfg. Co.

STANLEY ADV. AGENCY INC.
2616 David Broderick Tower, Detroit 26
Tel.: Woodward 5-6155

TV Dept.: Stanley Altschuler, manager; Leonard Kotowski, account executive; Barbara Fisher, timebuyer, producer.

BARTON A. STEBBINS
1250 Wilshire Blvd., Los Angeles 17
Tel.: Trinity 8821

TV Dept.: E. C. Bloodworth, TV director; A. W. Gudelman, timebuyer, account executive; Nat Jeffras, account executive.

TV Accounts: Certified Grocers; Signal Oil Co.

STEINER, TOWERS, DOBRIN & KAUS
221 W. 57th St., New York 19
Tel.: Circle 6-0912

TV Dept.: Jack Steiner, Frank Kaus.
TV Accounts: Brass Rail; Grumette; Maisei Rest.; Seven Brothers; Straits Co.; Tech Color & Cmk. Wks.

STERLING ADV. AGENCY INC.
535 5th Ave., New York 17
Tel.: Murray Hill 7-3400

TV Dept.: Myron L. Brown, TV director.

STEVENSON & SCOTT LTD.
1260 University St., Montreal, Que.
Tel.: University 6-9361
Toronto—100 Adelaide St., W.; Tel.: Empire 3-1166.
Vancouver, B.C.—402 W. Pender St., Tel.: Pacific 5824.

STOCKTON-WEST-BURKHART INC.
1300 First Nat'l Bank Bldg., Cincinnati 2
Tel.: Dunbar 5600

TV Dept.: C. Thomas Martin, vice president, TV department director; Robert A. McDowell, vice president, TV media director; Richard Dunn, TV division manager (N.Y. office); Gene Starbeker, TV production manager; Fred Gold, assistant TV production director.
New York 22—501 Madison Ave.; Tel.: Eldorado 5-1041; Richard Dunn, manager.

TV Accounts: Central Trust; Cincinnati Gas & Elec. Co.; Ohio Oil Co.; U.S. Shoe Corp.; Hudepohl Brewing Co.; Gibson Wine Co.; Andrew Jergens Co.

STOCKWELL & MARCUSE
1407 Industrial Bank Bldg., Detroit 26
Tel.: Woodward 1-4484

TV Dept.: William H. Stockwell, Donald R. Hodgins, timebuyers.

TV Accounts: Automobile Club of Mich.; Detroit Creamery; Dick Connell Chevrolet; Industrial Nat'l Bank; Sams Inc.; Builders Show; Russeks; Glitter Glaze Products.

STODEL ADV. CO.
439 S. Western Ave., Los Angeles 5
Tel.: Dunkirk 4-2133

TV Dept.: Edward C. Stodel, TV director; Clifford Levine, timebuyer, production manager; Robert F. Anderson, Mort Goodman, account executives.

TV Accounts: Nic-L-Silver Battery Co.; Eastern Columbia Dept. Stores; Robert F. Lippert Pictures; Paramount Downtown Theatre; Warner Bros. Theatres; Black Angus Broilers.

STORM & KLEIN INC.
50 E. 42d St., New York 17
Tel.: Murray Hill 7-4460

TV Dept.: Edward Klein, media director; Arthur Klein, timebuyer.

STREET & FINNEY INC.
76 9th Ave., New York 11
Tel.: Watkins 4-8510

TV Dept.: Helen A. Thomas, timebuyer; Howard Miller, production director; W. E. Faxon, account executive.

TV Accounts: Foster-Milburn Co.

BOB STRUBLE & ASSOC.
735 N. Vine St., Hollywood 38
Tel.: Hillside 0249

TV Dept.: R. B. Struble, TV director; Len McLean, timebuyer; Bruce Bailey, cinematographer; Baden Powell, Ted Yerxa, account executives; Hank Caldwell, music director.

TV Accounts: Foundations Films Corp.; Felix DeCola Inc.; Customers Club Inc.

CHARLES R. STUART ADV.
625 Market St., San Francisco 5
Tel.: Douglas 2-2438

TV Dept.: Fred M. Parke, account executive.

TV Accounts: Bank of America (N-S).
DANIEL F. SULLIVAN CO.
216 Tremont St., Boston 16
Tel.: Hancock 6-7643

SULLIVAN, STAUFFER, COLWELL & BAYLES INC.
437 5th Ave., New York 16
Tel.: Oregon 9-2500

TV Dept.: Philip H. Cohen, vice president in charge of TV; Francis Minehan, vice president in charge of media; Jean Carroll, John McCorkle, Stephen Suren, timebuyers.
Hollywood 28—6253 Hollywood Blvd.; Tel.: Hillside 2119; J. J. VanNstrand, vice president in charge of TV.

SUPER MARKET TV PRODUCTIONS
9 E. 38th St., New York 16

SUPERIOR ADV. INC.
300 Fort Wayne Bank Bldg., Fort Wayne 2
Tel.: Anthony 6131

SUTHERLAND-ABBOTT
234 Clarendon St., Boston 16
Tel.: Kenmore 6-1472

TV Dept.: Thomas R. Covey, Jr., TV director; Evelyn Victor, assistant.
TV Accounts: Blue Cross-Blue Shield; Felters Co.

SYKES ADV. INC.
1101 5th Ave., Pittsburgh 19
Tel.: Grant 1-6120
TV Dept.: Milner Roberts, TV director.

T

TAGGART & YOUNG
7364 Beverly Blvd., Los Angeles 36
Tel.: Webster 3-8108

TV Dept.: Ray Lewis, TV director.
TV Accounts: Paul G. Wagner Co. Parklabrea.

TATHAM-LAIRD INC.
64 E. Jackson Blvd., Chicago 4
Tel.: Harrison 7-3700

TV Dept.: George A. Bolas, TV director; Paul Schlesinger, Joseph Perry, TV account managers; Grafc Mason, TV service department.

New York 22—595 Madison Ave.; Tel.: Plaza 3-7057; H. Lawrence Hoomb, William Vance, TV supervisors.

TV Accounts: Toni Co. (N-S); C. I. Swanson & Sons (N); Geo. Wiedemann Brewing Co. (S); Genera Mills Inc. (N).

GEORGE TAYLOR ADV. AGENCY
420 Market St., San Francisco 11
Tel.: Garfield 1-6812

TV Dept.: George Taylor, Carl Christpher, timebuyers, account executives.

TV Accounts: Hoberg's Resort; J. J. French Co.; Rid-a-sect; Ames U. holstery; Mels Drive-In; Henry Doelger.

TECH ADGENCY INC.
1004 E. Jefferson, Detroit 7
Tel.: Woodward 2-7367

TV Dept.: M. M. Winthrop, director timebuyer.

J. WALTER THOMPSON CO.
420 Lexington Ave., New York 17
Tel.: Murray Hill 3-2000

TV Dept.: Stanley Resor, president; John U. Reber, vice president in charge of TV; James O. Luce, Anne C. Wright, Jayne M. Shanno timebuyers; Virginia Spragle, Bart McHugh Jr., Howard Reilly, talent buyers.

Chicago 11—410 N. Michigan Ave.; Tel.: Superior 7-0303; George C. Reeves manager; Peter Cavallo, TV director.

Detroit 26—535 Griswold St.; Tel.: Woodward 2-8890; Norman Strouse, manager, vice president.

Los Angeles 48—6399 Wilshire Blvd.; Tel.: Webster 3-7201; Thom Cooper, vice president, general manager; Eileen Henriquez, timebuyer.

San Francisco 4—320 California St.; Tel.: Garfield 3510; Henry T. Stanton, vice president, general manager; Fred Fidler, vice president, manager; Frances Austin, timebuyer.

Lakeland, Fla.—712 Marble Arcau Bldg.; Tel.: 2-4571; John Forsher, manager.

Coral Gables, Fla.—220 Miracle Mile.; Tel.: Miami 83-5457; Frank W. Linder, manager.

Seattle 1—White-Henry-Stuart Bldg.; 1338 4th Ave.; Tel.: Main 8577; Floyd O. Flint, manager.

(also 22 foreign offices.)
TV Accounts: All N—Florida Citr Comm.; Ford Div. of Ford Mot Co.; Kraft Foods Co. (S); Lever Bros. Co. (S); RCA; Scott Pap Co. All S—P. Ballantine & Son. Bowman Dairy; Fannie Farmer Candy Shops; Ford Dealers; Park Pens; Safeway Stores; Shell Co. Co.; Swift & Co.; Ward Baking Co. Atlantis Sales Corp.; Champi Spark Plug Co.; Friden Calculating Machine Co.; Menthlatum Co. Pacific Mills; Pan American Wor Airways; Penick & Ford. Ltd. Pond's Extract Co.; Raisin Advisory Board; Standard Brand Washington State Dairies; Yellow Cab Co.; W. F. Young.

ARTHUR TOWELL INC.
119 Monona Ave., Madison 1, Wis.
Tel.: 6-2668

TV Dept.: Philip M. Davies, TV director.

TV Accounts: Wisconsin Conservati Dept.; Mautz Paint & Varnish Co.

TOWN CRIER AGENCY INC.
305 Wickham Bldg., Council Bluffs, I.
Tel.: 7768

TV Dept.: D. H. Filbert, timebuyer.
TV Accounts: Roberts Dairy Co.

ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

TRACY, KENT & CO. INC.
5 Madison Ave., New York 22
Tel.: Eldorado 5-4404
TV Dept.: Philip A. Baecker, TV director; Frank S. Kent, William Irwin Tracy, Hudson Budd, account executives.
V Accounts: H. C. Brill Co. Inc.; J. Colonna Bros.; Grinstead Bros. Inc.

RACY-LOCKE CO. INC.
1307 Pacific Ave., Dallas 1
Tel.: Prospect 8655
TV Dept.: Philip L. McHugh, TV director; Ernestine Cummings, assistant; Ernestine Parker, media director; Morris Hite, account executive, president; Robert I. Preis, account executive.

Touston 2-711 Main St.; Tel.: Charter 5467; Clay W. Stephenson Jr., account executive, executive vice president.

V Accounts: Adlets Co.; Anheuser-Busch for Texas; Mrs. Baird's Bakeries; Borden Co. (Southern Div.); Duncan Coffee Co.; Imperial Sugar Co.; Haggard Co.; King Candy Co.; Skillern Drug Co.

TURNER ADV. AGENCY
1 E. Ontario St., Chicago 11
Tel.: Michigan 2-6426
TV Dept.: John K. Turner, J. Gordon Turner, Al R. Boyd, account executives.
V Accounts: O-Cedar Corp.

U

J. ULRICH & ASSOC.
3253 Irving Park Rd., Chicago 18
Tel.: Juniper 8-6545
TV Dept.: C. J. Ulrich, timebuyer, account executive.

V

VanSANT, DUGDALE & CO. INC.
2 E. Fayette St., Baltimore 2
Tel.: Lexington 5400
TV Dept.: Robert V. Walsh, TV director; Rita Eastman, TV copy, production, films; Marilyn Bauer, timebuyer; account executives: Robert E. Daiger, vice president; Henry Erck, vice president; C. M. Buchanan, vice president; D. J. Lodel; Nicholas VanSant; Harry Brian, vice president, copy & plans; Donald B. Buckley, marketing & research director; Urban Moss, media director.
V Accounts: Anchor Post Prod. Inc.; Black & Decker Mfg. Co.; Black & Decker Utility; Chas. D. Briddell Inc.; Harry T. Campbell Sons Corp.; Crosse & Blackwell Co.; Fram Corp.; Gibbs & Co. Inc.; Internat'l Bedding Co.; Lacy Prod. Inc.; Lehigh Chem. Prod. Co.; Wm. Schluderberg-T. J. Kurlde Co.; Sherwood Bros. Inc.; B. F. Shrivers Co.; Tilghman Pkg. Co.

CARLO VINTI ADV.
15th Ave., New York 16
Tel.: Murray Hill 9-8476
TV Dept.: Carlo Vinti, producer; Joseph Vinti, script-writer; Joseph Bamboschek, musical director; Anthony Stivanello, staging.
Chicago—A. Lupi, representative.
San Francisco—R. Gelsi, representative.
Philadelphia—C. Borrelli, representative.
V Accounts: Uddo & Taormina; Gallo Wines; J. Ossola Co.; Nat'l Candies.
L. VOMACK INC.
20 Madison Ave., New York 17
Tel.: Eldorado 5-4874
Brooklyn 23-339 Kings Highway; Tel.: Esplanade 5-6600.

W

BOFFREY WADE ADV.
N. Wacker Dr., Chicago 6
Tel.: State 2-7369
TV Dept.: Paul McCluer, general manager; Louis J. Nelson, media director; Booth Luck, TV operations director; D. S. Williams, timebuyer.

Hollywood 28-6223 Selma Ave., Tel.: Hillside 7457; R. E. Dwyer, manager; Forrest F. Owen Jr., TV director.
TV Accounts: Miles Labs. (N-S); Murphy Prod. Co. (S.); De Mets Inc. (S).

LOUIS E. WADE INC.
Paramount Bldg., Fort Wayne 2, Ind.
Tel.: A-6282

WADSWORTH & WALKER INC.
517 Gerona Ave., Miami 46, Fla. (Mail: PO Box 466, Coconut Grove Sta., Miami 33, Fla.)
Tel.: 67-3666
TV Dept.: Ralph K. Wadsworth, president.
New York 17-369 Lexington Ave.; Tel.: Murray Hill 5-6100.

HUGO WAGENSEIL & ASSOC.
Talbot Bldg., Dayton 2, Ohio
Tel.: Hemlock 5542
TV Dept.: John Leonard, TV production director.

WALKER & DOWNING GENERAL AGENCY
532 Oliver Bldg., Pittsburgh 34
Tel.: Grant 1-1900
TV Dept.: Robert Stevens, TV director; Frank Orr, Bill Burge, assistants.

WALLACE-FERRY-HANLY CO.
(see Hanly, Hicks & Montgomery Inc.)
400 W. Madison St., Chicago 6
Tel.: Franklin 2-6440
TV Dept.: J. T. Aimley, director; L. J. Wallace, account executive.

WALSH ADV. CO. LTD.
Guaranty Trust Bldg., Windsor, Ont.
Tel.: 2-7224
Toronto-2414 Bank of Nova Scotia Bldg.; Tel.: Empire 3-3053.
Montreal, Que.—1620 University Tower Bldg.; Tel.: Belair 8431.

WILLIAM WARREN, JACKSON & DELANEY
45 W. 45th St., New York 19
Tel.: Judson 6-0350

WARWICK & LEGLER INC.
230 Park Ave., New York 17
Tel.: Murray Hill 4-5300
TV Dept.: William P. Warwick, TV director; Joe Gratz, Robert Steen, assistants.
Los Angeles 5-2405 W. 8th St.; Tel.: Dunkirk 3-1141; Cecil Underwood, TV director.
TV Accounts: Hoffman Beverage Co. (R-S); Larus & Bro. Co. (N); Los Angeles Brewing Co. (R-S); Pabst Sales Co. (N-S).

WATTS, PAYNE ADV. INC.
900 S. Main, Tulsa 3, Okla.
Tel.: 3-8108
TV Dept.: Don S. Mitchell, TV director; Don Dyer, Benton Ferguson, account executives.
Dallas-Fidelity Bldg.; Tel.: Riverside 5201; Marie Callahan, account executive.
TV Accounts: Oklahoma Tire & Supply Co.; Ed Wright Tire Co.; First Nat'l Bank & Trust Co.; Midwest Chevrolet; Hanna Lumber Co.; Watt Plumbing Supply; Utica Square Merchants Inc.; political; Tennessee Dairy; United Fidelity Life Ins. Co.; Healthguard.

WAXELBAUM ADV. CO.
10 E. 43d St., New York 17
Tel.: Murray Hill 2-7398

LUTHER WEAVER & ASSOC.
405 Oppenheim Bldg., Saint Paul 1, Minn.
Tel.: Garfield 4715
TV Dept.: Luther Weaver, owner, TV director; Don Gardner, account executive.

ARMAND S. WEILL CO. INC.
170 Franklin St., Buffalo 2, N. Y.
Tel.: Washington 6250
Toronto 2-225 Mutual St.; Tel.: Empire 3-5112

MILTON WEINBERG ADV. CO.
3508 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 3-4134
TV Dept.: Joel W. Stearns, TV director; Selma Solmann, media director; William H. Krauch, Martin Michael, account executives.

WILLIAM H. WEINTRAUB & CO. INC.
488 Madison Ave., New York 22
Tel.: Murray Hill 8-3900
TV Dept.: Harry Treaner, vice president in charge of TV; Carlos A. Franco, general manager & director of TV; Gladys York, timebuyer.
New York-49 E. 53d St.; Tel.: Plaza 9-8488.
TV Accounts: Blatz Brewing Co.

WEISS & GELLER INC.
400 N. Michigan Ave., Chicago 11
Tel.: Delaware 7-1124
TV Dept.: Marvin L. Mann, vice president, TV director; Jack Bard, media analyst, timebuyer; Irving D. Auspitz, creative director; Don Paul Nathanson, vice president, account supervisor; Eugene W. Cooper, account executive; Byron Bonheim, account executive.

New York 17-400 Madison Ave.; Tel.: Plaza 3-4070; Bruce M. Dodge, TV production director; Frank P. Higgins, assistant.
TV Accounts: Toni Co. Div. of Gillette Co. (N-S); Wine Corp. of America (N-S); Terre Haute Brewing Co. (S); Wyler Soups (S); College Inn Foods (S).

WELSH-HOLLANDER ADV.
350 S. Alvarado St., Los Angeles 5
Tel.: Dunkirk 9-1171

WERTHEIM ADV. ASSOC.
11 W. 42d St., New York 36
Tel.: Wisconsin 7-5978

WESLEY ASSOC.
247 Park Ave., New York 17
Tel.: Eldorado 5-2680
TV Dept.: J. D. Knap Jr., media director; C. O'c. Sloane, account executive.
TV Accounts: Shulton Inc. (S).

WESTHEIMER & BLOCK
315 N. 7th St., St. Louis 1
Tel.: Garfield 4080
TV Dept.: Charles J. Prince, timebuyer; Emma D. Brohr, William H. Mullgardt, Richard K. Short, James H. Stobie, Biron Valier, account executives.

New York 22-Wyatt & Schuebel, 40 E. 51st St.; Tel.: Eldorado 5-7785; Reggie Schuebel, timebuyer; Jack Wyatt, production chief.
TV Accounts: Centlivre Brewing Corp.; Peter Eckrich & Sons; Peters-Weatherbird Shoe Co. (Div. of Internat'l Shoe Co.); Freund Jewelry; E. B. Jones Motor Co.; Lutheran TV Productions; Sears, Roebuck & Co.

WEST-MARQUIS INC.
1220 Wilshire Blvd., Los Angeles 17
Tel.: Madison 9-2214
TV Dept.: George Anthony, media department manager; Hazel S. Beaver, assistant.

San Francisco 3-785 Market St.; Tel.: Garfield 1-1716; Harold H. Marquis, vice president.
Portland 5, Ore.—833 American Bank Bldg.; Tel.: Broadway 7373; Richard K. Stanton, vice president.
Seattle 4-1473 Dexter Horton Bldg.; Tel.: Mutual 1066; Wells R. Wiley, vice president.
Long Beach 12, Calif.—602 Pacific Ave.; Tel.: 7-5171; Jack Horner, manager.

Los Angeles 5—(Fashion Arts Div.), 2404 W. 7th St.; Tel.: Dunkirk 7-4348; Charles B. Smith, manager.
TV Accounts: General Petroleum Corp. (S); Wilbur-Ellis Co. (S).

WESTERN ADV. AGENCY INC.
668 S. Coronado St., Los Angeles 5
Tel.: Dunkirk 7-7367
TV Dept.: Milton Carlson, TV director; Ruth Johnson, timebuyer; V. M. Barton, John Moore, Ray Banks, account executives.

TV Accounts: Fisherman's Wharf of Long Beach; Art Frost; J & J Ranch; Ontra Cafeterias.
WARD WHELOCK CO.
Lincoln-Liberty Bldg., Philadelphia 7
Tel.: Rittenhouse 6-7500
New York 22-444 Madison Ave.; Tel.: Plaza 3-7120.
Hollywood-California Bank Bldg.; Tel.: Hillside 9221.

WHITE ADV. AGENCY OF OKLAHOMA
19 W. 10th St., Tulsa 14
Tel.: 2-5194

TV Dept.: Herb A. Lightman, TV director; L. E. White, Marguerite Cunningham, account executives.
Oklahoma City-415 Commerce Exchange Bldg.; Tel.: Regent 6-7878; Stephen Olesiuk, account executive.
TV Accounts: Healing Waters; Hasty-Bake; Doenges Motors; Associated Grocers; Whitaker-Manah; Christinas; General Elec. Dist.

THOMAS C. WILSON ADV. AGENCY
33 E. Truckee River Lane (P.O. Box 1011), Reno, Nev.
Tel.: 2-7011

WINIUS-BRANDON CO.
1706 Olive St., St. Louis 3
Tel.: Chestnut 6380
TV Dept.: Vernon L. Morelock, vice president, TV director; Rosalie A. Pietuch, assistant TV director.

TV Accounts: Burkart Mfg. Co.; Deep Rock Oil Corp.; Schlueter Mfg. Co.; American Pkg. Co.

WOODARD & VOSS INC.
24 James St., Albany 7, N. Y.
Tel.: 3-1248

WOLFE-JICKLING-CONKEY INC.
327 John R. St., Detroit 26
Tel.: Woodward 1-1865

WORTMAN, BARTON & SPOHN INC.
345 Madison Ave., New York 17
Tel.: Murray Hill 4-5920

TV Dept.: Elbert B. M. Wortman, account executive; Hortense Essler, timebuyer.
TV Accounts: Nat'l Paper Prod. Co. (S).

Y

YAMBERT-PROCHNOW INC.
220 N. Canon Dr., Beverly Hills, Calif.
Tel.: Crestview 5-5531
TV Dept.: Ralph Yambert, president; Ray Prochnow, Vaughn Shedd, vice presidents.
TV Accounts: Superior Macaroni Co.; Lorraine Burton Foods; Magnetic Springs Water; S. M. Food Prod. Co.; Mayfair Mkts.; Kilbury Mfg. Co.; Valleymail Creameries; Gustinettes.

YOUNG & RUBICAM INC.
285 Madison Ave., New York 17
Tel.: Murray Hill 9-5000
TV Dept.: Everard W. Meade, vice president, director of TV, and in charge of production; Joseph A. Moran, vice president & associate director of TV; David Levy, vice president in charge of TV talent & new programs; Rodney Erickson, manager of TV operations.
Chicago 1-333 N. Michigan Ave.; Tel.: Financial 6-0750.
Detroit 26-645 Griswold St.; Tel.: Woodward 1-0067.
San Francisco 4-235 Montgomery St.; Tel.: Douglass 2-6977.
Los Angeles 28-6253 Hollywood Blvd.; Tel.: Hollywood 9-2731.
Montreal, Que.—660 St. Catherine St., W.; Tel.: University 8941.
Toronto 1-44 King St., W.; Tel.: Empire 3-5035.
Mexico, D.F.—Avenida Juarez No. 117; Tel.: Erikson 10-49-00.
London, Eng.—Roxburghe House, 285 Regent St., W.I.; Tel.: Regent 0211.

TV Accounts: General Foods (N-S); Thos. J. Lipton Inc. (N-S); Gulf Oil Co. (N-S); Duffy-Mott Co. Inc. (R-S); Singer Sewing Machine Co. (R-S); Bristol-Myers Co. (N-S), and others.

Z

ZIMMER, KELLER & CALVERT INC.
28 Adams Ave., W., Detroit 21
Tel.: Woodward 1-9151

TV Dept.: A. H. Ritter, TV director; C. D. Wortman, timebuyer; John Buzby, John McManus, Richard Long.
TV Accounts: Bohn Aluminum & Brass Corp. (N); Stroh Brewery Co. (S); Farmers & Mfgs. Beet Sugar Assn. (S).

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

A

ABBOTTS DAIRIES Inc., 3041-43 Chestnut St., Philadelphia, dairy products and ice cream. Adv. Exec.: A. F. W. Hooven. Agency: Richard A. Foley Adv., Philadelphia. Acct. Exec.: Lee E. Hood.

ABRAHAM & STRAUS, 420 Fulton St., Brooklyn, department store. Adv. Exec.: Edward Beriman. Agency: Kiesewetter & Assoc., New York.

ACME-EVANS CO., 902 W. Washington Ave., Indianapolis, E-Z-Bake all purpose flour, Angelite and White Plume cake flour, White Rose flour, E-Z-Bake white and yellow corn meal and commercial feeds. Adv. Exec.: C. A. Cox. Agencies: Ross Roy Inc., Detroit; A. L. Perkins & Co., Indianapolis (feeds). Acct. Exec.: Tobin C. Carlin.

ACOUSTICON Div. of Dictograph Sales Corp., 95-25 146th St., Jamaica, N. Y., hearing aids. Adv. Exec.: Miss M. A. Wagner. Agencies: Buchanan & Co., New York; Al Paul Lefton Inc., New York.

ACQUA LINA Mfg. Co., 370 Cumberland St., Brooklyn, Acqua Lina washing liquid. Adv. Exec.: Leonard Quarataro Sr. Agency: Admiral Adv., New York. Acct. Exec.: Frank J. Cavalieri.

ADELL CHEMICAL Co., 176 Race St., Holyoke, Mass., Lestoil detergent. Agency: Wm. B. Remington Inc., Springfield, Mass. Acct. Exec.: Donald C. Heath.

ADELPHI PAINT & COLOR WORKS Inc., 86-00 Dumont Ave., Ozone Park, N. Y., Adelphi products (s). Adv. Exec.: Bernard N. Cullen.

ADJUST-O-BELT Co., 318 Market St., Newark, girdles. Adv. Exec.: H. L. Tovani. Agency: A. H. P. Adv., Newark. Acct. Exec.: J. Pinkus.

ADMIRAL Corp., 3800 Cortland St., Chicago, Admiral radios, television sets and radio-phonographs, electric ranges and appliances. Agencies: Cruttenden & Eger Adv., Chicago. Acct. Exec.: E. I. Eger; Erwin, Wasey & Co. Ltd., New York (TV and radio). Acct. Exec.: Peter Finney; Tatham-Laird Inc., Chicago. Acct. Exec.: Newton Cross; Cruttenden & Eger Adv., Chicago. Acct. Exec.: George Stern.

ADOLPH'S FOOD PRODUCTS, 2315 Magnolia Blvd., Burbank, Calif., Adolph's seasoned meat tenderizer. Adv. Exec.: Robert H. Deutsch. Agency: Harvey & Shelley Co., Los Angeles. Acct. Exec.: James P. Shelley.

AIRMAID HOSIERY MILLS, 4408 2d Ave., Dallas, ladies' full-fashioned nylon hose. Adv. Exec.: Dorothy M. Cantrell. Agency: Taylor-Northworthy Inc., Dallas. Acct. Exec.: T. W. Norsworthy.

ALADDIN LABS Inc., 419 S. 6th St., Minneapolis, Jon-E hand warmer. Agency: Erwin Wasey & Co., Minneapolis. Acct. Exec.: James Keeler.

ALBERS MILLING CO., 5045 Wilshire Blvd., Los Angeles, Albers cereals and feeds and Friskies dog food. Adv. Exec.: William N. Huse. Agency: Erwin, Wasey & Co., Los Angeles. Acct. Exec.: Eric Linfer.

ELI E. ALBERT Inc., 935 Broadway, New York, Albert Fifth Avenue boyswear. Agency: Stevens Adv., New York. Acct. Exec.: Gloria Felicia Sobelman.

ALBIN ENTERPRISES, 1401 W. 8th St., Los Angeles, DyBask dentifrices and Elksay hose nozzle. Agency: Edward S. Kellogg Co., Los Angeles.

J. P. ALLEN & Co., 215 Peachtree St., N. E., Atlanta, apparel. Agency: Spadea Inc., New York. Acct. Exec.: James V. Spadea.

ALLEN PRODUCTS Co., 1033 N. Jerome St., Allentown, Alpo dog food. Agency: Weightman Inc., Philadelphia. Acct. Exec.: Jack Rensel.

THE ALLIANCE Mfg. Co., Lake Park Blvd., Alliance, Ohio, fractional H. P. motors. Agency: Foster & Davies Inc., Cleveland. Acct. Exec.: Miles McKearney.

ALLIED VAN LINES Inc., 1018 S. Wabash Ave., Chicago, long distance movers. Adv. Exec.: M. T. McGuineas. Agency: McCann-Erickson Inc., Chicago. Acct. Exec.: James Kurz.

ALLIS-CHALMERS Mfg. Co., 1135 S. 70th St., Milwaukee, farm machinery (N). Adv. Exec.: Charles N. Karr. Agency: Bert S. Gittins, Milwaukee. Acct. Exec.: G. L. Seaman.

ALTES BREWING Co., 3765 Hurlbut Ave., Detroit, Altes Golden Lager beer. Adv. Exec.: John P. Rudden. Agencies: McCann-Erickson Inc., Detroit. Acct. Exec.: H. R. Doering; The Phillips-Ramsey Co., San Diego. Acct. Exec.: W. L. Phillips.

ALTORFER BROS. Co., E. Peoria, Ill., ABC washers and ironers. Agency: Cramer-Krasselt Co., Milwaukee.

ALUMINUM Co. of America, Gulf Bldg., Pittsburgh, all forms of Alcoa aluminum, including Lynite pistons and Alcoa Albron aluminum bronze powder and paste. Adv. Exec.: M. Russell Kambach. Adv. Exec.: Jay M. Sharp. Agencies: Fuller & Smith & Ross Inc., Cleveland; Ketchum, MacLeod & Grove Inc., Pittsburgh.

ALVES PHOTO SERVICE Inc., Quincy, Mass., yulecards. Adv. Exec.: John J. Alves. Agency: The Bresnick Co., Boston.

AMANA REFRIGERATION Inc., Amiana, Iowa, food freezers and refrigerators. Adv. Exec.: M. E. Morris. Agency: Maury, Lee & Marshall, New York. Acct. Exec.: Maury Bergman.

AMERICAN BAKERIES Co., 520 Ten Pryor St. Bldg., Atlanta, wholesale bakery products (S). Adv. Exec.: W. E. Tompkins. Agency: Tucker Wayne, Atlanta. Acct. Exec.: D. D. Connah.

AMERICAN BLOWER Corp., 8111 Tireman Ave., Detroit, fans, blowers, heating and ventilating equipment, air conditioning and fluid drive. Adv. Exec.: C. P. Shaw. Agency: Brooke, Smith, French & Dorrance Inc., Detroit. Acct. Exec.: J. G. Williams.

AMERICAN BROADCASTING Co., 30 Rockefeller Plaza, New York and 7 W. 60th St., New York. Agency: BBDO Inc., New York. Acct. Exec.: Richard Marsh.

AMERICAN BUSLINES Inc., 816 S. Michigan Ave., Chicago, bus transportation. Agency: Hanson & Hanson Inc., Chicago. Acct. Exec.: Ray Hanson.

AMERICAN CHICLE Co., Thompson Ave. & Manly St., Long Island City, Dentyne, Beeman's Pepsin, Chiclets, Adams Clove, Black Jack, Wild Cherry and Yucatan chewing gums; Sen Sen and Crawford's cough gum. Adv. Exec.: R. L. Harris. Agencies: Sullivan, Staffer, Colwell & Bayles Inc., New York (Dentyne, Chiclets, Beeman's and 5c brand gums); Dancer-Fitzgerald-Sample, New York (new products; Crawford's cough gum and Clorets Chlorophyll gum); Baker Adv., Toronto; Dance, - Fitzgerald - Sample Ltd., Toronto (Clorets Chlorophyll gum).

AMERICAN CIGARETTE & CIGAR Co., 111 Fifth Ave., New York, Pall Mall cigarettes, Antonio, Cleopatra and International cigars. Adv. Exec.: Alan C. Garratt. Agency: Sullivan, Staffer, Colwell & Bayles Inc., New York (Pall Mall cigarettes).

AMERICAN COFFEE Co., 800 Magazine St., New Orleans, French Market, French Opera, Morning Joy, and St. Charles coffees. Adv. Exec.: Lowry Snow. Agency: Robert Kottwitz Adv., New Orleans. Acct. Exec.: Robert Kottwitz.

AMERICAN EXPRESS Co., 65 Broadway, New York, travel, travelers cheques, money orders, foreign exchange and import-export shipping. Adv. Exec.: James K. McArthur. Agencies: Benton & Bowles Inc., New York (travelers cheques); The Caples Co., New York (money orders and foreign remittances); Kelly-Nason Inc., New York (travel and foreign traffic) Acct. Exec.: Paul Winship.

AMERICAN FLURESIT Co., 4011 Red Bank St., Cincinnati, Tubtite and Dampchex. Agency: S. C. Baer Co., Cincinnati.

AMERICAN FRUIT GROWERS Inc., P. O. Box 2035, Terminal Annex, Los Angeles, Blue Goose fresh fruits and vegetables and Tuba-Lemon (S). Adv. Exec.: L. E. Risk. Agency: Mogge-Privett Inc., Los Angeles. Acct. Exec.: Horton W. Mogge.

AMERICAN GAS MACHINE Co., Albert Lea, Minn., Scotsman oil and gas space heaters, water heaters, camping appliances and furnaces. Adv. Exec.: R. D. Putnam. Agency: Dwyer & Devoy, Minneapolis. Acct. Exec.: E. H. Devoy.

AMERICAN HOME FOODS Inc., 22 E. 40th St., New York. Adv. Exec.: George Grund. Agencies: Young & Rubicam Inc., New York (Clapp's Baby Food Div.); Ted Bates & Co., New York (Duff's Baking Mix and George Washington Div.); Young & Rubicam, New York (Chef-Boy-Ar-Dee Quality Food Div.); W. Earl Bothwell, New York (Burnett Div.).

AMERICANS KITCHENS Div., Avco Mfg. Corp., 18th & Columbia Sts., Connersville, Ind., metal stampings and assemblies and formed steel sinks and cabinets. Agency: Ruthrauff & Ryan, Cincinnati. Acct. Exec.: G. Rudnick.

AMERICAN LIMOGES CHINA Corp., 668 Fifth Ave., New York, dinnerware. Agency: Scheck Adv. Inc., Newark.

AMERICAN LUGGAGE WORKS Inc., 669 Elmwood Ave., Providence, luggage. Agencies: John C. Dowd Inc., Boston. Acct. Exec.: Victor North; Dowd, Redfield & Johnstone Inc., New York.

AMERICAN MOLASSES Co., 120 Wall St., New York, Grandma's Old Fashioned Unsulphured molasses (N) (S). Adv. Exec.: John G. Jones. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: A. W. Fargo Jr.

AMERICAN RICE GROWERS COOPERATIVE Assn., Lake Charles, La., Blue Ribbon and White House rice. Agency: Greer, Hawkins & Allen, Houston. Acct. Exec.: W. Ed. Allen.

AMERICAN SAFETY RAZOR Corp., 315 Jay St., Brooklyn, blades and shaving brushes; ASR surgeons' blades, ASR Ascot automatic pocket and table lighters. Adv. Exec.: Charles Solomon. Agencies: Federal Adv. Inc., New York. Acct. Exec.: Jules Singer (Gem razors and blades, Ever-Ready shaving brushes); BBDO, New York (Blue Star blades and razors and Treet blades); McCann-Erickson, New York (Silver Star blades and razors and ASR Ascot lighters); National Export Adv. Service Inc., New York; Hoffman Adv., New York (ASR surgeons blades); Erwin, Wasey & Co., London, England (Star); C. J. Lytle Ltd., London, England (Ever-Ready).

AMERICAN STEEL WOOL Mfg. Co., 42-24 Orchard St., Long Island City, American scouring pads, soap filled pads and steel wool in all forms for industrial household purposes. Agency: Needham & Grohmann Inc., New York. Acct. Exec.: John Handley.

AMERICAN TELEVISION Inc., 5050 N. Broadway, Chicago, TV sets.

THE AMERICAN TOBACCO Co., 111 Fifth Ave., New York, tobacco, Lucky Strike and Herbert Tareyton cigarettes and Roi-Tan cigars. Adv. Execs.: Albert R. Stevens and V. John Borr. Agencies: BBDO, New York. Acct. Exec.: Thayer Cumings (Lucky Strike cigarettes); The M. H. Hackett Co., New York (Herbert Tareyton cigarettes); Lawrence C. Gumbinner Adv., New York (Roi-Tan cigars).

AMERICAN TRAILER Co., 4030 Wisconsin Ave., N. W., Washington, D. C., house trailers, laboratory and sales display trailers and parts and accessories. Agency: James S. Beattie Adv., Washington, D. C.

AMERICAN TRUST Co., 464 California St., San Francisco, capital surplus and U. P., \$50,331,000 loans, savings accounts, general banking, checking accounts and trust. Adv. Exec.: Lester B. Johnson. Agency: McCann-Erickson, San Francisco.

AMUROL PRODUCTS Co., 116 S. Michigan Ave., Chicago, Amuroil ammoniated tooth powder, tooth paste and sugarless ammoniated chewing gum. Adv. Exec.: B. S. Petruilis. Agency: Jones Frankel Co., Chicago.

ANCHOR HOCKING GLASS Corp., Lancaster, Ohio, glass containers, metal and molded closures and sealing machines, household and premium glassware, ovenware, tableware and kitchenware. Adv. Exec.: J. H. Gilleuley. Agencies: Wm. H. Weintraub & Co., New York. Acct. Execs.: J. D. Scheuer and J. Reeder; The Griswold-Eshleman Co., Cleveland. Acct. Exec.: S. K. Beetham; Grey Adv. Inc., New York. Acct. Execs.: A. Fatt, B. I. Brownlow and R. Axthelm.

ANCHOR POST PRODUCTS Inc., 6500 Eastern Ave., Baltimore, fences, oil burners and marine and automatic heaters. Adv. Exec.: Thomas F. May. Agency: Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: C. M. Buchanan.

ANDERSON-LITTLE Co., Fall River, Mass., men's apparel. Agency: B. Bernstein & Co., Providence. Acct. Exec.: Joseph M. Bernstein.

THE ANGLIO CALIFORNIA NATIONAL BANK OF SAN FRANCISCO, Sansome St., San Francisco, complete banking service. Adv. Exec.: Monroe A. Bloom. Agency: Foote, Cone & Belding, San Francisco. Acct. Exec.: Innis Bromfield.

ANHEUSER-BUSCH Inc., 721 Pest Izozzi St., St. Louis, Budweiser michelob beer, yeast and yeast products and grain products. Adv. Exec.: R. Krings. Agency: D'Arcy Adv. Co., St. Louis. Acct. Exec.: P. J. Ortwein.

ANSON Inc., 24 Baker St., Providence Anson men's jewelry. Agency: Gru Adv. Inc., New York.

ANSUL CHEMICAL Co., 1 Stanton St., Marinette, Wis., Ansul dry chemical fire extinguishing equipment, sulfur dioxide and methyl chloride. Adv. Exec.: J. R. West. Agency: J. J. Cormack Agency, Milwaukee. Acct. Exec.: J. A. Cormack.

CHARLES ANTELL Inc., 913 Cathedral St., Baltimore, Formula No. 1 hair and scalp treatment. Adv. Exec. Michael Davidson. Agency: Television Adv. Ass., Baltimore.

ANTHRACITE INSTITUTE, 101 Pa Ave., New York, Pennsylvania anthracite coal. Agency: J. Walter Thomson Co., New York.

APEX ELECTRICAL Mfg. Co., 1077 E. 152d St., Cleveland, Apex cleaner washers and ironers. Adv. Exec.: Harry G. McDavitt Jr. Agency: Me' drum & Fewsmith Inc., Cleveland. Acct. Exec.: H. W. Cooper.

AQUARIUM STOCK Co., 16 Murray St., New York, tropical fish. Agency: Dunwoode Adv., New York. Acct. Exec.: Mr. Zorn.

ARCTURUS ELECTRONICS Inc., 52 Clark St., Newark, cathode ray tube. Agency: London Adv., Newark.

ARIZONA BREWING CO., P. O. Box 1672, Phoenix, A-1 pilsner beer. Adv. Exec.: J. F. Lanser Jr. Agency: Advertising Counselors of Arizona Phoenix. Acct. Exec.: Ivan Shun.

ARKAY JUNIOR FROCKS Inc., 498 7th Ave., New York, Arkay dresses. Agency: Douglas D. Simon Adv., New York.

ARMOUR & Co., U. S. Yards, Chicago, meat products. Adv. Exec.: R. E. Whiting. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: Jack Simj son.

ARMSTRONG CORK Co., Liberty S Lancaster, Pa., flooring materials and building materials (N). Adv. Exec. Max Banzhaf. Agency: BBDO, New York. Acct. Execs.: Paul Markman and Charles Kopf.

ARNOLD & ABORN Inc., 243 Pea St., New York, Aborn's and Putnam coffee. Agency: Samuel C. Croot Co., New York.

ARNOLD BAKERS Inc., 10 Traverr Ave., Port Chester, N. Y., Arno bread, rolls and cookies. Adv. Exec.: Louise Blue. Agency: Benton Bowles Inc., New York. Acct. Exec. Lester S. Rounds.

ARRESTINE SALES AGENCY Inc., Box 3315, Highland Station, Birmingham, Arrestine tablets to stop smoking habit. Agency: Sparrow Adv. Birmingham.

ARROW PETROLEUM Co., 7419 Franklin St., Forest Park, Ill., fuel oil service. Agency: Dancer-Fitzgerald-Sample Inc., Chicago.

ART INSTRUCTION Inc., 500 S. 4th St., Minneapolis, home study courses. Agencies: Olmsted & Folt Adv., Minneapolis; Melamed-Hobbs Inc., Minneapolis; Foulke Agency Inc., Minneapolis.

ARTVOCUE OF CALIFORNIA Corp., 1663 Mission St., San Francisco, men's sportshirts and jackets. Agency: Bernard B. Schnitzer Inc., San Francisco. Acct. Exec.: Bernard Schnitzer.

FRED ASTAIRE DANCE STUDIOS Corp., 487 Park Ave., New York, dance studios. Adv. Exec.: Robert W. Ceas. Agency: Huber Hoge & Sons, New York. Acct. Exec.: John Southwell.

ATCHISON, TOPEKA & SANTA FE RAILWAY SYSTEM, Railway Exchange, Chicago, Santa Fe System. Adv. Execs.: A. A. Dailey and F. A. Tipple. Agency: Leo Burnett Co., Chicago.

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

ATLANTA BAKING Co., 165 Bailey St., S. W., Atlanta, Betsy Ross and Columbus bread. Agencies: Calvin Stanford Adv., Atlanta. Acct. Exec.: Calvin Stanford; W. E. Long Co., Chicago.

ATLANTIC BREWING Co., 1549 W. Millerton Ave., Chicago, Tavern pale beer. Adv. Exec.: Leo M. Lederer. Agency: W. B. Doner & Co., Chicago.

THE ATLANTIC REFINING Co., 260 Broad St., Philadelphia, Pa., petroleum products (S). Adv. Exec.: Richard Bordon. Agency: N. W. Ayer Son Inc., Philadelphia. Acct. Exec.: Morton Cotterill.

ATLANTIS SALES Corp., 50 Mustard St., Rochester, Colman's mustard, French's mustard, Worcestershire sauce, instant potato, Good Luck pie crust mix and pie fillings, spices, extracts, French's bird seed, pet foods, Silvo silver polish. Agencies: Richard Foley Adv., Philadelphia. Acct. Exec.: Charles E. Eyles (French's bird seed, pet supplies and Silvo silver polish); J. Walter Thompson Co., New York. Acct. Exec.: William Resor; Bennett & Newell Inc., New York. Acct. Exec.: Jackson Taylor.

ATLANTIC SYRUP REFINING Corp., Richmond & Schiller Sts., Philadelphia, Quaker Malt syrup. Agency: Lavenson Bureau of Adv., Philadelphia.

ATWOOD COFFEE Co., 1129 Currie Ave., N. Minneapolis, coffee. Agency: Campbell-Mithun Inc., Minneapolis.

AUGSTEIN & Co., 26 W. 37th St., New York, Sacony fashions. Adv. Exec.: Charles B. Strauss. Agency: Hewitt, Ogilvy, Benson & Mather, New York. Acct. Exec.: Lucille Gold.

JUSTIN-GREENE Inc., 11 W. 25th St., New York, Remyne indelible lipstick. Adv. Exec.: Ben Greene.

AUSTIN, NICHOLS & Co., Kent Ave., N. 3d St., Brooklyn, Grant's Scotch, Austin Nichols Club reserve blend whiskey, Metaxa brandy, Wild Turkey year old whiskey, Charles Heidsieck champagnes and Apollinaris mineral water. Agency: Alfred Lilly Co., New York. Acct. Exec.: Charles Mosler.

ATOMATIC WASHER Co., Newton, Iowa, Laundry Queen electric washers. Adv. Exec.: J. Wesley George. Agency: W. W. Garrison & Co., Chicago. Acct. Exec.: Earl Lines.

AVCO Mfg. Corp., 420 Lexington Ave., New York, and 1329 Arlington St., Cincinnati, refrigerators, television receivers, television receiver cabinets, radio receivers, home and farm freezers, kitchen cabinets and sinks, waste food disposers, electric ranges, electric water heaters and military and commercial aircraft engines, commercial and residential boilers, castings, farm implements, automatic door operators, buses, trackless trolleys and naval and commercial vessels. Agency: Benton & Bowles Inc., New York.

AVON SHOE Co., 47 W. 34th St., New York, Haymaker shoes. Agency: Emmet Adv. Co., New York. Acct. Exec.: Michel Schwartz.

AVOSET Co., 661 Geary St., San Francisco, Avoset sterilized dairy cream. Agency: Harrington-Richards Div., San Francisco. Acct. Exec.: A. Smith.

ARRIET HUBBARD AYER Inc., 390 Park Ave., New York, cosmetics and toilet preparations. Adv. Exec.: Robert P. Brechenridge. Agency: Ellington & Co., New York. Acct. Exec.: Miss Van Davis.

B

THE B. B. PEN Co., 6425 Santa Monica Blvd., Hollywood, ball pens, desk sets, Perma-Dri refills and BCA Butalite fluorescent lighter. Agency: Foote, Cone Belding, Los Angeles. Acct. Exec.: Sherman Slade.

BC Mfg. Corp., 5-9 Griswold St., Binghamton, N. Y., juvenile wheel toys, children's tractors, auto wagons and attachments and wrenches. Agency: Riger & Sheehy, Binghamton, N. Y. Acct. Exec.: Fred Riger.

B-1 BEVERAGE Co., 2301 Hampton Ave., St. Louis, B-1 lemon lime soda and B-1 sparkling water. Adv. Exec.: Adeline Veit. Agency: Wm. Zalken & Assoc., St. Louis.

THE B.V.D. Co., Empire State Bldg., New York, B. V. D. underwear, swim suits, pajamas and sports shirts. Agency: Hirshon-Garfield Inc., New York.

B. W. B. FOODS, Mexico, N. Y., B. W. B. beans. Agency: Fellows Adv., Racine.

B. T. BABBITT Inc., 386 4th Ave., New York, Bab-O and Glim (S). Adv. Exec.: John L. Gardner. Agencies: Dancer-Fitzgerald-Sample, New York (Bab-O). Acct. Exec.: Charles C. Fitzmorris; Harry B. Cohen Adv., New York (Glim). Acct. Exec.: Edward Aleshire.

BACHE & Co., 36 Wall St., New York, investment brokers. Adv. Exec.: Henry Gellermann. Agency: Albert Frank-Guenther Law Inc., New York.

BACHMAN BAKERIES Inc., 2501 Kutztown Rd., Reading, pretzels. Agency: The Aitkin-Kynett Co., Philadelphia.

BACONETTE PRODUCTS Co., 1927 Glendale Blvd., Los Angeles, bacon-snacks. Adv. Exec.: H. Lund. Agency: The Jordan Co., Los Angeles.

BADGER PAPER MILLS Inc., Peshtigo, Wis., Freshrap waxed paper. Agency: Richard H. Brady Co., Stevens Point, Wis.

WALTER BAINUM Inc., 1028 Delta Ave., Cincinnati, Mary Lowell lotions, creams and deodorants. Agency: Robert Acomb Inc., Cincinnati. Acct. Exec.: Robert Acomb.

MRS. BAIRD'S BAKERIES Inc., 1401 N. Carroll St., Dallas, Tex., bread (S). Adv. Exec.: Eddie J. Baird. Agency: Tracy-Locke, Dallas. Acct. Exec.: William J. James.

BAKER BOY BAKERIES Inc., 1234 S. Lorena St., Los Angeles, Baker Boy confection roll. Agency: The Mayers Co., Los Angeles. Acct. Exec.: Mike Gold.

BALLANTINE & SONS, 57 Freeman St., Newark, ales, beer, porter and stout. Adv. Exec.: Henry Gorski. Agency: J. Walter Thompson Co., New York. Acct. Execs.: Walter R. Hine and Kelsey Benton.

BANK OF AMERICA, NATIONAL TRUST & SAVINGS Assn., 300 Montgomery St., San Francisco, banking in principal California communities. Agency: Charles R. Stuart Adv., San Francisco. Acct. Exec.: Charles P. Johnson.

BANKERS LIFE & CASUALTY Co., 4434 W. Lawrence St., Chicago, White Cross insurance plan. Adv. Exec.: M. Polakow. Agencies: Weiss & Geller Inc., Chicago. Acct. Exec.: E. Gross; Marfree Adv. Co., Chicago.

BANQUET CANNING Co., 320 N. 4th St., St. Louis, canned chicken. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: Paul Lehner.

BAR 20 ASSOC., 17 N. Desplaines St., Chicago, children's savings club. Adv. Exec.: J. Bernard Strauss. Agency: Bozell & Jacobs Inc., Chicago. Acct. Exec.: Philip Rouda.

THE BARBASOL Co., 846 N. Senate Ave., Indianapolis, Barbasol shaving cream, lotion, deodorant and Fore'n Aft shaving lotion. Agency: Erwin, Wasey & Co., New York. Acct. Exec.: G. E. Wasey.

BARBIZON Corp., 475 Fifth Ave., New York, ladies underwear. Agency: Ruthrauff & Ryan Inc., New York.

BARCALO Mfg. Co., 225 Louisiana St., Buffalo, Six-Way pillows, mattresses, springs, gliders, reclining chairs, upholstered furniture and mechanics hand tools. Adv. Exec.: Jean Hoefner. Agency: BBDO Inc., Buffalo.

THE BARCOLENE Co., 200 Camden St., Boston, Barcolene all-purpose cleaner. Agency: Ingalls-Minitzer Co., Boston. Acct. Exec.: Robert O'Brien.

THE BAR MART Inc., 62 W. 45th St., New York, bars, bar furniture, novelties, glasswares, games and cellorettes. Adv. Exec.: Lillian Ganger.

BARNEY'S CLOTHES Inc., 106 7th Ave., New York, men's and boys' clothing. Adv. Exec.: Fred Pressman. Agency: Emil Mogul Co., New York. Acct. Exec.: Milton Guttenplan.

BAUER & BLACK, 309 W. Jackson St., Chicago, Curly surgical dressings, sutures, elastic goods and allied products. Agency: Leo Burnett & Co., Chicago.

LUDWIG BAUMANN, 35th St. & 8th Ave., New York, furniture and clothing. Adv. Exec.: H. Presser.

THE BAVARIAN BREWING Co., 528 W. 12th St., Covington, Ky., beer (N) (S). Adv. Exec.: William R. Schott. Agency: The Ralph H. Jones Co., Cincinnati. Acct. Exec.: Dick Jones.

THE BAYER Co., Div. of Sterling Drug Inc., 1450 Broadway, New York, Bayer aspirin. Agencies: The Thompson-Koch Co., New York; Dancer-Fitzgerald-Sample, New York.

BEACON GREETING CARD Co., 323 Washington St., Newark, mail order.

BEAM PRODUCTS Co., 25-17 41st Ave., Long Island City, Silver Polish'n Plate and Beam Crystals. Adv. Exec.: Anthony Moncayo. Agency: Ritter, Sanford & Price Inc., New York. Acct. Exec.: Howard Sanford.

CLYDE BEATTY CIRCUS, 837 Micheltorena St., Los Angeles, circus (S). Adv. Exec.: Norman Carroll.

BEAUTE VUES Corp., Box 869, Hollywood, Nutri-Tonic permanent wave, hair luxury and creme shampoo. Adv. Exec.: M. G. Ronk. Agency: Hixson & Jorgenson Inc., Los Angeles. Acct. Exec.: William H. Betts.

BEAUTY PRODUCTS Ltd., 450 Lincoln St., Denver, Noreen super color rinse, Noreen super satin creme shampoo and Noreen color applicator. Agency: Bradley Lane Adv., Denver. Acct. Exec.: Bradley Lane.

BEAUTY SALES, 9174 Sunset Blvd., Hollywood, Shampoo-Curl, Shampoo Color-Curl, Color-Out, Twenty-Twenty, Fur-Keeps and Dr. Bonneville's pet shampoo. Agency: Barton A. Stebbins, Los Angeles. Acct. Exec.: A. W. Gudelman.

BEECH-NUT PACKING Co., Canajoharie, N. Y., Beech-Nut coffee, strained foods, junior foods, peanut butter and gums. Adv. Exec.: Ralph Foote. Agency: Kenyon & Eckhardt Inc., New York. Acct. Exec.: George MacGregor.

PAUL F. BEICH Co., Bloomington, Ill., Whiz mint, chewy nougat and cream peanut cluster. Agency: Biddle Co., Bloomington, Ill.

BEIDING-CORTICELLI, 119 W. 40th St., New York, fabrics, lingerie, threads and sewing kits. Adv. Exec.: A. Gross Jr. Agencies: Alfred J. Silberstein-Bert Goldsmith Inc., New York; Sterling Adv., New York.

BELL BRAND FOODS Ltd., Pacific & Chambers Sts., Los Angeles, potato chips, corn chips and peanut butter. Adv. Exec.: C. F. Fuller. Agency: McCann-Erickson, Los Angeles. Acct. Exec.: W. B. Lee.

BELL & HOWELL Co., 7100 McCormick Rd., Chicago, Bell & Howell, Film-sound and Eyemo motion picture equipment, 35mm. slide projectors and Foton 35mm. still camera. Adv. Exec.: Margaret Ostrom. Agency: McCann-Erickson Inc., Chicago. Acct. Exec.: Roland Cramer.

BELMONT RADIO Corp., 5921 W. Dickens Ave., Chicago, radio. Adv. Exec.: Allen Henry. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: K. W. Sickinger.

BELTONE HEARING AID Co., 1450 W. 19th St., Chicago, Beltone Mono-Pac hearing aids. Agencies: Ruthrauff & Ryan, Chicago. Acct. Exec.: Henry Flarsheim; Olian Adv., Chicago. Acct. Exec.: M. H. Bronner.

E. H. BENDIKSEN Co., South Bend, Wash., canned oysters East Point brand. Agency: Botsford, Constantine & Gardner, Seattle. Acct. Exec.: J. P. Heverly.

BENDIX HOME APPLIANCES, Div. Avco Mfg. Corp., 3300 W. Sample St., S. Bend, Bendix home laundry. Agency: Tatham-Laird Inc., Chicago. Acct. Exec.: Malcolm Lund.

BEN-GEE PRODUCTS Co., Oak Lawn, Ill., Ben-Gee vegetable dinner, Ben-Gee bean sprout balm and B N G tyrosinase solution. Agency: Schoenfeld, Huber & Green Ltd., Chicago. Acct. Exec.: Merritt R. Schoenfeld.

BEN-HUR Mfg Co., 634 E. Keefe Ave., Milwaukee, farm and home freezers. Agency: Morrison Adv., Milwaukee.

BENJAMIN FRANKLIN HOTEL Co., Chestnut & 9th Sts., Philadelphia. Adv. Exec.: Ralph W. Temple. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: James C. Gibson.

BENRUS WATCH Co., 200 Hudson St., New York, Benrus watches. Agency: J. D. Tarcher & Co., New York. Acct. Exec.: Leonard Tarcher.

BENSON & HEDGES, 600 Fifth Ave., New York, Parliament cigarettes (S). Acct. Exec.: Carl V. Schuchard. Agency: Benton & Bowles, New York. Acct. Exec.: Crawford Blagden.

BERGHOFF BREWING Corp., 1025 Grant Ave., Ft. Wayne, Berghoff-1887 beer and Hof-Brau beer and ale. Adv. Exec.: F. B. Evans Jr. Agency: Geo. H. Hartman Co., Chicago. Acct. Exec.: Geo. H. Hartman.

BERKE BROS. DISTILLERIES Inc., 1010 Massachusetts Ave., Boston, Berke Bros., Bronze Label, Old Mr. Boston rum, gins, cordials, brandies, nectar

and whiskies. Adv. Exec.: E. S. Berkowitz. Agency: The Reingold Co., Boston. Acct. Exec.: Harold Reingold.

BERKLINE Corp., Morristown, Tenn., Berk-Lock chairs. Agency: The Hammer Co., Hartford, Conn. Acct. Exec.: M. H. Hammer.

BERTRAM ENGINEERING & SUPPLY Co., 3125 Harrison St., Kansas City, Bertram Bull tools. Agency: Valentine-Radford Adv., Kansas City. Acct. Exec.: Herb Valentine.

THE BEST FOODS Inc., 1 East 43d St., New York, Nucoa margarine, mayonnaise, mustard with horseradish, french dressing, relish sandwich spread, thousand island dressing, Hellmann's mayonnaise, french dressing, tartar sauce, Fanning's bread and butter pickles, H-O oats, H-O cream farina, Force toasted wheat flakes, Presto self rising cake flour, 2-in-1 shoe polishes, Jet Oil shoe polishes, Shinola shoe polishes, Tuxedo shoe polishes, Rit tints and dyes. Agencies: Benton & Bowles Inc., New York; Earle Ludgin & Co., Chicago (Rit tints, dyes and Shinola shoe polish); Young & Rubicam Ltd., Toronto; Foreign Adv. & Service Bureau Inc., New York. Acct. Exec.: Harry Palmer.

BETTAR ICE CREAM Co., 45 S. Catherine St., Baltimore, ice cream, chocolate syrup and powder. Agency: Frank L. Blumberg Adv., Baltimore.

BETTY CO-ED OF HOLLYWOOD, 1573 W. Washington St., Los Angeles, mail order juniors, misses and women's apparel. Agency: Milton Weinberg Adv. Co., Los Angeles. Acct. Exec.: Harry Gamson.

THE BIB Corp., P. O. Box 866—Bartow Rd., Lakeland, Fla., fruit juice. Adv. Exec.: W. Paul Lee. Agency: Blaine-Thompson Co., New York. Acct. Exec.: A. L. Lesser.

BIGELOW-SANFORD CARPET Co., 140 Madison Ave., New York, carpets, rugs and linings. Adv. Exec.: R. Richard Carlier. Agency: Young & Rubicam, New York. Acct. Exec.: W. G. Ambrose.

BLINOR Corp., 53-06 Grand Ave., Maspeth, N. Y., water toys. Agency: Monroe Greenhalgh Co., New York. Acct. Exec.: A. L. Reinitz.

BISCEGLIA BROS. WINES Corp., 47-46 30th St., Long Island City, Paradise wines. Agency: St. Georges & Keyes Inc., New York. Acct. Exec.: Stanley J. Keyes.

BISHOP & Co., 1366 E. 7th St., Los Angeles, candy bars. Adv. Exec.: C. O. Matheis. Agency: Franklin Bruck Adv. Corp., New York.

HAZEL BISHOP Inc., 745 Fifth Ave., New York, Hazel Bishop Complexion Glow lipstick. Agency: Raymond Spector Co., New York.

BLACKHAWK BREWING Co., 1801 W. 3d St., Davenport, Iowa, Iowa premium pilsener, Blackhawk pilsener and Blackhawk old lager. Adv. Exec.: A. F. Neff. Agency: H. M. Stahl Adv., Rock Island, Ill.

THE BLIS-TO-SOL Co., Macon, Ga., Blis-To-Sol.

BLOCK DRUG Co., 257 Cornelison Ave., Jersey City, N. J., Amm-i-dent, Green Mint, Py Lo Pay toothbrush, Minipoo, Alkaid, Poslam and Omega Oil (N) (S). Adv. Exec.: George J. Abrams. Agencies: Cecil & Presrey, New York (Amm-i-dent, Green Mint and Py Lo Pay toothbrush). Acct. Exec.: A. Foster; Joseph Katz Co., Baltimore (Minipoo and Alkaid). Acct. Exec.: N. C. Widman; Dowd, Redfield & Johnstone, New York (Poslam and Omega Oil). Acct. Exec.: E. F. Johnstone.

THE WILLIAM H. BLOCK Co., 50 N. Illinois St., Indianapolis, women specialties. The Albert Woodley Co., New York.

BLUE BOY ICE CREAM Co., Hudson Ave., Rochester, ice cream and sherberts. Agency: Hart-Conway Co., Rochester. Acct. Exec.: John M. Nixon.

BLUE DEW Corp., 1392 Niagara St., Buffalo, Bluing products. Agency: Bowman & Block Inc., Buffalo.

BLUMENTHAL BROTHERS, Margaret & James Sts., Philadelphia, Goobers, Raisinets and packaged confections. Agency: Lavenson Bureau of Adv., Philadelphia. Acct. Execs.: H. A. Egbert and James H. Lavenson.

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BOHEMIAN DISTRIBUTING Co., 2254 E. 49th St., Los Angeles, California Wine Assn., California wines, Royal Crest liqueurs and cordials, Acme and Acme Gold Label beer. Agencies: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Sherman Slade; Davis & Co., Los Angeles (Royal Crest liqueurs).

BOHN ALUMINUM & BRASS Corp., 1400 Lafayette Bldg., Detroit, Bohnalite castings, Nelson Bohnalite pistons and Bohn Ring True bearings. Adv. Exec.: C. M. Adams. Agency: Zimmer, Keller & Calvert Inc., Detroit.

BOL Mfg. Co., 5145 W. Lake St., Chicago, Hopalong Cassidy Aid drink. Adv. Exec.: Elmer B. Hanke. Agency: Goodkind, Joyce & Morgan, Chicago. Acct. Exec.: Henry Nathan.

BONAFIDE MILLS Inc., 295 Fifth Ave., New York, Bonny Maid floor coverings. Agencies: Gibraltar Adv., New York; H. W. Fairfax Adv., New York. Acct. Exec.: Stanley I. Fishel.

BOND STORES Inc., Fifth Ave. at 35th St., New York, men's and women's clothes. Agencies: Grey Adv. Inc., New York. Acct. Exec.: Theodore Kaufman; Neff-Rogov Inc., New York.

BONNE BELL Inc., 18519 Detroit Ave., Cleveland, Ten-O-Six lotion, Nite and Day make-up, Plus 30 cream and lotion and complete line Bonne Bell cosmetics. Agency: John Yezbak & Co., Cleveland.

BONOIL PACKING Corp., 4006 2d Ave., Brooklyn, Bon pure imported olive oil Bon marashino cherries and Bon anchovies. Agency: Hirshon-Garfield Inc., New York.

THE BOOK HOUSE FOR CHILDREN, 360 N. Michigan Ave., Chicago, My Book House, My Travelship and a picturesque tale of progress. Agency: Presba, Fellers & Presba Inc., Chicago.

BOOTH BOTTLING Co., 637 W. Rockland St., Philadelphia, beverages. Adv. Exec.: I. V. Lowenstein. Agency: Harry Feigenbaum Adv., Philadelphia.

THE BORDEN Co., 350 Madison Ave., New York. Adv. Exec.: Henry Schachte. Agencies: Young & Rubicam, New York (Eagle Brand and other brands of Borden's sweetened condensed milk, evaporated milk, malted milk, None Such mince meat and Starlac). Adv. Exec.: George B. Dippy; Scheidler, Beck & Werner Inc., New York (Hemo and Borden's Instant Mix hot chocolate); Doherty, Clifford, Steers & Shenfield, New York (Pioneer ice cream brands and Instant coffee); Picard Adv., New York (special products div.). Acct. Exec.: John H. North; Cortez F. Enloe Inc., New York (prescription products div.); James Thomas Chirurg Co., New York (chemical div.). Durite plastic compounds, Caso, Casein and Resin adhesives).

BORDEN'S DOG FOOD Co., 350 Madison Ave., New York, Borden's dog food and Borden's esbilac. Adv. Exec.: Ray Bailey. Agency: Young & Rubicam, New York.

BORDEN'S FROZEN FOODS Inc., 1053 Raymond Blvd., Newark, Borden's brand, 19 brand, Donald Duck brand frozen foods. Agency: Lewin, Williams & Saylor Inc., Newark. Acct. Exec.: Leonard Newstedter.

BORG-ERICKSON Corp., 1133 N. Kilbourn Ave., Chicago, bathroom scales. Agency: Wallace-Ferry-Hanly Co., Chicago.

BOSTWICK LABS Inc., 706 Bostwick Ave., Bridgeport, Conn., Bostwick plastic spray and Hero fire extinguisher, Hep aerosol insect killer, Bostwick roach spray, Saf-lex insecticide, Fleet air refresher, Bostwick and Spray-Kleen spot remover and Bostwick air conditioner and moth proofers. Agency: Lewin, Williams & Saylor Inc., New York.

MARCEL BOUCHER ET CIE, 304 E. 23d St., New York, costume jewelry.

BOVRIL OF AMERICA Inc., 350 Fifth Ave., New York, Bovril. Adv. Exec.: Gene Reiley. Agency: Hilton & Riggio Inc., New York.

BOWMAN GUM Inc., 4865 Stenton Ave., Philadelphia, Blony and Bub bubble gum. Agencies: Franklin Bruck Adv. Corp., New York. George Moll Adv., Philadelphia.

E. J. BRACH & SONS, 4656 W. Kinzie St., Chicago, candy. Agency: Arthur Meyerhoff & Co., Chicago.

BRAMHALL Co., 1210 E. Green St., Pasadena, Unmask cosmetics. Agency: R. W. Webster Adv., Los Angeles. Acct. Exec.: R. W. Webster.

THE BREARLEY Co., Rockford, Ill., Congo hats, caps, visors and Counselor bath room and baby scales. Agency: Cummings, Brand & McPherson, Rockford, Ill. Acct. Exec.: Earl Cummings.

BRECHET & RICHTER Co., 200 N. 2d St., Minneapolis, food products and Gold Cross beverage base. Agency: Olmsted & Foley Adv., Minneapolis. Acct. Exec.: Robert B. Pile.

JOS. BRECK & SON Corp., 401 Summer St., Boston, seeds and horticultural merchandise, housewares and giftwares. Adv. Exec.: Walter Masson. Agencies: Maxwell Sackheim & Co., New York. Acct. Exec.: Lester Wunderman; Tarler & Skinner Inc., Boston. Acct. Exec.: Fred Ford.

BREWING CORP. OF AMERICA, 9400 Quincy Ave., Cleveland, Carling's Red Cap ale, Carling's Black Label beer. Adv. Exec.: R. C. Garretson. Agencies: Benton & Bowles Inc., New York (Carling's Red Cap ale); Lang, Fisher & Stashower Inc., Cleveland. Acct. Exec.: Fred P. Stashower (Carling's Black Label beer).

BREYER ICE CREAM Co., 43d & Woodland Ave., Philadelphia, ice cream. Agency: McKee & Albright Inc., Philadelphia.

CHAS. D. BRIDDELL Inc., Crisfield, Md., cutlery. Adv. Exec.: E. Layton Riggan. Agency: Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: D. J. Loden.

H. C. BRILL Co., 375-381 Verona Ave., Newark, Brill's spanish rice, macaroni dinner and spaghetti sauces (meat and mushroom). Agency: Tracy, Kent & Co., New York. Acct. Exec.: Wm. I. Tracy.

BRISTOL-MYERS Co., 630 Fifth Ave., New York, toothpaste and shaving products. Adv. Exec.: W. T. Drew, R. C. Whitman, R. K. Van Nostrand, L. H. Bristol Jr. and W. P. Lantz. Agencies: Doherty, Clifford, Steers & Shenfield, New York (Ipana, Vitalis, Ingram's shaving cream, Tenex brushless shave, Mum and toothbrushes). Acct. Exec.: Joel Jacobs and Harry Ireland; Young & Rubicam, New York (Trushay, Sal Hepatica, Minit-Rub and Ingram's Ammonium Ion tooth powder). Acct. Exec.: J. E. Grimm Jr.; Kenyon & Eckhardt, New York (Resistab); Ronalds Adv. Ltd., Montreal (Canadian); Boclaro Adv., New York (foreign).

THE BRITISH-AMERICAN OIL Co., 800 Bay St., Toronto, oil, gas, lubricants, fuel oil and asphalts. Agency: James Lovick & Co., Toronto. Acct. Exec.: J. G. Rowland.

THE BROADWAY DEPT. STORE Inc., 401 S. Broadway, Los Angeles, department store. Agency: McCann-Erickson, Los Angeles.

B. & J. BROCK & Co., 4513 W. 153d Lawndale St., Los Angeles, dinnerware and accessories by Brock of Calif. Agency: J. M. Straus, Los Angeles.

BROCK CANDY Co., Chattanooga, Tenn., Brock candy bar. Agency: Liller, Neal & Battle Adv., Atlanta. Acct. Exec.: W. W. Neal.

BROCK & Co., 420 E. Erie Ave., Philadelphia, frozen french fried potatoes. Adv. Exec.: Walter E. Buechele. Agency: Clements Co., Philadelphia.

BROCK-HALL DAIRY Co., 1204 Whitney Ave., Hamden, Conn., Flavor Rich dairy products. Agency: Charles W. Hoyt Co., Hartford. Acct. Exec.: Frank Whipple.

BROOK HILL FARMS Inc., 5230 Milwaukee Ave., Chicago, concentrated acidophilus milk. Agency: The T. R. Bauerle Adv., Sierra Madre, Calif.

BROPAR DISTRIBUTORS, 1029 Donaldson Ave., San Antonio, ladies shoulder bags and gift items. Agency: Pitluk Adv., San Antonio.

ARTHUR BROWN & BRO., 2 W. 46th St., New York, artists and drafting supplies and materials. Adv. Exec.: William Einhorn. Agency: Reiss Adv., New York.

BROWN SHOE Co., 1600 Washington Ave., St. Louis, Buster Brown shoes for children, Roblee shoes for men, Air Step, Naturalizer and Life Stride and Westport shoes for women. Adv. Exec.: R. G. Stolz. Agency: Leo Burnett Co., Chicago. Acct. Exec.: O. W. Heath.

BROWN & WILLIAMSON TOBACCO Corp., 1600 W. Hill St., Louisville, Kool, Raleigh, Wings, Viceroy, Avalon and Life cigarettes; Sir Walter Raleigh

smoking tobacco; Golden Grain, Old North State, Target, Bugler and Kite cigarette tobacco; Tube Rose snuff, Bloodhound, Sun Cured and Red Juice plug tobacco. Adv. Exec.: J. W. Burdard. Agencies: Russel M. Seeds Co., Chicago. Acct. Exec.: Freeman Keyes (Raleigh and Wings cigarettes; Sir Walter Raleigh smoking tobacco and Tube Rose snuff); Ted Bates & Co., New York. Acct. Exec.: Thomas Harrington (Kool, Life and Viceroy cigarettes).

E. L. BRUCE Co., Thomas St., Memphis, hardwood floorings, floor finishes, yellow pine, hardwoods, Terminix floor cleaner, furniture, dimension, waxes and Doozit. Adv. Exec.: Harvey Creech. Agencies: Christiansen Adv., Chicago. Acct. Exec.: H. E. Christiansen (household products div.); Greenhaw & Rush Inc., Memphis. Acct. Exec.: Holton Rush (Terminix, hardwoods and flooring div.).

THE BRUNSWICK-BALKE-COLLENDER Co., 623 S. Wabash Ave., Chicago, billiard and bowling equipment. Adv. Exec.: James D. Fleming. Agency: McCann-Erickson, Chicago.

THE BUCKEYE BREWING Co., 1501 Michigan St., Toledo, Buckeye beer. Adv. Exec.: Harry O. Jedd. Agency: W. B. Doner & Co., Detroit.

BUCKEYE POTATO CHIP Co., 2687 E. 5th St., Columbus, potato chips, pretzels and shoestring potatoes. Agency: Byer & Bowman Inc., Columbus. Acct. Exec.: R. W. Testament.

BUDGET PACK Inc., 3140 E. Pico Blvd., Los Angeles, beans, rice, dried fruit, candy macaroni, spices and desserts. Agency: Factor-Breyer Inc., Los Angeles.

BUICK MOTOR Div., General Motors Corp., Hamilton Ave., Flint, Mich., automobiles. Agency: Kudner Agency Inc., New York. Acct. Exec.: Martin Rice.

BULLSEYE Corp., 150 Amity Rd., New Haven, Conn., Plasticote car polish. Agency: Turner & Dyson Inc., New York.

BULOVA WATCH Co., 630 Fifth Ave., New York, watches (S). Adv. Exec.: R. F. Warren. Agency: The Biow Co., New York. Acct. Exec.: C. T. Clyne.

BUNNY BEAR Inc., Nursery Lane, Everett, Mass., infant's nursery products. Adv. Exec.: Frank Greeley. Agency: Silton Bros. Inc., Boston. Acct. Exec.: Jason Silton.

BUNTE BROTHERS, 3301 Franklin Blvd., Chicago, confectionery. Agency: Schoenfeld, Huber & Green Ltd., Chicago. Acct. Exec.: Merritt R. Schoenfeld.

THE BURGER BREWING Co., Liberty at Central Pkwy., Cincinnati, Burger beer and ale. Agency: Midland Adv., Cincinnati. Acct. Exec.: Byron Fischer.

BURGESS CELLULOSE Co., Freeport, Ill., Burgess stereotype dry mats. Agency: Reincke, Meyer & Finn Inc., Chicago.

BURGESS VIBRO-CRAFTERS Inc., 180 N. Wabash Ave., Chicago, Burgess Vibro-Tool, vibro-sprayers, vibro-graver, electric jigsaw and Tat-O-Typer. Adv. Exec.: Carl Sorensen. Agency: C. Wendell Muench & Co., Chicago. Acct. Exec.: Robert E. Moore (Tat-O-Typer).

T. W. BURLESON & SON, 224 N. Rogers St., Waxahachie, Tex., Burleson's honey. Agency: Rogers & Smith, Dallas. Acct. Exec.: Randall E. Brooks.

BURNS CUBOID Co., Santa Ana, Cuboid foot balancer. Adv. Exec.: James G. Knapp. Agency: Jaffe & Jaffe Adv., Los Angeles. Acct. Exec.: Louis Rangno.

THE BURROWES Corp., 70 Free St., Portland, screens, combination storm sash and pool tables. Adv. Exec.: M. M. Citrin. Agency: Badger & Browning & Parcher Inc., Boston. Acct. Exec.: Clifford P. Parcher and William B. Lowther.

BU-TAY PRODUCTS Ltd., 5832 S. Garfield St., Los Angeles, Rain Drops water conditioner and bluing. Agency: Dan B. Miner Co., Los Angeles.

BUXTON Inc., 93 Orleans St., Springfield, Mass., Buxton Bill-Tainers, Key-Tainers, stitchless billfolds and card-tainer and Lady Buxton accessories for women. Agency: Amos Parrish & Co., New York.

BY-CHEMICAL PRODUCTS Co., 1355 Market St., San Francisco, Sur-Grip waxes aid Thompson's water seal. Agency: Wyckoff Adv., San Francisco. Acct. Exec.: C. V. S. Wyckoff.

BYMART-TINTAIR Inc., 677 Fifth Ave., New York, Tintair home hair colorant and Lightning Change home hair lightener. Adv. Exec.: Mitchell Findia. Agency: Cecil & Presbrey Inc., New York. Acct. Exec.: George C. Oswald.

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C. B. S. COLUMBIA Inc., 170 53d St., Brooklyn, radio, television and wire recorders. Agency: Bennett, Walth & Menadier Inc., New York.

C-O-TWO FIRE EQUIPMENT Co., U. S. Highway I, Newark, fire protection equipment and carbon dioxide fire extinguishing equipment. Adv. Exec.: Herbert W. Hass. Agency: M. Basford Co., New York.

JOHN E. CAIN Co., 678 Massachusetts Ave., Cambridge, Mass., Cain's mayonnaise. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: George Wiswell.

CALAVO GROWERS OF CALIFORNIA, 4833 Everett Ave., Los Angeles, Calavo avocados. Agency: The Perrett Co., Los Angeles.

CALIFORNIA FRUIT BREAD Inc., 672 S. Lafayette Park Pl., Los Angeles, California fruit bread. Agency: American Business Counselors, Los Angeles.

CALIFORNIA FRUIT GROWERS EXCHANGE, Products Dept., 616 F. Grove St., Ontario, Calif., all citrus fruit products, single strength, concentrated and frozen citrus juice-orangeade and lemonade bases, pectin lemon oil and orange oil. Agency: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Nelson Carter.

CALIFORNIA & HAWAIIAN SUGAR REFINING Co., Matson Bldg., San Francisco, C & H sugars. Agency: Honig-Cooper Co., San Francisco. Acct. Exec.: E. B. Krough.

CALIFORNIA LIMA BEAN GROWERS ASSN., 1100 E. 5th St., Oxnard, Calif., Seaside dried California lima beans. Agency: Mogge-Privett Inc., Los Angeles.

THE CALIFORNIA OIL Co., Barbo N. J., Calso gasoline and RPM motor oils and lubricants. Adv. Exec.: F. Barry. Agency: BBDO, New York.

CALIFORNIA PACKING Corp., 215 Fremont St., San Francisco, Del Moral canned fruits and vegetables, dried fruit, canned fish and coffee. Adv. Exec.: Harold H. Yost. Agency: McCann-Erickson, San Francisco. Acct. Exec.: F. H. McCrea.

CALIFORNIA PET FOODS Co., 2 Broadway, Sacramento, Bonnie dog and cat food and Snappy dog food. Agency: Chapin-Damm, Sacramento. Acct. Exec.: R. Chapin.

CALIFORNIA PRUNE & APRICOT GROWERS ASSN., Market & San Antonio Sts., San Jose, Sunsweet Tenderized prunes and apricots. Adv. Exec.: E. N. Thayer. Agency: Long A. Service, San Jose. Acct. Exec.: Alvin Long.

CALIFORNIA SPRAY - CHEMICALS Corp., Lucas & Ortho Way, Richmond, Volck, Orthol-K, Kleenup, Ortho, C. posit, Bug-Gate, Extrax, Greenol, Ant-B-Gon, Vapotone, Isotox agriculture and garden pesticides. Adv. Exec.: Louis F. Czufin. Agency: McCann-Erickson, San Francisco.

CALIFORNIA TUNA PACKING Corp., Box 13036, San Diego, Nielsen's ar Sea-Prime tuna. Adv. Exec.: C. Holliday. Agency: Armstrong Schramm Co., San Diego. Acct. Exec.: G. E. Vinson.

CALORIC STOVE Corp., Widener Bldg., Philadelphia, gas ranges. Acct. Exec.: V. Klein. Agency: McKee Albright Inc., Philadelphia.

CAL-RAY BAKERIES, 427 Howe St., Glendale, Calif., packaged cookies. Agency: R. W. Webster Adv., Los Angeles. Acct. Exec.: Richard T. Gupf

CALSO WATER Co., 333 12th St., San Francisco, Calso water. Adv. Exec.: James G. Knapp. Agency: Honig-Cooper Co., San Francisco. Acct. Exec.: Heber H. Smith.

CAMEO CURTAINS Inc., 258 Filmore Ave., New York, Shir-Back curtain drapes and hand print panels. Acct. Exec.: Irv. Zuckerman, Agency: Wexton Co., New York; Product Services Inc., New York.

WILLIAM A. CAMP Co., 100 Hudson St., New York, American Beauty potato and Indian nuts, Norwegian Beauty Brand sardines and kippereu snacks. Agency: Bass & Co., New York.

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- CAMPANA SALES Co.**, Batavia, Ill., Campana Italian Balm, Solitaire Cake take-up, Dreskin, Dreskin Coolies, Solitaire Lipstick, Campana Magic Touch Cream Make-Up, DDD prescription, Perfumes Anjou and AYDS vitamin candy. Adv. Exec.: Richard M. Crull. Agencies: Tim Morrow Adv., Chicago. Acct. Exec.: Frank Duggan (DDD prescription); Wallace-Ferry-Hanly Co., Chicago. Acct. Execs.: T. Wallace and Ester H. Ploetz; Morey, Humm & Johnstone Inc., New York; H. W. Kastor & Sons Adv. Co., Chicago. Acct. Exec.: Herman Kastor (Ayds); Cockfield, Brown & Co. Ltd., Montreal.
- CAMPBELL CEREAL Co.**, 1212 Foshay Tower, Minneapolis, Malt-o-Meal (S). Adv. Exec.: Rosalie K. Kretchmer. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Art Lund.
- CAMPBELL'S DRY MIXES Co.**, 1212 Foshay Tower, Minneapolis, Malt-o-Meal (S). Adv. Exec.: Rosalie K. Kretchmer. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Art Lund.
- CAMPBELL'S SOUP Co.**, Camden, N. J., Campbell's soups, pork and beans, tomato juice, tomato ketchup, Franco-American spaghetti, macaroni, beef gravy, spaghetti sauce and V-8 cocktail vegetable juices. Adv. Execs.: R. W. Budd, H. M. Stevens and J. R. Johnson. Agencies: Ward Wheelock & Co., Philadelphia (Campbell's Soups); Dancer-Fitzgerald-Sample, New York (V-8 products, Franco-American spaghetti, macaroni, beef gravy and spaghetti sauce and Campbell's tomato ketchup); Compton Adv., New York (Campbell's pork and beans and Campbell's tomato juice); Robert Otto Co., New York; Cockfield, Brown & Co., Toronto.
- CANADA DRY GINGER ALE Inc.**, 100 Park Ave., New York, Canada dry ginger ale and sparkling water, Tom Collins mixer, lime rickey, fountain sprints, Spur and Hi-Spot and flavors; Johnnie Walker scotch, Cinzano verouth, Powers Irish whiskey, Nuyen's cordials, Fine Arts whiskey, Pedro Domecq sherris and brandies, Hunt's rt. Passport rum and Otdard brandy. Adv. Execs.: J. X. Kennelly and F. E. Benson. Agencies: J. M. Mathes Inc., New York. Acct. Exec.: William T. Kie; MacLaren Adv. Co., Toronto.
- THE CANADA STARCH Co. Ltd.**, 1940 in Life Bldg., Montreal, Crown Brand Corn Syrup, Benson's corn starch and Mazola salad oil (N). Adv. Exec.: C. Norwood. Agency: Vickers & Benson Ltd., Montreal. Acct. Exec.: R. E. Bourlay.
- CANADIAN ACE BREWING Co.**, 3901 Emerald St., Chicago, Canadian Ace beer and ale. Adv. Exec.: A. Levant. Agency: Louis Weitzman Agency, Los Angeles. Acct. Exec.: Louis Weitzman.
- CANANDAIGUA INDUSTRIES Co.**, 10 Buffalo St., Canandaigua, N. Y., Parade wines. Agency: Ed. Wolf & Assoc., Rochester.
- CANNON MILLS Inc.**, 70 Worth St., New York, Cannon towels, Cannon sheets and pillow cases and Cannon Hosiery. Adv. Exec.: George Beyer. Agencies: N. W. Ayer & Son, New York. Acct. Exec.: Robert Lansdon (towels and bedspreads); Young & Rubicam, New York. Acct. Exec.: Raymond Browne (sheets, pillow cases and hosiery).
- CANOGA FARM**, 17555 Ventura Blvd., Encino, Calif., gifts of fruit, dried and candied fruits and preserves. Agency: Rogge-Privett Inc., Los Angeles. Acct. Exec.: Snowden Hunt Jr.
- CAPITAL AIRLINES**, National Airport, Washington, D. C., passenger, mail, freight and air express. Agency: Lewis Edwin Ryan Inc., Washington, D. C. Acct. Exec.: Robert Cory.
- CARDINET CANDY Co.**, 2172 Market St., Oakland, Baffle Bar, Nob-Hill and no candy bars. Agency: Elliott, Daly Sherman Inc., San Francisco.
- W. L. D. CARDWELL Mfrg. Corp.**, Whiting St., Plainville, Conn. Adv. Exec.: T. C. Soby.
- THE CAREY SALT Co.**, Ave. B & Poplar St., Hutchinson, Kan., table salt (S). Adv. Exec.: Warren K. Godat. Agency: R. J. Potts-Calkins & Holden, Kansas City. Acct. Exec.: E. Warner.
- CARLAY Co.**, Batavia, Ill., Ayds (N) (S). Adv. Exec.: I. Willard Crull. Agency: H. W. Kastor & Sons, Chicago. Acct. Exec.: Herman Kastor.
- CARMO SHOE Mfg. Co.**, Union, Mo., Carmelletes women's novelty shoes. Adv. Exec.: J. I. Kaplan. Agency: Datche Adv. Co., St. Louis.
- CARNATION Co.**, 5045 Wilshire Blvd., Los Angeles, Carnation evaporated milk. Adv. Execs.: Paul H. Willis, L. W. Nolte, Walter Mayer and W. N. Huse. Agencies: Erwin, Wasey & Co. Ltd., Los Angeles. Acct. Execs.: Norman Best, Eric Lifner and Archibald Douglass; Baker Adv. Ltd., Toronto. Acct. Exec.: W. E. Trimble.
- CARR-CONSOLIDATED BISCUIT Co.**, 188 N. Pennsylvania Ave., Wilkes-Barre, Pa., crackers and cookies (S). Adv. Exec.: Fred W. Paget. Agency: BBDO, New York. Acct. Exec.: F. J. Mahoney.
- CAR-REE-ALL PRODUCTS Inc.**, 440 Sexton Bldg., Minneapolis, Roll-a-vac vacuum cleaner cart. Agency: Ray C. Jenkins Adv., Minneapolis.
- CARRIER Corp.**, 300 S. Geddes St., Syracuse, Carrier air conditioning, refrigeration and industrial heating. Agency: N. W. Ayer & Son, Philadelphia. Acct. Exec.: K. D. Pulcifer.
- CARSON PIRIE SCOTT & Co.**, 1 S. State St., Chicago, general merchandise. Adv. Exec.: R. B. Schlesinger.
- CARTER HOTELS OPERATING Corp.**, 7th Ave. & 31st St., New York, hotel chain. Adv. Exec.: Shepard Henkin.
- CARTER PRODUCTS Inc.**, 53 Park Pl., New York, Arrid cream deodorant, Nair lotion, Rise push button shave lather, Billow push button shampoo, Carter's Little Liver pills and Carto-Phyll deodorant tablets. Adv. Execs.: H. H. Hoyt Jr., Allan B. Miller Jr. and Robert A. H. Peterson. Agencies: Ted Bates & Co., New York (Carter's Little Liver pills, Nair and Carto-Phyll deodorant tablets); Sullivan, Stauffer, Colwell & Bayles, New York (Arrid and Rise shave lather); Cecil & Presbrey, New York (Billow); Colman, Prentiss & Varley, New York.
- CASE'S PORK PACK Co.**, 644 Washington St., Trenton, Case's tanga pork roll and pork pack. Agency: Lohmeyer-Adelman Inc., Philadelphia. Acct. Exec.: J. Griffith Rensel.
- CASITE Div.**, Hastings Mfg. Co., Thorne & Hanover Sts., Hastings, Mich., motor tune-up products (S). Adv. Exec.: Don H. Collins. Agency: Keeling & Co., Indianapolis. Acct. Exec.: Lowell H. Stormont.
- CATALINA Inc.**, 443 S. San Pedro St., Los Angeles, Catalina bathing suits and sweaters. Adv. Exec.: Oscar Meinhardt. Agency: David S. Fillman Inc., Los Angeles. Acct. Exec.: D. Hillman.
- CAT'S PAW RUBBER Co.**, Warner & Ostend Sts., Baltimore, Cat's Paw rubber heels and soles, coteux soles, Foster rubber heels and soles and orthopedic rubber heels. Adv. Exec.: Larry L. Esterson. Agency: S. A. Levynne Co., Baltimore. Acct. Exec.: S. A. Levynne.
- CEDAR-LUX PRODUCTS Co.**, 703 Main St., Kansas City, paint (cedar lining).
- CELANESE Corp. of America**, 180 Madison Ave., New York, Celanese textiles, plastics, chemicals and cellulose. Adv. Execs.: Morris B. Mines, Miss Harriet Raymond and Mrs. Jane Wallace. Agency: Ellington & Co., New York.
- THE CENTAUR-CALDWELL Div. of Sterling Drug, Inc.**, 1450 Broadway, New York, Fletcher's Castoria, Z. B. T. baby powder with olive oil, Mollie brushless shaving cream, Dr. Caldwell's laxative, Midol and Ionized Yeast tablets, P-W tablets, Campho-Phenique and Tod L baby bath. Agencies: Carl S. Brown Co., New York (Fletcher's Castoria, Dr. Caldwell's laxative, Fletcher's Z. B. T. baby products and Tod L baby bath); The Thompson-Koch Co., New York. Acct. Exec.: Carl Baumgartner (P-W tablets, Midol, Campho-Phenique and Ionized Yeast); Dancer-Fitzgerald-Sample, New York. Acct. Exec.: George Tormey (Cal-Aspirin, Mollie shaving cream).
- CENTLIVRE BREWING Corp.**, 2501 Spy Run Ave., Ft. Wayne, Old Crown ale and beer. Adv. Exec.: Herman G. Centlivre. Agency: Westheimer & Block, St. Louis. Acct. Exec.: Louis Westheimer.
- CENTRAL NATIONAL BANK OF CLEVELAND**, 123 Prospect St., S. W., Cleveland, Agency: Fuller & Smith & Ross Inc., Cleveland. Acct. Exec.: W. W. Priesmeyer.
- CENTRAL PAINT & VARNISH WORKS Inc.**, 59-69 Prospect St., Brooklyn, paints and varnishes. Agency: Du Fine-Kaufman Inc., New York. Acct. Exec.: Robert Kaller.
- CERTIFIED BRANDS Inc.**, 512 Delaware St., Kansas City, Fleming and Golden Wedding coffee. Agency: Rogers & Smith, Kansas City.
- CHAMBERS Corp.**, Shelbyville, Ind., Chambers gas range. Adv. Exec.: C. E. Parson. Agency: Lewin, Williams & Saylor Inc., Newark. Acct. Exec.: Sheldon F. Berlow.
- CHANGING TIMES**, The Kiplinger Magazine, 1729 H. St., N. W., Washington, D. C., Kiplinger magazine. Agency: Albert Frank-Guenther Law Inc., Washington, D. C. Acct. Exec.: Robert W. Day.
- CHARLES OF THE RITZ DISTRIBUTORS Corp.**, 11 E. 58th St., New York, cosmetics and salons. Adv. Exec.: Mrs. Sherrill Milton. Agency: Peck Adv., New York.
- CHASE NATIONAL BANK**, Pine Corner, Nassau, New York, banking service. Agencies: Albert Frank-Guenther Law Inc., New York; Doremus Co., New York; Hewitt, Ogilvy, Benson & Mather, New York.
- THE CHESAPEAKE & POTOMAC TELEPHONE Co.**, 725 13th St., N. W., Washington, D. C., telephone service. Agency: N. W. Ayer & Son, Philadelphia. Acct. Exec.: T. Beverley Keim.
- G. W. CHESBROUGH**, 797 Smith St., Rochester, Cosyfoot infants' and children's shoes. Adv. Exec.: Norman Weld. Agency: Charles L. Rumrill & Co., Rochester. Acct. Exec.: A. H. Thomas.
- CHESBROUGH Mfg. Co.**, 17 State St., New York, Vaseline products. Adv. Exec.: Albert B. Richardson. Agencies: McCann-Erickson, New York; J. Walter Thompson Co., New York; Cayton Inc., New York; Cockfield, Brown & Co. Ltd., Montreal; Noyes & Sproul Inc., New York.
- CHEVROLET MOTOR Div.**, General Motors Corp., General Motors Bldg., Detroit, Chevrolet passenger cars and trucks. Adv. Execs.: W. G. Power, J. S. Clark, M. E. Scott and Ross Fraser. Agency: Campbell-Ewald Co., Detroit. Acct. Exec.: H. G. Little.
- THE CHICAGO DAILY NEWS**, Daily News Plaza, Chicago, newspaper. Adv. Execs.: L. F. Beiderman and A. Torsell. Agency: Patton-Hagerty-Sullivan Inc., Chicago. Acct. Exec.: Walter H. Hagerty.
- CHICAGO ELECTRIC Mfg. Co.**, 6333 W. 65th St., Chicago, Handyhot portable washers, electric appliances, Handydry electric ice cream freezers and fans and Juicit Approved by Sunkist juice extractor (electric). Agency: Buchanan & Co., Chicago. Acct. Exec.: Robert Potter Sr.
- CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RAILROAD**, 516 W. Jackson Blvd., Chicago, railroad transportation. Agency: Roche, Williams & Cleary Inc., Chicago. Acct. Exec.: J. V. Gilmour.
- CHICAGO ROLLER SKATE Co.**, 4406-4458 W. Lake St., Chicago, roller skates, steel wheels and rubber tire wheels. Agency: C. J. Ollendork Adv., Chicago.
- CHICAGO SHOW PRINTING Co.**, 2635 N. Kildare Ave., Chicago, point of sale adv.; cardboard displays, animated displays, Econo truck signs, cloth and kanvet banners and pennants, mystik self-stick displays, Mystik can and bottle holders, Stanzall outdoor signs and Mystik self-stick labels. Adv. Exec.: Jesse E. Lehman Jr. Agency: Oren Arbogust Co., Chicago.
- CHICAGO TRIBUNE**, 435 N. Michigan Ave., Chicago, newspaper. Adv. Exec.: C. E. McKittrick. Agencies: N. W. Ayer & Son, Chicago. Acct. Exec.: Norman Bankart. Burnet-Kuhn Adv. Co., Chicago. Acct. Exec.: Frank Woods.
- CHICAGO WESTERN Corp.**, 4119 W. Grand St., Chicago, Pinafore chicken. Agency: Phil Gordon Inc., Chicago. Acct. Exec.: Phil Abrams.
- CHILDREN'S RECORD GUILD**, 27 Thompson St., New York, children's phonograph records. Agencies: Maxwell Sackheim & Co., New York. Acct. Exec.: Lester Wunderman. Huber Hoge & Sons, New York.
- CHIN & LEE Co.**, 123 Bank St., New York, chow mein, chinese dinner, chop suey, fried noodles and soy sauce. Agency: Kastor, Farrell, Chesley & Clifford, New York.
- CHRISTMAS CLUB**, 230 Park Ave., New York. Adv. Exec.: Rita E. Rawll.
- CHRYSLER Corp.**, Airtemp Div., 1600 Webster St., Dayton, heating, air conditioning and commercial refrigeration products. Adv. Exec.: Wm. B. Magill. Agency: Grant Adv., Detroit. Acct. Exec.: R. W. Zarker.
- CHRYSLER SALES DIV. CHRYSLER Corp.**, 12200 E. Jefferson Ave., Detroit, Chrysler Windsor, Windsor DeLuxe, Saratoga, Chrysler New Yorker, Chrysler Imperial and Crown Imperial. Agency: McCann-Erickson, Detroit. Acct. Exec.: Paul Holder.
- CHUNK-E-NUT PRODUCTS CO. OF PITTSBURGH Inc.**, 2908 Smallman St., Pittsburgh, Chunk-E-Nut peanut butter and vacuum packed peanuts and nutmeats. Agency: C. J. LaRoche & Co., New York.
- CINCH PRODUCTS Inc.**, 4540 W. Colorado Blvd., Los Angeles, Cinch cake and corn bread mixes. Agency: Elwood J. Robinson Adv., Los Angeles. Acct. Exec.: Mel Jensen.
- CITATION HAT Co.**, 2330 W. Cermak Rd., Chicago, Citation hats.
- CITIES SERVICE**, 60 Wall St., New York. Agency: Ellington & Co., New York. Acct. Exec.: C. L. Landon.
- CITIZENS GAS & COKE UTILITY**, 49 S. Penn St., Indianapolis, gas utility and appliances. Agency: G. A. Saas & Co., Indianapolis. Acct. Exec.: George A. Saas.
- CITIZENS NATIONAL TRUST & SAVINGS BANK OF LOS ANGELES**, 457 S. Spring St., Los Angeles, banking and trust department services. Agency: Hixson & Jorgenson Inc., Los Angeles.
- CITY NATIONAL BANK & TRUST Co.** of Chicago, 208 S. LaSalle St., Chicago. Adv. Exec.: Chester L. Price. Agencies: Geo. H. Hartman Co., Chicago; Edwin Bird Wilson Inc., New York.
- CITY OF ATLANTIC CITY**, Convention Hall, Atlantic City, resort. Agency: Dorland Adv., Atlantic City. Acct. Exec.: Edward Wallis.
- CITY OF MIAMI**, 307 City Hall, Miami, year round resort. Agency: Bevis & Tyler Inc., Miami.
- CLARIDGE FOOD Co.**, 41-23 Murray St., Flushing, N. Y., canned meats. Agency: Al Paul Lefton Co., New York.
- CLARK BROTHERS CHEWING GUM Co.**, Merchant St., N. S., Pittsburgh, Clark's Teaberry, Clark's Tendermint and Freshmint chewing gum. Adv. Exec.: Charles Clark. Agency: McCann-Erickson, New York.
- THE D. L. CLARK Co.**, 503 Martindale St., Pittsburgh, Clark's candies. Agency: BBDO, New York.
- CLEMENTON MILLS Inc.**, Clementon, N. J., women's hosiery. Agency: Helen P. Goodwin Adv., Philadelphia.
- THE CLEVELAND ELECTRIC ILLUMINATING Co.**, 75 Public Sq., Cleveland, promotional advertising. Agency: D'Arcy Adv. Co., Cleveland. Acct. Exec.: V. L. Fladager.
- CLEVELAND-SANDUSKY BREWING Corp.**, 2764 E. 55th St., Cleveland, Gold Bond beer and Old Timers Ale (S). Adv. Exec.: Kenneth Sleds. Agency: H. Grider Adv., Cleveland. Acct. Exec.: Jack Barker.
- CLEVELAND WELDING Co.**, Div. of American Machine & Foundry Co., W. 117th & Berea Rd., Cleveland, Roadmaster bicycles. Adv. Exec.: H. L. Mueller. Agency: Fletcher D. Richards Inc., New York. Acct. Exec.: S. C. Smith.
- CLICQUOT CLUB Co.**, Millis, Mass., Clicquot Club pale dry and golden ginger ales and sparkling water. Agency: Frank Weston Adv., Providence.
- THE CLIMALENE Co.**, 1022 9th St., S. W., Canton, Ohio, Climalene, Bowlene, Softo, Spin and Skidoo. Agency: W. S. Hill Co., Pittsburgh. Acct. Exec.: Allen Heinecke.
- CLOROX CHEMICAL Co.**, 850 42d Ave., Oakland, Clorox household bleach and disinfectant. Agency: Honig-Cooper Co., San Francisco.
- CLUB ALUMINUM PRODUCTS Co.**, 1250 Fullerton Ave., Chicago, Club aluminum and glass cookware, Club coffee dispensers, Household Institute dinnerware and overware, Household Institute aluminum cookware and Inland glassware. Agency: Leo Burnett Co., Chicago. Acct. Exec.: Owen Smith.

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NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

(Continued from page 301)

CLUETT, PEABODY & Co., 10 E. 40th St., New York, Arrow collars, shirts, ties, handkerchiefs, underwear and sport shirts. Adv. Execs.: G. A. Phillips and G. A. Steers. Agencies: Young & Rubicam, New York; Young & Rubicam Ltd., Toronto.

COASTAL LABS. Inc., 98 N. E. 73d St., Miami, Sul-Spa for arthritis. Agency: Chambre Adv., Miami.

THE COCA-COLA Co., 515 Madison Ave., New York, Coca-Cola. Agency: D'Arcy Adv. Co., New York.

JOHN A. COLBY & SONS, 129 N. Wabash St., Chicago, household furnishings and equipment. Adv. Exec.: George A. Hossack. Agency: Wesley Aves & Assoc., Grand Rapids.

THE COLEMAN Co., 2d & St. Francis Sts., Wichita, Coleman gasoline lanterns, irons, burners, trailer heaters and camp stoves, gas and oil heaters, oil, gas and LP gas floor furnaces, blend-air oil and gas heating plants, oil, gas and LP gas water heaters and gas and LP gas wall heaters. Adv. Exec.: A. W. Boyer. Agencies: N. W. Ayer & Son, Philadelphia (major appliances); Potts-Turnbull Adv. Co., Kansas City (small appliances). Acct. Exec.: Irving Lauderdale.

COLGATE - PALMOLIVE - PEET, 105 Hudson St., Jersey City, Ajax cleanser, Bandoline, Cashmere bouquet hand lotion, bouquet beauty preparations, bouquet soap, Coleo denture cleanser, Colgate after shave lotion, brushless shaving cream, dental cream, handy grip shaving stick, lather shaving cream, talc for men, ammoniated tooth powder, tooth powder, Fab, Halo shampoo, Kirkman soap, Lustre-Creme shampoo, Octagon products, Palmolive after shave lotion, brushless shaving cream, shampoo, shave cream, soap, talc for men, Peet's soap, Super Suds, Vaseline products, Vel, Veto deodorant. Adv. Execs.: K. B. Arrington, W. B. Fergusson, H. W. Grathwohl, I. W. Hoff and H. G. Keibel. Agencies: Sherman & Marquette Inc., New York. Acct. Execs.: H. W. Bennett Jr. (Ajax cleanser and Cashmere bouquet cosmetic line), L. D. Griffith (Colgate shave creams and Colgate tooth powders), W. A. McAllister (Cashmere bouquet soap) and A. F. Riche (Halo shampoo, Veto and Veto spray deodorant); Ted Bates & Co., New York. Acct. Execs.: G. D. Morris (Palmolive soap), R. F. Degen (Octagon soap products, industrial and trade adv.), T. N. Wilder (Palmolive after shave lotion, Palmolive shave creams) and R. Montgelas (Colgate dental cream); William Esty Co., New York. Acct. Execs.: A. Hardin (Vel) and T. C. Butcher (Fab); Lennen & Newell Inc., New York. Acct. Exec.: C. F. Bell (Lustre-Creme hair dressing and Lustre-Creme shampoo); Cunningham & Walsh Inc., New York. Acct. Exec.: R. Carley (Super Suds); Street & Finney Inc., New York. Acct. Exec.: W. Johnston (Coleo denture cleanser); Honig-Cooper Co., San Francisco (Peet's soap); Grant Adv., New York.

COLLEGE INN FOOD PRODUCTS Co., 4301 S. Ashland Ave., Chicago, tomato juice cocktail, boned chicken and chicken a la king. Agency: Weiss & Geller, Chicago. Acct. Exec.: Bernard Gross.

HAL COLLINS Co., Box 95, Dallas, Bakers hair tonic and shampoo. Agency: Simmonds & Simmonds Inc., Dallas. Acct. Exec.: R. J. Crandall.

COLONIAL DAMES Inc., 4652 Hollywood Blvd., Hollywood, Colonial Dames, Campus cosmetics and Bachelor Button for men. Adv. Exec.: Ruth Falkenrich.

COLONIAL STORES Inc., Norfolk, Our Pride bread, rolls and cakes, Gold & Silver Label coffee and CS canned fruits and vegetables. Agency: Liller, Neal & Battle Adv., Atlanta. Acct. Exec.: C. K. Liller.

J. COLONNA BROTHER, 4237 Bergen Turnpike, North Bergen, N. J., Italian Kitchen grated cheese. Agency: Joseph M. Mauriello Adv., New York. Acct. Exec.: Joseph M. Mauriello.

THE COLORADO MILLING & ELEVATOR Co., 620 Equitable Bldg., Denver, flour, feed and grain products. Adv. Exec.: Forrest G. Meyer. Agencies: Ed M. Hunter & Co., Denver. Acct. Exec.: Ed M. Hunter; Arthur G. Rippey & Co., Denver. Acct. Exec.: Vernon Ewing.

COLUMBIA BREWERIES, P. O. Box 1517, Tacoma, Wash., Alt Heidelberg beer and Columbia ale. Agency: Howard J. Ryan & Son, Seattle.

COLUMBIA DIAMOND RINGS Div. of Axel Bros. Inc., 21-10 49th Ave., Long Island City, Columbia diamond rings. Adv. Exec.: Arthur M. Hollis. Agency: Gramercy Adv., New York. Acct. Exec.: Maurice Goldberger.

COLUMBIA RECORDS Inc., 1473 Barnum Ave., Bridgeport, Columbia Masterworks of popular records. Adv. Exec.: Albert B. Earl. Agency: McCann-Erickson Inc., New York. Acct. Exec.: Arthur J. Kemp.

COLUMBIA RIVER PACKERS Assn. Inc., Ft. Sixth St., Astoria, Ore., canned salmon, tuna and crabmeat. Agencies: Botsford, Constantine & Gardner, Portland. Acct. Exec.: T. B. Sprull; Arthur Cohn & Assoc., New York. Acct. Exec.: Arthur Cohn.

COMET RICE MILLS, 1600 Cedar St., Beaumont, Tex., Comet rice. Agency: Leche & Leche Inc., Dallas. Acct. Exec.: Miles F. Leche.

COMETTE HOSIERY MILLS, New Braunfels, Tex., Comette nylons. Agency: Glenn Adv., Dallas. Acct. Exec.: Ward Wilcox.

CONGRESS CIGAR Co., 647 Fifth Ave., New York, La Falina cigars. Agency: Schwimmer & Scott Inc., Chicago.

CONMAR PRODUCTS Corp., 140 Thomas St., Newark, Conmar slide fasteners. Agency: Wm. H. Weintraub & Co., New York. Acct. Exec.: James Eysler.

CONSOLIDATED CIGAR Corp., 67 W. 44th St., New York, Dutch Masters and Harvester cigars. Agency: Erwin, Wasey & Co., New York.

CONSOLIDATED ROYAL CHEMICAL Corp., 657 S. Chicago Ave., Chicago, Peruna, Velure hand lotion, Kolor Bak, Acidine, Calocide, Lee's Crea Lyptos, Krank's toiletries, Zymole Trokeys, Yeast Foam tablets, Hamlin's wizard oil, Turpo, Mar-O-Oil shampoo, Spray-A-Wave hair set, lotion and shampoo. Agency: Ruthrauff & Ryan, Chicago (Krank's shave kreem, Mar-O-Oil shampoo, Kolor Bak and Spray-A-Wave products).

CONTINENTAL AIR LINES Inc., Stapleton Airfield, Denver, air transportation. Agency: Galen E. Broyles Co., Denver. Acct. Exec.: Robert B. McWilliams.

CONTINENTAL BAKING Co., 630 Fifth Ave., New York, Wonder bread (S) (N). Adv. Exec.: Lee Mack Marshall. Agency: Ted Bates & Co., New York. Acct. Exec.: Walker G. Everett.

CONTINENTAL OIL Co., 1000 S. Pine St., Ponca City, Okla., Conoco Super motor oil and gasoline (S). Adv. Exec.: W. A. Morgan. Agency: Benton & Bowles, New York. Acct. Exec.: Jack Reeder.

CONTINENTAL TRAILWAYS BUS SYSTEM, 315 Continental Ave., Dallas, bus service. Agency: Lannan & Sander Ltd., Dallas. Acct. Execs.: George S. Lannan and J. M. Sanders and R. E. Stuart.

CONVERTED RICE Inc., Houston, Uncle Ben's converted rice. Agency: Leo Burnett Co., Chicago.

COOK CHEMICAL Co., 935 N. Wabash St., Kansas City, Real-Kill bug-killer, stock and barn insect killer and chlordane emulsion concentrate. Adv. Exec.: Leonard E. Juengling. Agency: Philip E. Lindsay Adv., Kansas City.

COOLTAN Inc., 247 Park Ave., New York, Cooltan sun lotion. Agency: Foote, Cone & Belding, New York. Acct. Exec.: B. David Kaplan.

COOPER, WELLS & Co., St. Joseph, Mich., Admiration hosiery. Adv. Exec.: Kenneth I. Wallis. Agency: M. E. Recu Adv., Chicago.

COPPER BRITE Inc., 1109 N. Poinsette Pl., Los Angeles, metal polish. Agency: Davis & Co., Los Angeles. Acct. Exec.: Roland E. Jacobson.

CORN PRODUCTS REFINING Co., 17 Battery Pl., New York, Karo table corn syrup, Mazola salad and cooking oil, Kingsford and Duryea's corn starch, Kre-Mel puddings, Argo and Limit laundry starch and Niagara cold water starch. Adv. Exec.: Wm. E. Hecht. Agency: C. L. Miller Co., New York.

CORO Inc., 47 W. 34th St., New York, fashion jewelry. Adv. Exec.: Hester M. Browne. Agency: Charles Jay & Co., New York.

CORY Corp., 221 N. LaSalle St., Chicago, glass coffee brewers, electric knife sharpeners, coffee grinders, 2-Heat electric stoves, portable electric dishwashers, glass tea brewers and coffee filter rods. Adv. Exec.: N. H. Schlegel. Agencies: Dancer-Fitzgerald-Sample, Chicago. Acct. Exec.: E. Detchon; O'Grady-Anderson-Gray Inc., Chicago. Acct. Execs.: W. J. O'Grady Jr. and R. P. Gray.

E. J. COSSMAN & Co., 1003 Penn Ave., Pittsburgh, Wild West toys.

G. N. COUGHLAN Co., 29 Spring St., W. Orange, N. J., chimney sweep soot destroyer (powder and liquid), demoint (desiccant), bean-x, slice king, pantastic and process 33 paint brush cleaner. Adv. Exec.: C. H. Wulf. Agency: Lewin, Williams & Saylor Inc., Newark. Acct. Exec.: Richard Gulick.

CRAWFORD DOOR Co., 401 St. Jean Ave., Detroit, garage doors and electric operators. Adv. Exec.: G. W. Messer. Agency: Clark & Rickard Inc., Detroit. Acct. Exec.: John Dow.

THE CREAMETTE Co., 428 First St., N., Minneapolis, Creamettes and Mother's Macaroni products. Adv. Exec.: C. L. Norris. Agency: Martin-Williams Inc., Minneapolis. Acct. Exec.: Royce Martin.

CRESCENT CHEMICAL Co., 6817 S. B'way, Los Angeles, Gre-Sof. Adv. Exec.: H. O. Smith. Agency: Hal Stebbins Co., Los Angeles. Acct. Exec.: Hal Stebbins.

CRESCENT ELECTRIC SUPPLY Co., 200 S. Main St., Dubuque, Iowa, major appliances, radio, television and housewares. Adv. Exec.: Ray F. Fessler. Agency: W. D. Lyons Co., Cedar Rapids, Iowa. Acct. Exec.: Bill Munsell.

CREST FOODS Co., Ashton, Ill., Hy-Lo (ice milk) dairy dessert. Adv. Exec.: E. C. Scott. Agency: O'Neill Co., St. Paul. Acct. Exec.: Ned O'Neill.

CRIBBEN & SEXTON Co., 680 N. Sacramento Blvd., Chicago, Universal gas ranges. Agency: Christiansen Adv., Chicago.

CRISTY CHEMICAL Corp., 21 Putnam Lane, Worcester, Mass., Drygas antifreeze. Agency: Humbert & Jones, New York. Acct. Exec.: R. C. Jones.

CROSLEY Div., Avco Mfg. Corp., 1329 Arlington St., Cincinnati, appliances and electronics (N) (S). Adv. Execs.: G. E. Simons and R. K. White. Agencies: Benton & Bowles, New York (appliances). Acct. Exec.: J. F. Reeder; BBDO, New York (electronics). Adv. Exec.: W. R. Hesse.

CROWN LUGGAGE Co., 408 W. Redwood St., Baltimore, Plasti-Hide, Ski-Lite and Bengal luggage. Adv. Exec.: L. W. Katz. Agency: Kastor, Farrell, Chesley & Clifford, New York. Acct. Exec.: Walter Smith.

B. T. CRUMP Co., Richmond, Va., hassocks, seat covers and harness. Agency: Lindsay & Co., Richmond. Acct. Exec.: T. M. Curtis.

THE CUDAHY PACKING CO., 33d & O Sts., Omaha, Adv. Exec.: L. G. Tremblay. Agency: Grant Adv., Chicago.

CUE PUBLISHING Co., 6 E. 39th St., New York, Cue magazine. Agency: Will Burgess & Co., New York.

CURTICE BROS. Co., 155 W. Main St., Rochester, Blue Label ketchup, canned and frozen vegetables and tomato juice cocktail. Adv. Exec.: F. J. Miller. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: Geo. C. Wiswell.

CURTIS PUBLISHING Co., Independence Sq., Philadelphia, The Saturday Evening Post, Ladies' Home Journal, Country Gentleman, Holiday and Jack & Jill. Agencies: BBDO, New York (Saturday Evening Post and Holiday); N. W. Ayer & Son, Philadelphia. Acct. Exec.: L. Davis Jones (Ladies' Home Journal); Lamb & Keen, Philadelphia. Acct. Exec.: J. O. Ellington (Country Gentleman).

CURTISS-WRIGHT Corp., Wood-Ridge, N. J., Wright aircraft engines and Curtiss electric propellers. Agency: Charles Dallas Reach Co., Newark. Acct. Exec.: D. G. Cutter.

H. H. CUTLER Co., 120 Ionia Ave., S. W., Grand Rapids, Cuvver-Uy plastic aprons, infants wear and miscellaneous film items. Agency: Wesley Aves & Assoc., Grand Rapids.

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DAD'S ROOT BEER Co., 2800 N. Ta' man Ave., Chicago, Dad's Old Fas' lioned root beer. Agency: Ross RO, Inc., Detroit. Acct. Exec.: Mark T. Martin.

DAIRY GUILD OF AMERICA, 111 E. 4th St., Cincinnati, Dairy food Agency: G. P. Gundlach & Co., Cincinnati.

DAMAR DISTRIBUTING Co., 22 Tre. Pl., Newark, Damar household accessories and supplies. Agency: Maxwe' Sackheim & Co., New York. Acct. Exec.: Lester Wunderman.

D'ARRIGO BROS. Co. of Mass., 2' Market Terminal, Boston, Andy Bc. Brand broccoli, Pasqual celery and chefs-salad. Agency: Ingalls-Minit' Co., Boston. Acct. Exec.: Robert I. O'Brien.

KAY DAUMIT Inc., 105 Hudson S. Jersey City, Lustre Creme shampoo and hair dressing. Agency: Lennen Newell Inc., New York. Acct. Exec. Gordon Cates.

A. DAVIS & SONS Inc., 225 W. 37' St., New York, Season Master tweeds. Adv. Exec.: Al Kaplan. Agency: Leonard Gussow-James Hyman Adv. New York.

DAY & NIGHT Div., 700 Royal Oak Ave., Monrovia, Calif., gas water heaters, space heaters and electric water coolers. Agency: Hixson & Jorgensen Inc., Los Angeles. Acct. Exec.: Tyle MacDonald.

DAY'S TAILOR-D CLOTHING Inc. 2902 S. A. St., Tacoma, men's and boys' work and dress trousers and industrial uniforms. Adv. Exec.: Norman Rurions. Agency: Gardner-Jacobson Inc., Tacoma. Acct. Exec.: George Gardner.

THE DAYTON BREAD Co., 913 S. Patterson Blvd., Dayton, Miami Mai' bread. Agency: Hutzler Adv., Dayton. Acct. Exec.: H. H. Hutzler.

THE DAYTON Co., 7th & Nicolett Ave. Minneapolis, fashions. Adv. Exec. Joseph Witmer. Agency: Nelson-Will' is Inc., Minneapolis.

DAYTONA BEACH CHAMBER OF COMMERCE, Chamber of Commerce Bldg., Daytona Beach, summer and winter resort. Agency: Bacon, Hartman & Vollbrecht Inc., St. Augustine, Fla. Acct. Exec.: Milton Bacon.

D'CON Corp., 112 E. Walton St., Chicago, insecticides, rat poisons, cesspool equipment and outdoor products. Adv. Exec.: Alvin Eicoff. Agencies: Mar free Adv. Corp., Chicago; Ruthrauff & Ryan Inc., Chicago.

DE JOURNETTE Mfg. Co., 264 Teetwood Dr., N. W., Atlanta, Curly-To, dolls and toys and children's drawing books.

DEJUR-AMSCO Corp., 45th & Northern Blvd., Long Island City, exposure meters, enlargers, cameras and projector. Adv. Exec.: Edward Bassuk. Agency: Grey Adv., New York. Acct. Exec. David L. Rand.

DELAWARE, LACKAWANNA & WESTERN COAL Co., 120 Broadway, New York, Blue Coal and Glen Adlen coal. Adv. Exec.: William Englehart Jr. Agencies: Ruthrauff & Ryan, New York. Acct. Exec.: Edward Simons, Vickers & Benson Ltd., Montreal.

DELAWARE MUSHROOM, Wilming ton, Del., First State mushrooms. Agency: Weightman Inc., Philadelphia.

DELTA AIR LINES Inc., Municipal Airport, Atlanta, Ga., air transportation (S). Adv. Exec.: James H. Cob Jr. Agency: Burke Dowling Adams, Atlanta. Acct. Exec.: B. D. Adams.

DELTA POWER TOOL Div., Rockwell Mfg. Co., 600 E. Vienna Ave., Milwaukee, wood and metal-working machinery. Adv. Exec.: Richard J. Brown. Agency: Marsteller, Gebhardt & Reed Inc., Chicago.

DENTUR-EZE Inc., 901 John St., Seattle, Dentur-Eze. Agency: MacWilkins Cole & Weber, Seattle. Acct. Exec. Dan Gerber.

THE DENVER & RIO GRANDE WESTERN RAILROAD Co., Rio Grande Bldg., Denver, railroad transportation. Adv. Exec.: C. T. Sills. Agency: Axel sen Adv., Denver. Acct. Exec.: Thomas H. Axelsen.

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

- PREP Co.**, Holland, Mich., Nullo deodorant tablet. Agency: Dancer-Ingberald-Sample, Chicago. Acct. Exec.: Thomas K. Denton.
- PERBY FOODS Inc.**, 3327 W. 47th Pl., Chicago, Peter Pan peanut butter and Jerby Ready-to-Serve foods. Adv. Exec.: W. C. Mackey Jr. Agency: Edham, Louis & Brorby Inc., Chicago.
- PERSCO SHOE Corp.**, 21-07 Borden Ave., Long Island City, casuals. Agency: Leon A. Friedman, New York.
- PIRE DES MOINES REGISTER & TRIBUNE**, 715 Locust St., Des Moines, newspaper. Adv. Execs.: Charles J. Aldmann and Forrest R. Geneva. Agency: Buchen Co., Chicago.
- PITTSBURGH SOTO Div.**, Chrysler Corp., 6000 Wyoming St., Detroit, De Soto automobiles. Agency: BBDO Inc., New York.
- POTECTO SCALES Inc.**, 540 Park Ave., Brooklyn, Detecto bathroom scales, Detecto baby scales, Detecto doctor's-type scale for the home, Detecto Medical physician scale, Detecto Diet dietetic scale, Detecto-Gram and Jacobs Post-Meter parcel post computing scales, Industrial and commercial scales and Detecto aluminum hampers. Adv. Exec.: C. Harold Greene. Agency: Gyle, Dane, Bernbach Inc., New York.
- THE DETROIT EDISON Co.**, 2000 2d Ave., Detroit, institutional. Adv. Execs.: Paul L. Penfield and Richard Shannon. Agency: Campbell-Ewald. Detroit. Acct. Exec.: William Sage Jr.
- THE DETROIT NEWS**, 615 W. Lafayette St., Detroit, newspaper. Adv. Execs.: Edward B. Houseal and Reginald G. Brophy. Agency: W. B. Fisher Co., Detroit. Acct. Exec.: Felix Howler.
- VOVE & RAYNOLDS Co.**, 787 1st Ave., New York, paints, lacquers, stains, enamels and artists' materials and brushes. Agency: J. Walter Thompson Co., New York. Acct. Exec.: John Hosch.
- LANA CORSET Co.**, 1 E. 33d St., New York, girdles. Agency: Lester Harmon Inc., New York.
- DICTAPHONE Corp.**, 420 Lexington Ave., New York, dictaphone electronic dictating and transcribing machines and dictaphone recording equipment. Agency: Young & Rubicam, New York. Acct. Exec.: Bert Tilt.
- TF Corp.**, South Ave., Garwood, N. J., hand cleaner and washing powder. Agency: Birmingham, Castleman & Price Inc., New York.
- NKLER HOTELS**, 98 Forsyth St., Atlanta. Agency: Koehl, Landis & Adan Inc., New York.
- OLONE ASSOC. Inc.**, 541 N. LaBrea Hollywood, Dancing Feet foot me. Adv. Exec.: Katherine Carowless. Agency: Tilds & Cantz Adv., Hollywood. Acct. Exec.: Marvin S. Atz.
- SABLED AMERICAN VETERANS SERVICE FOUNDATION**, 808 17th St., W., Washington, D. C., D. A. V. quiz contest. Agency: Owen & Chapin Inc., New York.
- DISNEY Inc.**, Danbury, Conn., men's s. Adv. Exec.: John B. Beltaire. Agency: Grey Adv., New York. Acct. Exec.: E. R. Richer.
- KIE BREWING Co.**, 2401 Tulane Ave., New Orleans, Dixie beer. Agency: Sewell, Thompson & Caire, New Orleans.
- OBLEER BREWING Co.**, 180 Elm St., Albany, Dobler private deal lager beer and XXX ale. Agency: Dave Fris Adv., New York.
- RRY DOEHLA Co.**, Fitchburg, Mass., greeting cards (agents). Agency: Wab & Beatty, New York. Acct. Exec.: James E. Schwenck.
- ESKIN PRODUCTS Inc.**, 11 W. 42d St., New York, Doeskin facial tissues, dinner napkins and bathroom tissue. Agency: Federal Adv., New York.
- NOVAN Mfg. Co.**, 800 Jackson St., Las, Donovan dresses, Don-A-Tog triswear and Prima Dona dresses. Agency: Brough Adv., Dallas.
- RAY Inc.**, 2601 N. Broad St., Philadelphia, Doray automatic defrosting. Agency: Gray & Rogers, Philadelphia.
- DOUBLEDAY & Co.**, 575 Madison Ave., New York, books. Adv. Exec.: Robert Meyer. Agency: Franklin Spier Inc., New York.
- ROADCASTING • Telecasting**
- DOW CORNING Corp.**, Midland, Mich., Sight Savers eye glass cleaners. Adv. Exec.: L. S. Putnam. Agency: Don Wagnitz Adv., Midland. Acct. Exec.: Don Wagnitz.
- GRACE DOWNS MODEL & AIR CAREER SCHOOL**, 1055 Fifth Ave., New York, model school. Agency: Gunn-Mears Adv., New York.
- THE DRACKETT Co.**, 5020 Spring Grove Ave., Cincinnati, Drano, Windex and Super Charge (S). Adv. Exec.: L. A. Aue. Agencies: Young & Rubicam, New York (Drano and Windex). Acct. Exec.: J. Brooks Emory; Ralph H. Jones Co., Cincinnati (Super Charge). Acct. Exec.: S. A. Willer.
- DRAKE AMERICAN Corp.**, 20 E. 50th St., New York, Rowntree Dairy Box, Black Magic and Carefree chocolates; men's and women's cashmere and fine wool sweaters and cardigans; Brake 100, 200, 300 men's hose. Agency: Abbott Kimball Co., New York.
- DRAVO Corp.**, Dravo Bldg., Pittsburgh and Neville Island, Pittsburgh, air conditioning, boilers and power plants, bridge structures, coal and ore unloaders and bridges, construction towers, crane cab coolers, direct-fired space heaters, docks and ready-mixed concrete. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Acct. Exec.: C. M. Morley.
- DREER'S OF PHILADELPHIA**, 1934 Arch St., Philadelphia, seeds, garden items and housewares and gifts. Agency: H. W. Fairfax Adv., New York. Acct. Exec.: James Fisher.
- THE DREWRY'S Ltd.**, U. S. A. Inc., 1408 Elwood Ave., South Bend, Drewry's ale and beer. Adv. Exec.: Leslie D. Fairbairn. Agency: MacFarland, Aveyard & Co., Chicago.
- DREXEL FURNITURE Co.**, Drexel, N. C., bed room, dining room and living room furniture. Adv. Exec.: A. W. Lindholm. Agency: John Falkner Arndt & Co., Philadelphia. Acct. Exec.: R. C. Chapin.
- JOHN DRITZ & SONS**, 1115 Broadway, New York, sewing notions, art needlework, Dot snappers, Dritz button maker kit and Dritz tailor tacker. Adv. Execs.: Betty Strudler and Alfred B. Caring. Agency: H. W. Hauptman Co., New York.
- DULANE Inc.**, 1900 N. River Rd., River Grove, Ill., Fryrite, Butteryte and Coffryrite electrical appliances. Agency: Lauesen & Salomon, Chicago. Acct. Exec.: Milton H. Sellhorn.
- JOHN H. DULANY & SON Inc.**, Fruitland, Md., fruit and vegetable products (S). Adv. Exec.: William H. Everngam Jr. Agency: W. Earl Bothwell Inc., New York. Acct. Exec.: Kenath Sponcel.
- ALLEN B. DU MONT LABS. Inc.**, 750 Bloomfield Ave., Clifton, N. J. Agency: Campbell-Ewald Co., New York. Acct. Exec.: J. H. Neebe.
- ALFRED DUNHILL OF LONDON, Inc.**, 660 Fifth Ave., New York, pipes, tobaccos, smokers' articles, Rollalite lighters and Dencitea cigarette holders. Adv. Exec.: Cy Nussdorf. Agency: Lawrence C. Gumbinner Adv., Milton Goodman.
- DUO-FAST Co.**, 4015 N. Damen St., Chicago, stapling machine. Agencies: Michael A. Mannion Adv., Chicago; Franklin Fader Co., Newark.
- E. I. DU PONT DE NEMOURS & CO.**, Wilmington, Del., industrial chemicals. Adv. Exec.: William A. Hart. Agencies: BBDO, New York; Charles L. Rumrill & Co., Rochester (petroleum chemicals div.); Robert Otto & Co., New York (export).
- DUQUESNE BREWING Co.** of Pittsburgh, S. 22d & Mary Sts., Pittsburgh, Duquesne pilsener and Can-O-Bear. Agency: Walker & Downing, Pittsburgh. Acct. Exec.: V. I. Mailand.
- DURACLEAN Co.**, Duraclean Bldg., Deerfield, Ill., Duraclean and Duraproof. Adv. Exec.: L. J. Gultch. Agency: Western Adv., Racine, Wis. Acct. Exec.: R. J. Wentzel.
- DURATECH Mfg. Corp.**, 198 Main St., Tarrytown, N. Y., aluminum sports boats. Agency: Richard & Gunther Inc., New York. Acct. Exec.: Paul Falkner.
- DURKEE-ATWOOD Co.**, 215 7th St., N. E., Minneapolis, fan belts, FHP belts, radiator hose, Dor-Tite, industrial belts, inner tubes, automotive chemicals, frost shields, friction tape, rubber tape and Dur-A-Cloth. Adv. Exec.: C. T. Stafford. Agency: Harold C. Walker Adv., Minneapolis. Acct. Exec.: H. S. Walker.
- DURKEE FAMOUS FOODS Div.**, The Glidden Co., Union Commerce Bldg., Cleveland, Durkee's Famous Foods. Adv. Exec.: N. B. Betzold. Agency: Leo Burnett Co., Chicago.
- DURO Co.**, 537 E. Monument St., Dayton, Ohio, water systems and water softeners. Agency: Weber, Geiger & Kalat Inc., Dayton. Acct. Exec.: H. A. Weber.
- DUVAL'S CONSENSUS Inc.**, 41-43 Crescent St., Long Island City, digest of investment advisory service. Adv. Exec.: Pierre A. DuVal. Agency: Albert Frank-Guenther Law, New York. Acct. Exec.: Frank D. Cruikshank.

E

- EASE Inc.**, 2223 N. Hollywood Way, Burbank, Calif., Ease detergents. Adv. Exec.: Robert L. Stone.
- EASTCO Inc.**, 110 E. 42d St., New York, Espotabs and Clearasil. Agencies: Street & Finney Inc., New York; Ruthrauff & Ryan, New York (Clearasil).
- EASTERN AIR LINES**, 10 Rockefeller Plaza, New York, air transportation. Agency: Fletcher D. Richards Inc., New York. Acct. Exec.: Bradley Walker.
- EASTERN WINE Corp.**, 151st St. & Cromwell Ave., New York, Chateau Martin wines, vermouths and champagnes (S). Adv. Exec.: Maurice Greenberg. Agency: Ben B. Bliss Adv., New York. Acct. Exec.: Ben B. Bliss.
- EASY WASHING MACHINE Corp.**, Solar & Spencer St., Syracuse, Easy washers and ironers. Adv. Exec.: Richard E. Weiss. Agency: BBDO, New York. Acct. Exec.: Dale Casto.
- PETER ECKRICH & SONS Inc.**, 1025 Osage St., Ft. Wayne, meat specialties, frankfurts and roaster sausage (S). Adv. Exec.: Lavern E. Gelow. Agency: Westheimer & Block, St. Louis.
- EGAN FICKETT & Co.**, 266 West St., New York, fresh oranges and grapefruit. Agency: Dorothy B. Skinner Adv., New York.
- EICOR Inc.**, Tape Recorder & Rotary Sales Divs., 1501 W. Congress St., Chicago, home tape recorder and player. Adv. Exec.: R. Saichek. Agency: Sander Rodkin Adv., Chicago. Acct. Exec.: Mark Kerman.
- EKCO PRODUCTS Co.**, 1949 N. Cicero Ave., Chicago, Flint kitchen tools, cutlery, Minute Mop, Diamond flatware, Ekcoware and Best Food mixer. Adv. Exec.: Maurice B. Cossman. Agencies: Earle Ludgin & Co., Chicago. Acct. Exec.: M. N. McKinney; Dance - Fitzgerald - Sample, Chicago (Diamond flatware and Minute Mop). Acct. Exec.: Sewall Gardner.
- ELAM MILLS Inc.**, 304 S. Damen Ave., Chicago, whole wheat products. Agency: Charles Silver & Co., Chicago. Acct. Exec.: B. Solomon.
- ELECTRIC AUTO-LITE Co.**, Champlain & Mulberry Sts., Toledo, spark plugs, batteries and lighting and ignition equipment. Adv. Exec.: D. B. Seem. Agencies: Ruthrauff & Ryan, Detroit. Acct. Exec.: Tod Reed; Cecil & Presbrey, New York (Suspense radio and TV show); National Export Adv. Service, New York (export).
- ELECTRIC DEODORIZER Corp.**, 9999 Broadstreet, Detroit, Odor-Master, Electric Deodorizer and Edco safety switch. Agency: Betteridge & Co., Detroit.
- ELGIN NATIONAL WATCH Co.**, 107 National St., Elgin, Ill., Elgin watches and precision instruments. Adv. Exec.: Andrew L. Rowe. Agency: Young & Rubicam, New York. Acct. Exec.: Robert R. Burton.
- MARY ELLEN Inc.**, 2323 4th St., Berkeley, Calif., jams and jellies. Agency: Jewell Adv., Oakland, Calif.
- ELLENA BROTHERS WINERY**, Etiwanda, Calif., Regina wines, sparkling wines, brandy and Ellena's Special Cuvee wine. Agency: Edward S. Kellogg Co., Los Angeles. Acct. Exec.: Edward S. Kellogg.
- O. M. ELLESSON Co.**, 4423 N. Sheridan St., Chicago, watch bands. Adv. Exec.: Fay R. Harper. Agency: Albert Frank-Guenther Law Inc., New York.
- EMBREE Mfg. Co.**, 10 W. Mravlag Pl., Elizabeth, N. J., Liff liquid restorer, Rollio cotton metal polish and Wipe-On plastic finish. Adv. Exec.: Eliot Howell. Agency: Metropolitan Adv., New York.
- EMERSON DRUG Co.**, Lombard & Eutaw Pl., Baltimore, Bromo-Seltzer. Adv. Exec.: Kirk L. Billings. Agencies: BBDO, New York. Acct. Exec.: Herbert West; F. H. Hayhurst Co. Ltd., Toronto (Canadian).
- EMERSON RADIO & PHONOGRAPH Corp.**, 111 8th Ave., New York, radio and TV. Adv. Exec.: Gerald Light. Agency: Grady & Wagner, New York. Acct. Exec.: Warren Lightfoot.
- ENAMEL PRODUCTS Co.**, 300 Eddy Rd., Cleveland, Korok table top. Adv. Exec.: R. H. Norweb Jr. Agency: Carr Liggett Adv., Cleveland. Acct. Exec.: John F. Wilson.
- THE ENGLANDER Co.**, 2447 Roosevelt Rd., Chicago, mattresses, box-springs, bed springs and baby mattresses. Adv. Exec.: Richard W. Girvin. Agency: Leo Burnett Co., Chicago. Acct. Exec.: Donald Colvin.
- ENO-SCOTT & BOWNE**, 60 Orange St., Bloomfield, N. J., Scott's Emulsion, Scott's ointment, Eno effervescent salt and Brylcreem. Agencies: Atherton & Currier Inc., New York (Emulsion and Brylcreem); Hewitt, Ogilvy, Benson & Mather, New York.
- ESKIMO PIE Corp.**, 2 Broad St., Bloomfield, N. J., Eskimo Pie (S). Adv. Exec.: William Wade. Agency: Buchanan & Co., New York. Acct. Exec.: William Dasheff.
- ESSO STANDARD OIL Co.**, 15 W. 51st St., New York, Esso gasoline, motor oil, Essulube, tires, batteries and accessories; oil burners and heating oil; Flit household insecticide; Mistol and Nujol. Adv. Exec.: R. M. Gray. Agencies: McCann-Erickson, New York; Marschalk & Pratt, New York. Acct. Exec.: H. C. Marschalk.
- THE ESTATE STOVE Co.**, Hamilton, Ohio, Estate Heatrola ranges and heaters. Adv. Exec.: L. W. Selmeier. Agency: Don Kemper Co., Dayton, Ohio.
- EVERLAST METAL PRODUCTS Corp.**, 225 Fifth Ave., New York, gift accessories. Agency: Norman C. Preston Adv., New York. Acct. Exec.: Norman C. Preston.
- EVERSHARP Inc.**, 1800 Roscoe St., Chicago, Eversharp writing instruments and Schick Injector razor. Adv. Exec.: E. E. Felton. Agencies: Blow Co., New York; Foreign Adv. & Service Bureau, New York (export).
- EXQUISITE FORM BRASSIERE Inc.**, 159 Madison Ave., New York, brassieres. Adv. Exec.: Max Sanoff. Agency: Philip I. Ross Co., New York.

F

- FADA RADIO & ELECTRIC Co.**, 525 Main St., Belleville, N. J., radios. Adv. Exec.: Charles Roberts. Agency: Sternfield-Godley Inc., New York. Acct. Exec.: Samuel Godley.
- FAIRMONT CANNING Co.**, Fairmont, Minn., Saladettes ready-to-serve vegetable salad. Agency: Patton-Hagerty-Sullivan Inc., Chicago.
- FAIRMONT FOODS Co.**, 1206 Jones St., Omaha, Fairmont dairy and poultry products, frozen fruits, vegetables and ice cream. Adv. Exec.: H. R. Moorman. Agencies: Buchanan-Thomas Adv. Co., Omaha. Acct. Exec.: Robert Savage. Allen & Reynolds, Omaha (Feed and Hatchery Div. and sales of frozen foods to institutions).
- FALSTAFF BREWING Corp.**, 3617 Olive St., St. Louis, beer. Adv. Exec.: Alvin Griesedieck Jr. Agency: Dancer-Fitzgerald-Sample, New York. Acct. Exec.: Charles L. Hotchkiss.
- N. FARAH & SONS Inc.**, 362 Fifth Ave., New York, Lounges housecoats. S. W. FARBER Inc., 415 Bruckner Blvd., New York, Farberware electrical appliances, automatic coffee robots, stainless steel cooking utensils and giftware. Adv. Exec.: A. J. Waserman. Agencies: Posner-Zabin Adv. New York. Acct. Exec.: James E. Zabin; Norman D. Waters Inc., New York. Acct. Exec.: Sanford Hirschberg.
- FASCO INDUSTRIES Inc.**, N. Union at Augusta St., Rochester, electric fans, ventilators, drills, fractional H. P. motors, blowers, switches, circuit breakers and flashers. Agency: Charles L. Rumrill & Co., Rochester. Acct. Exec.: Neil Gallagher.

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NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

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FASTENER Corp., 860 Fletcher St., Chicago, Duo-Fast putty knives, staplers and staples. Adv. Exec.: Harold G. Aranda. Agency: Michael Mannion Adv., Chicago.

FEDDERS-QUIGAN Corp., 57 Tonawanda St., Buffalo, automobile radiators, car heater cores, electric water coolers, heating and cooling coils, unit coolers, refrigeration parts, air-cooled fin and tube condensers, finned evaporators, railroad car heaters, heating and cooling coils, room air conditioners and unit heaters. Adv. Exec.: R. E. Cassatt. Agencies: BBDO, Buffalo. Acct. Exec.: W. A. Hart Jr.; Horace A. Laney, Buffalo (Heating Div. and Water Cooler Div.).

FEDERAL MFG. & ENGINEERING Corp., 213 Steuben St., Brooklyn, photo enlargers, camera, microscopes, enlarging cameras, microfilm projectors and electronic test equipment. Adv. Exec.: Britt Boice. Agencies: Lewin, Williams & Saylor, Newark. Acct. Exec.: Leonard Newsteder; Esmond & Dore, New York. Acct. Exec.: Lawrence Esmond.

FEDERAL OLD LINE INSURANCE Co., 1530 Queen Anne St., Seattle, protection insurance. Agency: Pacific National Adv., Seattle. Acct. Exec.: Frank Horsley.

FELS & Co., 73d & Woodland Ave., Philadelphia, soap, chips, Felso and Rol. Adv. Exec.: Max Brown. Agency: McKee & Albright Inc., Philadelphia. Acct. Exec.: Roy McKee.

FENTON ART GLASS Co., Williams-town, W. Va., Fenton glassware. Adv. Exec.: Joseph Ehnott. Agency: John Falkner Arndt & Co., Philadelphia. Acct. Exec.: Emmett B. Faison.

FESENMEIER BREWING Co., Huntington, W. Va., West Virginia pilsner beer. Agency: King & Cotterman, Parkersburg, W. Va.

FIDELITY - PHILADELPHIA TRUST Co., Broad & Walnut Sts., Philadelphia. Adv. Exec.: B. E. Kempff. Agency: Gray & Rogers, Philadelphia.

THE FIGARO Co., 3500 Commerce St., Dallas, meat curing and smoking products, curing stix and barbecue and table sauces. Agencies: Grant Adv. Inc., Dallas; Ray Beall Adv., Dallas.

J. H. FILBERT Inc., 3701 Southwestern Blvd., Baltimore, Mrs. Filbert's margarine and mayonnaise. Adv. Exec.: J. F. Diener. Agency: Sullivan, Stauffer, Colwell & Bayles, New York. Acct. Exec.: Luther Wood.

FINDERS Mfg. Co., 3669 S. Michigan Ave., Chicago, Hollywood electric housewares (S). Agency: Kuttner & Kuttner, Chicago. Acct. Exec.: Chester Kuttner.

FIRESTONE PLASTICS Co., Pottstown, Pa., Velon film, flex, filament yarn and Exon resins. Agency: Grey Adv., New York. Acct. Exec.: B. I. Brownold.

THE FIRESTONE TIRE & RUBBER Co., 1200 Firestone Pkwy., Akron, Firestone tires, tubes, home and auto supplies, Foamex, foam latex, Contro, elastic yarn, Velon plastic products and Velva-Flo faucet aerator, aircraft steel and industrial products. Adv. Exec.: C. B. Ryan. Agencies: Sweeney & James Co., Cleveland. Acct. Exec.: F. G. James. Grey Adv., New York. Acct. Exec.: Bernard I. Brownold (Foamex cushioning and mattresses, Contro, Velva-Flo and Velon plastic products); Russell T. Kelley Ltd., Hamilton, Ont.

FIRMAN LEATHER GOODS Corp., 137 E. 25th St., New York, Maximilian bonded luggage. Agency: Mann-Ellis Inc., New York. Acct. Exec.: Kurt J. Mann.

FIRST NATIONAL BANK OF ATLANTA, 14 Peachtree St., Atlanta.

FIRST NATIONAL BANK OF ST. LOUIS, 305 N. Broadway, St. Louis, bank services. Agency: Gardner Adv. Co., St. Louis.

FIRST WISCONSIN NATIONAL BANK OF MILWAUKEE, 743 N. Water St., Milwaukee. Adv. Exec.: Robert A. Brown. Agency: Marvin A. Lemkuhl Adv., Milwaukee. Acct. Exec.: Mervin A. Lemkuhl.

THE FIRTH CARPET Co., 295 Fifth Ave., New York, rugs and carpets. Agency: Abbott Kimball Co., New York. Acct. Exec.: J. Perine.

A. EDWARD FISHER & Co., 580 Fifth Ave., New York, Lovebright diamond rings.

FISHER BROS. Co., 2323 Lakeside Ave., Cleveland, Fisher foods. Adv. Exec.: George Fisher. Agency: The Griswold-Eshleman Co., Cleveland. Acct. Exec.: Sam K. Beetham.

FISHER CHEESE Co., Wapakoneta, Ohio, Fisher's cheese. Agency: Don Kemper Co., Dayton. Acct. Exec.: Don Kemper.

FISHER NUT & CHOCOLATE Co., 2327 Wycliff St., St. Paul, Salted-in-the-Shell peanuts. Adv. Exec.: L. R. Smerling. Agency: Firestone-Goodman Adv., Minneapolis.

THE F. W. FITCH Co., 2630-52 Pine St., St. Louis, Fitch's dandruff remover shampoo, Fitch ideal hair tonic and Fitch no-brush and Fitch shaving creams. Adv. Exec.: R. J. Figgott. Agencies: Gardner Adv. Co., St. Louis; Vickers & Benson Ltd., Toronto.

FITZPATRICK BROS., 1300 W. 32d Pl., Chicago, Kitchen Klenser, Automatic soap flakes and Big Jack soap. Adv. Exec.: J. Courtney Fitzpatrick. Agency: Russel M. Seeds Co., Chicago.

5 DAY LABS, 6400 Broadway, W. New York, N. J., 5 Day deodorant pads and Quickies cleansing pads. Agency: Grey Adv., New York. Acct. Exec.: Herbert Strauss.

THE FLAMINGO HOTEL, Las Vegas, hotel. Agency: Milton Weinberg Adv. Co., Los Angeles.

FLEETWOOD COFFEE Co., 246 E. 11th St., Chattanooga, packaged roasted coffees and tea. Adv. Exec.: R. H. Leiper. Agency: Nelson Chesman Co., Chattanooga.

FLEXEES Inc., 417 Fifth Ave., New York, Flexees foundation garments, brassieres and swim suits. Agency: Thomas & Delehanty Inc., New York. Acct. Exec.: Mrs. Irene S. Sims.

FLEX-LET Corp., 580 Fifth Ave., New York, Flex-Let watch bands. Agency: Ben Sackheim Inc., New York.

FLEX-O-GLASS Inc., 1104 N. Cicero Ave., Chicago, glass substitutes. Adv. Exec.: Harold Warp. Agency: Presba, Fellers & Presba Inc., Chicago.

FLEXSTEEL SPRING Div., 113 N. E. 6th St., Minneapolis, Flexstell springs and furniture. Agency: P. G. Powell Adv., Dallas.

FLOAT-EES Corp., 1711 Massachusetts Ave., N. W., Washington, D. C., swim suits. Agency: Friend-Sloane Adv., New York. Acct. Exec.: Chet Sloane.

FLORIDA CITRUS COMMISSION, 326 E. Main St., Lakeland, Fla., all citrus products (N) (S). Adv. Exec.: Ralph M. Henry. Agency: J. Walter Thompson Co., New York. Acct. Exec.: David C. Cory.

THE FLORISTS' TELEGRAPH DELIVERY Assn. Inc., 200 Lafayette Bldg., Detroit, flowers-by-wire. Agency: Grant Adv. Inc., New York. Acct. Exec.: Robert Cole.

THE FLORSHEIM SHOE Co., 130 S. Canal St., Chicago, men's and women's shoes. Adv. Exec.: Martin F. Maher. Agencies: Gordon Best Co., Chicago. Acct. Exec.: Gordon Best (men's shoes); The Filmore Co., Chicago (women's shoes).

FOLEY & Co., 945-47 George St., Chicago, Foley's honey and tar cough syrup, throat tablets. Adv. Exec.: J. B. Foley. Agency: Lauesen & Salomon, Chicago. Acct. Exec.: Wendell Walker.

FOLEY Mfg. Co., 3300 5th St., N. E., Minneapolis, Foley saw filer, food mill, sifter, baby strainer, chopper, lawn mower sharpener and can opener. Agencies: Foulke Agency, Minneapolis. Acct. Exec.: Robert Foulke (machinery); BBDO, Minneapolis. Acct. Exec.: Babb Chaney (kitchen utensils).

J. A. FOLGER & Co., 101 Howard St., San Francisco, coffee (S). Adv. Exec.: Peter Folger. Agency: Raymond R. Morgan Co., Hollywood. Acct. Exec.: P. F. Anderson.

FORD MOTOR Co., 3000 Schaefer Rd., Dearborn, Mich., Ford passenger cars, trucks and commercial cars, Mercury passenger cars, Lincoln and Lincoln Continental passenger cars, benzol, charcoal and other by-products. Adv. Exec.: Gordon C. Eldredge (Ford); William G. Licht (Lincoln and Mercury) and Robert F. G. Copeland. Agencies: J. Walter Thompson Co., Chicago (all Ford adv., Ford products and dealer adv.); Kenyon & Eckhardt, New York. Acct. Exec.: W. Breckenridge (Lincoln and Mercury Divs. and institutional adv.).

FOREMOST DAIRIES Inc., 2903 College St., Jacksonville, milk; ice cream, milk products and orange juice. Agency: Fletcher D. Richards Inc., New York.

L. C. FORMAN & SONS Inc., Pittsford, N. Y., Forman's piccalilli. Adv. Exec.: Wilbur E. Forman. Agency: C. Wendell Muench & Co., Chicago.

FORST PACKING Co., Kingston, N. Y., Forst's Formost ham, bacon and frankfurts, and Catskill Mountain smoked turkeys, sausage, hams and bacon. Agency: Kaplan & Bruck, New York.

FORSTNER CHAIN Corp., 646 Nye Ave., Irvington, N. J., jewelry and watch bracelet. Adv. Exec.: W. Kent Schmid. Agencies: Lewin, Williams & Saylor, New York. Acct. Exec.: D. N. Waterbury; McConnell, Eastman & Co., London, Ont.

IRVIN B. FOSTER SPORTSWEAR Co., Kensington & Ontario Sts., Philadelphia, men's and boy's tailored sportswear. Adv. Exec.: Jack Brazina. Agency: Solis S. Cantor Adv., Philadelphia. Acct. Exec.: Solis S. Cantor.

L. W. FOSTER SPORTSWEAR Co., Hancock & West Moreland Sts., Philadelphia, sportswear. Adv. Exec.: Howard Yusem. Agency: Leonard F. Feilman & Assoc., Philadelphia.

4 SEASONS Inc., 1213 N. Highland Ave., Hollywood, 4 Seasons salad dressing base. Agency: Carl Heintz & Co., Los Angeles. Acct. Exec.: Carl Heintz.

FOWNES BROS. & Co., 411 Fifth Ave., New York, ladies' men's and children's gloves and nylon hosiery. Agency: The Rockmore Co., New York.

H. FOX & Co., 416 Thatford Ave., Brooklyn, U-Bet syrups. Agency: Paul Smallen Adv., New York.

FOX HEAD BREWING Co., 227 Maple Ave., Waukesha, Wis., Fox Head "400" beer and Old Waukesha ale (S). Adv. Exec.: Roy J. Bernier. Agency: Klauvan Pieterson-Dunlap Assoc., Milwaukee. Acct. Exec.: Marvin Rand.

I. J. FOX Inc., 393 Fifth Ave., New York, furs. Adv. Exec.: Maurice W. Rybeck.

PETER FOX BREWING Co., 2626 W. Monroe St., Chicago, Fox DeLuxe. Adv. Exec.: Albert J. Meyers. Agency: Fletcher D. Richards Inc., Chicago.

THE FOY PAINT Co., 1776 Mentor Ave., Cincinnati, paint, accessories and wallpaper. Adv. Exec.: Mary Levy. Agency: S. C. Baer Co., Cincinnati.

FRANCES DENNEY, 5935 Woodland Ave., W. Philadelphia, Frances Denney toilet preparation. Agency: Gray & Rogers, Philadelphia.

WALLY FRANK Ltd., 150 Nassau St., New York, Wally Frank pipes and tobaccos. Adv. Exec.: Ernest Brian. Agencies: Huber Hoge & Sons, New York; Dundes & Frank Inc., New York.

FRANKENMUTH BREWING Co., Frankenthum, Mich., Mel-O-Dry and Old English brand ale. Agency: Ralph Sharp Adv., Detroit.

THE BENJAMIN FRANKLIN, 9th & Chestnut St., Philadelphia, hotel, dining rooms and cocktail lounge. Adv. Exec.: Ralph W. Temple. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: James Gibson.

FRANKLIN BREWING Co., 117 N. Sandusky St., Columbus, beer. Adv. Exec.: Donald L. Hines. Agency: Kelly & Lamb Adv., Columbus. Acct. Exec.: Nevin Rhodes.

THE FRANTZ Co., 1033 E. Ohio St., Pittsburgh, Doc Frantz special bread and M-O-L. Agency: Bachman, Kelly & Trautman, Pittsburgh. Acct. Exec.: H. B. Trautman.

FRAZAR FOODS Ltd., Desert Springs, Calif., dried vegetables, meat tenderizer and jelly powder. Adv. Exec.: Nelson A. Frazar. Agency: Hal Seidel, Hollywood.

FREE METHODIST CHURCH WEST LAWN, 64th & S. Komensky Sts., Chicago, Light & Life Hour. Agency: Walter F. Bennett & Co., Chicago.

FREEDOM-VALVINE OIL Co., 6th St. & 3d Ave., Freedom, Pa., refiners and marketers of Pennsylvania crude, rust control products. Adv. Exec.: Wayne R. Sphar. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: Joseph Epstein.

FREEMANTEL VOICE INSTITUTE Inc., 205 W. 57th St., New York, home study courses in public speaking and singing. Agency: Moss Assoc., New York. Acct. Exec.: Joseph Moss.

THE R. T. FRENCH Co., 50 Mustard St., Rochester, prepared mustard, spices, bird seed, bird gravel, Worcestershire sauce, instant potato, Good Luck pie crust mix and pie filling and Silvo silver polish. Adv. Exec.: O. L. Westgate. Agencies: Richard F. Foley Adv., Philadelphia. Acct. Exec.: Charles H. Eyles (bird seed, pet supplies and Silvo silver polish); J. Walter Thompson Co., New York. Acct. Exec.: William Resor (French's mustard, spices, extracts, Worcestershire sauce, instant potato and Good Luck for mixes); Lennen & Newell, New York.

FRENCH SARDINE Co., Termin Island, Star-Kee tuna and Eatw sardines. Agency: Rhoades & Davis, San Francisco. Acct. Exec.: R. Davis.

FRIGIDAIRE DIV., General Motors Corp., 300 Taylor St., Dayton, Frigidaire electric refrigerators, ranges, automatic washers, ironers, dry food freezers, water heaters, dehumidifier, water coolers, air conditioners, ice cream cabinets, ice makers, beverage coolers, milk coolers and commercial refrigeration equipment. Adv. Exec.: F. H. Peters. Agency: Foot Cone & Belding, Chicago. Acct. Exec.: Fairfax M. Cone.

FRITO Co., 2600 Cedar Springs, Dallas, Fritos, Chee-Tos and Ta-Tos. Adv. Exec.: John R. McCarty. Agency: Glen Adv., Dallas. Acct. Exec.: R. K. Glenn.

THE FRONTIER REFINING Co., 4 Boston Bldg., Denver, Col. Adv. Exec.: Joe E. Tracy. Agency: Bob Betts Adv., Denver. Acct. Exec.: Bob Betts.

FROSTIE WINTERS Inc., 270 Pa. Ave., New York, Kopal cosmetic enamel for teeth, Cosmedent cosmetic toothpaste. Adv. Exec.: John H. Winters. Agency: Waddell & Winter New York.

FROSTY CREME PRODUCTS Inc., 4555 Delmar Blvd., St. Louis, Cerr Curl home permanent wave. Agency: Roman Adv., St. Louis.

FUNKEL OUTDOOR PRODUCTS Inc., 460 4th Ave., New York, beach garden umbrellas and lawn furniture. Adv. Exec.: Irving Zakin. Agency: Atlantic Adv. Co., New York. Acct. Exec.: Murray E. Cohen and Irving H. Glick.

R. E. FUNSTEN Co., 1515 Delmar St., St. Louis, Funsten's pecans. Agency: Oakleigh R. French & Assoc., St. Louis.

G

THE GADGET-OF-THE-MONT CLUB Inc., 6600 Lexington Ave., Los Angeles, sampling new products v club memberships. Adv. Exec.: Jan Marshall. Agency: Davis-Harrison-Simmonds, Los Angeles. Acct. Exec.: T. S. Simmonds.

GADGET PREVUE SYSTEM OF AMERICA Ltd., 6600 Lexington Ave., Los Angeles, sampling new products via home demonstrations. Adv. Exec.: Peggy Ryan.

GALLO WINES, P.O. Box 1173, Modesto, Calif., wine (N) (S). Adv. Exec.: Neil Shaver. Agencies: BBDO, San Francisco (domestic adv.) Acct. Exec.: Chisty Allen; Carlo Vinti Agency, New York (foreign adv.). Acct. Exec.: Carlo Vinti.

GARFIELD WILLIAMSON Inc., 11 W. Side Ave., Jersey City, Wonder lawn, Yankee, Green Circle grass seed, Plantspur, Imp fertilizers, Metams slug-pestroyer, Winterlife, bird food, Rhodono plant stimulant, Mako compost-fertilizer maker, Chinchex b control powder. Agency: A. M. S. dler Adv., Brooklyn.

GASETERIA Inc., 1031 E. Washington St., Indianapolis. Adv. Exec.: Bernard C. McKay.

GASTON Mfg. Co., 234 W. 2d St., Cincinnati, toys. Adv. Exec.: Raymond Gaston. Agency: Farson, Huff Northlich, Cincinnati. Acct. Exec.: James R. Heekin Jr.

GATEWAY WHOLESALE SPORTS GOODS Co., 1321 Main St., Kansas City, fishing tackle. Adv. Exec.: L. C. Munow. Agency: R. J. Potts, C. Kins & Holden, Kansas City. Acct. Exec.: R. J. Potts.

GAXTON Co., 214 N. Charles St., Baltimore, apparel. Agency: Sterling Adv., New York. Acct. Exec.: Irvin E. Engelmere.

GAY-TOGS Inc., 132 W. 36th St., New York, Gay-Togs blouses and sport wear. Agency: Sterling Adv., New York.

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

GAYLORD, 5th & Hamilton Sts., Pittsburgh, hosiery and women's accessories, giftwares and housewares. Agency: Lando Adv., Pittsburgh. Acct. Exec.: Robert Lando.

YNES Inc., 500 7th Ave., New York, women's apparel. Agency: Diamond-nett Inc., New York.

WELLMAN MFG. Co., 1700 1st St., Rock Island, Ill., Sew-Gem electric sewing machine. Agency: Kenneth B. Cutler & Assoc., Mendota, Ill.

PACKING Corp., 83 33d St., Brooklyn, edible oils. Adv. Exec.: Rемо F. Giordano. Agency: Emil Mo- Co., New York.

MEX Co., Union, N. J., wrist watches and straps. Agency: Reiss Adv., New York.

GENERAL BAKING Co., 420 Lexington Ave., New York, Bond bread and bakery products. Adv. Exec.: A. Waldron Stone. Agencies: BBDO, New York. Acct. Exec.: Charles Dal- Al Paul Lefton Co., Philadelphia. Acct. Exec.: J. J. Wilson.

GENERAL CONFERENCE OF SEVENTH-DAY ADVENTISTS, 6840 East Ave., Takoma Park, D. C., weekly program (N).

GENERAL CONTROLS Co., 801 Allen St., Glendale, Calif., pressure tem- perature and flow controls. Adv. Exec.: Henry B. Safford. Agency: son-Jorgensen Inc., Los Angeles. Acct. Exec.: C. B. Hosking.

GENERAL ELECTRIC Co., 5 Lawrence Bloomfield, N. J., oil and gas-fired heating equipment, air conditioning and refrigeration equipment and wa- coolers. Agency: Kenyon & Eck- hart, New York. Acct. Exec.: W. H. Ben.

GENERAL ELECTRIC Co., Schenec- tady, N. Y., electrical equipment for utilities, industries, commerce and more. Agencies: Foster & Davies, Cleveland; BBDO, New York and yeland; Maxon Inc., New York; Benton & Bowles, New York; Klau-Van erson-Dunlap Assoc., Milwaukee; ng & Rubicam, New York.

GENERAL ELECTRIC Co., Electronics k, Syracuse, N. Y., TV and radio eivers, component electronic equip- ment, commercial electronic equip- ment, electronic tubes (S). Adv. Exec.: M. Fassler (receiver dept.), G. A. dford (tube dept.) and R. D. Jor- (equipment dept.). Agency: Max- on Inc., New York. Acct. Exec.: M. F. ony.

GENERAL ELECTRIC Co., Lamp Div., Ma- Park, Cleveland, GE lamps. Agencies: Foster & Davies, Cleveland. Acct. Exec.: M. R. Davies; BBDO, Cleveland. Acct. Exec.: G. F. Cozzens.

GENERAL FOODS Corp., 250 Park Ave., New York, food products. Adv. Exec.: Edwin W. Ebel. Agencies: ng & Rubicam, New York (Jell-O, minute products, Swans Down prod- Grape-Nut products, Franklin er coconut and Birds Eye prod- ucts); Foote, Cone & Belding, New York (Postum products, La France, na and Calumet baking powder); Benton & Bowles, New York (Certo, Jell, Post's products, D-Zerta, coffee, Maxwell House tea, Dia- mond Crystal salt, Walter Baker prod- uct and Instant Maxwell House); er Adv. Ltd., Toronto (Canadian). Acct. Exec.: W. R. Baker.

GENERAL GROCER Co., 301 S. 8th St., St. Louis, Topmost and American Like Fresh foods, Cobcut corn Manhattan coffee. Adv. Exec.: Dana Brown. Agency: Olian Adv. Co., St. Louis. Acct. Exec.: Mrs. Mar- Hart Nelson.

GENERAL ICE CREAM Corp., 101 Terrace, Schenectady, Sealtest ice cream, milk and other dairy products and Deerfoot Farm meat products. Adv. Exec.: E. M. Rice. Agencies: Lee & Albright, Philadelphia; Dave Adv. Co., Albany; Hoag & Pro- te, Boston; Baldwin, Bowers & Schan Inc., Buffalo; Charles L. R. Mill & Co., Rochester; N. W. Ayer & Co., Philadelphia.

GENERAL MILLS Inc., 400 2d Ave., Minneapolis, Wheaties, Kix, Cheerios, Quik, Betty Crocker cake mixes, Gold Medal Kitchen-Tested flour, Softasilk cake flour, Crustquick bakers flour, Larro feeds and vitamin products, home appliances and industrial machinery. Adv. Execs.: C. S. Sam- uel, W. B. Cash, G. S. Barnes and J. S. Fish. Agencies: Dancer-Fitzger- ald, New York. Acct. Execs.: D. J. Manchester and H. M. Dancer (Gold Medal Kitchen Tested flour,

Softasilk cake flour and Cheerios, Betty Crocker cereal tray and cake mixes); Knox Reeves Adv., Minneapo- lis. Acct. Execs.: E. E. Sylvestre and Wayne Hunt (Wheaties, Bisquick and Crustquick); BBDO, Minneapolis. Acct. Exec.: J. M. Bridge (public relations and home appliances and Betty Crocker); Tatham-Laird Inc., Chicago. Acct. Execs.: A. E. Tatham and G. A. Bolas; Zimmer, Keller & Calvert Inc., De- troit; Dancer-Fitzgerald & McDougall, San Francisco.

GENERAL MOTORS Corp., General Motors Bldg., Detroit and General Motors Bldg., New York. Agencies: D. P. Brother & Co., Detroit (Olds and A. C. spark plugs); Campbell-Ewald Co., Detroit (Chevrolet, Delco-products, Delco-remy, guild lamp, Harrison radiator, Packard electric, United Motors Service, Saginaw steering gear, Central Foundry Div. Delco radio, Motor Holding Div., Rochester Products Div. and Aeroproducts Div.); Campbell-Ewald Co., New York (Hyatt bearings, General Motors Acceptance Corp.); Geyer, Newell & Granger, Dayton; Albert Frank-Guenther Law, New York; Kudner Agency, New York (Buick, Fisher body, General Motors Institutional, diesel, electro-motive, Allison, Detroit Diesel and Cleveland Diesel Engines Divs. and GMC Truck and Coach Div.); Foote, Cone & Belding, Chicago (Frigidaire and Delco appli- cances); MacManus, John & Adams, Detroit (Pontiac and Cadillac); Mc- Kim Adv. Ltd., Toronto (G. M. Diesel Ltd. Adv.); MacLaren Adv. Co. Ltd., Toronto (General Motors Products of Canada Ltd. and The McKinnon In- dustries Ltd.); Baker Adv. Ltd., Tor- onto (Frigidaire Products of Canada Ltd.).

GENERAL RETAIL Corp., Nashville. Adv. Exec.: William H. Maclay. Agency: Campbell-Ewald Co., Chi- cago. Acct. Exec.: Earl Clements.

GENERAL SHOE Corp., 111 7th Ave. N., Nashville. Agency: Noble-Dury & Assoc. Inc., Nashville. Acct. Exec.: Albert Noble.

THE GENERAL TIRE & RUBBER Co., Akron, Ohio, General tires and tubes, vinyl film, sponge rubber products and Pennsylvania athletic goods. Adv. Exec.: Ralph H. Harrington. Agency: D'Arcy Adv., St. Louis and Cleveland. Acct. Execs.: Kent Lee and W. T. Raidt.

GENESE BREWING Co., 100 National St., Rochester, N. Y., beer and ale. Adv. Exec.: James P. Duffy. Agency: Rogers & Porter, Rochester. Acct. Exec.: Earl A. Rogers.

GENEVA FORGE Inc., 1949 N. Cicero Ave., Chicago, cutlery. Adv. Exec.: Earl Lewis. Agency: Earle Ludgin & Co., Chicago.

GENEVA MODERN KITCHENS Inc., Geneva, Ill., metal kitchen cabinets. Agency: O'Grady-Anderson-Gray Inc., Chicago. Acct. Exec.: W. F. O'Grady.

GEORGIA POWER Co., P. O. Box 1719, Atlanta, industrial development of Georgia. Adv. Exec.: Joseph W. Kling.

GERBER PRODUCTS Co., Fremont, Mich., Gerber's baby foods. Adv. Exec.: Kenneth Baker. Agencies: Fed- eral Adv., New York. Acct. Exec.: Kenneth Plumb. Canadian Adv. Ltd., Toronto.

R. GERBER & Co., 648 W. Randolph St., Chicago, Gerber's corn popping package, corn popping oil and Gerber's olive oil. Agency: Newby & Peron Inc., Chicago.

GERITY-MICHIGAN Corp., 1365 Beecher St., Adrian, Michigan, Dish- master dishwasher and bathroom accessories. Adv. Exec.: T. O. McCul- lough. Agency: Albert Frank-Guen- ther Law, New York.

A. GETTELMAN BREWING Co., 4400 W. State St., Milwaukee, Wis., beer. Agency: Hoffman & York Inc., Mil- waukee. Acct. Exec.: G. Willard Meyer.

GIBSON REFRIGERATOR Co., Green- ville, Mich., Gibson Defrost-o-matic electric refrigerators and Kookall elec- tric ranges and home freezers. Adv. Exec.: G. V. Drumm. Agencies: W. W. Garrison & Co., Chicago. Acct. Exec.: W. W. Garrison. Wallace-Lindeman Inc., Grand Rapids. Acct. Exec.: H. F. Driscoll.

THE A. C. GILBERT Co., New Haven, Erector, tool chests, chemistry, magic, puzzles and Gilbert electrical prod- ucts, Vitalator, American Flyer trains and electric drills. Adv. Exec.: Wil- liam D. Perry. Agencies: Charles W. Hoyt Co., New York. Acct. Exec.: Winthrop Hoyt (Erector, Gilbert chem- istry and American Flyer); Lindsay

Adv., New Haven. Acct. Exec.: Mer- rill K. Lindsay Jr. (Vitalator electric vibrator); Doyle Dane Bernbach, New York (electrical appliances).

JOHN O. GILBERT CHOCOLATE Co., Jackson, Mich., chocolate candies. Adv. Exec.: E. B. Wandel. Agency: Guy C. Gore Co., Jackson.

GILBERT ORIGINALS Inc., 847 W. Jackson St., Chicago, Gilbert Originals. Adv. Exec.: A. O. Gilbert. Agency: Kuttner & Kuttner Inc., Chicago.

THE GILLETTE Co., 15 W. 1st St., Boston, Gillette, Probak and Valet safety razors and blades; Gillette brushless and lather shaving creams. Adv. Execs.: J. J. Lambert and Jo- seph Novas. Agency: Maxon Inc., De- troit. Acct. Execs.: Lou R. Maxon and Searle Hendee.

GIMBEL BROS. Inc., Broadway at 33d St., New York, department store. Adv. Exec.: William S. Meyerson.

GINI PRODUCTS Inc., 1726 S. Del Mar Ave., San Gabriel, Pinwae Pin-Curl home permanent. Agency: Erwin, Wasey & Co., Los Angeles.

GINSBURG & ABELSON Inc., 1400 Broadway, New York, dresses. Agency: Douglas D. Simon Adv., New York. Acct. Execs.: Carolyn Glass and Ed- ward LeVangie.

GIOIA MACARONI Co., 1700 Elmwood Ave., Buffalo, macaroni products. Agency: Storm Adv., Rochester. Acct. Exec.: Morry Storm.

GIRARD TRUST CORN EXCHANGE BANK, Broad & Chestnut Sts., Phila- delphia, banking facilities. Adv. Exec.: George J. Watts. Agency: The Aitkin- Kynett Co., Philadelphia.

A. GIURLANI & BRO., 537 Front St., San Francisco, Star olive oil, Gancia wines, vermouths and Millefiore liqueur. Agency: Hixson & Jorgenson, San Francisco. Acct. Exec.: Jay Heller.

GIVEN MFG. Co., 3301 Fruitland Ave., Los Angeles, Waste King pulverator and restaurant pulverator. Agency: H. M. Gardner & Assoc., Los Angeles. Acct. Exec.: Harold Gardner.

THE GLIDDEN Co., 11001 Madison Ave., Cleveland, Japalac, Ripolin, Spred Satin, Spred Flat, Endurance house paint, Endurance Imperial house paint, Fluorenam, Gliddenspar, Spray- Day-Lite, Glidair aviation finishes, Nu- belite, powdered metals, soya products, naval stores, chemicals and pigments, oils, industrial finishes and coatings, Durkees AA margarine, Durkees Fa- mours dressings, Durkees mayonnaise, Durkees shortening, livestock and poultry and pet feeds. Adv. Execs.: N. B. Betzold, Tully H. Turney and Joseph N. Fritsch. Agencies: Med- rum & Fewsmith Inc., Cleveland. Acct. Exec.: H. W. Cooper; The Lee Don- nelley Co., Cleveland.

GLOBE MILLS (TRADE NAME), PILLSBURY MILLS Inc., 1436 Good- rich Blvd., E. Los Angeles. Globe Al flour. Agency: Leo Burnett Co., Los Angeles. Acct. Exec.: Howard Cheney.

GLUEK BREWING Co., 2000 N. E. Marshall St., Minneapolis. Adv. Exec.: Louis A. Gluek. Agency: Vance Pidgeon & Assoc., Minneapolis.

GLYCO-MIST Inc., 1200 Switzer Ave., St. Louis, Glyco-Mist household de- odorant. Adv. Exec.: Jack Varley. Agency: Leche & Leche Adv., Dallas. Acct. Exec.: Miles F. Leche.

GODCHAUX SUGARS Inc., Caronde- let Bldg., New Orleans, Godchaux pure cane sugar, Servall poultry litter and horticultural products. Adv. Exec.: J. A. Godchaux. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: J. Espein.

GOEBEL BREWING Co., Rivard & Maple Sts., Detroit, beer. Adv. Exec.: Arnold C. Graham Jr. Agencies: Brooke, Smith, French & Dorrance Inc., Detroit. Acct. Exec.: C. A. Mon- roe; Russell, Harris & Wood Inc., San Francisco.

M. K. GOETZ BREWING Co., 601 Al- bermarie St., St. Joseph, Goetz Coun- try Club beer. Adv. Exec.: Allen B. Russell. Agency: Compton Adv., Chi- cago. Acct. Exec.: Richard K. Mont- gomery.

GOLD MEDAL CANDY Corp., 2857 W. 8th St., Brooklyn, N. Y., Bonomo's Turkish Taffy, peanut brittle, and Kor- day hard candies (N) (S). Adv. Exec.: Tico Bonomo. Agency: Emil Mogul Co., New York. Acct. Exec.: Seth To- bias.

GOLD MEDAL HAIR PRODUCTS Inc., 337 Kings Highway, Brooklyn, Medalo hair styles, hair pieces, marcel irons, pressing combs, sun glasses, Be-Gone hair and scalp preparations and Car-

bonel products. Adv. Exec.: Jerome Freedman. Agency: W. L. Vomack Inc., Brooklyn.

GOLD SEAL Co., Bismarck, N. D., Gold Seal wax cleaning products and Snowy powdered bleach. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Bud Howard.

GOLDBAN PHARMACAL Co., 216 Federal St., Camden, N. J., Garwood's tablets and Zandene. Agency: Emjay Co. Adv., Camden.

GOLDEN STATE Co., 425 Battery St., San Francisco, dairy products. Adv. Exec.: C. L. Nelson. Agency: Guild, Bascom & Bonfigli Adv., San Francisco.

SAMUEL GOLDWYN PRODUCTIONS Inc., 1270 6th Ave., New York, motion pictures. Agency: Foote, Cone & Belding, New York. Acct. Exec.: Harold Holt.

GOOD FOODS Inc., 5725 Highway #7, Minneapolis, Skippy peanut butter. Adv. Exec.: A. M. Brisbois. Agency: Guild, Bascom & Bonfigli, San Fran- cisco.

GOODALL FABRICS Inc., 525 Madison Ave., New York, selling agents: drapery, slip cover, casement curtain and bedspread fabrics, Redo, Goodal- lite and Leatherwove coated fabrics, Seamloc carpets, woolsens for women's coating, transportation and automotive fabrics. Agency: Ruthrauff & Ryan, New York. Acct. Exec.: Robert Wat- son.

B. F. GOODRICH Co., 500 S. Main St., Akron, Silvertown tires and tubes, Glasstex batteries, Seal-O-Matic puncture sealing tubes, auto and home line of accessories and merchandise, Brun- swick, Diamond, Hood and Miller tires and tubes grouped under Associated Lines Sales Div.; sales to automotive and aviation industries and govern- ment. Agencies: Henry A. Loudon Adv., Boston (flooring); Harry E. Fos- ter Adv. Ltd., Toronto (rubber); BBDO, New York (tires); Griswold- Eshleman Co., Cleveland (Truck and Bus Tire Div., Industrial & General Products Div. and Associated Lines and Koroseal).

THE GOODYEAR TIRE & RUBBER Co., 1144 E. Market St., Akron, tires, tubes, mechanical goods, printers' sup- plies, shoe products, auto seats, mat- tresses, pillows, furniture cushioning, flooring films, chemicals, retreading and repair materials, rubberized fab- ric, batteries and brake lining, car and home merchandise, aviation prod- ucts, tubes, wheels and brakes, fuel cells and ice-guards. Adv. Exec.: D. T. Buchanan. Agencies: Young & Rubi- cam, New York (passenger tires and life guard tubes); Compton Adv., New York (shoe products); Kudner Agency Inc., New York; Norman Malone & Assoc., Akron.

GORDON BAKING Co., 2303 E. Verner St., Detroit, Silver Cup bread. Agency: N. W. Ayer & Son, Detroit.

GOSPEL BROADCASTING Assn., 44 S. Mentor St., Pasadena, religion. Agency: R. H. Alber Co., Los Angeles.

GOTHAM HOSIERY Co., 200 Madison Ave., New York, Gotham Gold Stripe, K-T-C, Adjustable, Tabarin, Holly- vogue and Onyx hosiery. Agency: Sterling Adv., New York. Acct. Exec.: Leona Bowman.

GOTTFRIED Co., 1778 E. 30th St., Cleveland, Marie Dressler and Mynette dresses and Seas-n-rite suits. Adv. Exec.: R. P. Cone. Agency: Lustig Adv., Cleveland. Acct. Exec.: Leroy Lustig.

GOVERNMENT OF THE PROVINCE OF ALBERTA, PUBLICITY OFFICE DEPARTMENT OF ECONOMIC AF- FAIRS, Legislative Bldg., Edmonton, Alberta Industrial Resources of Pro- vince. Agencies: Stewart-Bowman-Mac- Pherson Ltd., Edmonton, Alberta. Acct. Exec.: W. M. Kerr. James Lovick & Co. Ltd., Alberta. Acct. Exec.: Dave Wood. J. J. Gibbons Ltd., Alberta. Acct. Exec.: E. Maloney.

GOWNS BY VENE Inc., 525 7th Ave., New York, bridal gowns and brides- maid gowns. Agency: Givaudan Adv., New York. Acct. Exec.: B. T. Givaudan.

BILLY GRAHAM EVANGELIST Assn., 1620 Harmon Pl., Minneapolis, Hour of Decision radio program. Agency: Walter F. Bennett & Co., Chicago.

GRANAT BROS., Mission & 20th St., San Francisco, Granat tempered

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mountings and diamond rings. Adv. Exec.: Harold M. Bernstein. Agency: Merchandising Factors Inc., San Francisco. Acct. Exec.: Marshall Weigel.

THE GRAND UNION Co., 100 Broadway, E. Paterson, N. J., grocery products. Adv. Exec.: Franklyn S. Ferry. Agency: French & Preston, New York. Acct. Exec.: C. R. Tanton.

GRANNY GOOSE FOODS Co., 916 98th St., Oakland, food products. Agency: Russell, Harris & Wood, San Francisco.

W. T. GRANT Co., 1441 Broadway, New York, general merchandise (S). Acct. Exec.: Joseph R. Rowen.

THE GRAPETTE Co., 112 E. Grinstead St., Camden, Ark., Grapette beverages.

GRAVYMASTER Co., 43-44 21st St., Long Island City, Gravy Master seasoning. Agency: Samuel Croot Co., New York.

GRAYSON-ROBINSON STORES Inc., 550 W. 59th St., New York, apparel. Agency: Kuttner & Kuttner, Chicago. Acct. Exec.: Miss F. Kuttner.

SEYMOUR GREAN & Co., 131 W. 30th St., New York, wholesale furs. Agency: Lind-Gilbert Assoc., New York. Acct. Exec.: Mrs. Gilbert.

THE GREAT ATLANTIC & PACIFIC TEA Co., 420 Lexington Ave., New York, A & P chain stores. Agencies: Paris & Peart, New York; Carl Byoir & Assoc., New York.

GREAT LAKES PRODUCTS Inc., 8655 Military St., Detroit, bait casting rods and reels. Agency: Advisors Inc., Detroit.

GREEN GIANT Co., 1100 Summit St., Le Sueur, Minn., Niblets Brand corn, Green Giant Brand peas, Del Maiz Brand corn, Niblets Brand mexicorn, Kounty Kist Brand peas and corn. Agencies: Leo Burnett Co., Chicago. Acct. Exec.: William L. Diener; Walsh Adv. Co. Ltd., Windsor, Ont.

GREEN SPOT Inc., 1501 Beverly Blvd., Los Angeles, Green Spot orange and grapefruit beverages and concord grape concentrate. Adv. Exec.: H. M. Kitchen. Agency: Beaumont & Holman Inc., Los Angeles.

GREER SHOP TRAINING Inc., 2230 S. Michigan Ave., Chicago, school. Agency: Harry Atkinson Inc., Chicago. Acct. Exec.: G. F. Southward.

WILLIAM GRETZ BREWING Co., 1536 Germantown Ave., Philadelphia, Gretz beer. Adv. Exec.: Karl L. Gretz. Agency: Scheideler, Beck & Werner, New York. Acct. Exec.: Philip Genthner.

GREYHOUND Corp., 2650 Bd. of Trade Bldg., Chicago, bus service. Agencies: Beaumont & Hohanman, Chicago. Acct. Execs.: H. A. Hohman and W. O. O'Neil.

THE GREYSTONE Corp., 100 6th Ave., New York, Greystone press books, fiction book club and executive books. Agencies: H. B. Humphrey, Alley & Richards Inc., New York. Acct. Exec.: N. C. Smith; Schwab & Beatty, New York. Acct. Exec.: John Jenks.

GRID-L-RICH Inc., 646 N. Michigan St., Chicago, Grid-L-Redi pancake batter. Agency: Olian Adv. Co., Chicago.

GRIESEDECK WESTERN BREWERY Co., 3607 N. Florissant Ave., St. Louis, Hyde Park beer. Adv. Execs.: Frank B. Griesedieck and H. J. Saemann. Agency: Erwin, Wasey & Co., Chicago. Acct. Exec.: Joe Bengel.

GRIFFIN MFG. Co., 410 Willoughby Ave., Brooklyn, shoe polish. Adv. Exec.: W. F. Smith. Agency: Birmingham, Castleman & Pierce, New York. Acct. Exec.: A. Birmingham.

JANE GRIFFITH POTTERY HOUSE, Oreland, Pa., ceramics. Agency: Wil Roberts Adv., Philadelphia.

GRIGGS, COOPER & Co., 1821 University St., St. Paul, Home Brand foods, Minuet crackers and cookies and Sweetest Maid candies. Agency: Campbell-Mithun Inc., Minneapolis.

DAVID GRIMES MFG. Co., 9 E. 47th St., New York, leather goods and specialties. Agency: Davis-Parsons Inc., New York. Acct. Exec.: William Strohmeyer.

GROSSET & DUNLAP Inc., 1107 Broadway, New York, books (reprint, juvenile and original). Agency: Sussman & Sugar Inc., New York. Acct. Exec.: Melvin Fauer.

GROVE LABS. Inc., 8877 Ladue Rd.,

St. Louis, 4-Way Brand and Bromo Quinine Brand cold tablets (S). Adv. Exec.: Robert J. Piggott. Agencies: Harry B. Cohen Adv., New York (4-Way). Acct. Exec.: Harry B. Cohen; Gardner Adv., St. Louis (Bromo Quinine). Acct. Exec.: Charles E. Claggett.

GROVETON PAPERS Co., Groveton, N. H., Vanity Fair DeLuxe bathroom and facial tissue. Adv. Exec.: George Schildge. Agency: John C. Dowd Inc., Boston.

THE GRUEN WATCH Co., Time Hill, Cincinnati, wrist and pocket watches. Agencies: McCann-Erickson Inc., New York; Locke, Johnson & Co. Ltd., Toronto.

GUARDIAN TOBACCO Co., 1170 Broadway, New York, Venicots de-nicotized cigars, cigarettes and pipe tobacco. Adv. Exec.: H. B. Mendelsohn. Agency: Jules Lippitt Adv., New York.

KARL GUGGENHEIM Inc., 33 Union Sq., New York, Agency: Sales Promotion & Adv. Service, New York.

GITARE Inc., 652 N. Robertson Blvd., Hollywood, Guitare non-smear lipstick. Agency: Raymond Keane Adv., Los Angeles. Acct. Exec.: E. W. Keane.

GULF BREWING Co., 5301 Polk Ave., Houston, Grand Prize beer. Adv. Exec.: Rex E. Potter. Agency: Foote, Cone & Belding, Houston. Acct. Exec.: Lovick Draper.

GULF OIL Corp., Gulf Bldg., Pittsburgh, Good Gulf and No-Nox gasoline motorfuel, Gulfpride, Gulfube and Supreme motor oil. Adv. Exec.: W. E. Dermody. Agencies: Young & Rubicam, New York. Acct. Exec.: Paul C. Richardson; Calkins & Holden, Carlisle, Pa.; McClintock & Smith, New York. Acct. Exec.: J. Sherwood Smith.

GUNNISON HOMES Inc., Charleston Rd., New Albany, Ind., manufactured homes. Adv. Exec.: Edward D. Donahoe. Agency: Advertising Assoc. Adv., Louisville. Acct. Exec.: Harold Siegel.

GUNTHER BREWING Co., 1211 S. Conkling St., Baltimore, beer and ale. Agency: Biow Co., New York.

GUSTINETTES Inc., 30-28 Starr Ave., Long Island City, Gustinettes slippers, Good'nites, Beachchambers and M. Gustin Originals. Agency: Guilford Adv., New York. Acct. Exec.: Frances Guilford.

GUTHRIE BISCUIT Co., 116 New Montgomery St., San Francisco, Busy Baker soda crackers, Pirates' Gold grahams and Tea Timer party crackers. Adv. Exec.: C. J. Kellogg. Agency: Ruthrauff & Ryan, San Francisco. Acct. Exec.: George Lichty.

H

THE H-B SALES Co., Div. of C. A. Friggs Co., 15 Brooks St., Brighton, Mass., H-B (Hospital Brand) cough drops. Agency: Chambers & Wiswell Inc., Boston.

H & H CLEANERS Co., 134 E. Locust St., Des Moines, H & H rug, carpet and upholstery cleaner. Agency: Aubrey, Finley, Marley & Hodgson, Chicago. Acct. Exec.: Leonard Krick.

HAAS, BARUCH & Co., 4700 Boyle Ave., Los Angeles, Iris and Black & White canned and preserved foods. Adv. Exec.: B. Kerker. Agency: Erwin, Wasey & Co., Los Angeles.

A. C. L. HAASE Co., 4300 Geraldine St., St. Louis, spanish olives, olive oil, maraschino cherries, barbecue and cocktail sauce and pickled fish. Adv. Exec.: H. I. Finch Jr. Agency: Hirsch & Rutledge, St. Louis.

HACHMEISTER Inc., 2332 Forbes St., Pittsburgh, Hako asphalt floor tile, Coronet plastic wall tile, Bloxolite partition blocks and Bakers specialties. Agency: James A. Stewart Co., Carnegie, Pa.

HACKER BREWING Co., 609 S. Union St., Lawrence, Mass., Five X ale, Amberlite ale and lager beer.

HALF MOON FRUIT & PRODUCE Co., 161 Washington St., San Francisco, Salton Sea brand grapefruit, Meloglow and Valley King brands strawberries, melons and turkeys and packaged tomatoes. Agency: Wank & Wank, San Francisco. Acct. Exec.: Roland Hauck.

HALL BROTHERS Inc., 25th & Grand Ave., Kansas City, Mo., greeting cards (N). Adv. Exec.: John Oskson. Agency: Foote, Cone & Belding, Chicago. Acct. Exec.: Hugh Lucas.

MARTIN L. HALL Co., 365 C St., Boston, Victor coffee. Agency: John C. Dowd Inc., Boston.

ROBERT HALL CLOTHES Inc., 1241 Broadway, New York, men's, women's and children's clothing (S). Adv. Exec.: Frank B. Sawdon. Agency: Frank B. Sawdon Inc., New York. Acct. Exec.: Jerry Bess.

HAMILTON WATCH Co., Columbia Ave., Lancaster, Pa., Hamilton watch. Adv. Exec.: Robert Waddell. Agencies: BBDO, Inc., New York; Foltz-Wessinger Inc., Lancaster; Robert Otto & Co., New York.

THEO. HAMM BREWING Co., 720 Payne Ave., St. Paul, beer. Adv. Exec.: Clyde E. Rapp. Agency: Campbell-Mithun, Minneapolis. Acct. Exec.: R. L. Forrest.

HAMPDEN BREWING Co., 45-95 N. Chicopee St., Willimansett, Mass., Hampden mild ale and Hampden dry lager beer. Adv. Exec.: William J. Massey. Agency: Reingold Co., Boston. Acct. Exec.: H. Q. Reingold.

THE HANCOCK OIL CO. OF CALIFORNIA, 2828 Junipero Ave., Long Beach, Hancock gasoline (Ethyl and Regular), Premium, Hancock Pennsylvania and Golden Scot motor oils, lubricants, fuel oil and diesel oil. Adv. Exec.: N. D. Taylor. Agency: Ruthrauff & Ryan, Hollywood.

PETER HAND BREWERY Co., 1000 W. North Ave., Chicago, Meister Brau beer. Agency: BBDO, Chicago. Acct. Execs.: Ken Ellis and George Vonderlin.

HAPPINESS TOURS, 39 S. State St., Chicago, all-expense plan tours. Agency: Engel Adv., Chicago. Acct. Exec.: Frank Engel.

HARIAN PUB. Co., Greenlawn, N. Y., travel, geographic topics and books. Agencies: Metropolitan Adv. Co., New York. Acct. Exec.: Harry D. Adair. Huber Hoge & Sons, New York. Acct. Exec.: Herman Liebenson.

THE A. S. HARRISON Co., Box 568, S. Norwalk, Conn., Preen and Preenet (S). Adv. Exec.: Jacques A. Wiese. Agency: Calkins & Holden Inc., New York. Acct. Exec.: Z. C. Barnes.

HART PUB. Co., 114 E. 32d St., New York, books.

HARWOOD PHARMACAL Co., 507 Central Ave., Newark, Snooze tablets. Adv. Exec.: A. G. Horowitz. Agency: London Adv., Newark. Acct. Exec.: Nathan London.

HASKINS BROS. & Co., Div. of Manhattan Soap Co., Omaha, Blue Barrell and Tribby soap. Agency: Scheideler, Beck & Werner, New York.

HAVATAMPA CIGAR Co., 2007 21st St., Tampa, Hav-a-Tampa and Tamps Nugget cigars. Adv. Exec.: Earl Brown. Agency: Henry Quednau Inc., Tampa.

HECHT Co., F at 7th St. N. W., Washington, D. C., department store. Adv. Exec.: Richard Meyer. Agencies: Lester Harrison Inc., New York; Harwood Martin Adv., Washington, D. C.

HEET Div. of Demert & Dougherty Inc., 3001 W. 47th St., Chicago, Heet gas line anti-freeze. Agency: Ruthrauff & Ryan, Chicago.

HENRY HEIDE Inc., 313 Hudson St., New York, Heide Jucyfruits, Heide Assorted Jujubes, Licorice Pastilles, confectioners and bakery products. Agency: Kelly, Nason Inc., New York.

HELBROS WATCH Co., 6 W. 48th St., New York, Helbros watches. Adv. Exec.: I. Roseman.

HELIN TACKLE Co., 3669 Meldrum St., Detroit, Flatfish fishing lures. Agency: Dudgeon, Taylor & Bruske Inc., Detroit. Acct. Exec.: W. C. Dudgeon.

HELZBERG'S, MIDDLE WEST'S LARGEST JEWELERS, 1013 A McGee St., Kansas City, jewelry stores. Adv. Exec.: G. H. Yukon. Agency: Schwimmer & Scott Inc., Chicago. Acct. Exec.: R. J. Scott.

PETER HENDERSON, STUMPP & WALTER Co., 1010 Garfield Ave., Jersey City, seedsmen and garden supplies. Agency: E. M. Freystadt Assos., New York.

HENLEIN BROS. & Co., 205 W. 4th St., Cincinnati, shirts and slacks. Adv. Exec.: Paul L. Henlein. Agencies: Keeler & Stites Co., Cincinnati; S. C. Baer Co., Cincinnati.

JOS. HENSLEER BREWING Co., 73 Wilson Ave., Newark, Hensler's beer. Adv. Exec.: Don Stedfeld. Agency: Lewin, Williams & Saylor Inc., Newark. Acct. Exec.: Richard H. Guli.

HERTER'S, Waseca, Minn., fishing tackle and guns. Agency: Grant Adv., Waseca. Acct. Exec.: John I. son.

CHR. HEURICH BREWING Co., & D Sts., N. W., Washington, D. C., Senate beer, Champer sparkling malt liquor and Old Georgetown beer. Adv. Exec.: Charles E. Eckles. Agency: Henry J. Kaufman & Assoc., Washington, D. C.

HICKOK MFG. Co., 850 St. Paul Ave., Rochester, men's belts, buckles, bra garters, jewelry and wallets. Adv. Exec.: M. S. Boehmer. Agency: Kasow, Farrell, Chesley & Clifford, New York. Acct. Exec.: Kenneth Greene.

HIGGINS Inc., U. S. 90 Highway, New Orleans, ships, work and pleasure boats, flooring and closet seats. Agency: Fitzgerald Adv., New Orleans.

HILLTOP LABS. Inc., 718 Washington Ave., Minneapolis, poultry remedies. Adv. Exec.: Henry N. Schramm. Agency: Frizzell Adv., Minneapolis.

HI-V Corp., 280 Jelliffe Ave., Newark, HI-V orange juice and food concentrates. Agency: Franklin Bruck Corp., New York. Acct. Exec.: Franklin Bruck.

H. H. HIXSON & Co., 1218 N. Halsted St., Chicago, Hixson's coffee. Agency: Ewell & Thurber Assoc., Chicago. Acct. Exec.: Earl E. Sproul.

THE HOBART MFG. Co., Pennsylvania Ave., Troy, Ohio, food store equipment, kitchen equipment and bakery equipment. Adv. Exec.: J. Don M. Agency: Kircher, Helton & Co., Inc., Dayton. Acct. Exec.: James H. dley.

HOBEN CANDY Corp., Ashley, Hoben's chocolate malted. Agency: Grant Adv., Dallas. Acct. Exec.: Samuel W. Hepworth.

HOFFMAN BEVERAGE Co., 400 G St., Newark, Hoffman pale dry ginger ale, club soda, Tom Collins mixer, assorted fruit beverages and distribute Pabst Blue Ribbon beer. Adv. Exec.: Barney Brienza. Agency: Warwick & Legler Inc., New York. Acct. Exec.: Henry Legler.

HOFFMAN CANDY Co., 6600 Ave. Blvd., Los Angeles, Cup-O-Gold candy bar. Adv. Exec.: Harry Bartson. Agency: The Mayers Co., Los Angeles. Acct. Exec.: Larry Lewin.

HOFFMAN RADIO Corp., Los Angeles, Calif., TV sets. Adv. Exec.: E. Tischler. Agency: Foote, Cone & Belding, Los Angeles. Acct. Exec.: S. Slade.

HOLCOMB & HOKE MFG. Co., Van Buren St., Indianapolis, Foote accordion type folding door, Tender stokers, Silent Breeze vacuuming fans, Motosaver cooling system cleaner and H & H visible fast-changer. Agencies: A. V. Grindle & Co., Indianapolis. Acct. Exec.: A. Grindle (stokers and fans); Keenan & Co., Indianapolis. Acct. Exec.: Sogard (Foldover Div.).

HOLIDAY BRANDS Inc., South Walpole, Mass., Holiday soluble coffee. Agency: Hoag & Provandie Inc., Boston. Acct. Exec.: Paul Provandie.

THE R. M. HOLLINGSHEAD Co., 840 Cooper St., Camden, Whiz aviation industrial, automotive and household chemical products, including motor rhythm, Ho-Zof, venus polish hydraulic brake fluid and luster cleaner. Agencies: Campbell-Mithun Inc., Chicago; McConnell, Eastman & Co. Ltd., Toronto.

HOLLYWOOD BRANDS Inc., 836 S. Chestnut St., Centralia, Ill., candy (N)(S). Adv. Exec.: Frank T. Agency: Ruthrauff & Ryan Inc., St. Louis. Acct. Exec.: Fred S. Zw

HOLLYWOOD-MAXWELL Co., Hollywood Blvd., Hollywood, V-E-E Hollywood, Nu-Vu V-Eite '50 and Hollywood brassiers. Agency: Carson Roberts Inc., Los Angeles. Acct. Exec.: Ralph Carson.

D. H. HOLMES Co. Ltd., 819 St. St., New Orleans, department store. Agency: Walker Saussy Adv., New Orleans.

HOLSTEIN-FRIESIAN ASSOC., America, Brattleboro, Vt., dairy cattle. Adv. Exec.: Ben Brown. Agency: Meermans Inc., Cleveland. Acct. Exec.: J. P. Garlough.

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

HENRY HOLT & Co., 383 Madison Ave., New York, books, magazines and records. Adv. Exec.: Fred S. Rosenau. Agencies: Denhard, Pfeiffer & Wells Inc., New York. Act. Exec.: Andrew Schwartz; Maxwell Sackheim & Co., New York; Thwing & Altman Inc., New York.

THE HOLT PEN Co., Compton, R. I., ball pens, fountain pens, mechanical pencils and combination ball pens and pencils.

HOMA SALES Co., 725 W. Fulton Market, Chicago, Ho-Ma shrimp. Adv. Exec.: I. F. Roth. Agency: Frederic R. Simon Adv., Chicago.

HOME-MAKERS HAVEN, 73-04 37th Ave., Jackson Heights, N. Y., kitchen utensils. Adv. Exec.: King Rosenbaum.

HOME-CRAFTS, 799 Broadway, New York, books. Agencies: Palace Adv. Service, New York. Act. Exec.: Nat Sokol; Huber Hoge & Sons, New York.

THE HONIG Corp., 710 N. Citrus Ave., Hollywood, Honig's-Pelicosal hair and alp lotion.

IOD CHEMICAL Co., 80 Rittenhouse Pl., Ardmore, Pa., "33" bleach, E-Z fluid starch, Zero home cleaner and Sunshine bleach. Agency: Hilton & Higgins, New York. Act. Exec.: James Williamson.

HOOKER GLASS & PAINT MFG. Co., 150 W. Washington Blvd., Chicago, wallpaper. Adv. Exec.: B. W. Kunst. Agency: Proebsting-Taylor Inc., Chicago.

PKINS & HOPKINS PHARMACEUTICAL Co., 37 N. 2d St., Philadelphia. Agency: Joseph J. Rossi, Philadelphia.

HORLACHER BREWING Co., 311 Gordon St., Allentown, Pa., Perfection, Sport Snorter, Horlacher's and Co. Lager beer. Agency: W. Wallace Orr, Philadelphia.

GEORGE A. HORMEL & Co., Austin, Minn., Hormel Good Foods and flavored products. Adv. Exec.: Carson J. Morris. Agencies: BBDO, Minneapolis. Act. Exec.: E. Lynn Werner; Robert O & Co., New York.

JACOB HORNUNG BREWING Co., 1 N. 22d St., Philadelphia, Hornung Lager, ale and porter and Londonderry. Agency: The Clements Co., Philadelphia. Act. Exec.: Robert Smith.

MASSIS PRODUCTS Inc., 119 S. McDevitt St., Syracuse, Glamour rug cleaner. Adv. Exec.: Barbara Richards.

HOTPOINT Inc., 5600 W. Taylor St., Chicago, electric ranges, refrigerators, and freezers, water heaters, dishwashers, disposal, washing machines, clothes dryers, ironers, steel and aluminum cabinets and commercial cooking equipment. Adv. Exec.: C. C. Mer. Agencies: Maxon Inc., Chicago (home appliance consumer); J. Pershall Co., Chicago (home appliance trade); Casler, Hempstead & Sanford Inc., Chicago (commercial cooking equipment).

HOUSE BEAUTIFUL CURTAINS Inc., 30 W. 25th St., New York, House Beautiful, Framettes, Shur-drape and me-Val curtains. Agency: Bachheimer-Lewis, New York. Act. Exec.: I. Kallan.

HOUSE OF OLD MOLINEAUX Inc., Lansdowne St., Boston, California Molineaux and imported molinets. Three Monks and Old Madrid. Adv. Exec.: Joseph T. Hanlon. Agency: Hon-Garfield Inc., Boston.

THE HOUSE OF SWANSDOWN Inc., 7th Ave., New York, Swansdown suits and suits (misses and women). Adv. Exec.: Morton R. Stewart. Agency: Sterling Adv., New York. Act. Exec.: Harold Strauss.

HOUSEHOLD FINANCE Corp., 919 N. Michigan Ave., Chicago, consumer finance service. Adv. Exec.: N. T. Swin. Agency: Needham, Louis & G. G. Cominos, Chicago. Act. Exec.: James G. Cominos.

HOUSE PUBLISHING Co., 1512 Jarvis St., Chicago, Here's How magazine. Agency: Paul Grant Adv., Chicago.

IBS & HOWE Co., 1702 Elmwood Ave., Buffalo, H bar H aluminum foil, wax paper and shelf paper. Agency: Mansfield Co., Buffalo.

THE HUDEPOHL BREWING Co., 40 E. Tichen Ave., Cincinnati, Hudepohl and Chevy ale. Agency: Stockton, West & Burkhardt Inc., Cincinnati.

HUNTON SALES Co., 113 W. 18th St., New York, Du Barry beauty preparations, Hudnut perfumes, Richard Hudnut hair preparations, Richard Hudnut hair permanents, Richard Hudnut

salon, Chen Yu nail lacquer and Chen Yu products. Adv. Exec.: J. Canne. Agency: Kenyon & Eckhardt Inc., New York (DuBarry and other beauty preparations, Richard Hudnut hair preparations, Richard Hudnut home permanent wave, Chen Yu nail lacquer and products); Abbott, Kimball Co., New York (DuBarry Success School and Salon Services); Dancer-Fitzgerald-Sample, New York (Tru-Tint).

THE HUDSON COAL Co., 424 Wyoming Ave., Scranton, Hudson anthracite. Agency: The Clements Co., Philadelphia.

THE J. L. HUDSON Co., 1206 Woodward St., Detroit, department store. Adv. Exec.: William B. Bond. Agencies: Morey, Humm & Johnstone Inc., New York; Wolfe-Jickling-Conkey Inc., Detroit.

HUDSON MOTOR CAR Co., 12601 E. Jefferson Ave., Detroit, Hudson passenger cars. Agencies: Brooke, Smith, French & Dorrance Inc., Detroit. Act. Exec.: George Johnston; Ronalds Adv. Ltd., Toronto.

HUDSON PULP & PAPER Corp., 505 Park Ave., New York, paper napkins (S). Adv. Exec.: Richard C. Staelin. Agency: The Biow Co., New York. Act. Exec.: C. P. Hirth.

HUMBLE OIL & REFINING Co., 1204 Main St., Houston, Tex., petroleum products (N). Adv. Exec.: G. A. Mabry. Agency: Wilkinson-Schwiertz-Tips, Houston. Act. Exec.: J. B. Wilkinson.

THE HUMKO Co., 1702 N. Thomas St., Memphis, Humko cream white and Kopald shortening. Adv. Exec.: John H. Curtis. Agency: Simon & Gwynn, Memphis. Act. Exec.: Milton Simon.

C. HOWARD HUNT PEN Co., 7th & State Sts., Camden, Boston pencil sharpeners, Hunt pens, Speedball drawing and lettering materials. Agency: Stewart-Jordan Co., Philadelphia. Act. Exec.: D. J. Crouse.

HUNT FOODS Inc., 1747 W. Commonwealth Ave., Fullerton, Calif., Hunt food products and Pride of the Farm catsup. Adv. Exec.: Hy Freedman. Agency: Young & Rubicam, Hollywood. Act. Exec.: E. E. Smith.

HUNTER ENGINEERING Co., Hunter Ave. & Ladue Rd., St. Louis, Tune-In wheel balancer. Agency: Oakleigh R. French & Assoc., St. Louis.

HUNTER FAN & VENTILATING Co., 400 S. Front St., Memphis, fans. Agency: Greenshaw & Rush Inc., Memphis. Act. Exec.: Holton C. Rush.

HUNTER PACKING Co., 1214 N. 2d St., E. St. Louis, canned meats and meat specialties. Adv. Exec.: F. A. Hunter Jr. Agency: Baker, Johnson & Dickinson, Milwaukee.

HYDROX Corp., 415 E. 24th St., Chicago, Hydrox Sealtest ice cream. Agency: Dancer, Fitzgerald & Sample, Chicago.

HYGRADE FOOD PRODUCTS Corp., 2811 Michigan Ave., Detroit, Hygrade All-Beef frankfurters, Honey Brand ham and bacon, original West Virginia ham and other meat products. Agency: Brooke, Smith, French & Dorrance, Detroit.

IDEAL MACARONI Co., 2013 Scoville St., Cleveland, Ippolitos Ideal macaroni and spaghetti. Agency: The Carpenter Adv. Co., Cleveland. Act. Exec.: V. J. Siena.

ILLINOIS BELL TELEPHONE Co., 212 W. Washington St., Chicago. Adv. Exec.: W. R. Scargle. Agency: N. W. Ayer & Son, Chicago.

ILLINOIS CANNING Co., Hoopston, Ill., Joan of Arc canned goods. Agency: Goodkind, Joice & Morgan Inc., Chicago. Act. Exec.: Harlow P. Roberts.

ILLINOIS WATCH CASE Co., 853 Dundee Ave., Elgin, Ill., watches, compact, cigarette cases, lighters, dresser sets, cultured and simulated pearls, lipstick-mirror and carryalls (N) (S). Adv. Exec.: Dale G. Mehrhoff. Agencies: Frank Brodsky Adv., Chicago (Certina watches). Act. Exec.: Frank Brodsky; Russel M. Seeds Co., Chicago (all other products). Act. Exec.: Fred Willson.

INDEPENDENT GROCERS' ALLIANCE DISTRIBUTING Co., 131 S. Washburn Ave., Chicago, foods (N) (S). Adv. Exec.: Orville W. Jolner. Agency: The L. W. Ramsey Co., Chicago. Act. Exec.: L. H. Copeland.

INDEPENDENT MILWAUKEE BREWERY, 2701 S. 13th St., Milwaukee, Braumeister, lager and pilsener, Independent and Log Cabin beer and ginger ale and sodas. Agency: Scott Inc., Milwaukee. Act. Exec.: Harry H. Scott.

INDIAN SALES Corp., 29 Worthington St., Springfield, Mass., Indian motorcycles, sidecars, bicycles, dispatch tows, parts and accessories. Adv. Exec.: James T. Donovan. Agency: Davitt M. Rooney Assoc., Palmer, Mass.

INDUSTRIAL TAPE Corp., U. S. Highway #1, New Brunswick, N. J., Permacel industrial tapes, Texcel cellophane tape and Bondex thermoplastics. Adv. Execs.: Walter M. Cramp and Lincoln Brudno. Agency: Kenyon & Eckhardt Inc., New York. Act. Exec.: Glenn Wiggins.

INNERCLEAN Co., 833 E. 6th St., Los Angeles, Innerclean herbal laxative. Agency: Crossley-Jeffries Inc., Los Angeles. Act. Exec.: W. C. Jeffries.

IN-SINK-ERATOR MFG. Co., 1225-14th St., Racine, Wis., waste disposer (S). Agency: Christopher, Williams & Bridges, Chicago. Act. Exec.: R. J. Christopher.

INSTITUTE OF COMMERCIAL ART Inc., Westport, Conn., home-study courses. Agency: Donahue & Coe Inc., New York. Act. Exec.: William H. Schneider.

INTERNATIONAL BEDDING Co., 1016 Guilford Ave., Baltimore, Cloud bedding products. Adv. Exec.: Howard M. Taylor Jr. Agency: VanSant, Dugdale & Co., Baltimore. Act. Exec.: Nick Van Sant.

INTERNATIONAL CELLUSCOTTON PRODUCTS Co., 919 N. Michigan Ave., Chicago, Kleenex tissues, Quest deodorant powder, Kurb anodyne tablets and Delsey toilet tissues. Adv. Execs.: L. E. Meyer and J. F. Eads. Agencies: Foote, Cone & Belding, Chicago. Act. Exec.: Robert J. Koretz; Irwin Vladimir & Co. of Illinois Inc., Chicago; Spitzer & Mills Ltd., Toronto.

INTERNATIONAL CORRESPONDENCE SCHOOLS, 1001 Wyoming Ave., Scranton, Pa., correspondence education. Adv. Exec.: Herman C. Daych. Agency: N. W. Ayer & Son, New York.

INTERNATIONAL DAIRY EXPOSITION Inc., 130 E. Washington St., Indianapolis, dairy show.

INTERNATIONAL GOLF PRODUCTS, 4457 W. Madison St., Chicago, Miracle adjustable golf club. Adv. Exec.: W. W. Beutler. Agency: Kolb & Abraham, Chicago.

INTERNATIONAL LATEX Corp., 350 Fifth Ave., New York, Playtex products, baby oil, cream and powder, baby pants, bathing caps, crib sheets, girdles, mitts, pillows, shoulder pads and tobacco pouch. Adv. Exec.: Marvin A. Elliott. Agencies: Foote, Cone & Belding, New York. Act. Exec.: Elwood Whitney; Charles Dallas Reach Co., New York.

INTERNATIONAL MFG. Co., Roxbury, Mass., Teddy Tot baby auto accessories and rayline license plate frames. Agency: Herbert W. Frank Adv. Agency, Boston.

INTERNATIONAL MINERALS & CHEMICAL Corp., 20 N. Wacker Dr., Chicago, Ac'cent (pure monosodium glutamate). Adv. Exec.: D. E. Swanson. Agency: BBDO, Chicago. Act. Exec.: W. R. Purcell.

INTERNATIONAL SALT Co., Spruce & Adams Sts., Scranton, Sterling salt. Adv. Exec.: James K. Gearhart. Agency: Scheideler, Beck & Werner Inc., New York.

INTERNATIONAL SILVER Co., 48 State St., Meriden, Conn., sterling silver and silver plate. Adv. Execs.: George Morrison and E. P. Hogan. Agencies: Cunningham & Walsh Inc., New York (Holmes & Edwards Div.); Young & Rubicam, New York (International Sterling and 1847 Rogers Bros. & Son Silverplate); Fuller & Smith & Ross, New York (Rogers Sterling and W. Rogers & Son Silverplate); Young & Rubicam Ltd., Toronto.

INTERSTATE BAKERIES Corp., 34th & Broadway, Kansas City, Butter-Nut bread and Dolly Madison cake, Weber's and Log Cabin bread and Four S bread. Adv. Execs.: E. B. Hueter and Dick Brunnenkant. Agencies: R. J. Potts-Calkins & Holden, Kansas City; Dan B. Miner Co., Los Angeles (California plants and Log Cabin bread).

IRONRITE Inc., 332 Cass Ave., Mt. Clemens, Mich., ironers (N). Adv. Exec.: Dick Sierk. Agency: Brooke, Smith, French & Dorrance, Detroit. Act. Exec.: Clarke Wilmot.

JOHN IRVING SHOE Corp., 119 Beach St., Boston, Mary Jane, Crosby, Wilson, John Irving, Reed's and Reel's shoes and handbags, hosiery and gloves.

ISBRANDTSEN & SONS Inc., 26 Broadway, New York, coffee. Adv. Exec.: George Ruby. Agency: Cowan & Dengler, New York. Act. Exec.: Porter Leach.

ITALIAN SWISS COLONY, 781 Beach St., San Francisco, wines. Agencies: Honig-Cooper Co., San Francisco. Act. Exec.: L. Honig (Gold Medal, private stock and Tido wines). Harrington-Richards, Div. of Fletcher D. Richards Inc., San Francisco. Act. Exec.: Eugene Harrington (brand wines).

J. F. D. Mfg. Co., 6101 16th Ave., Brooklyn, TV antenna and accessories and radio parts and accessories. Agency: Burton Browne Adv., Chicago. Act. Exec.: Burton Browne.

JACKSON BREWING Co., Decatur & Wilkinson St., New Orleans, Jax beer (R) (S). Adv. Exec.: Robert J. Fabacher. Agency: Fitzgerald Adv., New Orleans. Act. Exec.: J. H. Epstein.

JACKSON INDUSTRIES Inc., 500 E. 40th St., Chicago, TV sets and radio phonographs. Agency: The Filmore Co., Chicago.

JACKSON & PERKINS Co., Newark, N. Y., new patented roses, fruits and perennials. Adv. Exec.: K. C. Tack. Agency: Maxwell Sackheim & Co., New York.

JACOBY-BENDER Inc., 161 6th Ave., New York, JB watch band. Agency: Lewin, Williams & Saylor Inc., New York.

JANTZEN KNITTING MILLS, 411 N. E. 19th St., Portland, swim suits, sun clothes, T shirts, sweaters, foundation garments, suntan lotions, color harmony swim caps, Jandalls, brassieres and casual shoes and flats. Agency: Botsford, Constantine & Gardner, Portland. Act. Execs.: Don Lawton (Portland) and Elizabeth Everly (New York).

CECIL H. JARRETT Co., Newton, N. C., Automotive Div.: Jarrett's Wite-Wall white side-wall tire cleaner, Kolor-NU rubber color restorer, Blak-Wall black rubber dressing, Super-Duper car wash, Kwik motor cleaner and Golden concrete cleaner. Textile Div.: Jarrett's Meta-Clean for cleaning looms and equipment. Adv. Exec.: H. F. Cochrane. Agency: E. J. Presser & Co., Charlotte, N. C. Act. Exec.: E. J. Presser.

JAYVEE BRAND Inc., 1920 S. E. Grand St., Portland, Jayvee baby line, Nancy Didee Pants and Warner Bros. bibs.

JEKYLL ISLAND PACKING Co., Brunswick, Ga., Jekyll Island and Dixiana shrimp and frozen seafood. Adv. Exec.: Dick Cobb.

JELKE GOOD LUCK PRODUCTS (Div. of Lever Bros. Co.), 390 Park Ave., New York, Good Luck margarine and salad dressing. Adv. Exec.: J. Harvey Howells. Agency: Hewitt, Ogilvy, Benson & Mather, New York.

JENE SALES Corp., 743 Fifth Ave., New York, Jene home permanent wave. Adv. Exec.: T. W. Blakeslee. Agency: Sherwin Robert Rodgers & Assoc., Chicago.

JENNY Inc., 16 W. 4th St., Cincinnati, women's apparel. Agency: Associated Adv. Inc., Cincinnati.

THE ANDREW JERGENS Co., Spring Grove and Alfred St., Cincinnati, Jergens lotion, toilet soap and perfumes, Woodbury's Facial Soap and cosmetics. Agencies: Robert W. Orr & Assoc., New York; Stockton, West, Durkhart Inc., Cincinnati; Gotham Adv. Co., New York.

JETRON Inc., 757 N. Broadway, Milwaukee, Jetron furniture polish, car wax, floor polish and cleaner and car wash. Adv. Exec.: Duke Larson. Agency: Ken Nelson Creative Adv., Minneapolis.

JEWEL FOOD STORES, 3617 S. Ashland St., Chicago. Adv. Exec.: D. R. Booz.

J. D. JEWELL Inc., Gainesville, Ga., Jesse Jewell's frying chicken. Adv. Exec.: Theron Brown. Agency: Crawford & Porter Adv., Atlanta.

JOANNA WESTERN MILLS Co., S. Jefferson and W. Cermak Rd., Chicago, window shades, shade cloth and rollers, drapery fabrics, book bindings, wall coverings and plastic coated fabrics. Adv. Exec.: H. L. Hardy. Agency: George H. Hartman Co., Chicago.

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JO-BELL PRODUCTS Inc., 4840 S. St. Louis St., Chicago, yarn winder. Adv. Exec.: Vic Mignano.

JOHNS-MANVILLE Corp., 22 E. 40th St. at Madison Ave., New York, building materials, insulations and allied industrial products. Adv. Execs.: R. L. Johnson, Arthur D. Lierman and Howard T. Bain. Agency: J. Walter Thompson Co., New York. Acct. Exec.: W. C. McKeenan.

JOHNSON ANT CONTROL, Walnut Creek, Calif., Honeytrail ant syrup and Earwig powder. Agency: Babcock Adv., San Francisco.

S. C. JOHNSON & SON Inc., 1525 Howe St., Racine, Wis., Johnson's wax products (N). Adv. Exec.: Stuart D. Watson. Agency: Needham, Louis & Brorby, Chicago. Acct. Exec.: W. R. Fowler.

WALTER H. JOHNSON CANDY Co., 4500 W. Belmont Ave., Chicago, Power House candy bar. Agency: Franklin Bruck Adv. Corp., New York.

J. JOLLES STUDIOS Inc., 33 E. 33d St., New York, handbags, needlepoint, wool and cotton yarns. Agency: Jules Golomb, New York.

JONES & BROWN Inc., 439 6th Ave., Pittsburgh, plastic wall tile. Adv. Exec.: Norman Gilbert. Agency: Dubin & Feldman Inc., Pittsburgh.

JOHN WILEY JONES Co., Hardwood Ave., Caledonia, N. Y., Sunny Sol brand chemicals. Adv. Exec.: Robert B. Jones. Agency: Charles L. Rumrill & Co., Rochester.

JORDAN MARSH Co., 450 Washington St., Boston, department store. Adv. Exec.: Ellsworth B. Lawrence. Agency: Hirshon-Garfield Inc., Boston.

JOSKE'S OF TEXAS, San Antonio, general department store, farm and ranch store, sportsman's store, hardware store, automotive supply store and appliance stores. Agencies: J. G. Proctor Co., New York; Pitluk Adv. Co., San Antonio. Acct. Exec.: Jack Pitluk.

JUNIOR GUILD FROCKS Inc., 847 W. Jackson St., Chicago, women's apparel. Agency: Kuttner & Kuttner Inc., Chicago. Acct. Exec.: Mary Brown.

JUNKET BRAND FOODS Div., Little Falls, N. Y., Junket brand rennet powder and tablets, quick fudge mix and Danish dessert and freezing mix and sherbert mix. Adv. Exec.: Clement F. Theisen Jr. Agencies: McCann-Erickson, New York; Noyes & Sproul Inc., New York; McKim Adv. Ltd., Montreal.

K

KAISER-FRAZER Corp., Willow Run, Mich., automobiles. Adv. Exec.: Chas. J. Leonard. Agency: Wm. H. Weintraub & Co., New York.

A. & M. KARAGHEUSIAN Inc., 295 Fifth Ave., New York, Gulistan carpets. Agency: Fuller & Smith & Ross, New York.

KARSEAL Corp., 915 N. Highland Ave., Los Angeles, Karseal wax seal. Agency: Mogge-Privett, Los Angeles. Acct. Exec.: John A. Privett Jr.

KASCO MILLS Inc., Waverly, N. Y., Kasco dog ration, feed for poultry, livestock and dogs. Adv. Execs.: Lewis Heemstra and E. M. Knapp. Agency: Clark & Rickard Inc., Detroit. Acct. Exec.: Marc Ivery.

KAUFMAN-RUDERMAN Co., 411 Fifth Ave., New York, Karu costume jewelry.

KAUFMANN BROS. & BONDY Inc., 630 Fifth Ave., New York, Yello-Bole, Monterey, Kaywoodie pipes, Tobacco Yello cigar and cigarette holders and other smokers' articles. Agency: Grey Adv., New York.

KAUKAUNA DAIRY Co., Kaukauna, Wis., Kaukauna Klub cheese. Agency: L. W. Ramsey Co., Chicago.

KAY SAKS OF CALIFORNIA, 35 Dorman Ave., San Francisco, women's apparel. Agency: Bernard B. Schnitzer Inc., San Francisco. Acct. Exec.: Bernard Schnitzer.

KEELEY BREWING Co., 516 E. 28th St., Chicago, Ye Olde Inn ale, Keeley half and half, Ye Olde stout and Keeley lager beer and ale.

KELLOGG Co., Porter St., Battle Creek, Mich., ready-to-eat cereal (N) (S). Adv. Exec.: R. P. Olmstead. Agency: Leo Burnett Co., Chicago. Acct. Exec.: James W. Weber.

KENDALL FOODS Inc., 6041 S. Malt Ave., Los Angeles, Walter Kendall dry dog foods. Adv. Exec.: Royal T. Jumper. Agency: Dan B. Miner Co., Los Angeles.

KENDALL Mfg. Co., 125 Lawrence St., Lawrence, Mass., Soapine granulated soap for washing machine, dish pan and tub and World soap flakes. Agency: Bennett, Walther & Menadier Inc., Boston. Acct. Exec.: E. C. Whittemore.

KENTILE Inc., 58 2d Ave., Brooklyn, N. Y., Kentile, Kentile rubber tile and Kencork resilient floorings. Agency: Ruthrauff & Ryan, New York. Acct. Execs.: R. Watson and B. Banks.

THE KENWILL Corp., P. O. Box 845, Cleveland, MagiKoter roller-type paint applicator. Adv. Exec.: Hewitt Schoonover. Agency: W. Earl Bothwell, New York.

MILES KIMBALL Co., Kimball Bldg., Oshkosh, Wis., gift wares, housewares, toys and greeting cards. Adv. Exec.: R. C. Robertson. Agency: Gordon Best Co., Chicago. Acct. Exec.: Frank Morr.

KING KONE Corp., Ligonier, Ind., Marshmellow Creme.

KINGSBURY BREWERIES Co., 901 Marshall St., Manitowoc, Wis., Kingsbury beer. Agency: Barnes Adv., Milwaukee. Acct. Exec.: John Barnes.

KINGSTON WATCH Co., 48 W. 48th St., New York, watches. Adv. Exec.: Edward R. Berger. Agency: Albert Weisberg Adv., New York.

KIRSCH BEVERAGES Inc., 921 Flushing Ave., Brooklyn, N. Y., beverages and No-Cal dietetic flavors (S). Adv. Exec.: Don Barry. Agency: Grey Adv., New York. Acct. Exec.: A. Lieberman.

KITCHEN ART FOODS Inc., 2320 N. Damen Ave., Chicago, Py-O-My mixes and KA Rice Feast. Agency: Roche, Williams & Cleary Inc., Chicago.

KLAUS GRABE Co., 719 Lexington Ave., New York, furniture.

I. B. KLEINERT RUBBER Co., 485 Fifth Ave., New York, Sav-a-Wave swim caps, beach and tourist bags, Sturdiflex, Blue Label and Jubilee dress shields, Braforms, Fleecenap and Alluron shower curtains, Nuvo belts, Sani-scants, Softex baby pants and Silverfleece silverware polish. Adv. Exec.: Virginia MacAuley. Agency: Grey Adv. Co., New York.

MRS KLEIN'S, 4565 S. State St., Chicago, food products. Adv. Exec.: B. A. Klein. Agency: Sales Aide, Chicago. Acct. Exec.: Howard A. Gardner.

THE KNOX Co., 1651 N. Argyle Ave., Los Angeles, Cystex, Diotex, Nixoderm, Kolade, Chinaroid, Buotex, Mendaco, Romind and Amosan. Adv. Exec.: Charles Gustafson. Agency: Allen C. Smith Adv. Co., Kansas City.

KNUDSEN CREAMERY CO. OF CALIFORNIA, 1974 Santee St., Los Angeles, dairy products. Agency: Heintz & Co., Los Angeles. Acct. Exec.: June Morgan.

KOPPERS Co., Koppers Bldg., Pittsburgh, coke, gas, tar products, Koppers-Becker coke ovens, manufactured gas equipment, piston rings, Fast's couplings, aeromatic propellers, treated ties, poles, lumber, Tarmac road tars and pitch and felt roofs, disinfectants and insecticides, chemicals and plastics. Agencies: BEDO, Pittsburgh; Van Sant, Dugdale & Co., Baltimore; Chas. Dallas Reach Co., Newark. Acct. Exec.: Chas. Dallas Reach; Lynn Baker Inc., New York.

KORDAY SPORTSWEAR Inc., 1385 Broadway, New York, sportswear. Adv. Exec.: Newton R. Herson. Agency: Chernow Co., New York.

THE KOSTO Co., 1115 N. Franklin St., Chicago, Kosto prepared dessert. Adv. Exec.: C. Sippel Jr. Agency: L. W. Ramsey Co., Chicago.

KRAFT FOODS Co., 500 Peshtigo Court, Chicago, Kraft cheese, Velvette, Philadelphia Brand cream cheese, Old English brand process cheddar cheese, Kraft cheese spreads, Miracle Whip salad dressing, Kraft kitchen-fresh mayonnaise, Miracle sandwich spread, french dressings, Parkay margarine, Kraft dinner, Kraft malted milk, Kraft dairy-fresh caramels, Kraft salad oil, Kraco and Kraylets. Adv. Execs.: John B. McLaughlin, Tad Jeffrey, Wm. W. Hoexter, Tom E. Chantron and Raymond J. Lahvic. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: Arthur Farlow, Needham, Louis & Brorby Inc., Chicago. Acct. Exec.: Ray Fowler (Parkay and Kraco).

JACQUES KREISLER Mfg. Corp., 9015 Bergenline Ave., North Bergen, N. J., complete line of watchbands and men's jewelry. Adv. Exec.: J. W. Roberts. Agency: Hirshon-Garfield Inc., New York.

KRESGE Co., 2727 2d St., Detroit, chain stores. Adv. Exec.: W. F. Crissman.

THE KRETSCHMER Corp., Carrollton, Mich., wheat germ. Adv. Exec.: Charles H. Kretscher Jr. Agency: Gleason Adv., Detroit.

KROEHLER Mfg. Co., Naperville, Ill., living room, bedroom furniture and theatre chairs. Adv. Exec.: L. W. Keller. Agency: Henri, Hurst & McDonald, Chicago. Acct. Exec.: W. Zitz.

KROLL BROS. Co., 1858 W. Hastings St., Chicago, Kroll juvenile furniture and baby carriages. Agency: A. Martin Rothbardt Inc., Chicago.

G. KRUEGER BREWING Co., 75 Belmont Ave., Newark, Krueger beer and ale. Agency: Chas. Dallas Reach Co., Newark. Acct. Exec.: A. Schmidt.

KYRON FOUNDATION Inc., 329 S. Wood St., Chicago, Kyron. Adv. Exec.: Kenneth M. Freedman. Agency: Simmonds & Simmonds Inc., Chicago.

L

L. B. LABS Inc., 1605 S. Central Ave., Glendale, Calif., hair oil, wave oil, Hair-in-Place, shampoo and Cream Oil. Adv. Exec.: John Olson. Agency: Glaeser-Gailey Inc., Los Angeles. Acct. Exec.: I. L. Siteman.

L.L.D. CHEMICAL Co., 101 Mott St., New York, Liqua-Leather and Topper leather refinisher. Agency: Rand Adv., New York. Acct. Exec.: Selig J. Alkon.

LACO PRODUCTS Inc., 4201 Pulaski Hwy., Baltimore, Laco Castile soap, shampoo and olive oil. Agency: Van Sant, Dugdale & Co., Baltimore.

LA MAUR Inc., 520 Plymouth Bldg., Minneapolis, Modart creme shampoo. Adv. Exec.: L. M. Spiegel. Agency: Hilton & Riggio, New York.

LAMBERT PHARMACAL Co., Div. of The Lambert Co., 2117 Franklin St., St. Louis, Listerine antiseptic, tooth paste, tooth powder, shaving cream and H. V. 222 fungicide and germicide. Agencies: Lambert & Feasley Inc., New York. Acct. Exec.: Gerald Blake II; National Export Adv. Service, New York.

LAMPL FASHIONS Inc., 2576 Superior Ave., Cleveland, Lampl sportswear. Adv. Exec.: David Freed. Agency: Morton Freund Adv., New York.

LAND TITLE BANK & TRUST Co., Broad & Chestnut Sts., Philadelphia. Adv. Exec.: W. W. Delamater. Agencies: Merrill Anderson Co., New York; Adrian Bauer Adv., Philadelphia.

SAM LANDAU Inc., 105 Madison Ave., New York, Tula negligees. Agency: Williams Adv., New York. Acct. Exec.: Edgar Herz.

J. W. LANDENBERGER & Co., Castor & Kensington Aves., Philadelphia, Randolph knit sox and Tru-Last hosiery footlets. Adv. Exec.: C. H. Landenberger. Agency: LaPorte & Austin Inc., New York.

LANDERS, FRARY & CLARK, New Britain, Conn., Universal household helps. Adv. Exec.: J. H. Milkey. Agency: Goad & Tierney, New York. Acct. Exec.: Gilbert Goad.

LANGENDORF UNITED BAKERIES Inc., 1160 McAllister St., San Francisco, bread and bakery products. Adv. Exec.: Glenn Ray. Agencies: Biow Co., San Francisco (Langendorf bread and cake and Dr. Penland's Hollywood bread); Russell, Harris & Wood, San Francisco (Holsum Div.); Brisacher, Wheeler & Staff, San Francisco (Butter-Nut Div.).

J. LANGRALL & BROTHER Inc., 1205 Aliceanne St., Baltimore, Md., Maryland Chef canned foods. Agency: Moses Adv. Service, Baltimore.

LAN-O-SHEEN Inc., 804 Finch Bldg., St. Paul, cleaner, soap powder and No-Film glass cleaner liquid. Adv. Exec.: Glenn M. Knoblauch.

LARSON LABS Inc., 211 W. 8th St., Erie, Pa., Mintglo adhesive balm, Analgesic, Larson's suntan lotion, insect repellent and Larson's Foot Note. Agency: P. W. Price Adv., Erie. Acct. Exec.: P. W. Price.

LARUS & BROTHER Co., 22d & Cary Sts., Richmond, Va., Edgeworth pipe tobacco, Holiday pipe mixture, Holiday cigarettes and Lords Low Nicotine cigarettes (N). Adv. Exec.: Harry H. Hunt Jr. Agency: Warwick & Legler Inc., New York. Acct. Exec.: Henry Legler.

THE LAU BLOWER Co., 2007 Hor Ave., Dayton, Ohio, furnace blower. Adv. Exec.: E. V. Sullivan. Agency: Hutzler Adv., Dayton. Acct. Exec.: H. Hutzler.

H. W. LAY & Co., 173 Blvd., N. E. Atlanta, potato chips, peanuts, pear butter and Fritos. Adv. Exec.: W. Oliver. Agency: Liller, Neal & Bathol. Adv., Atlanta. Acct. Exec.: Al E. Sha LEAF GUM Co., 1155 N. Cicero Ave., Chicago, bubble gum. Adv. Exec.: Marshall Leaf. Agency: Bozell & Cobb, Chicago. Acct. Exec.: Nathan L. Jacobs.

The LEBLANC Corp., Lafayette, La., dietary supplement. Adv. Exec.: Frank E. Heaston. Agency: Russel Se Co., Chicago.

ELECTRICOVERS Inc., 330 Fifth Ave., New York, electric blankets. Agen Herschel Z. Deutsch & Co., New York. Acct. Exec.: William Swagerman.

LEDO JEWELERS, 366 Fifth Ave., New York, Skin-Pins costume jewelry. Adv. Exec.: Niel Kropf. Agency: Dowd, R. field & Johnstone Inc., New York. Acct. Exec.: Grace Johnson.

THE FRANK H. LEE Co., Danbury Conn., hats. Adv. Exec.: E. A. Kchnoy. Agency: Grey Adv., New York. Acct. Exec.: E. R. Richer.

LEESON STEEL PRODUCTS Inc., 600 N. Lake Shore Dr., Chicago, Prestli electric ranges and water heat. Agency: Casler, Hempstead & Hempstead, Chicago. Acct. Exec.: He Hempstead.

FRANCIS H. LEGGETT & Co., 29th 12th Ave., New York, Premier Fo (S). Adv. Exec.: Roy B. Anders. Agency: Peck Adv., New York. Acct. Exec.: S. G. Alexander.

A. J. LEHMAN Co., 912 Sycamore St., Cincinnati, beverages. Agency: Leon M. Sive Assoc., Cincinnati.

LEHN & FINK PRODUCTS Corp., 445 Park Ave., New York, cosmetics drug products. Adv. Exec.: Will Hausberg. Agencies: Lennen & New York (Lysol, Amphyl, Dora Grey and Pep-Ammo); McCann-Erickson. New York (Hinds Hovey & Amond cream and Etiquet); Charles Hoyt Co., New York (O'Syl disinfectant); Grey Adv., New York (T-sy); Spitzer & Mills Ltd., Torc (Canadian).

LEIGH FOODS Inc., 715 Fifth Ave., New York, Flamingo frozen orange juice (S). Adv. Exec.: Stanley V. MacArthur.

THE LEISY BREWING Co., 3400 Veale Ave., Cleveland, beer. Adv. Exec.: Norman A. Fox. Agency: McCa Erickson, New York.

LEJON FRERES Inc., 1011 Filbert Philadelphia, Neckline beauty cream. Agency: Weightman Inc., Philadelphia.

SOL LENZNER Corp., 636 Gen St., Buffalo, Aqua Marinated herrings and Queen-O syrup and beverage. Adv. Exec.: I. Z. Lenzner. Agency: Bowman & Block, Buffalo. Acct. Exec.: Nat Block.

LEONARD Div., Nash-Kelvinator Co., 14250 Plymouth Rd., Detroit, refrigerators, home freezers, electric refrigerator water heaters and air dryers. Adv. Exec.: W. L. Hullsiek. Agency: Geyer, Newell & Ganger, Detroit. Acct. Exec.: A. Hughes Wilson.

LEVER BROTHERS Co., 390 Park Ave., New York, food products. Adv. Exec.: Michael J. Riche. Agencies: Ruthrauff & Ryan, New York (Spry and edibles). Acct. Exec.: Lee Frier, Hewitt, Ogilvy, Benson & Mather, New York (Jelke Div.).

LEVOLOR LORENTZEN Inc., 391 Broadway, New York, venetian hardware. Adv. Exec.: Warren B. Agency: Hazard Adv., New York. Acct. Execs.: J. Cornwall and R. Thoma.

HERBERT LEVY, 325 W. Jackson Blvd., Chicago, dresses.

MAC LEVY SLENDERIZING SALONS, 189 Lexington Ave., New York, exercise and reducing equipment. Adv. Exec.: Clyde Matthews. Agency: Associated Adv. Service, New York.

LEWIS HOWE Co., 319 S. 4th St., St. Louis, Nature's Remedy and Tums. Adv. Exec.: Irwin L. Mahl. Agency: Dancer-Fitzgerald-Sample, New York (Tums); Ruthrauff & Ryan, Chicago.

I. LEWIS CIGAR Mfg. Co., 165 M Ave., Newark, Seidenberg, Flor de Melba and John Ruskin cigars (S). Adv. Exec.: Harry Lewis. Agency: Lewis Adv., Newark. Acct. Exec.: Milton Lewis.

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

LEWY Corp., 60 Broadway, New York, vacuum cleaners. Agency: Hicks & East Inc., New York. Acct. Exec.: Harold Greist.

BBY, McNEILL & LIBBY, Chicago, baby's 100 Famous Food Products. Adv. Exec.: Charles S. Bridges. Agents: J. Walter Thompson Co., Chicago. Acct. Exec.: T. P. Jardine; Foote, Cone & Belding, Chicago (pineapple products). Acct. Exec.: S. L. Williams; BDO, Chicago (frozen foods). Acct. Exec.: Henry Haupt; McConnell, Eastman & Co. Ltd., Toronto (Canadian). Acct. Exec.: John Eastman.

EBMANN BREWERIES Inc., 36 Forest St., Brooklyn, N. Y., Rheingold ale and beer. Adv. Exec.: William L. Dye. Agency: Foote, Cone & Belding, New York. Acct. Exec.: Frank Delano.

GETT & MYERS TOBACCO Co., 100 Fifth Ave., New York, Chesterfield, Lantana and Piedmont cigarettes; Veltin and Granger Rough Cut smoking tobacco; Star and Horse Shoe plug tobacco. Adv. Exec.: Lawrence W. Huff. Agency: Cunningham & Walsh, New York. Acct. Exec.: F. H. Walsh.

INCOLN BAG Co., 4200 W. Schubert Ave., Chicago, moth seal storage bags. Adv. Exec.: E. A. Fritchie. Agency: Allan Marin & Assoc., Chicago.

NCOLN INDUSTRIES Inc., Marion, Va., furniture and plastics. Agency: Truck & Co., Roanoke, Va. Acct. Exec.: Irwin Deady.

THE LIONEL Corp., 15 E. 26th St., New York, Lionel trains. Adv. Exec.: Joseph E. Hanson. Agency: Buchanan & Co., New York.

THOMAS J. LIPTON Inc., 1500 Hudson St., Hoboken, N. J., Lipton tea, soup mix and Frostee Dessert Mix (N) (S). Adv. Exec.: W. B. Smith. Agencies: Young & Rubicam, New York (tea and soup mix). Acct. Execs.: E. L. Bond and W. Whittmore; Ruthrauff & Ryan, New York (Frostee Dessert Mix). Acct. Exec.: T. W. Richey.

QUID VENEER Corp., Kehr & Urban St., Buffalo, liquid veneer, mops and brushes. Agencies: Lloyd Mansfield Co., Buffalo. Acct. Exec.: Lloyd Mansfield; Willis Adv., Buffalo (spot radio and TV).

LITTLE CROW MILLING Co., Warsaw, Ind., Coco-Wheats. Adv. Exec.: R. D. Nash. Agency: Rogers & Smith, Chicago. Acct. Exec.: R. H. Reynolds.

CALORY FOOD Co., 1819 Broadway, New York, R.D.X. dieting aid. Agency: Grey Adv., New York. Acct. Exec.: Cleve Carey.

LEWIS Inc., 1540 Broadway, M-G-M motion pictures and Loew's theatre circuit. Agency: Donahue & Coe, New York. Acct. Exec.: O. A. Kingsbury.

OMA LINDA FOOD Co., Arlington, Ill., Gravy Quik. Adv. Exec.: Werner Carlson. Agency: Elwood J. Robinson Adv., Los Angeles. Acct. Exec.: Wood Robinson.

ENGINEERING-WITTMANER WATCH Co., 100 Fifth Ave., New York, watches and scientific instruments. Adv. Exec.: Lillian L. Shapiro. Agency: Victor A. Bennett Co., New York.

LOS ANGELES NUT HOUSE, 4920 S. Vermont St., Los Angeles, peanut butter and packaged nut meats, potato chips and candy. Agency: Erwin, Wasey & Co., Los Angeles. Acct. Exec.: Mel Smith.

LOS ANGELES TIMES, 202 W. 1st St., Los Angeles, newspaper. Adv. Exec.: Nile A. Hartford. Agency: Smalley, Levitt & Smith Inc., Los Angeles. Acct. Exec.: Edwin Brandt.

LOUISIANA STATE RICE MILLING Co., Abbeville, La., rice. Adv. Exec.: Frank A. Godchaux 3d. Agency: Fitzgerald Adv., New Orleans. Acct. Exec.: Joseph H. Epstein.

LOUISIANA SWEET POTATO ADV. DEVELOPMENT COMMISSION, Baton Rouge, La., fresh and processed sweet potatoes.

THE LOVABLE BRASSIERE Co., 180 Madison Ave., New York, brassieres. Adv. Exec.: Hal N. Feit. Agencies: Alton Lefton Co., New York. Acct. Exec.: Dorothy Hill; McKim Adv. Ltd., Montreal (Canadian); J. Walter Thompson Co., Johannesburg, S. A.

JOE LOWE Corp., 601 W. 26th St., New York, Popsicle, Fudgstick, Cream-Ice and Ice-Cream-on-a-Stick. Adv. Exec.: Arthur S. Enslar. Agency: Main-Thompson Co., New York.

LUCKY LAGER BREWING Co., 2601 Newhall St., San Francisco, Lucky Lager. Agency: McCann-Erickson, San Francisco. Acct. Exec.: Burton C. Granicher.

LUCKY TIGER Mfg. Co., 2901 Fairmont Ave., Kansas City, Lucky Tiger hair tonic, Never-Tel deodorant and Magic shampoo. Adv. Exec.: S. W. Harris. Agency: Grant Adv., Chicago. Acct. Exec.: Hill Blackett Sr.

LUDEX Inc., 200 N. 8th St., Reading, Pa., cough drops and 5th Avenue candy bars. Adv. Exec.: George U. Dunlop. Agency: J. M. Mathes Inc., New York. Acct. Exec.: Wilfred King.

LUICK ICE CREAM Co., 505 E. Capitol Dr., Milwaukee, Sealtest ice cream. Adv. Exec.: H. A. Klatt. Agency: Al Herr Adv., Milwaukee.

FLORENCE LUSTIG OF N. Y., 54 E. 57th St., New York, women's fashions. Agency: The Bobley Co., New York. Acct. Exec.: Harry W. Bobley.

LUX CLOCK Mfg. Co., Waterbury, Conn., clocks and timing devices.

SHEILA LYNN Inc., 1400 Broadway, New York, misses dresses. Adv. Exec.: Richard Cole. Agency: Ehrlich & Neuwirth Inc., New York. Acct. Exec.: Norton Sobor.

LYON VAN & STORAGE Co., 1950 S. Vermont Ave., Los Angeles, moving services and storage household goods. Agency: Smalley, Levitt & Smith, Los Angeles. Acct. Exec.: Jack Smalley.

M

M & M Ltd., 200 N. 12th St., Newark, M & M's candy coated chocolate. Agency: William Esty Co., New York. Acct. Exec.: Mark Byron.

MABLEY & CAREW, Carew Tower, Cincinnati, specialty and department store.

MACY'S NEW YORK, Broadway & 34th St., New York, department store. Adv. Exec.: Louis Tannenbaum. Agency: Grey Adv., New York. Acct. Execs.: Jack Wyatt and Joseph Bailey.

THE MADERA BONDED WINE & LIQUOR Co., 1300-1308 Russell St., Baltimore, Madera's wines and liquors. Agency: The Joseph Katz Co., Baltimore. Acct. Exec.: E. Lyell Gunts.

MAGIC CHEF Inc., 1641 Kingshighway Blvd., St. Louis, Magic Chef domestic gas ranges, commercial ranges, boilers, ranges with gas, oil or coal and wood heating sections, gas and oil space heaters, kerosene cooking stoves and heaters. Adv. Exec.: Tom Gibbons. Agency: Krupnick & Assoc., St. Louis. Acct. Exec.: Tom J. Connelly.

MAGNA ENGINEERING Corp., Menlo Park, Calif., Shopsmith power tools. Adv. Exec.: Jerry Steimle. Agency: N. W. Ayer & Son, San Francisco.

THE MAGNAVOX Co., Bueter Rd., Ft. Wayne, Magnavox radio-phonographs, television and electronic devices. Agency: Maxon Inc., Chicago. Acct. Exec.: Lester Sholty.

MAGNOLIA PETROLEUM Co., Magnolia Bldg., Dallas, petroleum products. Adv. Exec.: R. M. Carter. Agency: Ratcliff Adv., Dallas.

MAGNUS HARMONICA Corp., 439 Frelinghuysen Ave., Newark, plastic harmonicas, accordions, portable organs, musical toys, plastic musical instruments.

MAHOGANY ASSN., 75 E. Wacker Dr., Chicago, mahogany lumber and veneer. Adv. Exec.: George N. Lamb. Agency: Buchen Co., Chicago.

THE MAICO Co., 21 N. 3d St., Minneapolis, hearing aids, audiometers, stethoscopes and group hearing aids. Agency: Bozell & Jacobs, Minneapolis. Acct. Exec.: Lloyd Borg.

MAIL POUCH TOBACCO Co., 40th & Water Sts., Wheeling, W. Va., Mail Pouch and Wheeling Pollack stogies, Kentucky Club, Irish Castle and Willoughby Taylor smoking tobacco. Adv. Exec.: W. L. Harris. Agency: Charles W. Hoyt Co., New York.

MAJESTIC RADIO & TELEVISION, 385 4th Ave., New York, Majestic television and radio receivers and Garod TV and radio. Agency: Shappe-Wilkes Inc., New York. Acct. Exec.: Sam Groden.

MAJESTIC SPECIALTIES Inc., 1410 Broadway, New York, women's sportswear. Adv. Exec.: Miss M. Goldfarb.

MALBE, 525 7th Ave., New York, blouses. Agency: Shephard & Edwards, New York.

MALL TOOL Co., 7740 S. Chicago St., Chicago, Mall and Mallsaw tools, Mall drill, portable power tools and chain

saw. Adv. Exec.: E. E. Reinke. Agency: Paulson-Gerlach & Assoc., Milwaukee. Acct. Exec.: B. J. Paulson.

MALTEX Co., Burlington, Vt., Maltex cereal and Maypl Oats cereal. Agency: Samuel Croot Co., New York. Acct. Exec.: Donald Brant.

MANCHESTER BISCUIT Co., Sioux Falls, S. D., cookies and crackers. Agency: George H. Hartman Co., Chicago.

MANDEE FABRICS Inc., 1412 Broadway, New York, rayon and rayon acetate fabrics. Adv. Exec.: Abby Levine. Agency: William Wilbur Adv., New York. Acct. Execs.: Trudy Richmond and Florence Lord.

MANHATTEN SOAP Co., 441 Lexington Ave., New York, Sweetheart soap and Blu-White flakes (N) (S). Adv. Exec.: A. Tarr. Agency: Schneideler, Beck & Werner, New York. Acct. Exec.: J. Schneideler.

THE B. MANISCHEWITZ Co., 143 Bay St., Jersey City, matzo, kosher food products. Agency: A. B. Landau Inc., New York. Acct. Exec.: Herman Younglieb.

MANNING, BOWMAN & Co., Fosteria, Ohio, Manning-Bowman electric appliances. Adv. Exec.: George Libb. Agency: Foster & Davies Inc., Cleveland. Acct. Exec.: Miles McKearney.

HERMAN MANTELL, 212 Fifth Ave., New York, Mannings hosiery. Agency: Murray Director Assos., New York.

MANUFACTURERS & TRADERS TRUST Co., 284 Main St., Buffalo. Agencies: Comstock & Co., Buffalo. Acct. Exec.: Henry W. Comstock; Edwin Bird Wilson Inc., New York.

MARCAL PAPER MILLS Inc., River Rd., E. Paterson, N. J., Kitchen Charm waxed paper, Marcal paper napkins, hankies, straws and sandwich bags. Agency: Calkins & Holden, Carlock, McClintock & Smith Inc., New York. Acct. Exec.: Roger Brown.

HOTEL MARCY, Lake Placid, New York, hotel. Agency: Getschal & Richards Inc., New York.

MARGO WINE Co., 12th & Sedgley Ave., Philadelphia, California and American wines. Agency: J. M. Korn & Co., Philadelphia.

MARINE ELECTROLYSIS ELIMINATOR Co., 617 Dearborn St., Seattle, Red Devil soot and carbon remover. Agency: Penman-Neil Adv., Seattle. Acct. Exec.: F. A. Bartlett.

THE MARINE TRUST Co. of Western New York, 237 Main St., Buffalo, N. Y., bank services (S). Adv. Exec.: George J. Enser. Agency: BBDO, Buffalo. Acct. Exec.: Ivan L. Peterson.

MARLENE'S Inc., 230 N. Michigan Ave., Chicago, Marlene's hair waving shampoo and Mynex reducing tablets. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: James C. Corr.

THE MARLIN FIREARMS Co., 79 Willow St., New Haven, guns and razor blades. Adv. Exec.: Lawrence B. Ferguson. Agency: Scheideler, Beck & Werner Inc., New York.

MARLON CONFECTIONS Corp., 321 W. 54th St., New York, candy. Agencies: Scheck Adv., Newark; Zlowe Co., New York.

THE MARQUETTE NATIONAL BANK OF MINNEAPOLIS, 517 Marquette Ave., Minneapolis. Agency: Ray C. Jenkins Adv., Minneapolis. Acct. Exec.: Ray C. Jenkins.

MARS TELEVISION Inc., Colonial Ave., Corona, N. Y., Mars television. Agency: Mann-Ellis Inc., New York.

JORDON MARSH Co., 450 Washington St., Boston, store merchandise (S). Adv. Exec.: Rosemary Phelan. Agency: Hirschon-Garfinkel Inc., Boston. Acct. Exec.: Ruby Newman.

MARSHALL CANNING Co., Marshalltown, Iowa, Brown Beauty beans and canned vegetables. Adv. Exec.: A. W. Cober. Agency: The L. W. Ramsey Co., Chicago.

MARTHA MAID Mfg. Co., 367 W. Adams St., Chicago, women's slips and lingerie. Adv. Exec.: Louis S. Horwitch. Agency: Allan Marin & Assoc., Chicago.

MARTIN INDUSTRIES Inc., 2517 S. Michigan St., Chicago, mail order house. Agency: Frederic R. Kleiman Adv., Chicago.

C. H. MASLAND & SONS, Spring Rd., Carlisle, Pa., Masland Beautblend bedloom rugs and carpets, hunting and fishing clothes. Agency: Anderson

& Cairns Inc., New York. Acct. Exec.: Karl Knipe.

MASON, AU & MAGENHEIMER CONFECTIONERY Mfg. Co., P. O. Box 549, Mineola, L. I., N. Y., Mason Peaks, Mason Mints, Mason Black Crows, Dots Confections. Adv. Exec.: F. E. Magenheimer. Agency: Turner & Dyson Inc., New York.

MASON & MASON Inc., 213 N. Desplaines St., Chicago, Mason's root beer. Agency: Irving J. Rosenbloom Adv., Chicago. Acct. Exec.: Irving J. Rosenbloom.

MASONITE Corp., 111 W. Washington St., Chicago, Masonite die stock, standard presdwood, tempered presdwood, temprite, leatherwood, panelwood and die stock. Adv. Exec.: Donald E. Allen. Agency: Buchen Co., Chicago. Acct. Exec.: George F. Weisenbach.

MASTER RULE Mfg. Co., 40 Mulberry St., Middletown, N. Y., steel tape and wood rules. Agency: Dewane Assoc., New York.

JOHN W. MASURY & SON Inc., 1700 Bayard St., Baltimore, paints. Agency: H. W. Buddemeier Co., Baltimore.

MAURER-NEUER Corp., 1221 Baltimore St., Kansas City, meat packers. Adv. Exec.: Marilla E. Kingsbury. Agency: C. Wendel Muench & Co., Chicago. Acct. Exec.: W. O. Yocum.

MAYBERT Corp., 325 E. 3d St., Mt. Vernon, N. Y., Merrie Magic tube cream shampoo. Adv. Exec.: B. S. Colnes. Agency: Hilton & Riggio Inc., New York. Acct. Exec.: Robert Stivers.

OSCAR MAYER & Co., 910 Mayer Ave., Madison, Wis., all products (S). Adv. Exec.: Carl G. Mayer. Agency: Sherman & Marquette, Chicago. Acct. Exec.: Larry Wherry.

HOTELS MAYFAIR AND LENNOX, 8th & St. Charles Sts., St. Louis, hotels, restaurants and hotel service. Adv. Exec.: Anne Taylor. Agency: Olain Adv. Co., St. Louis.

McCORMICK & Co., 414 Light St., Baltimore, McCormick spices, flavoring extracts, food colors, mayonnaise, mustard, Bee Brand insect powder, spray and disinfectant, Red Arrow and Black Arrow insecticides, Reliable household drugs, Iron glue and coffee. Adv. Exec.: Keene A. Roadman. Agency: Cecil & Presbrey, New York. Acct. Exec.: Taylor S. Castrell.

JAMES McCREERY & Co., Fifth Ave. & 34th St., New York, department store. Adv. Exec.: David Abrams.

THE J. CHARLES McCULLOUGH SEED Co., 3d & Eggleston Sts., Cincinnati, McCullough lawn seed. Agency: Farson, Huff & Northlich, Cincinnati.

McGRAW-HILL BOOK Co., 330 W. 42d St., New York, Agencies: Denhard, Pfeiffer & Wells, New York; Schwab & Beatty Inc., New York.

McKESSON & ROBBINS Inc., Grasmere Ave., Bridgeport, Conn., Calox tooth powder, Albolene cream, Yodora deodorant, Albolene-Liquid, Soretone, McKesson's specialties, health helps, toilettries, vitamin products, Bexel vitamins, Ora denture cleanser, Tawn toilettries for men, Tartan suntan lotion. Adv. Exec.: Frederick Bruce Hamilton. Agencies: J. D. Tarcher & Co., New York (Calox tooth powder, Yodora deodorant cream, Tartan suntan lotion and Bexel vitamin capsules); Ellington & Co., New York (Albolene cream, Ora denture cleanser, Soretone and Tawn toilettries); Murray Breese Assoc., New York (Octofen and Surin).

MEGS MACARONI Co., Harrisburg, Pa., Pennsylvania Dutch Bott Boi pot pie. Adv. Exec.: D. W. Wolfe. Agency: Michener & O'Connor Inc., Harrisburg. Acct. Exec.: Walter O'Connor.

MEGOWEN EDUCATOR FOODS Co., 27 Jackson St., Lowell, Mass., Crax and Educator saltines (S). Adv. Exec.: Ralph Smith.

MELLINGER Co., 1717 Westwood Blvd., Los Angeles, Mellinger world trade course. Agency: Paul Jones & Assoc., Los Angeles. Acct. Exec.: G. L. Hambaugh.

MEMPHIS PUB. Co., 495 Union Ave., Memphis, The Commercial Appeal and Memphis Press Scimitar. Adv. Execs.: W. O. Sturdivant and Plez R. Pettit.

THE MENNEN Co., 345 Central Ave., Newark, N. J., Mennen antiseptic oil,

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- borated powder, Lather Shave, Plain, Mentholiced, Brushless Shave, Skin Bracer, Skin Balm, talcum for men, Quinsana and Quicool, baby soap, baby cream, Tips-for-Tots, Mennen cream hair oil, Mennen baby magic skin care. Adv. Exec.: Leonard V. Colson. Agencies: Grey Adv., New York (baby products and Quinsana); Kenyon & Eckhart, New York (shaving products); A. J. Denne & Co. Ltd., Toronto. Acct. Exec.: A. J. Denne; Irwin Vladimir & Co., New York. Acct. Exec.: Irwin Vladimir.
- THE MENTHOLATUM Co.**, 1360 Niagara St., Buffalo, Mentholatum and Mentholatum medicated stick. Agency: J. Walter Thompson Co., New York.
- MERCANTILE TRUST Co.**, 721 Locust St., St. Louis, bank and trust services. Adv. Exec.: Ralph K. Brown. Agencies: Oakleigh R. French & Assoc., St. Louis. Acct. Exec.: C. S. Pangman; Albert Frank-Guenther Law, New York.
- MERIT GREETING CARD Co.**, 370 Plane St., Newark, greeting cards. Agency: Louis F. Herman Adv., Newark.
- MERLITE INDUSTRIES Inc.**, 201 E. 16th St., New York, Merlite fire extinguishers. Agency: Schwab & Beatty Inc., New York.
- CHARLES E. MERRY Co.**, 9 Cedar St., Newton Centre, Mass., Golden Buck welsh rarebit. Adv. Exec.: Charles E. Merry. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: John F. Manning.
- METAL TEXTILE Corp.**, 647 E. 1st Ave., Roselle, N. J., Chore-Boy, Chore-Girl, Chore Chum, Chore Knob, Chore Mop, Chore Sponge, Monel-O, metal knitted products and Golden Glece pot cleaner. Agency: The Franklin Fader Co., Newark, N. J. Acct. Exec.: Franklin Fader.
- METAL TILE PRODUCTS Inc.**, 225 E. Walnut St., Hastings, Mich., Hastings Alumitile wall tile, Alum-Awning awnings and aluminum doorheads. Agency: MacDonald-Cook Co., S. Bend, Ind. Acct. Exec.: C. A. MacDonald.
- ADRIEN MEY & Co.**, 41 W. 25th St., New York, C-B cottons, Penguin wools and art needlework supplies. Agency: Wilson, Haight & Welch Inc., New York. Acct. Exec.: Ise Courtwright.
- MEYENBERG MILK PRODUCTS Co.**, Russ Bldg., San Francisco, Meyenberg's All-Pure evaporated milk and condensed sweetened milk. Agency: J. Walter Thompson Co., Los Angeles. Acct. Exec.: Douglas Merservey.
- MICHIGAN BULB Co.**, 950 Monroe Ave., Grand Rapids, flower bulbs. Adv. Exec.: Forrest C. Laug. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: Walter McWilliams.
- MICHIGAN MUSHROOM Co.**, Niles, Mich., canned mushrooms, mushroom steak sauce, cream of mushroom soup and stock and asparagus. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.
- MICHIGAN MUTUAL LIABILITY Co.**, 28 W. Adams Ave., Detroit, casualty insurance. Agency: Otto & Abbs Inc., Detroit.
- MICKELBERRY'S FOOD PRODUCTS Co.**, 801 W. 49th Pl., Chicago, Mickelberry's Old Farm sausage, bacon and other high-grade meat specialties. Adv. Exec.: M. Mickelberry. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: L. H. Copeland.
- MID-CONTINENT PETROLEUM Corp.**, Mid-Continent Bldg., Tulsa, complete line of D-X and Diamond motor oil, lubricating gasoline and greases and lubricants. Adv. Exec.: Dale Rogers. Agency: R. J. Potts, Calkins & Holden, Kansas City. Acct. Exec.: J. B. Woodbury.
- S. E. MIGHTON Co.**, Bedford, Ohio, ABC dog and cat food. Agencies: Gregory & House Inc., Cleveland. Acct. Exec.: Honor Gregory; G. Norman Burk Inc., Pittsburgh. Acct. Exec.: G. N. Burk.
- D. W. MIKESELL Inc.**, 142 S. Williams St., Dayton, potato chips. Agency: Weber, Geiger & Kalat Inc., Dayton. Acct. Exec.: Edward J. Kalat.
- LOUIS MILANI FOODS Inc.**, 2312 W. Olympic Blvd., Los Angeles, Milani foods. Agency: Leonard Shane Agency, Los Angeles. Acct. Exec.: James Ward.
- MILES LABS Inc.**, 1127 Myrtle St., Elkhart, Ind., Alka-Seltzer (S). Adv. Exec.: Percy L. Shupert. Agency: Geoffrey Wade Adv., Chicago. Acct. Exec.: Geoffrey Wade II.
- MILLER-BECKER Co.**, 6411 Central Ave., Cleveland, Cotton Club beverages. Adv. Exec.: Rudy Miller. Agency: Lang, Fisher & Stashower Inc., Cleveland. Acct. Exec.: Alvin B. Fisher.
- MILLER BREWING Co.**, 4000 W. State St., Milwaukee, Miller High Life beer. Adv. Exec.: Vernon S. Mullen Jr. Agency: Mathisson & Assoc., Inc., Milwaukee.
- I. MILLER PICKLES Inc.**, 337 Payne Ave., N. Tonawanda, N. Y., pickle products. Agency: Ellis Adv. Co., Buffalo.
- MILLER Mfg. Co.**, 5919 Tireman Ave., Detroit, Kardek car-top carriers.
- MILLER & RHOADS**, Richmond, Va., department store. Agency: Dowd, Redfield & Johnstone, New York.
- MILLER TABLE PAD & VENETIAN BLIND Mfg. Co.**, 1260 Coney Island Ave., Brooklyn, venetian blinds and table pads. Agency: The Bobley Co., New York. Acct. Exec.: Lloyd S. Howard.
- MILROSE PRODUCTS Co.**, 306 W. 117th St., New York, Rad cleaner in paste form and polish. Agency: Frederick-Clinton Co., New York.
- MINERVA WAX PAPER Co.**, 1430 Grant Blvd., Minerva, Ohio, wax papers and foil. Agency: H. Grider Adv., Cleveland.
- MINIT-MAN Inc.**, 427 Penobscot Bldg., Detroit, Minit-Man automatic car washer. Agency: Active Assoc., Detroit. Acct. Exec.: E. E. Cloutier.
- MINNEAPOLIS-HONEYWELL REGULATOR Co.**, 2747-53 4th Ave. S., Minneapolis, automatic controls for heating, ventilating, air conditioning and industrial processes. Adv. Exec.: Eldon Fox. Agencies: Foote, Cone & Belding, Chicago. Acct. Exec.: Arthur Schultz; Ronalds Adv. Ltd., Toronto.
- MINNESOTA MINING & Mfg. Co.**, 900 Fauquier St., St. Paul, 3-M coated abrasives, Scotch brand tapes, 3-M adhesives and coatings, Scotchlite reflective sheeting, Underseal rubberized coating, sound recording tapes, color pigments and roofing granules. Agency: BBDO, Minneapolis.
- MINNESOTA PAINTS Inc.**, 1101 S. 3d St., Minneapolis, paints, varnishes, enamels and allied products. Adv. Exec.: D. J. Palmer. Agency: Nelson-Willis Inc., Minneapolis. Acct. Exec.: Herb Willis.
- DAVE MINOR Co.**, 242 E. Ohio St., Chicago, piano and guitar courses. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: N. J. McMahon.
- MINUTE MAID Corp.**, 488 Madison Ave., New York, quick frozen orange juice concentrate. Adv. Execs.: James W. Rayen and Raymond S. Judd. Agency: Ted Bates & Co., New York.
- MIRACLE ADHESIVES Corp.**, 214 E. 53d St., New York, Miracle adhesives for industrial, marine and construction purposes, R-Mir-Dek plastic protective coatings, floor and deck paint and non-slip floor coatings. Agency: Cayton Inc., New York.
- MIRACLOTH Corp.**, 400 W. Madison St., Chicago, Miracloth for cleaning purposes. Agency: C. Wendel Muench & Co., Chicago. Acct. Exec.: W. O. Yocum.
- MIRA-SHAM Corp.**, 400 W. Madison St., Chicago, simulated chamois. Agency: C. Wendel Muench & Co., Chicago. Acct. Exec.: W. O. Yocum.
- MISSION BELL WINERIES**, Box 329, Madera, Calif., Mission Bell wines. Agency: Young & Rubicam Inc., San Francisco.
- MISSION MACARONI Co.**, 1102 8th St., S. Seattle, macaroni, spaghetti and egg noodle products. Agency: Taskett Adv., Seattle.
- MITCHELL Mfg. Co.**, 2525 N. Clybourn St., Chicago, industrial fluorescent lighting fixtures, portable lighting, floor and table lamps, lighting specialties, radio, television, room air conditioner and dehumidifiers. Adv. Exec.: Howard G. Haas. Agency: George Brodsky Adv., Chicago.
- MOBO TOYS Inc.**, 200 Fifth Ave., New York, Mobo toys.
- MOCK SEED Co.**, 1218 Smallman St., Pittsburgh, Superturf lawn seed and lawn food. Agency: Bachman, Kelly & Trautman, Pittsburgh.
- MOELLER Mfg. Co.**, Racine, Wis., bottle stoppers. Agency: Jacobson & Tonne Adv., Chicago.
- MOHAWK CARPET MILLS Inc.**, Lyon St., Amsterdam, N. Y., 295 Fifth Ave., New York, rugs and carpets. Agency: Maxon Inc., Detroit.
- MOJUD HOSIERY Co.**, 36-46 33d St., Long Island City, Mojud hosiery. Agency: Grey Adv., New York. Acct. Exec.: Joseph Lorin.
- MONARCH WINE Co.**, 4500 2d Ave., Brooklyn, Manischewitz kosher wine. Agency: Donahue & Coe, New York. Acct. Exec.: Charles E. Patrick.
- MONARK SILVER KING Inc.**, 6501 W. Grand Ave., Chicago, Monark, Rocket and Silver King bicycles and Majestic lawnmowers. Agency: E. H. Brown Adv., Chicago.
- MONOGRAM OF CALIFORNIA**, 2500 18th St., San Francisco, Add-A-Mite home calculator. Agency: Bernard B. Schnitzer Inc., San Francisco. Acct. Exec.: B. B. Schnitzer.
- MONSANTO CHEMICAL Co.**, Plastics Div., 600 Monsanto Ave., Springfield, Mass., Monsanto plastic materials. Agency: Gardner Adv. Co., New York. Acct. Exec.: T. R. Snyder.
- MONSANTO CHEMICAL Co.**, 1700 S. 2d St., St. Louis, chemicals and plastics. Agency: Gardner Adv. Co., St. Louis. Acct. Execs.: C. H. Trapp, S. M. Bailard and T. R. Snyder.
- MONTAG BROS. Inc.**, 182 Marietta St., Atlanta, social stationery. Agency: MacGruder-Bakewell-Kostka Inc., Denver.
- JULES MONTENIER Inc.**, 440 W. Superior St., Chicago, Stopetec spray deodorant and Secure cream stick deodorant. Agencies: Earle Ludgin & Co., Chicago; MacDonald-Cook Co., S. Bend, Ind. (Secure cream stick deodorant).
- JOHN MORRELL & Co.**, Hayne St. & Iowa Ave., Ottumwa, Iowa, Red Heart dog food and Morrell Pride meats. Adv. Exec.: A. C. Michener. Agency: N. W. Ayer & Son, Chicago.
- PHILIP MORRIS & Co.**, 100 Park Ave., New York, Philip Morris and Dunhill cigarettes (N) (S). Adv. Exec.: Roger M. Greene. Agency: The Biow Co., New York. Acct. Execs.: Everett Bradley and C. P. Tyler.
- MORRISON Co.**, 1007 Vine St., Philadelphia, Mrs. Morrison's puddings. Agency: The Buckley Organization, Philadelphia. Acct. Exec.: George C. Martin.
- MORTON PACKING Co.**, 714 Brent St., Louisville, Morton's frozen foods. Agency: Griswold-Eshleman Co., Louisville.
- MORTON SALT Co.**, 120 S. LaSalle St., Chicago. Adv. Execs.: G. W. Carrington and W. K. Yates. Agencies: Needham, Louis & Brorby Inc., Chicago; Klau-Van Pieteron-Dunlap Assoc., Milwaukee. Acct. Exec.: A. R. McGinnis.
- MOTHER'S CAKE & COOKIE Co.**, 810 81st Ave., Oakland, Calif., cookies and fruit cake (S). Adv. Exec.: T. H. Wilson. Agency: Honig-Cooper Co., San Francisco. Acct. Exec.: Heber Smith.
- MOTOROLA Inc.**, 4545 Augusta Blvd., Chicago, Motorola auto, home, 2-way communication radios and television receivers. Adv. Exec.: Jack Pettersen. Agencies: Gourfain-Cobb Adv., Chicago; Ruthrauff & Ryan, New York.
- MRS. BAIRD'S BAKERIES Inc.**, Dallas, Mrs. Baird's bread. Agency: Tracy-Locke Co., Dallas. Acct. Exec.: Wm. J. James.
- MRS. BENTZEN'S COOKIES**, Burlingame, Calif., cookies. Agency: Elliott-Daly & Sherman, San Francisco.
- MRS. PAUL'S KITCHENS**, 179 East St., Philadelphia, prepared frozen seafood and potatoes. Agency: The Aitkin-Kynett Co., Philadelphia. Acct. Exec.: H. B. Montgomery.
- L. J. MUELLER FURNACE Co.**, 2005 W. Oklahoma Ave., Milwaukee, Mueller Climatrol furnaces, boilers, winter air conditioning systems. Adv. Exec.: John Reock. Agency: Hoffman & York, Milwaukee.
- THE MUNISING PAPER Co.**, 135 S. LaSalle St., Chicago, business papers, household products and paper specialties, Marvalon vinyl plastic covering materials, Wax-Seal self-sealing waxed paper, Duo-Dustin sheets, dusting and
- polishing paper and Silver sheets silver-polishing paper. Agency: Robert Gallagher Adv., Chicago.
- MUNTZ TV Inc.**, 1735 Belmont Av Chicago, television receivers. Agent: Michael Shore Adv., Chicago. Acct. Exec.: Michael Shore.
- ARTHUR MURRAY SCHOOL OF DANCING**, 11 E. 43d St., New York, ballroom dance instruction. Agency: Ruthrauff & Ryan, New York. Acct. Exec.: John L. Grayhurst.
- C. H. MUSSELMAN Co.**, Biglerville Pa., Musselman's food products. Agency: The Clements Co., Philadelphia.
- MUTUAL BENEFIT HEALTH & ACCIDENT Assn.**, Omaha, Neb., health and accident and hospitalization insurance. Agency: Bozell & Jacobs, Omaha.
- JOE FRANKLIN MYERS INDUSTRIES**, 6120 Lemmon Ave., Dallas, candle. Adv. Exec.: Joe Franklin Myers. Agency: Watts-Payne Adv., Dallas. Acct. Exec.: Marie J. Callahan.
- MY-KO CHEMICAL Corp.**, 312 N. Water St., Milwaukee, Myro stove porcelain cleaner and Kotofom rug upholstery cleaner. Adv. Exec.: Julian S. Hytken. Agency: Loise Mark & Co., Milwaukee. Acct. Exec.: Lo. Mark.
- MYSTIK ADHESIVE PRODUCTS**, 2 N. Kildare Ave., Chicago, Mystik seal-stick cloth tape, masking material, Dripec and Mystik print, Spra-Mi and Protecto-Mask. Adv. Exec.: Peter J. Brown. Agency: George H. Harman Co., Chicago. Acct. Exec.: Roland Laughlin.
- NALLEY'S Inc.**, 3410 S. Lawrence St., Tacoma, mayonnaise, salad dressing, pickles, relish and potato chips. Agencies: The Condon Co., Tacoma (Nalley's lumberjack syrup, pot chips and pickles); Ruthrauff & Ry. Seattle (Nalley's mayonnaise, tart dressings and meat products).
- NARDIS SPORTSWEAR**, 409 Browder St., Dallas, misses and juniors sportswear. Adv. Exec.: Allen J. G. Agency: Brough Adv., Dallas. Acct. Exec.: John Brough.
- NARRAGANSETT BREWING Co.**, Cranston, R. I., Lager beer (S). Adv. Exec.: John W. Haley. Agency: C. Ningham & Walsh Inc., New York. Acct. Exec.: William K. Pehlert.
- NASH-KELVINATOR Corp.**, 14200 Plymouth Rd., Detroit, Kelvinator electric refrigerators, Kelvinator ice coolers, electric ranges, home freezers, condensing units, electric water heaters, ice cream cabinets, bottled beverage coolers and motor cars. Adv. Execs.: L. Jack Gage and J. B. Hurrell. Agencies: Geyer, Newell Ganger, Detroit. Acct. Exec.: R. Wolfe; McKim Adv. Ltd., Toronto.
- NATCO Inc.**, 4401 W. North Ave., Chicago, Natco sound projector. Adv. Execs.: George Factor and Jack Larson. Agency: Gordon Best Co., Chicago. Acct. Exec.: Burton G. Feldman.
- NATIONAL BISCUIT Co.**, 449 W. 1st St., New York, crackers, cookies, cereals and dog food (S). Adv. Exec.: George Oliva. Agency: McCann-Erickson, New York. Acct. Exec.: William H. Conine.
- NATIONAL BREWING Co.**, 1027 Conkling St., beer (S). Adv. Exec.: Norman S. Alimony. Agency: Ow & Chappell, New York. Acct. Exec.: John Schneider.
- NATIONAL CARBON Co.**, Div. of Union Carbide & Carbon Corp., 30 E. St., New York, Eveready flashlight batteries and dry cells, Eveready radio batteries, Prestone and Trek antifreeze. Agency: William Esty Co., New York. Acct. Exec.: W. H. Wulfeck.
- NATIONAL CHEMICAL & Mfg. Co.**, 3617 S. May St., Chicago, Lumina paints, Marb-L-Cote paint product, X-Cell-All paint and varnish remover. Agency: Petesch, Hecht & O'Connor Inc., Chicago.
- NATIONAL Co.**, 61 Sherman St., Malden, Mass., radio receivers. Agency: John C. Dowd Inc., Boston. Acct. Exec.: Edgar R. Emery.
- NATIONAL DAIRY PRODUCTS Co.**, 230 Park Ave., New York, Sealtest cream and dairy products and K foods. Agencies: N. W. Ayer & Co., New York (all Sealtest products); J. Walter Thompson Co., Chicago.

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

- NATIONAL DISTILLERS PRODUCTS** Corp., 120 Broadway, New York. Agency: Kudner Agency, New York. Acct. Exec.: C. M. Rohrabough; Lawrence King & Co., New York. Acct. Execs.: Lawrence Fertig and Philip Lukin; Fletcher D. Richards Inc., New York. Acct. Exec.: Kenneth Young; Kenyon Eckhardt, Inc., New York. Acct. Exec.: Harvey N. Volkmar; Platt-ber Inc., New York.
- NATIONAL FURNITURE Mfg. Co.**, 1501 Miller St., Evansville, Ind., furniture. Acct. Exec.: Curtis T. Mushlitz. Agency: B & M Co., Evansville, Ind.
- NATIONAL GUARD BUREAU**, Pentagon Bldg., Washington, D. C., recruitment and community relations. Agency: Albert W. Orr & Assoc., New York.
- NATIONAL OATS Co.**, 1515 H Ave., E., Cedar Rapids, 3-Minute quick and Old Fashioned oats, 3-Minute pop corn, 3-Minute raisin oats and 3-Minute oats and meal. Adv. Exec.: H. F. Kemp. Agencies: The L. W. Ramsey Co., Davenport. Acct. Exec.: A. C. Eckel; Irwin Vladimir & Co., New York.
- NATIONAL RE-CLEAN Corp.**, 1263 Atlantic Ave., Brooklyn. Agency: Duane Jones Co., New York.
- NATIONAL SHAWMUT BANK OF BOSTON**, 40 Water St., Boston. Agency: Biow Co., New York.
- NATIONAL SUGAR REFINING Co.**, 129 Front St., New York. Jack Frost, Quaker, Arbuckle brands packaged sugar, Krist-O-Kleer (invert sugar), National, Quaker and Arbuckle milk sugar. Agency: Young & Rubincamp Inc., New York. Acct. Exec.: T. J. Smith (all Jack Frost products).
- NATIONAL TEA Co.**, 1000 N. Crosby St., Chicago, groceries, produce and meats (food stores). Agency: Schwimmer & Scott Inc., Chicago.
- NECCHI SEWING MACHINE SALES Co.**, 164 W. 25th St., New York, Necchi sewing machines. Agency: Doyle Dane Bernbach Inc., New York. Acct. Exec.: Louis M. Cottin.
- NEEDICK'S Inc.**, 44 W. 143d St., New York, Nedick's stores. Agency: Weiss Geller, New York.
- NEHEI Corp.**, 10th & 9th Ave., Columbus, Ohio and Par-T-Pak beverages and Royal Crown Cola. Adv. Execs.: T. H. Stanley and J. W. Gates. Agency: BDO, New York. Acct. Exec.: S. A. Arnold.
- NELSON Co.**, 10 E. 39th St., New York, shoe remodelling, dyeing and orthopedic work; Conformal shoe repair. Agency: The Rockmore Co., New York. Acct. Exec.: Milton M. Rockmore.
- NELSON BROS. FURNITURE Co.**, 4840 Broadway, Chicago, furniture. Agency: George H. Hartman Co., Chicago. Acct. Exec.: Thomas Kivlan.
- NELSON CORP.**, 247 W. 38th St., New York, Judy Nell coats. Agency: Altman-Stoller Adv., New York. Acct. Exec.: Max Stoller.
- NESCO Inc.**, 201 N. Michigan Ave., Chicago, Nesco decorated ware (Japanized and Lithographed), tinware, porcelainized ware, kerosene stoves, ranges, heaters, electric roasters and pressure cookers and steel drums. Adv. Exec.: William J. Freund. Agency: Western Adv., Chicago. Acct. Exec.: Lee Hammett.
- NESTLE Co.**, 2 William St., White Plains, N. Y., Nescafe, Nestea instant coffee, Nestle's bouillon cubes, Lactogen, Nestle's evaporated milk and Maggi products, Nestle's chocolate and cocoa products, Nestle's Quick Start chocolate flavor and Nestle's Cookie mix. Agencies: Cecil & Presley, New York (chocolate and grocery products); Needham & Grohmann Inc., New York (Maggi products, Nestle bouillon cubes and Nestea instant tea); Sherman & Marquette, Chicago (Nescafe).
- NESTOR JOHNSON Mfg. Co.**, 1900 N. Springfield Ave., Chicago, Johnson road shuffer. Adv. Exec.: H. O. Jacobson. Agency: Aubrey, Finley, Marley & Hodgson Inc., Chicago. Acct. Exec.: Leonard Krick.
- NETTLE CREEK INDUSTRIES Inc.**, Hammond, Ind., Lazyback foam rubber special pillows. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: W. Keach.
- NEW ENGLAND COKE Co.**, 250 Stuart St., Boston, fuel (S). Adv. Exec.: Adolph Bruce. Agency: J. T. Chirurg Co., Boston. Acct. Exec.: W. L. Shephardson.
- NEW ENGLAND CONFECTIONERY Co.**, 254 Massachusetts Ave., Cambridge, Mass., Necco candies. Adv. Exec.: Wade Jones. Agency: C. J. LaRoche & Co., New York.
- NEW ENGLAND ELECTRIC SYSTEM**, 441 Stuart St., Boston, public utility. Adv. Exec.: M. A. Reichheld. Agencies: Harold Cabot & Co., Boston. Acct. Exec.: Edward F. Chase; Doremus & Co., Boston. Acct. Exec.: Charles W. Moore.
- NEW ENGLAND FISH Co.**, Exchange Bldg., Seattle, Pillar Rock and Pink Beauty canned salmon and Chilletts packaged frozen fish. Agency: Pacific National Adv., Seattle. Acct. Exec.: Fred Sprague.
- N. J. BELL TELEPHONE Co.**, 540 Broad St., Newark, telephone service. Adv. Exec.: J. V. Ryan. Agency: Charles Dallas Reach Co., Newark. Acct. Exec.: F. R. Risley.
- NEW ORLEANS PUBLIC SERVICE Inc.**, 317 Baronne St., New Orleans, electric, gas and transit service. Agency: Bauerlein Adv., New Orleans. Acct. Exec.: Pierre Villere.
- NEW YORK AND NEW ENGLAND APPLE INSTITUTE Inc.**, 43 Crown St., Kingston, N. Y., apples. Adv. Exec.: L. W. Marvin. Agency: Charles W. Hoyt Co., New York.
- NEW YORK STATE DEPARTMENT OF COMMERCE**, 112 State St., Albany. Agency: BBDO, New York. Acct. Exec.: Bayard Pope.
- NEW YORK TELEPHONE Co.**, 140 West St., New York. Agency: BBDO, New York. Acct. Exec.: D. W. Velsey.
- NEWELL GUTRADT Co.**, 368 Fremont St., San Francisco, Stryker's soap and cleaner. Adv. Exec.: A. Haas Jr. Agency: Guild, Bascom & Bonfigli, San Francisco.
- NEWLY WEDS BAKING Co.**, 2453 S. Indiana St., Chicago, Ice Cream 'N' Cake roll. Adv. Exec.: B. Savatsky. Agency: Baratta-Wardell Adv., Worcester, Mass.
- NICOLAY-DANCEY Inc.**, 5801 Grandy St., Detroit, New Era potato chips. Adv. Exec.: A. R. Pegler. Agencies: Tom Schroeder Agency, Detroit; Otto & Abbs Adv., Detroit; Ewell & Thuber Assoc., Chicago.
- M. NIRENBERG SONS Inc.**, 1140 Broadway, New York, Lion of Troy shirts and sportswear. Agency: Jules Mirel Adv., New York.
- NOLLA SHOPS**, 812 Penn Ave., Pittsburgh, fashion mail order. Agency: Jay Reich Adv., Pittsburgh. Acct. Exec.: Jay Reich.
- NOMA ELECTRIC Corp.**, 55 W. 13th St., New York, Noma Christmas tree lights, bubble lites and bubble lite tree. Adv. Exec.: H. J. Williams. Agency: Albert Frank-Guenther Law, New York.
- NORBEST TURKEY GROWERS Assn.**, 212-214 Utah Oil Bldg., Salt Lake City. Norbest fresh and frozen turkeys and turkey hatching eggs. Agency: David W. Evans Adv., Salt Lake City. Acct. Exec.: David W. Evans.
- NORGE DIV.**, Borg-Warner Corp., Merchandise Mart, Chicago, Norge refrigerators, washers, conventional and automatic gas ranges, electric ranges, electric water heaters and home freezers. Agencies: J. Walter Thompson Co., Chicago; Russel M. Seeds Co., Chicago.
- NORMA PENCIL Corp.**, 137 W. 14th St., New York, Norma multicolor pencils. Agency: William G. Seidenbaum & Co., New York. Acct. Exec.: William G. Seidenbaum.
- NORTH AMERICAN SWEETS Corp.**, 233 S. 1st St., Brooklyn, Sweeetop creamed frosting. Agency: Weiss & Geller Inc., New York. Acct. Exec.: Max Tendrich.
- NORTHBROOK PLASTIC CARD Co.**, Shermer Rd., Northbrook, Ill., Lifetime playing cards. Adv. Exec.: J. H. Sharp. Agency: Robertson & Buckley Inc., Chicago. Acct. Exec.: Scott Robertson.
- NORTHERN STATES POWER Co.**, 15 S. Fifth St., Minneapolis, water heater, barn ventilator and electrical equipment for farm use. Adv. Exec.: Thomas Kettel. Agency: Campbell-Mithun Inc., Minneapolis.
- NORTHLAND SKI Mfg. Co.**, 1201-1225 Henry St., N. St. Paul, skis, toboggans, ice hockey sticks, snow shoes and accessories. Adv. Exec.: C. A. Fund.
- Agency: Melamed-Hobbs Inc., S. Minneapolis. Acct. Exec.: V. C. Soash.
- NORTHROP, KING & Co.**, 15th Ave., N. E. & Jackson St., Minneapolis, seeds and feeds. Adv. Exec.: R. D. Coursen. Agency: BBDO, Minneapolis. Acct. Exec.: E. B. Savage Jr.
- NORTHWESTERN BELL TELEPHONE Co.**, 118 S. 19th St., Omaha, telephone service. Adv. Exec.: Robert L. Howard. Agency: BBDO, Minneapolis. Acct. Exec.: J. P. Devaney.
- NORTHWESTERN NATIONAL BANK OF MINNEAPOLIS**, 620 Marquette Ave., Minneapolis. Agency: Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Kenneth Ruble.
- NU-ENAMEL Corp.**, 444 Lake Shore Dr., Chicago, paints and enamels. Adv. Exec.: R. Comacho. Agency: Conley Adv., Chicago.
- NU TONE Inc.**, Madison & Red Bank Rds., Cincinnati, door chimes, push buttons, transformers, electric signal devices, ventilating fans and electric ceiling heaters. Agency: Rand-Ries Adv., Cincinnati. Acct. Exec.: David Rand.
- NUTRENA MILLS Inc.**, 200 Grain Exchange St., Minneapolis, livestock and poultry feeds. Adv. Exec.: E. C. Fuller. Agency: Bruce B. Brewer & Co., Minneapolis. Acct. Exec.: C. R. Strotz.
- NYCOL PRODUCTS Inc.**, 801 Hackett St., Ionia, Mich., antiseptic solution (S). Adv. Exec.: H. A. Hymer. Agency: Wallace Lindeman, Grand Rapids. Acct. Exec.: Mr. Mason.
- NYO-LENE LABS.**, 426 Washington St., New York, Filmasque facial treatment and other cosmetics and Nyola nail film coloring.
- THE O'BRIEN Corp.**, 2001 W. Washington Ave., South Bend, O'Brien varnishes, enamels, paints and lacquers. Adv. Exec.: Harry F. Koehler. Agency: Jones & Taylor & Assoc., South Bend. Acct. Exec.: James Taylor.
- THE OCULINE Co.**, 9538 Brighton Way, Beverly Hills, Oculine eye drops, bath and salve pads.
- THE ODELL Co.**, 230 Wright St., Newark, N. J., hair trainer. (S) Adv. Exec.: Sheldon R. Odell. Agency: Lewin, Williams & Saylor, Newark. Acct. Exec.: R. Gulich.
- ODIN STOVE Mfg. Co.**, 342 W. 12th St., Erie, Pa., Odin beautyrange. Adv. Exec.: Everett Hampel. Agency: Mitchell & Knepper, Erie. Acct. Exec.: George Mitchell.
- O'DONNELL-USEN FISHERIES Corp.**, Fish Pier, Boston, Taste O'Sea fish. Agency: Arnold & Co., Boston. Acct. Exec.: Arnold Z. Rosoff.
- OERTEL BREWING Co.**, 1400 Story Ave., Louisville, Oertels "92" beer. Agency: M. R. Kopmeyer Co., Louisville. Acct. Exec.: M. R. Kopmeyer.
- THE OHIO BELL TELEPHONE Co.**, 750 Huron St., Cleveland, Bell telephone service. Adv. Exec.: John C. Heiskell. Agency: McCann-Erickson Inc., Cleveland. Acct. Exec.: Robert Dailey.
- THE OHIO OIL Co.**, 539 S. Main St., Findlay, Ohio, Marathon gasoline, oils and greases. Agency: Stockton, West, Burkhardt Inc., Cincinnati. Acct. Exec.: William Z. Burkhardt.
- O'KEEFE & MERRITT Co.**, 3700 E. Olympic Blvd., Los Angeles, gas ranges. Agency: Richard B. Atchison, Los Angeles.
- O'KEEFE'S Inc.**, Ellicott Sq. Bldg., Buffalo, O'Keefe's ale, beer and stout. Agencies: The Armand S. Weill Co., Buffalo. Acct. Exec.: Robert Weill; Harry E. Foster Adv. Ltd., Toronto.
- OKLAHOMA CLOTHING Mfrs. Inc.**, Leonhardt Bldg., Oklahoma City, Tuffies out of the West and Ruffies out of the West. Agency: Millard Adv., Oklahoma City.
- OLD COUNTRY TROTTING Assn.**, Westbury, Long Island City, Roosevelt Raceway.
- OLDSMOBILE Div.**, General Motors Corp., Townsend St., Lansing, Mich., automobiles (N) (S). Adv. Exec.: L. F. Carlson. Agency: D. P. Brothers & Co., Detroit. Acct. Exec.: Guy Warren.
- OLLENDORFF WATCH Co.**, 20 W. 47th St., New York, Gotham, Mercury and Ollendorff watches. Adv. Exec.: Michael Merrill. Agency: H. C. Morris
- & Co., New York. Acct. Exec.: Herman Morris.
- OLYMPIC RADIO & TELEVISION Inc.**, 34-01 38th Ave., Long Island City, Olympic radio and television receivers. Adv. Exec.: George F. Bart. Agency: Hicks & Greist Inc., New York. Acct. Exec.: Mrs. E. M. Sheldon.
- OMAR Inc.**, 1910 Harney St., Omaha, Neb., breads and pastries (S). Adv. Exec.: Norman W. Lauchner. Agency: Fitzmorris & Miller, Chicago. Acct. Exec.: Charles Fitzmorris.
- OMNIBOOK MAGAZINE**, 76 9th Ave., New York, Omnibook magazine. Adv. Exec.: William K. Hutson. Agency: Huber Hoge & Sons, New York. Acct. Exec.: Cecil C. Hoge.
- ONTARIO BISCUIT Co.**, 12 Watson St., Buffalo, N. Y., crackers and cakes. Adv. Exec.: B. N. Grassman. Agency: The Moss-Chase Co., Buffalo. Acct. Exec.: Edmund Felt.
- ONTARIO DEPT. OF TRAVEL & PUBLICITY**, Queens Park, Toronto, vacationing in Ontario. Agencies: McKim Adv. Ltd., Toronto. Acct. Exec.: Howard Wilson; McConnell, Eastman & Co., Ltd., Toronto. Acct. Exec.: George Dixon; Locke, Johnson & Co., Toronto. Acct. Execs.: Clark Locke and Crawford Hall.
- ORANGE BLOSSOM ORANGE JUICE**, Miami, Fla., orange juice and fruit salad. Adv. Exec.: Arnie Shutzman. Agency: Sidney B. Gorchov Adv., Miami Beach. Acct. Exec.: Sidney B. Gorchov.
- ORANGE-CRUSH Co.**, 318 W. Superior St., Chicago, Orange Crush and Old Colony beverages. Adv. Exec.: Don E. Boettger. Agency: Fitzmorris & Miller, Chicago. Acct. Exec.: Charles C. Fitzmorris Jr.
- ORCHARD INDUSTRIES Inc.**, 18404 Morang Rd., Detroit, Actionrod steel fishing rod and Actionglas fishing rod. Adv. Exec.: Don H. Collins. Agency: Keeling & Co., Indianapolis. Acct. Exec.: Ralph Roberts.
- ORIENTAL FOODS Inc.**, 4100 S. Broadway, Los Angeles, Jan-U-Wine brand foods. Agency: Coleman-Jones, Los Angeles.
- ORLEY Corp.**, 475 Schaefer Rd., Detroit, home freezers and refrigerators. Agency: Arthur C. Scheife, Detroit.
- J. OSSOLA Co.**, 155 Hudson St., New York, Torino brand food delicacies. Agencies: H. L. Mihic & Co., New York; Carlo Vinti Adv., New York.
- JOHN OSTER Mfg. Co.**, 1 Main St., Racine, electric mixers, lather machines, cocktail, fountain and household mixers, hair dryers, massage instruments, knife sharpeners and hand electric hair clippers. Adv. Exec.: B. F. Borom. Agency: Klau-Van Pietersom-Dunlap Assoc. Inc., Milwaukee.
- OWENS-CORNING FIBERGLAS Corp.**, Nicholas Bldg., Toledo, Fiberglas products. Adv. Exec.: Peter J. Fludge. Agency: Fuller & Smith & Ross Inc., Cleveland.

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NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

(Continued from page 311)

PACKARD-BELL Co., 12333 W. Olympic Blvd., Los Angeles, TV, radios and phonocords. Agency: Elwood J. Robinson & Co., Los Angeles. Acct. Exec.: Jack Haynes.

PACKARD MOTOR CAR Co., 1580 E. Grand Blvd., Detroit, Packard motor cars. Adv. Exec.: Fred W. Adams. Agency: Maxon Inc., Detroit.

PALM BEACH Co., 240 W. 7th St., Cincinnati, Palm Beach, Springweave Tropicals, Sunfrost Tropicals, Palm Springs and Resortweave men's suits. Adv. Exec.: John J. Walsh. Agency: Ruthrauff & Ryan Inc., Chicago. Acct. Exec.: Kenneth D. Stewart.

PALMER CHEMICAL Co., 1601 Forest St., Georgetown, Tex., Palmer's plastafilm Magic All Purpose Polish.

PARAGON ELECTRIC Co., Two Rivers, Wis., time controls for home, farm and industry. Adv. Exec.: G. E. Petrus. Agency: Klauw-Van Pietersom-Dunlap Assoc., Milwaukee. Acct. Exec.: W. Tate.

PARFUMS CORDAY Inc., 730 Fifth Ave., New York, Corday perfumes and dusting powder, Eaux de Cologne, Eaux de Toilette and bath preparations. Agency: Peck Adv., New York. Acct. Exec.: Norman Mack.

THE PARKER PEN Co., Janesville, Wis., pens (S). Adv. Exec.: G. A. Eddy. Agency: J. Walter Thompson Co., Chicago. Acct. Exec.: J. V. Sandberg.

PARKWAY BAKING Co., 1238 Ridge Ave., Philadelphia, Twin Pack bread. Agency: J. M. Korn & Co., Philadelphia.

PARSONS AMMONIA Co., 19 Rector St., New York, Parsons' sudsy household ammonia. Agency: Brisacher, Wheeler & Staff Inc., New York.

PARX PRODUCTS Corp., 1270 6th Ave., New York, Parx plastic fingernail covering. Agency: Henry J. Kaufman & Assoc., Washington, D. C. Acct. Exec.: Alvin A. Sarra.

PAUKER BOYSWEAR Corp., 25 W. 31st St., New York, boys' sweaters and cotton T shirts. Agency: Harold Miller Co., New York.

PAXTON & GALLAGHER Co., Ninth & Jones Sts., Omaha, Butter-Nut coffee. Adv. Exec.: Edward A. Creighton Jr. Agency: Buchanan-Thomas Adv. Co., Omaha. Acct. Exec.: C. C. Buchanan.

PAYNE FURNACE Div., Affiliated Gas Equipment Inc., 801 Royal Oaks Ave., Monrovia, Calif., Payneheat gas-fired furnaces, forced air furnaces and controls. Adv. Exec.: Joseph J. Merlo. Agency: Hixson & Jorgensen Inc., Los Angeles. Acct. Exec.: Hoel Benton.

PEARSON PHARMACAL Co., 350 E. 35th St., New York, Ennds chlorophyll tablets and Eye-Gene eye drops. Adv. Exec.: Robert C. Hartstall. Agency: Harry B. Cohen Adv., New York. Acct. Exec.: Stuart Smith.

PEERLESS CAMERA STORES, 138 E. 44th St., New York, cameras and photo supplies. Agency: Newmark's Adv., New York. Acct. Exec.: Samuel E. Zipser.

PEGGY MARTIN BLOUSE & SPORTSWEAR Inc., 1410 Broadway, New York, Peggy Martin Originals. Adv. Exec.: Irving S. Friedman.

PENICK & FORD Ltd., 420 Lexington Ave., New York, My-T-Fine desserts and Vermont Maid Syrup (N) (S). Adv. Exec.: Charles F. Fleischmann. Agencies: BBDO, New York (My-T-Fine). Acct. Exec.: M. J. Dwyer; J. Walter Thompson Co., New York (Vermont Maid syrup). Acct. Exec.: R. B. Shirey.

J. C. PENNEY Co., 330 W. 34th St., New York, chain department stores. Adv. Exec.: John A. Fitz Randolph. Agency: Roy S. Durstine Inc., New York.

PENNSYLVANIA SUGAR Div., 129 Front St., New York, Quaker sugar. Adv. Exec.: P. R. Copeland Jr. Agency: Fletcher D. Richards Inc., New York. Acct. Exec.: Radcliffe Romeyn.

THE PENNZOIL Co. of California, 942 S. Hope St., Los Angeles, Pennzoil motor oils and lubricants. Adv. Exec.: D. V. Monroe. Agencies: Fuller & Smith & Ross Inc., Cleveland. Acct. Exec.: E. J. Martin; Mayers Co., Los Angeles. Acct. Exec.: Henry Mayers.

PEOPLES FIRST NATIONAL BANK & TRUST Co., 5th & Wood Sts., Pittsburgh, bank. Agencies: Ketchum, MacLeod & Grove Inc., Pittsburgh. Acct. Exec.: W. Geissinger; Bachman, Kelly & Trautman Inc., Pittsburgh.

PEPSI-COLA Co., 3 W. 57th St., New York, Pepsi-Cola and Everevs beverages. Agency: Biow Co., New York. Acct. Exec.: Milton Biow.

PERFECTFORM Corp., 152 Madison Ave., New York, ladies' slippers. Adv. Exec.: M. B. Desreau. Agency: Lane Adv., New York.

PERMA-STONE Co., 719 E. Hudson St., Columbus, Perma-Stone. Agency: Mumm, Mullay & Nichols Inc., Columbus. Acct. Exec.: Leo Smith.

PERSONNA BLADE Co., 43 W. 57th St., New York, Personna precision blades. Agency: J. D. Tarcher & Co., New York.

PET MILK Co., 1401 Arcade Bldg., St. Louis, Pet evaporated and nonfat dry milk (S). Agency: Gardner Adv., St. Louis. Acct. Exec.: H. O. Whiteside.

PETCO Corp., 8530 W. National Ave., Milwaukee, petroleum products. Agency: Arthur Meyerhoff & Co., Milwaukee. Acct. Exec.: George Grabin.

PETER PAN FOUNDATIONS Inc., 312 5th Ave., New York, Merry-Go-Round, Peter Pan, Hidden Treasure, Tripl Treasure and Inner Circle bras. Agency: Ben Sackheim Inc., New York. Acct. Exec.: Doris Newman.

PETER PAUL Inc., New Haven Rd., Naugatuck, Conn., Mounds, Almond Joy, Walnettos, Choclettos and Cocolnettos. Adv. Exec.: Elliott Plowe. Agency: Maxon Inc., New York. Acct. Exec.: Robert R. Ferry.

G. M. PFAFF SEWING MACHINES, 820 Greenwich St., New York, Pfaff sewing machines. Agency: Bozell & Jacobs Inc., New York.

PFEIFFER BREWING Co., 3740 Bellevue Ave., Detroit, Pfeiffer's Famous beer. Agency: Maxon Inc., Detroit. Acct. Exec.: William D. Laurie Sr.

THE PHARMA-CRAFT Corp., 405 Lexington Ave., New York, Fresh deodorant cream and bath soap, Ting antiseptic medicated cream, Erathol skin cream, Heed and Sprite deodorants, Oteen, Obay, Ebb deodorants and Freshies chlorophyll mint tablets. Agencies: J. Walter Thompson Co., New York (Fresh and Oteen); McCann-Erickson Inc., New York (Ting, Erathol and Fresh deodorant bath soap); Ruthrauff & Ryan Inc., New York (Heed, Sprite, Obay, Ebb and Freshies); William Esty Co., New York (Freshie deodorant tablet).

PHILADELPHIA DAIRY PRODUCTS Co., 4th & Poplar Sts., Philadelphia, Aristocrat, Dolly Madison and other ice creams and milk. Agencies: Adrian Bauer Adv., Philadelphia. Acct. Exec.: Alan Tripp; Scheck Adv., Newark.

PHILADELPHIA ELECTRIC Co., 1000 Chestnut St., Philadelphia. Adv. Exec.: E. R. Laws. Agency: Al Paul Lefton Co., Philadelphia.

THE PHILADELPHIA INQUIRER, 400 N. Broad St., Philadelphia, newspaper. Adv. Exec.: Gordon F. Chelf. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: Paul Brown.

THE PHILADELPHIA & READING COAL & IRON Co., Reading Terminal, Philadelphia. Famous Reading Anthracite. Adv. Exec.: Miss V. I. Schlacks. Agency: McKee & Albright Inc., Philadelphia.

PHILADELPHIA TRANSPORTATION Co., 1405 Locust St., Philadelphia, mass transportation. Adv. Exec.: John F. Grogan. Agency: Al Paul Lefton Co., Philadelphia.

PHILCO Corp., Tioga & C Sts., Philadelphia, Philco home set radios, TV receivers, radio-phonographs, automobile radio sets, refrigerators, freezers, air conditioners, high efficiency tubes, Philco batteries and electric ranges, replacement parts, export products and microwave television and communications relay systems. Agency: Hutchins Adv. Co., Philadelphia.

PHILLIPS-JONES Corp., 1225 Broadway, New York, Van Heusen men's shirts, sport shirts, pajamas, neckwear, collars, underwear and swim trunks. Adv. Exec.: Robert J. Mohr. Agency: Grey Adv., New York. Acct. Exec.: Ted Kaufman.

PHILLIPS PACKING Co., Cambridge, Md., soups, vegetables, meat products and specialties. Agency: Clements Co., Philadelphia.

PHOENIX HOSIERY Co., 320 E. Buffalo St., Milwaukee, men's, women's hosiery and knit neckties. Adv. Exec.: J. F. LeSac. Agency: Hockaday Assoc. Inc., New York. Acct. Exec.: Margaret Hockaday.

PHOENIX TABLE MAT Co., 1315 W. Congress St., Chicago, aristo mat and stove mats. Agency: Bozell & Jacobs Inc., Chicago.

PIATT & SMILLIE CHEMICALS Inc., 2322 Olive St., St. Louis, first antiseptic liquid detergent. Agency: Krupnick & Assoc., St. Louis. Acct. Exec.: Tom J. Connelly.

PICTSWEEP FOODS Inc., Mt. Vernon, Wash., PictSweep canned peas, corn, green beans and frozen foods. Agency: Brisacher, Wheeler & Staff, San Francisco. Acct. Exec.: Franklin C. Wheeler.

PI-DO Corp., 808 Slocum St., Dallas, Pi-Do pie crust mix and Bis-Do biscuit mix. Agency: McMains Inc., Dallas.

PIEDMONT AIRLINES, Smith Reynolds Airport, Winston-Salem, air line transportation. Agency: Hugh A. Deadywiler Adv., Charlotte, N. C. Acct. Exec.: S. C. Hair.

PIEL BROS., 315 Liberty Ave., Brooklyn, Piel's and Trommer's beer. Agency: Kenyon & Eckhardt Inc., New York. Acct. Exec.: Maurice V. Odquist.

PILLSBURY MILLS Inc., Pillsbury Bldg., Minneapolis, Pillsbury's Best flour, Sno Sheen cake flour, Farina, Wheat Bran, pancake mix, buckwheat pancake mix, pie crust mix, hot roll mix, white cake mix, chocolate fudge cake mix, yellow cake mix, Obelisk flour, Ballard mixes and Ballard over-ready biscuits. Adv. Execs.: Earl A. Clasen and Maurice E. Cook. Agencies: Leo Burnett Co., Chicago. Acct. Exec.: Joe Greeley; Vance Pidgeon & Assoc., Minneapolis. Acct. Exec.: Allen Royce (baking products and premix sales); Campbell-Mithun Inc., Minneapolis. Acct. Exec.: Al A. Whitman; Irwin Vladimir & Co., New York. Acct. Exec.: Irwin Vladimir.

PILOT LIFE INSURANCE Co., Greensboro, N. C., multiple line insurance. Adv. Exec.: C. R. Andrews. Agency: Walter J. Klein Co., Charlotte. Acct. Exec.: Walter J. Klein.

PILSENER BREWING Co., Clark Ave. & W. 65th St., Cleveland, P. O. C. beer. Agency: Meldrum & Fewsmith Inc., Cleveland.

LYDIA E. PINKHAM MEDICINE Co., 271 Western Ave., Lynn, Mass., Lydia E. Pinkham's Vegetable Compound. Adv. Exec.: Mary H. Gillespie. Agency: Harry B. Cohen Adv., New York.

PIONEER ICE CREAM Div., The Borden Co., 205 E. 24th St., New York, Borden's, Reid's and Horton's, Ricciardi and Carpenter's ice cream. Agencies: Doherty, Clifford & Shenfield Inc., New York. Acct. Exec.: Joel Jacobs (Reid's, Horton's, Ricciardi's, Carpenter's ice cream and Borden's); Young & Rubicam Inc., New York (Borden's).

PITTSBURGH BREWING Co., 3340 Liberty Ave., Pittsburgh, Iron City beer. Adv. Exec.: S. E. Cowell. Agency: Smith, Taylor, Jenkins Inc., Pittsburgh. Acct. Exec.: R. P. Taylor.

PLANKINTON PACKING Co., 230 S. Muskego Ave., Milwaukee, meats and meat products. Adv. Exec.: C. N. Colling. Agency: Cramer-Krasselt Co., Milwaukee. Acct. Exec.: H. Hackbarth.

PLANTABBS Corp., 1101-05 Maryland Ave., Baltimore, Plantabbs. Adv. Exec.: D. H. Fulton Jr. Agency: Joseph Katz Co., Baltimore. Acct. Exec.: Mr. Gunts.

PLANTATION ESTATES Inc., 500 5th Ave., New York, Florida real estate. Agency: Commerce Adv., New York.

PLOUGH Inc., 3022 Jackson Ave., Memphis, Penetro products, St. Joseph aspirin, St. Joseph Aspirin for Children, St. Joseph family medicines, Pen-orub, Moroline, Black & White beauty preparations, Argotane, Ever-Ready oil, Mufti products, Brethem, Mexsana skin cream, Gets-It and Majors cement, Kremola complexion soap, Dr. C. H. Barry's soap and Revelation tooth powder. Adv. Exec.: Frank G. Morris. Agencies: Lake-Spiro-Shurman Inc., Memphis. Acct. Exec.: Avron Spiro; Lawrence C. Gumbinner Adv., New York (Penorub); Export Adv., Chicago.

THE H. & S. POGUE Co., 4th & Race St., Cincinnati, general merchandise. Adv. Exec.: Mrs. Olive Cooper. Agency: Douglas D. Simon Adv. Inc., New York. Acct. Exec.: Charles Sandak.

POLAROID Corp., Cambridge, Mass., camera and film polaroid and accessories and land light-polarizing materials. Agency: BBDO, Boston. Acct. Exec.: L. O. Pratt.

A. H. POND Co., 120 E. Washington St., Syracuse, Keepsake diamond ring. Adv. Exec.: Albert W. Doolittle. Agency: Flack Adv., Syracuse. Acct. Exec.: William Conklin.

PONTIAC MOTOR Div., General Motors Corp., Pontiac, Mich., Pontiac automobiles. Adv. Execs.: B. B. Kiball and Ray E. Markuson. Agency: MacManus John & Adams Inc., Detroit. Acct. Exec.: Paul Foley.

POPCORN PROCESSORS Inc., 2823 11th St., Los Angeles, Korn Ku. Agency: Davis & Co., Los Angeles.

PORTER-CABLE-MACHINE Co., 1 N. Salina St., Syracuse, Speedma saws, sanders, planes, shapers, wet and dry abrasive belt grinding machin. Adv. Exec.: L. M. Harvey. Agency: Barlow Adv., Syracuse. Acct. Exec.: Hugh Goodhart.

PORTLAND WOOLEN MILLS Inc., 6639 N. Baltimore St., Portland, Wash., the West blankets, robes and cloth and industrial fabrics. Agencies: MacWilkins, Cole & Weber, Portland. Acct. Exec.: M. Cornwall; Univer Adv., Los Angeles.

DR. A. POSNER SHOES Inc., 101 31st St., New York, Dr. Posner's scientific shoes, Dr. Posner's muscle build shoes, Ritestarts, Teen Type and Fling aces for boys. Agency: Alfred Silberstein-Bert Goldsmith Inc., New York. Acct. Exec.: Chester Roberts.

JOHN ROBERT POWERS, 14 Newbury St., Boston, school of personality development. Agency: Reilly, Brown Willard Inc., Boston. Acct. Exec.: Robert H. Stackhouse.

PRES-A-LITE Corp., 432 4th Ave., New York, automatic lighter dispenser. Agency: S. Glazier. Agency: William Weintraub & Co., New York.

PRIM PRODUCTS Co., 457 Stuart St., Boston, Prim plastic starch and hand cleaner. Adv. Exec.: Alonzo J. Sherman. Agency: Copley Adv., Boston. Acct. Exec.: A. J. Cucchiara.

PRINCE MATCHABELLI Inc., Fifth Ave., New York, perfumes and cosmetics. Agency: Morse International Inc., New York.

PRINCESS JUNIOR Div., Teen-Time Inc., 1359 Broadway, New York, Teen Timer Originals, Princess Juniors, Teen Timer and Teen Queen classics. Agency: Modern Mds. Bureau Inc., New York.

PROCTER & GAMBLE Co., Gwyll Bldg., Cincinnati, soap, soap flaking, shortening and shampoo (N) (S). Adv. Exec.: H. J. Morgens. Agencies: Benton & Bowles, New York (Camel, Tide, Zest, Prell and Ivory Snow). Acct. Exec.: Robert Lusk; Comp Adv., New York (Ivory soap, D. Crisco, Drene and Ivory flakes). Acct. Exec.: George Chatfield; The Biow (New York) (Joy, Lava, Spic & Span, Shasta, Lilit and Pert). Acct. Exec.: Ken Beirn; Dancer-Fitzgerald-Sami New York (Oxydol and Dreet); Young & Rubicam, New York (Cheer); H. Kaster & Sons, Chicago (America Family flakes).

PROGRESS BREWING Co., Box 10 Oklahoma City, Progress beer. Adv. Exec.: M. F. Dykema. Acct. Exec.: George Knox Adv., Oklahoma City. Acct. Exec.: George Knox.

PROTEX PRODUCTS Co., 350 Fifth Ave., New York, Protex garment bag. Agency: Marcel Schulhoff Adv., New York.

PROTO TOOLS, 2209 Santa Fe Ave., Los Angeles, hand tools. Adv. Exec.: Clifford Faust. Agency: Willard Gregory & Co., Los Angeles. Acct. Exec.: E. T. Johnson.

PRUDENTIAL INSURANCE Co., America, 763 Broad St., Newark, N. J., life, sickness and accident insurance (N). Adv. Exec.: Henry L. Kennebec. Agency: Calkins & Holden, Carol McCClinton & Smith Inc., New York. Acct. Exec.: Robert W. Robb.

WILLIAM PRYM Inc., Dayville, Cor nobility snap fasteners, pins and Prym cover a button. Agency: Norman Waters & Assoc., New York.

THE PURE OIL Co., 35 E. Wacker Dr., Chicago, Purelube motor oil, Pure-F gasoline, Pure-Premium gasoline, Purebrics, Pure tires, Pure batteries and accessories. Adv. Exec.: F. H. Marli. Agency: Leo Burnett Co., Chicago.

PUREX Corp. Ltd., 9300 Rayo Ave., South Gate, Calif., Purex bleach, bleach and drain opener, Trend detergent and News detergent. Adv. Exec.

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

G. Hawley. Agency: Foote, Cone & Bolding, Los Angeles. Acct. Execs.: Ron W. Mayo and George Belsey.
BRITAN SALES Co., 916-932 Ashby N. W., Atlanta, Drier-Outer and Louis N-Air. Agency: Norman Frankel N., Atlanta.
RITY BAKERIES Corp., 919 N. Michigan Ave., Chicago, Taystee bread 1 Grennan cakes. Adv. Exec.: T. R. ber. Agency: Young & Rubicam Inc., Chicago. Acct. Exec.: Otis Beenn.
ROLATOR PRODUCTS Inc., 970 w Brunswick Ave., Rahway, N. J., olator oil and fuel filters. Adv. ecs.: Karl H. Mayers and Donald C. ber. Agency: J. Walter Thompson New York. Acct. Exec.: William cKamy.

Q

QUAKER CITY CHOCOLATE & CON- TIONERY Co., 2140 Germantown a., Philadelphia, Good and Plenty eatrice flavored candy. Adv. Exec.: er G. Rosskam Jr. Agency: Adrian er Adv., Philadelphia. Acct. Exec.: Alan R. Tripp.
QUAKER OATS Co., 345 Merandise Mart, Chicago, Quick Quaker s, Quaker Oats, Quick Mother's s, Mother's Oats, Mother's Oats with ana, Quaker Puffed Wheat Sparkies, aker Puffed Rice Sparkies, New Petn's, Quaker milk macaroni and paghetti, Aunt Jemima pancake and kwheat flours, Muffets shredded at biscuits, Ful-O-Pep, livestock and poultry feeds, Quaker corn meal Pack-O-Ten. Adv. Exec.: M. S. ie. Agencies: Sherman & Marquette Inc., Chicago (Quaker Oats, Quaker ed Wheat and Puffed Rice, Spar- s, Quaker Ful-O-Pep livestock and poultry feeds and Pack-O-Ten); Price, ynson & Frank Inc., Chicago. Acct. e.: Robert Everett (Aunt Jemima pancake flour, Muffets, Aunt Jemima y mixes, Quaker flours, macaroni oodles); Rogers & Smith, Chicago. eedham, Louis & Brorby Inc., Chicago. aker corn meal and grits, Aunt ima corn meal and grits and Ken- t-Ration); National Export Adv. Serv- New York; Spitzer & Mills Ltd., onto.
QUALITY IMPORTERS Inc., 350 Fifth w, New York, Ambassador Scotch wisky and Old Bushmill's Irish whis- and Welch's sweet grape wine. cies: Monroe Greenthal Co., New rk. Acct. Exec.: A. L. Remitz; Al i Lefton Co., New York. Acct. c.: Sander Heyman (Welch's sweet grape wine).
QUINCY CITY BREWING Co., Cumber- d, Md., beer. Agency: James S. Peattie Adv., Washington, D. C.
QUEEN CUTLERY Co., 200 Madison Ave., New York, Queen cutlery. cy: Gotham Adv., New York. t. Exec.: Arthur A. Kron.
QUEEN STOVE WORKS Inc., Albert Minn., Superflame oil and gas heaters, oil and gas furnaces and Su-an blowers. Agencies: Dwyer & oy Adv., Minneapolis; Weston-Bar- net Inc., Waterloo, Ia.
QUINN & Co., 195 Canal St., Mal- ss., Quintone Scuffy shoe polish Baby White pastes. Adv. Exec.: Paul J. Dorr. Agency: Ingalls- miter Co., Boston. Acct. Exec.: Rob- F. O'Brien.

R

RCA VICTOR Div. Radio Corp. of erica, Front & Cooper Sts., Camden, ea Victor Red Seal records, Blue- records, RCA Victor phonograph les and accessories, Victrola pho- graphs, radio-phonograph combina- s, RCA Victor 45-rpm instruments, records, radios, TV receivers, mo- picture equipment and industrial ronic apparatus. Adv. Execs: J. Williams (Home Instrument Div.), D. J. Finn (Record Div.) and J. P. or. Agency: J. Walter Thompson New York.
RADIO PICTURES Inc., 1270 Ave. Americas, New York, motion pic- tures. Agency: Foote, Cone & B- d, New York.
RABBIT PACKERS OF CALIFORNIA, 7 W. 7th St., Los Angeles, California estic rabbit. Agency: Newton A. ce Co., Los Angeles. Acct. Exec.: ton A. Free.

RADIO CORP. OF AMERICA, 30 Rock- effer Plaza, New York, radio, elec- tronics and television institutional ad- vertising. Agency: J. Walter Thomp- son Co., New York.
RAINIER BREWING Co., 1550 Bryant St., San Francisco, Rainier beer, ale and stout. Agency: Brisacher, Wheeler & Staff, San Francisco. Acct. Exec.: Robert Debman.
RALSTON PURINA Co., 8th & Chou- teau St., St. Louis, chows and cereals (N) (S). Adv. Exec.: G. M. Philpott. Agencies: Brown Bros. Adv., St. Louis. Acct. Exec.: S. W. Brown; Lowe Run- kle Co., Oklahoma City. Acct. Exec.: Lowe Runkle; Gardner Adv., St. Louis (cereals). Acct. Exec.: George Shields.
RANGER JOE Inc., Chester, Pa., Ranger Joe honey flavored popped wheat. Agency: Lamb & Keen Inc., Philadelphia.
READY-TO-BAKE FOODS Inc., 2842 E. Olympic Blvd., Los Angeles, Puffins ready-to-bake biscuits. Adv. Exec.: R. Samuelson. Agency: Barnes-Chase Co., Los Angeles. Acct. Exec.: Charles Davis.
REAL GOLD CITRUS PRODUCTS, Brookside at Grant Sts., Redlands, Calif., Real Gold lemon juice, orange, lemon and grapefruit bases, concen- trates and essential citrus oils, frozen concentrated orange juice and lemon- ade. Adv. Exec.: Willis H. Parker. Agency: J. Walter Thompson Co., Los Angeles.
REAN MANDELL Inc., Fremont, Neb., Candle-Glo pin curl home permanent wave.
RECORDIA Mfg. Co., 142 W. 14th St., New York, sandals and slippers for men, boys and children. Agency: Franklin & Gladney Inc., New York. Acct. Exec.: D. Franklin.
RED DOT FOODS Inc., 1435 E. Wash- ington Ave., Madison, potato chips, popcorn, fancy salted nuts and pre- zels. Agency: Keck Adv., Oconomowoc, Wis.
REDDI-WIP Inc., 4205 Forrest Park Blvd., St. Louis, Reddi-Wip cream. Adv. Exec.: R. A. Sampson. Agency: Ruthrauff & Ryan, Chicago. Acct. Exec.: Jack Lytle.
REED & BARTON, 144 W. Britannia St., Taunton, Mass., silverware. Adv. Exec.: William T. Hurley Jr. Agency: Badger, Browning & Parcher, Boston. Acct. Exec.: C. P. Parcher.
REGINA CIGAR Co., 726 N. 3d St., Philadelphia, Hillcrest cigars and Sobo cigars. Agency: Gresh & Kramer Adv., Philadelphia.
REGINA FURNITURE Co., 475 Atlan- tic Ave., Brooklyn, household fur- niture. Agency: William Wilbur Adv., New York. Acct. Exec.: Paul Kasan- der.
REHRIG Mfg. Co., 2636 Compton St., Los Angeles, White House dressing. Adv. Exec.: B. H. Rehrig. Agency: Davis & Co., Los Angeles.
WM. B. REILY & Co., 640 Magazine St., New Orleans, Luzianne coffee and tea. Agency: Walker Saussy Adv., New Orleans.
RELIABLE PACKING Co., 1440 W. 47th St., Chicago, Reallite shortening. Agency: Sidney Clayton & Assoc., Chi- cago.
REMBRANDT LAMP Corp., 259 E. Erie St., Chicago, lamps and shades. Agency: The Caples Co., Chicago. Acct. Exec.: John Erickson.
REMINGTON-RAND Inc., Electric Shaver Div., 60 S. Main St., Bridge- port, Conn., Remington electric shavers. Adv. Exec.: Herbert Simpson. Agency: LeeFord Adv., New York. Acct. Exec.: Kenneth Lee.
REMINGTON RAND Inc., 315 Fourth Ave., New York, business machines, office equipment and supplies. Adv. Exec.: H. Simpson. Agencies: LeeFord Adv., New York. Acct. Exec.: David D. Lee; Robert Otto & Co., New York.
RENUZIT HOME PRODUCTS Co., 1724 Chestnut St., Philadelphia, Renuzit home dry cleaner and Renuzit spot remover. Adv. Exec.: Paul G. Pfau- mer. Agency: McKee & Albright Inc., Philadelphia. Acct. Exec.: James Gal- lagher.
REVERE CAMERA Co., 320 E. 21st St., Chicago, 8mm. and 16mm. cameras, projectors and sound equipment and magnetic tape recorder. Adv. Exec.: E. J. McGookin. Agency: Jones Fran- kel Co., Chicago. Acct. Exec.: J. Frankel.

REVERE COPPER & BRASS Inc., 230 Park Ave., New York, Revere kitchen utensils and copper, brass, bronze and aluminum mill products (N). Adv. Exec.: Norman A. Schuele. Agency: St. George & Keyes, New York. Acct. Execs.: M. St. George and S. J. Keyes.
REVLON PRODUCTS Corp., 745 Fifth Ave., New York, cosmetics and toi- letries. Adv. Exec.: Hiram Vogel. Agency: William H. Weintraub & Co., New York. Acct. Exec.: Norman B. Norman.
REXALL DRUG Co., 8480 Beverly Blvd., Los Angeles, Cara Nome and Helen Cornell toiletries, stag toiletries for men, Rexall medicines and vita- mins, Elkay's household products, R. D. Brand pharmaceuticals, Nymer Neal and Cottage Chocolate candies, Rex- Ray and Electrex appliances, Sym- phony, Lord Baltimore and Cascade stationery, Kantleek, Victoria, Den- tender and Symbol rubber and hospi- tal goods and Rexall first aid supplies. Adv. Exec.: John Hart. Agencies: BBDO, Los Angeles. Acct. Exec.: Thomas C. Dillon; L. W. Ramsey Adv., Hollywood. Acct. Exec.: W. E. Hen- derson.
THE REXOR Corp., 468 4th Ave., New York, toys (S). Adv. Exec.: William Medoff. Agency: Franklin Bruck Agency, New York.
REYNOLDS METALS Co., Reynolds Metals Bldg., Richmond and Louis- ville, aluminum and aluminum alloys pig, ingot, sheet, structural and ex- truded shapes, wire, rod, bar, cable, pipe, tubing, industrial parts, powders and pastes, chemicals, building pro- ducts, foils, labels, wraps and printed packaging and cigarette and tobacco foils. Adv. Execs.: J. C. Bjorkholm, R. V. Christensen and A. C. Kintner. Agencies: Buchanan & Co., New York. Acct. Exec.: William Dasheff; Price, Robinson & Frank Inc., Chicago. Acct. Exec.: Clinton E. Frank (industrial mktg. pigment mktg. and parts divs.); Irwin Vladimir & Co., New York. Acct. Exec.: Daniel Kaufherr.
R. J. REYNOLDS TOBACCO Co., Win- ston-Salem, Camel cigarettes and Prince Albert tobacco, Brown's Mule chewing tobacco and Cavalier cigar- ettes. Agency: William Esty Co., New York. Acct. Exec.: William Esty.
RHODES PHARMACAL Co., 1814 E. 40th St., Cleveland, Imdrin, Imdrin Rub and Antussanine. Agency: O'Neil, Larson & McMahon, Chicago. Acct. Exec.: Walter Zivi.
RICH PRODUCTS Corp., 1149 Niagara St., Buffalo, Whip Topping. Adv. Exec.: Robert E. Rich. Agency: Roizen & Rich Inc., Buffalo. Acct. Exec.: Arthur Rich.
RICHFIELD OIL Corp., 555 S. Flower St., Los Angeles, petroleum products. Adv. Exec.: Fred Jordan. Agency: Hixson & Jorgensen Inc., Los Angeles.
RICHFIELD OIL Corp. of New York, 542 Fifth Ave., New York, gasoline, motor oils, lubricants and heating oils. Adv. Exec.: B. N. Pollak. Agency: Morey, Humm & Johnstone Inc., New York. Acct. Exec.: L. B. Van Doren.
RIDD LABS. Inc., Edmonds, Wash., Ridd iodine products, fungicide and germicide, Ridd No. 1 and No. 2 Bora- dyne and Pet-eez. Adv. Exec.: Ralph E. Gillette. Agency: Adv. Counselors Inc., Seattle. Acct. Exec.: Mr. Abrams.
THE RIESER Co., 119 W. 40th St., New York, Venida hair nets, bob pins, hairset, creme shampoo, hair lacquer and cleansing tissues. Adv. Exec.: Eu- gene F. Rieser. Agency: Ralph Harris Adv., New York.
RIGGIO TOBACCO Corp., Orinco Dr., Brightwaters, N. Y., Regent King Size cigarettes, Eton and Gracie Square tobaccos, Cort and Blend 618 cig- arettes. Agency: Brooke, Smith, French & Dorrance Inc., New York.
RINSE-AWAY Corp. of America, 4500 E. Firestone Blvd., South Gate, Calif., Rinse Away electric garbage disposer. Agency: Vanderboom, Hunt & Mc- Naughton, Los Angeles.
RITEPOINT Co., 4350 S. Kingshighway Blvd., St. Louis, mechanical pencils, ball point pens and lighters. Agency: Olian Adv., St. Louis. Acct. Exec.: Harold Thomas.
P. J. RITTER Co., Quality Lane, Bridgeton, N. J., Ritter catsup, pork and beans and chili sauce relish. Agency: Lamb & Keen Inc., Philadel- phia.

RIVAL PACKING Co., 4500 S. Tripp Ave., Chicago, Rival dog food (S). Adv. Exec.: Harry L. Gadau. Agency: Charles Silver & Co., Chicago.
ROBBINS & MYERS Inc., 1345 Lagonda Ave., Springfield, R & M electric fans, motors, hoists, cranes, shallow well water systems, Moyno industrial pump and Propellair industrial fans. Agen- cies: Erwin, Wasey & Co., Chicago. Acct. Exec.: D. S. Elrod (R & M fans, motors and pumps); Greenhaw & Rush Inc., Memphis. (Propellair and hunter fan); Odiore Industrial Adv., Yellow Springs, Ohio. (Hoist and Crane Div.). J. W. ROBINSON Co., 9900 Wilshire Bldg., Beverly Hills, retail department store. Agency: West-Marquis Inc., Los Angeles. Acct. Exec.: Rowena Aitken.
ROCHESTER BREWING Co., 770 Em- erson St., Rochester, Old Topper ale and beer. Agency: Ed. Wolff & Assoc., Rochester. Acct. Execs.: Ed. Wolff and Alfred G. Scheible.
ROCKWOOD & Co., 88 Washington Ave., Brooklyn, Rockwood chocolate and cocoa products. Agency: Young & Rubicam Inc., New York.
ROLLEY Inc., 182 Geary St., San Fran- cisco, perfumes and cosmetics and sea and ski tanning cream. Adv. Exec.: Vivian De Wolfe. Agency: Buchanan & Co., San Francisco. Acct. Execs.: Ruth Brown and MacAlan Gardner.
ROMAN CLEANSER Co., 2700 E. Mc- Nichols Rd., Detroit. Adv. Exec.: Paul J. Riccardi. Agency: Gleason Adv., Detroit. Acct. Exec.: Ann I. Gleason.
ROMAN MEAL Co., 2101 S. Tacoma Way, Tacoma, Roman Meal and Speed-Mix pie crust and Roman Meal muffin mix. Agency: Guild, Bascom & Bonfigli Inc., San Francisco. Acct. Exec.: Walter Guild.
RONSON ART METAL WORKS Inc., 1 Aronson Sq., Newark, N. J., pocket, table and desk lighters; fuel, flints and wicks (S). Adv. Exec.: Alfred R. Nathan. Agency: Grey Adv., New York. Acct. Exec.: James S. Mor- genthal.
ROOTES MOTORS Inc., 27-11 Bridge Plaza, N. Long Island City, Hillman Minx, Sunbeam-Taftot, Humber, Rover motor cars, Commer vans and Land Rover all purpose vehicles. Agency: Anderson & Cairns Inc., New York. Acct. Exec.: Donald McVickar.
ROSEFIELD PACKING Co., 1916 Web- ster St., Alameda, Calif., Skippy peanut butter. Adv. Exec.: J. M. Rose- field. Agency: Guild, Bascom & Bon- figli, San Francisco.
ROSEMARIE DE PARIS Inc., 664 Fifth Ave., New York, chocolates and con- fections. Agency: Williams & Falken- borg, New York.
THE MARTIN ROSENBERGER WALL PAPER Co., 31 E. 4th St., Cincinnati, wallpaper. Agency: Ralph H. Jones Co., Cincinnati. Acct. Exec.: G. A. Honold.
ROSENBLATT & KAHN Inc., 520 8th Ave., New York, Bambury fashions, children's coats, coat sets and hats. Adv. Exec.: Murray Kagan. Agency: Lester Harrison Inc., New York. Acct. Exec.: Jennie Gauches.
ROSEVILLE POTTERY Inc., Linden Ave., Zanesville, Ohio, decorative art pottery. Agency: Mumm, Mullay & Nichols Inc., Columbus. Acct. Exec.: Georg Slater.
EUGENE ROTHMUND Inc., 21-23 South St., Somerville, Mass., Dutch- man pork sausage and Rothmund's frankfurts. Agency: John C. Dowd Inc., Boston. Acct. Exec.: W. E. Buckingham.
ROUX DISTRIBUTING Co., 1841 Park Ave., New York, Roux hair colorings and toilet preparations. Adv. Exec.: George J. DeCarlos. Agency: Dundes & Frank Inc., New York. Acct. Exec.: Harold Dundes.
ROXDALE BUILDING PRODUCTS Corp., 2916 White Plains Rd., New York, Roxbord tile board and Roxcell. Adv. Exec.: I. R. Bennett. Agency: Hilton & Riggio Inc., New York. Acct. Exec.: Jim Williamson.
ROYAL, BARRY-CARTER MILLS Inc., 145 1st St., N. Nashville, Martha White Flour and Good Fortune Feeds. Adv. Exec.: W. T. York. Agency: Griswold-Eshleman Co., Nashville.
THE ROYAL LACE PAPER WORKS Inc., 99 Gold St., Brooklyn, Royalede paper shelving, Roylies paper doilies,

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Royalining shelf and drawer lining paper. Agency: Kiesewetter Assoc. Inc., New York. Acct. Exec.: Sam S. Baker.

ROYAL TYPEWRITER Co., 2 Park Ave., New York, Royal portables, standards, electrics and typewriter supplies. Adv. Exec.: Gordon G. Ackland. Agency: Young & Rubicam Inc., New York. Acct. Exec.: Raymond Browne.

RUBSAM & HORMAN BREWING Co., 191 Canal St., Staten Island, R & H beer and ale. Adv. Exec.: Robert G. Hazelton. Agency: Sullivan, Stauffer, Colwell & Baylis Inc., New York.

RUDD-MELIKIAN Inc., 1949 N. Howard St., Philadelphia, Kwik-Kafe vending machines and Kwik-Kafe frozen coffee. Agencies: Gray & Rogers, Philadelphia. Acct. Exec.: Sherman Landers; Wil Roberts Adv., Philadelphia. Acct. Exec.: Wil Roberts.

S. RUDOFER'S SONS Inc., 22d & Market Sts., Philadelphia, men's formal wear. Adv. Exec.: Mrs. Mildred Prince. Agency: Harry Feigenbaum Adv., Philadelphia. Acct. Exec.: David Werman.

RULON WATCH Co., 521 Fifth Ave., New York, watches. Agency: Simons, Michelson, Detroit.

C. H. RUNCIMAN Co., Lowell, Mich., Hallmark precooked beans. Agency: Goodkind, Joice & Morgan Inc., Chicago. Acct. Exec.: Henry Nathan.

JACOB RUPPERT BREWERY, 1639 Third Ave., New York, beer and ale. Adv. Exec.: J. J. Taylor. Agencies: The Biow Co., New York. Acct. Exec.: Lawrence D. Milligan; National Export Adv. Service, New York.

RUSHMORE PAPER MILLS Inc., Prospect St., Gouverneur, N. Y., Vanity Fair DeLuxe facial tissue, bathroom tissue and napkins, Protex tissue and Blue Ribbon napkins. Agency: Paris & Peart, New York. Acct. Exec.: William Byrne.

THE F. C. RUSSELL Co., 1100 Chester Ave., Cleveland, combination screen and storm sash, combination doors, all-metal awnings and prime windows for new construction (S). Adv. Exec.: Paul C. McCormick. Agency: Gibbons-O'Neill Inc., Cleveland. Acct. Exec.: John A. O'Neill.

RUSSELL-MILLER MILLING Co., Midland Bank Bldg., Minneapolis, Occident and American Beauty flours and prepared mixes and Occident feeds. Adv. Exec.: J. F. Near. Agency: Olmstead & Foley, S., Minneapolis.

RUSSELLURE Mfg. Co., 2514 S. Grand Ave., Los Angeles, fish lures. Adv. Exec.: Robert D. Buckles. Agency: Dudley L. Logan Adv., Los Angeles. Acct. Exec.: Jack Waterman.

RUSTAWAY Corp., 50 Church St., New York, Metalure polish and cleaner. Adv. Exec.: C. J. Peters. Agency: Blackstone Co., New York. Acct. Exec.: Frank Kaus.

RY-LOCK Co., 2485 Washington St., San Leandro, Calif., Ry-Lock tension screens. Agency: George I. Lynn Adv., San Francisco. Acct. Exec.: Harvey Scott.

S

SM FOOD PRODUCTS Co., 7565 Melrose Ave., Los Angeles, S-M butter flavor french dressing, Uncle Fetch boysenberry syrup and Life soft drink. Agency: Yambert-Prochnow Inc., Beverly Hills. Acct. Exec.: Ray Prochnow.

THE S. O. S. Co., 6201 W. 65th St., Chicago, S. O. S. cleaner of aluminum and all kitchenware. Agency: McCann-Erickson Inc., San Francisco.

SACHS QUALITY STORES Inc., 330 Bruckner Blvd., New York, department stores. Adv. Exec.: Seymour Fogelson. Agency: Wm. Warren, Jackson & Delaney, New York. Acct. Exec.: Harry Solow.

SAFEWAY SKYCOACH AIRLINES AGENCY Inc., 90 Tremont St., Boston, air travel. Agency: White, Berk & Barnes Adv., New York. Acct. Exec.: Jack Barnes.

SAFEWAY STORES Inc., 4th & Jackson Sts., Oakland, food stores. Adv. Exec.: Robert B. Lewis. Agencies: J. Walter Thompson Co., San Francisco (Lucerne milk, Suzanna pancake mix, Fleet mix for biscuits, Safeway meat service, produce service and farm publications); Foote, Cone & Belding, San Francisco (Duchess salad dressing, Nu Made mayonnaise, Lunch Box sandwich spread, Jeil-Well desserts, No

White salt and Skylark bread); McCann-Erickson Inc., San Francisco (Royal Satin shortening, Keen shortening, Cragmont beverages and Sunybank margarine); McCann-Erickson Inc., Los Angeles (Fluff-i-est marshmallows and Roxbury candies); Cosby & Cooper, San Francisco (Beverly peanut butter, Sleepy Hollow syrup, Montrose butter, Springhouse butter and Mayday salad oil); Ruthrauff & Ryan Inc., San Francisco (Dutch Mill cheese, Sugar Belle peas, Edwards coffee, Busy Baker, Pirates Gold Graham, Tea Timers crackers, Canterbury tea and Lac-Mix dry milk powder); M. E. Harlan Adv., San Francisco (Nob Hill coffee, Full O'Gold orange juice, Town House grapefruit juice, Crown Colony spices and extracts and Somerset sausage); J. Walter Thompson Co., Chicago (Kitchen Craft flour); Buchanan & Co., San Francisco (Sunny Dawn tomato juice and Lalani pineapple); Honig-Cooper Co., San Francisco (Airway coffee); Erwin, Wasey & Co., Los Angeles (Parade detergent, Rik-Rak cleanser, White Magic bleach and Fauntleroy liquid starch); Knox Reeves Adv., Minneapolis (White Magic soap).

SAGE LABS Inc., 53-57 W. 36th St., New York, Safety bleach, air refresher and Plex-O-Plastic starch (N) (S). Adv. Exec.: Michael Gelfand.

A. SAGNER'S SON Inc., Sagner Bldg., Baltimore, Northcool and Northweave suits and Stallion men's clothes. Agency: I. A. Goldman & Co., Baltimore. Acct. Exec.: I. A. Goldman.

ST. LOUIS FOODS Inc., 8144 Olive St., St. Louis, Bonnee buttered beef steaks. Agency: Westheimer & Block, St. Louis.

ST. LOUIS INDEPENDENT PACKING Co., 824 S. Vandeventer St., St. Louis, Mayrose meat products. Adv. Exec.: E. Rutledge. Agency: Gardner Adv. Co., St. Louis. Acct. Exec.: J. J. Horan.

ST. MARY'S PACKING Co., Sidney, Ohio, Duncan Hines canned goods. Agency: Kircher, Helton & Collett Inc., Dayton.

ST. PETERSBURG CHAMBER OF COMMERCE, C. of C. Bldg., St. Petersburg. Agency: Griffith-McCarthy Inc., St. Petersburg. Acct. Exec.: T. M. Griffith.

SAKOWITZ BROS., Main & Rusk Aves., Houston, apparel, footwear and accessories. Agency: Gregory-Giezen-danner Co., Houston.

SALES BUILDERS Inc., 1126 Wilshire Blvd., Los Angeles, Max Factor cosmetics. Adv. Exec.: Ken D. Caldwell. Agencies: Tatham-Laird Inc., Chicago. Acct. Exec.: N. T. Mertz (women's line); Doyle Dane Bernbach, New York (Signature men's products).

SAN ANTONIO BREWING Assn., Box 1661, San Antonio, Pearl beer. Agency: Pitluk Adv. Co., San Antonio. Acct. Exec.: Jack N. Pitluk.

SAN FRANCISCO CALL-BULLETIN, 860 Howard St., San Francisco, newspaper. Adv. Exec.: R. L. Litchfield.

SAN FRANCISCO CHRONICLE, 5th & Mission Sts., San Francisco. Agency: J. Walter Thompson Co., San Francisco.

SANGER BROS., Main & Lamar Sts., Dallas, department store. Adv. Exec.: F. T. Johnson.

SANSON HOSIERY MILLS Inc., 350 Fifth Ave., New York, women's full fashioned nylon stockings. Agency: Dorland Adv. Ltd., New York. Acct. Exec.: Atherton Pettingell.

SANTA CLARA PACKING Co., San Jose, Glorietta fruits, fruit nectars, tomato juice and tomato aspic. Agency: Long Adv. Service, San Jose.

SARATOGA SPRINGS AUTHORITY, State Reservation, Saratoga Springs, N. Y., bottled mineral water and mineral water treatment (S). Adv. Exec.: Leon M. Woodworth. Agency: Moser & Cotins, Utica, N. Y.

SAWYER BISCUIT Co., 1041 W. Harrison St., Chicago, biscuits and crackers. Agency: George H. Hartman Co., Chicago. Acct. Exec.: Edwin Cahn; The L. W. Ramsey Co., Chicago.

THE F. & M. SCHAEFER BREWING Co., 430 Kent Ave., Brooklyn, Schaefer golden and Schaefer pale dry beer. Adv. Exec.: John Nemesh. Agency: BBDO, New York. Acct. Exec.: John Johns.

ADAM SCHEIDT BREWING Co., Norristown, Pa., Valley Forge beer. Prior beer and Ram's Head ale. Adv. Exec.: Thomas M. Morton. Agency: Ward Wheelock Co., Philadelphia.

SCHIEFELIN & Co., 16-30 Cooper Sq., New York, Crown Lavender smelling salts, Pears facial soap and Almay cosmetics. Adv. Exec.: Robert H. Spencer. Agency: Cowan & Dengler Inc., New York. Acct. Exec.: Margaret Halligan (Almay cosmetics).

SCHIEFELIN & Co., 16-30 Cooper Sq., New York, Hennessy cognac brandy, scotch whisky, J. Wray & Nephew, Dagger Jamaica and Don Q Puerto Rican rum, Moet and Chandon champagne and Grande chartreuse. Adv. Exec.: Haven T. Waters. Agency: Abbott Kimball Co., New York.

JOS. SCHLITZ BREWING Co., 235 W. Galena St., Milwaukee, Schlitz beer. Agencies: Leo Burnett Co., Chicago; Lennen & Newell, New York; Irwin Vladimir & Co., New York.

MRS. SCHLORER'S Inc., Scotts Lane, Philadelphia, Mrs. Schlorer's mayonnaise. Agency: Lavenson Bureau of Adv., Philadelphia. Acct. Exec.: Miss J. Rosenberg.

THE WM. SCHLUDERBERG—T. J. KURDLE Co., 3800 E. Baltimore St., Baltimore, Esskay Quality meat products and Southern Rose shortening. Adv. Exec.: O. B. Smith. Agency: Van Sant, Dugdale & Co., Baltimore. Acct. Exec.: Henry Erck.

C. SCHMIDT & SONS Inc., 127 Edward Sts., Philadelphia, Schmidt's beer and Schmidt's Tiger Head brand ale. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: James C. Gibson.

JACOB SCHMIDT BREWING Co., 882 W. 7th St., St. Paul, Schmidt's City Club beer. Adv. Exec.: Noel Crouch. Agency: Ruthrauff & Ryan Inc., Chicago. Acct. Exec.: Jim Rahdes.

SCHNEIDER-LORSCHMEIDER Co., Waukesha, Wis., Big Stinky outdoor fly trap. Adv. Exec.: Ray J. Schneider. Agency: Barnes Adv. Inc., Milwaukee.

CAROLYN SCHNURER Inc., 87 Ferry St., Jersey City, Carolyn Schnurer ladies sportswear. Agency: Sterling Adv. Inc., New York. Acct. Exec.: Joel Kaplan.

S. A. SCHONBRUNN & Co., 77 Water St., New York, coffee, (S). Adv. Exec.: John E. Mazzei. Agencies: L. C. Gumbinner Adv., New York (Savarin coffee). Acct. Exec.: Milton Goodman; F. Pettinella Adv., New York (Medaglia D'Oro demitasse coffee). Acct. Exec.: F. Pettinella.

SCHULER FOODS Inc., 64 Chester St., Rochester, potato chips, pretzels, cheese corn sticks and cheese corn. Adv. Exec.: W. C. Fuehrer. Agency: Hutchins Adv. Co., Rochester.

D. A. SCHULTE Inc., 386 Broadway, New York, chain retail stores, smokers articles and fashions. Agency: Ted Deglin & Assoc., New York. Acct. Exec.: Ted Deglin.

SCHUNEMAN'S Inc., 6th & Wabasha Sts., St. Paul, department store. Adv. Exec.: Dorothy Kernan. Agency: David Inc., St. Paul. Acct. Exec.: Quentin David.

ED SCHUSTER & Co., N. 3d & W. Garfield Ave., Milwaukee, department stores. Adv. Exec.: Edward Styles. Agency: The Cramer-Krasselt Co., Milwaukee. Acct. Exec.: Roger LeGrand.

SCHWARTZ & BLUESTEIN Inc., 345 7th Ave., New York, Fredrica furs. Adv. Exec.: Walter S. Schwartz. Agency: J. G. Proctor Co., New York. Acct. Exec.: J. G. Proctor.

WM. SCHWARTZ & Co., 22d & Lehigh Ave., Philadelphia, Twig's little boys apparel and Chips apparel for boys and Twiglings apparel for toddlers. Adv. Exec.: Harry Schwartz. Agency: Harry Feigenbaum Adv., Philadelphia. Acct. Exec.: David Wermen.

SCOTT-ATWATER Mfg. Co., 2901 E. Hennepin Ave., Minneapolis, outboard motors. Adv. Exec.: R. J. Ruff. Agency: BBDO, Minneapolis. Acct. Exec.: O. J. Blake.

THE SCOTT & FETZER Co., 11401 Locust Ave., Cleveland, Kirby vacuum cleaners. Adv. Exec.: Arthur F. Greene. Agency: Carr Liggett Adv. Inc., Cleveland.

SCRIBBLES Inc., Lafayette, La., Scribbles dolls. Adv. Exec.: Leon Rednor.

SCUDDER FOOD PRODUCTS, 771 W. Garvey St., Monterey Park, Los Angeles, peanut butter, toasted nuts, potato chips and mayonnaise. Adv. Exec.: Laura C. Scudder. Agency: Rockett-Lauritzen Adv., Los Angeles.

SEABOARD FINANCE Co., 945 S. Flower St., Los Angeles, finance business. Agency: Smith & Bull, Hollywood. Acct. Exec.: Mel Roach.

SEABOARD PACKING Co., Lube Me, Neptune sardines. Agency: B. LeQuatte Inc., New York.

SEABOARD SEED Co., 701 S. Frisco St., Philadelphia, Hormo Lawn Grass seed and Patriot Brand Farm seed. Agency: Leonard F. Fellman & Assc Philadelphia. Acct. Exec.: John Jacobson.

SEA BREEZE LABS. Inc., 122 Meyr Ave., Pittsburgh, Pa., Sea Breeze antiseptic (S). Exec.: John H. Weisbr Agency: BBDO, Pittsburgh.

SEAL RITE CAULKING Co., 6335 Lyndon St., Detroit, caulking compound guns and cartridges, paint and tile-f. Adv. Exec.: David Slobin. Agency: Davis-Daniels Inc., Detroit. Acct. Exec.: Harry H. Goldberg.

SEALY Inc., 666 Lake Shore Dr., Chicago, Sealy mattresses, studio couch divans, sofa-beds, box springs, bed springs and chairs. Adv. Exec.: J. Lawrence. Agency: Olian Adv., Chicago. Acct. Exec.: Jerome Joss.

SEAPAK Corp., Box 366, St. Limc Island, Ga., frozen seafood. Agency: Gordon Baird Assoc. Inc., New York.

SEATTLE FIRST NATIONAL BANK, 2d Ave. & Cherry St., Seattle, bank statement. Adv. Exec.: Gus Asplur Jr. Agency: Pacific National Ad Seattle. Acct. Execs.: H. O. Stone and W. H. Horsley.

SEATTLE POST-INTELLIGENCER, 6 & Pine Sts., Seattle, newspaper. Adv. Exec.: A. L. Brock. Agency: Weste Agency, Seattle.

SEEMAN BROS. Inc., 121 Hudson St., New York, White Rose tea and groce specialties, Pique Kitchen Magic a. Flava-Bake flavoring and Air-Wi household air purifier. Agencies: D. Tarcher & Co., New York. Acct. Exec.: E. Ridley (White Rose t Pique and Flava-Bake); William Weintraub & Co., New York (Air-Wi Wick).

SEIBERLING RUBBER Co., Akron, Seiberling tires, tubes, heels, soles and mats. Agency: Meldrum & Fewsm Cleveland. Acct. Execs.: E. T. Mor and A. Meldrum.

R. B. SEMMLER Inc., 70 Elm St., N. Canaan, Conn., Kreml hair toner, Kreml shampoo and Kreml krer dressing. Agencies: Monroe F. Drei Inc., New York; Erwin, Wasey Canada Ltd., Toronto. Acct. Exec.: Frank Thomas.

SERUTAN Co., 290 Jelliffe Ave., Newark, Serutan. Agencies: Frank Bruck Adv., New York. Acct. Exec.: Franklin Bruck; Street & Finney Inc., New York.

SERVEL Inc., Evansville, Ind., refrigerators, water heaters, and "All-Ver air conditioning (S). Adv. Exec.: Robert M. Stevens. Agencies: Hicks & Greist, New York (refrigerators a water heaters). Acct. Execs.: C. Halverson; Ross Roy Inc., Detroit ("All-Ver" air conditioning). Acct. Exec.: H. A. Houston.

SHAVE-LESS PRODUCTS Corp., Chaucery St., Boston, Shave-less ta cream. Adv. Exec.: Milton Karger. Agency: Harry Paul & Assoc., Boston. Acct. Exec.: Harry Paul.

W. A. SHEAFFER PEN Co., 311 A H. Ft. Madison, Iowa, Sheaffer w/ ball pens, desk sets, Fineline pencils, ballpoints and leads, Skrip, Trium and Stratowriters and Safeguard. Agency: Karl F. Dinnauer. Agencies: Russel M. Seeds Co., Chicago. Acct. Execs.: George Bayard and Harry Maus; R. C. Smith & Son Ltd., w. Toronto.

SHEDD-BARTHUSH FOODS Inc., 145 Dexter Blvd., Detroit, Keyko marinade, Shedd's old style sauce, Shet Ezy French Dressing, Shedd's La., Betty thousand island dressing, maynise salad dressing, sandwich spre Shedd's corn muffin mix, Lady Be puna juice and cucumber waf. Agency: Ralph W. Sharp & Ass. Detroit. Acct. Exec.: R. W. Sharp.

SHEFFIELD FARMS Co., 524 W. 5 St., New York, dairy products. Aren N. W. Ayer & Son Inc., Philadelphia

SHELL OIL Co., 50 W. 50th St., New York, gasoline and motor oil (S). Adv. Exec.: D. C. Marschner. Agency: Walter Thompson Co., New York. Acct. Exec.: W. F. Wright.

SHELL OIL Co., 100 Bush St., San Francisco, gasoline, motor oil and other petroleum products. Adv. Exec.: E. R. Raphael. Agency: J. W. Thompson Co., San Francisco. Acct. Exec.: R. A. Mott.

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- STEPHERD KNIT-WEAR Co.**, 1410 Broadway, New York, knitted sportswear. Adv. Exec.: H. James Baum. Agency: Norman D. Waters & Assoc., New York. Acct. Exec.: Charles Whitebrook.
- STRATON-GIBSON HOTEL**, Fifth & Inuit Sts., Cincinnati. Agency: Associated Adv., Cincinnati. Acct. Exec.: M. Levy.
- STRIDER PRODUCTS Inc.**, 1236 13th St., Racine, pneumatic rifles and accessories. Agency: Western Adv., Racine. Acct. Exec.: Gordon Griffin.
- STRIFMAN BROS.**, 1 Mott St., Newark, tufted mattress. Agency: Lewis Adv., Newark.
- STRILITO'S**, 7th & Race Sts., Cincinnati. Adv. Exec.: John D. O'Malley.
- STRIVE SHIRTCRAFT Co.**, 350 Fifth Ave., New York, Airman shirts and sportswear. Agency: Willstedt & Schacter, New York.
- STRONG CORP. OF AMERICA**, 35 N. 4th St., Columbus, Madison Square shoes, Blue Bird shoes, Friskies, Sport shoes, Lazy Pals and Cozy Toes, Monte Carlo dancing shoes, Lo Loxby Oscar, Kshirt, Dreamstep, Happy Tots, Recteive Step, Arch Flight, Polar Bear, Biki-Ez and Clowne. Adv. Exec.: Hur Taylor. Agency: Herbert W. Ank Adv., Boston.
- STRONG-FORM BRASSIERE Co.**, 860 S. Angeles St., Los Angeles, brassieres, girdles, garter belts, shorts and unders. Agency: Calkins & Holden, Los Angeles. Acct. Exec.: Mildred Fluent.
- STRONGLON Inc.**, 630 Fifth Ave., New York, toiletries (S). Adv. Exec.: Maxine Rowland. Agency: Wesley Assoc., New York. Acct. Exec.: L. G. Wesley.
- STRONG'S SEATTLE BREWING & MALTING Co.**, 3100 Airport Way, Seattle, beverages. Adv. Exec.: J. E. Miller. Agency: Miller & Co., Seattle. Acct. Exec.: James R. Miller.
- STRONGBLISS TAILORING Co.**, Lytle Park, Cincinnati, Moore the Tailor and others Lytle Park clothes. Adv. Exec.: W. J. Devine. Agency: Guenther, Brown & Berne, Cincinnati.
- STRONG CANDY Co.**, 2201 3d St., San Francisco, packaged candies. Agency: Herbert B. Young Adv., San Francisco.
- STRONG SILEX Co.**, 80 Pliny St., Hartford, duex glass coffee makers, automatic electric steam iron, Mixie and Fresh-or food containers. Adv. Exec.: John A. Hamilton. Agencies: H. B. Humphrey, Alley & Richards Inc., New York. Acct. Exec.: Charles Holcombe; Cockfield, Brown & Co. Ltd., Montreal.
- STRONG SKILLET BRANDS Inc.**, Skokholm, Silver Skillet corned beef and chili con carne. Agency: Merick Asher Inc., Chicago.
- STRONG SIMMONS Co.**, 230 Park Ave., New York, Beautyrest and Deepsleep mattresses, metal furniture, studio couches, cribs and beds, Baby Beauty crib mattresses and Hide A Bed sofas. Agency: Young & Rubicam Inc., New York. Acct. Exec.: Gardiner Layng.
- STRONG ONIZ Co.**, 2100 Indiana Ave., Chicago, Simoniz products (N) (S). Adv. Exec.: Jack Doran. Agency: Sullivan, Colwell & Bayles Inc., New York. Acct. Exec.: Clem Hathaway.
- STRONG SEWING MACHINE Co.**, 149 Broadway, New York, sewing machines, vacuum cleaners and sewing supplies. Adv. Exec.: G. L. Newcomb Jr. Agency: Young & Rubicam New York. Acct. Exec.: Alexander H.
- STRONG MES B. SIPE & Co.**, Vanadium Rd., Pittsburgh, paint and varnish. Adv. Exec.: C. J. Bauer Jr. Agency: James Stewart Co., Carnegie, Pa. Acct. Exec.: H. A. McCoy.
- STRONG KELLY OIL Co.**, 605 W. 47th St., Kansas City, petroleum (N) (S). Adv. Exec.: Don Barton. Agency: Henri, Forest & McDonald, Chicago. Acct. Exec.: Daniel W. Foster.
- STRONG SKINNER & PELTON Inc.**, 100 N. La Salle St., Chicago, Silavox earphone equipment. Agency: Gourfain-Cobb Adv., Chicago. Acct. Exec.: V. L. Gue.
- STRONG SLUMBER PRODUCTS Corp.**, Box 100, Memphis, Restonic-Triple-Cushion mattresses. Adv. Exec.: E. C. Haas. Agency: Simon & Gwynn, Memphis.
- STRONG SMITH Corp.**, 3533 N. 27th St., Milwaukee, automobile frames and fenders, pressure vessels (carbon alloy-lined, multi-layer, solid alloy), heat exchangers, gas line pipe, well casing, large single-piece glass-lined tanks (brewery, food and chemical), automatic gas and electric water heaters, volume water heaters and heating equipment, welding electrodes and equipment, general and special purpose motors, petroleum meters, gasoline dispensing pumps, vertical turbine pumps, liquid gas systems, railroad products, mechanically unloaded crop storage units and safety grating. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: E. F. Hascall Jr.
- STRONG GILMAN B. SMITH Co.**, 915 Broadway, New York, Iron-On rug binding and sewing notions. Adv. Exec.: Gilman B. Smith Jr. Agency: The House of J. Hayden Twiss, New York.
- STRONG JOHNSON SMITH & Co.**, 6615 E. Jefferson Ave., Detroit, mail order novelties. Adv. Exec.: P. Smith. Agency: Globe Adv. Service, Detroit.
- STRONG MRS. SMITH'S PIE Co.**, 7th & Lindley Sts., Philadelphia, Mrs. Smith's pies. Agency: Everling Assoc. Inc., Philadelphia. Acct. Exec.: Frank Corkery.
- STRONG ROBERT SMITH Mfg. Co.**, 4731 E. 52d Dr., Los Angeles, Nylon Dip (N) (S). Adv. Exec.: Robert Smith.
- STRONG SNOW CROP MARKETERS**, 445 Park Ave., New York, Snow Crop frozen foods. Agency: Maxon Inc., New York. Acct. Exec.: Tyler Davis.
- STRONG SOCONY-VACUUM OIL Co.**, 26 Broadway, New York, Mobilgas, Mobiloil, Mobil tires, batteries and specialties (S). Adv. Exec.: P. A. Gosman. Agency: Compton Adv., New York. Acct. Exec.: Merrell Boyce.
- STRONG SO-LO MARX RUBBER Co.**, Loveland, Ohio, Totes lightweight latex footwear, So-Lo plastic shoe repair material, Totes pocketweight overshoes for men, women and children and mending glues and cements. Agency: S. C. Baer Co., Cincinnati. Acct. Exec.: S. C. Baer.
- STRONG SOMNYL PHARMACAL CORP. OF AMERICA**, 1225 Broadway, New York, Nu-Pax sedative. Adv. Exec.: M. Hyman. Agency: Emil Mogul Co., New York. Acct. Exec.: Charles L. Rothschild.
- STRONG SON-CHIEF ELECTRICS Inc.**, Winsted, Conn., irons, toasters, grills and heaters. Adv. Exec.: B. S. Mitchell. Agency: H. B. Humphrey, Alley & Richards Inc., New York. Acct. Exec.: Charles A. Holcomb.
- STRONG SONORA RADIO & TELEVISION Corp.**, 325 N. Hoyne Ave., Chicago, television and phonographs, records, radios and phonograph combinations. Agency: Robert Kahn & Assoc., Chicago. Acct. Exec.: Robert Kahn.
- STRONG SOPHIE MAE CANDY Corp.**, 1092 Clinton Ave., Irvington, N. J., peanut brittle. Agency: Tucker Wayne & Co., Atlanta.
- STRONG SOUTH AFRICAN ROCK LOBSTER Assn.**, 271 Madison Ave., New York. Agency: Charles W. Hoyt Co., New York. Acct. Exec.: A. W. Fargo Jr.
- STRONG SOUTH CAROLINA MILLS**, 196 Crescent Ave., Spartanburg, cotton wearing apparel and fabrics. Adv. Exec.: Nelson Hampton. Agency: E. H. Brown Adv., Chicago. Acct. Exec.: Harry Schneiderman.
- STRONG SOUTHERN BELL TELEPHONE & TELEGRAPH Co.**, Hurt Bldg., Atlanta. Adv. Exec.: E. V. Hungerford.
- STRONG SOUTHERN BISCUIT Co.**, Terminal Pl., Richmond, F. V. cookies and crackers. Adv. Exec.: G. W. Diggs Jr. Agency: Lindsey & Co., Richmond. Acct. Exec.: T. M. Curtis.
- STRONG SOUTHERN DAIRIES Inc.**, 60 M St., N. E., Washington, D. C., Southern Dairies and Sealtest ice cream, milk and frosted foods. Adv. Exec.: I. O. Hitt. Agency: Tucker Wayne & Co., Atlanta. Acct. Exec.: Matthew Conner.
- STRONG THE SOUTHERN NEW ENGLAND TELEPHONE Co.**, 227 Church St., New Haven, telephone service. Adv. Exec.: Wesley W. Peters. Agency: BBDO, Boston. Acct. Exec.: Laurence O. Pratt.
- STRONG SOUTHERN PACIFIC Co.**, 65 Market St., San Francisco, transportation. Adv. Exec.: F. Q. Tredway and A. L. Kohn. Agency: Foote, Cone & Belding, San Francisco.
- STRONG SPARKLETT'S DRINKING WATER Corp.**, 4500 York Blvd., Los Angeles, bottled drinking water and Sparketa beverages. Agency: Robert F. Dennis Inc., Los Angeles.
- STRONG SPARK-O-LINER Corp.**, 601 11th Ave., S. Minneapolis, The Perry Cooling System filters and automotive and electrical appliance mfgs. Agency: Ray C. Jenkins Adv., Minneapolis.
- STRONG SPEAKMAN Co.**, 30th & Spruce St., Wilmington, Del., showers, brass plumbing fixtures and flush valves (S). Adv. Exec.: C. C. Gerow Jr. Agency: Aitkin-Kynett Co., Philadelphia. Acct. Exec.: Howard Medholdt.
- STRONG SPEED QUEEN Corp.**, Doty St., Ripon, Wis., Speed Queen washers, ironers, dryers and Simplex ironers. Adv. Exec.: J. S. Morris. Agency: Geer-Murray Co., Oshkosh, Wis. Acct. Exec.: R. A. Murray.
- STRONG SPEIDEL Co.**, 70 Ship St., Providence, jewelry. Adv. Exec.: Harold A. Rosenquist. Agency: Sullivan, Stauffer, Colwell & Bayles Inc., New York. Acct. Exec.: Thomas B. Coleman.
- STRONG SPENCER-TAYLOR Inc.**, 111 E. 57th St., New York, hotels. Adv. Exec.: V. E. Stuart. Agency: J. R. Kupsick Adv., New York. Acct. Exec.: J. R. Kupsick.
- STRONG SPIEGEL Inc.**, 1061 W. 35th St., Chicago, retail and mail order general merchandise. Agencies: Robert Kahn & Assoc., Chicago; Schwimmer & Scott Inc., Chicago.
- STRONG SPRAGUE WARNER Div.**, Consolidated Grocers Corp., 901 W. Division St., Chicago, Richelieu, NoneSuch and Blossom food products.
- STRONG SPRING HILL NURSERIES Co.**, Elm St., Tipp City, Ohio, nursery stock. Agency: Don Kemper Co., Dayton. Acct. Exec.: Don Kemper.
- STRONG JOHN P. SQUIRE Co.**, 165 Gore St., Cambridge, Mass., hams, bacon and sausage. Adv. Exec.: J. F. Dinges. Agency: The Goulston Co., Boston. Acct. Exec.: S. N. Ripley.
- STRONG THE SQUIRT Co.**, 202 S. Hamilton Dr., Beverly Hills, Squirt grapefruit soft drink mixer. Adv. Exec.: Reginald W. Lowander. Agency: Harrington-Richards Inc., Los Angeles. Acct. Exec.: Greacen Mitchell.
- STRONG STA PRODUCTS Corp.**, 1440 Broadway, Oakland, Sta-Bo-K for flowers and Sta-X-Tree. Adv. Exec.: Dr. Forrest G. Shacklee. Agency: Jewell Adv., Oakland.
- STRONG STAHL-MEYER Inc.**, 172 E. 127th St., New York, frankfurts in cans, pure pork sausage in cans, ferris smoked canned hams, Ferris ham and bacon, S. M. cocktail style sausages, frankfurts and liverwurst and other canned products. Adv. Exec.: A. B. Crampton. Agencies: Dowd, Redfield & Johnstone Inc., New York. Acct. Exec.: Helen Nash; J. M. Kesslinger & Assoc., Newark.
- STRONG STANBACK Co. Ltd.**, 1500 S. Main St., Salisbury, Md., powders and tablets (S). Adv. Exec.: T. M. Stanback. Agency: Piedmont Adv., Salisbury, N. C. Acct. Exec.: R. S. Williamson.
- STRONG STANDARD BRANDS Inc.**, 595 Madison Ave., New York, food products. Agencies: J. Walter Thompson Co., New York. Acct. Exec.: S. B. Dobbs and E. F. Stevens (Fleischmann's foil yeast, fast rising dry yeast, yeast, diamaalt, frozen eggs, baking powder and stox granulated bouillon); Ted Bates & Co., New York. Acct. Exec.: J. R. Busk, W. S. Dietz and H. B. Block (Fleischmann's Blue Bonnet margarine, Royal baking powder and Royal desserts); Bisberne Adv. Co., Chicago (all adv. for Journal of American Medical Assoc.); Wildrick & Miller Inc., New York. Acct. Exec.: Stanley B. Wildrick (Fleischmann's irradiated dry yeast for animals and diastafar); Compton Adv. Inc., New York (Tender Leaf tea, tea balls and Instant Tender Leaf tea, Chase & Sanborn coffee, Instant Chase & Sanborn and Break O'Morn coffee); Raymond Spector Co., New York (bulk pharmaceutical products).
- STRONG STANDARD BREWING Co.**, 436 Lake Ave., Rochester, N. Y., Standard Dry ale, Ox Cart Dry beer, Ox Head Dry ale and Ox Stock ale (S). Adv. Exec.: Earl L. Wilkin. Agency: Hart-Conway Inc., Rochester. Acct. Exec.: Joseph Brown.
- STRONG STANDARD MILLING Co.**, 285 Madison Ave., New York, Ceresota, Aristos and Hecker's Eskimo flours. Agency: Doherty, Clifford & Shenfield Inc., New York.
- STRONG STANDARD OIL Co. of California**, 225 Bush St., San Francisco, Adv. Exec.: M. A. Mattes.
- STRONG STANDARD OIL Co. (Indiana)**, 910 S. Michigan Ave., Chicago, gasoline, motor oil and other petroleum products. Adv. Exec.: Wesley I. Nunn. Agencies: McCann-Erickson Inc., Chicago. Acct. Exec.: S. A. Wells; BBDO, Chicago.
- STRONG STANDARD OIL Co. (New Jersey)**, 90 Rockefeller Plaza, New York. Agencies: McCann-Erickson Inc., New York. Acct. Exec.: J. L. Deane; Marschalk & Pratt, New York.
- STRONG STANDARD OIL Co. (Ohio)**, Midland Bldg., Cleveland, petroleum products. Adv. Exec.: Henry J. Coleman. Agency: McCann-Erickson Inc., Cleveland. Acct. Exec.: M. C. McDonald.
- STRONG JOHN T. STANLEY Co.**, 642 W. 30th St., New York, Mobo automotive products and Stanley's shave creams. Agency: Picard Adv. Co., New York. Acct. Exec.: R. A. Picard.
- STRONG STARRETT TELEVISION Corp.**, 601 W. 26th St., New York, television sets and air conditioning units. Agency: Arthur Judson Adv., New York. Acct. Exec.: Arthur Judson.
- STRONG STATE FAIR OF TEXAS**, Fair Park, Dallas, amusements and educational exhibits. Agency: Ray Beall Adv., Dallas. Acct. Exec.: Ray Beall.
- STRONG STATE OF INDIANA DEPT. OF COMMERCE & PUBLIC RELATIONS**, 333 State House, Indianapolis, industrial, recreational, agricultural, educational, commerce and industry. Agency: McCain & Assoc., Indianapolis. Acct. Exec.: Frederick T. McCain Jr.
- STRONG STEGMAIER BREWING Co.**, 152 E. Market St., Wilkes-Barre, Pa., Gold Medal beer, ale and porter (S). Adv. Exec.: Richard W. Guckelberger. Agency: McManus, John & Adams, New York. Acct. Exec.: Darrell Roberts.
- STRONG GEORGE F. STEIN BREWERY**, 797-807 Broadway, Buffalo, Canandaigua extra dry lager beer and Canadiana cream ale. Adv. Exec.: Robert J. Stein. Agency: H. J. Weil Inc., Buffalo.
- STRONG STERLING DRUG Inc.**, 1450 Broadway, New York, drugs and toilet articles (N). Adv. Exec.: Harvey M. Manss. Agencies: Dancer-Fitzgerald-Sample; Carl Brown Agency; The Thompson-Kock Co., all New York.
- STRONG L. & H. STERN Inc.**, 56 Pearl St., Brooklyn, Sterncrest, Purex, Filter King pipes and Zeus cigarette filterholders. Agency: Al Paul Lefton Co., New York. Acct. Exec.: Robert J. Misch.
- STRONG PATRICIA STEVENS Inc.**, 22 W. Madison St., Chicago, finishing school. Adv. Exec.: Tom Fizdale. Agency: Arthur Meyerhoff & Co., Chicago. Acct. Exec.: Ben Green.
- STRONG STEWART HARTSHORN Co.**, 350 Fifth Ave., New York, Textone embossed plastic shade, Diana Fyrban shade cloth and coated fabrics and rollers. Agency: Riedel & Freede, Paterson. Acct. Exec.: Ed Ackerman.
- STRONG THE STIEFF Co.**, Wyman Park Dr., Baltimore, Stieff silver. Adv. Exec.: N. Heird. Agency: Elliott Buse Adv., Baltimore.
- STRONG STOKELY-VAN CAMP Inc.**, 941 N. Meridian St., Indianapolis, Stokely canned vegetables and fruits, fruit and vegetable juices and Honor Brands frozen foods, Van Camp pork and beans, Tenderoni macaroni and quick meal food products. Adv. Exec.: H. A. Hebbard Jr. Agencies: Calkins & Holden, Carlock, McClinton & Smith Inc., New York. Acct. Exec.: J. Sherwood Smith (Van Camp's food products, Tenderoni macaroni and Stokely Div.); Kelso Norman Adv., San Francisco (Honor Brand frozen foods); Dancer-Fitzgerald-Sample Ltd., Toronto.
- STRONG STORM WINDOWS OF ALUMINUM Inc.**, Ravenna Arsenal, Box 97, Apco, Ohio, combination storm windows and doors. Agency: Baish Adv., Cleveland. Acct. Exec.: H. O'Grady.
- STRONG STORZ BREWING Co.**, 1807 N. 16th St., Omaha, Triumph and Premium Dry beer. Adv. Exec.: Arthur C. Storz. Agency: Bozell & Jacobs Inc., Omaha. Acct. Exec.: Randall E. Packard.
- STRONG W. F. STRAUB & Co.**, 5520 N. W. Highway, Chicago, Lake Shore honey and honey mellowed prune juice and honey mellowed coconut. Adv. Exec.: W. J. Hammel. Agency: Ewell & Thurber Assoc., Chicago.
- STRONG STRIETMANN BISCUIT Co.**, Marie-mont St., Cincinnati, crackers and cookies. Adv. Exec.: W. M. Kinchloe. Agency: Harry M. Miller Inc., Columbus.

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THE STROH BREWERY Co., 909 E. Elizabeth St., Detroit, Stroh's Bohemian beer. Agency: Zimmer-Keller & Calvert Inc., Detroit. Acct. Exec.: R. E. Keller.

STROHMMEYER & ARPE Co., 139 Franklin St., New York, Re Umberto genuine pure olive oil. Adv. Exec.: A. E. Talbot. Agency: J. M. Kesslinger & Assoc., Newark.

STROMBERG-CARLSON Co., 100 Carlson Rd., Rochester, television and radio receivers, sound equipment and electric carillons and telephone apparatus. Adv. Exec.: Frederick W. Haupt. Agencies: Federal Adv., New York. Acct. Exec.: Gordon E. Hyde (radio instruments and TV); Charles L. Rumrill & Co., Rochester (sound equipment and electronic carillons and telephone Divs.).

STUDIO GIRL OF CALIF., 3618 San Fernando Rd., Glendale, Calif., shampoo. Agency: The Ted H. Factor Agency, Los Angeles. Acct. Exec.: Donald A. Breyer.

R. G. SULLIVAN Inc., 823 Elm St., Manchester, N. H., 7-20-4 and Dexter cigars. Agency: Burke Adv. Assoc., Boston.

CHARLES G. SUMMERS Inc., New Freedom, Pa., Superfine Limagrands canned lima beans. Agency: Kal Ehrlich & Merrick Inc., Washington, D. C. Acct. Exec.: Forest R. Entwisle.

SUN OIL Co., 1608 Walnut St., Philadelphia, Blue Sunoco gasoline, Sunoco Mercury Made motor oil, Sunoco Dynalube oil, industrial lubricants, processing oils, solvents, waxes and furnace oil and insecticides. Adv. Exec.: Storrs J. Case, P. D. McKay and L. H. Fritz. Agencies: Hewitt, Ogilvy, Benson & Mather Inc., New York; Gray & Rogers, Philadelphia. Acct. Exec.: S. A. Landers; Tandy Adv., Toronto.

SUN & TIMES Co., 211 W. Wacker Dr., Chicago, newspaper. Agencies: John W. Shaw Adv., Chicago. Acct. Exec.: John W. Shaw; Malcolm-Howard Adv., Chicago.

SUNBEAM Corp., 5600 W. Roosevelt Rd., Chicago, Sunbeam electric appliances and Sunbeam Stewart industrial furnaces, Sunbeam Rain King lawn sprinklers, Sunbeam Stewart clipping and shearing equipment. Adv. Exec.: A. E. Widdifield. Agency: Perrin-Paus Co., Chicago. Acct. Exec.: E. R. Perrin.

SUNKIST GROWERS Inc., 707 W. 5th St., Los Angeles, Sunkist oranges, lemons and grapefruit. Adv. Exec.: Russell Z. Eller, R. S. Simmons, Charles W. Ford and H. J. Ackley. Agencies: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Nelson Carter; Spitzer & Mills Ltd., Toronto.

SUNLIGHT TOMATO REPACKING Co., 84 Commercial St., Boston, tomatoes and lemons. Agency: Doremus & Co., Boston.

SUNRAY STOVE Co., Delaware, Ohio, gas ranges. Agency: Harry M. Miller Inc., Columbus. Acct. Exec.: E. W. Atkinson.

SUNSHINE BISCUIT Inc., Thompson Ave. & Queens Pl., Long Island City, Sunshine biscuits, Krispy crackers, Hi Ho crackers, Cheez-it and Hydrox cookies and Austin's dog food. Adv. Exec.: Norman B. Smith. Agency: Cunningham & Walsh Inc., New York. Acct. Exec.: Herbert Thwaite.

SUNSHINE BREWING Co., Reading, Pa., Sunshine beer. Adv. Exec.: C. Q. Minker. Agency: Gray & Rogers, Philadelphia. Acct. Exec.: W. B. Edwards.

THE SUPERB GLOVE Corp., Johnstown, N. Y., women's and men's gloves. Adv. Exec.: Lillian Lang.

SUPERIOR FEED MILL Inc., Oklahoma City, poultry and stock feed. Adv. Exec.: T. W. Woddy. Agency: James R. Reese Adv. Co., Kansas City.

G. S. SUPPIGER Co., 1530 Hadley St., St. Louis, Brooks old original catsup. Agency: D'Arcy Adv. Co., St. Louis. Acct. Exec.: James O'Neal.

SUPPLEE-WILLS-JONES MILK Co., Lincoln-Liberty Bldg., Philadelphia, Sealtest milk and ice cream. Agency: N. W. Ayer & Son Inc., Philadelphia. Acct. Exec.: Joseph S. Flick Jr.

SURE-FIT PRODUCTS Co., 21 E. 26th St., New York, furniture slip covers, mattress covers, comfort covers and auto seat covers. Adv. Exec.: Paul Holister. Agency: Amos Parrish & Co., New York.

SURFACE COMBUSTION Corp., 2375 Dorr St., Toledo, Janitrol space heating equipment, aircraft and automotive heaters, Kathabar humidity conditioning equipment, Surface industrial heating and heat treating furnaces. Agencies: Jay H. Maish Co., Toledo. Acct. Exec.: A. C. Eversole (Industrial Div); Beeson-Reichert Inc., Toledo. Acct. Exec.: W. D. Thackeray (Janitrol Space Heating Div); Odiorne Industrial Adv., Dayton (Janitrol Aircraft and Automotive Heater Div).

SURREY Ltd., 31 E. 32d St., New York, ladies handbags. Agency: Frederick-Clinton Co., New York.

THE O. A. SUTTON Corp., 1812 W. 2d St., Wichita, Vornado air conditioners, air circulators and heaters. Agency: Lago & Whitehead, Wichita. Acct. Exec.: Howard Whitehead.

C. A. SWANSON & SONS, 1202 Douglas St., Omaha, poultry processors. Agency: Tatham-Laird Inc., Chicago. Acct. Exec.: Chas. Standen.

SWIFT & Co., Union Stock Yards, Chicago, food products. Adv. Execs.: Vernon D. Beatty and Ray Weber. Agencies: J. Walter Thompson Co., Chicago. Acct. Exec.: M. V. Wieland (beef, lamb, veal, Brookfield sausage, frankfurts, table ready meats, premium ham and bacon, Jewel oil, Swift's, bakery products, Jewel shortening, Pard, Allsweet, casings, Swift's dog meal and peanut butter, hotel and institution trade relations, Vigoro, EndoPest, Endo Weed and Red Steer plant food); Needham, Louis & Broby Inc., Chicago. Acct. Exec.: W. R. Kinnaid (Swift's ice cream, Swift's cleanser, Sunbrite cleanser, industrial soaps, oils, packaged soaps, soybean meal, meats for babies, agricultural research adv., public relations adv., animal feeds, hatcheries, commercial plant foods, D. & P. procurement, gelatin, adhesives and agricultural chemicals); McCann-Erickson Inc., Chicago. Acct. Exec.: A. W. Sherer (Prem, canned meats, Swift's Brookfield butter, Swift's Brookfield shell eggs, Swift's Brookfield dried and frozen eggs, Swift's Brookfield cheese and Swift's premium poultry).

SWING-A-WAY Mfg. Co., 4100 Beck St., St. Louis, household kitchen appliances. Agency: Wesley K. Nash Co., St. Louis.

JNO. H. SWISHER & SONS Inc., 16th & Ionia St., Jacksonville, King Edward cigar. Agency: Newman, Lynde & Assoc., Jacksonville. Acct. Exec.: Hunter Lynde.

SYLVAN SEAL MILK Inc., 612 S. 24th St., Philadelphia, Sylvan Seal milk, cream, buttermilk, cottage cheese, chocolate milk, cream cheese and ice cream. Agency: Al Paul Lefton Co., Philadelphia. Acct. Exec.: Paul Brown.

SYLVANIA ELECTRIC PRODUCTS Inc., 1740 Broadway, New York, incandescent lamps, fluorescent lamps and fixtures, photo lamps and electronic devices, radio, television receivers and radio tubes. Adv. Exec.: E. W. Gutelius. Agencies: Cecil & Presbrey Inc., New York. Acct. Exec.: T. J. Maloney; Roy S. Durstine Inc., New York. Acct. Exec.: Roy S. Durstine.

SYLVANIA ELECTRIC PRODUCTS Inc., (Radio and Television Div.), 254 Rano St., Buffalo, Sylvania television. Agency: Roy S. Durstine Inc., New York. Acct. Exec.: Roy S. Durstine.

SYNCRON Corp., Oxford, Mich., Synicro electric tools. Adv. Exec.: W. Stoddard. Agency: L. W. Ramsey Co., Chicago. Acct. Exec.: N. B. Langworthy.

HOTEL SYRACUSE, S. Warren & E. Onondaga Sts., Syracuse. Agency: Charles H. Kaletzki Adv. & Public Relations, Syracuse. Acct. Exec.: Charles Kaletzki.

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THE TAPPAN STOVE Co., 250 Wayne St., Mansfield, Ohio, domestic ranges (S). Adv. Exec.: Paul I. Berno. Agency: Griswold-Eshleman, Cleveland. Acct. Exec.: F. L. Congdon.

TASTY TOOTH PASTE Corp., 4 Park Ave., Mt. Vernon, N. Y., Tasty tooth paste. Adv. Exec.: Charles A. Sus-

slin. Agency: Victor van der Linde Co., New York. Acct. Exec.: Robert C. Wood.

TATTOO Inc., 16 W. 60th St., New York, cosmetics. Agency: The Leonard Rattner Co., New York. Acct. Exec.: Leonard C. Rattner.

JOHN W. TAYLOR PACKING Co., Hallwood, Va., Taylor's potatoes and tomatoes.

THE TAYLOR-REED Corp., 15 Crescent St., Glenbrook, Conn., Cocoa Marsh, Q-T instant frosting and Q-T pie crust. Agency: Tracy, Kent & Co., New York. Acct. Exec.: Frank Kent.

TELEX Inc., Telex Park, Minneapolis, Telex hearing aids and electro Acoustic material. Adv. Exec.: Rose Erlander. Agency: Melamed-Hobbs Inc., Minneapolis.

TELLING ICE CREAM Co., 3740 Carnegie Ave., Cleveland, ice cream. Adv. Exec.: D. A. Campbell Jr. Agency: Edward Howard & Co., Cleveland.

TELREX Inc., Asbury Park, N. J., television antennas. Adv. Exec.: Ralph Ercolino. Agency: George Homer Martin Assoc., Newark.

TEMCO Inc., Nashville, Tenn., clothes dryers. Adv. Exec.: Marvin E. Smith. Agency: Noble-Dury, Nashville. Acct. Exec.: Bill Graham.

TERMINAL ISLAND SEAFOOD, Terminal Island, Calif., canned sea food and Sardinettes. Agency: The Bogerts, Hollywood. Acct. Exec.: E. V. Bogert.

TESTOR CHEMICAL Co., Rockford, Ill., Testor's cement for material mending, other adhesives, aircraft finishes, ammunition lacquers and enamels, ammunition cements, model airplane cements and finishes, model airplane kits and Balsa toys. Adv. Exec.: S. O. Sandberg. Agency: Cummings, Brand & McPherson, Rockford, Ill. Acct. Exec.: J. R. McPherson.

TEXAS CITRUS COMMISSION, Weslaco, Tex., citrus fruits. Agency: Grant Adv., Weslaco. Acct. Exec.: Samuel W. Hepworth.

THE TEXAS Co., 135 E. 42d St., New York, Texaco petroleum products. Adv. Exec.: Donald W. Stewart. Agencies: Cunningham & Walsh Inc., New York. Acct. Exec.: George S. Fowler (gasoline); Erwin, Wasey & Co., New York. Acct. Execs.: Julian Snyder (Havoline motor oil, Marfak and PT permanent type anti-freeze) and K. N. Thompson; Kudner Agency, New York. Acct. Exec.: M. Kirk.

TEXAS RICE PROMOTION Assn., 2436 Times Blvd., Houston, Rice-its preparation. Agency: Wilkinson-Schwartz & Tips Inc., Houston. Acct. Exec.: Kern Tips.

THE THEOBALD INDUSTRIES, P. O. Box 72, Harrison, N. J., Hum detergent and Mercury cleaning formulas (S). Adv. Exec.: Robert T. Behrman. Agency: Franklin Bruck Adv., New York. Acct. Exec.: M. Kleinfeld.

THOMAS SHIRT Inc., 224 E. 11th St., Los Angeles, men's shirts. Agency: Abbott Kimball Co., Los Angeles.

GEORGE E. THOMPSON Co., 616 41st Ave., Minneapolis, lightning rods. Agency: Art Gruber Assoc., Minneapolis.

THOR Corp., 2215 S. 54th Ave., Chicago, Thor washing machines and gladders, automatic electric and gas clothes dryers. Adv. Exec.: Robert J. Runge. Agency: Henri, Hurst & McDonald Inc., Chicago. Acct. Exec.: Martin Zitz.

THORNTON CANNING Co., Box 29, Lodi, Calif., canned juices and fruit concentrates. Adv. Exec.: Fred D. Clarke.

THRIVO Co., 444 Fairmount Ave., Philadelphia, Thrivo dog and cat food. Agency: Lavenson Bureau of Adv., Philadelphia. Acct. Exec.: Ted Barash.

THYAVALS Inc., 6253 Hollywood Blvd., Thyavals and Orvita vitamins. Agency: Maudsley-Miller, Hollywood. Acct. Exec.: Frank Miller.

TIDE WATER ASSOC. OIL Co., Eastern Div., 17 Battery Pl., New York, Veedol motor oils and greases, Tydol, Flying A gasoline and Tydol industrial oils and greases. Adv. Exec.: F. L. Frost. Agencies: Lennen & Newell Inc., New York. Acct. Exec.: Ray Vir Den; G. M. Basford Co., New York.

TIDE WATER ASSOC. OIL Co., Western Div., 79 New Montgomery St., San Francisco, petroleum products. Adv. Exec.: Harold R. Deal. Agency: Bu-

chanan & Co., San Francisco. Acct. Exec.: Ray Randall.

TIDY HOUSE PRODUCTS Co., 604 W. Sheridan Ave., Shenandoah, Iowa, Pelfex Super cleaner, GlossTex liquid plastic starch, Shina Dish and Dextol powder bleach (S). Adv. Exec.: K. Titus. Agency: Buchanan-Thom. Adv., Omaha. Acct. Exec.: Adam Reinemund.

TILBEST FOODS Inc., 401 W. Juneau Ave., Milwaukee, Tilbest quick mix. Adv. Exec.: Mrs. Mary Pockat. Agency: Keck Adv., Oconomowoc, Wis. Acct. Exec.: Ray Wholihan.

TIME Inc., 9 Rockefeller Plaza, New York, Time, Life, Fortune and Architectural Forum magazines. Adv. Execs.: John McLatchie and Ruel S. Smith (Time); Charles Muldaur, Dickinson Wilson and John E. Woolf (Life); Lew L. Callaway Jr. (Fortune); Richard N. Jones (Architecture Forum). Agencies: Young & Rubicam, New York (Time and Life); Fuller & Smith & Ross Inc., New York (Fortune).

R. R. TOBIN TOBACCO Co., 425 Woodbridge St., Detroit, Cookie Jar tobacco. Adv. Exec.: R. R. Tobin. Agency: Ohio Adv., Cleveland. Acct. Exec.: S. Abrams.

THE TOLEDO EDISON Co., Madis & Superior Sts., Toledo, electricity (S). Adv. Exec.: Nelson H. Randall. Agency: Charles F. Dowd Inc., Toledo. Acct. Exec.: C. F. Dowd.

THE TONI Co., Merchandise Mart, Chicago, shampoo, rinse and home permanents (N) (S). Adv. Exec.: Walter N. Hiller Jr. Agencies: Foote, Cone & Belding, Chicago (Toni home permanent and Toni creme shampoo). Acct. Exec.: Leo Rosenberg; Weiss & Gell Chicago (Prom home permanent). Acct. Exec.: Don Paul Nathans; Tatham-Laird, Chicago (White R. lotion shampoo and Toni creme rinse). Acct. Exec.: J. W. McEdwards.

TOP SECRET HOSIERY SALES Co., 86 3d St., San Francisco, hosiery.

TOTTY's, Ridgedale Ave., Madison, plants and flowers. Adv. Exec.: A. Moran. Agency: Roeding & Arnold New York. Acct. Exec.: U. S. Grant Welsh.

TOWLE Mfg. Co., Newburyport, Mass., sterling silver tableware. Adv. Exec.: R. S. Adams. Agency: H. B. Humphrey & Richards Inc., Boston. Acct. Exec.: Marjory Hall.

THE TOWN HOUSE, 2961 Wilshire Blvd., Los Angeles, hotel. Adv. Exec.: Kay Riley. Agency: Beaumont & Herman Inc., Los Angeles. Acct. Exec.: C. A. Beaumont.

TRAD TELEVISION Corp., 1001 First Ave., Asbury Park, N. J., radiovision. Agency: Alfred N. Miller Adv., N. York.

TRANSVISION Inc., 460 North Ave., New Rochelle, television kits, components and instruments. Agency: H. Gold Co., New York.

TRAVELLERS LUGGAGE Corp., Broadway, New York, luggage & leather goods, watches, electrical appliances and novelties. Adv. Exec.: Saul Dorf.

TRICO PRODUCTS Corp., 817 Washington St., Buffalo, motor car equipment and accessories. Agency: Bawin, Bowers & Strachan Inc., Buffalo.

TRION Inc., 1000 Island Ave., McKees Rocks, Pa., trionized air electrostatic precipitators. Adv. Exec.: R. E. Sweitzer. Agency: Walker & Downing, Pittsburgh. Acct. Exec.: Hal Downing Jr.

TWIN HAIR CONDITIONER, 740 N. dro Ave., Philadelphia, Twin Hair conditioner. Agency: Solis S. Cantor. Philadelphia. Acct. Exec.: Rob Weiner.

TYLER'S COFFEE SYRUP, Lafayette St., Pawtucket, R. I., coffee syrup. Adv. Exec.: William Tyler. Agency: FitzGerald Inc., Providence, R. I. Acct. Exec.: Louis C. FitzGerald.

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UTICA BREWING Co., 600-615 7th St., Utica, Fort Schuyler light ale & lager. Adv. Exec.: J. H. Lalor. Agency: Farquhar & Co., Utica.

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

THE ULLMAN Co., 319 McKibbin St., Brooklyn, Princess plastic and cork face mats, Princess plastic doilies and plastic Shelf-N-Edge. Agency: Grey & Co., New York.

UNCLE SAM BREAKFAST FOOD Co., 11 N. 28th Ave., Omaha, Uncle Sam native breakfast food and Darbs whole wheat flakes. Adv. Exec.: John McGowan. Agency: Allen & Reynolds, Omaha. Acct. Exec.: Milton H. Reynolds.

UNION OIL Co. of California, Union Bldg., Los Angeles, 7600, 7600 Aviation and 76 gasolines, Triton, Royalton, Aristo, T5X, Motoreze, Unitex and Guardol lubricants, Red Line, Corona and Unoba, high melting point mastic waxes: Aristowax, gas-oils: Resol, roofing asphalt: Unolox, industrial lubricants, solvents and coke. Agency: Foote, Cone & Belding, Los Angeles. Acct. Exec.: Jack Smock.

UNION PACIFIC RAILROAD, 1416 Dodge St., Omaha, transportation. Adv. Exec.: H. B. Northcott. Agencies: The Peoples Co., Omaha. Acct. Exec.: L. Branch; The Caples Co., Los Angeles. Acct. Exec.: R. Rullman; Gillman Adv., Salt Lake City.

UNITED CIGAR-WHELAN STORES Corp., 215 4th Ave., New York, cigars and drug stores. Agency: Product Adv., New York.

UNITED FRUIT Co., Pier 3, N. R., New York, Great White Fleet. Adv. Exec.: E. S. Whiteman. Agencies: Wenell P. Colton Co., New York. Acct. Exec.: W. J. McDonald, Stone-Stevens Inc., New Orleans. Acct. Exec.: Roger Stone.

UNITED STATES AIR CONDITIONING Corp., Como Ave., S. E. at 33d Minneapolis, heating, ventilating and cooling equipment. Agency: Alfred Colle Co., Minneapolis. Acct. Exec.: Ed Anderson.

U. S. ARMY AND U. S. AIR FORCE RECRUITING SERVICE, Military Personnel Procurement Service Div., The Adjutant General's Office, Washington, D. C., procurement of recruits and other military personnel for the U. S. Army and U. S. Air Force. Agencies: Grant Adv., Washington, D. C.; Buchanan & Co., New York (First Army area); Van Sant, Dugdale & Co., Baltimore (Second Army area); Tucker Payne & Co., Atlanta (Third Army area); Rogers & Smith, Dallas (Fourth Army area); Fuller & Smith & Ross Co., Chicago (Fifth Army area); Westmarquis, San Francisco (Sixth Army area).

UNITED STATES BREWING Co., 2519 Weston Ave., Chicago, Rheingold, Golden and New Life Malt Tonic beers. Adv. Exec.: Roy W. Turner. Agency: Smith, Benson & McClure Inc., Chicago. Acct. Exec.: George Enzinger.

UNITED STATES ENVELOPE Co., 21 Press St., Springfield, envelopes, transparent cellulose bags and drinking cups. Adv. Exec.: E. L. Wight. Agencies: William B. Remington Inc., Springfield, Mass.; S. R. Leon Co., New York.

U. S. INDUSTRIAL CHEMICALS Co., Div. of National Distillers Products Corp., 60 E. 42d St., New York, Super-to anti-freeze, Solox proprietary solvent, USI ethyl alcohol and specially natured alcohols, PIB liquid insulating and insecticide products. Adv. Exec.: A. E. Tongue. Agencies: Geyer, Well & Ganger Inc., New York. Acct. Exec.: William Mason (Super-pyro anti-freeze and PIB); G. M. Sford Co., New York. Acct. Exec.: Ed Adams (alcohol, chemicals and insecticide products).

UNITED STATES RUBBER Co., 1230 Ave. of Americas, New York, U. S. tubes, accessories and Fisk andlette tires. Adv. Exec.: C. H. Shirley and D. E. Detweiler (Fisk tires). Agency: Fletcher D. Richards Co., New York. Acct. Exec.: Fletcher D. Richards.

UNITED STATES RUBBER Co., Footwear and General Products Div., 1230 Ave. of Americas, New York, U. S. rubber footwear, Raynsters, Keds, U. S. Jaytees and U. S. Koylon, U. S. royal lf balls, soles, drug sundries, bathing cap, Lastez and rubber thread and elastic naugahyde royaltite plastics. Adv. Exec.: A. F. Buchanan. Agency: Fletcher D. Richards Inc., New York. Acct. Exec.: F. D. Richards.

UNITED STATES SHOE Corp., 1658 Gerald Ave., Cincinnati, Red Cross and Gold Cross shoes. Adv. Exec.: Charles Butler. Agency: Stockton, Westmarkhart Inc., Cincinnati. Acct. Exec.: Harry S. Robinson.

UNITED STATES TOBACCO Co., 630 Fifth Ave., New York, Dill's Best and Model smoking tobaccos, Old Brier and Tweed pipe tobaccos, Bruton, Red Seal, Banjo, Rooster and Copenhagen snuffs, Sano, Encore, Sheffield and Mapleton cigarettes. Sano, Bowl of Roses, Patterson's rum and maple, Mapleton and Stratford pipe tobacco and Sano cigars. Agency: Kudner Agency, New York.

UNIVERSAL CAMERA Corp., 28 W. 23d St., New York, makers of precision photographic and optical instruments. Adv. Exec.: Simon Weil.

UNIVERSAL CHEMISTS Inc., 107 Northampton St., Boston. Adv. Exec.: A. J. White. Agency: Corey Snow Inc., Boston.

UNIVERSAL Mfg. Co., P. O. Box 5128, Bossier Station, Shreveport, La., Gym-Dandy gyms and steel slides. Adv. Exec.: I. Horowitz. Agency: Bryan & Bryan Adv., Shreveport. Acct. Exec.: Russell A. Farley.

UNIVERSITY OF PENNSYLVANIA, 34th & Woodland Sts., Philadelphia, courses of study. Agency: Al Paul Lefton Co., Philadelphia.

THE UPPER ROOM RADIO PARISH, 1908 Grand Ave., Nashville, Tenn., radio program. Adv. Exec.: Harold Hermann.

V-M Corp., 4th & Park Sts., Benton Harbor, Mich., V-M Tri-O-Matic. Agency: Mayard Sales & Adv. Counsel, Benton Harbor. Acct. Exec.: F. J. Mayer.

VAISEY-BRISTOL SHOE Co., 38 Scio St., Rochester, shoes. Adv. Exec.: Morry Storm. Agency: Storm Adv., Rochester.

VALENTINE & Co., 11 E. 36th St., New York, Valspar varnishes, paints, stains, lacquers, enamels, Nitro-Valspar, Valentine finishes and Valentine, Valon and Val-Speed products. Adv. Exec.: Milt Groth. Agency: Everling Assoc., Philadelphia. Acct. Exec.: Frank J. Corkery.

A. J. VAN DUGTEREN & SONS Inc., 134 Fifth Ave., New York, Lohmeyr and Leerdam crystalware. Agency: Fairfax Adv., New York. Acct. Exec.: Rudolph Block.

J. G. VAN HOLTEN & SON Inc., Sunny Slope Rd., Milwaukee, pickles. Agency: Baker, Johnson & Dickinson, Milwaukee. Acct. Exec.: John F. Luick.

VANETTE HOSIERY MILLS, 5919 Maple Ave., Dallas, Vanette hosiery. Agency: Grant Adv., Dallas. Acct. Exec.: Samuel Hepworth.

VELVET PEANUT PRODUCTS Inc., 14471 Livernois St., Detroit. Agency: Simons-Michelson Co., Detroit.

VENICE MAID Co., Vineland, N. J., spaghetti sauces, spanish rice, meatballs in sauce, spaghetti with meatballs and ravioli in sauce. Adv. Exec.: John Pepper. Agency: J. Robert Mendte Inc., Philadelphia.

VENTURA COASTAL LEMON Co., Ventura, Calif., Coastal Brand juices.

VERNELL'S FINE CANDIES Inc., 522 6th Ave., S. Seattle, Vernell's butter mints. Agency: Martin & Tuttle, Seattle.

KURT VERSEN LAMPS Inc., 4 W. Slocom Ave., Englewood, N. J., lamps. Agency: Lucerna Co., New York. Acct. Exec.: Emanuel Goldman.

VESTAL Inc., 4963 Manchester Ave., St. Louis, floor maintenance products, WaxRite liquid wax, surgical soaps and dispensers. Adv. Exec.: William Marsden. Agencies: Hoelke-Martine-Flaughter Adv., St. Louis; Olian Adv., St. Louis.

VETTE Co., 458 W. Broadway, Glendale, Calif., Whiffen Puffs and Whiffen-Chips. Agency: Calkins & Holden, Carlock, McClinton & Smith Inc., Los Angeles. Acct. Exec.: David R. Fenwick.

VICK CHEMICAL Co., 122 E. 42d St., New York, Vicks VapoRub, Vicks Va-tro-nol nose drops, Vicks medicated cough drops, Vicks inhaler and Soft-skin creme. Adv. Exec.: Henry A. Shull. Agencies: Morse International Inc., New York. Acct. Exec.: E. Ward; BBDO, New York.

VICTORY PACKING Co., 3363 E. 45th St., Los Angeles, Thoro-Fed dog and cat food and Kal Kan horse meat with gravy. Adv. Exec.: Burton F. Lamfrom. Agency: Raymond R. Morgan Co., Hollywood.

VIMCO MACARONI PRODUCT Co., Carnegie Pl., macaroni and spaghetti. Adv. Exec.: Sam Viviano. Agency: James A. Stewart Co., Carnegie. Acct. Exec.: J. A. Stewart.

VITAMIN CORP. OF AMERICA, Div. of V. C. A. Labs., 274 Lafayette St., Newark, vitamins, Rybutal, Galucaps and B Complex vitamin capsules. Agency: Duane Jones Co., New York. Acct. Exec.: Irv. Rill.

W. J. VOIT RUBBER Corp., 1600 E. 25th St., Los Angeles, Voit athletic balls. Agency: Hixson & Jorgenson Inc., Los Angeles. Acct. Exec.: J. Tyler MacDonald.

WILLIAM VOLKER & Co., 3d & Main Sts., Box 168, Kansas City, Volker Sunchek fabric for venetian blinds. Adv. Exec.: F. E. Galloway. Agency: Bruce B. Brewer & Co., Kansas City. Acct. Exec.: John Barton.

AUGUST WAGNER BREWERIES Inc., 605 S. Front St., Columbus, Gambrinus beer. Agency: Byer & Bowman Adv., Columbus.

THE WAGNER AWNING & Mfg. Co., 2658 Scranton Rd., Cleveland, Wagner awnings, tarpaulins, flags, ice bags, canvas specialties and industrial canvas products. Agency: The Bayless-Kerr Co., Cleveland. Acct. Exec.: L. Schweizer.

THE WAGNER Mfg. Co., Sidney, Ohio, Wagner Ware cast aluminum and cast iron cooking utensils. Adv. Exec.: J. A. Wagner. Agency: Ralph Dalton & Assoc., Troy, Ohio.

WAHL CLIPPER Corp., 407 E. 3d St., Sterling, Ill., magnetic vibrators. Adv. Exec.: J. K. Rice. Agency: Simmonds & Simmonds Inc., Chicago. Acct. Exec.: Phil W. Tobias Jr.

WAIIT & BOND Inc., 1180 Raymond Blvd., Newark, Blackstone and Yankee cigars. Agency: Harry B. Cohen Adv., New York. Acct. Exec.: Edward J. Rosenwald.

WALDES KOHINOOR Inc., 47-10 Austel Pl., Long Island City, Kover-Zip, Nylon-Zip, Nu-Zip and plain slide fasteners, snap fasteners, Kohinoor hook eye tape, Snap Tape and Truarc retaining rings and pliers. Agency: Grey Adv., New York. Acct. Exec.: Harold Newman (Truarc) and Ralph Axthelm (slide fasteners).

WALGREEN Co., 4300 Peterson Ave., Chicago, drugs, toiletries and sundries. Agency: Schwimmer & Scott Inc., Chicago.

WALKER'S AUSTEX CHILI Co., 310 San Antonio St., Austin, Walker's Austex chili con carne, tamales, Mexene chili beans, spaghetti and meat balls, beef stew, Mexene chili powder seasoning, Austex braised beef hash, deviled sandwich spread, enchiladas with meat and chili gravy. Agency: Crook Adv., Dallas. Acct. Exec.: Jim Anderson.

SEYMOUR WALLAS & Co., 1200 S. 8th St., St. Louis, Penny Wise, Peerless and Pin Money plastics. Adv. Exec.: Seymour Wallas. Agency: Westheimer & Block, St. Louis. Acct. Exec.: Louis Westheimer.

THE WANDER Co., 360 N. Michigan Ave., Chicago, Ovaltine and Toddy. Agency: Grant Adv., Chicago. Acct. Exec.: Hill Blackett.

WARD BAKING Co., 475 Fifth Ave., New York, Ward's and Tip-Top bread and cakes. Agency: J. Walter Thompson Co., New York.

WARING PRODUCTS Corp., 25 W. 43d St., New York, Waring blenders and steam iron and Durabilt travel irons. Adv. Exec.: John Kroder Becker. Agency: Hicks & Greist Inc., New York.

NORTHAM WARREN Corp., Stamford, Conn., Cutex manicure specialties, Odorono deodorants and Peggy Sage products. Adv. Exec.: Arthur Halfpenny. Agencies: J. M. Mathes Inc., New York (Odorono products, Cutex and Peggy Sage); Robert Otto & Assoc., New York (Cutex and Odorono); Young & Rubicam Ltd., W. Montreal (Cutex and Odorono); Cockfield, Brown & Co. Ltd., Montreal (Peggy Sage).

WASHINGTON COOPERATIVE FARMERS Assn., 201 Elliott Ave., W. Seattle, eggs and canned poultry. Agency: Pacific National Adv., Seattle. Acct. Exec.: H. O. Stone.

THE WASHINGTON POST, 1515 L St., N. W., Washington, D. C., newspaper. Adv. Execs: Jack Sacks and Raoul Blumberg.

WASHINGTON PROPERTIES Inc., 2600 Woodley Rd., N. E., Washington, D. C., Wardman Park and Carlton Hotels, office and apartment bldgs. Agency: Admasters Adv., Washington, D. C. Acct. Exec.: J. P. Jones.

WASHINGTON STATE APPLE COMMISSION, P. O. Box 18, Wenatchee, Wash., Washington state apples. Adv. Exec.: Harold Cople. Agency: J. Walter Thompson Co., Seattle. Acct. Exec.: Floyd Flint.

WASHINGTON STATE FRUIT COMMISSION, 126 S. 2d Ave., Yakima, Wash., cherries, apricots, peaches, Bartlett pears, plums and prunes. Agency: Pacific National Adv., Seattle. Acct. Exec.: William H. Horsley.

WEAVER PRODUCTS Co., 3016 17th Ave., S. Minneapolis, Spoolies professional curlers. Adv. Exec.: Frank Albert. Agency: Erwin, Wasey & Co., Minneapolis.

WEBSTER-CHICAGO Corp., 5610 Bloomingdale St., Chicago, phonographs and accessory equipment, wire and tape recorders. Adv. Exec.: S. T. Seaman. Agency: Fuller & Smith & Ross Inc., Chicago. Acct. Exec.: Paul Brickman.

WEBSTER ELECTRIC Co., 1900 Clark St., Racine, Wis., ignition transformers and fuel units for oil burners, amplifiers, sound systems, Teletalk intercommunication sound systems, electric pickup for phonographs and Ekotape tape recorder. Adv. Exec.: W. E. Dent. Agency: Hamilton Adv., Chicago. Acct. Exec.: John J. Lawler.

WEDGWOOD Div., Rheem Mfg. Co., Newark, Calif., Wedgwood gas range. Agency: Hansen-Tipton Co., San Carlos, Calif.

WEIL & Co., 4400 Nickel Pl., Cleveland, Don-De coffee. Agency: Lustig Adv., Cleveland.

THE WELCH GRAPE JUICE Co., 55 Fifth Ave., New York, Welch grape juice products. Adv. Exec.: Richard K. Manoff.

JAMES O. WELCH Co., 810 Main St., Cambridge, Mass., Welch's fudge, Welch's cocoanut, Welch's frappe, Pom Poms and Junior Mints. Adv. Exec.: R. H. Mailey. Agency: Bennett, Walther & Menadier Inc., Boston.

WELSH Co., 1535 S. 8th St., St. Louis, Boodle Buggy and Hush A-Bye accessories. Agency: SeEVERS Adv., St. Louis.

WEST COAST SOAP Co., 26th & Poplar Sts., Oakland, Powow cleansers and White Navy soap. Agency: Buchanan & Co., San Francisco. Acct. Exec.: Al Gardner.

WEST END BREWING Co., 811 Edward St., Utica, N. Y. Agency: Harry B. Cohen Adv., New York.

WESTCHESTER AQUARIUM SUPPLY Co., 454 Mamaroneck Ave., White Plains, N. Y., tropical fish and aquarium supplies. Agency: William Warren, Jackson & Delaney, New York. Acct. Exec.: Thomas Delaney.

WESTCLOX Div., General Time Corp., La Salle, Ill., Westclox spring clocks, watches and electric clocks. Adv. Exec.: W. R. Mee. Agencies: BBDO, Chicago; Spitzer & Mills Ltd., Toronto; Gotham Adv., New York.

WESTERN AIR LINES Inc., 6060 Avion Dr., Los Angeles, scheduled air line (S) Adv. Exec.: Bert D. Lynn. Agency: Buchanan & Co., Los Angeles. Acct. Exec.: Charles Coleman.

WESTERN AUTO SUPPLY Co. of Missouri, 2107 Grand Ave., automotive supplies. Agency: Bruce B. Brewer & Co., Kansas City. Acct. Exec.: J. Kent Boyd.

WESTERN GROCER Div., Consolidated Grocers Corp., Marshalltown, Iowa, Jack Sprat food stores and Jack Sprat foods and chocolate cream coffee and Mayflower foods. Adv. Exec.: Frank C. Rubee. Agency: L. W. Ramsey Adv., Chicago. Acct. Exec.: L. W. Ramsey.

(Continued on page 318)

NEWS SERVICES AVAILABLE FOR TELEVISION

ASSOCIATED PRESS, The—50 Rockefeller Plaza, New York 20. Tel.: Plaza 7-1111. Executives: Frank Starzel, general manager; Oliver S. Gramling, assistant general manager for radio; Lloyd Stratton, Secretary; John Aspinwall, radio news editor; Howard L. Kany, Washington radio representative.

INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York. Tel.: Murray Hill 7-8800. Executives: Seymour Berkson, general manager; Barry Faris, editor; Robert W. Brown, business manager; Frank J. Nicht, general sales manager; Robert H. Reid, manager, INS-INP-TV Dept.; John M. Cooper, radio-TV news

director. (Worldwide news, feature scripts, daily and weekly TV newsreels, TV wire service, musical and entertainment film packages for TV, Super-Projectall, spot news and feature photos.)

INS-TELEVISION DEPT. — 235 E. 45th, New York. Tel.: Murray Hill 7-8800. Robert H. Reid, sales manager, INS-INP-Television Dept. (associated with Telenevs Productions Inc.)

TELENEWS PRODUCTIONS INC.—630 Ninth Ave., New York. Tel.: Judson 6-2450. Charles Burris, general manager.

PRESS ASSOCIATION (Associated Press subsidiary)—50 Rocke-

efeller Plaza, New York. Tel.: Plaza 7-1111; Frank J. Starzel, president; Oliver S. Gramling, vice president; Lloyd Stratton, secretary.

PRESS NEWS LIMITED—Subsidiary of Canadian Press, 55 University Ave., Toronto 1, Ont., Tel.: Empire 4-2692; Gillis Purcell, chief executive; C. B. Edwards, manager; C. A. Day, treasurer.

UNITED PRESS ASSOCIATIONS—220 E. 42nd St., New York. Tel.: Murray Hill 2-0400. Officers: Hugh Baillie, president and general manager; Earl J. Johnson, vice president and general news manager; Jack Biscoe, vice president and general business manager; Le Roy Keller, vice pres-

ident and general sales manager; John J. Madigan, radio news manager; A. F. Harrison, special representative, Washington, D. C. (News, feature scripts, dramatized feature scripts, TV news show sports commentaries, business news, research, suggested programs.)

UNITED PRESS MOVIE TON TELEVISION NEWS — 220 E. 42nd St., New York 17. Tel.: Murray Hill 2-0400. William C. Peete, Manager.

UNITED PRESS NEWSPICTURES—220 E. 42nd St., New York 17. Tel.: Murray Hill 2-0400. Mims Thomason, vice president and general manager.

NATIONAL AND REGIONAL ADVERTISERS USING TELEVISION

(Continued from page 317)

WESTERN-HOLLY APPLIANCE Co., 8536 Hays St., Culver City, Calif., Western-Holly gas ranges. Adv. Exec.: George Burr. Agency: Brooks Adv., Los Angeles.

WESTGATE-SUN HARBOR Co., 1995 Bay Front St., San Diego, Breast O'Chicken, Alamo, Westgate, Bits O'Sea and Breast O'Tuna canned tuna. Agency: Barnes-Chase Co., San Diego.

WESTINGHOUSE ELECTRIC Co., 306 4th Ave., Pittsburgh, Pa., industrial and domestic electrical apparatus and appliances. Adv. Exec.: Harry J. Deines. Agencies: McCann-Erickson, New York (radio-television); Fuller & Smith & Ross, Cleveland and New York (products).

WESTON BISCUIT Co., 2 Brighton Ave., Passaic, N. J., packaged biscuits (N) (S). Adv. Exec.: W. B. Van Emburgh. Agency: W. Earl Bothwell Inc., New York. Acct. Exec.: H. S. Gardner.

THE WHEATENA Corp., 1839 Elizabeth Ave., Rahway, N. J., cereal. Agency: Brisacher, Wheeler & Staff, New York. Acct. Exec.: R. I. Ide.

WHIRLPOOL Corp., N. State St., St. Joseph, Mich., 1900 Whirlpool washers, 1900 ironers, automatics and dryers. Adv. Exec.: Donald H. Davidson. Agencies: Beaumont & Hohman Inc., Chicago. Acct. Exec.: P. R. Thomas; Paxson Adv., Benton Harbor, Mich.

R. H. WHITE Corp., 518 Washington St., Boston, household furnishings and equipment. Adv. Exec.: Winifred J. Kelly. Agency: Daniel F. Sullivan Inc., Boston. Acct. Exec.: Robert Sullivan.

WHITE STAG Mfg. Co., 67 W. Burnside St., Portland, White Stag sport togs, play clothes, slacks, jackets and White Stag westwoods, hunting and fishing clothes and Hirsch Weis canvas products. Agency: Don Allen & Assoc., Portland. Acct. Exec.: H. Richard Sellar.

WHITEHALL PHARMACAL Co., 22 E. 40th St., New York, drug products (N) (S). Adv. Exec.: R. G. Rettig. Agencies: Cecil & Presbrey, New York (Kriptin). Acct. Exec.: R. Mayer; The Biow Co., New York (Anacin, Kolynos toothpaste, Heet, Melcalose and Freezone). Acct. Exec.: D. Rodgers.

WHITE'S AUTO STORES, 1509 Lamar St., Wichita Falls, Tex., miscellaneous items. Adv. Exec.: Charles H. Brice.

WHITING MILK Co., 40 Cambridge St., Charlestown, Mass., milk, cream and dairy products. Adv. Exec.: Charles E. Herlihy. Agency: Chambers & Wiswell Inc., Boston. Acct. Exec.: Charles F. Hutchinson.

STEPHEN F. WHITMAN & SON Inc., 4th, Race & Lawrence Sts., Philadelphia. Whitman's chocolates. Agency: Ward Wheelock Co., Philadelphia.

THE GEO. WIEDEMANN BREWING Co., 601 Columbia St., Newport, Ky., Wiedemann's Bohemian and Royal Amber beer. Adv. Execs.: H. Tracy Balcom Jr. and Herbert W. Lupton. Agency: Tatham-Laird Inc., Chicago. Acct. Exec.: Newton Cross.

JOSEPH WIESNER ORIGINALS Inc., 379 Fifth Ave., New York, costume jewelry. Agency: E. T. Howard Co., New York.

THE WIESSNER BREWING Co., 1108 Hillen St., Baltimore, Wiessner's premium beer. Agency: Dundon & Rosenbush Co., Baltimore. Acct. Exec.: E. H. Hudgins.

WIGGINS CHEMICAL Co., 205 Vine St., Cincinnati, Wigg's waterless cleanser. Adv. Exec.: Stanley R. Wiggins. Agency: Associated Adv., Cincinnati.

WILDROOT Co., 1740 Bailey Ave., Buffalo, Wildroot toilet preparations and Frostilla hand lotion. Agencies: BBDO, New York. Acct. Exec.: A. D. Lehmann; A. J. Denne & Co. Ltd., W. Toronto.

WILKENING Mfg. Co., 2000 S. 71st St., Philadelphia, Pedrick heat-shaped piston rings and automotive products. Adv. Exec.: W. A. Kirkpatrick. Agency: Al Paul Lefton Co., Philadelphia.

JOHN H. WILKINS Co., 525-537 R. I. Ave., N. E., Washington, D. C., Wilkins tea, tea balls and coffee. Agency: Lewis Edwin Ryan Inc., Washington, D. C. Acct. Exec.: J. Robert Corry.

WILLARD STORAGE BATTERY Co., 246-286 E. 131st St., Cleveland, storage batteries, dry batteries, battery cables and charging and testing equipment. Agency: Meldrum & Fewsmiter Inc., Cleveland. Acct. Exec.: R. E. Pfieger.

WILLYS-OVERLAND MOTORS Inc., Wolcott Blvd., Toledo, jeeps, Willys jeep station wagons, Willys trucks and jeepsters. Agencies: Ewell & Thurber Assoc., Toledo and Chicago. Acct. Exec.: Hal Thurber; Spitzer & Mills Ltd., Toronto. Acct. Exec.: Gordon Wallace.

WILSON LINE Inc., Chestnut St. Wharf, Philadelphia, steamship line. Adv. Exec.: Frank Weber. Agency: J. Robert Mendte Inc., Philadelphia.

WILSON MILK Co., 728 Chamber of Commerce Bldg., Indianapolis, Wilson's evaporated milk. Adv. Exec.: George E. Reis. Agency: Keeling & Co., Indianapolis. Acct. Exec.: L. H. Storum.

WILSON SPORTING GOODS Co., 2037 N. Campbell Ave., Chicago, sporting and athletic goods. Agency: Ewell & Thurber Assoc., Chicago. Acct. Exec.: J. C. Ewell.

WINE CORP. OF AMERICA, 3737 S. Sacramento Ave., Chicago, Mogen David wine. Agencies: Irvin Meyerson Agency, Chicago; Weiss & Geller Inc., Chicago.

WINE GROWERS GUILD, Lodi, Calif., Guild wine. Agency: Dancer-Fitzgerald & McDougal, San Francisco.

WINSLOW CHIP Co., Green St., Marblehead, Mass., Winslow's potato chips, popcorn and canned potato sticks. Adv. Exec.: Carl Frost. Agency: Harry M. Frost Co., Boston.

WISCONSIN DELLS CHAMBER OF COMMERCE, 314 Broadway, Wisconsin Dells, Wis. Agency: Reincke, Meyer & Finn Inc., Chicago. Acct. Exec.: Wallace Meyer.

WISCONSIN & MICHIGAN STEAMSHIP Co., 350 N. Plankinton Ave., Milwaukee, freight and passenger transportation. Agency: Arthur Meyerhoff & Co., Milwaukee. Acct. Exec.: George Grablin.

WILLIAM H. WISE & Co., 50 W. 47th St., New York, books. Adv. Exec.: Fred C. Breismeister. Agency: Huber Hoge & Sons, New York. Acct. Exec.: Cecil Hoge.

WOMAN'S DAY Inc., 19 W. 44th St., New York, magazine. Agency: Paris & Peart, New York. Acct. Exec.: William F. Byrne.

WONDER BOOKS Inc., 1107 Broadway, New York, children's 25c books. Agency: Sussman & Sugar Inc., New York. Acct. Exec.: Melvin Fauer.

WOODEN SHOE BREWING Co., Minsster, Ohio, Wooden Shoe beer.

HOTEL WOODSTOCK, 127 W. 43d St., New York. Agency: Flint Adv., New York. Acct. Exec.: Joseph D. Lubell.

WOOL BUREAU Inc., 16 W. 46th St., New York, men's and women's wool apparel. Agency: Grey Adv., New York.

WORTH'S Inc., 6120 Easton Ave., St. Louis, women's apparel. Adv. Exec.: Alvin Goldfarb. Agency: The Harold Kirsch Co., St. Louis. Acct. Exec.: Harold Kirsch.

WRIGHT AERONAUTICAL Div., Wood-Ridge, N. J., cyclone aircraft engines. Agency: Charles Dallas Reach Co., Newark. Acct. Exec.: D. G. Cutler.

WRIGHT & MCGILL Co., 1463 York St., Denver, fishing tackle and supplies and Eagle Claw fish hooks. Agency: Wayne Welch Inc., Denver. Acct. Exec.: Felix Pogliano Jr.

WM. WRIGLEY JR. Co., 410 N. Michigan Ave., Chicago, Ill., Doublemint chewing gum (N). Adv. Exec.: Henry L. Webster. Agency: Ruthrauff & Ryan, New York. Acct. Exec.: H. Ketting.

THE RUDOLPH WURLITZER Co., 106 W. Adams St., Chicago, pianos, accordeons, automatic phonographs, music instruments and Wurlitzer electronic organs. Adv. Execs.: A. D. Palm William Walsh and J. S. Daur. Agencies: Leo Burnett Co., Chicago (piano, accordions and electronic organs); Landsheft & Barber Inc., Buffalo (automatic phonograph).

WYNN OIL Co., 1151 W. 5th St., Azusa, Calif., Wynn's friction proofing compound. Agency: BBDO, Los Angeles. Acct. Exec.: Paul Russell.

WYOMING COMMERCE & INDUSTRIAL COMMISSION, State Capitol, Cheyenne, Wyoming tourist attractions and industrial opportunities. Agency: Fad Co., Minneapolis. Acct. Exec.: Michael J. Fadell.

Y

YOUNG PEOPLES CHURCH OF THE AIR Inc., 730 Chestnut St., Philadelphia, religious program. Agency: John Camp Adv., Ft. Wayne.

Z

ZENITH RADIO Corp., 6001 W. Dickel Ave., Chicago, radio and TV receive. Adv. Exec.: D. H. Grigsby. Agency: Young & Rubicam, Chicago. Acct. Exec.: Scott Leonard.

GEORGE ZIEGLER Co., 408 W. Florist St., Milwaukee, candy (S). Adv. Exec.: Joseph F. Spasaro. Agency: Mauth Agency, Milwaukee. Acct. Exec.: Margaret Flood.

HOWARD ZINK Corp., Fremont, Oh, Howard Zink seat covers. Agency: Blaco Adv., Toledo.

ZIPPO Mfg. Co., 36 Barbour St., Braintree, Mass., Zippo cigarette lighter. Agency: Geyer, Newell & Ganger Inc., New York. Acct. Exec.: W. R. Maso.

ZIPPY LABS Inc., 6636 S. Park Ave., Chicago, Zippy liquid starch. Agency: Melamed-Hobbs Inc., S. Minneapolis.

ZIPPY PRODUCTS Inc., Lansdowne, Pa., Zippy liquid starch. Agency: Buckley Organization, Philadelphia. John C. Dowd Inc., Boston; W. D. Geissinger & Co., Los Angeles.

DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

Miller Communications Laboratories

New Rochelle, N. Y., 1 LeFevre Lane; Ben Adler, Mgr.; Tel: New Rochelle 6-1620

Products: Studio and control engineering and equipment—master and picture monitors, video and audio switchers, control consoles, video amplifiers, power supplies, jack panels

Advance Recording Products Co.

Long Island City 1, N. Y., 36-12 34th St.; I. H. Goldman, Mgr.; Tel: Stillwell 4-7837

Products: Recording discs, blank

The Alliance Mfg. Co.

Alliance, Ohio, Lake Park Blvd.; John Bentia, Mgr.; Tel: 1-5361

Products: Antenna rotators; boosters

Hed Radio Corp.

Chicago 7, 833 W. Jackson Blvd.; Leo Brook, Mgr.; Tel: Haymarket 1-6800

Products: Broadcast station equipment and supplies for immediate shipment. Image orthicons, iconoscopes and all transmitting tubes. Audio equipment, amplifiers, condensers, C.A.A. approved tower light control, Daven attenuators, equalizers, disc and tape recording equipment, resistors, patch panels and cords, pickups and turntables, public address systems, receivers, microphones, noise and distortion measuring equipment, test equipment, transformers, transcription players

All-Star Products, Inc.

Defiance, Ohio, Squire Ave.; W. F. Reiter, Mgr.; Tel: 2-1065

Chicago 10, 510 N. Dearborn; R. T. McClelland, Mgr.; Tel: Superior 7-3809

Detroit 1, 4829 Woodward; R. C. Merchant, Mgr.; Tel: Temple 1-1677

Grimsby, Ont., Can.; Henry McCardle, Mgr.

Los Angeles 64, 10373 W. Pico Blvd.; W. B. Knight, Mgr.; Tel: Bradshaw 2-5647

New York 7, 53 Park Pl.; Perry Saffler, Mgr.; Tel: Rector 2-5334

San Francisco 3, 228 Ninth St.; R. W. Moulthrop, Mgr.; Tel: Hemlock 1-2625

Products: Focus units, ion traps, centering devices, pin cushion correctors

Tec Lansing Corp.

Beverly Hills, Calif., 9356 Santa Monica Blvd.; A. A. Ward, Mgr.; Tel: Crestview 5-5101

New York 13, 161 Sixth Ave.; H. S. Morris, Mgr.; Tel: Algonquin 5-3636

Products: Speech input consoles and amplifiers, microphones, limiter amplifiers, monitoring loudspeakers, public address and sound reinforcement systems for studios

American Microphone Co.

Pasadena 1, Calif., 370 S. Fairoaks Ave.; G. Yarbrough, Mgr.; Tel: Ryan 17444

Products: Microphones

American Volume Control Corp.

New York 6, 115 Liberty St.; Dave Parkhurst, Mgr.; Tel: Beekman 3-0224-25

Products: Volume controls, potentiometers, resistance cords

Amperex Electronic Corp.

Hicksville, L. I., N. Y. 230 Duffy Ave.; Sam Norris, Mgr.; Tel: Hicksville 3-6200

Products: Component part of equipment only—transmitting tubes for all types of transmitters

Amperite Co., Inc.

New York 12, 561 Broadway; S. Ruttenberg, Mgr.; Tel: Canal 6-1446

Products: Microphones; ballast and delay relay tubes

Ampex Electric Corp.

Redwood City, Calif., 934 Charter St.; E. G. Swanson, Mgr.; Tel: Emerson 8-1471

Chicago 10, 111 E. Ontario St.; R. J. Tinkham, Mgr.; Tel: Michigan 2-2083

Products: High fidelity magnetic tape recorders for audio and instrumentation recording

Amplifier Corp. of America

New York 13, 396-8 Broadway; Sidney Karr, Mgr.; Tel: Digby 9-1890

Products: Battery-operated portable and standard AC magnetic tape recorders

BROADCASTING • Telecasting

Andrew Corp

Chicago 19, 363 E. 75th St.; John A. Estelle, Mgr.; Tel: Triangle 4-4400

Andrew California Corp.

Monrovia, 525 Ranchito Rd.; Robert C. Bickel, Mgr.; Tel: Elliott 8-4945

Cambridge 39, Mass., 93 Westgate; Karl E. Sterne, Mgr.; Tel: University 4-3391

Ridgewood, N. J., 200 E. Ridgewood Ave.; Robert R. Lamons, Mgr.; Tel: Ridgewood 6-9181

Products: Transmission line and accessories (VHF and UHF), dehydrating equipment, waveguide, transmitting antenna

Ansley Electronics, Inc.

Meriden, Conn., 85 Tremont St.; A. A. Zachow, Mgr.; Tel: Meriden 5-0660

Products: Receivers

Audicraft, Inc.

Brooklyn 11, N. Y., 77 S. 5th St.; Arnold J. Siegel, Mgr.; Tel: Evergreen 8-1156-5667

Products: Public address horn loudspeakers

Audio & Video Products Corp., Special Effects Div.

New York 19, 730 Fifth Ave.; C. Robert Paulson, Mgr.; Tel: Plaza 7-3091

Products: Complete special effects equipment and consulting service. Incandescent and arc still background projectors; T-VU-graph multipurpose projector; photo backgrounds; slide library and processing service; rear projection screens and mobile frames; vidi-script prompting system, video screen; smokettes and other special effects gimmicks

Audio Devices, Inc.

New York 22, 444 Madison Ave.; Bryce Haynes, Mgr.; Tel: Plaza 3-0973

Hollywood 46, Calif., 1006 N. Fairfax Ave.; Alan H. Bodge, Mgr.; Tel: Hollywood 9-8902

Products: Film

Audio-Master Corp.

New York 17, 341 Madison Ave.; Herbert Rosen, Mgr.; Tel: Murray Hill 3-3881

Products: Tape playback units; recording tape; mood and bridge music library

Belden Mfg. Co.

Chicago 44, 4647 W. Van Buren St.; Les A. Thayer, Mgr.; Tel: Estabrook 8-1000

Products: Transmission line cable

Bell & Howell Co.

Chicago 45, 7100 McCormick Rd.; George L. Oakley, Mgr.; Tel: Ambassador 2-1600

Hollywood, 716 N. LaBrea Ave.; H. W. Remerscheid, Mgr.; Tel: Wyoming 3131

New York, 30 Rockefeller Plaza; E. S. Lindfors, Mgr.; Tel: Circle 5-5800

Washington, D. C., Wyatt Bldg.; J. V. Waller, Mgr.; Tel: Republic 7-1800

Products: Cameras, projectors, viewers, rewinds, splicers, film printers, lenses

Berlant Associates

Los Angeles 16, 4917 W. Jefferson Blvd.; Oliver Berliner, Mgr.; Tel: Parkway 2196

Products: Tape recorders for television audio, motion picture sound track

(Continued on page 320)

IMMEDIATE DELIVERY **RCA TUBES IN STOCK AT ALLIED!**




RCA-1850A. Iconoscope—in stock for immediate delivery **RCA-1850A, \$540**

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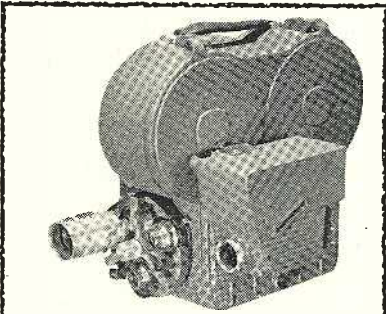
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AURICON "SUPER 1200" CAMERA
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 7365 Beverly Blvd., Los Angeles 36, Calif.

MANUFACTURERS OF SOUND-ON-FILM
 RECORDING EQUIPMENT SINCE 1931

**DIRECTORY OF TELEVISION
 EQUIPMENT MANUFACTURERS**

(Continued from page 319)

Berndt-Bach, Inc. (Auricon Div.)

Los Angeles 36, 7365 Beverly Blvd.; A. N. Brown, Mgr.; Tel: Webster 8-6500 or York 8294

Products: Kinescope recording sound-on-film; cameras and associated audio equipment. 16 mm sound-on-film camera for TV newsreel and film in or "commercials" work

Blaw-Knox Div., Blaw-Knox Co.

Pittsburgh 30, P. O. Box 1198; A. H. Jackson, Mgr.; Tel. Sterling 1-2700
 Birmingham 4, Brown-Marx Bldg.; W. E. Balliet, Mgr.; Tel: Birmingham 54-7600
 Chicago 3, Peoples Gas Bldg.; J. C. McQuide, Mgr.; Harrison 7-7633
 New York 17, 342 Madison; T. M. Avery, Mgr.; Tel: Vanderbilt 6-0661
 Philadelphia 3, 1617 Penna. Blvd.; W. Simmons, Mgr.; Tel: Rittenhouse 6-1700
 Wash. 5, D. C., Wire Bldg.; R. M. Marcus, Mgr.; Republic 7-3142

Products: Towers to support antennas

Bodde Screen & Projector Co.

Los Angeles 34, 8829 Venice Blvd.; B. M. Bodde, Jr., Mgr.; Tel: Texas 0-327, Texas 0-2812

Products: Rear projection backgrounds, projectors, screens

The William Brand & Co., Inc.

Willimantic, Conn., North & Valley Sts.; R. H. Robinson, Mgr.; Tel: Harris 3-1661

Chicago 7, 1313 W. Randolph St.; W. F. Ryan, Mgr.; Tel: Seeley 8-0345

Products: Transmissions line and hook-up wire; other insulating materials

Cambridge Thermionic Corp.

Cambridge 38, 445 Concord Ave.; Clarence Cheney, Mgr.; Tel: Trowbridge 6-2000

Products: Frequency checks

Camera Equipment Co.

New York 19, 1600 Broadway; Frank C. Zucker, Mgr.; Tel: Judson 6-1420

Products: Balanced tripod head and base; portable, collapsible, three-wheel dolly; lens, lens mounts; special effects; professional jr. tripod; M.P. equipment and accessories; film editing equipment; lighting equipment; custom designing; film equipment consultants; sales, rental, repair service

Canadian Marconi Co.

Montreal 16, Que., 2442 Trenton Ave.; J. H. Martin, Mgr.; Tel: Atlantic 9441
 Halifax, Nova Scotia, 572 Barrington St.; D. J. Murphy, Mgr.
 St. John's, Newfld., 3 Prescott St.; W. A. Brown, Mgr.
 Toronto, Ont., 861 Bay St.; S. Slinger, Mgr.
 Vancouver, B. C., 550 Burrard St.; J. S. Baxter, Mgr.
 Winnipeg, Man., 149 Portage Ave.; J. C. Hunt, Mgr.

Products: Transmitters, cameras, studio equipment

Cannon Electric Co.

Los Angeles 31, 3209 Humboldt St.; D. A. Davis, Mgr.; Tel: Capitol 5-1251

Benton Harbor, Mich., 267 Territorial St.; Roy Whitney, Mgr.; Tel: Benton Harbor 5-2123-24

East Haven 12, Conn., 191 Kimberly Ave.; E. C. Quackenbush, Mgr.; Tel: Hobart 7-6329

Products: Multi-contact electrical connectors

(Continued on page 322)

**"REAR PROJECTION"
 BACKGROUNDS**

For Television & Commercial Film Studios

**HI-INTENSITY INCANDESCENT
 4" x 5" SLIDE PROJECTORS**

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**DUAL PROJECTOR For Normal -
 Overlay - Fade & Dissolve Projection**

Plus The "NEW"

"BODDE" SUPER CONTRAST R. P. SCREEN

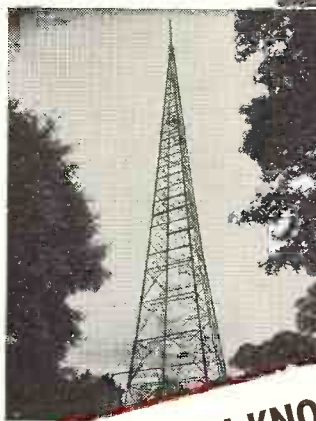
**Bodde Screen &
 Projector Company
 8829 Venice Blvd.**

**Telephones:
 TEXAS 0-3277
 TEXAS 0-2812**

Los Angeles 34, Calif.

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WHATEVER factors determine the type, height and location of your TV Antenna Tower, you can depend on Blaw-Knox to give you *more for your money*. Does the job call for a self-supporting structure atop a mid-town building or a sky-scraping guyed tower out in the open? Do you prefer a square design or triangular? Blaw-Knox builds them all—and every one is backed by more than four decades of experience in this field. If you are anticipating a TV license, write or phone today for capable engineering assistance with your plans.



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EQUIPMENT DIVISION**
BLAW-KNOX COMPANY
2038 Farmers Bank Bldg.
Pittsburgh 22, Pa.

DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

(Continued from page 320)

The Allen D. Cardwell Mfg. Corp.

Plainville, Conn., 97 Whiting St.; John F. Gibbs, Mgr.; Tel: 1070

Products: Monitors, color tubes

Carrier Corporation

Syracuse 1, N. Y., 300 S. Geddes St.; C. V. Fenn, Mgr.; Tel: Syracuse 76-9911
Atlanta 3, 300 Ivy St., N. E.; M. H. Darby, Mgr.; Tel: Cypress 7621
Boston 14, N. Station Office Bldg.; W. H. Wetherell, Mgr.; Tel: Richmond 2-0772-3-4

Chicago 54, Merchandise Mart Plaza; W. S. Bodinus, Mgr.; Whitehall 4-3441
Dallas 1, 710 N. Harwood St.; H. C. Hoffman, Mgr.; Tel: Riverside 4475
Denver 2, 1718 California St.; H. C. Kugeler, Mgr.; Tel: Acoma 2561
Jacksonville 7, Fla., 1011 Hendricks Ave.; N. W. Rathbun, Mgr.; Tel: 9-9781
Kansas City 6, Mo., Riss Bldg.; G. H. Stoffer, Mgr.; Tel: Victor 4622
Los Angeles 22, 5330 Harbor St.; W. L. Yerkes, Mgr.; Tel: Angelus 3-7161
New York 17, 385 Madison Ave.; H. Peacock, Mgr.; Plaza 9-5000
Philadelphia 7, P.S.F.S. Bldg.; L. M. Church, Mgr.; Tel: Market 7-7100
Toronto 14, Canada, 857 The Queensway; E. F. Pope, Mgr.; Tel: Rodney 2305
Washington 5, D. C., Investment Bldg.; L. B. Mighell, Mgr.; Tel: Executive 3-5540

Products: Air conditioning and refrigeration equipment for studio. Includes room air conditioners, packaged equipment from 2 to 20 h.p. and equipment for built-up systems to maximum studio

Centralab, Div. Globe-Union, Inc.

Milwaukee 1, 900 E. Keefe Ave.; W. S. Parsons, Mgr.; Tel: Woodruff 2-9200
Atlanta 6, 1133 Ponce de Leon Ave.; Henry Burwell, Mgr.; Tel: Elgin 7517
Brookline, Mass., 318 Harvard St.; Stanley Harris, Mgr.; Tel: Longwood 6-6400
Camden 2, N. J., 539 Market St.; Jack Keefe, Mgr.; Tel: Woodlawn 4-2215
Chicago 39, 5359 Fullerton Ave.; Fred Tiegs, Mgr.; Tel: Berkshire 7-0130
Cleveland 12, 1817 Marloes Ave.; C. R. Moss, Mgr.; Tel: Potomac 1-2518
Dallas 1, 505 N. Ervay; J. Earl Smith, Mgr.; Tel: Randolph 2968
Denver 7, 5528 E. Colfax Ave.; Clif McLoud, Mgr.; Tel: Freemont 3067
Indianapolis 5, 4014 Wash. Blvd.; L. M. Devoe, Mgr.; Tel: Humboldt 1395
Kansas City 2, Mo., 3760 Broadway; J. P. Kay, Mgr.; Tel: Logan 7640
Los Angeles 6, 1102 S. Western Ave.; Carl Stone, Mgr.; Tel: Republic 2-8105
Minneapolis, 712 Portland Ave.; Merrill Franklin, Mgr.; Tel: Geneva 1805
New York 21, 13 E. 78th St.; James Pickett, Mgr.; Tel: Trafalgar 9-9520
Philadelphia 2, 1531 Spruce St.; S. K. MacDonald, Mgr.; Tel: Kingsley 5-1205
San Francisco, 530 Gough St.; Les Logan, Mgr.; Tel: Hemlock 1-5127
Toronto, Ont., 2293A Yonge St.; P. Heenan, Mgr.; Tel: Mayfair 9236

Products: Ceramic capacitors, printed electronic circuits, variable resistors (carbon and wirewound), switches (rotary tone, lever action and slide), special ceramic insulators

Century Lighting, Inc.

New York 36, 521 W. 43rd St.; E. F. Kook, Mgr.; Tel: Chickering 4-7050
Los Angeles, 626 N. Robertson Blvd.; L. Erhardt, Mgr.

Products: Mike booms, lite-lifts, lighting equipment; control equipment including electronic switchboards and others

Clarkstan Corp.

See Pacific Transducer Corp.

Clebar Watch Agency

New York 17, 521 Fifth Ave.; Leonard S. Naurison, Mgr.; Tel: Murray Hill 2-3890
Products: Stop watches

Collins Radio Co.

Cedar Rapids, 855 35th St., N. E.; R. H. Hollister, Mgr.; Tel: 3-0281
Burbank, Calif., 2700 W. Olive Ave.; Carl W. Service, Mgr.; Tel: Charleston 0-7117
Knoxville, Tenn., Dogwood Rd., Fountain City; J. F. Stanbery, Mgr.; Tel: 6-4378
New York 36, 11 W. 42nd St.; W. J. Barkley, Mgr.; Tel: Longacre 4-3930-1-2-3

Products: Speech equipment; accessories

Commercial Radio-Sound Corp.

New York 16, 652 First Ave.; Arthur W. Schneider, Mgr.; Tel: Murray Hill 4-0800
East Hartford 8, Conn., 673 Conn. Blvd.; Tel: Hartford 8-6544
Newark 2, N. J., 1060 Broad St.; Tel: Mitchell 3-8239

Products: Antenna distributing systems

Communication Products Co., Inc.

Marlboro, N. J., J. L. Bernard, Jr., Mgr.; Tel: Freehold 8-1880

Products: Coaxial transmission lines, dehydrators, switches, lacquer, coaxial antennas

Conrac Inc.

Glendora, Calif., 19217 E. Foothill Blvd.; W. J. Moreland, Mgr.; Tel: Fleetwood 5-1241

Products: Utility video line monitors, audience monitors

Continental Electronics Mfg. Co.

Dallas 10, 4212 S. Buckner Blvd.; W. M. Witty, Mgr.; Tel: Evergreen 1137

Products: Transmitters (VHF and UHF); antenna systems

Crouse-Hinds Co.

Syracuse 1, N. Y., Wolf & 7th N Sts.; A. H. Clarke, Mgr.; Tel: 74-1011

Products: Obstruction lighting and wiring equipment for marking towers including code beacons, obstruction lights, flashers, photoelectric control junction boxes, relays, pilot lights, etc.

Dage Electronics Corp.

Beech Grove, Ind., 69 N. Second St.; F. D. Meadows, Mgr.; Tel: Idlewood 149A

Products: Cameras; accessories

The Daven Co.

Newark 4, N. J., 191 Central Ave.; Edward L. Grayson, Mgr.; Tel: Mitchell 2-6555

Products: Video attenuators, radio frequency attenuators, R.F. attenuator networks, video attenuation networks, R.F. fixed attenuators, video fixed attenuators, R.F. dividing and combining networks, video line pads, video distribution networks, video roll-off networks. Transmission measuring sets, output power meters, vacuum tube voltmeters, decade resistance boxes, electronic frequency meters, audio effects filters, distortion and noise meter line equalizers, audio oscillators, volume level indicators, multiple input and output networks, fixed attenuators, decade voltage dividers

DeWald Radio Mfg. Corp.

Long Island City 1, N. Y., 35-15 37th Ave.; L. N. Weiss, Mgr.; Tel: Stillwell 4-93A

Products: Receivers

M. Ducommun Co.

New York 36, 580 Fifth Ave.; A. G. Stepchuk, Mgr.; Tel: Plaza 7-2540

Products: Film meters, stopwatches, program, studio timers

Allen B. DuMont Labs, Inc. (TV Transmitter Div.)

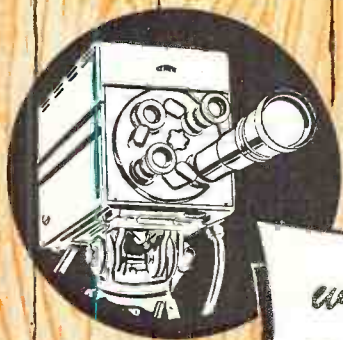
Clifton, N. J., 1500 Main Ave.; James B. Tharpe, Mgr.; Tel: Mulberry 4-7400
Atlanta-Charlotte, N. C., 2101 Arnold Dr.; C. Bell, Mgr.; Tel: Charlotte 5-65
Baltimore, 1351 Pentwood Rd.; Frank O'Connell, Mgr.; Tel: Tuxedo 6689
Chicago, 919 N. Mich. Blvd.; H. Bloomberg, Mgr.; Tel: Michigan 2-0354
Dallas, 1513 Turtle Creek Blvd.; T. Moseley, Mgr.; Tel: Prospect 6220
Los Angeles, 1136 N. Las Palmas; L. Pett, Mgr.; Tel: Granite 1185
New York, Empire State Bldg.; J. B. Tharpe, Mgr.; Murray Hill 8-2600
Washington, D. C., Station WTTG; L. C. Radford, Jr., Mgr.; Tel: Sterling 3-51

Products: VHF and UHF transmitters; transmitter control, monitoring equipment. Image orthicon camera; camera mounting equipment; sync generators; sync distribution amplifiers; sync switching units; terminal facilities; equipment; amplifiers; Monochrome scanners; Universal color scanner; continuous motion film-flying spot scanner; film chains; 16 mm film projectors; monitors; power supplies; patch panels, power panels and accessories; rack cabinets; microwave relays and associated equipment

(Continued on page 324)

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TV Start...

ON SCHEDULE

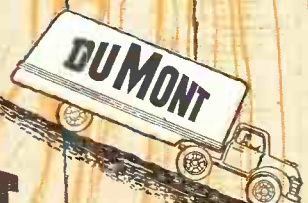


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TELEVISION TRANSMITTER DIVISION

Allen B. Du Mont Laboratories, Inc.

1500 Main Avenue, Clifton, N. J.

DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

(Continued from page 322)

Eastern Air Devices, Inc.

Brooklyn 17, N. Y., 585 Dean St.; E. Janse, Mgr.; Tel: Sterling 3-3406
Products: Motors to rotate color discs

Eastern Mike-Stand Co.

Brooklyn 12, N. Y., 56 Christopher Ave.; S. Sherman, Mgr.; Tel: Dickens 2-3538
Products: Microphone stands and adaptors

Eastman Kodak Co. (Motion Picture Film Dept.)

Rochester 4, N. Y., 343 State St.; D. E. Hyndman, Mgr.; Tel: Locust 6000
Chicago 2, 137 N. Wabash Ave.; K. M. Mason, Mgr.; Tel: Randolph 6-7476
Hollywood 38, Calif., 6706 Santa Monica Blvd.; E. Huse, Mgr.; Tel: Hollywood 9-3101
New York 17, 342 Madison Ave.; E. M. Stiffe, Mgr.; Tel: Murray Hill 7-7080
Products: 35 mm and 16 mm negative, positive and recording films, color film, still and motion picture cameras, projectors, lenses, processing chemicals

Ectro, Inc.

Delaware, Ohio, 425 S. Sandusky St.; J. F. Meyer, Mgr.; Tel: Delaware 3-1201
Products: Completely battery operated portable tape recorder, charger, headphones

Eidson Electronic Co.

Temple, Texas, 1902 N. Third St.; Merrill Eidson, Mgr.; Tel: 3-3901
Products: Quartz crystals

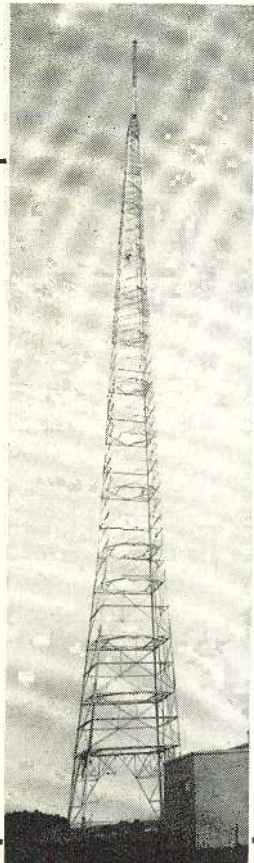
Eitel-McCullough, Inc.

San Bruno, Calif., 798 San Mateo Ave.; Orrin H. Brown, Mgr.; Tel: Juno 8-1212
Products: Transmitting type vacuum tubes including tubes for VHF and UHF, STL services. Air cooled and water cooled triodes, tetrodes, pentode and klystrons; vacuum capacitors and vacuum switches; contact finger stock, air system tube sockets; tube connectors

Electrical Tower Service, Inc.

Peoria, Ill., P. O. Box 1205; Stanley Bernstein, Mgr.; Tel: 3-9846
Products: Erectors, installers, towers, antennas, allied equipment

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EXPERIENCE

E T S has years of experience in the tower erection field. Their record includes the erection and installation of all type AM, FM, TV, micro-wave, and communication towers of all kinds . . . throughout the United States . . . large jobs and small jobs . . . all handled with skill and satisfaction.

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Installation and erection of all type towers—No finer service available—anywhere.

Electovs Supply Co.

Madison, Wis., 405 Broom St.; Louis Glass, Mgr.
Products: Towers

Electro-Voice, Inc.

Buchanan, Mich., Carroll & Cecil Sts.; Webster F. Soules, Mgr.; Tel: Buchana^r 1000
Garden City, L. I., N. Y., 205 Kilburn Rd.; Phillip C. Erhorn, Mgr.; Tel: Gardeⁿ City 7-10087
Products: Microphones, monitoring loudspeakers, loudspeaker enclosures

The Elmor Co.

Chicago 2, 29 E. Madison St.; M. J. Stillman, Mgr.; Tel: Central 6-9672
Products: Stop watches, timers, chronographs

Emerson Radio and Phonograph Corp.

New York 11, 111 Eighth Ave.; David Hopkins, Mgr.; Tel: Oregon 5-7000
Products: Receivers

Espey Mfg. Co., Inc.

New York 21, 528 E. 72nd St.; William W. Jablon, Mgr.; Tel: Trafalgar 9-7000
Products: Training kits

Fairchild Recording Equipment Corp.

Whitestone 57, N. Y., 154th St. & 7th Ave.; Ray F. Crews, Mgr.; Tel: Ind^{pendence} 3-2100
Products: Synchronous tape recorder systems for film production, air monit^r and direct playback from tape. Control track generator that makes mo^o professional tape recorders suitable for synchronous recording, synchronous disc recording, playback tables, pickups

Federal Telecommunication Labs., Inc. (I. T. & T. Associate)

Nutley 10, N. J., 500 Wash. Ave.; Martin Silver, Mgr.; Tel: Hubbard 8-8440
Products: UHF and VHF transmitters, antennas and auxiliary equipmeⁿ camera chains, microwave links, single and dual flying spot scanners, souⁿd channel equipment, mobile pick-up units

Federal Telephone and Radio Corp.

Clifton, N. J., 100 Kingsland Rd.; R. S. Terry, Mgr.; Tel: Nutley 2-3600
Wash. 6, D. C.; 1025 Conn. Ave., N.W.; E. J. Girard; Tel: Executive 3-1697
Products: Transmitting, receiving tubes

C. H. Fisher & Son

Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel: Trinit^e 7303
Products: Supporting towers, guyed and self-supporting. Erecting, lightin^g painting, antenna erecting, installation coaxial lines

Gates Radio Co.

Quincy, Ill., 123 Hampshire St.; P. S. Gates, Mgr.; Tel: 8202
Washington, D. C.; Warner Bldg.; Owen J. McReynolds, Mgr.; Tel: Metropoli^{te} 8-0522
New York, 13 E. 40th St.; L. J. Cervone, Mgr.; Tel: Murray Hill 9-0200
Houston, 2700 Polk Ave.; Joseph E. Woods, Mgr.; Tel: Atwood 8536
Products: Transmitting and audio equipment

General Communications

Ft. Atkinson, Wis., Box 169; E. D. Peterson, Mgr.; Tel: 954
Products: Video distribution and mixing amplifiers; master power supplie^s and voltage regulating units; saturable reactor type relay power supplie^s dial operated video and audio monitoring systems; video and audio pr^o select switching systems, camera and program source relay switching sys^{te}ms; custom manufacturing of video and associated equipment; remc^o control and indicating systems of film camera and associated projecto^r high and low level intercom systems

General Electric Co.

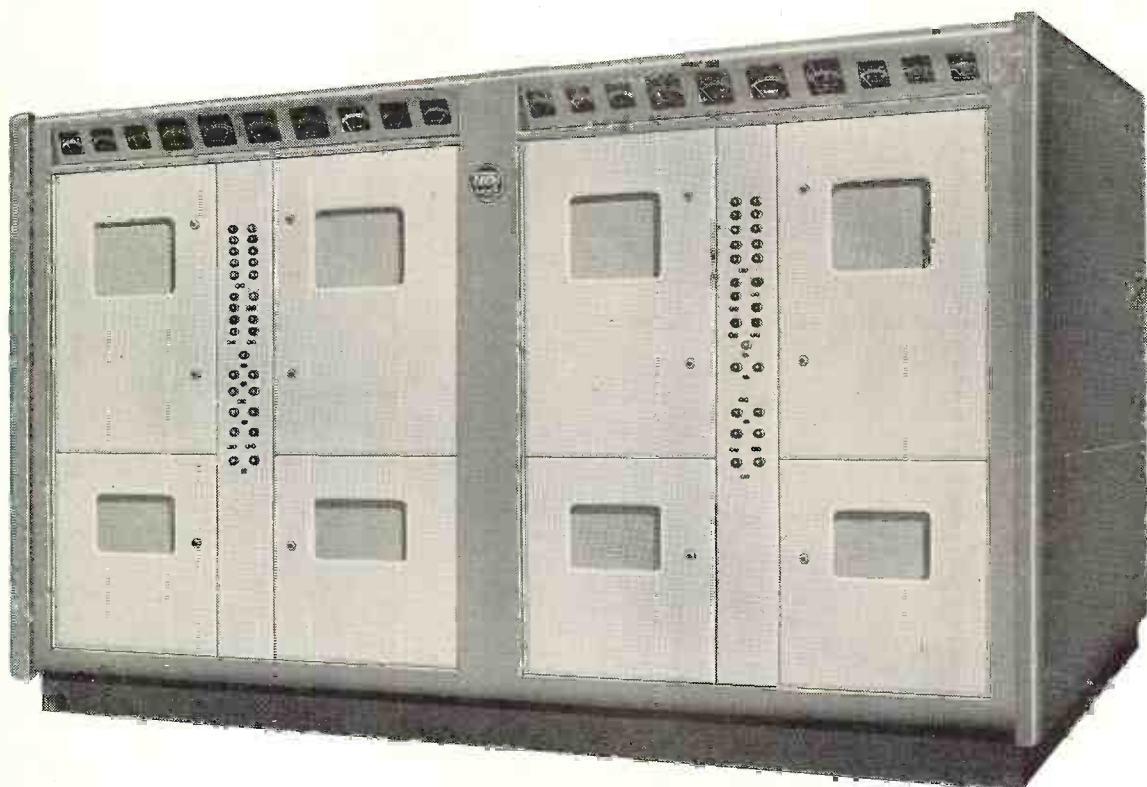
Syracuse 1, N. Y., Electronics Park; F. P. Barnes, Mgr.; Tel: Syracuse 76-441.
Atlanta 3, Red Rock Bldg.; J. M. Comer, Mgr.; Tel: Cypress 2531
Boston 15, 963 Commonwealth Ave.; A. F. Wild, Mgr.; Tel: Hubbard 2-1800
Chicago 54, Merchandise Mart; L. H. Naum, Mgr.; Tel: Whitehall 4-3915
Cincinnati 2, 215 W. 3rd St.; J. Wall, Mgr.; Tel: Main 5022
Cleveland 2, Williamson Bldg.; G. F. Oberender, Jr., Mgr.; Tel: Superior 1-61
Dallas 2, 901 Ross Ave.; J. H. Douglas, Mgr.; Tel: Prospect 4296
Houston, 1100 E. Holcombe Blvd.; H. W. Granberry, Mgr.; Tel: Justin 0657
Los Angeles, 530 W. 6th St.; F. R. Walker, Mgr.; Tel: Trinity 3417
New York 22, 570 Lexington Ave.; C. J. Simon, Mgr.; Tel: Plaza 5-1311
Philadelphia 2, 1405 Locust St.; J. W. I. Cody, Mgr.; Tel: Pennypacker 5-9000
St. Louis 8, 4227 Lindell Blvd.; W. R. Chapin, Mgr.; Tel: Lucas 8873
San Francisco 6, 235 Montgomery St.; C. T. Haist, Jr., Mgr.; Tel: Douglas 2-37⁴
Syracuse 1, N. Y.; OCS Bldg.; W. G. Broughton, Mgr.; Tel: 2-3308
Washington 5, D. C.; 777 14th St., N.W.; J. H. Painter, Mgr.; Tel: Executive 3-36.
Products: Transmitters—VHF and UHF; transmitter monitoring equipmeⁿ antennas, VHF and UHF; camera—channels, studio, film, field, video; stu^d—switching controls, monitors, projectors, synchronizing equipment, ampli^fers; audio consoles, amplifiers, accessories; relay links; mobile trucks; v^e equipment

(Continued on page 326)

Federal

announces a completely new

UHF transmitter...



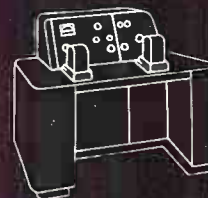
Federal's FTL-20B transmitter is the latest in UHF equipment available today!

New in design — with trim, modern cabinet featuring simplified operating control and meter panels, new "look-thru" door construction and entirely redesigned internal arrangement. Swing-out sub assemblies provide utmost accessibility.

New in circuitry — with latest ceramic seal tetrodes for economical initial and operating costs. Rated power output — **1 Kw.**

This UHF unit comes complete with its own Master Control Console. Its self-contained two channel video and four channel audio switcher gives the added flexibility so necessary for modern TV station operation.

Call your nearest Graybar office for further information on this all new Federal Transmitter.



Federal . . .
for complete
TV Broadcast
and Studio
Equipment

Federal Telecommunication Laboratories, Inc.

500 Washington Ave.

Nutley, N. J.

Domestic Distributors: Graybar Electric Co., Inc.

Offices in 108 cities

Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

Canadian Distributors: Federal Electric Manufacturing Co., Ltd., Montreal, P. Q.



DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

(Continued from page 324)

General Instrument Corp.

Elizabeth 3, N. J., 329 Newark Ave.; E. A. Freed, Mgr.; Tel: Elizabeth 3-4400
Chicago, 3147 Logan Square; Lee Ballengee, Mgr.; Tel: Albany 2-6466
Chicopee, Mass., 165 Front St.; B. Valliere, Mgr.; Tel: Springfield 3-6621
Joliet, Ill., R. Cheney, Mgr.; Tel: Joliet 3-9345

Products: Variable air capacitors, VHF and UHF tuners, UHF converters and custom made electronic and electro-mechanical assemblies

General Precision Laboratory, Inc.

Pleasantville, N. Y., 63 Bedford Rd.; E. A. Hungerford, Jr., Mgr.; Tel: Pleasantville 2-2000

Washington, D. C.; Washington Bldg.; E. B. Palmquist, Mgr.; Tel: District 7-8971

Products: Image orthicon chains, film chains, projectors, theatre TV intermediate film (videofilm) and direct (simplex), all video accessories, video recorders, 16mm rapid film processors; remote control system and vari-focal lens

General Radio Co.

Cambridge 39, Mass., 275 Mass. Ave.; Myron T. Smith, Mgr.; Tel: Trowbridge 6-4400

Chicago 5, 920 S. Mich. Ave.; Kipling Adams, Mgr.; Tel: Wabash 2-3820

Los Angeles 38, 1000 N. Seward St.; Frederick Ireland, Mgr.; Tel: Hollywood 9-6201

New York 6, 90 West St.; William R. Thurston, Mgr.; Tel: Worth 2-5837

Products: Station frequency monitors, modulation monitors, distortion and noise meters, test oscillators, signal generators, vacuum tube voltmeters, impedance-measuring equipment, coaxial elements and measuring equipment, lighting control dimmers

Graybar Electric Co., Inc.

New York 17, 420 Lexington Ave.; J. W. LaMarque, Mgr.; Tel: Lexington 2-4000

Atlanta 1, 333 North Ave., N. W.; E. W. Stone, Mgr.; Tel: Cypress 1751

Boston 16, 287 Columbus Ave.; J. P. Lynch, Mgr.; Tel: Kenmore 6-4567

Chicago 7, 850 W. Jackson Blvd.; E. H. Taylor, Mgr.; Tel: Canal 6-4100

Cincinnati 10, 115-129 W. McMicken Ave.; W. H. Hansher, Mgr.; Tel: Main 0600

Cleveland 14, 1010 Rockwell Ave.; A. C. Schwager, Mgr.; Cherry 1-1360

Dallas 1, 717 Latimer St.; C. C. Ross, Mgr.; Tel: Randolph 6452

Detroit 1, 55 W. Canfield Ave.; P. L. Gundy, Mgr.; Tel: Temple 1-5500

Houston 3, 1702 Cullen Blvd.; R. T. Asbury, Mgr.; Tel: Atwood 4571

Jacksonville 1, 12th & Main Sts.; W. C. Winfree, Mgr.; Tel: Jacksonville 6-7611

Kansas City 8, Mo., 1644 Baltimore Ave.; R. B. Uhrig, Mgr.; Tel: Baltimore 1644

Long Island City 1, 21-15 Bridge Plaza, N.; R. W. Griffiths, Mgr.; Tel: Exeter 2-2000

Los Angeles 54, 210 Anderson St.; R. B. Thompson, Mgr.; Tel: Angelus 3-7282

Minneapolis 15, 824 S. Fourth St.; C. W. Greer, Mgr.; Tel: Geneva 1621

Philadelphia 7, 910 Cherry St.; J. W. Crockett, Mgr.; Tel: Walnut 2-5405

Pittsburgh 12, 900 Ridge Ave.; R. F. Grossett, Mgr.; Tel: Allegheny 1-4100

Richmond 19, Va., 10 S. Sixth St.; E. C. Toms, Mgr.; Tel: Richmond 7-3491

St. Louis 3, 2642 Wash. Ave.; J. P. Lenkerd, Mgr.; Tel: Newstead 4700

San Francisco 1, 1750 Alameda St.; K. G. Morrison, Mgr.; Tel: Market 1-5131

Seattle 4, King & Occidental Sts.; D. I. Craig, Mgr.; Tel: Mutual 0123

Products: Video and audio transmitters, antennae, antenna tower, transmission line products, microwave link equipment, frequency and modulation monitors, transmitter and studio testing and measuring equipment, film and camera chain equipment, flying spot scanners, synch. generators, video monitors' and switching equipment, speech input equipment, audio and video and distribution amplifiers, power supplies, microphones and accessories, transcription turntables, tape recorders and reproducers, loudspeakers, meters, electron tubes, keys, condensers, jack mountings, rack cabinets, wiring supplies and connectors, cabling, emergency power plant and associated apparatus

Gray Research & Development Co., Inc.

Manchester, Conn., 658 Hilliard St.; Chester B. Hayes, Mgr.; Tel: Manchester 2-4506

New York, 521 Fifth Ave.; Richard Otto, Mgr.; Tel: Murray-Hill 7-4590

Products: Studio equipment, slide projector and associate equipment

F. Sumner Hall, Inc., Audio Equipment Sales Div.

New York 1, 153 W. 33rd St.; F. Sumner Hall, Mgr.; Tel: Bryant 9-9276

Products: Jack panels, jacks, patch cords, plugs, replacement cords, microphone call letter plates and accessories, record labels

The Hallicrafters Co.

Chicago 24, 4401 W. Fifth Ave.; Michael D. Kelly, Mgr.; Tel: Van Buren 6-630

Products: Receivers

J. M. Hamilton & Co.

Gastonia, N. C., Box 2432; J. M. Hamilton, Mgr.; Tel: 5-5667

Washington D. C., 1736 Columbia Rd., N.W.; Tel: North 7-6842

Products: Painting, erection, maintenance of towers

Hammarlund Mfg. Co., Inc.

New York 1, 460 W. 34th St.; Robert B. Moon, Mgr.; Tel: Longacre 5-1300

Products: Remote supervisory control and data transmission equipment
Variable capacitors including those for VHF and UHF operations

Harvey Radio Co., Inc.

New York 18, 103 W. 43rd St.; Harvey E. Sampson, Mgr.; Tel: Luxemburg 2-1500

Products: Broadcast supplies, tape recorders, tubes, batteries, test equipment, audio systems

Hewlett-Packard Co.

Palo Alto, Calif., 395 Page Mill Rd.; W. Noel Eldred, Mgr.; Tel: Davenport 5-445

Products: Monitors

Hoffman Radio Corp.

Los Angeles 37, 3764 S. Broadway Pl.; M. D. Schuster, Mgr.; Tel: Adams 3818

Chicago, 850 Lake Shore Dr.; H. James Tait, Jr., Mgr.; Tel: Far R'way 71518

Dallas, 1118 Jackson St.; R. E. Dietrich, Mgr.; Tel: Riverside 6051

San Francisco, 1355 Market St.; Byron Brown, Mgr.; Tel: Klondike 22311

Spokane, 3827 S. Latawah; Paul Van Dusen, Mgr.; Tel: Madison 9852

Products: Home receivers

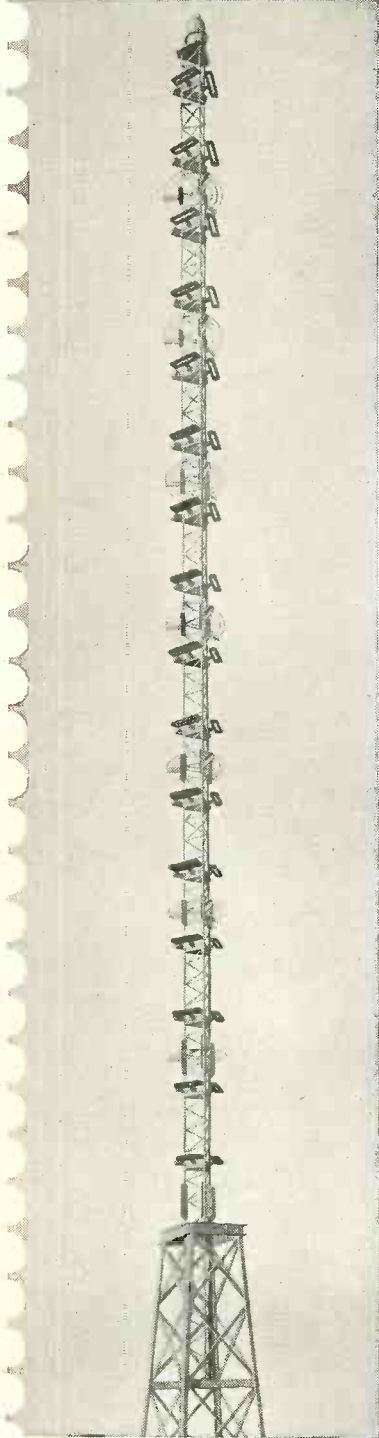
The Houston-Fearless Corp.

Los Angeles 64, 11801 W. Olympic Blvd.; J. B. Olsson, Mgr.; Tel: Bradshaw 2-433

Products: Dollies, cranes, tripods, friction heads, geared heads, tilt heads pedestals, parabolas, film processors, printers

(Continued on page 328)

Everything electrical to keep you on the air



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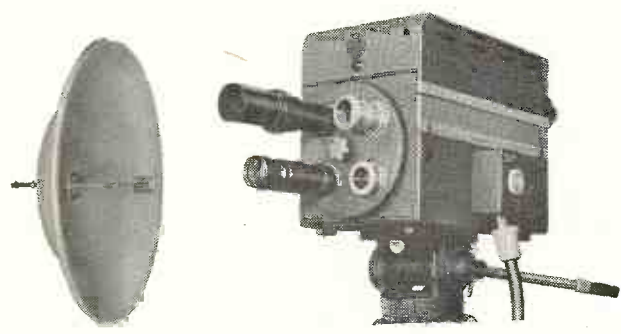
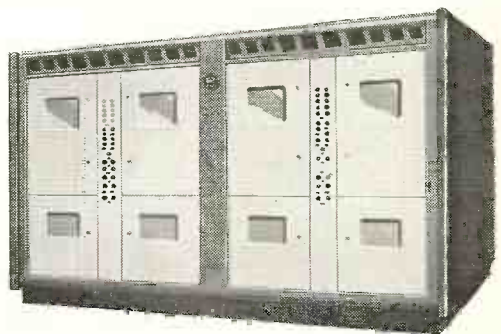
Graybar, today, offers you a packaged planning and supply service for new TV installations — a *complete* package that can put you on the air with efficient, well-engineered equipment in the shortest possible time.

From camera to antenna, Graybar Broadcasting Equipment Representatives will work with you or your consulting engineers to develop practical solutions to any TV problem.

Graybar also distributes a complete line of equipment and supplies for studio and tower lighting, as well as everything else you require for wiring, ventilating, and communication systems. In these fields, too, other Graybar specialists are at your service.

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Everything Electrical For Broadcasting-Telecasting—Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

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C. W. Greer,
Geneva 1621 | PITTSBURGH
R. F. Grossett,
Allegheny 1-4100 |
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J. P. Lynch,
Kenmore 6-4567 | DALLAS
C. C. Ross,
Randolph 6454 | KANSAS CITY, MO.
R. B. Uhrig,
Baltimore 1644 | NEW YORK
R. W. Griffiths,
Exeter 2-2000 | RICHMOND
E. C. Toms,
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Atlantic 5740 | SAN FRANCISCO
K. G. Morrison,
Market 1-5131 |
| CINCINNATI
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Mutual 0123 |
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J. P. Lenkerd,
Newstead 4700 |

DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

(Continued from page 326)

Hughey & Phillips

Encino, Calif., M. Witthaus, Mgr.; Tel: State 4-4383

New York 17, 60 E. 42nd St.; H. J. Geist, Mgr.; Tel: Murray Hill 7-1550

Products: Complete line tower lighting equipment—antenna accessories (tower chokes, grids, etc.). Microwave automatic alarm systems for unattended stations. Photoelectric controls, flasher mechanisms, code beacons, replacement parts for all of above

Hunt & Piper Mfg. Co.

Hollywood 38, 7045 Romaine St.; Thomas E. Hunt, Mgr.; Tel: Hempstead 2326

Products: Lighting equipment; remote control dimmer equipment; mike boom

Hytron Radio & Electronics Co., A Div. of CBS, Inc.

Danvers, Mass., 100 Endicott St.; John Q. Adams, Mgr.; Tel: Danvers 2360

Chicago 39, 5637 W. Diversey Ave.; George Deters, Mgr.; Tel: National 2-1425

New York 16, 432 Fourth Ave.; L. H. Niemann, Mgr.; Tel: Murray Hill 4-4178

Products: Receiving and picture tubes, germanium diodes

Insuline Corp. of America

Long Island City 1, N. Y., 36-02 35th Ave.; B. L. Cahn, Mgr.; Tel: Astoria 8-3738

Products: Receiving aerials, aerial installation equipment, servicing and testing tools, mechanical components; switches, jacks, plugs, connectors, sockets, dials

(IDECO Div.) Dresser-Stacey Co.

Columbus 8, 875 Mich. Ave.; J. Rodger Hayden, Mgr.; Tel: University 2123

Los Angeles 44, 8909 S. Vermont Ave., K. H. Brust, Sls. Mgr.; Tel: Thornwall 4194

Products: Towers, insulated steel buildings

Jennings Radio Mfg. Co.

San Jose 8, Calif., 970 McLaughlin Ave.; Calvin K. Townsend, Mgr.; Tel: Cypress 2-4025

Products: Vacuum capacitors, fixed, variable and vacuum switches for transmitters

Jensen Mfg. Co.

Chicago 38, 6601 S. Laramie Ave.; Charles A. Hansen, Mgr.; Tel: Portsmouth 7-7600

Products: Loudspeakers, networks, level controls and enclosures for loudspeakers for use for monitoring and similar purposes

Johns-Manville Sales Corp.

New York 16, 22 E. 40th St.; Paul J. Washburn, Mgr.; Tel: Lexington 2-7600

Products: Acoustical materials

E. F. Johnson Co.

Waseca, Minn., M. W. Will, Mgr.; Tel: 990

Products: Coaxial transmission line and fittings

Kaar Engineering Corp.

Palo Alto, Calif., 2995 Middlefield Rd.; Norman C. Helwig, Mgr.; Tel: Davenport 3-9001

Products: Mobile communication transmitters, receivers

J. H. Keeney & Co., Inc.

Chicago 32, 2600 W. 50th St.; Robert A. Guichard, Mgr.; Tel: Hemlock 4-5500

Products: Home receivers

Joseph Kinney Co.

Carnegie, Pa., Rosslyn Rd.; Gilbert I. Clark, Mgr.; Tel: Walnut 2-1226

Products: Electroshield sheet and strip metal; including copper and silver clad steel, copper clad Invar, copper and silver clad stainless steel; fabricated electroshield, formed, spun, drawn and automatic punch press parts from customers designs; shielded room panels of electroshield

James B. Lansing Sound, Inc.

Los Angeles 39, 2439 Fletcher Dr.; W. H. Thomas, Mgr.; Tel: Normandy 3-2545

Products: Loudspeakers; divided network loudspeaker systems; high frequency drivers; acoustic lens

The LaPointe Plascomold Corp.

Rockville, Conn., 155 W. Main St.; Fred A. Hess, Mgr.; Tel: Rockville 5-3351

Products: Receiving antennas, towers, lightning arresters; antenna accessories; boosters, antenna divider networks

Lehigh Structural Steel Co.

New York, 17 Battery Pl.; J. F. Neary, Mgr.; Tel: Whitehall 4-1424

Washington, D. C., 2539 Pa. Ave., N. W.; Mrs. Alva J. Myers, Mgr.; Tel: Emerson 3-6900

Products: Supporting towers

Lewis & Kaufman, Inc.

Los Gatos, Calif., 17320 El Rancho Ave.; Jack Kaufman, Mgr.; Tel: El Gat 4-3540

Products: Transmitting tube

John E. Lingo & Son, Inc.

Camden 5, N. J.; 2814 Buren Ave.; John E. Lingo, Mgr.; Tel: Woodlawn 4-0487

Products: Transmitting antennas; supporting poles for receiving antennas

Machlett Labs., Inc.

Springdale, Conn., 1063 Hope St.; Henry J. Hoffman, Mgr.; Tel: Stamford 4-578.

Products: High power transmitting and rectifier tubes

Magnecord, Inc.

Chicago 10, 225 W. Ohio St.; C. G. Barker, Mgr.; Tel: Whitehall 4-1889

Products: Professional magnetic tape recorders—reproducers

(Continued on page 330)

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RCA-892R. Forced-Air-Cooled Triode—in stock for immediate delivery. **RCA-892R, \$385**

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Everything Needed for any Tower, 150 to 900 feet!

H & P Complete Tower Lighting Kits include every item essential to the completed installation — every bolt and fitting... H & P Complete Lighting Kits, in today's critical market, will save you on purchasing, erection, and completion time... The H & P 300 MM Code Beacon (shown left) has 10 exclusive features, is CAA approved.



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"PECA" Series
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Factory-set to turn lights on at 35 f.c.; off at 58 f.c. as specified by CAA. Low-loss circuit insulation. High-wattage industrial type resistors. Tube ratings well over operational requirements. Fail-Safe: if any parts fail in service, lights automatically turn on. Models for all load capacities.

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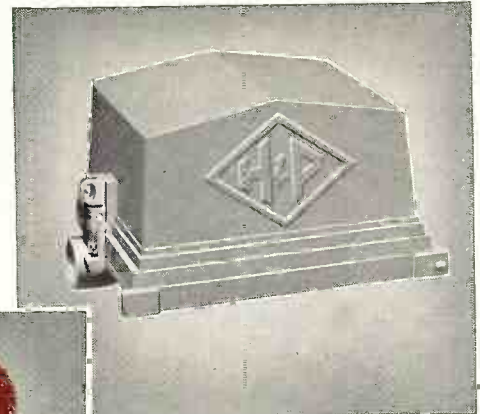
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Models available for any loads. Compact, spray-tight and drip-proof cast aluminum housing mountable on vertical OR horizontal member. Heavy-duty, self-starting, constant-speed synchronous timing motor is unaffected by extreme temperature and voltage ambients. Positive-acting ELECTRONIC fail-safe circuit guards against failure of ANY component.



Lighting for Airports, Bridges, Towers, Buildings and all obstructions hazardous to air commerce.

Complete Kits for CAA specifications A-1 to A-5 towers include every item essential for complete tower lighting installation.

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TOWER LIGHTING DIVISION

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Head Office: Encino, California

DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

(Continued from page 328)

J. A. Maurer, Inc.

Long Island City 1, N. Y., 37-01 31st St.; L. A. Root, Mgr.; Tel: Stillwell 4-4600
Products: 16mm professional motion picture cameras, sound-on-film and magnetic recording equipment; accessories

Measurements Corp.

Boonton, N. J.; Nelson C. Doland, Jr., Mgr.; Tel: Boonton 8-2131
Products: Test equipment

Milo Radio & Electronics Corp.

New York 7, 200 Greenwich St.; M. Putterman, Mgr.; Tel: Beekman 3-2980
Products: All types electronic equipment

Minnesota Mining & Mfg. Co.

St. Paul 6, 900 Fauquier St.; Roy J. Gavin, Mgr.; Tel: Cedar 3071
Atlanta 3, 732 Ashby St., N.W.; G. S. Miles, Mgr.; Tel: Elgin 4401
Buffalo 6, N. Y., 330 Greene St.
Chicago 8, 1500 S. Western Ave.; A. J. Forss, Mgr.; Tel: Monroe 6-6126
Cincinnati 2, 47 Central Ave.; J. J. O'Brien, Mgr.; Tel: Parkway 5700-01-02
Cleveland 11, 12430 Elmwood Ave.; A. D. Steele, Mgr.; Tel: Boulevard 2-5200
Dallas 2, 1221 Dragon St.
Denver, 1639 Blake St.
Detroit 13, 8825 Grinnell Ave.
Grand Rapids 4, 815 Monroe Ave.
High Point 3, N. C., 1501 S. Main St.
Hollywood 36, 446 N. LaBrea Ave.; T. J. Gibbons, Mgr.; Tel: Webster 1-1289
Los Angeles 54, 6411 Randolph St.; M. D. Benson, Mgr.; Tel: Underhill 0-1241
Newton Center 59, Mass., 1330 Centre St.
Philadelphia 8, 401 N. Broad St.; C. M. Jacobson, Mgr.; Tel: Lombard 3-2900
Pittsburgh 19, Plaza Bldg.
Ridgefield, N. J., 700 Grand Ave.; E. F. Gregg, Mgr.; Tel: Morsemere 6-6700
St. Louis 8, 3700 Forest Park Blvd.; S. P. Van Arsdall, Mgr.; Tel: Lucas 5269
St. Paul 1, 367 Grove St.; J. T. Donahue, Mgr.; Tel: Cedar 3071
San Francisco 10, 450 Alabama St.; J. T. Evans, Mgr.; Tel: Underhill 3-4480
Seattle 4, 1242 Sixth Ave. S.
Products: Electrical insulation and sound recording tape

Mitchell Camera Corp.

Glendale 4, Calif., 666 W. Harvard St.; J. D. McCall, Mgr.; Tel: Chapman 5-1088
New York 17, 521 Fifth Ave.; Theodore Altman, Mgr.; Tel: Murray Hill 2-7038
Products: 16 mm and 35 mm cameras and equipment accessories

Mole-Richardson Co.

Hollywood 38, 937 N. Sycamore Ave.; E. C. Palmer, Mgr.; Tel: Hillside 8305
Products: Lighting equipment; microphone booms

Moody Machine Products Co. Inc.

Providence 5, R. I., 42 Dudley St.; Jack Moody, Mgr.; Tel: Gaspee 1-3317-18
Products: Tool kits

Mycalex Corp. of America

New York 20, 30 Rockefeller Plaza; Alfred S. Backus, Mgr.; Tel: Columbus 5-5989
Clifton, N. J., 60 Clifton Blvd.; Tel: Prescott 9-8866
Products: Glass-bonded mica high frequency low loss insulation compression-molded and injection-molded grades for tuners, microphones and other components; miniature and sub-miniature tube sockets

National Co., Inc.

Malden 48, Mass., 61 Sherman St.; W. P. Ready, Mgr.; Tel: Malden 2-7950
Products: Receivers

Otto K. Olesen Co.

Hollywood 28, 1534 Cahuenga Blvd.; Noble B. Gowing, Mgr.; Tel: Gladstone 5194
Products: Lighting equipment; lighting consulting service

ORRadio Industries, Inc.

Opelika, Ala., T-120 Marvyn Rd.; J. Herbert Orr, Mgr.; Tel: 1123
Products: Magnetic Sound Recording Tape

Oxford Electric Corp.

Chicago 15, 3911 S. Mich. Ave.; Hugo Sundberg, Mgr.; Tel: Atlantic 5-6161
Products: Loudspeakers

Pacific Transducer Corp.

Los Angeles 64, 11921 W. Pico Blvd.; R. S. Clarke, Mgr.; Tel: Arizona 9-6129
Products: Audio sweep frequency test film; audio sweep frequency generator (AM and FM) and transcriptions, records, wide range reproducers, audio transformers, tone arms, equalizers, needle force gauges, playback sty

Packard-Bell Co.

Los Angeles 64, 12333 W. Olympic Blvd.; Kenneth R. Johnson, Mgr.; Tel: Bradshaw 2-2171, Arizona 7-6721
Products: Receivers

Permoflux Corp.

Chicago 39, 4900 W. Grand Ave.; Russell S. Fenton, Mgr.; Tel: Berkshire 7-31
Glendale 5, Calif., 236 S. Verdugo Rd.; William Bartsch, Mgr.; Tel: Chapman 5-5139
Lansing, Ont., Canada, 45 Sheppard Ave.; E. Peter Posnikoff; Mgr.
Products: High fidelity headphones, speakers and speaker enclosures

Philco Corp. (Government & Industrial Div.)

Philadelphia 44, 4700 Wissahickon Ave.; James D. McLean, Mgr.; Tel: Tennessee 9-4000
Beverly Hills, Calif., 260 S. Beverly Dr.; Marshall A. Williams, Mgr.; Tel: Crestview 5-4486
Chicago 11, 666 Lake Shore Dr.; Robert A. MacDonald, Mgr.; Tel: Whitehall 4-5700
Dallas 1, Southland Life Bldg.; T. E. Rogers, Mgr.; Tel: Prospect 0447
Dayton, Talbott Bldg.; Ed. M. Lisowski, Mgr.; Tel: Michigan 6578
San Francisco 4, Russ Bldg.; Lewis J. Boss, Mgr.; Tel: Sutter 1-6262
Washington 25, D. C., 744 Jackson Pl. N.W.; J. R. McKenna, Mgr.; Tel: Executive 3-1500
Products: Microwave studio-to-transmitter and point-to-point relay equipment, flying spot scanners, film scanners, monoscope and flying spot scanner tub special video equipment

Pioneer Scientific Corp.

Great Neck, L. I., N. Y., 161 Great Neck Rd.; Hunter L. Delatour, Jr., Mgr.
Tel: Great Neck 2-9500
Products: Polaroid filters

Polarad Electronics Corp.

Brooklyn 11, N. Y., 100 Metropolitan Ave.; P. H. Odessey, Mgr.; Tel: Stagg 2-3400
Albuquerque, 210 Cagua Dr.; Neil Powell, Mgr.; Tel: Albuquerque 6-3437
Boston, 43 Leon St.; W. T. Hannigan, Mgr.; Tel: Garrison 7-2650
Chicago 45, 6744 N. Calif. Ave.; James Everett, Mgr.; Tel: Ambassador 2-3702
Cleveland, 1791 Oakmount St.; J. R. Dannemiller, Mgr.; Tel: Evergreen 1-510
Kansas City, Mo., 1629 E. 31st St.; Gene Shapiro, Mgr.; Tel: Armor 9539
Los Angeles, 7614 Melrose Ave.; H. A. Kittleson, Mgr.; Tel: Whiteney 1167
Products: Monitors, amplifiers, power units, cue system

Presto Recording Corp.

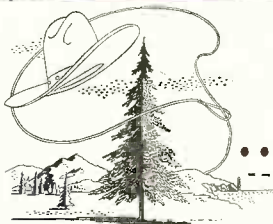
Paramus, N. J., P. O. Box 500, Hackensack, N. J.; Thomas B. Aldrich, Mgr.
Tel: Diamond 3-5700
Buffalo, Ellicott Sq. Bldg.; Robert W. Mitcher, Mgr.; Tel: Garrison 2-0238
Chicago, 220 Kedzie St., Evanston, Ill.; Warren Cozzens, Mgr.; Tel: Davis 8-4
Clayton, Mo., 135 N. Central Ave.; Lee Maynard, Mgr.; Tel: Delmar 3723
Cleveland, 1836 Euclid Ave.; Ernest P. Scott, Mgr.; Tel: Main 1565
Dallas, 505 N. Ervar St.; J. Earl Smith, Mgr.; Tel: C-2966
Detroit, 17636 Edinborough Rd.; R. A. Adams, Mgr.; Tel: Vermont 8-1344
Los Angeles, 2331 W. Wash. Blvd.; Lee Owens, Mgr.; Tel: Republic 0203
New York, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550
San Francisco, 79 Ninth St., S.E.; W. J. Purdy, Mgr.
Seattle, 2601 First Ave.; Lloyd Marsh, Mgr.; Tel: Main 8762
Silver Spring, Md., 8416 Georgia Ave.; Morris F. Taylor, Mgr.; Tel: Juniper 9-4000
Products: Disc recording transcription; tape recording, transcription equipment; amplifiers, equalizers, blank recording discs

(Continued on page 332)



Photographing the celebrated Columbus Boychoir and Founder-Director Huffman in action, with the Maurer "16."

From Maine to Texas



... MUSIC STRANGELY SWEET

A glorious twentieth century American cultural accomplishment is the founding, training and development of the Columbus Boychoir. Singing to packed houses in America's finest concert halls, and in hundreds of cities and towns throughout the land, "America's Singing Boys" are bringing the joy of music to millions.

"Movies, records and radio have brought our story to the public thousands and thousands of times," says Founder-Director Herbert Huffman, "Now we want a record of our own, so we bought the finest camera we could find, the Maurer '16'."



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

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maurer means *finer* motion pictures!

DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

(Continued from page 330)

Producers Sales Corp.

Burbank, Calif., 2704 W. Olive Ave.; John Kiel, Mgr.; Tel: Rockwell 9-3144
Products: Recording cameras (single and double system); animation equipment

The Pro-Tex Reel Band Co.

Cleveland 14, Film Bldg.; Thomas Kulka, Mgr.; Tel: Prospect 17180, Diamond 15632
Products: Protective bans for motion picture film reels

QRK Electronic Products

Fresno 4, Calif.; Bert Williamson, Mgr.; Tel: 7-1423
Products: Turntables, custom audio equipment

Radex Corp.

Chicago 14, 2076 Elston Ave.; R. R. Cook, Mgr.; Tel: Armitage 6-6900
Products: Impedance matching bridge, audio oscillator, blowers

Radio Corp. of America, RCA Victor Div., Engineering Products Dept., Broadcast Equipment Sales

Camden 2, N. J., Front & Cooper Sts.; E. C. Tracy, Mgr.; Tel: Woodlawn 3-8000
Atlanta 3, Forsyth Bldg.; Tel: Walnut 5948
Boston 16, John Hancock Bldg.; Hubbard 2-1700
Chicago 11, 666 N. Lake Shore Dr.; Tel: Delaware 7-0700
Cleveland 15, Keith Bldg.; Tel: Cherry 1-3450
Dallas 1, 1907-11 McKinney Ave.; Tel: Riverside 1371-2-3
Hollywood 28, Calif., 1560 N. Vine St.; Tel: Hollywood 9-2154
Kansas City 6, Mo., Dierks Bldg.; Tel: Harrison 6480-1-2
New York 20, 36 W. 49th St.; Tel: Circle 6-4030
San Francisco 3, 1355 Market St.; Tel: Hemlock 1-8300

Products: Audio equipment; video equipment—field, relay equipment; mobile unit; studio cameras, film equipment, studio control equipment, monoscope; sync generator; amplifiers; power supplies; studio lighting; accessories. Transmitters; antennas; test and measuring equipment

RCA Victor Co., Ltd.

Montreal 30, Que., 1001 Lenoir St.; H. S. Walker, Mgr.; Tel: Wellington 7551
Calgary, Alta., 1210 11th Ave. W.; E. F. Large, Mgr.; Tel: M-3928
Halifax, N. S., 99 Brunswick St.; C. C. Bowers, Mgr.; Tel: 3-6186
Toronto, Ont., 1140 Yonge St.; L. W. Boothe, Mgr.; Tel: Midway 5421
Vancouver, B. C., 1206 Homer St.; C. W. Smith, Mgr.; Tel: Marine 4241
Winnipeg, Man., 168 Market St.; H. Ramsey, Mgr.; 97-201

Products: Video terminals equipment, transmitter and antenna equipment

Radio Engineering Labs., Inc.

Long Island City 1, N. Y., 36-40 Thirty-Seventh St.; Frank A. Gunther, Mgr.; Tel: Stillwell 6-2100
Products: Studio-to-transmitter links and serrasoid modulators

Radio-Music Corp.

Port Chester, N. Y., 84 S. Water St.; Lionel B. Cornwell, Mgr.; Tel: Byram River 6-8620
Products: Transcription reproducers, turntables, amplifiers; special filter networks and transformers

Rangertone, Inc.

Newark 4, N. J., 73 Winthrop St.; Richard H. Ranger, Mgr.; Tel: Humboldt 5-2550
Products: High fidelity magnetic tape recorders, synchronous recorders for motion picture use—magnetic heads, tape-to-film editor

Recoton Corp.

New York 11, 147 W. 22nd St.; Jack Karns, Mgr.; Tel: Oregon 5-7868-69
Products: Playback phonograph needles, cutting styli, cartridges, recording blanks, magnetic recording tape

Reeves Soundcraft Corp.

New York 22, E. 52nd St.; F. B. Rogers Jr.; Mgr.; Tel: Plaza 9-2644
Products: Magnetic recording tape; recording discs, styli

Rek-O-Kut Co.

Long Island City 1, N. Y., 38-01 Queens Blvd.; G. Silber, Mgr.; Tel: Stillwell 4-7062
Products: Transcription turntables

Rissi Electronic Supply Co.

Detroit 1, 1112 W. Warren Ave.; V. A. Wilton, Mgr.; Tel: Temple 2-5611
Products: Image orthicons, iconoscopes, kinescopes, allied equipment

RYB, Inc.

Beverly Hills, Calif., 251 S. Robertson Blvd.; Arthur L. Rothfeder, Mgr.; Tel: Bradshaw 2-1983
New York, 437 Fifth Ave.; Richard S. Brummer, Mgr.; Tel: Murray Hill 3-6710
Products: "Wireless mike"; high fidelity speaker systems; condenser microphones and direct drive amplifiers

Ryder 16 MM Services, Inc.

Hollywood 38, 1161 Vine St.; Fred Hynes, Mgr.; Tel: Hollywood 9-3511
Products: Magnetic sound recording and editing equipment

Scenic Backgrounds, Inc.

Los Angeles 5, 1215 Bates Ave.; Allen Buckley, Mgr.; Tel: Normandy 2-1124
Products: Scenic backgrounds, set pieces and profiles

Schumaker Construction Co.

Michigan City, Ind., E. Mich. St. at Warnke Rd.; K. F. Schumaker, Mgr.; Tel: 3-3218
Products: Erectors towers, antennas and coaxial cable

Herman Hosmer Scott, Inc.

Cambridge 39, Mass., 385 Putnam Ave.; Victor H. Pomper, Mgr.; Tel: Kirkland 7-0646
Philadelphia 19, 7135 Germantown Ave.; H. Estersohn, Mgr.; Tel: Wissahickon 7-1816
Pittsburgh 16, P. O. Box 8046; E. Tydings, Mgr.; Tel: Fieldbrook 1-5100
Products: Dynamic noise suppressors

Self Winding Clock Co., Inc.

Brooklyn 5, N. Y., 207 Willoughby Ave.; Harvey S. Wellman, Mgr.; Tel: MA 2-6300
Products: Sweep seconds, dry cell battery operated self winding clocks containing connections for receiving automatic synchronizing pulses from Western Union lines or manual synchronizing pulses from control kit

Shallcross Mfg. Co.

Collingdale, Pa., 520 Pusey Ave.; John S. Shallcross, Mgr.; Tel: Sharon Hill 47-4700
Products: Attenuators

Shure Brothers, Inc.

Chicago 10, 225 W. Huron St.; J. H. Morin, Mgr.; Tel: Delaware 7-4550
Products: Microphones

Sierra Electronic Corp.

San Carlos, Calif., 1105 Brittan Ave.; W. Feldscher, Mgr.; Tel: Lytell 3-210
Products: Reflection coefficient meter, directional couplers

Mark Simpson Mfg. Co., Inc.

Long Island City 3, N. Y., 32-28 49th St.; Mrs. Miryam Simpson, Mgr.; Tel: Yellowstone 2-3400
Products: Single, one and two stage VHF booster, UHF converter, VLF, UHF continuous tuning booster. All channel fixed tuned VHF booster (set mounting and antenna mounting)

Skyline Tower Co.

Chicago 36, 5900 S. Ashland Ave.; Walter E. Smith, Mgr.; Tel: Walbrook 5-1200
Products: Guyed, self-supporting, microwave towers; microwave, passive parabolic reflectors

Rawdon Smith Associates, Inc.

Wash. 7, D. C., 2217 M St., N. W.; F. R. Smith, Mgr.; Tel: District 7-1970
Products: Tape duplication equipment

Sonocraft Corp.

New York 36, 115 W. 45th St.; Irving Greene, Mgr.; Tel: Luxemburg 2-1400
Products: Sound, recording equipment

Sound Apparatus Co.

Stirling, N. J.; Arthur W. Niemann, Mgr.; Tel: Millington 7-0600
Products: Graphic recorders

The Soundsciber Corp.

New Haven 4, Conn., 146 Munson St.; R. W. Davidson, Mgr.; Tel: 7-2125
Products: Recording equipment

Special Effects & Equipment, Inc.

New York 19, 418 W. 54th St.; Bob Paulson, Mgr.; Tel: Circle 7-7828
Products: Projectors, screens and frames, translucent photographic backgrounds, microscope, script prompter, optical effects kit, smokettes, special effects gimmicks

Stainless, Inc.

North Wales, Pa., Third & Montgomery Sts.; Henry J. Guzewicz, Mgr.; Tel: North Wales, 874
New York 7, 50 Church St.; Henry J. Guzewicz, Mgr.; Tel: Digby 9-4379
Phoenix, 5711 N. 14th Pl.; Frank Cooke, Mgr.; Tel: Phoenix 3-7235
Products: Self-supporting, guyed towers

(Continued on page 334)

STAINLESS, INC.

NORTH WALES,

PENNA.

TOWERS

WHUM-TV
Reading Penna.
Height - 1037 ft.
Channel 61

DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

(Continued from page 332)

Stancil-Hoffman Corp.

Hollywood 38, Calif., 1016 N. Highland Ave.; W. V. Stancil, Mgr.; Hillside 7461
Chattanooga, Tenn., Signal Mountain; W. B. Taylor, Mgr.; Tel: 88-2487
Evanston, Ill., 220 Kedzie St.; Warren Cozzens, Mgr.; Tel: Davis 8-4800
Honolulu, T. H., 1545 S. Beretania; T. Y. Takase, Mgr.; Tel: 9-3769
New York 17, 60 E. 42nd St.; Henry J. Geist, Mgr.; Murray Hill 7-1550
Toronto 1, Can., 150 Simcoe St.; S. W. Caldwell, Mgr.; Tel: Em. 6-8727

Products: Synchronous magnetic film recorder reproducer and associated equipment including amplifiers and mixers; magnetic tape recorder for professional use, portable battery operated tape recorder

Standard Electronics Corp.

Newark 5, N. J., 285 Emmet St.; H. Philip Nesbitt, Mgr.; Tel: Bigelow 3-5540

Products: Transmitters VHF and UHF; amplifiers; diplexers, monitors, power supplies, camera chains

Television Equipment Co.

Chicago 5, 1318 S. Wabash Ave.; Bill Behrend, Mgr.; Tel: Harrison 7-1447

Products: Motion picture reels; studio and laboratory equipment

Television Equipment Corp.

New York 38, 238 William St.; John B. Milliken, Mgr.; Tel: Beekman 3-6750

Products: Oscilloscopes, camera chains, color equipment, airborne electronic equipment

Television Utilities Corp.

New Hyde Park, L. I., N. Y., 1315 Jericho Turnpike; A. E. Siegel, Mgr.; Tel: Floral Park 4-0408-9

Products: Video monitors

Terminal Radio Corp.

New York 7, 85 Cortlandt St.; William Filler, Mgr.; Tel: Worth 4-3311

Products: Tubes for transmitting and monitoring

Tower Construction Co.

Sioux City, Iowa, 1923 Geneva St.; M. M. Lasensky, Mgr.; Tel: 5-7653
Washington, D. C., 2002 P St., N. W.; Frank Little, Mgr.; Tel: Adams 4-6393

Products: Towers to support antennas; erection towers and antennas

Tower Engineering & Construction Co., Inc.

Houston 3, 2930 Pease Ave.; Ben S. Foss, Jr., Mgr.; Tel: Central 7378

Products: Tower erectors

Tower Sales & Erecting Co.

Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr. Tel: Trinity 7303

Products: Supporting towers—guyed and self-supporting, Erecting, lighting, painting, antenna erecting; installation coaxial lines

Trans-Lux Corp.

New York 20, 1270 Sixth Ave.; A. Giles, Mgr.; Circle 7-4970

Products: For background scenery—Rear projection screens; teleprocess projectors; panoramic slides

Tressel Television Productions, Inc.

Chicago 3, 11 S. LaSalle St.; Frank Tracey, Mgr.; Tel: Financial 6-2976
New York, 235 E. 45th St.; Robert H. Reid, Mgr.; Tel: Murray Hill 7-8800

Products: Automatic slide and opaque projector

Truscón Steel Co.

Youngstown 1; George F. Bateson, Mgr.; Tel: Youngstown 3-2171
Boston 27 (South), 307 Dorchester Ave.; C. H. Watt, Mgr.; Tel: South Boston 8-2420-21-22
Buffalo 3, Rand Bldg.; R. A. Bohling, Mgr.; Tel: Madison 5767-9
Chicago 6, 201 N. Wells St.; C. L. Spatholt, Mgr.; Tel: Franklin 2-4600
Cleveland 15, Hanna Bldg. Annex; L. F. Stormont, Mgr.; Tel: Superior 1-9010
Dallas 1, M & W Tower Bldg.; H. T. Swanson, Mgr.; Tel: Randolph 5448
Kansas City 6, Mo., 1012 Baltimore Ave.; A. A. Raymond, Mgr.; Tel: Harrison 3673
Los Angeles 22, P. O. Box 6788, E. Los Angeles Branch; G. R. Roden, Mgr. Tel: Underhill 0-1375
Minneapolis 2, Baker Bldg.; John W. Davies, Mgr.; Tel: Main 5537
New York, 48-18 Northern Blvd., Long Island City; C. D. Loveland, Mgr. Tel: Astoria 4-2410
Omaha 2, Insurance Bldg.; J. R. Rippey, Mgr.; Tel: Harney 7353
Portland 12, 2139 N. Kerby Ave.; C. W. Anderson, Mgr.; Tel: Trinity 1153
St. Louis 3, Shell Bldg.; W. H. Hogeland, Mgr.; Tel: Central 0146
San Francisco 5, 604 Mission St.; G. F. Carney, Mgr.; Tel: Yukon 2-6633
Washington 5, D. C., Investment Bldg.; F. W. Youry, Mgr.; Tel: District 7-0883

Products: Steel towers for antenna support

The Turner Co.

Cedar Rapids, 909 17th St., N. E.; H. M. Murdock, Mgr.; Tel: 3-8144

Products: Booster; UHF converter

United States Motors Corp.

Oshkosh, Wis., 430 Nebraska; Louis Shriber II, Mgr.; Tel: Blackhawk 9100

Products: Standby power plants

United States Recording Co.

Washington 5, D. C., 1121 Vermont Ave., N.W.; Eugene Rosen, Mgr.; Tel: Lincoln 3-2705

Products: Complete studio facilities for recording both tape and transcription.

United States Television Mfg. Corp.

New York 23, 3 W. 61st.; Hamilton Hoge, Mgr.; Tel: Circle 6-4255

Products: Receivers; theatre projection systems

United Tower Co.

Petersburg, Va., Union Trust Bldg.; John J. Hoke, Mgr.; Tel: 3347

Products: Supporting antenna and micro-wave towers

Universal General Corp.

New York 13, 324 Canal St.; Morris Greenberg, Mgr.; Tel: Walker 5-9642

Products: Conversion, accessories, kits

University Loudspeakers, Inc.

White Plains, N. Y., 80 S. Kensico Ave.; Lawrence J. Epstein, Mgr.; Tel: White Plains 6-7700

Products: Loudspeakers, high fidelity, monitor

(Continued on page 336)

For permanent San Diego coverage

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Our record speaks for itself.
The staff we maintain is
backed up by years of
experience in both the
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towers of all heights.

TV—AM—FM

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agents for

TOWER SALES & ERECTING CO.

6100 N.E. COLUMBIA BLVD.

—Portland, Oregon—



DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

(Continued from page 334)

Utility Electronics Corp.

East Newark, N. J., 231 Grant Ave.; Harry D. Hirsch, Mgr.; Tel: Humboldt 5-3600

Products: Receivers, transmitters, test equipment

Vulcan Tower Co.

Birmingham, Ala., P. O. Box 2467; William Brennan, Mgr.; Tel: 54-4441
Washington, D. C., 3738 Kanawha St., N.W.; William Benns, Mgr.; Tel: Emerson 2-8071

Products: Towers

Wallach & Associates

Cleveland 18, 1532 Hillcrest Rd.; Arthur Wallach, Mgr.; Tel: Yellowstone 2-2353

Products: Allmetal sectional discabinets for filing, protecting recordings and transcriptions. Allmetal sectional and double door tape recording reel cabinets

The Ward Products Corp. Div. of The Gabriel Co.

Cleveland 3, 1523 E. 45th St.; M. R. Friedberg, Mgr.; Tel: Express 1-3300
Jersey City, N. J., One Exchange Pl.; Adolph Schwartz, Mgr.; Tel: Kingswood 4855

Kansas City, Mo., 406 W. 34th St.; R. W. Farris, Mgr.; Tel: Logan 7495
Pasadena, Calif., 40 S. Los Robles; G. S. Marshall, Mgr.; Tel: Sycamore 5-2022
Philadelphia, 121 N. Broad St.; Ken Randall, Mgr.; Tel: Locust 4-2151

Products: Antennas for two way communication including remote units, relays, studio link. Also, home and master system receiving antennas

West Coast Electronics Co.

Los Angeles 16, 5873 W. Jefferson Blvd.; John P. Daily, Mgr.; Tel: Texas O-7211

Products: Chassis

Westinghouse Electric Corp.

Metuchen, N. J., Route 27 & Vineyard Rd.; J. F. Walsh, Mgr.; Tel: Metuchen 6-5000

New York 5, 40 Wall St.; T. B. Kalbfus, Mgr.; Tel: Whitehall 3-1947

Products: Receivers

Weston Electrical Instrument Corp.

Newark 5, N. J., 614 Frelinghuysen Ave.; E. T. Higgons, Mgr.; Tel: Bigelow 3-4700

Chicago 6, 205 W. Wacker Dr.; C. G. Miller, Mgr.; Tel: Franklin 2-4656

New York 7, 50 Church St.; W. J. Healey, Mgr.; Tel: Worth 4-3510

Washington 11, D. C., 6230 Third St., N.W.; L. F. Parachini, Mgr.; Tel: Tuckerman 2-2414

Products: Insulation, circuit testers; vacuum tube voltmeters; electron test equipment; VU and DB meters; panel instruments

Wincharger Corp.

Sioux City 2, Iowa, E. 7th & Division Sts.; V. V. Holmes, Mgr.; Tel: 2-18.

Products: Antenna support towers

Wind Turbine Co.

West Chester, Pa., E. Market St. & Pa. Railroad; Robert W. Weeks, Mgr
Tel: West Chester 3110

Products: Supply, installation guyed towers; micro-wave relay towers; grou systems, transmission lines

Workshop Associates Div., The Gabriel Co.

Norwood, Mass., Endicott St.; C. W. Creaser, Jr., Mgr.; Tel: Norwood 7-33

Products: UHF transmitting antenna, transmission line and fittings, UHF waveguide

Wright Zimmerman, Inc.

New Brighton, Minn., 330 Fifth Ave.; Joseph D. Zimmerman, Mgr.; Tel: Nester 8877

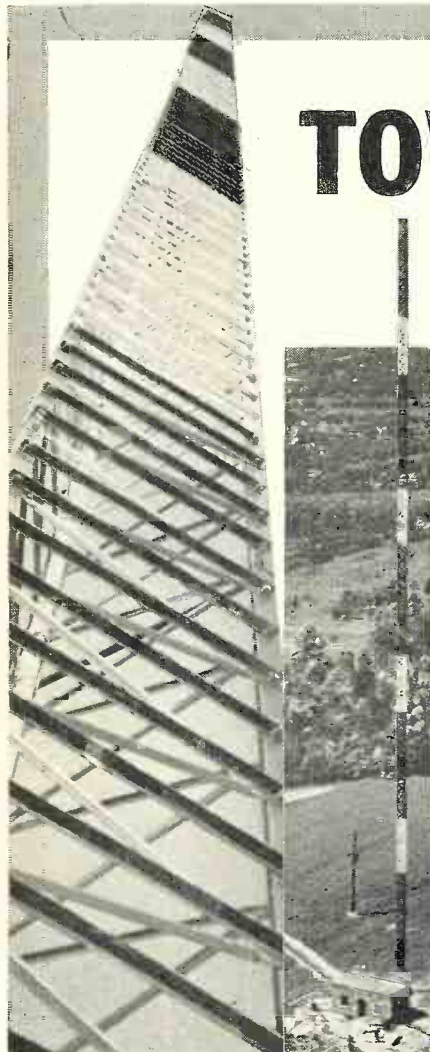
Products: Soundspeakers, under pillow speaker and relays

Zenith Radio Corp.

Chicago 39, 6001 W. Dickens; H. J. Hector, Mgr.; Tel: Berkshire 7-7500

New York 1, 527 W. 34th St.; W. W. Boyne, Mgr.; Tel: Longacre 4-6600

Products: Receivers



TOWER, MAST and ANTENNA SUPPORT Headquarters

- Guyed supporting towers for TV-FM antennas
- TRYLON Vertical Radiators
- Micro-wave relay towers
- Complete antenna systems with switching units
- Communications antenna supports . . . and dozens of special items

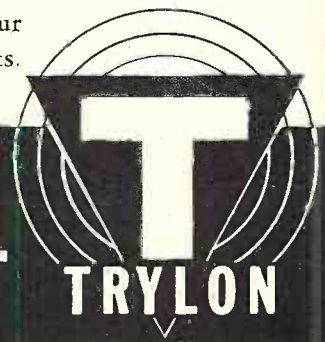
Hundreds of installations in all parts of the world, under all conditions of use attest to Trylon Tower dependability. As specialists in antenna supports for over 18 years, Trylon offers a broad, time-tested line of standard units plus complete facilities for the economical production of special types and designs.

Write for literature on any desired type—or, better yet, outline your antenna support problem for recommendation by Trylon specialists.

Trylon Towers are made only by

WIND TURBINE CO.

WEST CHESTER, PA.



FCC RULES AND REGULATIONS FOR TELEVISION SERVICES

Selected Sections as Amended to Jan. 1, 1953.

Compiled With the Co-operation of Pike & Fischer Inc., publishers of Pike & Fischer Radio Regulation.

Allocation and Assignment of Frequencies

§3.603. Numerical designation of television channels. (a)

Channel No.	Frequency band (Megacycles)	Channel No.	Frequency band (Megacycles)
2	54-60	43	644-650
3	60-66	44	650-656
4	66-72	45	656-662
5	76-82	46	662-668
6	82-88	47	668-674
7	174-180	48	674-680
8	180-186	49	680-686
9	186-192	50	686-692
10	192-198	51	692-698
11	198-204	52	698-704
12	204-210	53	704-710
13	210-216	54	710-716
14	470-476	55	716-722
15	476-482	56	722-728
16	482-488	57	728-734
17	488-494	58	734-740
18	494-500	59	740-746
19	500-506	60	746-752
20	506-512	61	752-758
21	512-518	62	758-764
22	518-524	63	764-770
23	524-530	64	770-776
24	530-536	65	776-782
25	536-542	66	782-788
26	542-548	67	788-794
27	548-554	68	794-800
28	554-560	69	800-806
29	560-566	70	806-812
30	566-572	71	812-818
31	572-578	72	818-824
32	578-584	73	824-830
33	584-590	74	830-836
34	590-596	75	836-842
35	596-602	76	842-848
36	602-608	77	848-854
37	608-614	78	854-860
38	614-620	79	860-866
39	620-626	80	866-872
40	626-632	81	872-878
41	632-638	82	878-884
42	638-644	83	884-890

(b) In the Territory of Hawaii the frequency bands 76-82 mc and 82-88 mc are allocated for non-broadcast use. These frequency bands (Channels 5 and 6) will not be assigned in the Territory of Hawaii for use by television broadcast stations.

Channel Utilization

§3.606. Table of Assignments. (a) The following Table of Assignments contains the channels assigned to the listed communities in the United States, its Territories, and Possessions. Channels designated with an asterisk are assigned for use by non-commercial educational broadcast stations only. A station on a channel identified by a plus or minus mark is required to operate with its carrier frequencies offset 10 kc above or below, respectively, the normal carrier frequencies.¹

Television broadcast stations authorized as of July 10, 1952 are permitted to operate with carrier frequencies not offset in the manner required by this section until April 1, 1953. Offset carrier frequencies of such television stations operating on channels so affected will be listed in all construction permits, licenses, or renewals of licenses upon issuance thereof. Permittees and licensees who wish to operate prior to the time offset carrier frequencies are specified in their authorizations may request authority for such operation by filing informal request therefor.

(b) Table of Assignments.

ALABAMA		Channel No.	
Andalusia	29	Decatur	23-
Auburn	37-	Demopolis	18
Bayou La Poudre	56	Dothan	9+, 19-
Blount	54	Enterprise	40+
Birmingham	6-, *10-, 13-, 42+, 48	Eufaula	44
Chilton	23+	Florence	41
Clanton	14	Fort Payne	19
Chickamauga	60+	Gadsden	15+, 21+
		Greenville	49-
		Guntersville	40-
		Huntsville	31+
		Jasper	17

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	Channel No.	Channel No.	
Mobile	5+, 10+, *42, 48+	Hot Springs	9+, 52+
Montgomery	12, 20, *26+, 32	Jonesboro	8, 39+
Opeika	22-	Little Rock	*2-, 4, 11+, 17-, 23+
Selma	58+	Magnolia	28+
Sheffield	47-	Malvern	46
Sylacauga	24-	Morrilton	43-
Talladega	64	Newport	28
Thomasville	27-	Paragould	44
Troy	38-	Pine Bluff	7-, 36
Tuscaloosa	45, 51-	Russellville	19
Tuskegee	16-	Searcy	33
University	*7	Springdale	35-
		Stuttgart	14+

ARIZONA

Ajo	14-
Bisbee	15
Casa Grande	18-
Clifton	25-
Coolidge	30+
Douglas	3-
Eloy	24
Flagstaff	9, 13
Globe	34+
Holbrook	14
Kingman	6-
Mesa	12-
Miami	28+
Morenci	31
Nogales	17-
Phoenix	3+, 5-, *8+, 10-
Prescott	15
Safford	21
Tucson	4-, *6+, 9-, 13-
Williams	25
Winslow	16-
Yuma	11-, 13+

ARKANSAS

Arkadelphia	34+
Batesville	30-
Benton	40
Blytheville	64+, 74
Camden	50
Conway	49+
El Dorado	10-, 26-
Fayetteville	*13-, 41-
Forrest City	22+
Fort Smith	5-, *16, 22
Harrison	24
Helena	54-
Hope	15-

CALIFORNIA

Alturas	9
Bakersfield	10-, 29
Brawley	25+
Chico	12-
Corona	52
Delano	33+
El Centro	16
Eureka	3-, 13-
Fresno	12+, *18-, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30+
Merced	34-
Modesto	14+
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Palm Springs	14
Petaluma	56
Port Chicago	15
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40-, 46+
Salinas-Monterey	8+, 28-
San Bernardino	18, *24-, 30
San Buenaventura	38-
San Diego	8, 10, *15+, 21-, 27, 33, 39
San Francisco-Oakland	2+, 4-, 5+, 7-, *9+, 20-, 26-, 32+, 38, 44-
San Jose	11+, 48, *54, 60

(Continued on page 338)

How to

LIGHT

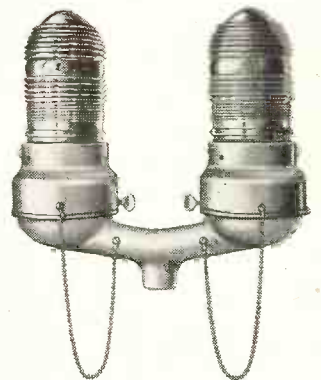
Television
and
Radio Towers

CROUSE-HINDS

Technical Data
Bulletin 376-F
October 1, 1944



Type FCB-12
Fresnel Beacon



Type VAW
Double Marker Lights



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AIRPORT LIGHTING • FLOODLIGHTS • CONDULETS • TRAFFIC SIGNALS •

FCC RULES AND REGULATIONS FOR TELEVISION SERVICES

(Continued from page 338)

Channel No.	City	Channel No.	City	Channel No.	City
19-	Hazard	46-, 68	Fall River	*2-, 4, 5-, 9+, 11-, 17, 23+	Minneapolis-St. Paul
20	Hopkinsville	42+	Greenfield	19	Montevideo
27-, 64	Lexington		Holyoke (see Springfield)	43-	New Ulm
3-, 11+, *15, 21-, 41-, 51-	Louisville	38+	Lawrence	26	Northfield
26	Madisonville	32+	Lowell	45	Owatonna
49-	Mayfield	28-, 34+	New Bedford	63	Red Wing
24+	Maysville	74+	North Adams	10, 55-	Rochester
57, 63+	Middlesborough	36+	Northampton	7, 33	St. Cloud
33-	Murray	64+	Pittsfield		St. Paul (see Minneapolis)
14-	Owensboro	55, 61	Springfield-Holyoke	39-	Stillwater
6+, 43	Paducah	14, 20	Worcester	15	Thief River Falls
14-	Pikeville			26+	Virginia
45-	Princeton			27+	Wadena
60	Richmond			31+	Willmar
29-	Somerset			61	Winona
37+	Winchester			32	Worthington
	LOUISIANA		MICHIGAN		MISSISSIPPI
42-	Abbeville	41+	Alma	13, *44+, 50-	Biloxi
5, 62+	Alexandria	9+, 30-	Alpena	37+	Brookhaven
53+	Bastrop	20+, *26-	Ann Arbor	16	Canton
2, 28, *34, 40-	Baton Rouge	46-	Bad Axe	6, 32	Clarksdale
39	Bogalusa	58-, 64-	Battle Creek	35+	Columbia
21+	Crowley	5-, 83-, *73+	Bay City	28-	Columbus
14	De Ridder	42	Benton Harbor	29	Corinth
64-	Eunice	39	Big Rapids	21-, 27	Greenville
46+	Franklin	4+	Cadillac	24+	Greenwood
51+	Hammond	13+	Calumet	15	Grenada
30+	Houma	4+, 36+	Cheboygan	56-	Gulfport
18-	Jackson	24-	Coldwater	9-, 17-	Hattiesburg
48	Jennings	2+, 4, 7-, 50-, *56, 62	Detroit	3+, 12+, *19+, 25-, 47	Jackson
10, 38-, 67-	Lafayette	60+	East Lansing	52-	Kosciusko
7-, *19, 25	Lake Charles	25-	East Tawas	33-	Laurel
30	Minden	3+	Escanaba	46-	Louisville
8+, 43+	Monroe	12-, 16-, *22-, 28	Flint	31-	McComb
36+	Morgan City	40-	Gladstone	11, 30-, *36-	Meridian
17+	Natchitoches	8+, *17+, 23-	Grand Rapids	29+	Natchez
15+	New Iberia	10-	Hancock	22	Pascagoula
4+, 6+, *8, 20-, 26, 32+, 61	New Orleans	19	Houghton	14-	Picayune
54+	Oakdale	9, 27	Iron Mountain	34-	Starkville
58	Opelousas	12-	Iron River	*2+	State College
20	Ruston	31-	Ironwood	38	Tupelo
3-, 12	Shreveport	48	Jackson	*20+	University
24	Thibodaux	3-, 36-	Kalamazoo	41+	Vicksburg
22-	Winnfield	6-, 54	Lansing	8, 56+	Yazoo City
		18+	Ludington	49	
		15-	Manistee		
		14+	Manistique		
		5+, 17	Marquette		
		19+	Midland		
		47-	Mount Pleasant		
		29-, 35+	Muskegon		
		31	Petoskey		
		44+	Pontiac		
		34+	Port Huron		
		24	Rogers City		
		51-, 57-	Saginaw		
		8, 10+, 28-, *34	Sault Ste. Marie		
		7+, 20-, *26+	Traverse City		
		21	West Branch		
			MINNESOTA		MISSOURI
		57-	Albert Lea	12, 18+	Cape Girardeau
		36	Alexandria	56-	Carthage
		6-, 51+	Austin	27-	Caruthersville
		24-	Bemidji	14-	Chillicothe
		12	Brainerd	49-	Clinton
		44	Cloquet	8+, 16+, 22-	Columbia
		21-	Crookston	52	Farmington
		18+	Detroit Lakes	14+	Festus
		38	Duluth-Superior, Wisc.	24+	Fulton
		16	Ely	7-, 27+	Hannibal
		40+	Fairmont	13, 33+	Jefferson City
		20	Faribault	12+, 30+	Joplin
		16-	Fergus Falls	4, 5+, 9+, *19+, 25+, 65	Kansas City
		20-	Grand Rapids	21	Kennett
		29+	Hastings	3-, 18	Kirksville
		10+	Hibbing	23	Lebanon
		11	International Falls	40+	Marshall
		14+	Little Falls	26	Maryville
		15-	Mankato	45	Mexico
		22+	Marshall	35+	Moberly
				14	Monett
				18-	Nevada
				15+	Poplar Bluff
				31	Rolla
				2-, 30-, *36	St. Joseph
				4-, 5-, *9, 11-, 30, 36-, 42+	St. Louis
				6-, 28+	Sedalia
				37	Sikeston
				3+, 10, *26+, 32	Springfield
				20-	West Plains
					MONTANA
					Channel No.
					Anaconda
					Billings
					Bozeman
					Butte
					Cut Bank
					Deer Lodge
					Dillon
					Glasgow
					Glendive
					Great Falls
					Hamilton
					Hardin
					Havre
					Helena
					Kalispell
					Laurel
					Lewistown
					Livingston
					Miles City
					Missoula
					Polson
					Red Lodge
					Shelby
					Sidney
					Whitefish
					Wolf Point
					NEBRASKA
					Alliance
					Beatrice
					Broken Bow
					Columbus
					Fairbury
					Falls City
					Fremont
					Grand Island
					Hastings
					Kearney
					Lexington
					Lincoln
					McCook
					Nebraska City
					Norfolk
					North Platte
					Omaha
					Scottsbluff
					York
					NEVADA
					Boulder City
					Carlin
					Carson City
					Elko
					Ely
					Fallon
					Goldfield
					Hawthorne
					Henderson
					Las Vegas
					Lovelock
					McGill
					Reno
					Tonopah
					Winnemucca
					Yerington

FCC RULES AND REGULATIONS FOR TELEVISION SERVICES

NEW HAMPSHIRE	
	Channel No.
Berlin	26
Concord	37
Durham	27+
Manchester	11
Portsmouth	21+
Rochester	45
Salem	43
Springfield	24
The Dalles	32

NEW JERSEY	
	Channel No.
Asbury Park	58
Atlantic City	46, 52+
Camden	64
Elizabeth	80
Freehold	74
Hammononton	70
Montclair	77
Newark	13
Paterson	37+
Rutherford	41+
Woodbridge	48

NEW MEXICO	
	Channel No.
Albuquerque	4, *5+, 7+, 13+
Artesia	21+
Crowley	18+
Deming	24+
Las Cruces	6, 23
Las Alamos	27
Las Lunas	12, 35
Los Alamos	14+
Los Lunas	17
Los Rios	3, *8, 10
Los Yebes	46
Los Yebes	19
Las Cruces	22
Las Vegas	14
Las Alamos	20
Las Lunas	27
Las Lunas	22+
Las Lunas	46, *52
Las Lunas	*3+, 8, 10
Las Lunas	2+, *9+, 11
Las Lunas	*10+, 12
Las Lunas	15+
Las Lunas	25+

NEW YORK	
	Channel No.
Albany-Schenectady	
Troy	6, *17+, 23-, 41
Amsterdam	52
Buffalo	37
Cataraugus	33
Cattaraugus	12-, 40-, *46+
Cattaraugus (also see Buffalo-Niagara Falls)	17, *23
Cattaraugus-Niagara Falls	2, 4-, 7+, 59
Cattaraugus	56+
Cattaraugus	46
Cattaraugus	18+, 24
Cattaraugus	39+
Cattaraugus	29
Cattaraugus	50
Cattaraugus	*14+, 20
Cattaraugus	58+
Cattaraugus	66
Cattaraugus	20+, *66
Cattaraugus	14
Cattaraugus	60
Cattaraugus	2-, 4, 5+, 7, 9+, 11+, *25, 31
Cattaraugus	(see Buffalo-Niagara Falls)
Cattaraugus	24+

Channel No.	
Olean	54+
Oneonta	62
Oswego	31
Plattsburg	28+
Poughkeepsie	21-, *83
Rochester	5-, 10+, 15-, *21, 27+
Rome (see Utica)	
Saranac Lake	18
Schenectady (also see Albany)	35
Syracuse	3-, 8, *43+
Troy (see Albany)	
Utica-Rome	13, 19, *25+
Watertown	48

NORTH CAROLINA	
	Channel No.
Ahoskie	53
Albemarle	20
Asheville	13-, *56-, 62+
Burlington	63
Chapel Hill	*4
Charlotte	3, 9+, 36+, *42+
Durham	11+, *40-, 46+
Elizabeth City	31+
Fayetteville	18
Gastonia	48
Greensboro	2-, *51-, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30
High Point	15+
Jacksonville	16
Kannapolis	59+
Kinston	45
Laurinburg	41
Lumberton	21+
Mount Airy	55
New Bern	13
Raleigh	5-, *22-, 28
Roanoke Rapids	30+
Rocky Mount	50
Salisbury	53+
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	6, 29-, *35+
Wilson	56
Winston-Salem	12, 26+, *32

Channel No.	
Dayton	2, 7+, *16+, 22+
Defiance	43
Findlay	53
Fremont	59+
Gallipolis	18+
Hamilton-Middletown	65
Lancaster	28
Lima	35-, 73
Lorain	31
Mansfield	36+
Marion	17
Massillon	23+
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14+
Piqua	44
Portsmouth	30
Sandusky	42+
Springfield	46+, 52
Stuebenville (see Wheeling, W. Va.)	
Tiffin	47+
Toledo	11-, 13, *30+
Warren	67+
Youngstown	21-, 27, 73
Zanesville	50+

NORTH DAKOTA	
	Channel No.
Bismarck	5, 12-, 18, *24
Bottineau	16+
Carrington	26
Devils Lake	8+, 14
Dickinson	2+, 4, *17
Fargo	6, 13-, *34-, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22+
Jamestown	7-, 42
Lisbon	23
Minot	*6, 10-, 13+
New Rockford	20+
Rugby	38
Valley City	4-, 32
Wahpeton	45+
Williston	8-, 11-, *34+

OHIO	
	Channel No.
Akron	49+, *55-, 61+
Ashtabula	15
Athens	62
Bellefontaine	63
Cambridge	26
Canton	29
Chillicothe	56+
Cincinnati	5-, 9, 12, *48-, 54-, 74
Cleveland	3, 5+, 8, 19, *25+, 65+
Columbus	4-, 6+, 10+, *34, 40
Coshocton	20

Channel No.	
Roseburg	28+
Salem	3+, *18-, 24
Springfield	37
The Dalles	32

PENNSYLVANIA	
	Channel No.
Allentown	39, 67
Altoona	10-, 19+, 25
Bethlehem	51
Bradford	48+
Butler	43
Chambersburg	46
Du Bois	31+
Easton	57
Emporium	42
Erie	12, 35+, *41-, 66+
Harrisburg	27-, 55+, 71+
Hazleton	63
Irwin	4+
Johnstown	6, 56
Lancaster	8-, 21+
Lebanon	15+
Lewistown	38
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6-, 10, 17-, 23+, 29, *35
Pittsburgh	2-, 11, *13-, 16, 47-, 53+
Reading	33+, 61
Scranton	16-, 22-, 73
Sharon	39+
State College	*44
Sunbury	65
Uniontown	14
Washington	63+
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

OKLAHOMA	
	Channel No.
Ada	50+
Altus	36
Alva	30
Anadarko	58
Ardmore	55
Bartlesville	62
Blackwell	51
Chickasha	64
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	12-, 15+
El Reno	56+
Enid	5, 21, *27+
Frederick	44
Guthrie	48
Guymon	20+
Hobart	23+
Holdenville	14
Hugo	21+
Lawton	7+, *28+, 34
McAlester	47
Miami	58+
Muskogee	8-, *45+, 66+
Norman	31-, *37
Oklahoma City	4-, 9-, *13, 19+, 25
Oklmulgee	26
Pauls Valley	61
Ponca City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	58
Stillwater	29-, *69
Tulsa	2+, 6, *11-, 17+, 23
Vinita	28
Woodward	8+

RHODE ISLAND	
	Channel No.
Providence	10+, 12+, 16, *22

SOUTH CAROLINA	
	Channel No.
Aiken	54
Anderson	58
Camden	14
Charleston	2+, 5, *13
Clemson	*68
Columbia	10-, *19+, 25-, 67+
Conway	23
Florence	8
Georgetown	27
Greenville	4-, 23+, *29
Greenwood	21
Lake City	55+
Lancaster	31
Laurens	45
Marion	43
Newberry	70
Orangeburg	44
Rock Hill	61
Spartanburg	7+, 17
Sumter	47
Union	65

SOUTH DAKOTA	
	Channel No.
Aberdeen	9-, 17+
Belle Fourche	23+
Brookings	*8, 25
Hot Springs	17+
Huron	12+, 15+
Lead	5-, 26
Madison	46
Mitchell	5+, 20
Mobridge	27
Pierre	6-, 10+, *22+
Rapid City	7+, 15
Sioux Falls	11, 13+, 38+, *44
Sturgis	20
Vermillion	*2+, 41

Channel No.	
Roseburg	28+
Salem	3+, *18-, 24
Springfield	37
The Dalles	32

PENNSYLVANIA	
	Channel No.
Allentown	39, 67
Altoona	10-, 19+, 25
Bethlehem	51
Bradford	48+
Butler	43
Chambersburg	46
Du Bois	31+
Easton	57
Emporium	42
Erie	12, 35+, *41-, 66+
Harrisburg	27-, 55+, 71+
Hazleton	63
Irwin	4+
Johnstown	6, 56
Lancaster	8-, 21+
Lebanon	15+
Lewistown	38
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6-, 10, 17-, 23+, 29, *35
Pittsburgh	2-, 11, *13-, 16, 47-, 53+
Reading	33+, 61
Scranton	16-, 22-, 73
Sharon	39+
State College	*44
Sunbury	65
Uniontown	14
Washington	63+
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

RHODE ISLAND	
	Channel No.
Providence	10+, 12+, 16, *22

SOUTH CAROLINA	
	Channel No.
Aiken	54
Anderson	58
Camden	14
Charleston	2+, 5, *13
Clemson	*68
Columbia	10-, *19+, 25-, 67+
Conway	23
Florence	8
Georgetown	27
Greenville	4-, 23+, *29
Greenwood	21
Lake City	55+
Lancaster	31
Laurens	45
Marion	43
Newberry	70
Orangeburg	44
Rock Hill	61
Spartanburg	7+, 17
Sumter	47
Union	65

SOUTH DAKOTA	
	Channel No.
Aberdeen	9-, 17+
Belle Fourche	23+
Brookings	*8, 25
Hot Springs	17+
Huron	12+, 15+
Lead	5-, 26
Madison	46
Mitchell	5+, 20
Mobridge	27
Pierre	6-, 10+, *22+
Rapid City	7+, 15
Sioux Falls	11, 13+, 38+, *44
Sturgis	20
Vermillion	*2+, 41

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FCC RULES AND REGULATIONS FOR TELEVISION SERVICES

(Continued from page 341)

Channel No.	City	Channel No.	City
3-35+	Watertown	26	Edinburg
18-	Winner	27	El Campo
17-	Yankton	4, *7, 9, 13, 20+, 26+	El Paso
		52	Falfurrias
		45	Floydada
		22	Fort Stockton
		5+, 10+, 20-, *26+	Fort Worth
		49-	Gainesville
		11+, 35-, 41-, *47-	Galveston
		64+	Gonzales
		62	Greenville
		23	Harlingen (also see Brownsville-Harlingen-Weslaco)
		58	Hebbronville
		42+	Henderson
		19-	Hereford
		63	Hillsboro
		2-, *8-, 13-, 23+, 29-, 39-	Houston
		15	Huntsville
		36-	Jacksonville
		49+	Jasper
		14	Kermit
		59-	Kilgore
		40	Kingsville
		28	Lamesa
		40-	Lampasas
		8, 13, *15+	Laredo
		38-	Levelland
		32	Littlefield
		32, 38+	Longview
		5-, 11, 13-, *20, 26-	Lubbock
		9, 46-	Lufkin
		20-	McAllen
		65-	McKinney
		19+	Marfa
		16-	Marshall
		32	Mercedes
		50-	Mexia
		2+, 18	Midland
		38	Mineral Wells
		14	Mission
		9-	Monahans
		35	Mount Pleasant
		40+	Nacogdoches
		62-	New Braunfels
		7-, 24-	Odessa
		17-	Orange
		33+	Pampa
		31	Paris
		16+	Pearsall
		22	Pecos
		29+	Perryton
		42	Plainview
		42	Port Arthur (see Beaumont)
		17-	Quanah
		3-, 8+, 17+, *23-	Raymondville
		4, 5, *9-, 12+, 35+, 41+	Rosenberg
		48	San Angelo
		53+	San Antonio
		14-	San Benito
		24+	San Marcos
		46+	Seguin
		30+	Seymour
		32+	Sherman
		41	Snyder
		12	Stephenville
		58+	Sulphur Springs
		6, 16, 22+	Sweetwater
		53	Taylor
		6+, *18, 24-	Temple
		7, 19-	Terrell
		20	Texarkana
		18+	Tyler
		19+	Uvalde
		36-	Vernon
		45-	Victoria
		51	Waco
		51	Waxahachie
		3, 6-, *16+, 22-	Weatherford
			Weslaco (see Brownsville-Harlingen-Weslaco)
			Wichita Falls

TENNESSEE

TEXAS

9+, 33-	Abilene
34+	Alice
12-	Alpine
*2-, 4, 7, 10	Amarillo
25+	Athens
7+, 18-, 24, *30-	Austin
25	Ballinger
33	Bay City
4-, 6-, 31+, *37	Beaumont-Port Arthur
38-	Beeville
4-	Big Spring
43	Bonham
33	Borger
15-	Brady
14+	Breckenridge
52-	Brenham
15	Brownfield
36	Brownsville (also see Brownsville-Harlingen-Weslaco)
4+, 5-	Brownsville-Harlingen-Weslaco
These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.	
19	Brownwood
54-	Bryan
40	Childress
57	Cleburne
21-	Coleman
*3+, 48	College Station
20+	Conroe
6+, 10-, *16+, 22	Corpus Christi
47+	Corsicana
56	Crockett
28+	Crystal City
25-	Cuero
16	Dalhart
4+, 8, *13+, 23, 29, 73	Dallas
16	Del Rio
52	Denison
*2, 17	Denton
26	Eagle Pass

UTAH

36-	Brigham
5	Cedar City
12-, 30, *46	Logan
9+, *18-, 24	Ogden

Channel No.	City	Channel No.	City
6	Price	11+, 22, *28	Provo
13+	Richfield	13+	St. George
2-, 4-, 5+, *7-, 20+, 26	Salt Lake City	44	Tooele
3+	Vernal		

VERMONT

33	Bennington
58-	Brattleboro
*16+, 22+	Burlington
3, 40	Montpelier
46	Newport
49+	Rutland
34-	St. Albans
30	St. Johnsbury

VIRGINIA

*60+	Blacksburg
	Bristol (see Bristol, Tenn.)
*45+, 64+	Charlottesville
44+	Covington
24-	Danville
25+	Emporia
19	Farmville
47	Fredericksburg
39-	Front Royal
3-, 34-	Harrisonburg
54	Lexington
13, 16-	Lynchburg
50-	Marion
35-	Martinsville
	Newport News (see Norfolk-Portsmouth-Newport News)
	Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)
27	Norfolk-Portsmouth-Newport News
	Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)
3+, 10+, 15, *21-, 33	Norfolk-Portsmouth
52+	Norton
8, 41	Petersburg
	Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)
37-	Pulaski
6+, 12-, *23, 29+	Richmond
*7-, 10, 27+, *33-	Roanoke
14+	South Boston
36	Staunton
42	Waynesboro
17	Williamsburg
28+	Winchester

WASHINGTON

58	Aberdeen
34	Anacortes
12+, 18+, 24-	Bellingham
44, 50	Bremerton
17	Centralia
49, *65	Ellensburg
43	Ephrata
22-, 28-	Everett
37	Grand Coulee
52	Hoquiam
39	Kelso
	Kennewick (also see Kennewick-Richland-Pasco)
25	Kennewick-Richland-Pasco
33	Longview
60	Olympia
*35-	Omak-Okanogan
	Okanogan (see Omak)
	Pasco (also see Kennewick-Richland-Pasco)
19-	Port Angeles
16-	Pullman
*10-, 24	Pullman
	Richland (also see Kennewick-Richland-Pasco)
31	Richland-Pasco
4, 5+, 7, *9, 20, 26+	Seattle
2-, 4-, 6-, *7+	Spokane

WEST VIRGINIA

6-, 27	Beckley
4	Bluefield
8+, *43+, 40	Charleston
12+, 2	Clarksburg
40+	Elkins
5	Fairmont
31	Hinton
3+, 13+, *F	Huntington
20	Logan
5	Martinsburg
*2-	Morgantown
17	Parkersburg
2	Welch
30	Weston
	Wheeling (also see Wheeling-Steubenville, Ohio)
*57+	Wheeling-Steubenville, Ohio
17	Williamson

WISCONSIN

*58+	Adams
4	Appleton
10	Ashland
3	Beaver Dam
5	Beloit
*2	Chilton
13, *19+, 2	Eau Claire
54	Fond du Lac
2+	Green Bay
63+	Janesville
6	Kenosha
8+, *32+, 38-	La Crosse
3, *21-, 27-, 3	Madison
60	Manitowoc
11+, 32-, *3	Marinette
4-, *10+, 12, 19-, 25, 3	Milwaukee
47	Oshkosh
*1	Park Falls
17	Portage
3	Prairie du Chien
49-, 55	Racine
2	Rhineland
21+	Rice Lake
15, *6	Richland Center
5b	Sheboygan
*3	Shell Lake
5c	Sparta
20+, 2c	Stevens Point
4	Sturgeon Bay
	Superior (see Duluth, Minn.)
7-, 16+, *4	Wausau
14-	Wisconsin Rapids

WYOMING

2c	Buffalo
2+	Casper
3, 5+	Cheyenne
2	Cody
14	Douglas
1	Evanston
31-	Gillette
1	Green River
40	Greybull
17	Lander
*8+, 10	Laramie
3c	Lovell
1	Lusk
28+	Newcastle
3	Powell
11-	Rawlins
1	Riverton
13	Rock Springs
9-, 11	Sheridan
1b	Thermopolis
27	Torrington
2-	Wheatland
3d	Worland

(Continued on page 344)

GR T-V monitor

for the VHF and UHF bands

Channels 2 to 83

Memo to I.V.
Station Managers

SAT., JAN. 11 1953

This instrument — the first UHF Monitor — is another example of the pioneering in engineering, design and workmanship which has characterized G-R monitoring equipment since the beginning of broadcasting.

FEATURES

Continuous indication of percentage modulation and frequency deviation of aural and visual transmitters — large illuminated meter scales permit reading at a glance

★ **High Stability**

Visual Monitor — ± 500 cycles
Aural Monitor — ± 1000 cycles

On all VHF channels, the above accuracy is guaranteed for at least thirty days — at the lower UHF frequencies (channel 14), the period is over sixteen days — on channel 83, the period is ten days or more

★ High-fidelity audio output for distortion and noise-level measurements, and for audio monitoring — residual noise level is down 65 db or better for 25 kc deviation

★ Overmodulation alarm for aural transmitter — lamp flashes when modulation exceeds predetermined level set by dial

★ Sensitivity for both Aural and Visual inputs
High Impedance Input (VHF) — 1 volt or better
Low Impedance (UHF) — 500 mw or less

★ Excellent signal-to-noise ratio through channel 83

★ Separate heater inputs allow direct connection of crystal oven to station standby power

★ Pilot lamp indicates adequate r-f input level

★ Terminals are provided for connecting remote center-frequency and modulation meters and over-modulation indicators

★ Counter-type discriminator linear to better than 0.1% for ± 100 kc range, permitting accurate distortion measurements and center-frequency indications reliable even with heavy modulation

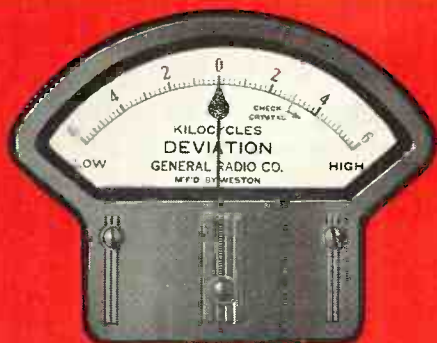
★ New cabinet arranged for maximum heat dissipation and easy installation or removal for servicing

The G-R Type 1183-T T-V Monitor meets all requirements of the FCC, including those established for offset operation. It not only provides complete monitoring facilities for VHF and UHF stations in accordance with FCC specifications, it assures the quality of everyday transmissions as well. Monitoring of distortion, noise, modulation level, and video and audio carrier frequencies, with the aid of this instrument, results in the rapid detection of substandard operation.

Conveniences for operating personnel are a major feature. The relatively high stability of the VHF Monitor makes frequency checks necessary only once a month. Stability, accuracy, ease of maintenance and operation, dependability and long life are optimum. The G-R trademark guarantees trouble free operation with a minimum of maintenance.



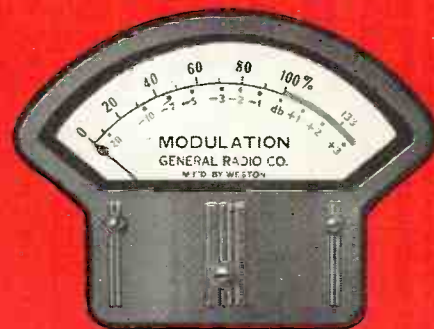
Type 1183-T T-V Station Monitor
from \$2830.00 to \$2905.00
depending on frequency bands



Large-scale illuminated meter continuously indicates frequency deviation of aural transmitter in terms of highly stable crystal oscillator. Zero correction for crystal oscillator easily accessible from panel, to compensate for long-time drift.



Visual transmitter frequency deviation is continuously indicated by this large scale meter, in terms of the same master crystal



Modulation in both percentage and db is indicated continuously on this meter. Panel switch selects either peak, or indicates both peaks simultaneously. Meter ballistics meet FCC requirements.



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U-H-F Measuring Equipment ★ V-T Voltmeters ★ Wave Analyzers ★ Polariscope

FCC RULES AND REGULATIONS FOR TELEVISION SERVICES

(Continued from page 342)

	Channel No.
U. S. TERRITORIES AND POSSESSIONS ALASKA	Lihue, Kauai3+, *8-, 10+, 12- Wailuku, Maui3, 8, *10, 12
	Channel No.
Anchorage2-, *7-, 11-, 13-	Arecibo13+
Fairbanks2+, 4+, 7+, *9+, 11+, 13+	Caguas11-
Juneau*3, 8, 10	Mayaguez3+, 5-
Ketchikan2, 4, *9	Ponce7+, 9-
Seward4-, 9-	San Juan2+, 4-, *6+
Sitka13	
HAWAIIAN ISLANDS	VIRGIN ISLANDS
Hilo, Hawaii2, *4, 7, 9, 11, 13	Charlotte Amalie10-, 12+
Honolulu, Oahu2+, 4-, *7+, 9-, 11+, 13-	Christiansted8+

§3.607. *Availability of channels.*—(a) Subject to the provisions of subparagraph (b) herein, applications may be filed to construct television broadcast stations only on the channels assigned in the Table of Assignments and only in the communities listed therein. Applications which fail to comply with this requirement, whether or not accompanied by a petition to amend the Table, will not be accepted for filing.

(b) A channel assigned to a community listed in the Table of Assignments is available upon application in any unlisted community which is located within 15 miles of the listed community. In addition, a channel assigned to a community listed in the Table of Assignments and not designated for use by non-commercial educational stations only, is available upon application in any other community within 15 miles thereof which, although listed in the Table, is assigned only a channel designed for use only by non-commercial educational stations. Where channels are assigned to two or more communities listed in combination in the Table of Assignments the provisions of this paragraph shall apply separately to each community so listed. The distance between communities shall be determined by the distance between the respective coordinates thereof as set forth in the publication of the United States Department of Commerce entitled "Air Line Distances Between Cities in the United States."² If said publication does not contain the coordinates of either or both communities, the coordinates of the main post office in either or both of such communities shall be used. The method to be followed in making the measurements is set forth in Section 3.611 of this Subpart.

§3.610. *Separations.* The following provisions relate to assignment separations and station separations. Petitions to amend the Table of Assignments (other than those also expressly requesting amendment of this subparagraph) will be dismissed and all applications for new television broadcast stations or for changes in the transmitter sites of existing stations will not be accepted for filing if they fail to comply with the requirements specified in the following subparagraphs.³

(a) Minimum co-channel assignment and station separations:

(1) Zone	Channels 2-13	Channels 14-83
I	170 miles	155 miles
II	190 miles	175 miles
III	220 miles	205 miles

(i) Zone I consists of that portion of the United States located within the confines of the following lines drawn on the United States Albers Equal Area Projection Map (based on standard parallels 29½° and 45½°; North American datum): Beginning at the most easterly point on the state boundary line between North Carolina and Virginia; thence in a straight line to a point at the junction of the Ohio, Kentucky and West Virginia State boundary line; thence westerly along the southern boundary lines of the States of Ohio, Indiana and Illinois to a point at the junction of the Illinois, Kentucky and Missouri State boundary lines; thence northerly along the western boundary line of the State of Illinois to a point at the junction of the Illinois, Iowa, and Wisconsin State boundary lines; thence easterly along the northern state boundary line of Illinois to the 90th meridian; thence north along this meridian to the 43.5° parallel; thence east along this parallel to the 71st meridian; thence in a straight line to the intersection of the 69th meridian and the 45th parallel; thence east along the 45th parallel to the Atlantic Ocean. When any of the above lines pass through a city, the city shall be considered to be located in Zone I. (See Appendix A, Figure 1.)

(ii) Zone II consists of that portion of the United States which is not located in either Zone I or Zone III, and Puerto Rico, Alaska, Hawaiian Islands and the Virgin Islands.

(iii) Zone III consists of that portion of the United States located south of a line, drawn on the United States Albers Equal Area Projection Map, (based on standard parallels 29½° and 45½°; North American datum),

² This publication may be purchased from the Government Printing Office, Washington, D. C.

³ Licensees and permittees of television broadcast stations which were operating on April 14, 1952 pursuant to one or more separations below those set forth in Section 3.610 may continue to so operate, but in no event may they further reduce the separations below the minimum. As the existing separations of such stations are increased, the new separations will become the required minimum separations until separations are reached which comply with the requirements of Section 3.610. Thereafter, the provisions of said Section shall be applicable.

beginning at a point on the east coast of Georgia and the 31st parallel ending at the United States-Mexican border, consisting of arcs drawn with a 150 mile radius to the north from the following specified points.

North Latitude	West Longitude
a) 29°40'	83°24'
b) 30°07'	84°12'
c) 30°31'	86°30'
d) 30°48'	87°58'30"
e) 30°05'	90°38'30"
f) 30°04'30"	93°19'
g) 29°46'	95°05'
h) 28°43'	96°39'30"
i) 27°52'30"	97°32'

When any of the above arcs pass through a city, the city shall be considered to be located in Zone II.

(2) The minimum co-channel mileage separation between a station in zone and a station in another zone shall be that of the zone requiring the lower separation.

(b) Minimum assignment and station adjacent channel separations apply to all Zones:

(1) Channels 2-13	Channels 14-83
60 miles	55 miles

(2) Due to the frequency spacing which exists between Channels 4 and between Channels 6 and 7, and between Channels 13 and 14, the minimum adjacent channel separations specified above shall not be applicable to the pairs of channels. (See Section 3.603.)

(c) In addition to the foregoing, the following minimum assignment and station separations between stations on Channels 14-83, inclusive, must be met in either rulemaking proceedings looking toward the amendment of the Table of Assignments or in licensing proceedings. No channel listed in column (1) will be assigned to any city, and no application for an authorization to operate such a channel will be granted unless the mileage separations indicated at the top of columns (2)-(7), inclusive, are met with respect to each of the channels listed in these columns and parallel with the channel in column (1).⁴

(1) Channel	(2) 20 miles (I.F. beat)	(3) 20 miles (Intermodulation)	(4) 55 miles (Adjacent channel)	(5) 60 miles (Oscillator)	(6) 60 miles (Sound image)	(7) 75 miles (Picture image)
14	22	16-19	15	21	28	29
15	23	17-20	14,16	22	29	30
16	24	14,18-21	15,17	23	30	31
17	25	14-15,19-22	16,18	24	31	32
18	26	14-16,20-23	17,19	25	32	33
19	27	14-17,21-24	18,20	26	33	34
20	28	15-18,22-25	19,21	27	34	35
21	29	16-19,23-26	20,22	28,14	35	36
22	30,14	17-20,24-27	21,23	29,15	36	37
23	31,15	18-21,25-28	22,24	30,16	37	38
24	32,16	19-22,26-29	23,25	31,17	38	39
25	33,17	20-23,27-30	24,26	32,18	39	40
26	34,18	21-24,28-31	25,27	33,19	40	41
27	35,19	22-25,29-32	26,28	34,20	41	42
28	36,20	23-26,30-33	27,29	35,21	42,14	43
29	37,21	24-27,31-34	28,30	36,22	43,15	44,1
30	38,22	25-28,32-35	29,31	37,23	44,16	45,15
31	39,23	26-29,33-36	30,32	38,24	45,17	46,16
32	40,24	27-30,34-37	31,33	39,25	46,18	47,11
33	41,25	28-31,35-38	32,34	40,26	47,19	48,16
34	42,26	29-32,36-39	33,35	41,27	48,20	49,19
35	43,27	30-33,37-40	34,36	42,28	49,21	50,21
36	44,28	31-34,38-41	35,37	43,29	50,22	51,21
37	45,29	32-35,39-42	36,38	44,30	51,23	52,22
38	46,30	33-36,40-43	37,39	45,31	52,24	53,22
39	47,31	34-37,41-44	38,40	46,32	53,25	54,24
40	48,32	35-38,42-45	39,41	47,33	54,26	55,25
41	49,33	36-39,43-46	40,42	48,34	55,27	56,24
42	50,34	37-40,44-47	41,43	49,35	56,28	57,27
43	51,35	38-41,45-48	42,44	50,36	57,29	58,28
44	52,36	39-42,46-49	43,45	51,37	58,30	59,21
45	53,37	40-45,47-50	44,46	52,38	59,31	60,30
46	54,38	41-44,48-51	45,47	53,39	60,32	61,31
47	55,39	42-45,49-52	46,48	54,40	61,33	62,32
48	56,40	43-46,50-53	47,49	55,41	62,34	63,33
49	57,41	44-47,51-54	48,50	56,42	63,35	64,34
50	58,42	45-48,52-55	49,51	57,43	64,36	65,35
51	59,43	46-49,53-56	50,52	58,44	65,37	66,36
52	60,44	47-50,54-57	51,53	59,45	66,38	67,37
53	61,45	48-51,55-58	52,54	60,46	67,39	68,38
54	62,46	49-52,56-59	53,55	61,47	68,40	69,39
55	63,47	50-53,57-60	54,56	62,48	69,41	70,41
56	64,48	51-54,58-61	55,57	63,49	70,42	71,41
57	65,49	52-55,59-62	56,58	64,50	71,43	72,42
58	66,50	53-56,60-63	57,59	65,51	72,44	73,43
59	67,51	54-57,61-64	58,60	66,52	73,45	74,44
60	68,52	55-58,62-65	59,61	67,53	74,46	75,45
61	69,53	56-59,63-66	60,62	68,54	75,47	76,46
62	70,54	57-60,64-67	61,63	69,55	76,48	77,47
63	71,55	58-61,65-68	62,64	70,56	77,49	78,48
64	72,56	59-62,66-69	63,65	71,57	78,50	79,49
65	73,57	60-63,67-70	64,66	72,58	79,51	80,50
66	74,58	61-64,68-71	65,67	73,59	80,52	81,51
67	75,59	62-65,69-72	66,68	74,60	81,53	82,52
68	76,60	63-66,70-73	67,69	75,61	82,54	83,53
69	77,61	64-67,71-74	68,70	76,62	83,55	84,54
70	78,62	65-68,72-75	69,71	77,63	84,56	85,55
71	79,63	66-69,73-76	70,72	78,64	85,57	86,56

⁴ The parenthetical reference beneath the mileage figures in columns 2 to inclusive, indicate, in abbreviated form, the bases for the required mileage separations. For a discussion of these bases, see the "Sixth Report and Order of the Commission (FCC 52-294). The hyphenated numbers listed in column (1) are both inclusive.

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2	80,64	67-70,74-77	71,73	79,65	58	57
3	81,65	68-71,75-78	72,74	80,66	59	58
4	82,66	69-72,76-79	73,75	81,67	60	59
5	83,67	70-73,77-80	74,76	82,68	61	60
6	68	71-74,78-81	75,77	83,69	62	61
7	69	72-75,79-82	76,78	70	63	62
78	70	73-76,80-83	77,79	71	64	63
9	71	74-77,81-83	78,80	72	65	64
80	72	75-78,82-83	79,81	73	66	65
1	73	76-79,83	80,82	74	67	66
82	74	77-80	81,83	75	68	67
3	75	78-81	82	76	69	68

(d) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to co-channel mileage separations where the transmitter is located in a different zone from that in which the channel to be employed is located.

Multiple Ownership

3.636. *Multiple ownership.*—(a) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same area as another television broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among television broadcast stations or provide a television broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity; *Provided however*, That the Commission will consider the ownership, operation, or control of more than five television broadcast stations to constitute the concentration of control of television broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

(c) Subparagraphs (a) and (b) are not applicable to noncommercial educational stations.

EDITOR'S NOTE: FCC had pending on Jan. 1, but had not acted upon, a proposal to set seven stations as the maximum for common ownership in AM, and would remain the maximum in FM; five in TV.]

The proposed rule would also extend to minority interests. In each class (AM, FM, TV) the number of stations controlled by a single person or entity would determine the number of other stations in which the same person (or stockholder, officer or director, in the case of corporations) might have less than controlling interests. The following table would govern. The numbers in the column "S-C" refer to stations controlled. Directly opposite each such number is shown, in the column headed "M-I," the number of other stations in which minority interests would be permitted.]

AM		FM		TV	
S-C	M-I	S-C	M-I	S-C	M-I
7	0	6	0	5	0
6	1 or 2	5	1 or 2	4	1 or 2
5	3 or 4	4	3 or 4	3	3 or 4
4	5 or 6	3	5 or 6	2	5 or 6
3	7 or 8	2	7 or 8	1	7 or 8
2	9 or 10	1	9 or 10	0	9 or 10
1	11 or 12	0	11 or 12		
0	13 or 14				

Studio Location

3.613. *Main studio location.*—(a) The main studio of a television broadcast station shall be located in the principal community to be served. Where the principal community to be served is a city, town, village or other political subdivision, the main studio shall be located within the corporate boundaries of such city, town, village or other political subdivision. Where the principal community to be served does not have specifically defined political boundaries, applications will be considered on a case-to-case basis in the light of the particular facts involved to determine whether the main studio is located within the principal community to be served.

(b) In cases where an adequate showing is made that there is good cause for locating a main studio outside the principal community to be served and to do so would not be inconsistent with the operation of the station in the public interest, the Commission will permit the use of a main studio location other than that specified above. The licensee or permittee of a television broadcast station shall not move his main studio outside the principal community in which it is located without first securing a modification of construction permit or license. Such licensee or permittee shall notify the Commission promptly of any change of the location of the main studio within the community. In any case where the main studio is located outside the principal community to be served, the licensee or permittee of a television broadcast station shall not move his main studio without first securing a modification of construction permit or license.

The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

Operating Schedules

§3.651. *Time of operation.* (a) All television broadcast stations will be licensed for unlimited time operation. Each such station shall maintain a regular program operating schedule as follows: not less than two hours daily in any five broadcast days per week and not less than a total of twelve hours per week during the first eighteen months of the station's operation; not less than two hours daily in any five broadcast days per week and not less than a total of sixteen hours, twenty hours and twenty-four hours per week for each successive six month period of operation, respectively; and not less than two hours in each of the seven days of the week and not less than a total of twenty-eight hours per week thereafter. "Operation" includes the period during which a station is operated pursuant to special temporary authority or during program tests, as well as during the license period. Time devoted to test patterns, or to aural presentations accompanied by the incidental use of fixed visual images which have no substantial relationship to the subject matter of such aural presentation, shall not be considered in computing periods of program service. If, in the event of an emergency due to causes beyond the control of a licensee, it becomes impossible to continue operation, the Commission and the Engineer in Charge of the radio district in which the station is located shall be notified in writing immediately after the emergency develops and immediately after the emergency ceases and operation is resumed.

(b) Noncommercial educational television broadcast stations are not required to operate on a regular schedule and no minimum number of hours of operation is specified; but the hours of actual operation during a license period shall be taken into consideration in considering the renewal of non-commercial educational television broadcast licenses.

(c) (1) The aural transmitter of a television station shall not be operated separately from the visual transmitter except for the following purposes:

(i) For actual tests of station equipment or actual experimentation in accordance with Section 3.666; and

(ii) For emergency "fills" in case of visual equipment failure or unscheduled and unavoidable delays in presenting visual programs. In such situations the aural transmitter may be used to advise the audience of difficulties and to transmit for a short period program material of such nature that the audience will be enabled to remain tuned to the station; for example, music or news accompanying a test pattern or other visual presentation.

(2) During periods of transmission of a test pattern on the visual transmitter of a television station, aural transmission shall consist only of a single tone or series of variable tones. During periods when still pictures or slides are employed to produce visual transmissions which are accompanied by aural transmissions, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other; *Provided*, That nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:

(i) To accompany aural announcements of the station's program schedule and aural news broadcasts or news commentaries, for a total period not to exceed one hour in any broadcast day.

(ii) To accompany aural transmissions for a period of time not to exceed fifteen minutes immediately prior to the commencement of a programming schedule.

Examples: (1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e., a "simulcast") is consistent with this paragraph.

(2) Duplication of AM or FM programs on the aural transmitter of a television station while a test pattern is broadcast on the visual transmitter is not consistent with this paragraph, except for the specific purposes and periods specified in paragraph (b) (2).

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs

(Continued on page 346)

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(Continued from page 345)

in which the aural and visual transmission are integral parts of the same program having a substantial relationship to each other, within the meaning of paragraph (b)(2). Mood music unrelated to the visual transmission is not consistent with this paragraph.

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers, or receiving antennas is not consistent with this paragraph.

(5) Music accompanying the transmission of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary, is consistent with this paragraph.

(6) Music accompanying the transmission of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this paragraph.

Operator Requirements

§3.661. *Operator requirements.* One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual charge thereof whenever it is being operated. The original license (or FCC Form No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of a television broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

Network Rules

§3.658. *Affiliation agreements.*—(a) *Exclusive affiliation of station.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization⁶ under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

(b) *Territorial exclusivity.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network's programs not taken by the former station, or which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its area upon the programs of the network organization.

(c) *Term of Affiliation.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise for the affiliation of the station with the network organization for a period longer than 2 years: *Provided*, That a contract, arrangement, or understanding for a period up to 2 years may be entered into within 6 months prior to the commencement of such period.

(d) *Option time.* No license shall be granted to a television broadcast station which options⁷ for network programs any time subject to call on less than 56 days' notice, or more time than a total of 3 hours⁸ within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m.⁹ Such options may not be exclusive as against other network organizations and may not prevent or hinder the station from optioning or selling any or all of the time covered by the option, or other time, to other network organizations.

(e) *Right to reject programs.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b) with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

⁶ The term "network organization" as used herein includes national and regional network organizations. See ch. VII, J. of Report on Chain Broadcasting.

⁷ As used in this section, an option is any contract, arrangement, or understanding, express or implied, between a station and a network organization which prevents or hinders the station from scheduling programs before the network agrees to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

⁸ All time options permitted under this section must be specified clock hours, expressed in terms of any time system set forth in the contract agreed upon by the station and network organization. Shifts from daylight saving to standard time or vice versa may or may not shift the specified hours correspondingly as agreed by the station and network organization.

⁹ These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

(f) *Network ownership of stations.* No license shall be granted to a network organization, or to any person directly or indirectly controlled by or under common control¹⁰ of a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency or other related matters) that competition would be substantially restrained by such licensing.

(g) *Dual network operation.* No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations: *Provided*, That this section shall not be applicable if such networks are not operated simultaneously, or there is no substantial overlap in the territory served by the group of stations comprising each such network.

(h) *Control by networks of station rates.* No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

[EDITOR'S NOTE: FCC proposed additional "temporary" rules, "to remedy effective while the scarcity of television broadcast stations persists," designed to balance competition among TV networks. FCC suggested this might be done by limiting the number of program hours which stations in one-, two- and three-station markets might accept from any one network, or, alternatively, by setting a minimum number of hours to be taken from each network. Following this proposal, the networks in conjunction with AT&T worked out an arrangement to share intercity networking facilities. But, as of Jan. 1, 1953, the FCC's proposal was still pending.]

Common Antenna Site

§3.635. *Use of common antenna site.* No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for television broadcasting in a particular area and (a) which is not available for use by other television licensees; and (b) no other comparable site is available in the area; and (c) where the exclusive use of such site by the applicant or licensee would unduly limit the number of television stations that can be authorized in a particular area or would unduly restrict competition among television stations.

Reports to be Filed¹¹

ALL BROADCAST STATIONS . . .

§1.341 *Financial report, broadcast licensees and permittees.*—(a) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year on Form 324, together with supporting schedules, a balance sheet showing its financial condition as of December 31 of the preceding calendar year and an income statement for said calendar year.

(b) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before Feb. 1 of each year on Form 324A an estimate of the station's total broadcast revenues and total broadcast expenses for the preceding calendar year.


§1.342 *Filing of contracts.*—Each licensee or permittee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, instruments, contracts (the substance of oral contracts or understandings shall be reported in writing) together with amendments, supplements, and cancellations thereof relating to ownership, management or control of licensee or permittee of station, or of any of licensee's or permittee's stock, rights or interests therein; the use, management, or operation of licensed facilities; and agreements relating to network service, transcript service or bulk time sales (amounting to two hours or more per day); including but not limited to: (a) Articles of partnership, association, or incorporation; (b) By-laws affecting character of organization, control, number of officers or directors, the classification or voting rights of any stock; (c) Any document, instrument, or contract relating to or affecting ownership of licensee or permittee, rights or interests therein, its stock or voting rights thereto; (d) Management contracts, network contracts, transcript network contracts, and time sales to brokers.

§1.343 *Ownership reports, broadcast licensees and permittees.*—(a) Each licensee or permittee of each broadcast station (standard, FM, television, and international) shall file on or before April 1 of each year an ownership report.

¹⁰ The word "control" as used in this section, is not limited to full control but includes such a measure of control as would substantially affect the availability of the station to other networks.

¹¹ EDITOR'S NOTE: Regarding reports filed in compliance with these sections §1.206(c) provides, in part: "The information filed under §1.341 and network transcription contracts filed pursuant to §1.342 shall not be open to public inspection."

(Continued on page 348)



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(FCC Form 323) giving the following information as of December 31 of the preceding calendar year.

- (1) In the case of an individual, the name of such individual.
- (2) In the case of a partnership, the names of the partners and the interests of each partner.¹²
- (3) In the case of a corporation or association: (i) Capitalization, with a description of the classes and voting power of stock authorized and the shares of each class issued and outstanding; (ii) the name, residence, citizenship, and stockholdings of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or permittee or any of its stock.

FOR EXAMPLE:

- (a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.
 - (b) Where X corporation controls the licensee or permittee, or holds 25% or more of the stock of the licensee or permittee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee or permittee, together with full information as to the identity and citizenship of the person authorized to vote licensee's or permittee's stock.
 - (c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25% or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the stock of Y and so on back to natural persons.
 - (d) Full information as to family relationship or business association between two or more officials and/or stockholders.
- (4) In the case of all licensees or permittees: (i) a list of all contracts still in effect required to be filed with the Commission by Section 1,342 showing the date of execution and expiration of each contract: (ii) any interest which the licensee may have in any other broadcast station.

(b) A supplemental ownership report (FCC Form 323) shall be filed by each licensee or permittee within 30 days after any change occurs in the information required by the ownership report (the application or construction permit in the case of a permittee who has not filed an ownership report) from that previously reported. Such report shall include without limitation:

- (1) Any change in capitalization or organization.
- (2) Any change in officers and directors or in operating personnel determining program policy.
- (3) Any transaction affecting the ownership, direct or indirect, or voting rights of licensee's or permittee's stock, such as (i) a transfer of stock, (ii) issuance of new stock or disposition of treasury stock, (iii) acquisition of licensee's or permittee's stock by the issuing corporation.
- (4) Any change in the officers, directors or stockholders of a corporation other than the licensee or permittee such as X, Y or Z Corporation described in the example above; *provided, however*, that in the case of a change in the officers, directors or stockholders of a corporation other than the licensee or permittee (such as X, Y or Z corporation described in the example above), such change need not be reported in the supplemental report unless that corporation directly or indirectly owns 25% or more of the voting stock in the licensee or permittee.¹³

(c) *Exceptions.* Where information is required under paragraphs (a) or (b) of this section with respect to a corporation having more than 50 stockholders, such information need be filed only with respect to stockholders who are officers or directors of the corporation, or of other stockholders who have 1% or more of the stock of the corporation.

§1.344 *Definitions of terms used in Sections 1.341-1.343.*—As used in Sections 1.341-1.343:

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.

(b) "Officer" or "director" shall include the comparable officials in unincorporated associations.

(c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

License Renewals

GENERAL . . .

§1.320 *Application for renewal of license; broadcast and non-broadcast.*—(a) Unless otherwise directed by the Commission, each application for renewal of license of a Standard Broadcast, FM Broadcast and Television Broadcast

¹² Any change in partners or in their rights will require prior consent of the Commission upon an application for consent to assignment of license.

¹³ Before any change is made in the organization, capitalization, officers, directors, or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under Sec. 310(b) of the Communications Act.

Station and an Auxiliary Broadcast Station (Remote Pickup Broadcast, Broadcast STL, Television Pickup, Television STL and Television Inter-city Relay), shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a non-broadcast station shall be filed at least 60¹⁴ days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission the information currently required by Sections 1.341-1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, it specifically directs that it be filed by a certain date, such application shall be filed within the time thus specified. If the licensee fails to file such application within the prescribed time, the hearing or investigation shall proceed as if such renewal application had been received.

(c) The following application forms should be used:

[EDITOR'S NOTE: There follows a list of forms to be used in filing for license renewals.]

§3.630. *Normal license period.* (a) All television broadcast station licenses will be issued for a normal license period of one year. Licenses will be issued to expire at the hour of 3:00 a.m., eastern standard time, in accordance with the following schedule and at one year intervals thereafter.

- (1) For stations located in Delaware, Pennsylvania, Tennessee, Kentucky, Indiana and Texas, August 1.
- (2) For stations located in Maryland, District of Columbia, Virginia, West Virginia, Ohio, Michigan, Wyoming, Nevada, Arizona, Utah, New Mexico and Idaho, October 1.
- (3) For stations located in North Carolina, South Carolina, Illinois, Wisconsin and California, December 1.
- (4) For stations located in Florida, Puerto Rico, Virgin Islands, Iowa, Missouri, Washington, Oregon, Alaska and Hawaii, February 1.
- (5) For stations located in Alabama, Georgia, Minnesota, North Dakota, South Dakota, Montana, Colorado, Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, April 1.
- (6) For stations located in Arkansas, Louisiana, Mississippi, Kansas, Oklahoma, Nebraska, New Jersey and New York, June 1.

Station Identification

3.652. *Station identification.* (a) A licensee of a television broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during the operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Sponsored Programs

3.654. *Sponsored programs, announcement.* (a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is either directly or indirectly paid or promised to, or charged to, or received by, any television broadcast station, the station broadcasting such program shall make, or cause to be made, an appropriate announcement that the program is sponsored, paid for, or furnished, either whole or in part.

(b) In the case of any political program or any program involving discussion of public controversial issues for which any films, records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, to a station as an inducement to the broadcasting of such program, an announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such films, records, transcriptions, talent, scripts or other material or services have been furnished to such station in connection with the broadcasting of such program: *Provided, however*, That only one such announcement need be made in the case of any such program of 5 minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

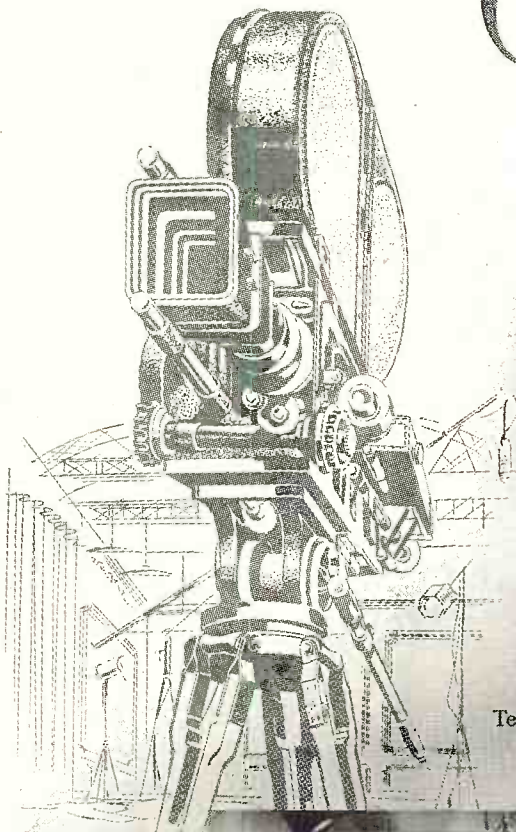
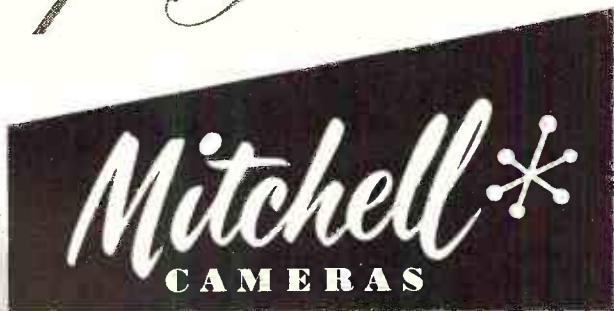
(c) The announcement required by this section shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised, or from whom or in whose behalf such services or other valuable consideration is received, or by whom the material or services referred to in paragraph (b) of this section are furnished. Where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, and such fact

¹⁴ The 60-day requirement does not apply to Amateurs.

(Continued on page 350)

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is known to the station, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(d) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or for which material or services referred to in paragraph (b) of this section are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section shall disclose the name of such corporation, committee, association or other unincorporated group. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group shall be made available for public inspection at one of the television broadcast stations carrying the program.

(e) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

[EDITOR'S NOTE: In a statement issued in 1950, the FCC warned that the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business or product. The following are acceptable, the Commission said: "Henry Smith offers you . . ." or "Smith Stove Co. offers you . . ." or "Ajax Pens bring you . . ." The following are not acceptable: "Write to the Comb Man . . ." or "Send your money to Nylons, Box— . . ." or "This program is sponsored by your Sink Man . . ."]

Recordings

§3.653. *Mechanical reproductions.* (a) Each program which consists in whole or in part of one or more mechanical reproductions, either visual or aural, shall be accompanied by an appropriate announcement to that effect either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used. No such announcement shall be required where a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of sponsorship of the program proper.

(b) The exact form of identifying announcement is not prescribed but the language shall be clear and in terms commonly used and understood. The licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

Political Broadcasts

§3.657. *Broadcast by candidates for public office—*(a) *Legally qualified candidate.* A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a convention of a political party or for nomination or election in a primary, special or general election, municipal, county, state or national, and who meets the qualifications prescribed by the applicable laws to hold the office for which he is a candidate, so that he may be voted for by the electorate directly or by means of delegates or electors, and who:

- (1) Has qualified for a place on the ballot, or
- (2) Is eligible under the applicable law to be voted for by sticker, by writing in his name on the ballot, or other method, and (i) has been duly nominated by a political party which is commonly known and regarded

as such, or (ii) makes a substantial showing that he is a bona fide candidate for nomination or office, as the case may be.

(b) *General requirements.* No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for the office to use such facilities: *Provided,* That such licensee shall have no power of censorship over the material broadcast by any such candidate.

(c) *Rates and practices.* The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to the regulations in this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

(d) *Inspection of records.* Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such request, and the charges made, if any, if request is granted.

Rebroadcasts

§3.655. *Rebroadcast.* (a) The term "rebroadcast" as used below means reception by radio of the program¹⁵ of a television broadcast station, and the simultaneous or subsequent retransmission of such programs by a broadcast station. The broadcasting of a program relayed by an auxiliary broadcast station licensed to the television broadcast station is not considered a rebroadcast.

(b) The licensee of a television broadcast station may, without further authority of the Commission, rebroadcast the program of a United States television broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.¹⁶

(c) No licensee of a television broadcast station shall rebroadcast the program of any United States radio station not designated in paragraph (b) of this section without written authority having first been obtained from the Commission upon application (informal) accompanied by written consent or certification of consent of the licensee of the station originating the program.

Revocations, Modifications, Suspensions

OF STATION LICENSES (ALL CLASSES)

§1.401. *Notice of violations.*—Any licensee who appears to have violated any provision of the Communications Act of 1934 or of the Rules and Regulations of the Federal Communications Commission, shall be served with a notice calling the facts to his attention and requesting a statement concerning the matter. Within three days from receipt of such notice or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice. If an answer cannot be sent nor a acknowledgment made within such three-day period by reason of illness or other unavoidable circumstances, acknowledgment and answer shall be made at the earliest practicable date with a satisfactory explanation of the delay. The answer to each notice shall be complete in itself and shall not be abbreviated by reference to other communications or answers, to other notices. If the notice relates to violations that may be due to the physical or electrical characteristics of transmitting apparatus, the answer shall state fully what steps, if any, have been taken to prevent future violations, and if any new apparatus is to be installed, the date such apparatus was ordered, the name of the manufacturer and promised date of delivery. If the installation of such apparatus requires a construction permit, the file number of the application shall be given, or if a file number has not been assigned by the Commission such identification shall be given as will permit ready identification thereof. If the notice of violation relates to lack of attention to or improper operation of the transmitter, the name and license number of the operator in charge shall be given.

§1.402. *Revocation of licenses.*—Whenever it appears that grounds exist for revocation of license, as provided in Section 312(a) of the Act, the Bureau of Law after conferring with the other bureaus of the Commission prepares report and other necessary papers which are presented to the Commission for

¹⁵ As used in this section, program includes any complete program or part thereof.

¹⁶ The notice and certification of consent shall be given within 3 days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a television broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

¹⁷ By Order No. 82, dated and effective June 24, 1941, until further order of the Commission, Section 3.655(c) is suspended only insofar as it requires prior written authority of the Commission for the rebroadcasting of programs originated for that express purpose by U.S. Government radio stations.

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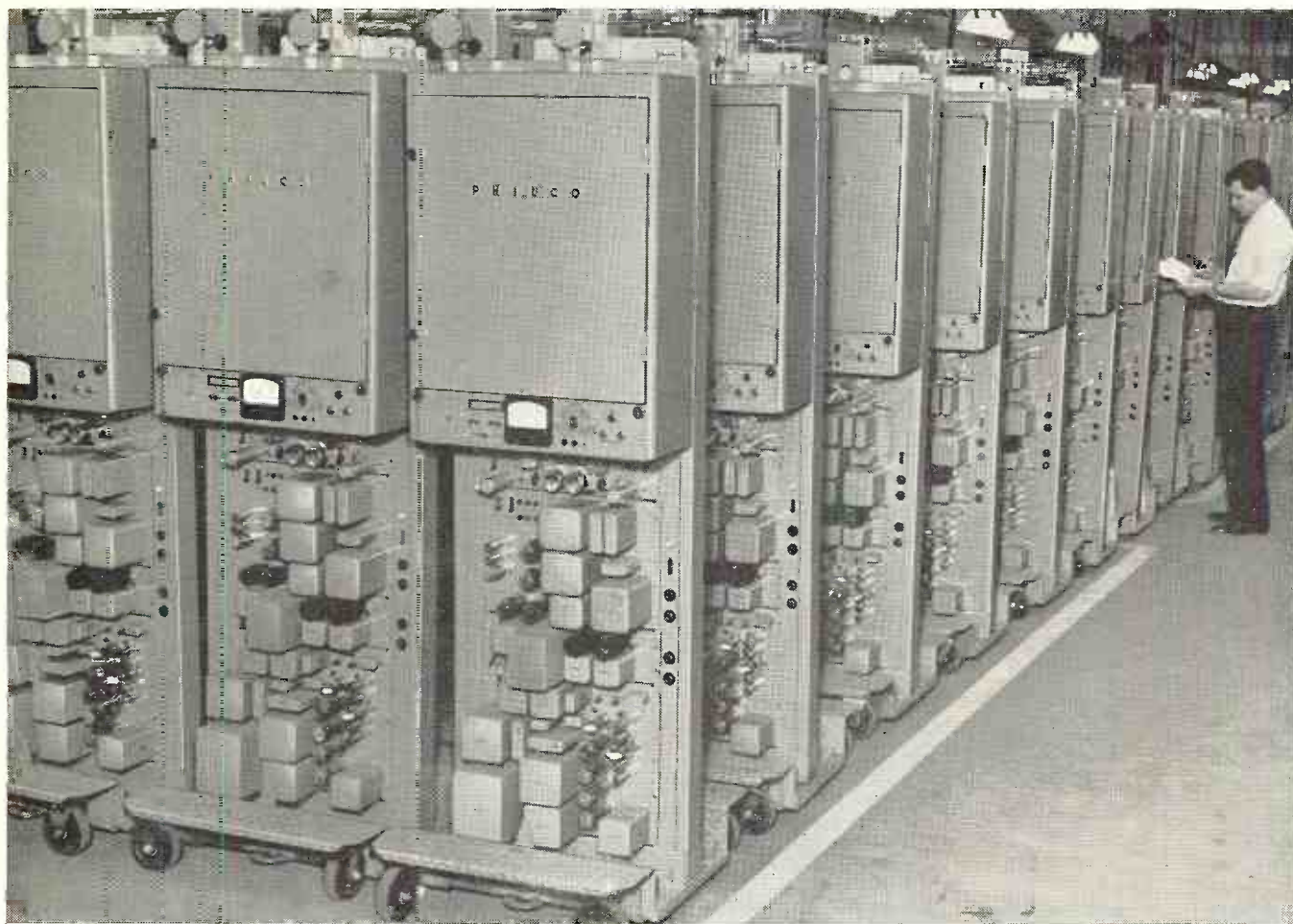
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action. If the Commission concludes that a revocation proceeding should be instituted, an order of revocation will be issued effective not less than 15 days after written notice thereof is given the licensee. The order of revocation shall contain a statement of the grounds and reasons for such proposed revocation and a notice of the licensee's right to be heard by filing with the Commission a written request for hearing within 15 days after receipt of said order. Upon the filing of such written request for hearing by said licensee, the order of revocation shall stand suspended and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such an order is directed within the time set forth, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the station is located.

§1.403. Modification of licenses.—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act, or if any treaty ratified by the United States will be more fully complied with, by the modification of any radio station construction permit or license, the Bureaus of Law and Engineering after conferring with the other bureaus prepare a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein the said construction permit or license is required to be modified. It shall require the licensee against whom it is desired, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and the place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1.404. Suspension of operator licenses.—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(m) of the Act, the Chief of the Safety and Special Radio Service Bureau, with respect to amateur operator licenses, or the Chief of the Field Engineering and Monitoring Bureau, with respect to commercial operator licenses, pursuant to authority delegated by the Commission, issues an order suspending the operator license. No order of suspension of any operator's license shall take effect until 15 days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee, who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to mail the said application. In the event that physical conditions prevent mailing of the application before the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be designated for hearing by the Chief, Safety and Special Radio Services Bureau or the Chief, Field Engineering and Monitoring Bureau, as the case may be, pursuant to authority delegated by the Commission, and said order of suspension shall be held in abeyance until the conclusion of the hearing, which shall be conducted under such rules as the Commission shall deem appropriate. Upon the conclusion of said hearing, the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the office of the Commission in Washington, D. C., on or before the effective date of the order, or, if the effective date has passed at the time notice is received, the license shall be sent to the Commission forthwith.

Lotteries

3.656. Lotteries and give-away programs.¹⁸ (a) An application for construction permit, license, renewal of license, or any other authorization for the operation of a television broadcast station, will not be granted where the applicant proposes to follow or continue to follow policy or practice of broadcasting or permitting "the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift

¹⁸ The Commission on September 21, 1949, adopted an order which read in part as follows:

It is ordered, That, effective immediately, the effective date of Sections 3.192, 3.292 and 3.692 [now Section 3.656] of the Commission's rules is hereby postponed until a date to be fixed by further order, which shall be at least thirty days after a final decision by the Supreme Court of the United States, or thirty days after the time within which an appeal to the Supreme Court may be taken has expired without such an appeal being taken, in pending litigation with respect to these rules.

[EDITOR'S NOTE: A three-judge Federal Court in New York on Feb. 5, 1953 held that Section 3.656 (a) and (b) (1) were legal but that the other provisions of this regulation were unconstitutional. Question of appeal by the FCC had not been determined when this went to press.]

enterprise, or scheme, whether said list contains any part or all of such prizes." (See 18 U.S.C. sec. 1304.)

(b) The determination whether a particular program comes within the provisions of paragraph (a) of this section depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of paragraph (a) of this section if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize:

(1) Such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product so manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question; or

(2) Such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

(3) Such winner or winners are required to answer correctly a question, the answer to which is given in a program broadcast over the station in question or where aid to answering the question correctly is given in a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the television station on a previous program will be considered as an aid in answering the question correctly; or

(4) Such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question.

§1304 (of U. S. Criminal Code) Broadcasting Lottery Information.—Whoever broadcasts by means of any radio station for which a license is required by any law of the U. S., or whoever, operating any such station knowingly permits the broadcasting of any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes drawn or awarded by means of any such lottery, gift enterprise or scheme, whether said list contains any part or all of such prizes, shall be fined not more than \$1,000 or imprisoned not more than one year, or both.

Each day's broadcasting shall constitute a separate offense.

Censorship

FOR ALL STATIONS . . .

§326 (of Communications Act).—Nothing in this Act shall be understood to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication

Indecent Language

§1464 (of U. S. Criminal Code) Broadcasting Obscene Language.—Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than \$10,000 or imprisoned not more than two years, or both.

Transfers and Assignments

§3.634. Assignment or transfer of control.—(a) *Voluntary.* Application for consent to voluntary assignment of a television station construction permit or license or for consent to voluntary transfer of control of a corporation holding a television station construction permit or license shall be filed with the Commission on FCC Form No. 314 (Assignment of License), FCC Form No. 315 (Transfer of Control) or FCC Form No. 316 (Short Form) at least 60 days prior to the contemplated effective date of assignment or transfer of control.

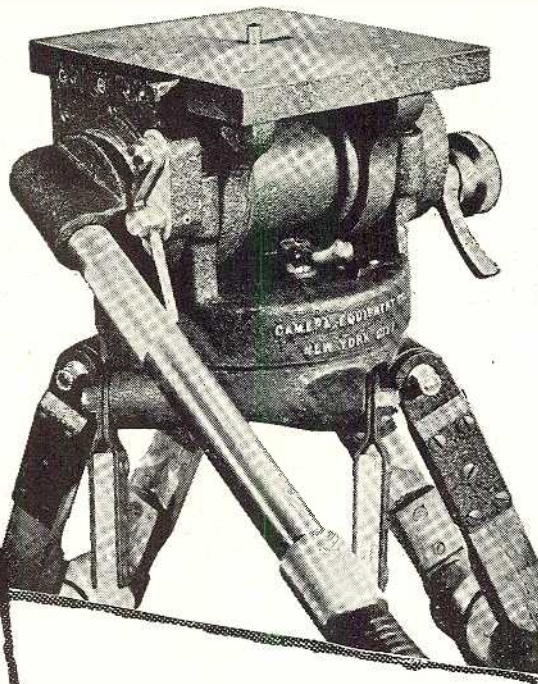
(b) *Pro forma.* Assignment or transfer application shall be filed on FCC Form 316 where:

(1) There is an assignment from an individual or individuals (including partnerships) to a corporation owned and controlled by such individuals or

- partnerships without any substantial change in their relative interests;
- (2) There is an assignment from a corporation to its individual stock-holders without effecting any substantial change in the disposition of their interests.
- (3) There is an assignment or transfer by which certain partners or stock-holders retire but no new ones are brought in, provided that the interest transferred is not a controlling one;
- (4) There is a corporate reorganization which involves no substantial change in the beneficial ownership of the corporation;
- (5) There is an involuntary transfer to an Executive, Administrator or other court appointed officer caused by death or legal disability, except that this form does not cover assignments (or transfers) from the Executor, Administrator or other court appointed officers to the ultimate beneficiary;
- (6) There is an assignment or transfer from a corporation to a wholly owned subsidiary thereof or vice versa, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor stock-holders without substantial change in their interests;

- (7) There is an assignment of less than a controlling interest in a partnership.
- [EDITOR'S NOTE: In a statement issued by the FCC in 1948, licensees were warned that no transfers of station control are permitted until after Commission approval. The FCC also asked that licensees who are in doubt whether a transfer application is necessary bring ownership changes to the attention of the Commission to determine whether they are changes in control before consummating the transaction.]
- (c) *Involuntary.* In the event of death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee:
 - (1) The Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and
 - (2) Within thirty days after the occurrence of such death or legal disability, application on FCC Form No. 316 shall be filed for consent to involuntary transfer of control of such corporation to a person or entity qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved.

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to Feature . . .
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"BALANCED"
TV Tripod
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whale of a job
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collapsible
dolly
illustrated.



We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

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PROFESSIONAL AND TECHNICAL SCHOOLS FOR TELEVISION

Name, Address, Tel.	Courses Offered	Registrar & Registration Date	Name, Address, Tel.	Courses Offered	Registrar & Registration Date
American Institute of the Air* 3123 E. Lake St. Minneapolis 6, Minn. Tel.: Wesley 1639	Camera work, films, announcing, sales.	Helen S. Brown Weekly	Chicago Academy of Radio & Dramatic Arts* 306 S. Wabash Ave. Chicago 5 Tel.: Harrison 7-5907	Complete television training.	Kathleen Kaye Monthly
Hal Bagg School of Broadcasting* 1674 Broadway, New York 19 Tel.: Columbus 5-5756	Announcing, acting, singing.	Harold J. Bagg Continuous	Columbia College* 410 S. Michigan Blvd. Chicago 5 Tel.: Wabash 2-6762	All phases of television.	Jean Ward Continuous
California Institute of Radio & Television* 5910 Sunset Blvd. Hollywood 28, Calif. Tel.: Hollywood 9-1938	Production, writing.	Gloria Bringham Monthly	Coyne Electrical School* 500 S. Paulina St. Chicago 12 Tel.: Seeley 3-7722	Television service.	C. A. Ginter Every six weeks
Cambridge School of Radio Broadcasting* 806 Seventh Ave. New York 19 Tel.: Judson 6-0025	All phases of radio and TV broadcasting.	George S. Carlesco Monthly	The Crescent School of Radio & Television* 500 Pacific St. Brooklyn 17 Tel.: Main 5-6220	Radio and TV technician; communications; mathematics; servicing; FCC license; programming and production; camera operation.	Stanley J. Isaacs Continuous
Capital Radio Engineering Institute* 3224 16th St., N.W. Washington, D. C. Tel.: Hobart 1520	Home and residence courses in TV engineering and service engineering. TV studio operations course by home study only.	Everett A. Corey Monthly	De Forest's Training* 2533 North Ashland Chicago 14, Ill. Tel: Lincoln 9-7260	Residential and home study courses in radio, television and other fields of electronics.	William R. McGowen Residential: Every six weeks. Home study: Continuous
Central Radio & Television Schools Inc.* 1644 Wyandotte St. Kansas City 8, Mo. Tel.: Harrison 5852	TV and radio broadcast engineering, including studio production techniques, camera operation and video console.	Phil J. Murray Bi-Monthly	The Delehanty Institute* 105 E. 13th St. New York 3 Tel.: Grammercy 3-6900	Radio & television service and repair; telegraphy & telephony, radio technology.	F. Gormar Continuous

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(founded in 1943)

5910 Sunset Blvd.
Hollywood 28, Calif.

Phone: Hollywood 9-1938

Emerson College* 130 Beacon St. Boston 16 Tel.: Kenmore 6-3340	Introductory TV, announcing, production, acting, writing.	Mrs. Clar. Fraser Sept., Feb July
Geller Theatre Workshop* 6040 Wilshire Blvd. Los Angeles 36 Tel.: York 5205	Comprehensive broadcasting.	Hazel Ayres Quarterly
Goodman Memorial Theatre, School of Drama of the Art Institute of Chicago* Chicago 3 Tel.: Central 6-2337	Acting and directing, scene & costume design, technical practice (B.F.A. & M.F.A. degrees).	Alliene V. Stierwa Sept. & Jan.
Jo Keith School & Agency 228 S. Wabash Ave. Chicago 4 Tel.: Webster 9-6272	Singing, dramatics, dancing.	Jo Keith Continuous
Lincoln School of Radio & Television* 1851 Broadway New York 23 Tel.: Circle 6-5300	Radio FM and television technician, communications, amateur radio.	Joan Staba Continuous
Los Angeles Trade Technical Junior College* 1646 S. Olive St. Los Angeles 15 Tel.: Prospect 7021	TV and radio servicing.	J. N. McCaghren Continuous
The Don Martin School of Radio Arts* 1653 N. Cherokee Hollywood 28 Tel.: Hudson 2-3281	Production and engineering.	Miss McMahon Continuous
National Academy of Broadcasting Inc.* 3338 16th St., N.W. Washington 10, D. C. Tel.: Decatur 5580	Production, writing, stage technique.	Alice Kei Sept., Feb., June
National Schools* 4000 S. Figueroa St. Los Angeles 37 Tel.: Adams 4-9061	Radio, television, allied electronics.	Sam Goldberg Monthly

* GI approved.

PROFESSIONAL AND TECHNICAL SCHOOLS FOR TELEVISION

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New Institute for Film & Television* 9 Flatbush Avenue Brooklyn 17 Tel.: Sterling 3-9444	All phases of motion picture production, camera and lighting techniques, editing, sound, writing, directing, live dialogue production. Television and newsreel.	Marguerite Temple Continuous	Television Workshop of N. Y.* 1780 Broadway New York 19 Tel.: Plaza 7-3721	Television studio operation, camera operation, program production, television advertising.	Mrs. Seay Orr Continuous																																																																																																									
William R. Ogden Radio Operational Engineering School 150 W. Olive Ave. Purbank, Calif. Tel.: Charleston 0-8291	Short, directed courses leading to FCC licenses.	Tally Ogden Continuous	Western Television Institute* 341 W. 18th St. Los Angeles 15, Calif. Tel.: Prospect 8855	Practical TV servicing.	M. M. Lloyd Monthly																																																																																																									
Pathfinder School of Radio and Television 17 11th St. N. W. Washington, D. C. Tel.: Metropolitan 8-5255	Complete instruction in commercial announcing, console operation, writing and programming.	Nancy McFarland Weekly	YMCA Trade & Technical School* 15 W. 63rd St. New York 23 Tel.: Endicott 2-8117	TV servicing.	Helen Porth																																																																																																									
Penn Technical Institute* 640 Penn Ave. Pittsburgh 6, Pa. Tel.: Hiland 1-3502	Preparation for FCC licenses; TV servicing.	Walter G. Whipple Quarterly	Radio & TV Sets Made in 1952																																																																																																											
Perce School of Radio & Television* 1 E. 19th St. New York 3 Tel.: Oregon 7-7390	Radio FM-television technician, radio communications, radio mathematics, radio and TV service.	Leon Sitkin Every five weeks	Preliminary Estimate by Radio-Television Mfrs. Assn., covering member and non-member companies.																																																																																																											
Peland Powers School Inc.* Evans Way Boston 15 Tel.: Aspinwall 7-2900	Two-year professional course in theatre, radio, television, public speaking.	Carol Whiting Sept., Jan.	<table border="1"> <thead> <tr> <th></th> <th>Television</th> <th>Home Radios</th> <th>Portables</th> <th>Auto</th> <th>Clock</th> <th>Total Radio</th> </tr> </thead> <tbody> <tr> <td>January</td> <td>404,933</td> <td>288,723</td> <td>68,433</td> <td>195,147</td> <td>80,152</td> <td>632,455</td> </tr> <tr> <td>February</td> <td>409,337</td> <td>312,705</td> <td>72,866</td> <td>267,779</td> <td>106,103</td> <td>759,453</td> </tr> <tr> <td>Mar. (5 wks.)</td> <td>510,561</td> <td>357,689</td> <td>99,720</td> <td>343,314</td> <td>175,169</td> <td>975,892</td> </tr> <tr> <td>April</td> <td>322,787</td> <td>286,164</td> <td>110,529</td> <td>275,250</td> <td>176,003</td> <td>847,946</td> </tr> <tr> <td>May</td> <td>309,375</td> <td>288,927</td> <td>128,351</td> <td>215,478</td> <td>115,588</td> <td>748,344</td> </tr> <tr> <td>June (5 wks.)</td> <td>361,152</td> <td>297,669</td> <td>205,186</td> <td>246,909</td> <td>124,489</td> <td>874,253</td> </tr> <tr> <td>July</td> <td>198,921</td> <td>203,868</td> <td>81,353</td> <td>95,220</td> <td>61,295</td> <td>441,736</td> </tr> <tr> <td>August</td> <td>397,769</td> <td>235,728</td> <td>105,006</td> <td>94,315</td> <td>108,753</td> <td>543,802</td> </tr> <tr> <td>Sept. (5 wks.)</td> <td>755,665</td> <td>324,786</td> <td>126,666</td> <td>230,706</td> <td>183,496</td> <td>865,654</td> </tr> <tr> <td>October</td> <td>724,117</td> <td>314,459</td> <td>113,552</td> <td>163,494</td> <td>180,841</td> <td>772,346</td> </tr> <tr> <td>November*</td> <td>803,347</td> <td>366,877</td> <td>139,561</td> <td>167,118</td> <td>172,078</td> <td>845,634</td> </tr> <tr> <td>Dec. (6 wks.)**</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>(preliminary)</td> <td>801,946</td> <td>324,175</td> <td>116,085</td> <td>306,139</td> <td>146,309</td> <td>892,708</td> </tr> <tr> <td>Total</td> <td>6,000,001</td> <td>3,601,770</td> <td>1,367,308</td> <td>2,600,869</td> <td>1,630,276</td> <td>9,200,223</td> </tr> </tbody> </table>				Television	Home Radios	Portables	Auto	Clock	Total Radio	January	404,933	288,723	68,433	195,147	80,152	632,455	February	409,337	312,705	72,866	267,779	106,103	759,453	Mar. (5 wks.)	510,561	357,689	99,720	343,314	175,169	975,892	April	322,787	286,164	110,529	275,250	176,003	847,946	May	309,375	288,927	128,351	215,478	115,588	748,344	June (5 wks.)	361,152	297,669	205,186	246,909	124,489	874,253	July	198,921	203,868	81,353	95,220	61,295	441,736	August	397,769	235,728	105,006	94,315	108,753	543,802	Sept. (5 wks.)	755,665	324,786	126,666	230,706	183,496	865,654	October	724,117	314,459	113,552	163,494	180,841	772,346	November*	803,347	366,877	139,561	167,118	172,078	845,634	Dec. (6 wks.)**							(preliminary)	801,946	324,175	116,085	306,139	146,309	892,708	Total	6,000,001	3,601,770	1,367,308	2,600,869	1,630,276	9,200,223
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Radio Institute of Chicago* 8 W. Randolph Chicago 1 Tel.: Andover 3-6767	All phases of professional and technical telecasting.	G. Francis Kraus Monthly	* Preliminary ** Estimated																																																																																																											
Radio Television Arts Academy* 19 Wilshire Blvd. Los Angeles 5 Tel.: Dunkirk 8-1323	Programming, packaging, film production, drama, announcing, editing film, cutting, TV film production.	Helen Thayer Weekly	<div style="border: 1px solid black; padding: 10px;"> <p>COLUMBIA COLLEGE FOUNDED 1890</p> <p>TELEVISION DEPARTMENT</p> <p>Intensive—Practical Training in all phases TV Production —TV Programming—Directing—Writing—Announcing—Acting—Film—Standard studio equipment, camera, console, audio, lighting, etc. —TV Sales.</p> <p>Studios include 2 operating image orthicon camera chains complete with camera controls, new type switching, full audio, lighting and accessory studio equipment.</p> <p>Requests for Personnel or Enrollment Information write:</p> <p>COLUMBIA COLLEGE 410 S. MICHIGAN BLVD. CHICAGO 5, ILL.</p> </div>																																																																																																											
CA Institutes Inc.* 10 W. 4th St. New York 14 Tel.: Watkins 4-7845	Advanced technology. Radio and TV broadcasting, radio and TV servicing. Advanced TV servicing.	C. E. Tomson Quarterly																																																																																																												
Radio-Television Institute Inc.* 10 Lexington Ave. New York 17 Tel.: Plaza 9-5665	Thorough training as radio-TV technician.	E. C. Whittington Continuous																																																																																																												
The Celeste Rush Radio Preparatory System* 19 Harold Way Hollywood 28 Tel.: Hollywood 9-7123	Acting, writing, production.	Celeste Rush Weekly																																																																																																												
School of Radio Technique Inc.* 16 W. 57th St. New York 19 Tel.: Plaza 7-3211	Radio & Television production, announcing, writing.	Dexter Hall Quarterly																																																																																																												
Fredrick H. Speare, Professional Radio & Television School* 251 Santa Monica Blvd. Hollywood 38 Tel.: Hollywood 9-2325	Announcing, news, sports, acting, control and production techniques, writing, TV, sound effects.	R. L. Speare Bi-Monthly																																																																																																												
El Styles School of Radio & Television* 100 Wilshire Blvd. Beverly Hills, Calif. Tel.: Bradshaw 2-1490	Announcing, drama, news, editing, control operation, continuity, script, dialects, TV, management.	Mildred Mullins Weekly																																																																																																												
Television Communications Institute 205 W. Wacker Dr., Chicago 6 Tel.: Dearborn 2-3654	Practical TV servicing.	Milton S. Kiver																																																																																																												

TELEVISION REFERENCE BOOKS AND PUBLICATIONS-1952

A. M. A. TELEVISION HANDBOOK. By Harriet Hester. American Medical Assn. 535 No. Dearborn St. Chicago, (10). 1951. 28p. 75c(?) A manual which was prepared by experts to assist doctors to utilize television in health education. It includes some illustrations and a glossary of terms.

ADVANCED ANTENNA THEORY. By Sergei A. Schelkunoff. John Wiley, 1952. 216p. \$6.50. Recent and significant developments in advanced antenna theory and research are treated by a well-known authority and consultant.

ADVERTISING AGENCY PRACTICE. By Irving Graham. Harper, 1952. 303p. \$4.50. A chapter is devoted to the scheduling of network and spot radio and TV advertising and includes a brief consideration of outdoor advertising and the place of the art department in television.

ADVERTISING AT THE CROSSROADS. By Max A. Geller. Ronald Press, 1952. 336p. \$5.00. An industrialist and student of advertising considers the impact of advertising on the American public with a recommendation for government control to be vested in the Federal Trade Commission.

ADVERTISING TERMINOLOGY. By H. Victor Grohmann. Needham & Grohmann, 30 Rockefeller Plaza (20) 86p. \$1.00. Privately printed, this is the work of an advertising executive and includes radio and television terms. It includes the list of initials associated with the profession and the names of advertising associations.

THE ASCAP BIOGRAPHICAL DICTIONARY OF COMPOSERS, AUTHORS AND PUBLISHERS. Ed. by Daniel I. McNamara. Crowell, 1952. 636p. \$5.00. Several hundred additional entries comprise this second edition of an invaluable Who's Who among members of ASCAP.

ANTENNAS: THEORY AND PRACTICE. By Sergei A. Schelkunoff and Harald T. Friis. John Wiley, 1952. 639p. \$10.00. This is a comprehensive textbook on antenna principles and the theory of radiation with practical applications. The authors are connected with Bell Telephone Labs.

THE BLUE BOOK OF BROADWAY MUSICALS. By Jack Burton. Watkins Glen, N. Y., Century House. 1952. 320p. \$5.00. Musical productions for the past fifty years are arranged by decades, with the shows and their songs listed according to the composers, and including the length of runs, a record of the most popular sheet music sales and albums of recordings. The shows are indexed.

BROADCASTING: RADIO AND TELEVISION. By Henry L. Ewbank and Sherman P. Lawton. Harper, 1952. 528p. \$4.50. A textbook, writ-

EDITOR'S NOTE: This list includes material published during the current year or the near future. Unless otherwise noted, place of publication is New York City. Where the word *apply* appears, the listing is given for information but no guarantee can be made that it is available. However, depository libraries for material on

* * *

ten in non-technical language for college students and station staff members, includes broadcasting history and background, the planning of schedules the preparation, direction and evaluation of programs. A selected bibliography and glossaries of radio and TV terms complete this book by authors experienced in the broadcasting and teaching fields.

BROADCASTING RELIGION. By Clayton T. Griswold and C. H. Schmitz. Broadcasting and Film Comm., Nat. Council of Churches of Christ, 220 Fifth Ave. (1). 76p. \$1.00. This is a practical, concise handbook of useful information. The accent is on radio programming altho television is included.

CAMPAIGNING ON TV. By the Nat. Assn. of Radio and Television Broadcasters, 1771 N St., N. W. Washington (6). 18p. 10c. Altho designed for the political campaigns, this booklet can assist any speaker to prepare and deliver a talk before the television camera. Government rules and regulations are added for guidance.

THE CHAPPELL TELEVISION BOOK. By Perry Lafferty. Chappell Music Co., 1270 Sixth Ave. (20) 1952. 239p. (Not for sale). Dramatic treatments for television of forty standard songs in the publishers catalog, which was prepared for the music trade only by an experienced TV producer, director, writer and musician. Words and music for the songs are included.

DESIGNING FOR TELEVISION. By Robert J. Wade. Pellegrini and Cudany, 1952. 216p. \$8.50. This is the first comprehensive book on the application of the scenic and graphic arts and crafts to the requirements of television. A glossary is included and bibliographies round out most chapters.

FUNDAMENTALS OF OPTICS. By Francis A. Jenkins and H. E. White. 2nd ed. McGraw-Hill, 1950. 647p. \$7.50. A college textbook which is written for those with a fundamental knowledge of physics and methods of calculus. It is divided into three sections: geometrical optics, physical optics and quantum optics.

THE HANDBOOK OF MOTION PICTURE TECHNIQUES FOR BUSINESS MEN. By Charles Curran. Times Square Productions, 145 West 45th St. (36). 100p. Paper, \$2.00; cloth, \$4.00. The second edition of a

radio and television have been established in more than a hundred city and university libraries. It is therefore recommended that a check be made in the one nearest you for the material listed here and other studies which it was not possible to include. Agnes Law, Librarian, CBS Reference Department, Editor.

* * *

fact-packed handbook on TV films, including writing, production and direction, together with wage scales and working rules for employees, TV standards, codes, and other essential information.

THE IMPACT OF TV EXPANSION. By the Radio-TV Manufacturers Assn. 777 14th St. N. W. Washington (5). 1952. 43p. apply. Augmented with twelve charts, this is a report by the Television Committee of the RTMA on material involved with the lifting of the TV freeze.

THE JUDGES AND THE JUDGED. By Merle Miller. Doubleday, 1952. 220p. \$2.50. A documented report prepared for the American Civil Liberties Union on the so-called black listing in radio and television. The foreword is by Robert E. Sherwood.

JUST WHAT HAS TELEVISION DONE TO RECREATION-COMMUNICATIONS? By the Radio-TV Manufacturers Assn. 777 14th St. N. W. Washington (5). April 1952. 17p. apply. The Sports Committee of RTMA presents a TV quiz panel based upon the three-year study of Jerry Jordan's theory of "short novelty period of ownership."

LIQUOR ADVERTISING OVER RADIO AND TELEVISION. Washington, U. S. Govt. print. off. 1952. 285p. 55c. Hearings before the Comm. on Interstate & Foreign Commerce, U. S. Senate, Jan. 30-31, Feb. 6-7, 1952, on S. 2444, the Johnson-Case bill, which attempted to prohibit the broadcasting over radio and television of advertisements of distilled spirits for beverages and for other purposes.

LOS ANGELES TELEVISION, May 23-29, 1952. By Dallas W. Smythe and Angus Campbell. Jt. Comm. on Educational TV., 1785 Massachusetts Ave. N. W., Washington (6). 94p. This second monitoring study of TV programming included all programs on the eight LA stations, with special attention to the extent and content of the different types. A record was also made of the frequency and duration of all TV advertising.

NBC-TV FILM LIBRARY HANDBOOK. By The National Broadcasting Co., 30 Rockefeller Pl (20). 1952. 54p. apply. An illustrated guide which describes the operations of the Film Library, a sample list of subject headings for its index and the procedures for ordering film together with a price list.

THE NEWS IN AMERICA. By Frank Luther Mott. Cambridge, Mass. Harvard University Press. 1952. 236p. \$4.50. A definition of news and the way it is assembled and disseminated by newspapers, magazines, newsreels, radio and television, points up the need for responsible and serious consideration.

NEWSREELS ACROSS THE WORLD. By Peter Baechlin and Maurice Muller-Strauss. Columbia University Press. (27). 1952. 100p. \$2.00. A world-wide survey of news films from production to screen, evaluating their role as a medium of information and touching upon the impact of television. In UNESCO's series on print, radio and film.

1952: An Amazing Year in Sports. By the Radio-Television Manufacturers Assn. Washington (5). Dec. 1952. 5p. apply. A summary by the Sports Committee, which is divided into categories, showing the income derived by each, with television as a factor.

OUT OF THE BLUE. By John Crosby. Simon and Schuster, 1952. 301p. \$3.00. The impact of radio and television on American life comprises this book of criticisms selected by the well-known critic from his daily column in the New York Herald-Tribune during the past six years.

PLAGIARISM AND ORIGINALITY. By Alexander Lindey. Harper, 1952. 366p. \$5.00. A legal specialist in literary and artistic property rights gives the historical background of plagiarism and an analysis of its various implications. It is written in a semi-popular style and includes an extensive review of decisions and a full appendix of notes.

THE PLANNING AND CONSTRUCTION OF TELEVISION BROADCASTING STATIONS. By the Nat. Assn. of Radio and TV Broadcasters. Washington (6), 1952. 33p. \$1.00. This is the second edition of the NARTB television construction study to assist mainly their radio members applying for TV broadcasting licenses. A bibliography is included. Available to members of N. RTB only.

A POLITICAL BROADCAST CATALOGUE. By the Nat. Assn. of Radio and TV Broadcasters. Washington (6) 1952. 13p. 5c. This booklet was prepared by the Legal Dept. to guide station managers during the political campaign, but it is equally useful for guidance with speakers any time.

A PRACTICAL MANUAL ON SCREEN PLAYWRITING FOR THEATRE AND TELEVISION FILMS. By Lewis Herman. Cleveland

TELEVISION REFERENCE BOOKS AND PUBLICATIONS—1952

and, World Publishing Co. 1952. 294p. \$3.50. An experienced Hollywood screen-play and radio writer presents a comprehensive and authoritative guide to screen and television writing for both beginning and advanced writers, producers and directors.

PROFESSIONAL TRAINING OF FILM TECHNICIANS. By Jean Lods. Paris, UNESCO, 1951. 155p. \$1.00 from Columbia University Press (27). A handbook covering the resources and operations, training centers, and job descriptions in seven countries, which is in the UNESCO series on Press, Radio and Film.

RADIO AND TELEVISION BIBLIOGRAPHY. By Gertrude G. Broderick. Washington, U. S. Govt. print. off. 1953. 40p. (approx.) The second edition, on the press, of a general bibliography which will be of particular use to those interested in the educational uses of the media.

RADIO AND TELEVISION COMMUNICATION. By Charles F. Lindsey. McGraw-Hill, 1952. 492p. \$5.50. In three parts, this college textbook presents the historical, economic, political, social and vocational aspects of radio, its basic principles and types of performance, with a separate chapter on the college radio workshop. Also the third section deals exclusively with television, the two media are considered together throughout the book.

RADIO-TELEVISION AUDIENCE OF 1952: The Boston trade and distribution area. By Forest L. Whan. Boston, Station WBZ. 70p. apply. The first study in this area of the adult-radio-TV listening habits which was made during January 1952 by the well-known research analyst.

THE RECORDING AND REPRODUCTION OF SOUND. By Oliver Read. Sams & Co. 2201 E. 46th St. Indianapolis (5) 790p. \$7.95. A complete handbook on audio operations or sound engineers, radio and TV stations and recording studios. The author is editor of Radio and TV News.

RELIGIOUS TELEVISION PROGRAMMING. By Rudy Bretz. Broadcasting and Film Comm., Nat. Council of the Churches of Christ, 220 Fifth Ave. (1). June 1952. 46p. 10c. A small booklet of practical advice and suggestions for the layman.

REPORTING AGRICULTURE THROUGH NEWSPAPERS, MAGAZINES, RADIO AND TELEVISION. By William B. Ward. Ithaca, N. Y., Cornell University Press, 1952. 362p.

\$4.00. The first comprehensive book devoted to this type of programming.

RISKS & RIGHTS IN PUBLISHING, TELEVISION, RADIO MOTION PICTURES, ADVERTISING AND THE THEATRE. By Samuel Spring. W. W. Norton, 1952. 385p. \$7.50. A law book for the layman which gives the informative, clear picture of the entire field of privacy, slander, libel, copyright and unfair competition. Leading cases are cited and explained. The author is an experienced and reputable attorney and counsel.

SCHOYER'S VITAL ANNIVERSARIES for 1952. By Will and Maxine Schoyer. Bur. of Business Practice, National Foremen's Institute, New London, Conn. 176p. \$4.50. This fifth edition is a greatly expanded unique annual of interesting facts arranged chronologically and well illustrated. It has three separate indices for daily, yearly events and war anniversaries. Invaluable for program planners.

SHAPIRO-BERNSTEIN TV SONG PRODUCTION BOOK. By Elliott Shapiro and Robert C. Haring. Shapiro-Bernstein, 1270 Sixth Ave. (20). 1952. 199p. n.p. "Suggestions for TV and radio presentations containing the words and music of 75 of the world's great all-time popular songs together with suggestions for their presentation, permitting a small cast and a small budget." Available to the music trade only.

THE SPICE OF VARIETY. By Abel Green. Henry Holt, 1952. 277p. \$3.50. A selection of items from VARIETY'S Anniversary issues by radio and television headliners, as well as humorous articles on the business side of the industry by some of its prominent people.

STATION MANAGEMENT TAKES A LOOK AT TELEVISION JOBS. By The Nat. Assn. of Radio and TV Broadcasters. Washington (6). 17p. A preliminary survey which was presented before the second annual regional television seminar in Baltimore, Feb. 1952 on basic TV jobs, requirements for employment and a short section on jobs for women.

TEACHING THROUGH RADIO AND TELEVISION. By William B. Levenson and Edward Stasheff. Rinehart, 1952. 574p. \$4.75. A television expert collaborates in the revision of a textbook, first published in 1945, to assist educators. An extensive bibliography and notes add to its value.

TEACHING WITH RADIO, AUDIO, RECORDING AND TELEVISION EQUIPMENT. By the Radio-TV Manufacturers Assn. Washington (5). 1953. In preparation. apply.

THE TELEVISION CODE of the National Assn. of Radio and Television Broadcasters. Washington (6). The Assn. 1952. 10p. The new industry code effective March 1st, 1952, which was made available to the industry. Appendix A—Additional procedures relating to administration hearings and decisions—was prepared for those having to administer the Code. (6p. processed.) The Code appears elsewhere in this Yearbook.

TELEVISION ENGINEERING. By Donald G. Fink. McGraw-Hill 1952. 721p. \$8.50. This second edition is a complete revision of his Principles of Television Engineering, published in 1940. A bibliography is included at the end of each chapter. It is written for the advanced technician.

TELEVISION IN OUR SCHOOLS. By Franklin Dunham and R. R. Lowdermilk. Washington (25). U. S. Govt. print. office 1952. 34p. 15c. (Bulletin 16). This first publication on educational television surveys its role in education, the possibilities for its use by schools and colleges, current uses by schools and its expanding role in education.

TELEVISION, THE MAGIC WINDOW. By Frank Denman. Macmillan, 1952. 60p. \$2.00. An advertising executive traces the history and describes the operations of TV. While designed for the juvenile, it is a handy guide for the adult. It is well illustrated and has a glossary of terms.

THE TV WRITER'S GUIDE. By Margaret R. Weiss. Pellegrini & Cudahy, 1952. 218p. \$3.95. A textbook for those writers who need the special techniques of writing for television. Nineteen complete sample scripts of successfully produced programs are included.

TRAINING BY TELEVISION. By Robert T. Rock, Jr. Washington 25. U. S. Dept. of Commerce, Office of Technical Services. 24p. (NAVEXOS P-850-2) A TV evaluation project conducted by Fordham University on the comparative effectiveness of instruction by television, TV recordings and conventional classroom procedures for naval air reservists.

TWENTY-TWO TELEVISION TALKS. By Broadcast Music, Inc. 580 Fifth Ave. (36) 1952. 250p. \$6.00. These talks, delivered by experts and covering every vital phase of television programming, were transcribed from BMI clinics held in all parts of the country. Questions and answers are included.

UHF. What It Means to Television and to You. By the Radio Corporation of America. (30 Rockefeller Pl. (20). 1952. 21p. apply. An illustrated booklet which explains the "meaning of ultra high frequencies and the important role these microwaves are destined to play in the future of television." A chronology of RCA's contributions to the progress of communications is included.

VARIETY MUSIC CAVALCADE, 1620-1950. Compiled by Julius Mattfeld. Prentice-Hall, 1952. 637p. \$10.00. The copyright details in this complete chronology of important American music, together with the contemporary events of each year, provide an indispensable source of information for programming. The author is Director of the Music Library at CBS.

WHAT'S THE RIGHT WORD? By The Radio Corporation of America, 30 Rockefeller Pl. (20). 1952. 50p. apply. Simplified definitions include symbols and illustrations for both common and uncommon terms in radio, TV and electronics.

WORLD COMMUNICATIONS. Prepared by UNESCO. Columbia University Press, (27). 1952. 223p. \$2.50. Based on data for 1948-1950, this is a report on radio, TV, press and film facilities available throughout the world.

WRITING FOR TELEVISION. By Gilbert Seldes. Doubleday, 1952. 254p. \$3.00. The special techniques of writing all types of shows are explained with their relationship to the director and producer. It is a book for the craftsman written by an expert with many years of experience in the theatrical and television fields.

YOUR CHILD AND RADIO, TV, COMICS AND MOVIES. By Paul Witty and Harry Bricker. Science Research Associates, 57 West Grand Ave. Chicago 10. 1952. 48p. 40c. (3 for \$1.00). A thoughtful, intelligent consideration by two educators of mass communications with helpful advice and sound recommendations to parents and teachers.

TEXT OF NARTB TELEVISION CODE

PREAMBLE

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

The revenues from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

Television, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular

should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and cooperation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only

by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (*see V, Section 3*) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (*see Contests*).

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only

when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concen-

trate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Televised drama shall not simulate news or special events in such a way as to mislead or alarm (*see News*).

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crime will be avoided.

x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children in

olves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper representation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (*Attention is called to the general items listed under Acceptability of Program Materials.*) Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details inelocently.

4. Racial or nationality types shall not be shown on television in such a manner as to ridicule

the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such.

4. Good taste should prevail in the selection and handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station, and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply

that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

CONTROVERSIAL PUBLIC ISSUES

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests by individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b) Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news, or other character.

POLITICAL TELECASTS

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

RELIGIOUS PROGRAMS

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches

men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable from time to time to review and revise the presently suggested practices:

a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising

(Continued on page 360)

Text of NARTB-TV Code

(Continued from page 359)

devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS—GENERAL

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to Federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to Federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent Federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

ADVERTISING OF MEDICAL PRODUCTS

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof:

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe," "without risk," "harmless,"

or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

CONTESTS

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown, or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (*see Time Standards for Advertising Copy.*)

PREMIUMS AND OFFERS

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

TIME STANDARDS FOR ADVERTISING COPY

1. 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)	News Programs Day and Night	Length of Advertising Message (minutes and seconds)	
		All Class "A" Time	Other Programs 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 no 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 corpora-

tion which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. CERTIFICATION OF SUBSCRIPTION

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Good Practice," a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or a film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of the NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. DURATION OF SUBSCRIPTION

Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. SUSPENSION OF SUBSCRIPTION

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming, including commercial copy, which, by

* "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).

theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

Section 5. ADDITIONAL PROCEDURES

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special consideration shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. AMENDMENT AND REVIEW

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television

Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. TERMINATION OF CONTRACTS

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule, at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII, section 2,B. (3) and (4), By-Laws of the NARTB); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

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 to serve on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two years.

Section 2. QUORUM

A majority of the membership of the Television Code Review Board

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SERVICES RELATED TO THE BUSINESS OF TELECASTING

ASSOCIATIONS AND COMMITTEES

ACADEMY OF TELEVISION ARTS & SCIENCES—Hollywood Athletic Club Bldg., 6525 Sunset Blvd., Hollywood 28, Calif. Tel.: Hemstead 8942. *Officers:* Hal Roach Jr., president; Charlie Ruggles, first vice president; Don Feddersen, second vice president; Betty Mears, secretary; Ernest Felix, treasurer; Isabelle Pantone, recording secretary; Mildred Beach, secretary to treasurer; Bob Pelgram, corresponding secretary.

ADVERTISING ASSN. OF THE WEST—425 Bush St., San Francisco 8. Tel.: Garfield 1-6868. *Officers:* Arthur E. House, Portland, Ore., president; Chas. W. Collier, executive vice president; Marie B. Carlton, office manager.

ADVERTISING COUNCIL Inc.—25 West 45th St., New York 36. Tel.: Luxemburg 2-1520. *Officers:* Howard J. Morgens, Procter & Gamble Co., chairman; Louis N. Brockway, Leo Burnett, Frank Stanton, vice chairmen; Frederic R. Gamble, secretary; Paul B.

West, treasurer; Theodore S. Replier, president; Allan M. Wilson, George P. Ludlam, vice presidents; Maxwell Fox, public relations director; Gordon C. Kinney, radio director; Mrs. L. S. Schwartz, Chicago representative; Robert Coleson, Hollywood representative. Washington office: 1200 18th St., N. W. Tel.: Sterling 9153. Chicago office: 203 North Wabash Ave. Tel.: Randolph 6-1753. Hollywood office: 1680 North Vine St. Tel.: Granite 7166. San Francisco office: 425 Bush St. Tel.: Garfield 1-6868.

ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York 36. Tel.: Bryant 9-0430. *Officers:* Robert M. Gray, chairman of the board; E. G. Borton, president.

ALLIED STATES ASSN. OF MOTION PICTURE EXHIBITORS—1346 Connecticut Ave., N. W., Washington 6, D. C. Tel.: Dupont 7-7400. *Officers:* Abram F. Myers, chairman of board and general counsel; Wilbur Snaper, president; John M. Wolfberg, secretary; Ben Marcus, treasurer; Stanley D.

Kane, recording secretary. **AMERICAN ASSN. OF ADVERTISING AGENCIES**—420 Lexington Ave., New York. Tel.: Lexington 2-7980. *Officers:* John P. Cunningham, Cunningham & Walsh, chairman of the board; Frederic R. Gamble, president; Henry M. Stevens, J. Walter Thompson Co., vice-chairman; Harold Cabot, Harold Cabot & Co., secretary-treasurer; Frank G. Silvernail, BBDO, chairman, Committee on Radio & Television Broadcasting; Walter Craig, Benton & Bowles, chairman, Committee on Radio & Television Production; Richard L. Scheidker, vice president; Richard Turnbull, vice president.

AMERICAN INSTITUTE OF TELEVISION MFRS.—Sheraton Bldg., Washington, D. C. Tel.: Sterling 3-2408. W. R. Robichaud, president; Col. Roy E. Rice, vice president; Hal C. Farrell Jr., executive secretary and treasurer.

AMERICAN MARKETING ASSN.—1525 East 53d St., Chicago 15. Tel.: Museum 4-5267. *Officers:* Gordon A. Hughes, president; Ewald T. Grether, Harold P. Alspaugh, William F. O'Dell, vice presidents; Ira D. Anderson, secretary; Charles W. Smith, treasurer.

AMERICAN NEWSPAPER PUBLISHERS ASSN.—370 Lexington Ave., New York 17. Tel.: Murray Hill 5-2000. *Officers:* Charles F. McCahill, *Cleveland News*, president; George C. Biggers, *Atlanta Journal*, vice president; Richard W. Slocum, *Philadelphia Bulletin*, secretary; W. L. Fanning, Westchester County Publishers, White Plains, N. Y., treasurer; Cranston Williams, general manager. Chicago Office: 360 N. Michigan Ave., Chicago 1. Tel.: Franklin 2-3746. George N. Dale, manager.

AMERICAN RADIO RELAY LEAGUE—38 LaSalle Rd., West Hartford 7, Conn. *Officers:* Goodwin L. Dosland, president; F. E. Handy, vice president; Wayland M. Groves, vice president; D. H. Houghton, treasurer; A. L. Budlong, secretary.

AMERICAN WOMEN IN RADIO & TELEVISION, Grand Central Terminal Bldg., New York. Tel.: Murray Hill 9-8520. *Officers:* Doris Corwith, NBC, New York, president. Dorothy Fuller, WBET, Brockton, Mass. (East); Elizabeth E. Marshall, WBEZ, Chicago (Central); Alice Friberg, WCYB, Bristol, Va. (South); Mollie Morse, KFMB, San Diego (West), vice

presidents. Jane Dalton, WSPA Spartanburg, S. C., secretary, treasurer. Betty Chapin, executive secretary.

ASSN. OF CANADIAN ADVERTISERS—Federal Bldg., Toronto 1. Tel.: Empire 3-8046. *Officers:* H. T. Venning, Shirriff's Ltd., president; John O. Pitt, Canadian Fairbanks-Morse Co., executive vice president; R. E. Sewell, Coca-Cola Ltd., vice president, treasurer. Vice presidents: Robert E. Day, Bulow Watch Co.; R. R. McIntosh, General Foods; M. M. Schneckenburger, House of Seagram; John M. Maldrum, National Carbon. Atk. McQuarrie, general manager; John A. M. Galilee, secretary. Director: T. M. Atkinson, Canadian Industries Ltd.; D. C. Bythell, Trans-Canada Air Lines; G. C. Clark, Standard Brands; T. G. Ferris, Household Finance Corp. of Canada; E. T. Gater, Sterling Drug. J. G. Hagey, B. F. Goodrich Rubber Co.; Hugh E. Kent, Bron Seltzer Ltd.; J. W. Lawrence, Borden Co.; J. J. McGill, Tuckers Ltd.; Armand Pambrum, Molson Brewery.

ASSN. OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS—1216 Wyatt Bldg., Washington 5, D. C. Tel.: Metropolitan 8-4477. James C. McNamee, president; Frank G. Kear, vice president; Frank H. McIntosh, secretary; T. A. M. Craven, treasurer.

ASSN. OF NATIONAL ADVERTISERS Inc.—285 Madison Ave., New York 17. Tel.: Oregon 9-4944. *Officers:* J. Ward Maurer, Wiproduct Co., chairman of the board; Ben R. Donaldson, Ford Motor Co., vice chairman; Paul B. West, president; Cy Norton, vice president; M. L. McElroy, vice president; I. W. Digges, vice president and counsellor; Peter W. Allport, secretary.

AUDIT BUREAU OF CIRCULATIONS—123 N. Wacker Drive, Chicago 6. Tel.: Central 6-7988. *Managing director:* James Shryock. Branch: 330 W. 42nd St., New York 18. Tel.: Longacre 3-2322; William F. Hoffmeyer, manager. (Newspaper and periodical circulation audit service.)

BRAND NAMES FOUNDATION—37 West 57th St., New York 10. Tel.: Plaza 9-8425. Henry E. A. Sands, president; William R. Sands, director of media relations.

Text of NARTB-TV Code

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shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. AUTHORITY AND RESPONSIBILITIES

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the Television Code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with governmental agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires programwise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program pres-

entations 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 September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

SERVICES RELATED TO THE BUSINESS OF TELECASTING

BROADCAST ADVERTISING BUREAU—270 Park Ave., New York 17. Tel.: Murray Hill 8-4020. William B. Ryan, president.

BUREAU OF ADVERTISING, of American Newspaper Publishers Assn.—570 Lexington Ave., New York 22. Tel.: Plaza 9-6262. Stuart M. Chambers, chairman of the board.

CANADIAN ASSN. OF BROADCASTERS—Main office 108 Sparks St., Ottawa. Tel.: 3-4036. Sales Branch—37 Bloor Street West, Toronto, Ont. Tel.: Princess 3729. *Officers*: T. J. Allard, general manager; T. A. Evans, secretary-treasurer; Pat Freeman, sales manager; Joseph Sedgwick, Q. C. Roy Roberge, general counsel; D. Malcomb Neill, Fredericton, chairman of the board. *Directors*: E. Finlay Macdonald, Halifax, N. S.; Malcolm Neill, Fredericton, N. B.; Dr. Charles Houde, New Carlisle, P. Q.; W. A. Speers, Winnipeg; E. A. Rawlinson, Prince Albert; H. G. Love, Calgary; F. H. Phicke, Vancouver; R. Snelgrove, Barrie; Henry Lepage, Quebec; J. A. Dupont, Montreal; D. Soble, Hamilton.

CLEAR CHANNEL BROADCASTING SERVICE—Shoreham Bldg., Washington, D. C. Tel.: Executive 3-0255. *Officers*: Hollis Avey, director; Edwin W. Craig, WSM Nashville, chairman; Harold Hough, WBAP Fort Worth, treasurer; Reed T. Rollo, counsel; Irma C. MaDan, secretary. *Executive Committee*: Edwin W. Craig, WSM; Victor A. Sholis, WHAS Louisville; Harold Hough, WBAP Fort Worth; James H. House, WLW Cincinnati; William Gray, WHAM Rochester.

DIRECT MAIL ADVERTISING ASSN. Inc.—17 E. 42d St., New York 17. Tel.: Vanderbilt 6-1479. Chester Suhler, *Look* and *Quick* magazines, president; Howard S. Mark, Albert Simpson Co. Ltd., Toronto, Ont., Canadian vice president; Lawrence G. Chait, Time Inc., N.Y., American vice president; May O. Vander Pyl, Advertising Letter Service, Detroit, secretary; Herbert Buhrow, McGraw-Hill Book Co., N.Y., treasurer; Frank Frazier, executive director; Albert F. Matthey, assistant to executive director.

ELECTRONICS MFRS. ASSN.—575 Madison Ave., New York 17. Tel.: Murray Hill 8-0345. David Wald, DeWald Radio, president; Carl W. Gross, Tele-Tone Radio Corp., vice president; I. A. Mitchell, United Transformer Corp., vice president; Allen Bernstein,

Adams Laboratories Inc., secretary; Irving Golin, University Loud-Speakers Inc., treasurer; Moses Shapiro, general counsel.

FAIR TV PRACTICES COMMITTEE—50 Broad St., New York City 4. Tel.: Digby 4-2923. Jerome W. Marks, chairman; James J. Mahoney, vice chairman. Opposes theatre TV and subscription TV.

FEDERAL COMMUNICATIONS BAR ASSN.—1022 Munsey Bldg., Washington, D. C. *Officers*: Fred W. Albertson, president; Vincent B. Welch, first vice president; Percy H. Russell Jr., second vice president; E. D. Johnston, secretary; Robert M. Booth Jr., treasurer. *Executive Committee*: *Officers* ex officio and Steven Fletcher, William J. Dempsey, Corwin R. Lockwood Jr., Leonard H. Marks, Vernon L. Wilkinson, George O. Sutton. Delegate to American Bar Assn., Arthur W. Scharfeld.

FINANCIAL PUBLIC RELATIONS ASSN.—231 S. LaSalle St., Chicago 4. Tel.: State 2-5547. Preston E. Reed, executive vice president.

INSTITUTE FOR EDUCATION BY RADIO-TELEVISION—Ohio State U., Columbus 10, Ohio. Tel.: University 3148, Ext. 280. I. Keith Tyler, director; Jamie A. Cope, secretary.

INSTITUTE OF RADIO ENGINEERS Inc.—1 E. 79th St., New York 21. Tel.: Regent 7-9600. *Officers*: D. B. Sinclair, president; H. L. Kirke, vice president; W. R. G. Baker, treasurer; Haraden Pratt, secretary; Alfred N. Goldsmith, editor.

JOINT TECHNICAL ADVISORY COMMITTEE—(Institute of Radio Engineers, Radio-Television Mfrs. Assn.)—1 E. 79th St., New York 21. *Officers*: Ralph Brown, chairman; A. V. Loughren, vice chairman; Lloyd V. Berkner, D. G. Fink, John V. L. Hogan, D. D. Israel, I. J. Kaar, P. F. Siling; L. G. Cumming, non-member secretary.

NATIONAL APPLIANCE & RADIO-TV DEALERS ASSN.—1141 Merchandise Mart, Chicago 54. Tel.: Michigan 2-5505. *Officers*: Mort Farr, president; H. B. Price Jr., P. S. Urner, vice presidents; M. E. Brunderman, secretary; K. J. Stucky, treasurer; A. W. Bernsohn, managing director; J. A. Cobbey, general counsel; Norman K. Brahmstedt, director member services.

NATIONAL ASSN. FOR BETTER RADIO & TELEVISION—

882 Victoria Ave., Los Angeles 5. Tel.: Whitney 4245. *Officers*: Mrs. Clara S. Logan, president; Dr. Richard Atkinson, first vice president; Dr. Lee deForest, second vice president; Mrs. Victor Roberts, secretary; Gertrude M. Blackstock, treasurer.

NATIONAL ASSN. OF EDUCATIONAL BROADCASTERS—2500 Municipal Bldg., New York City 7. Graydon Ausmus, president; Burton Paulu, vice president; Frank Schooley, treasurer; James Miles, executive director.

NATIONAL ASSN. OF MANUFACTURERS—14 W. 49th St., New York. Tel.: Circle 5-6600. *Officers*: William J. Grede, Foundries Inc., chairman of the board; Charles R. Sligh Jr., president; Earl Bunting, managing director; Noel Sargent, secretary; Kenneth R. Miller, treasurer; John T. Thacher, vice president in charge of public relations; G. W. (Johnny) Johnstone, director, radio and television dept., public relations div.

NATIONAL ASSN. OF RADIO FARM DIRECTORS—Mal Hansen, WOW Omaha, president; Jack Jackson, KCMO Kansas City, vice president; Frank Atwood, WTIC Hartford, secretary-treasurer.

NATIONAL ASSN. OF RADIO & TELEVISION BROADCASTERS—1771 N St., NW, Washington 6, D. C. (See index for separate departmental listing.)

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York 17. Tel.: Murray Hill 6-3535. *Officers*: Charles W. Watts, chairman of the board; Warren C. Agry, vice chairman; Kenneth B. Willson, president; Allan E. Backman, executive vice president.

NATIONAL COUNCIL OF THE CHURCHES OF CHRIST IN THE USA, Broadcasting & Film Commission—220 Fifth Ave., New York 1. Tel.: Oregon 9-2968. *Officers*: Ronald Bridges, executive director; Wesley B. Goodman, assistant to executive director; Arthur W. Rhinow, business manager of films; Albert Crews, director of radio and television; John Gunn, director of radio production; John Baird, director of TV production; Arthur Austin, supervisor of special events; Charles H. Schmitz, broadcasting training director; Rachel Bowers, acting director of promotion. Hollywood Office: 5746 Sunset Blvd., Hollywood 28, Calif. Tel.: Hillside 7464. Oren W. Evans, director.

NATIONAL ELECTRICAL MFRS. ASSN.—155 E. 44th St., New York 17. Tel.: Murray Hill 2-1500. L. G. Hall, Stackpole Carbon Co., president; A. F. Metz, Okonite Co., treasurer; Arthur A. Berard, Ward Leonard Electric Co.; J. L. Busey, General Electric Co.; J. W. Corey, Reliance Electric & Engineering Co.; W. A. Elliott, Elliott Co., and Hoyt Post Steele, Benjamin Electric Mfg. Co., vice presidents.

NATIONAL EXHIBITORS THEATRE TELEVISION COMMITTEE—1501 Broadway, New York. Tel.: Chickering 4-1200. Charles H. Fabian, chairman. Washington office—Suite 518, 1625 I St. NW. Phone Sterling 3-5880; Marcus Cohn, general counsel.

NATIONAL RETAIL DRY GOODS ASSN.—100 W. 31st St., New York 1. Tel.: Chickering 4-8780. *Officers*: Lew Hahn, president emeritus; George Hansen, president; J. Gordon Dakins, general manager and treasurer; Howard P. Abrahams, manager, Sales Promotion Division. Office: Kass Bldg., Washington, D. C. Tel.: National 3680; John C. Hazen, manager.

PROPRIETARY ASSN.—810 18th St., N. W., Washington 6, D. C. Tel.: National 8-1914. *Officers*: Dr. Frederick J. Cullen, Washington, D. C., executive vice president; E. T. T. Williams, Lambert Co., St. Louis, president; A. K. Barta, secretary-treasurer, Washington, D. C.

RADIO & TELEVISION COMMISSION OF THE SOUTHERN BAPTIST CONVENTION—1585 Ponce de Leon Ave., N. E., Atlanta 6, Ga. Tel.: Crescent 6431. Dupree Jordan, associate director.

RADIO PIONEERS—1440 Broadway, New York 18. Tel.: Longacre 4-8000. *Officers*: J. R. Poppele, president; P. W. Morency, first vice president; Arthur B. Church, Martin Campbell, Raymond Guy, O. H. Caldwell, Charles A. Wall, vice presidents; Samuel R. Dean, secretary; James E. Wallen, treasurer.

RADIO & TELEVISION EXECUTIVES SOCIETY—420 Lexington Ave., New York 17. Tel. Lexington 2-3988. *Officers*: Robert W. Sarnoff, president; Fritz Snyder, first vice president; G. W. Johnstone, second vice president; Claude Barrere, secretary; S. R. Dean,

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SERVICES RELATED TO THE BUSINESS OF TELECASTING

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treasurer; Elizabeth Clarkson, executive secretary.

RADIO-TELEVISION MFRS. ASSN.—777 14th St., N. W., Washington 5, D. C. Tel.: National 8-3902. *Officers:* A. D. Plamondon Jr., Indiana Steel Products Co., chairman of the board and president; James D. Secrest, executive vice president; Leslie F. Muter, Muter Co., treasurer; Glen McDaniel, general counsel. *Vice presidents:* John W. Craig, Crosley Division; R. E. Carlson, Tung-Sol Electric Inc.; R. G. Zender, Lenz Electric Mfg. Co.; H. J. Hoffman, Machlett Labs.; Arie Liberman, Talk-A-Phone Co. Headquarters Staff: Peter H. Cousins, special assistant to executive vice president; Tyler Nourse, director of publications. Albert Coumont, service coordinator; William F. E. Long, director of statistics; Anna M. Chase, office manager; Charles Maechling Jr., government relations officer.

RADIO-TELEVISION MFRS. ASSN. OF CANADA—159 Bay St., Toronto, Ont. Tel.: Empire 3-1531. A. B. Hunt, president; S. D. Brownlee, executive secretary; C. A. Pollock, vice president and chairman of Receiver Division; S. G. Paterson, vice president and chairman of Technical Products Division; J. R. Longstaffe, vice president and chairman of Parts Division; E. Olsen, chairman, Engineering Committee; G. B. Elliott, chairman Service Committee.

RADIO-TELEVISION NEWS DIRECTORS ASSN.—Tom Eaton, WTIC Hartford, president; Jim Byron, WBAP Fort Worth, vice president; Sheldon Peterson, KLZ Denver, treasurer.

STATION REPRESENTATIVES ASSN.—101 Park Ave., New York 17. Tel.: Murray Hill 5-4141. *Officers:* Joseph J. Weed, president; Eugene Katz, vice president; Adam J. Young Jr., secretary; William Weldon, treasurer; Robert D. C. Meeker, Joseph Timlin, Russell Woodward, directors; T. F. Flanagan, managing director.

THEATRE NETWORK TELEVISION INC.—515 Madison Ave., New York 22. Tel.: Plaza 3-3465. Nathan L. Halpern, president.

THEATRE OWNERS OF AMERICA—1501 Broadway, New York 36. Tel.: Lackawanna 4-5314. *Officers:* Mitchell Wolfson, president; Charles P. Skouras, chairman of the board; J. J. O'Leary, treasurer;

Max A. Connett, secretary; Walter Reade Jr., John Rowley, national vice presidents; Dick Pitts, executive assistant; Herman M. Levy, general counsel.

UNITED NATIONS RADIO—Dept. of Public Information, United Nations, New York 17. Tel.: Plaza 4-1234. *Officers:* Assistant Secretary General, Benjamin Cohen; Prin. Director, Tor Gjesdal; Director, Radio Division, Peter Aylen; Deputy Director, Radio Division, Carlos Garcia-Palacios; Chief of Production, W. Gibson Parker; Supervisor of Special Projects, Norman Corwin; Senior Broadcast Engineer, Arthur E. Barrett; Chief, Central Radio Services, Hugh Williams; Chief, English Language Service, Gerald Kean; Coordinator, U. S. Station Relations, Dorothy Lewis.

WESTERN ASSN. OF BROADCASTERS—c/o CJCA Edmonton, Alta. G. Gaetz, CJCA Edmonton, president. *Directors:* W. Rea, CKNW New Westminster, B. C.; H. Crittenden, CKCK Regina, Sask.; J. Craig, CKX Brandon, Man.

COLLEGE NETWORK

INTERCOLLEGIATE BROADCASTING SYSTEM—2808 Erie St., S. E., Washington 20, D. C. Tel.: Ludlow 2-7210; 706 Sanders Ave., Schenectady 2, N. Y. Tel.: Schenectady 3-6028. *Executive Officers:* George Abraham, president; David W. Borst, operations manager; Herbert B. Barlow, engineering director; Richard H. Crompton, station relations manager.

COMMUNICATIONS CARRIERS

AMERICAN TELEPHONE & TELEGRAPH Co. (Long Lines Dept.)—32 Avenue of the Americas, New York 13. Tel.: Exchange 3-9700. *Officers:* H. T. Killingsworth, vice president; A. F. Jacobson, director of operations.

BELL TELEPHONE LABS.—463 West St., New York 14. Tel.: Chelsea 3-1000.

CANADIAN NATIONAL TELEGRAPHS—347 Bay St., Toronto 1, Ont. Tel.: Waverly 6071. *Officers:* J. R. White, general manager; D. H. Hawley, chief of commercial operations; A. E. Allen, supervisor of broadcast services.

GLOBE WIRELESS Ltd.—141 Battery St., San Francisco, Calif. Tel.: Exbrook 2-6181. *Officers:* R. Stanley Dollar, president; R. H. Andersen, Walter P. Boatwright, J. D. Hopkins, William H. Phillips, R. Stanley Dollar Jr., vice presidents.

INTERNATIONAL TEL. & TEL. Corp.—67 Broad St., New York 4. Tel. Bowling Green 9-3800. William H. Harrison, president and director.

MACKAY RADIO & TELEGRAPH CO. (AC&R)—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. *Officers:* Adm. William F. Halsey, chairman of board; Ellery W. Stone, president; F. L. Henderson, executive vice president; J. A. Kennedy, vice president and general counsel; B. B. Tower, vice president and controller; L. N. Anderson and C. R. McPherson, vice presidents; C. E. Scholz, vice president and chief engineer; E. H. Price, vice president, Marine Division; Robert D. Merrill, vice president, commercial department; J. T. Chatterton (San Francisco), Morgan Heiskell (Paris), A. C. Jorgensen (Tangier), Gordon Kern (Stuttgart, Germany), and Leroy Spangenberg (New York), vice presidents; J. F. Gibbons, general attorney; O. C. Buchanan, treasurer; R. M. Scribner, secretary.

PRESS WIRELESS Inc.—1475 Broadway, New York. Tel.: Bryant 9-5030. William J. McCambridge, president and treasurer; Bernard P. E. Wolbarst, vice president; A. G. Greany, secretary; T. J. Reilly, assistant treasurer.

RCA COMMUNICATIONS—66 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers:* Harry C. Ingles, president; Eidney Sparks, vice president, Commercial Activities, Program and Photo Transmission Service; F. H. Goring, N. Y.; H. E. Austin, San Francisco.

WESTERN UNION TELEGRAPH Co.—60 Hudson St., New York 13. Tel.: Worth 2-7300. *Officers:* Walter P. Marshall, president; T. B. Gittings, public relations and sales vice president; H. P. Corwith, development and research vice president; S. M. Barr, plant and engineering vice president; J. Z. Millar, director of research; F. B. Bramhall, transmission research engineer; W. B. Sullinger, radio research engineer; L. G. Pollard, communications electronic research engineer.

CONSULTANTS ALLIED ARTS

AMERICAN RADIO PUBLICATIONS Inc.—119A N. Washington St., Peoria 2, Ill. Tel.: 4-3262. Rex G. Howard, president; S. C. Zinser, treasurer; Olive M. Howard, secretary. (Civil Defense Manual.)

BLACKBURN HAMILTON Co.—Washington Bldg., Washington, D. C. Tel.: Sterling 3-4341. Tribune Tower, Chicago; Tel.: Delaware 7-2755. 235 Montgomery St., San Francisco 4; Tel.: Exbrook 2-5679. Media brokers. *Officers:* Jam W. Blackburn, partner; Ray W. Hamilton, partner.

BOOZ, ALLEN & HAMILTON—135 South La Salle St., Chicago 9. Tel.: Financial 6-1900. New York 285 Madison Ave., New York 17. Tel.: Oregon 9-1900. San Francisco: 235 Montgomery St., San Francisco 4. Tel.: Yukon 2-2480. Philadelphia: 1401 Walnut St. Philadelphia 2. Tel. Locust 4-5555. Washington: 1625 Eye St., N.W. Washington 6. Tel. Executive 5212. Detroit: 3075 Penobscot Bldg., Detroit 26. Tel.: Woodward 1-1900. Minneapolis: Northwestern Bank Bldg., Minneapolis 2. Tel.: Lincoln 1116. Los Angeles: 523 West Sixth St., Los Angeles 14. Tel.: Trinity 3217. *Partners:* James L. Allen, James C. Olson, Edward J. Burnell, John L. Burns, Sherrill A. Parsons, Stuart M. Campbell, Stanley Humphrey, Harry W. Knight, Stewart M. Lowry, William C. E. ridge, Arnold F. Emch, Joseph M. Kubert, Perry Addleman, Charles P. Bowen, Robert Wise, John P. Pockock, Robert M. Brownings, George F. Hamson, Edwin L. Morris, Alfred J. Gagnon, Philip Douham, Lloyd E. Wilkinson, Lawrence L. Ellis, Ralph E. Smiley, Newton Parks, James A. Newman, Robert I. Hale, H. Ferris White, Clyde C. Seney, John P. Gallagher, William S. Powell, Ralph Jones.

RUDY BRETZ—Croton-on-Hudson, N. Y.; Tel.: Croton 1-3477 (Television consultant.)

BROADCAST MANAGEMENT SERVICES CO., 17 E. 48th St. New York 17. Tel.: Plaza 5-11. *Officers:* Edward C. Lobdell, president—licensee; Bernard Robert, general manager. A national employment service (for radio and television stations dealing exclusively in essential staff personnel).

BROADCAST SERVICE BUREAU Inc.—1025 Vermont Ave. N. W., Washington 5, D. C. Tel.: National 7808. C. B. Collins, president; (FCC Broadcast Rules and Standards with amendment service.)

CARL H. BUTMAN—National Press Bldg., Washington, D. C. Tel.: National 8-7846. (Consultant on FCC procedural, regulatory and technical matters; application supervised.)

SERVICES RELATED TO THE BUSINESS OF TELECASTING

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EUBEN H. DONNELLEY Corp. — 350 East 22d St., Chicago 16. Tel.: Victory 2-3232. *Officers:* Taylord Donnelley, chairman of the board; David L. Harrington, president and chairman of the executive committee; Curtiss E. Frank, executive vice president and general counsel; Albert M. Andersen, executive vice president; Harold P. Harper, vice president; Donald R. Arnold, vice president; Harry W. Warner, secretary-treasurer. (Services: Trade paper publishers, contest judging, premium mailing and packaging, assisted telephone directory publishers, house-to-house distribution, more service direct mail advertising, mailing lists.)

LYLE KENYON ENGEL—1 East 2d., N. Y. 17. Tel.: Murray Hill 4-8322.

THE FAUGHT COMPANY Inc. — 342 Madison Ave., New York 17. Tel.: Murray Hill 7-1171. Millard T. Faught, president.

HOWARD S. FRAZIER — Bond Bldg., Washington 5, D. C. Tel.: National 8-2173. Howard S. Frazier. (Television and radio management consultants; broadcaster's executive placement service.)

MICHAEL R. HANNA—Savings Bank Bldg., Ithaca, N. Y. Tel.: 6301. (AM, FM, TV management consultant.)

L. LEWIS KING—551 Fifth Ave., New York 17. Tel.: Murray Hill 4-8276. (Television and broadcast advertising consultant.)

PETER R. LEVIN—425 E. 53d St., New York 22. Tel.: Eldorado 7-3857. (Management counsel in radio and television.)

McKIBBEN & PELLETIER—325 Market St., Kittanning, Pa. Tel.: 3-1381. (Management and technical consultants.)

McKINSEY & CO.—60 E. 42d St., New York 17. Tel.: Murray Hill 4-3123. *Partners and principals:* Horace G. Crockett, Marvin Bower, Gordon G. Bowen, J. Alex Smith, Edward C. Adams, Ewing W. Reilley, Gerald L. Murphy, E. J. Jverett Smith, Gilbert H. Clee, Phillip S. Babb, Paul Roberts, Richard D. Elwell, Carl T. Hoffman. Office: 75 Federal St., Boston 10; Tel. Hubbard 2-9626; Stanley L. Balmer, Arthur T. Caruso. Office: 1625 I St. NW, Washington ; Tel.: Metropolitan 8-6688; John T. Corson. Office: 208 South La-salle St., Chicago 4; Tel.: Randolph 6-6980; Harrison A. Rod-

dick, C. Coy Honsaker Jr. Office: 235 Montgomery St., San Francisco 4; Tel.: Garfield 1-3638; John G. Neukom, William H. Dennick. Office: 612 South Flower St., Los Angeles 17. Tel.: Madison 6-3201; Forrest Wallace.

GEORGE McKITTRICK & Co.—108 Fulton St., New York 38. Tel.: Barclay 7-4829. Branch office: 185 N. Wabash St., Chicago 1. Tel.: State 2-8911. (Publishes *McKit-trick's Geographical and Classified Directory of Advertisers and Advertising Agency list.*)

PHILIP MERRYMAN & ASSOC. —114 State St., Bridgeport, Conn. Tel.: Bridgeport 5-4144.

NATIONAL REGISTER PUBLISHING Co. Inc.—130 W. 42nd St., New York 36. Tel.: Longacre 4-1710. *President:* R. W. Ferrel. *General manager:* C. H. Brown. Branch: 333 N. Michigan Ave., Chicago; Tel.: Randolph 6-5744; manager, A. J. Crane. (Publishes *Standard Advertising Register* services, listing national advertisers, agencies and their personnel.)

TED NELSON ASSOCIATES — 730 Fifth Ave., New York 19, Tel.: Circle 6-8470. *Owner:* Ted Nelson. *Radio directors:* Richard Diamond, Perry Bruskin, Charles Duran. *Account executive:* Nathan Fields. (Radio consultants, radio packages, radio advertising agency.)

M. S. NOVIK—Room 500, 300 W. 23d St., New York 11. Tel.: Algonquin 5-4385. (Public service radio consultant.)

FRED A. PALMER Co.—6800 N. High, Worthington, Ohio. Tel.: Franklin 2-7346. Fred A. Palmer, president. (Radio management consultant.)

PIKE & FISCHER—Dupont Circle Bldg., Washington 6, D.C. Publishers of *Pike & Fischer Radio Regulation*. (FCC rules, amendments, decisions, and related radio and television, documentary service.)

MERRITT R. SCHOENFELD & Co.—520 N. Michigan Ave., Chicago 11. Tel.: Whitehall 4-0818. Merritt R. Schoenfeld, president; Lewis G. Green, vice president; R. Hall Adams, secretary-treasurer.

WILLIAM J. SCRIPPS ASSOCIATES—286 S. Woodward St., Birmingham, Mich. Principals: William J. Scripps, Walter Duschinsky. (Telecommunications consultants; economic, finance, insurance, market research services; foreign representation.)

TRADE-WAYS INC.—285 Madison Ave., New York. Tel.: Oregon 9-3070. William H. Lough, presi-

dent and treasurer. (Marketing counsellors specializing in sales training.)

GEORGE R. TURPIN & ASSOCIATES—P. O. Box 802, Fort Worth 1. Tel.: Fortune 7453. George R. Turpin, president; Perry Hilleary, general manager; Billie Stroud, J. Lee Johnson, associate managers. (Regional sales campaigns and giveaway shows for radio and TV stations.)

CLIFFORD YEWDALL—154 W. 14th St., New York 1. Tel.: Chelsea 2-4843. Branches: 11 S. La-Salle St., Chicago. Tel.: Randolph 6-7575. Sharp Bldg., Lincoln 8, Neb. Tel.: 2-3135. (Accountant specializing in radio.)

FREQUENCY MEASURING SERVICES

WILLIAM W. L. BURNETT RADIO LABORATORY—4814 Idaho St., San Diego 4, Calif. Tel.: Talbot 4943. William W. L. Burnett, engineer in charge.

CAMBRIDGE THERMIONIC CORP.—445 Concord Ave., Cambridge 38, Mass. Tel.: Trowbridge 6-2800. Clarence Cheney.

COMMERCIAL RADIO MONITORING CO.—P. O. Box 7037, Kansas City 2. Tel.: Jackson 5302. Robert F. Wolfskill, manager; Walter H. Campbell, chief engineer, and Wm. L. Blakeley, in charge of frequency measurements. L. J. N. du TREIL & ASSOC.—204 Homedale Ave., New Orleans 24. Tel.: Audubon 3525-0917.

CLAUDE M. GRAY—P. O. Box 602, Birmingham, Ala. Tel.: 2-3570.

HUTTON MONITORING SERVICE—Rockwell and Westchester Aves., Catonsville 28, Md. Tel.: Catonsville 9078. J. W. Hutton, owner.

INTERNATIONAL MONITORING SERVICE—1103 N. Road, Belmont, Calif. Special representative—A. C. Stewart, 277 Fulton St., San Francisco.

PRECISION FREQUENCY SERVICE—1426 S. Flower St., Santa Ana, Calif. Tel.: Kimberly 2-2117. John R. Schick, engineer.

RCA COMMUNICATIONS INC. —66 Broad St., New York 4. Tel.: Hanover 2-1811. *Officers:* Harry C. Ingles, president; Sidney Sparks, vice president for commercial activities; Frank Flood, manager of special services. Branch: Riverhead, L. I., N. Y.; Tel.: 2290; E. C. Rundquist, manager. Branch: San Francisco, 28 Geary St. Tel.: Garfield 4200. H. E. Austin, vice president and manager.

SOUTHWEST FREQUENCY MEASUREMENTS — P. O. Box 4114, Austin, Tex. Tel.: 7-2904. Marion T. Hill, engineer in charge.

STRAIN ENGINEERING SERVICE—1261 Niles Ave. NW, Atlanta, Ga. Tel.: Belmont 5164.

T & T RADIO MEASUREMENTS Co.—2557 Atlantic Ave., Long Beach 6, Calif. Tel.: Long Beach 4-2015. Night phone: Long Beach 4-8408. Jay E. Tapp.

VAN NOSTRAND RADIO ENGINEERING SERVICE — 339 Le-land Terrace NE, Atlanta 6, Ga. Tel.: Dearborn 4774.

MARTIN R. WILLIAMS—7401 E. 14th St., Indianapolis 19, Ind. Tel.: Blackstone 0388; Market 3326.

NATHAN WILLIAMS FREQUENCY MEASUREMENTS — 20 Algoma Blvd., Oshkosh, Wis. Tel.: Blackhawk 22.

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SERVICES RELATED TO THE BUSINESS OF TELECASTING

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Reinsch, WSB Atlanta; J. Harold Ryan, Fort Industry Co.; James E. Wallen, MBS; Joseph E. Baudino, Westinghouse Radio Stations; Ray Diaz, ABC.

COMPOSERS, AUTHORS and PUBLISHERS ASSN. OF CANADA LTD.—132 St. George St., Toronto. Tel.: MI 8457. Sir Ernest MacMillan, president; W. S. Low, gen. mgr.

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MUSIC PUBLISHERS PROTECTIVE Assn.—45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. Harry Fox, general manager; Walter G. Douglas, chairman of board.

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G. RICORDI & Co.—1270 Avenue of the Americas, New York 20. Tel.: Judson 2-5300, Dr. Franco Colombo, managing director.

SESAC Inc.—475 Fifth Ave., New York 17. Tel.: Murray Hill 5-5365. Paul Heinecke, president; R. C. Heinecke, treasurer; K. A. Jadasohn, general manager.

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WILLIAM J. (BILL) BAILEY—2500 Q St., N. W., Washington 7, D. C. Tel.: Dupont 7-3400.

BALDWIN & MERMEY—205 E. 42nd St., New York 17. Tel.: Murray Hill 4-4540. Partners: William H. Baldwin, Maurice Mermey.

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64th St., New York 21. Tel.: Templeton 8-5000.

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JAMES A. COWAN—20 Carlton Toronto, Ont., Canada. Tel.: Empire 4-8561.

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STEVE HANNAGAN—247 Park Ave., New York. Tel.: Plaza 5-2900. Associate: Jim Scanlan.

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KRIEDT & MYERS—J. Clarence Myers, Gary Kriedt, 607 Market St., San Francisco 5. Tel.: Exbrook 2-7443.

MARK LARKIN—119 W. 57th St., c/o The Traveler, New York 19. Tel.: Circle 6-6135.

AUSTIN C. LESCARBOURA & STAFF—Croton-on-Hudson, N. Y. Tel.: Croton 1-3444. Austin C. Lescarboura, senior partner, account executive; Stanley A. Les-

carboursa, junior partner, account executive; Winifred Phillips, production.

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HAL LEYSHON & ASSOCIATES —292 Madison Ave., New York. Tel.: Murray Hill 5-0744.

HOWARD J. MCCOLLISTER Co.—66 Acacia Drive, Atherton, Calif. Tel.: Davenport 3-3061. Regional promotional sales campaigns.

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REG MITCHELL & ASSOCIATES—1004 National Press Bldg., Washington 4, D. C. Tel.: National 8-4457. Reginald P. Mitchell, director.

JACK PERLIS—310 West End Ave., New York 23. Tel.: Trafalgar 3-5284.

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RICHARD H. ROFFMAN—Hotel Sulgrave, 646 Park Ave., New York 21. Tel.: Trafalgar 9-5640. Richard H. Roffman, president. (Also law and public relations counsel.)

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BENJAMIN SONNENBERG — 247 Park Ave. Tel.: Plaza 5-2200.

PAT SWEENEY ASSOCIATES —400 Madison Ave., New York. Tel.: Plaza 3-4466.

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ADVERTEST RESEARCH — 90 Bayard St., New Brunswick, N. J. Tel.: Charter 7-1564. Directors: Seymour Smith, Richard Bruskin. Director of Agency Relations, Warren Rebell. (Measurement of radio and television audience habits and reactions. Publishers of monthly research studies, *The Television Audience of Today*.)

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AMERICAN RESEARCH BUREAU — National Press Bldg., Washington 4, D. C. Tel.: National 8-0822. James W. Seiler, director. (Radio and television audience measurement.)

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ROBERT S. CONLAN & ASSOCIATES — 1703 Wyandotte St., Kansas City. Tel.: Victor 3038.

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hn L. Guyant, president; Erwin Stern, director of sales. (Local and national radio audience surveys, national rating service.)

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EXECUTIVES RADIO-TV SERVICE—Larchmont, N. Y. Tel.: Larchmont 2-0833. James M. Boerst, managing editor (Publishers of monthly Spot Radio Report, quarterly Factuary [sponsored radio-TV network data], and semi-annual Time Buyers Register.)

GRAHAM RESEARCH SERVICE—424 Madison Ave., New York. Tel.: Plaza 3-4565. Director: E. Graham.

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MARKET RESEARCH OF CLEVELAND—1220 Huron Rd.,

Cleveland. Tel.: Main 1-0186. Albert E. Strass, director. (Radio and television research for mid-west stations, advertisers and agencies.)

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MOFFETT RESEARCH Co.—6253 Hollywood Blvd., Hollywood 28. Tel.: Hempstead 5653, Jessie Locke Moffett, owner.

A. C. NIELSEN Co.—2101 Howard St., Chicago 45. Tel.: Hollywood 5-4400. *Officers:* Arthur C. Nielsen Sr., president; Arthur C. Nielsen Jr., administrative vice president; Frederick K. Leisch, executive vice president; James P. Napier, executive vice president; Charlton G. Shaw, executive vice president. 500 Fifth Ave., New York 18. Tel.: Pennsylvania 6-2850. James O. Peckham, executive vice president. 215 Market St., San Francisco, Calif. Tel.: Yukon

2-1970. Franklin H. Graf, vice president. 109 St. Aldates, Oxford, England; Dr. Edward L. Lloyd, managing director. 2436 Yonge St., Toronto, Ontario, Canada; D. M. Prather, president. 35 Fisher St., Petersham, N. S. W., Sydney, Australia; Justin Power, director, 570 Heerengracht, Amsterdam, The Netherlands. (Broadcast audience and station coverage measurement, marketing research.)

EDWARD J. NOONAN MARKET RESEARCH ORGANIZATION—157 Federal St., Boston 10. Tel.: Liberty 2-1870. Edward J. Noonan, director.

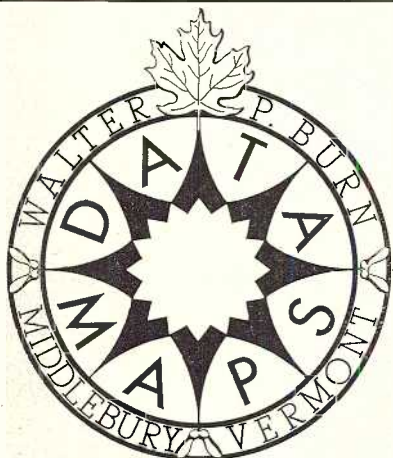
O'CONNOR SURVEY Co.—Vester Bldg., Knoxville. Tel.: 5-2272. Bernice M. O'Connor, supervisor. (O'Connor Radio Audience Surveys).

OFFICE OF RESEARCH Inc.—3470 Broadway, New York 31 and P. O. Box 666, Norwalk, Conn. Tel.: Audubon 6-7455. John G. Peatman, president and director; V. S. McGee, assistant director. (Radio and TV consultants and publishers of weekly surveys of network music.)

OPINION RESEARCH CORP.—44 Nassau St., Princeton, N. J. Tel.: 1-3600. Dr. Claude Robinson, president; Walter G. Barlow, Joseph C. Bevis, LeBaron Foster, M. Starr Northrop, LeRoy Purvis, Hugh Rusch, Dilman M. K. Smith, vice presidents.

OFFICE OF RESEARCH Inc.—3470 Broadway, New York 31 and P. O. Box 666, Norwalk, Conn. Tel.: Audubon 6-7455. John G.

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(Continued from page 367)

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ALFRED POLITZ RESEARCH Inc.—270 Park Ave., New York 17. Tel.: Plaza 9-5200. Alfred Politz, president; Lester R. Frankel, technical director; Eva Klein, project coordinator; Jerome Greene, Robert Lindsey, Harry L. Smith Jr., Robert Weller, project directors; Mildred Taylor, field director. (Marketing, advertising, product, opinion and media research.)

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(Continued on page 372)

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T

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 Tuhy, Stephen Jr., 407 Albee Bldg., Washington.
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CBS-TV	78
DuMont	91
NBC-TV	71

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 Wilkinson, Vernon L., 1028 Connecticut Ave., N. W., Washington.
 Williams, A. Rea, 733 Investment Bldg., Washington.
 Willis, John W., Dupont Circle Bldg., Washington.
 Wilner, Morton H., 700 Wyatt Bldg., Washington.
 Wilson, James E., DeSales Bldg., Washington.
 Wilson, Thomas W., Dow, Lohnes & Albertson, 1111 Munsey Bldg., Washington.
 Winter, Harrison L., 10 Light St., Baltimore.
 Wisehart, Harold H., Wisehart & Savage, 104-112 Professional Bldg., Clinton, Ohio.
 Wolff, Sanford L., Riskind & Wolff, 134 N. LaSalle St., Chicago.
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 Woods, Warren, Roberts & McInnis, 1741 DeSales St., Washington.
 Wozencraft, Col. Frank H., Southern Bldg., Washington.
 Wrape, James W., Sterick Bldg., Memphis, Tenn.
 Wright, J. Warren, 5504 Grove St., Chevy Chase, Md.
 Wyatt, Wilson W., Marion E. Taylor Bldg., Louisville, Ky.

Y

Yates, Carlyle E., RCA, 30 Rockefeller Plaza, New York.
 Young, Verne R., The American Bldg., Washington.
 Younger, Donald, P. O. Drawer 1000, Santa Cruz, Calif.
 Yourd, Kenneth L., CBS, 485 Madison Ave., New York.

Z

Zagon, Samuel S., 6263 Hollywood Blvd., Los Angeles.
 Zias, Joseph F., Loucks, Zias, Young & Jansky, The American Bldg., Washington.

Station Authorizations

FOR comparative purposes, here is the status of broadcast stations authorizations at FCC on Dec. 31, 1951, and Dec. 31, 1952:

	Commercial authorizations								Educa-tional authorizations	
	-AM-		-FM-		-TV-		FM	TV	1952	1952
	1951	1952	1951	1952	1951	1952				
Total authorized	2,408	2,624	650	630	108	273	113	10		
Total on the air	2,331	2,391	637	616	108	129	96	0		
Licensed (all on the air)	2,300	2,371	564	576	93	98	96	0		
Construction permits on the air	----	20	---	40	--	31	2	0		
Construction permits not on the air	----	133	---	14	--	144	13	10		
Construction permits	108	----	86	--	13	----	----	----		
Total applications pending	988	943	215	196	629	925	7	9		
Total applications in hearing	220	162	7	4	182	65	0	0		
Requests for new stations	102	251	2	12	171	812	0	9		
Request to change existing facilities	205	190	16	27	45	50	3	0		
Deletion of licensed stations in December	0	1	0	10	0	0	0	0		
Deletion of constructions permits in December	5	1	3	2	0	0	0	0		

Processing Line for Television Applicants

City priority group and position in general Group A or B list.

City Index to TV Processing Line

FOLLOWING is an alphabetical index of cities included in the FCC temporary processing line for television applications. After each city is the priority number showing where it may be found in the processing line which appears beginning on page 377.

For example—Andalusia, Ala., A2-570, is city No. 570 in the Group A-2 list. Other priority groupings, in order after Group A-2, are Groups B-1, B-2, B-3, B-4 and B-5.

City priority group and position in general Group A or B list.

ALABAMA

Andalusia A2-570
Anniston A2-156
Bessemer B1-86
Birmingham B2-157
Brewton A2-866
Clayton A2-886
Cullman A2-669
Decatur A2-266
Demopolis A2-874
Dothan A2-238
Enterprise A2-686
Eufaula A2-718
Florence A2-212
Fort Payne A2-778
Gadsden A2-69
Greenville A2-735
Guntersville A2-857
Huntsville A2-330
Jasper B1-102
Mobile A2-16
Montgomery A2-26
Opelika A2-425
Selma A2-223
Sheffield A2-495
Sylacauga B1-101
Talladega B1-96
Thomasville A2-989
Troy A2-606
Tuscaloosa A2-88
Tuskegee A2-746

ARIZONA

Ajo A2-818
Bisbee A2-933
Casa Grande A2-913
Clifton A2-952
Coolidge A2-905
Douglas A2-556
Eloy A2-944
Flagstaff A2-656
Globe A2-765
Holbrook A2-992
Kingman A2-956
Mesa B3-178
Miami A2-903
Morenci A2-753
Nogales A2-785
Phoenix B4-200
Prescott A2-740
Safford A2-935
Tucson A2-91
Williams A2-1001
Winslow A2-757
Yuma A2-571

ARKANSAS

Arkadelphia A2-731
Batesville A2-766
Benton A2-773
Blytheville A2-334
Camden A2-467
Conway A2-601
El Dorado A2-219
Fayetteville A2-317
Forrest City A2-660
Fort Smith A2-84
Harrison A2-835
Helena A2-475
Hope A2-603
Hot Springs A2-176
Jonesboro A2-331
Little Rock A2-27
Magnolia A2-715
Malvern A2-627
Morriston A2-837
Newport A2-775
Paragould A2-546
Pine Bluff A2-119
Russellville A2-619
Searcy A2-799
Springdale A2-816
Stuttgart A2-687

CALIFORNIA

Alturas A2-979
Bakersfield A2-132
Brawley A2-438
Chico A2-426
Corona B1-139
Delano A2-584
El Centro A2-416
Eureka A2-220
Fresno A2-35
Hanford A2-529
Los Angeles B2-170
Madera A2-505
Merced A2-358
Modesto A2-307
Monterey (see Salinas)

City priority group and position in general Group A or B list.

Napa B1-95
Oakland (see San Francisco)
Oxnard A2-241
Palm Springs A2-657-A
Petaluma B1-123
Port Chicago B1-126
Red Bluff A2-878
Redding A2-518
Riverside A2-87
Sacramento A2-11
Salinas-Monterey A2-164
San Bernardino A2-64
San Buenaventura A2-326
San Diego B4-190
San Francisco-Oakland B5-212
San Jose B3-174
San Luis Obispo A2-377
Santa Barbara A2-94
Santa Cruz A2-233
Santa Maria A2-509
Santa Paula A2-482
Santa Rosa A2-297
Stockton A2-53
Tulare A2-419
Ukiah A2-788
Visalia A2-446
Watsonville A2-456
Yreka City A2-961
Yuba City A2-637

COLORADO

Alamosa A2-850
Boulder A2-265
Canon City A2-769
Colorado Springs A2-90
Craig A2-970
Delta A2-915
Denver A2-1
Durango A2-672
Fort Collins A2-366
Fort Morgan A2-852
Grand Junction A2-371
Greeley A2-252
La Junta A2-648
Lamar A2-727
Leadville A2-916
Longmont A2-625
Loveland A2-737
Montrose A2-875
Pueblo A2-63
Salida A2-893
Sterling A2-667
Trinidad A2-427
Walsenburg A2-833

CONNECTICUT

Bridgeport B1-1
Hartford B3-172
Meriden B1-17
New Britain B1-9
New Haven B2-143
New London A2-159
Norwalk (see Stamford)
Norwich A2-216
Stamford-Norwalk B1-137
Waterbury B1-7

DELAWARE

Dover A2-779
Wilmington B2-146

DISTRICT OF COLUMBIA

Washington B2-168

FLORIDA

Belle Glade A2-689
Bradenton A2-389
Clearwater A2-352
Daytona Beach A2-163
De Land A2-592
Ft. Lauderdale B1-20
Fort Myers A2-396
Fort Pierce A2-392
Gainesville A2-190
Jacksonville B4-196
Key West A2-193

City priority group and position in general Group A or B list.

Lake City A2-662
Lakeland A2-157
Lake Wales A2-729
Leesburg A2-677
Marianna A2-815
Miami B4-193
Ocala A2-447
Orlando A2-76
Palatka A2-569
Panama City A2-198
Pensacola A2-96
Quincy A2-758
St. Augustine B1-49
St. Petersburg (see Tampa)
Sanford A2-437
Sarasota A2-282
Tallahassee A2-188
Tampa-St. Petersburg A2-3
West Palm Beach A2-98

GEORGIA

Albany A2-155
Americus A2-465
Athens A2-180
Atlanta B2-166
Augusta A2-51
Bainbridge A2-663
Brunswick A2-295
Cairo A2-834
Carrollton A2-642
Cartersville B1-125
Cedartown A2-553
Columbus A2-42
Cordele A2-554
Dalton A2-342
Douglas A2-674
Dublin A2-519
Elberton A2-738
Fitzgerald A2-621
Fort Valley A2-730
Gainesville A2-436
Griffin B1-121
La Grange A2-206
Macon A2-54
Marietta B1-119
Milledgeville A2-581
Moultrie A2-453
Newnan B1-124
Rome A2-170
Savannah A2-22
Statesboro A2-792
Swainsboro A2-907
Thomasville A2-373
Tifton A2-726
Toccoa A2-736
Valdosta A2-264
Vidalia A2-817
Waycross A2-281
Warner Robins A2-623-A

IDAHO

Blackfoot A2-863
Boise A2-135
Burley A2-808
Caldwell A2-506
Cour d'Alene A2-428
Emmett A2-971
Gooding A2-966
Idaho Falls A2-277
Jerome A2-894
Kellogg A2-877
Lewiston A2-402
Nampa A2-336
Payette A2-919
Pocatello A2-195
Preston A2-918
Rexburg A2-910
Rupert A2-967
Sandpoint A2-909
Twin Falls A2-303
Wallace A2-964
Weiser A2-921

ILLINOIS

Alton B1-24
Aurora B1-130

Belleville B1-23
Bloomington A2-137
Cairo A2-431
Carbondale A2-487
Centralia A2-382
Champaign-Urbana A2-65
Chicago B2-167
Danville A2-115
Decatur A2-59
DeKalb A2-448
Dixon A2-458
Elgin B1-131
Freeport A2-230
Galesburg A2-154
Harrisburg A2-484
Jacksonville A2-251
Joliet B1-129
Kankakee A2-197
Kewanee B1-93
La Salle A2-433
Lincoln A2-374
Macomb A2-503
Marion A2-508
Mattoon A2-305
Moline (see Davenport Ia.)
Mt. Vernon A2-350
Olney A2-600
Pekin A2-234
Peoria A2-24
Quincy A2-102
Rockford A2-23
Rock Island (see Davenport, Ia.)
Springfield A2-41
Streator A2-327
Urbana (see Champaign)
Vandalia A2-840
Waukegan B1-132

INDIANA

Anderson B1-16
Angola A2-70
Bedford B1-54
Bloomington B2-153
Columbus B1-43
Connersville A2-354
Elkhart A2-126
Evansville A2-17
Fort Wayne A2-12
Gary B1-127
Hammond B1-129
Indianapolis B4-187
Jasper A2-860
Kokomo A2-111
Lafayette A2-128
Lebanon B1-64
Logansport A2-246
Madison B1-104
Marion A2-165
Michigan City B1-87
Muncie A2-67
Princeton A2-655-A
Richmond B1-81
Shelbyville B1-57
South Bend A2-23
Tell City A2-825
Terre Haute A2-62
Vincennes A2-283
Washington A2-486

IOWA

Algona A2-845
Ames B2-154
Atlantic A2-760
Boone B1-56
Burlington A2-158
Carroll A2-777
Cedar Rapids A2-49
Centerville A2-658
Charles City A2-515
Cherokee A2-650
Clinton B1-84
Creston A2-613
Davenport-Rock Island-Moline B2-
Decorah A2-795
Des Moines B3-171
Dubuque A2-82
Estherville A2-743
Fairfield A2-684
Fort Dodge A2-202
Fort Madison A2-365
Grinnell A2-728
Iowa City A2-189
Keokuk A2-338
Knoxville A2-657
Marshalltown A2-268
Mason City A2-183
Muscatine B1-89
Newton B1-58
Oelwein A2-638
Oskaloosa A2-479

Processing Line for Television Applicants

City priority group and position in general Group A or B list.	City priority group and position in general Group A or B list.	City priority group and position in general Group A or B list.	City priority group and position in general Group A or B list.
Amherst A2-141 Bedford A2-756 Barnstable A2-711 Boston A2-39 Dorchester A2-673 Easton A2-709 Fall River A2-61 New Bedford A2-65	MAINE Auburn A2-217 Augusta A2-247 Bangor A2-153 Bar Harbor A2-984 Bath A2-501 Belfast A2-805 Biddeford A2-248 Calais A2-888 Dover-Foxcroft A2-985 Fort Kent A2-973 Houlton A2-798 Lewiston A2-106 Millinocket A2-824 Portland A2-45 Presque Isle A2-533 Rockland A2-564 Rumford A2-636 Van Buren A2-937 Waterville A2-290	Ely A2-839 Fairmont A2-617 Faribault A2-340 Fergus Falls A2-403 Grand Rapids A2-800 Hastings B1-107 Hibbing A2-332 International Falls A2-774 Little Falls A2-744 Mankato A2-285 Marshall A2-809 Minneapolis-St. Paul B5-207 Montevideo A2-842 New Ulm A2-560 Northfield B1-105 Owatonna A2-522 Red Wing A2-500 Rochester A2-168 St. Cloud A2-179 St. Paul (see Minneapolis) Stillwater B1-103 Thief River Falls A2-712 Virginia A2-418 Wadena A2-923 Willmar A2-558 Winona A2-205 Worthington A2-634	Hardin A2-993 Havre A2-626 Helena A2-304 Kalispell A2-541 Laurel A2-939 Lewistown A2-752 Livingston A2-652 Miles City A2-563 Missoula A2-229 Polson A2-996 Red Lodge A2-981 Shelby A2-972 Sidney A2-920 Whitefish A2-958 Wolf Point A2-986
KANSAS Abilene A2-822 Kansas City A2-404 Lawrence A2-407 Manhattan A2-524 Topeka A2-316 Wichita A2-928 Arkansas A2-692 Dodge City A2-472 Emporia A2-483 Haskell A2-514 Lawrence A2-489 Meridian A2-885 Olathe A2-412 Salina A2-596 Tulsa A2-142 Wichita A2-469 Wichita Falls A2-394 Winchester A2-897	MARYLAND Annapolis B1-140 Baltimore B2-162 Cambridge A2-513 Cumberland A2-116 Frederick B1-134 Hagerstown A2-121 Salisbury A2-360	MISSISSIPPI Biloxi A2-117 Brookhaven A2-639 Canton A2-703 Clarksdale A2-325 Columbia A2-787 Columbus A2-315 Corinth A2-538 Greenville A2-167 Greenwood A2-292 Grenada A2-678 Gulfport A2-226 Hattiesburg A2-173 Jackson A2-29 Kosciusko A2-741 Laurel A2-204 Louisville A2-854 McComb A2-511 Meridian A2-101 Natchez A2-224 Pascagoula A2-494 Picayune A2-747 Starkville A2-697 Tupelo A2-457 Vicksburg A2-184 West Point A2-762 Yazoo City A2-540	NEBRASKA Alliance A2-635 Beatrice A2-442 Broken Bow A2-953 Columbus A2-579 Fairbury A2-767 Falls City A2-780 Fremont B1-94 Grand Island A2-225 Hastings A2-256 Kearney A2-432 Lexington A2-872 Lincoln A2-28 McCook A2-653 Nebraska City A2-721 Norfolk A2-468 North Platte A2-355 Omaha B5-210 Scottsbluff A2-405 York A2-783
KENTUCKY Cincinnati B1-26 Covington A2-288 Frankfort A2-950 Lexington A2-644 Louisville A2-587 Morehead A2-108 Owensboro A2-439 Paducah A2-704 Richmond A2-882 Trenton A2-707 Union A2-417 Wartburg A2-70 Zanesville B2-156 Cincinnati A2-478 Cincinnati A2-577 Cincinnati A2-595 Cincinnati A2-372 Cincinnati A2-797 Cincinnati A2-140 Cincinnati A2-146 Cincinnati A2-864 Cincinnati A2-848 Cincinnati A2-516 Cincinnati A2-698 Cincinnati A2-565	MASSACHUSETTS Barnstable A2-507 Boston B5-208 Brockton B1-113 Fall River B1-3 Greenfield A2-362 Holyoke (see Springfield) Lawrence B1-78 Lowell B1-77 New Bedford B1-5 North Adams A2-240 Northampton A2-177 Pittsfield A2-71 Springfield-Holyoke A2-4 Worcester B1-110	MISSISSIPPI Biloxi A2-117 Brookhaven A2-639 Canton A2-703 Clarksdale A2-325 Columbia A2-787 Columbus A2-315 Corinth A2-538 Greenville A2-167 Greenwood A2-292 Grenada A2-678 Gulfport A2-226 Hattiesburg A2-173 Jackson A2-29 Kosciusko A2-741 Laurel A2-204 Louisville A2-854 McComb A2-511 Meridian A2-101 Natchez A2-224 Pascagoula A2-494 Picayune A2-747 Starkville A2-697 Tupelo A2-457 Vicksburg A2-184 West Point A2-762 Yazoo City A2-540	NEVADA Boulder City A2-924 Carlin A2-1011 Carson City A2-969 Elko A2-846 Ely A2-946 Fallon A2-990 Goldfield A2-1013 Hawthorne A2-1007 Henderson A2-941 Las Vegas A2-209 Lovelock A2-1008 McGil A2-994 Reno A2-148 Tonopah A2-1009 Winnemucca A2-977 Yerlington A2-1012
KENTUCKY Cincinnati B1-26 Covington A2-288 Frankfort A2-950 Lexington A2-644 Louisville A2-587 Morehead A2-108 Owensboro A2-439 Paducah A2-704 Richmond A2-882 Trenton A2-707 Union A2-417 Wartburg A2-70 Zanesville B2-156 Cincinnati A2-478 Cincinnati A2-577 Cincinnati A2-595 Cincinnati A2-372 Cincinnati A2-797 Cincinnati A2-140 Cincinnati A2-146 Cincinnati A2-864 Cincinnati A2-848 Cincinnati A2-516 Cincinnati A2-698 Cincinnati A2-565	MICHIGAN Alma A2-612 Alpena A2-398 Ann Arbor B1-115 Bad Axe A2-974 Battle Creek B1-15 Bay City A2-75 Benton Harbor A2-286 Big Rapids A2-742 Cadillac A2-510 Calumet A2-1010 Cheboygan A2-827 Coldwater A2-605 Detroit B2-161 East Lansing B1-41 East Tawas A2-1005 Escanaba A2-359 Flint A2-7 Gladstone A2-881 Grand Rapids B2-142 Hancock A2-858 Houghton A2-929 Iron Mountain A2-545 Iron River A2-917 Ironwood A2-462 Jackson B1-13 Kalamazoo B2-152 Lansing B2-147 Ludington A2-550 Manistee A2-593 Manistique A2-869 Marquette A2-314 Midland A2-375 Mount Pleasant A2-464 Muskegon A2-83 Petoskey A2-761 Pontiac B1-112 Port Huron A2-125 Rogers City A2-925 Saginaw A2-33 Sault Ste. Marie A2-296 Traverse City A2-318 West Branch A2-1003	MISSISSIPPI Biloxi A2-117 Brookhaven A2-639 Canton A2-703 Clarksdale A2-325 Columbia A2-787 Columbus A2-315 Corinth A2-538 Greenville A2-167 Greenwood A2-292 Grenada A2-678 Gulfport A2-226 Hattiesburg A2-173 Jackson A2-29 Kosciusko A2-741 Laurel A2-204 Louisville A2-854 McComb A2-511 Meridian A2-101 Natchez A2-224 Pascagoula A2-494 Picayune A2-747 Starkville A2-697 Tupelo A2-457 Vicksburg A2-184 West Point A2-762 Yazoo City A2-540	NEW HAMPSHIRE Berlin A2-322 Claremont A2-406 Concord A2-182 Keene A2-348 Laconia A2-368 Littleton A2-931 Manchester A2-40 Nashua B1-83 Portsmouth A2-284 Rochester A2-386
LOUISIANA Abbeville A2-562 Alexandria A2-131 Bastrop A2-410 Baton Rouge A2-19 Bossier A2-300 Covington A2-409 De Ridder A2-819 Eunice A2-618 Franklin A2-786 Houma A2-629 Lake Charles A2-103 Lafayette A2-537 Lafayette A2-112 Lafayette A2-539 Lafayette A2-535 Lafayette A2-328 Lafayette A2-184 Lafayette A2-832 Lafayette A2-451 Lafayette A2-512 Lafayette A2-18 Lafayette A2-647 Lafayette A2-831	MICHIGAN Alma A2-612 Alpena A2-398 Ann Arbor B1-115 Bad Axe A2-974 Battle Creek B1-15 Bay City A2-75 Benton Harbor A2-286 Big Rapids A2-742 Cadillac A2-510 Calumet A2-1010 Cheboygan A2-827 Coldwater A2-605 Detroit B2-161 East Lansing B1-41 East Tawas A2-1005 Escanaba A2-359 Flint A2-7 Gladstone A2-881 Grand Rapids B2-142 Hancock A2-858 Houghton A2-929 Iron Mountain A2-545 Iron River A2-917 Ironwood A2-462 Jackson B1-13 Kalamazoo B2-152 Lansing B2-147 Ludington A2-550 Manistee A2-593 Manistique A2-869 Marquette A2-314 Midland A2-375 Mount Pleasant A2-464 Muskegon A2-83 Petoskey A2-761 Pontiac B1-112 Port Huron A2-125 Rogers City A2-925 Saginaw A2-33 Sault Ste. Marie A2-296 Traverse City A2-318 West Branch A2-1003	MISSOURI Cape Girardeau A2-239 Carthage A2-477 Caruthersville A2-599 Chillicothe A2-585 Clinton A2-793 Columbia A2-150 Farmington A2-895 Festus B1-72 Fulton A2-528 Hannibal A2-250 Jefferson City A2-203 Joplin A2-110 Kansas City B4-186 Kennett A2-588 Kirksville A2-481 Lebanon A2-732 Marshall A2-580 Maryville A2-723 Mexico A2-454 Moberly A2-399 Monett A2-883 Nevada A2-630 Poplar Bluff A2-363 Rolla A2-559 St. Joseph A2-44 St. Louis B3-179 Sedalia A2-253 Sikeston A2-452 Springfield A2-57 West Plains A2-876	NEW HAMPSHIRE Berlin A2-322 Claremont A2-406 Concord A2-182 Keene A2-348 Laconia A2-368 Littleton A2-931 Manchester A2-40 Nashua B1-83 Portsmouth A2-284 Rochester A2-386
LOUISIANA Abbeville A2-562 Alexandria A2-131 Bastrop A2-410 Baton Rouge A2-19 Bossier A2-300 Covington A2-409 De Ridder A2-819 Eunice A2-618 Franklin A2-786 Houma A2-629 Lake Charles A2-103 Lafayette A2-537 Lafayette A2-112 Lafayette A2-539 Lafayette A2-535 Lafayette A2-328 Lafayette A2-184 Lafayette A2-832 Lafayette A2-451 Lafayette A2-512 Lafayette A2-18 Lafayette A2-647 Lafayette A2-831	MINNESOTA Albert Lea A2-391 Alexandria A2-771 Austin A2-218 Bemidji A2-531 Brainerd A2-414 Cloquet A2-651 Crookston A2-681 Detroit Lakes A2-820 Duluth-Superior, Wis., A2-10	MONTANA Anaconda A2-473 Billings A2-152 Bozeman A2-470 Butte A2-144 Cut Bank A2-938 Deer Lodge A2-934 Dillon A2-957 Glasgow A2-930 Glendive A2-856 Great Falls A2-108 Hamilton A2-982	NEW JERSEY Asbury Park B1-135 Atlantic City A2-66 Bridgeton B1-90 Camden (see Philadelphia, Pa.) New Brunswick B1-138 Paterson B1-136 Trenton B1-111 Wildwood A2-838
LOUISIANA Abbeville A2-562 Alexandria A2-131 Bastrop A2-410 Baton Rouge A2-19 Bossier A2-300 Covington A2-409 De Ridder A2-819 Eunice A2-618 Franklin A2-786 Houma A2-629 Lake Charles A2-103 Lafayette A2-537 Lafayette A2-112 Lafayette A2-539 Lafayette A2-535 Lafayette A2-328 Lafayette A2-184 Lafayette A2-832 Lafayette A2-451 Lafayette A2-512 Lafayette A2-18 Lafayette A2-647 Lafayette A2-831	MINNESOTA Albert Lea A2-391 Alexandria A2-771 Austin A2-218 Bemidji A2-531 Brainerd A2-414 Cloquet A2-651 Crookston A2-681 Detroit Lakes A2-820 Duluth-Superior, Wis., A2-10	MONTANA Anaconda A2-473 Billings A2-152 Bozeman A2-470 Butte A2-144 Cut Bank A2-938 Deer Lodge A2-934 Dillon A2-957 Glasgow A2-930 Glendive A2-856 Great Falls A2-108 Hamilton A2-982	NEW MEXICO Alamogordo A2-734 Albuquerque B4-201 Artesia A2-615 Atresco-Five Points B1-66 Belen B1-74 Carlsbad A2-294 Clayton A2-949 Clovis A2-309 Deming A2-828 Farmington A2-942 Gallup A2-573 Hobbs A2-381 Hot Springs A2-891 Las Cruces A2-424 Las Vegas A2-387 Lordsburg A2-948 Los Alamos A2-534 Lovington A2-965 Portales A2-624 Raton A2-616 Roswell A2-199 Santa Fe A2-181

(Continued on page 376)

Processing Line for Television Applicants

City priority group and position
in general Group A or B list.

City priority group and position
in general Group A or B list.

City priority group and position
in general Group A or B list.

City priority group and position
in general Group A or B list.

(Continued from page 375)

Silver City A2-705
Socorro A2-902
Tucucari A2-609

NEW YORK

Albany-Schenectady-Troy B2-141
Amsterdam B1-25
Auburn B1-82
Batavia B1-91
Binghamton B2-148
Buffalo (also see Buffalo, Niagara Falls)
Buffalo-Niagara Falls B4-181
Cortland B1-120
Dunkirk B1-45
Elmira A2-81
Glens Falls A2-271
Gloversville B1-35
Hornell A2-364
Ithaca B1-85
Jamestown A2-97
Kingston A2-178
Malone A2-551
Massena A2-397
Middletown A2-227
New York B2-169
Niagara Falls (see Buffalo-Niagara Falls)
Odensburg A2-337
Olean A2-222
Oneonta A2-390
Oswego B1-88
Patchogue¹ A2-681-A
Plattsburg A2-301
Poughkeepsie A2-105
Rochester B4-191
Rome (See Utica)
Saranac Lake A2-716
Schenectady (also see Albany)
Troy (see Albany)
Utica-Rome B2-144
Watertown A2-136

NORTH CAROLINA

Ahoskie A2-945
Albemarle A2-444
Asheville A2-72
Burlington B1-33
Burnsville² A2-1010-A
Charlotte B4-199
Durham A2-52
Elizabeth City B1-53
Fayetteville A2-134
Gastonia B1-38
Goldsboro A2-243
Greensboro B2-149
Greenville A2-321
Henderson A2-485
Hendersonville A2-790
Hickory B1-48
High Point B1-18
Jacksonville A2-922
Kannapolis B1-28
Kinston A2-289
Laurinburg A2-695
Lumberton A2-568
Mount Airy A2-691
New Bern A2-346
Raleigh A2-60
Roanoke Rapids A2-620
Rocky Mount A2-186
Salisbury A2-262
Sanford A2-530
Shelby B1-47
Southern Pines A2-908
Statesville B1-46
Washington A2-544
Wilmington A2-93
Wilson A2-221
Winston-Salem B3-175

NORTH DAKOTA

Bismarck A2-287
Bottineau A2-997
Carrington A2-1002
Devils Lake A2-763
Dickinson A2-671
 Fargo A2-114
Grafton A2-879
Grand Forks A2-191
Harvey A2-991
Jamestown A2-499
Lisbon A2-1006
Minot A2-232
New Rockford A2-1000
Rugby A2-975

¹ Ch. 75 proposed.
² Ch. 4 proposed.

Valley City A2-722
Wahpeton A2-867
Williston A2-679

OHIO

Akron B1-109
Ashtabula A2-214
Athens A2-450
Bellefontaine A2-520
Cambridge A2-369
Canton B1-2
Chillicothe A2-261
Cincinnati B2-164
Cleveland B2-163
Columbus B2-165
Coshocton A2-449
Dayton B2-158
Defiance A2-471
Findlay A2-213
Fremont B1-46-A
Gallipolis B1-63
Hamilton-Middletown B1-133
Lancaster B-117
Lima A2-79
Lorain B1-114
Mansfield A2-95
Marion B1-22
Masillon B1-27
Middletown (see Hamilton)
Mount Vernon B1-55
Newark B1-116
Piqua B1-92
Portsmouth B1-19
Sandusky A2-174
Springfield B1-79
Steubenville (see Wheeling, W. Va.)
Tiffin A2-280
Toledo B4-192
Warren A2-80
Youngstown A2-5
Zanesville A2-107

OKLAHOMA

Ada A2-341
Altus A2-542
Alva A2-759
Anadarko A2-782
Ardmore A2-298
Bartlesville A2-276
Blackwell A2-567
Chickasha A2-344
Claremore B1-71
Clinton A2-665
Duncan A2-356
Durant A2-504
Elk City A2-632
El Reno B1-59
Enid A2-123
Frederick A2-841
Guthrie B1-60
Guymon A2-884
Hobart A2-849
Holdenville A2-781
Hugo A2-803
Lawton A2-133
McAlester A2-299
Miami A2-443
Muskogee A2-118
Norman B1-31
Oklahoma City B4-194
Okmulgee B1-44
Pauls Valley A2-720
Ponca City A2-259
Pryor Creek B1-75
Sapulpa B1-51
Seminole A2-441
Shawnee B1-39
Stillwater A2-255
Tulsa B4-197
Vinita A2-836
Woodward A2-811

OREGON

Albany A2-523
Ashland A2-646
Astoria A2-422
Baker A2-552
Bend A2-463
Burns A2-968
Corvallis A2-335
Eugene A2-124
Grants Pass A2-622
Klamath Falls A2-343
La Grande A2-594
Lebanon A2-813
McMinnville A2-748
Medford A2-310
North Bend A2-791
Pendleton A2-445

Portland A2-2
Roseburg A2-610
Salem A2-99
Springfield A2-493
The Dalles A2-654

PENNSYLVANIA

Allentown B1-6
Altoona B3-176
Bethlehem B1-80
Bradford A2-308
Butler B1-36
Chambersburg A2-313
Du Bois A2-461
Easton A2-127
Emporium A2-940
Erie B2-145
Harrisburg B1-8
Hazleton A2-129
Irwin B5-204-A
Johnstown B2-151
Lancaster B2-150
Lebanon B1-29
Lewistown A2-380
Lock Haven A2-466
Meadville B1-42
New Castle B1-14
Oil City A2-272
Philadelphia B2-160
Pittsburgh B4-180
Reading B1-4
Scranton A2-20
Sharon A2-192
Sunbury A2-353
Uniontown A2-249
Washington B1-32
Wilkes-Barre A2-46
Williamsport A2-92
York B1-11

RHODE ISLAND

Providence B5-206

SOUTH CAROLINA

Aiken A2-700
Anderson A2-269
Camden A2-706
Charleston A2-55
Columbia A2-37
Conway A2-794
Florence A2-228
Georgetown A2-802
Greenville A2-68
Greenwood A2-384
Lake City A2-868
Lancaster A2-693
Laurens A2-590
Marion A2-724
Newberry A2-666
Orangeburg A2-357
Rock Hill B1-34
Spartanburg A2-120
Sumter A2-257
Union A2-543

SOUTH DAKOTA

Aberdeen A2-245
Belle Fourche A2-947
Brookings A2-641
Hot Springs A2-873
Huron A2-408
Lead A2-764
Madison A2-865
Mitchell A2-430
Mobridge A2-936
Pierre A2-826
Rapid City A2-201
Sioux Falls A2-74
Sturgis A2-951
Vermillion A2-851
Watertown A2-411
Winner A2-959
Yankton A2-649

TENNESSEE

Athens A2-598
Bristol, Tenn.-Bristol, Va. A2-147
Chattanooga A2-14
Clarksville A2-333
Cleveland A2-415
Columbia A2-488
Cookeville A2-713
Covington B1-76
Dyersburg A2-490
Elizabethton A2-497
Fayetteville A2-843
Gallatin B1-73

Harriman A2-768
Humbolt A2-675
Jackson A2-162
Johnson City A2-185
Kingsport A2-273
Knoxville A2-21
Lawrenceburg A2-844
Lebanon B1-62
McMinnville A2-661
Maryville A2-645
Memphis B4-188
Morristown A2-401
Murfreesboro B1-50
Nashville B4-198
Oak Ridge A2-161
Old Hickory B3-178-A
Paris A2-582
Pulaski A2-823
Shelbyville A2-555
Springfield B1-68
Tullahoma A2-664
Union City A2-655

TEXAS

Abilene A2-89
Alice A2-329
Alpine A2-855
Amarillo A2-47
Athens A2-862
Austin A2-13
Ballinger A2-853
Bay City A2-557
Beaumont-Port Arthur A2-9
Beeville A2-561
Big Spring A2-311
Bonham A2-702
Borger A2-293
Brady A2-806
Breckenridge A2-750
Brenham A2-710
Brownfield A2-784
Brownsville (also see Brownsville-Harlingen-Weslaco)
Brownsville-Harlingen-Weslaco A2-24
Brownwood A2-258
Bryan A2-291
Childress A2-659
Cleburne B1-52
Coleman A2-755
College Station A2-633
Conroe A2-685
Corpus Christi A2-25
Corsicana A2-278
Crockett A2-807
Crystal City A2-690
Cuero A2-670
Dalhart A2-810
Dallas B2-155
Del Rio A2-376
Denison A2-306
Denton B1-118
Eagle Pass A2-688
Edinburg A2-420
El Campo A2-776
El Paso A2-15
Falfurrias A2-745
Floydada A2-962
Fort Stockton A2-898
Fort Worth B5-205
Gainesville A2-474
Galveston A2-58
Gonzales A2-830
Greenville A2-370
Harlingen (also see Brownsville-Harlingen-Weslaco)
Hebbronville A2-906
Henderson A2-725
Hereford A2-861
Hillsboro A2-611
Houston B4-183
Huntsville A2-536
Jacksonville A2-602
Jasper A2-900
Kermit A2-717
Kilgore A2-548
Kingsville A2-319
Lamesa A2-498
Lampasas A2-880
Laredo A2-78
Levelland A2-614
Littlefield A2-754
Longview A2-210
Lubbock A2-50
Lufkin A2-361
McAllen A2-263
McKinney B1-99
Marfa A2-943
Marshall A2-231

Processing Line for Television Applicants

City priority group and position in general Group A or B list.

City priority group and position in general Group A or B list.

How the FCC Is Processing TV Applications

HERE IS A COMPLETE tabulation of FCC's city priority list with channel allocations, pre-freeze stations, all new station grants and all pending applications through March 4. The city priority list shows the order in which new TV applications are being handled by the Commission under its temporary processing procedure [B•T, May 26, 1952] as set forth in the Sixth Report and Order which finalized the TV reallocation [B•T, April 14, 1952].

FCC is processing concurrently the applications in Group A-2 and Group B, with processing in each group being handled according to respective city priority number.

Processing as of March 4 extended to No. 310 on Group A-2 line and No. 199 on Group B line.

This is what the following list includes:

1. All 267 new commercial station grants since lifting of the freeze, plus all operating stations* and channel changes granted or proposed for the 30 pre-thaw operating stations required to switch frequency by the Sixth Report.

2. All now-pending commercial station applications, new and amended, filed since April 14, 1952, with channels requested and reference dates to issues of BROADCASTING • TELECASTING in which details may be found.

3. All applications designated for hearing to date, including those which have been notified under the McFarland Act that a hearing will be necessary.

4. All 14 noncommercial educational stations grants, plus all pending applications for educational stations.

Full details of new TV applicants, including ownership and related broadcast interests, have been reported in each issue since April 14, 1952.

City priority groups listed below are:

Group A-2—Applications for new stations in cities 40 or more miles from any existing pre-thaw station. This is first city listed below.

Group B-1—Bids for new stations in cities less than 40 miles from existing pre-thaw station and to which only UHF channels are assigned.

Group B-2—Bids for cities in which one or more pre-thaw stations are operating, all VHF channels have been authorized (except educational) and only UHF channels are available.

Group B-3—Bids for cities having no pre-thaw operating stations and located less than 40 miles from not more than one pre-thaw operating station.

Group B-4—Bids for cities with only one pre-thaw operating station and located 40 or more miles from any other pre-thaw station.

Group B-5—Bids for cities less than 40 miles from two or more pre-thaw operating stations.

Each respective listing below includes, in order, the city priority number, channels allocated by the Sixth Report [channels with asterisk (*) are reserved for educational use], existing stations, new post-thaw grants and call letters where assigned, applications designated or

* Newark, N. J., and Syracuse, N. Y., both with operating stations, are not in city priority list since all channels are assigned. At Newark, Ch. 13 is assigned WATV (TV). At Syracuse, Ch. 3 has been assigned WSYR-TV (now on Ch. 5) and Ch. 8 is assigned WHEN (TV).

slated for hearing and other pending applications. If applicant is owner of an AM or FM station in the city, call letters are listed in parentheses following applicant's name.

GROUP A-2

1. DENVER, Col. (Ch. 2, 4, *6, 7, 9, 20, 26)—Granted: Eugene P. O'Fallon Inc. (KFEL), Ch. 2 KFEL-TV [B.T. July 14, '52] on air July 18, '52; Colorado TV Corp., Ch. 9 KBTW (TV) [B.T. July 14, '52], on air Oct. 2, '52; Mountain States TV Co., Ch. 20 KIRV (TV) [B.T. Sept. 22, '52]; Empire Coil Co., Ch. 26 KDEN (TV) [B.T. July 14, '52]. In hearing: Ch. 4—KMYR Bcstg. Co. (KMYR) [B.T. July 7, '52], Metropolitan TV Co. (KOA) [B.T. July 7, '52]; Ch. 7—Aladdin Radio & TV Inc. (KLZ) [B.T. June 23, April 21, '52], Denver TV Co. [B.T. July 14, '52]. Initial decision has been issued in Ch. 7 case recommending grant to Aladdin [B.T. Feb. 9].

2. PORTLAND, Ore. (Ch. 6, 8, *10, 12, 21, 27)—Granted: Empire Coil Co., Ch. 27 KPTV (TV) [B.T. July 14, '52], on air Sept. 19, '52. In hearing: Ch. 6—Pioneer Bcstrs. Inc. (KGW) [B.T. July 7, '52], Mt. Hood Radio & TV Bcstg. Corp. (KOIN) [B.T. Dec. 15, Sept. 8, June 30, '52]; Ch. 8—Westinghouse Radio Stations Inc. (KEX) [B.T. June 23, '52], Portland TV Inc. [B.T. July 14, '52], Cascade TV Co. [B.T. Sept. 15, '52] and North Pacific TV Inc. [B.T. Aug. 18, '52]; Ch. 12—Oregon TV Inc. [B.T. July 7], Columbia Empire Telecasters Inc. (KPOJ owns 40%) [B.T. July 14, '52], and Northwest TV & Bcstg. Co. [B.T. July 28, '52]; Ch. 21—Mt. Scott Telecasters Inc. (KGN) [B.T. July 7, '52], Portland, and Vancouver Radio Corp. (KVAN Vancouver, Wash.) [B.T. June 30, '52], Vancouver.

3. TAMPA—ST. PETERSBURG, Fla. (Ch. *3, 8, 13, 38)—Granted: City of St. Petersburg (WSUN), Ch. 38 WSUN-TV [B.T. Oct. 13, '52]. In hearing: Ch. 8—Tribune Co. (WFLA Tampa [B.T. June 30, '52], Pinellas Bcstg. Co. (WTSP St. Petersburg) [B.T. April 21, '52] and Tampa Bay Area Telecasting Corp. [B.T. July 7, '52]; Ch. 13—Tampa Times Co. (WDAE Tampa) [B.T. June 30, '52], Orange TV Bcstg. Co. [B.T. July 14, '52] and Tampa TV Co. (20% owned by Walter Tison, operator WALT Tampa) [B.T. Sept. 29, '52].

4. SPRINGFIELD-HOLYOKE, Mass. (Ch. 55, 61)—Granted [B.T. July 14, '52]: Hampden-Hampshire Corp. (WHYN Holyoke), Ch. 55 WHYN-TV; Springfield Television Bcstg. Corp. (WSPR Springfield owns 19.2%), Springfield, Ch. 61 (WWLP).

5. YOUNGSTOWN, Ohio (Ch. 21, 27, 73)—Granted: Polan Industries, Ch. 21 WUTV (TV) [B.T. Sept. 29, '52]; WKBN Bcstg. Corp. (WKBN), Ch. 27 WKBN-TV [B.T. July 14, '52], on air Jan. 11; Vindicator Printing Co. (WFMJ), Ch. 73 WFMJ-TV [B.T. July 14, '52].

6. WICHITA, Kan. (Ch. 3, 10, 16, *22)—Granted: C. W. C. Co., Ch. 16 [B.T. Feb. 23].—In hearing: Ch. 3—Radio KFH Co. (KFH) [B.T. July 7, '52]. Taylor Radio & TV Corp. (KANS) [B.T. July 7, '52] and Wichita TV Corp. [B.T. July 14, '52]; Ch. 10—KAKE Bcstg. Co. (KAKE) [B.T. July 14, '52], Sunflower TV Co. [B.T. Oct. 13, Sept. 29, July 14, '52] and Mid-Continent TV Inc. [B.T. Oct. 20, July 7, '52].

—In hearing: Ch. 3—Radio KFH Co. (KFH) [B.T. July 7, '52], Taylor Radio & TV Corp. (KANS) [B.T. July 7, '52] and Wichita TV Corp. [B.T. July 14, '52]; Ch. 10—KAKE Bcstg. Co. (KAKE) [B.T. July 14, '52], Sunflower TV Co. [B.T. Oct. 13, Sept. 29, July 14, '52] and Mid-Continent TV Inc. [B.T. Oct. 20, July 7, '52]. Pending: Wichita Beacon Bcstg. Co. (KWBB), Ch. 16 [B.T. Nov. 3, July 14, '52].

7. FLINT, Mich. (Ch. 12, 16, *22, 28)—Granted: Trendle-Campbell Bcstg. Corp. (WTAC), Ch. 16 WTAC-TV [B.T. Nov. 24, '52]; Trans-American TV Corp., Ch. 28 WCTV (TV) [B.T. July 14, '52]. In hearing: Ch. 12—Trebitt Corp. (WFDF) [B.T. July 7, '52], WJR The Goodwill Station Inc. (WJR Detroit) [B.T. July 14, '52] and W. S. Butterfield Theatres Inc. (WUOM-FM [B.T. July 7, '52].

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WASHINGTON

Aberdeen A2-270
Anacortes A2-714
Bellingham A2-138
Bremerton B1-30
Centralia A2-591
Ellensburg A2-608
Ephrata A2-389
Everett B1-21
Grand Coulee A2-980
Hoquiam A2-480
Kelso A2-682
Kennewick A2-525
Longview A2-254
Olympia A2-345
Pasco A2-521
Port Angeles A2-476
Pullman A2-434
Richland A2-235
Seattle B4-185
Spokane A2-8
Tacoma B3-173
Vancouver (see Portland, Ore.)
Walla Walla A2-211
Wenatchee A2-400
Yakima A2-113

WEST VIRGINIA

Beckley A2-274
Bluefield A2-242
Charleston A2-48
Clarksburg A2-149
Elkins A2-574
Fairmont A2-175
Fayetteville* A2-1007-A
Hinton A2-821
Huntington B4-202
Logan A2-871
Martinsburg A2-349
Parkersburg A2-169
Welch A2-751
Weston A2-578
Wheeling-Steubenville, Ohio A2-31
Williamson A2-597

WISCONSIN

Appleton A2-139
Ashland A2-502
Beaver Dam A2-440
Beloit A2-171
Eau Claire A2-122
Fond du Lac A2-166
Green Bay A2-73
Janesville A2-207
Kenosha B1-12
La Crosse A2-86
Madison A2-30
Manitowoc A2-187
Marinette A2-378
Milwaukee B4-182
Oshkosh A2-104
Portage A2-683
Prairie du Chien A2-847
Racine B1-10
Rhineland A2-583
Rice Lake A2-719
Richland Center A2-887
Sheboygan A2-100
Sparta A2-812
Stevens Point A2-324
Sturgeon Bay A2-701
Superior (see Duluth, Minn.)
Wausau A2-160
Wisconsin Rapids A2-393

WYOMING

Buffalo A2-983
Casper A2-215
Cheyenne A2-151
Cody A2-926
Douglas A2-987
Evanston A2-927
Gillette A2-999
Green River A2-963
Greybull A2-998
Lander A2-955
Laramie A2-351
Lovell A2-988
Lusk A2-1004
Newcastle A2-954
Powell A2-932
Rawlins A2-676
Riverton A2-914
Rock Springs A2-491
Sheridan A2-460
Thermopolis A2-976
Torrington A2-960
Wheatland A2-995
Worland A2-912

* Ch. 4 proposed.

Artesia A2-547
Asheville A2-749
Bland A2-236
Central Wells A2-640
Cincinnati A2-496
Cincinnati A2-772
Cincinnati A2-770
Cincinnati A2-423
Cincinnati B1-97
Cincinnati A2-172
Cincinnati A2-244
Cincinnati A2-323
Cincinnati A2-237
Cincinnati A2-896
Cincinnati A2-628
Cincinnati A2-899
Cincinnati A2-379
Cincinnati (see Beaumont)
Cincinnati A2-890
Cincinnati A2-572
Cincinnati B1-69
Cincinnati A2-77
Cincinnati B5-209
Cincinnati A2-395
Cincinnati A2-532
Cincinnati B1-100
Cincinnati A2-385
Cincinnati A2-260
Cincinnati A2-435
Cincinnati A2-694
Cincinnati A2-576
Cincinnati A2-388
Cincinnati A2-575
Cincinnati A2-200
Cincinnati B1-98
Cincinnati A2-208
Cincinnati A2-109
Cincinnati A2-589
Cincinnati A2-413
Cincinnati A2-339
Cincinnati A2-38
Cincinnati B1-122
Cincinnati B1-61
Cincinnati (see Brownsville-Harlingen-Weslaco)
Cincinnati A2-56
Cincinnati A2-733
Cincinnati A2-789
Cincinnati A2-320
Cincinnati B5-203
Cincinnati A2-801
Cincinnati B5-204
Cincinnati A2-911
Cincinnati A2-892
Cincinnati B5-211
Cincinnati B1-106
Cincinnati A2-978
Cincinnati A2-631
Cincinnati A2-549
Cincinnati A2-145
Cincinnati A2-604
Cincinnati A2-859
Cincinnati A2-302
Cincinnati A2-607
Cincinnati A2-680
Cincinnati A2-130
Cincinnati A2-829
Cincinnati A2-90
Cincinnati A2-429
Cincinnati A2-623
Cincinnati A2-492
Cincinnati A2-804
Cincinnati A2-85
Cincinnati A2-708
Cincinnati A2-312
Cincinnati News-Norfolk-Portsmouth (also Norfolk-Portsmouth) B4-189
Cincinnati A2-904
Cincinnati B3-177
Cincinnati (see Norfolk-Portsmouth) and also Norfolk-Portsmouth-Newport News)
Cincinnati A2-566
Cincinnati B4-195
Cincinnati A2-34
Cincinnati A2-796
Cincinnati A2-267
Cincinnati A2-421
Cincinnati B1-67
Cincinnati A2-383

Processing Line for Television Applicants

Group A-2, Continued

(Continued from page 377)

8. SPOKANE, Wash. (Ch. 2, 4, 6, *7)—Granted: [B.T. July 14]: KXLY-TV, 315 W. Sprague (KXLY is 50% owner), Ch. 4 KXLY-TV, KHQ Inc. (KHQ), Ch. 6 KHQ-TV, on air Dec. 22, '52. In hearing: Louis Wasmer (KREM) [B.T. June 9] and Television Spokane Inc. (KNEW), both seeking Ch. 2 [B.T. July 28, '52].

9. BEAUMONT-PORT ARTHUR, Tex. (Ch. 4, 6, 31, *37)—Granted: TV Bestrs., Ch. 31 KBMT (TV) Beaumont [B.T. Dec. 8, '52]. In hearing: Ch. 4—Port Arthur College (KPAC Port Arthur) [B.T. July 14, '52], Smith Radio Co. Port Arthur [B.T. July 21, '52] and Jefferson Amusement Co., Beaumont [B.T. Dec. 22, '52]. Ch. 6—Beaumont Bcstg. Corp. (KFDM Beaumont) [B.T. July 14, '52], Enterprise Co. (KRIC Beaumont) [B.T. July 7, '52] and KTRM Inc. (KTRM Beaumont) [B.T. July 14, '52].

10. DULUTH, Minn.—SUPERIOR, Wis. (Ch. 3, 6, *8, 32, 38)—Granted: Great Plains TV Properties Inc., Ch. 38 WFTV (TV) Duluth [B.T. Oct. 27, '52]. In hearing: Ch. 3—Head of the Lakes Bcstg. Co. (WEBC Duluth) [B.T. July 7, '52] and Red River Bcstg. Co. (KDAL Duluth) [B.T. June 2, April 21, '52]; Ch. 6—Lakehead Telecasters Inc. (WREX Duluth) [B.T. July 14, '52] and Ridson Inc. (WDSM Superior) [B.T. July 14, '52]. Channel available: Ch. 32.

11. SACRAMENTO, Calif. (Ch. 3, *6, 10, 40, 46)—In hearing: Ch. 3—KCRA Inc. (KCRA) [B.T. July 7, '52] and Sacramento Bcstrs. (KXOA) [B.T. Nov. 10, Aug. 25, July 7, '52]. Ch. 10—McClatchy Bcstg. Co. (KFBK) [B.T. Nov. 3, July 7, '52] and Sacramento Telecasters Inc. [B.T. July 7, '52]; Ch. 40—Maria Helen Alvarez [B.T. Nov. 10, Oct. 20, July 28, '52] and Cal Tel Co. [B.T. Nov. 10, Oct. 13, '52]. Ch. 46—Jack Gross [B.T. Aug. 4, '52] and John Poole Bcstg. Co. [B.T. July 21, '52].

12. FORT WAYNE, Ind. (Ch. *27, 33, 69)—In hearing: Ch. 33—News Sentinel Bcstg. Co. (WGL) [B.T. July 7, '52] and Northeastern Indiana Bcstg. Co. (WKJG) [B.T. July 7, '52]. In hearing: Ch. 69—Radio Fort Wayne Inc. (WANE) [B.T. Sept. 8, July 28, '52], Anthony Wayne Bcstg. Co. [B.T. Feb. 23].

13. AUSTIN, Tex. (Ch. 7, 18, 24 *70)—Granted: Texas Bcstg. Co. (KTBC), Ch. 7 KTBC-TV [B.T. July 14, '52], on air Nov. 27, '52; Capital City TV Co., Ch. 18 KCTV [B.T. July 14, '52]; Tom Potter, Ch. 24 KTVA [B.T. Aug. 27, '52].

14. CHATTANOOGA, Tenn. (Ch. 3, 12, 43, 49, *55)—Granted: Tom Potter, Ch. 43 WTVT [B.T. Aug. 27, '52]; Chattanooga TV Inc. (WMTS), Ch. 49 WOUTV (TV) [B.T. Aug. 27, '52]. Notified mutually exclusive: Ch. 3—WDOD Bcstg. Corp. (WDOD) [B.T. June 23, '52] and Mountain City TV Inc. (WAPO) [B.T. June 30, '52]; Ch. 12—Southern TV Inc. [B.T. Sept. 1, June 30, '52], WDEF Bcstg. Co. (WDEF) [B.T. July 7, '52] and Tri-State Telecasting Corp. [B.T. July 21, '52].

15. EL PASO, Tex. (Ch. 4, *7, 9, 13, 20, 26)—Granted: Roderick Bcstg. Corp. (KROD), Ch. 4 KROD-TV [B.T. Aug. 4, '52], on air Dec. 14, '52; Tri-State Bcstg. Co. (KTSM), Ch. 9 KTSM-TV [B.T. Aug. 18, '52], on air Jan. 4; KEPO Inc. (KEPO), Ch. 13 KEPO-TV [B.T. Oct. 27, '52]. Others pending: Ch. 20—Franklin Bcstg. Co. [B.T. June 28, 14, '52].

16. MOBILE, Ala. (Ch. 5, 10, *42, 48)—Granted: Pape Bcstg. Co. (WALA), Ch. 10 WALA-TV [B.T. Dec. 1, '52], on air Jan. 4; Pursley Bcstg. Service (WKAB), Ch. 48 WKAB-TV [B.T. Aug. 11, '52], on air Dec. 30, '52. Others pending: Ch. 5—Mobile TV Corp. [B.T. July 14, '52] and WKRK-TV Inc. [B.T. Jan. 12, '53, '52].

17. EVANSVILLE, Ind.—HENDERSON, Ky. (Ch. 7, 50, *56, 62)—Granted: Ohio Valley TV Co. (WSN Henderson), Ch. 50 WEHT (TV) Henderson [B.T. Nov. 24, '52]. Notified mutually exclusive: Ch. 7—South Central Bcstg. Corp. (WKY Evansville) [B.T. June 23, '52], Evansville TV Inc. [B.T. June 30, '52] and On the Air Inc. (WGBF Evansville) [B.T. Dec. 8, July 7, '52]. Other pending: Ch. 7—WFBM Inc. (WEOA Evansville) [B.T. Aug. 18, '52]. Notified mutually exclusive: Ch. 62—Trans-American TV Corp. [B.T. July 14, '52] and Premier TV Inc. [B.T. July 21, '52], and W. R. Tuley [B.T. Sept. 29, July 28, '52].

18. SHREVEPORT, La. (Ch. 3, 12)—Notified mutually exclusive: KTBS Inc. (KTBS) [B.T. June 23, '52] and Interna-

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tional Bcstg. Corp. (KWKH) [B.T. July 7, '52], both seeking Ch. 3; Southland Television Co. (KCIJ) [B.T. July 14, '52], Radio Station KRMD (KRMD) [B.T. July 7, '52] and Shreveport Television Co. [B.T. July 7, '52], all three seeking Ch. 12.

19. BATON ROUGE, La. (Ch. 2, 28, *34, 40)—Granted: Modern Bcstg. Co. (WAFB), Ch. 28 WAFB-TV [B.T. Aug. 18, '52]; Capital TV & Bcstg. Co., Ch. 40 KHTV (TV) [B.T. Dec. 22, '52]. Others pending: Ch. 2—Air Waves Inc. (WLCS) [B.T. Oct. 20, July 7, '52], and Baton Rouge Bcstg. Co. (WJBO) [B.T. Nov. 10, July 7, '52].

20. SCRANTON, Pa. (Ch. 16, 22, 73)—Granted: Union Bcstg. Co. (WARM) Ch. 16, [B.T. March 9]; Scranton Bcstrs. Inc. (WGBI), Ch. 22 WGBI-TV [B.T. Aug. 18, '52]; Appalachian Co., Ch. 73 WTVU (TV) [B.T. Aug. 18, '52]. Notified mutually exclusive: Ch. 16—Union Bcstg. Co. (WARM) [B.T. July 7, '52].

21. KNOXVILLE, Tenn. (Ch. 6, 10, *20, 26)—Notified mutually exclusive: Mountcastle Bcstg. Co. (WROL) [B.T. June 30, '52], and WKGN Inc. (WKGN) [B.T. July 28, '52], both seeking Ch. 6; Scripps-Howard Radio Inc. (WNOX) [B.T. June 30, '52], Radio Station WBIR Inc. (WBIR) [B.T. July 7, '52] and Tennessee Television Inc. [B.T. July 7, '52], all three seeking Ch. 10; W. R. Tuley, [B.T. Aug. 25, '52] and TV Services of Knoxville [B.T. Sept. 1, '52], both seeking Ch. 26.

22. SAVANNAH, Ga. (Ch. 3, *9, 11)—Notified mutually exclusive: WSAV Inc. (WSAV) [B.T. June 16, '52] and WJIV-TV Inc. (WJIV) [B.T. July 7, '52], both seeking Ch. 3; Savannah Bcstg. Co. (WTOC) [B.T. July 14, '52] and Martin & Minard [B.T. Aug. 4, '52], both seeking Ch. 11.

23. SOUTH BEND, Ind. (Ch. 34, *40, 46)—Granted: South Bend Tribune (WSBT), Ch. 34 WSBT-TV [B.T. Sept. 1, '52], on air Dec. 22, '52. Notified mutually exclusive: Ch. 46—South Bend Bcstg. Co. (WHOT) [B.T. July 7, '52] and South Bend Telecasting Corp. [B.T. June 30, '52]. Pending: Ch. 46—Michiana Telecasting Corp. (U. of Notre Dame), Notre Dame [B.T. Dec. 1, '52].

24. PEORIA, Ill. (Ch. 8, 19, *37, 43)—Granted: Hilltop Bcstg. Co. (WWXL), Ch. 19 WTVH (TV) [B.T. Dec. 22, '52]; West Central Bcstg. Co. (WEEK), Ch. 43 WEEK-TV [B.T. Sept. 1, '52], on air Feb. 1. Notified mutually exclusive: Ch. 8—WIRL TV Co. [B.T. Dec. 8, July 14, '52] and WMBD Inc. (purchaser WMBD) [B.T. Jan. 12].

25. CORPUS CHRISTI, Tex. (Ch. 6, 10, *16, 22)—Pending: Baptist General Convention of Texas, Ch. 6 [B.T. June 2, '52]; Gulf Coast Bcstg. Co. (KRIS), Ch. 6 [B.T. July 7, '52]; KEYS-TV Inc. (KEYS), Ch. 10 [B.T. July 7, '52]; Corpus Christi Television Co., Ch. 10 [B.T. June 30]; Superior Television Co. Ch. 10 [B.T. Dec. 15, July 28, '52]; K-Six TV Co. (KSIX), Ch. 10 [B.T. Dec. 1, '52]; H. L. Hunt, Ch. 22 [B.T. July 28, '52]; Coastal Bend TV Co., Ch. 22 [B.T. Aug. 4, '52].

26. MONTGOMERY, Ala. (Ch. 12, 20, *26, 32)—Granted: Capitol Bcstg. Co. (WCOV), Ch. 20 WCOV-TV [B.T. Sept. 22, '52]. Notified mutually exclusive: Ch. 12—Montgomery Bcstg. Co. (WSFA), [B.T. June 23, '52] and Alabama TV Co. [B.T. July 21, '52]; Ch. 32—Southern Enterprises [B.T. Oct. 13, July 21, June 16, '52].

27. LITTLE ROCK, Ark. (Ch. *2, 4, 11, 17, 23)—Granted: Little Rock Telecasters, Ch. 17 KRTV (TV) [B.T. Sept. 22, '52]; Great Plains TV Properties Inc., Ch. 23 KETV (TV) [B.T. Nov. 3, '52]. Notified mutually exclusive: Ch. 4—Arkansas Radio & Equipment Co. [B.T. June 16, '52] and Arkansas TV Co. [B.T. July 14, '52]; Ch. 11—Wrather, Hill & Alvarez [B.T. July 21, '52] and Arkansas Bcstg. Co. (KLRA) [B.T. July 28, '52].

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28. LINCOLN, Neb. (Ch. 10, 12, *18)—Granted: Cornbelt Bcstg. Co. (KFOR), Ch. 10 KFOR-TV [B.T. Oct. 20, '52]; Cornhusker Radio & TV Corp. (KOLN), Ch. 12 KOLN-TV [B.T. Oct. 6, '52], on air Feb. 1.

29. JACKSON, Mich. (Ch. 3, 12, *19, 25, 47)—Granted: Mississippi Publishers Assn., Ch. 25 WJTV (TV) [B.T. Sept. 15, '52], on air Jan. 15. Other pending: Ch. 3—Delta Sales Corp. [B.T. Nov. 17, '52]. Notified mutually exclusive: Ch. 12—Standard Life Bcstg. Co. (WSLI) [B.T. Dec. 1, July 7, '52] and Lamar Life Bcstg. Co. (WJDX) [B.T. Nov. 11, July 7, '52]; Ch. 47—Rebel Bcstg. Co. of Mississippi (WRBC) [B.T. July 28, '52] and

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Mississippi Bcstg. Co. (WJQS) [B.T. July 21, '52].

30. MADISON, Wis. (Ch. 3, *21, 27, 33)—Granted: Monona Bcstg. Co. (WKOW), Ch. 27 WKOW-TV [B.T. Jan. 12]; Bartel TV Corp., Ch. 33 [B.T. Feb. 21]. Notified mutually exclusive: Ch. 3—TV of Wisconsin Inc. [B.T. July 7, '52], Radio Wisconsin Inc. (WISC) [B.T. July 7, '52] and Badger Bcstg. Co. [B.T. Dec. 22, July 7, '52].

31. WHEELING, W. Va.—STEBENVILLE, Ohio (Ch. 7, 9, 51, *57)—Granted: Polan Industries, Wheeling, Ch. 51 [B.T. Feb. 16]. Notified mutually exclusive: Ch. 7—Tri-City Bcstg. Co., Wheeling [B.T. July 14, '52] and WKWK TV Corp. (WKWK Wheeling) [B.T. July 21, '52]; Ch. 9—WSTV Inc. (WSTV Steubenville) [B.T. Nov. 17, July 14, '52] and Storer Bcstg. Co. (WWVA Wheeling) [B.T. July 7, '52].

32. ROCKFORD, Ill. (Ch. 13, 39, *45)—Granted: Winnebago TV Corp., Ch. 39 WTVO (TV) [B.T. Sept. 15, '52]. Pending: Ch. 13—Greater Rockford TV Inc. [B.T. July 7, '52] and Rockford Bcstrs. Inc. (WROK) [B.T. June 30, '52].

33. SAGINAW, Mich. (Ch. 51, 57)—Granted: Lake Huron Bcstg. Corp. (WKNX), Ch. 57 WKNX-TV [B.T. Oct. 6, '52]. Notified mutually exclusive: Ch. 51—Booth Radio & TV Stations Inc. (WSGW) [B.T. Sept. 8, '52] and Tri-City TV Corp. [B.T. Aug. 18, '52].

34. ROANOKE, Va. (Ch. 7, 10, 27, *33)—Granted: Roanoke Bcstg. Corp. (WLSL), Ch. 10 WLSL-TV [B.T. Sept. 15, '52], on air Dec. 11, '52; Radio Roanoke Inc. (WROV), Ch. 27 WROV-TV [B.T. Sept. 22, '52]. Pending: Ch. 7—Polan Industries [B.T. Sept. 1, July 14, '52] and Times-World Corp. (WDBJ) [B.T. July 7, '52].

35. FRESNO, Calif. (Ch. 12, *18, 24, 47, 53)—Granted: McClatchy Bcstg. Co. (KMJ), Ch. 24 KMJ-TV [B.T. Sept. 22, '52]. Pending: Ch. 12—California Inland Bcstg. Co. (KFRE) [B.T. July 7, '52] and KARM The Geo. Harm Station (KARM) [B.T. July 7, '52]. Notified mutually exclusive: Ch. 47—John Poole Bcstg. Co. [B.T. July 14, '52], and J. E. O'Neill [B.T. Sept. 1, '52]. Pending: Ch. 53—McMahon Co. [B.T. July 28, '52]; Ch. 47—R. M. Schuler et al [B.T. Feb. 23].

36. BROWNSVILLE - HARLINGEN - WESLACO, Tex. (Ch. 4, 5, 23, 36)—Operating: XELD-TV Brownsville-Matamoros, Ch. 7. Notified mutually exclusive: Ch. 5—Valley TV Inc. Brownsville [B.T. Sept. 1, '52] and Taylor Radio & TV Corp. (KRGV Weslaco) [B.T. July 14, '52]. Pending: Ch. 4—Rio Grande TV Corp., Weslaco [B.T. July 21, June 30, '52], Roy Hefzheim (KSXO Harlingen) [B.T. Aug. 11, '52]. None pending: Chs. 23 and 36.

37. COLUMBIA, S. C. (Ch. 10, *19, 25, 67)—Granted: WIS-TV Corp. (WIS), Ch. 10 WIS-TV [B.T. Feb. 16]; Radio Columbia (WCOS), Ch. 25 WCOS-TV [B.T. Sept. 22, '52]; Palmetto Radio Corp. (WNOK), Ch. 67 WNOK-TV [B.T. Sept. 22, '52].

38. WACO, Tex. (Ch. 11, *28, 34)—Granted: Central Texas TV Co., Ch. 34 KANG-TV [B.T. Nov. 17, '52]. Notified mutually exclusive: Ch. 11—KWTX Bcstg. Co. (KWTX), [B.T. July 14, '52] and Waco TV Corp. [B.T. Oct. 27, July 7, '52].

39. SIOUX CITY, Iowa (Ch. 4, 9, *30, 36)—Granted: Cowles Bcstg. Co., Ch. 9 KVTW (TV) [B.T. Nov. 24, '52]; Great Plains TV Properties Inc., Ch. 36 KWTV (TV) [B.T. Nov. 3, '52]. Pending: Ch. 4—KCOM Bcstg. Co. (KCOM) [B.T. June 30, '52] and Perkins Bros. Co. (KSCJ) [B.T. July 7, '52].

40. MANCHESTER, N. H. (Ch. 9, 48)—Pending: Ch. 9—New Hampshire Bcstg. Inc. (WFEA) [B.T. July 7, '52] and The Radio Voice of New Hampshire Inc. (WMUR) [B.T. Aug. 18, June 30, '52]; Ch. 48—Union Leader Corp. [B.T. Nov. 3, July 28, '52] and Grandview Inc. (WKBR) [B.T. Aug. 25, '52].

41. SPRINGFIELD, Ill. (Ch. 2, 20, *26)—Granted: Plains TV Co., Ch. 20 [B.T. March 9]. Pending: Ch. 2—Sangamon Valley TV Corp. (WTAX) [B.T. Aug. 18, June 30, '52] and WMAV-TV Inc. (WMAV) [B.T. July 28, '52].

42. COLUMBUS, Ga. (Ch. 4, 28, *34)—Pending: Ch. 4—Georgia-Alabama Bcstg. Corp. (WGBA) [B.T. Nov. 3, July 7, '52] and J. W. Woodruff & J. W. Woodruff Jr. (WRBL) [B.T. July 7, '52]; Ch. 28—Television Columbus (Martin Theatres and WDAK) [B.T. Oct. 20, Sept. 29, '52].

Group A-2, Continued

43. TOPEKA, Kan. (Ch. 13, 42, *48)—Pending: Ch. 13—Topeka Bcstg. As Inc. (WIBW) [B.T. July 7, '52], a. S. H. Patterson (KJAY) [B.T. Oct. 7, '52], April 21, '52]; Ch. 42—Alf Landon [B.T. July 28, '52] and R. Schoonover [B.T. Oct. 6, '52].

44. ST. JOSEPH, Mo. (Ch. 2, 30, *36)—Granted: KFEQ Inc. (KFEQ), Ch. 3 KFEQ-TV [B.T. Oct. 20, '52].

45. PORTLAND, Me. (Ch. 6, 13, *31, 53)—Granted: Portland Telecasting Co. (WLAM Lewiston), Ch. 53 WLAM-TV [B.T. Feb. 16]. Notified mutually exclusive: Ch. 6—Congress Square Ho Co. (WCSH) [B.T. July 7, '52] a. Oliver Bcstg. Corp. (WPOR) [B.T. July 21, '52]; Ch. 13—Community Bcs Service [B.T. July 21, '52] and G. Gannett Bcstg. Services (WGAN) [B.T. June 9, '52].

46. WILKES-BARRE, Pa. (Ch. 28, 31, *41)—Granted: Louis G. Baltimore (WBR) Ch. 28 WBR-TV [B.T. Oct. 13, '52] on air Jan. 12; Wyoming Valley Bcstg. Co. (WILK), Ch. 34 WILK-TV [B.T. Oct. 13, '52].

47. AMARILLO, Tex. (Ch. *2, 4, *10)—Granted: Plains Radio Bcstg. Co. (KGNC), Ch. 4 KGNC-TV [B.T. Oct. 13, '52]; Amarillo Bcstg. Co. (KFDA), Ch. 10 KFDA-TV [B.T. Oct. 20, '52]. Pending: Ch. 7—Panhandle TV Co. [B.T. Dec. 15, '52], Plains Empire Bcs Co. (KLYN) [B.T. Nov. 24, '52] and Texan Telecasting Co. [B.T. Nov. 10, '52].

48. CHARLESTON, W. Va. (Ch. 8, *49)—Granted: Joe L. Smith, Jr. (WKNA), Ch. 49 [B.T. March 9]. Notified mutually exclusive: Ch. 8—Tierney Co. (WCHS) [B.T. July 7, '52], Kanawha Valley Bcstg. Co. (WKGK) [B.T. Oct. 6, '52] and Capitol TV Inc. [B.T. July 7, '52].

49. CEDAR RAPIDS, Iowa (Ch. 2, 20, *26)—Notified mutually exclusive: Ch. 2—American Bcstg. Stations I (WMT) [B.T. July 7, '52] and Daveport Bcstg. Co. (KSTT Davenport) [B.T. July 7, '52]. Pending: Ch. 1—Gazette Co. (KCRG) [B.T. July 7, '52] and Cedar Rapids TV Co. [B.T. Oct. 7, '52]. None pending: Ch. 20.

50. LUBBOCK, Tex. (Ch. 5, 11, *20, 26)—Granted: Bryant Radio & Inc. (KCBF), Ch. 11 KCBF-TV [B.T. Oct. 13, '52]; Texas Telecasting Inc. Ch. 13 KDUB-TV [B.T. Oct. 13, '52] on air Nov. 13, '52. Notified mutually exclusive: Ch. 5—Linsley TV Co. [B.T. July 21, '52] and Plains Radio Bcstg. Co. (KFYO) [B.T. July 7, '52]. None pending: Ch. 26.

51. AUGUSTA, Ga. (Ch. 6, 12)—Notified mutually exclusive: Ch. 6—Georgia-Carolina Bcstg. Co. [B.T. June 2, '52], Martin Theatres of Georgia Inc. [B.T. Oct. 20, '52] and Garden City Bcstg. Co. (WAUG) [B.T. July 28, '52]; Ch. 12—Radio Augusta Inc. (WRDW) [B.T. July 7, '52] and Twin States Bcstg. Co. (WGAC) [B.T. June 30, '52].

52. DURHAM, N. C. (Ch. 11, *40, 46)—Granted: T. E. Allen & Sons (20% owned by WTOB Winston-Salem), (Ch. 46 [B.T. March 2]. Notified mutually exclusive: Ch. 11—Durham Bcstg. Enterprises Inc. (WTIK) [B.T. July April 21, '52] and Durham Radio Co. (WDNC) [B.T. July 7, '52].

53. STOCKTON, Calif. (Ch. 13, 36, *41)—Granted: San Joaquin Telecasters (KSTN), Ch. 36 KSTV (TV) [B.T. Jan. 19, Jan. 12]. Notified mutually exclusive: Ch. 13—Radio Diablo Inc. [B.T. July 14, '52], KXOB Inc. (KXOB) [B.T. Aug. 4, '52] and E. F. Pepper (KGD) [B.T. July 14, '52].

54. MACON, Ga. (Ch. *41, 47: Ch. reallocated to Warner Robins, Ga., No. 632)—Granted: Macon TV Co. (WBML and WNEK), Ch. 47 [B.T. Feb. 16].

55. CHARLESTON, S. C. (Ch. 2, *13)—Granted: WCSC Inc. (WCSC), Ch. 5 WCSC-TV [B.T. Nov. 3, '52]. Notified mutually exclusive: Ch. 2—South Bcstg. Co. (WUSN) [B.T. Aug. 18, '52], Charles Bcstg. Co. (WHAN) [B.T. July 14, '52] and Atlantic Bcstg. Co. (WTM) [B.T. July 7, '52].

56. WICHITA FALLS, Tex. (Ch. 3, *16, 22)—Granted: Wichtex Radio Co. (KFDX), Ch. 3 KFDX-TV [B.T. Dec. 22, '52]; Wichita Falls TV I (KWFT), Ch. 6 KWFT-TV [B.T. Feb. 21, on air March 1, and White TV Co., Ch. 22 KTVW (TV) [B.T. Nov. 10, '52].

57. SPRINGFIELD, Mo. (Ch. 3, *26, 32)—Granted: Springfield TV Inc. Ch. 3 KYTV (TV) [B.T. Jan. 12] a

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independent Bcstg. Co. (KTTS), Ch. 10 [B.T., Oct. 13, '52]. None pending: Ch. 32.

58. GALVESTON, Tex. (Ch. 11, 35, 41, 17)—Granted: Gulf TV Co., Ch. 11 [GUL-TV] [B.T., Dec. 1, '52]; Rudman TV Co., Ch. 41 KTVR (TV) [B.T., Nov. 1, '52]. None pending: Ch. 35.

59. DECATUR, Ill. (Ch. 17, 23)—Granted: Prairie TV Co., Ch. 17 WTVP (TV) [B.T., Nov. 24, '52].

60. RALEIGH, N. C. (Ch. 5, *22, 28)—Granted: Sir Walter TV & Bcstg. Co., h. 8 WETV (TV) [B.T., Oct. 20, '52]. Pending: Ch. 5—WPTF Radio Co. (WPTV) [B.T., May 19, '52] and Capitol csg. Co. (WRAL) [B.T., July 14, '52].

61. WATERLOO, Iowa (Ch. 7, 16, *22)—Notified mutually exclusive: Ch. 7—lack Hawk Bcstg. Co. (KWWL) [B.T., July 14, '52] and Josh Higgins Bcstg. Co. (KKXL) [B.T., July 14, '52]. None pending: Ch. 16.

62. TERRE HAUTE, Ind. (Ch. 10, *57, 1)—Pending: Ch. 10—Wabash Valley csg. Co. (WTHI) [B.T., July 7, '52] and John R. Figg [B.T., July 28, '52].

63. POLAN INDUSTRIES [B.T., Sept. 22, 2] and Chapman S. Root [B.T., Oct. 6, '52].

63. PUEBLO, Col. (Ch. 3, 5, *8, 28, 34)—Granted: Pueblo Radio Co. (KDZA), Ch. 3 KDZA-TV [B.T., Nov. 17, '52] and Star Bcstg. Co. (KCSJ), Ch. 5 [CSJ-TV] [B.T., Nov. 3, '52]. None pending: Ch. 28, 34.

64. SAN BERNARDINO, Calif. (Ch. 5, *24, 30)—Granted: KITO Inc. (KITO), Ch. 18 KITO-TV [B.T., Nov. 5, '52]. Pending: Ch. 30—Orange Belt Telecasters [B.T., Sept. 15, '52].

65. CHAMPAIGN-URBANA, Ill. (Ch. *12, 21, 27, 33)—Granted: Midwest TV Co. (owned 20% by WSOY Decatur and 20% by WDWS principals), Ch. 3 [B.T., March 9]. None pending: Ch. 21, 27, 33.

66. ATLANTIC CITY, N. J. (Ch. 46, 1)—Granted: Neptune Bcstg. Corp. (WFPG), Ch. 46 WFPG-TV [B.T., Nov. 5, '52], on air Dec. 21, '52; Matta Enterprises, Ch. 52 [B.T., Jan. 12].

67. MUNICIPAL, Ind. (Ch. 49, 55, *71)—Granted: Tri-City Radio Corp. (WLBC), Ch. 49 WLBC-TV [B.T., Nov. 3, '52]. None pending: Ch. 55.

68. GREENVILLE, S. C. (Ch. 4, 23, 9)—Granted: Greenville TV Co. Ch. 9 WGV (TV) [B.T., Feb. 9]. Pending: Ch. 4—Greenville News-Piedmont Co. (WFBC) [B.T., June 30, '52]. Textile Bcstg. Co. (WMRC) [B.T., July 7, '52] and Carolina TV Inc. [B.T., July 7, '52].

69. GADSDEN, Ala. (Ch. 15, 21)—Granted: Jacob A. Newborn Jr., Ch. 21 TVS (TV) [B.T., Nov. 10, '52]. None pending: Ch. 15.

70. LEXINGTON, Ky. (Ch. 27, 64)—Pending: Ch. 27—American Bcstg. Corp. (WLP) [B.T., July 14, '52] and Westingham TV Co. [B.T., July 28, '52].

71. BLUEGRASS Bcstg. Co. (WVLC) [B.T., July 21, '52] and Central Kentucky Bcstg. Co. (WLEX) [B.T., Nov. 23, '52].

72. PITTSFIELD, Mass. (Ch. 64)—Pending: Ch. 64—Greylock Bcstg. Co. (WRK) [B.T., July 7, '52] and Western Massachusetts Bcstg. Co. (WBEC) [B.T., July 11, '52].

73. ASHEVILLE, N. C. (Ch. 13, *56, 62)—Granted: Radio Station WISE Inc. (WISE), Ch. 62 WISE-TV [B.T., Nov. 3, '52]. Pending: Ch. 13—Skyway Bcstg. Co. (WLOS) [B.T., Jan. 19, '53; June 30, '52] and Community TV Co. [B.T., July 5, '52].

74. GREEN BAY, Wis. (Ch. 2, 6)—Granted: Norbentine Fathers (WBBY), Ch. 2 WBAL-TV [B.T., Nov. 17, '52]. Pending: Ch. 6—Valley Telecasting Corp. [B.T., July 14, '52] and Green Bay Newspaper Co. (WJPG) [B.T., July 14, '52].

75. SIOUX FALLS, S. D. (Ch. 11, 13, 36, *44)—Granted: Mid-Continent Bcstg. Co. (KELO), Ch. 11 KELO-TV [B.T., Nov. 24, '52]. None pending: Ch. 13, 36.

76. BAY CITY, Mich. (Ch. 5, 63, *73)—Granted: Saginaw Bcstg. Co. (SAG) [B.T., June 30, '52]. Pending: Ch. 5—Saginaw Bcstg. Co. (SAG) [B.T., June 30, '52]. James Gerity Jr. (WABJ) [B.T., July 7, '52] and Bay Bcstg. Co. (WBCM), Ch. 5 [B.T., July 7, '52]. None pending: Ch. 6.

76. ORLANDO, Fla. (Ch. 6, 9, 18, *24)—Pending: Ch. 6—Central Florida Enterprises Inc. [B.T., Sept. 29, '52] and Orlando Bcstg. Co. (WDBO) [B.T., July 5, '52]. Ch. 9—Hazelwood Inc. (WLOF) [B.T., Nov. 24, '52], WOO Inc. (WOO) [B.T., June 23, '52] and WORZ Inc. (WORZ) [B.T., July 21, '52]. Ch. 18—Central Florida Pub. Co. [B.T., Nov. 3, '52] and Orange TV Enterprises [B.T., Dec. 1, '52].

77. SAN ANGELO, Tex. (Ch. 3, 8, 17,

Group A-2, Continued

*23)—Granted: KGKL Inc. (KGKL), Ch. 3 KGKL-TV [B.T., Dec. 22, '52] and Westex TV Co. (KTXL), Ch. 8 KTXL-TV [B.T., Dec. 1, '52]. None pending: Ch. 17.

78. LAREDO, Tex. (Ch. 8, 13, *15)—None pending.

79. LIMA, Ohio (Ch. 35, 73)—Granted: Northwestern Ohio Bcstg. Co. (WIMA), Ch. 35 WIMA-TV [B.T., Dec. 8, '52] and WLOK Inc. (WLOK), Ch. 73 WLOK-TV [B.T., Nov. 24, '52].

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80. WARREN, Ohio (Ch. 6, 7)—Granted: Warren Tribune Radio Station Inc. (WHHH), Ch. 67 WHHH-TV [B.T., Nov. 10, '52].

81. ELMIRA, N. Y. (Ch. 18, 24)—Granted: Elmira TV, Ch. 24 WTV (TV) [B.T., Nov. 10, '52]. Ch. 18 EL-Cor TV Inc. (WENY, Elmira and WCLF Corning) [B.T., March 21].

82. DUBUQUE, Iowa (Ch. 56, 62)—None pending.

83. MUSKOGEE, Mich. (Ch. 29, 35)—Granted: Versluis Radio & Television Inc., Ch. 35 WTVM (TV) [B.T., Dec. 29, '52]. None pending: Ch. 29.

84. FORT SMITH, Ark. (Ch. 5, *16, 22)—Granted: Southwestern Pub. Co. (KFSA), Ch. 22 KFSA-TV [B.T., Nov. 24, '52]. Pending: Ch. 5—George T. Herrreich [B.T., July 7, '52], American TV Co. [B.T., July 21, '52] and Razor Back TV Co. [B.T., Jan. 26].

85. LYNCHBURG, Va. (Ch. 13, 16)—Granted: Lynchburg Bcstg. Corp. (WLVA), Ch. 13 WLVA-TV [B.T., Nov. 17, '52], on air Feb. 8; Old Dominion Bcstg. Corp. (WWOD), Ch. 16 WWOD-TV [B.T., Nov. 10, '52].

86. LACROSSE, Wis. (Ch. 8, *32, 38)—Pending: LaCrosse Bcstg. Co. (WKTV), Ch. 8 [B.T., June 30, '52]; WKBH Television Inc. (WKBH), Ch. 8 [B.T., July 7, '52]. None pending: Ch. 38.

87. RIVERSIDE, Calif. (Ch. 40, 46)—Pending: California Telecasters, Ch. 40 [B.T., July 14, '52]. None pending: Ch. 46.

88. TUSCALOOSA, Ala. (Ch. 45, 51)—None pending.

89. ABILENE, Tex. (Ch. 9, 33)—Pending: Citizens Bcstg. Co. (KWKC), Ch. 9 [B.T., May 5, '52]; Reporter Bcstg. Co. (KRBC), Ch. 9 [B.T., July 21, '52]. None pending: Ch. 33.

90. COLORADO SPRINGS, Col. (Ch. 11, 13, *17, 23)—Granted: TV Colorado Inc. Ch. 11 KKT (TV) [B.T., Dec. 8, '52], on air Dec. 7, '52; Pikes Peak Bcstg. Co. (KRDO), Ch. 13 KRDO-TV [B.T., Nov. 24, '52]. None pending: Ch. 23.

91. TUCSON, Ariz. (Ch. 4, *6, 9, 13)—Granted: Arizona Bcstg. Co. (KVOA), Ch. 4 KVOA-TV [B.T., Nov. 17, '52]; Catalina Bcstg. Co. (KCNV), Ch. 9 KCN-TV [B.T., Dec. 22, '52], and Old Pueblo Bcstg. Co. (KOPO), Ch. 13 KOPO-TV [B.T., Nov. 17, '52], on air Feb. 1.

92. WILLIAMSPORT, Pa. (Ch. 36)—Granted: WRAC Inc. (WRAC), Ch. 36 WRAC-TV [B.T., Nov. 17, '52].

93. WILMINGTON, N. C. (Ch. 6, 29, 35)—Pending: Ch. 6—WMFD TV Inc. (WMFD) [B.T., Aug. 4, '52] and WGNI TV Co. (WGNI) [B.T., Oct. 20, '52]. None pending: Ch. 29, 35.

94. SANTA BARBARA, Calif. (Ch. 3, 20, 26)—Granted: Santa Barbara Bcstg. & Telecasting Corp., Ch. 3 KEYT (TV) [B.T., Nov. 17, '52]. None pending: Ch. 20, 26.

95. MANSFIELD, Ohio (Ch. 36)—Pending: Mansfield Journal Co., Ch. 36 [B.T., July 14, '52]; Fergum Theatres Inc., Ch. 36 [B.T., July 14, '52].

96. PENSACOLA, Fla. (Ch. 3, 15, *21, 46)—Granted: Southland TV Inc., Ch. 15 WPFA (TV) [B.T., Nov. 17, '52]. Pending: Ch. 3—Gulfport Bcstg. Corp. (WEAR) [B.T., July 7, '52] and WCOA Inc. (WCOA) [B.T., Sept. 1, '52]. None pending: Ch. 46.

97. JAMESTOWN, N. Y. (Ch. 58)—Granted: James Bcstg. Co. (WJTN), Ch. 58 WJTN-TV [B.T., Feb. 2].

98. WEST PALM BEACH, Fla. (Ch. 5, 12, *15, 21)—Granted: WIRK-TV Inc. (WIRK), Ch. 21 WIRK-TV [B.T., Dec. 22, '52]. Pending: Ch. 5—WJNO Inc. (WJNO) [B.T., July 28, '52] and Palm Beach TV Inc. [B.T., July 14, '52].

99. SALEM, Ore. (Ch. 3, *18, 24)—Granted: Lawrence Harvey, Ch. 24 [B.T., Feb. 9]. Pending: Ch. 3—Oregon Radio Inc. (KSIM) [B.T., July 7, '52] and Willamette-land TV Inc. [B.T., Nov. 24, '52].

100. SHEBOYGAN, Wis. (Ch. 59)—Pending: Ch. 59—TV of Sheboygan Inc. [B.T., Feb. 16] and WLBL Inc. (WLBL) [B.T., March 2].

101. MERIDIAN, Miss. (Ch. 11, 30,

Group A-2, Continued

*36)—Granted: Mississippi Bcstg. Co. (WCOG), Ch. 30 WCOG-TV [B.T., Dec. 29, '52]. Pending: Ch. 11—Bierney Imes (WMOX) [B.T., Oct. 6, '52] and Southern TV Corp. (WTOG) [B.T., Oct. 20, July 7, '52].

102. QUINCY, Ill. (Ch. 10, 21)—Pending: Quincy Bcstg. Co. (WGEM), Ch. 10 [B.T., July 21, '52]; Lee Bcstg. Inc., Ch. 10 [B.T., May 19, '52]. None pending: Ch. 21.

103. LAKE CHARLES, La. (Ch. 7, *19, 25)—Granted: Southland Telecasters, Ch. 25 KTAG (TV) [B.T., Nov. 22, '52]. Pending: Ch. 7—Calcasieu Bcstg. Co. (KPLC) [B.T., July 14, '52] and SOWELA TV Inc. (KLOU) [B.T., July 14, '52].

104. OSHKOSH, Wis. (Ch. 48)—Granted: Oshkosh Bcstg. Co. (WOSH), Ch. 48 WOSH-TV [B.T., Dec. 1, '52].

105. POUGHKEEPSIE, N. Y. (Ch. 21, *83)—Granted: Mid-Hudson Bcstrs. Inc. (WEOK), Ch. 21 WEOK-TV [B.T., Dec. 1, '52].

106. LEWISTON, Me. (Ch. 8, 17)—Pending: Lewiston - Auburn Bcstg. Corp. (WLAM), Ch. 8 [B.T., July 21, '52] and Twin City Bcstg. Co. (WCOU), Ch. 8 [B.T., July 21, '52], and Mt. Washington TV Inc., Poland, Me., Ch. 8 [B.T., Jan. 26]. None pending: Ch. 17.

107. ZANESVILLE, Ohio (Ch. 50)—Granted: Southeastern Ohio TV System (WHIZ), Ch. 50 WHIZ-TV [B.T., Dec. 15, '52].

108. GREAT FALLS, Mont. (Ch. 3, 5, *23)—Granted: Buttrety Bcstg. Inc. (KFBB), Ch. 5 KFBB-TV [B.T., Jan. 26]. Pending: Ch. 3—TV Montana (KXIK) [B.T., July 28, '52] and Montana Farmer Inc. (KMON) [B.T., July 7, '52].

109. TYLER, Tex. (Ch. 7, 19)—Granted: Jacob A. Newborn Jr., Ch. 19 [B.T., Feb. 9]. Pending: Ch. 7—Lucille Ross Buford (KGKB) [B.T., July 7, '52] and Tyler Bcstg. Co. (KTBB) [B.T., Dec. 1, '52].

110. JOPLIN, Mo. (Ch. 12, 30)—Pending: Air Time Inc. (KSWM), Ch. 12 [B.T., June 30, '52]; Four States Bcstrs. (KFSB), Ch. 12 [B.T., Aug. 18, '52]. None pending: Ch. 30.

111. KOKOMO, Ind. (Ch. 31)—None pending.

112. MONROE, La. (Ch. 8, 43)—Granted: James A. Noe (KNOE), Ch. 8 KNOE-TV [B.T., Dec. 8, '52] and Delta TV Inc., Ch. 43 KFAZ (TV) [B.T., Dec. 15, '52].

113. YAKIMA, Wash. (Ch. 23, 29, *47)—Granted: KIT Inc. (KIT), Ch. 23 KIT-TV [B.T., Dec. 8, '52] and Cascade Bcstg. Co. (KIMA), Ch. 29 KIMA-TV [B.T., Dec. 8, '52].

114. FARGO, N. D. (Ch. 6, 13, *34, 40)—Granted: WDAY Inc. (WDAY), Ch. 6 WDAY-TV [B.T., Jan. 26]. Pending: Ch. 13—Rudman TV Co. [B.T., Dec. 8, '52], Red River Valley TV Corp. (KFGO Fargo and KVOX Moorehead) [B.T., Sept. 29, '52] and North Dakota Bcstg. Co. [B.T., June 9, '52]. None pending: Ch. 40.

115. DANVILLE, Ill. (Ch. 24)—Granted: Northwestern Pub. Co. (WDAN), Ch. 24 WDAN-TV [B.T., Dec. 15, '52].

116. CUMBERLAND, Md. (Ch. 17)—Pending: Maryland Radio Corp. (WTBO), Ch. 17 [B.T., July 21, '52]; Western Maryland Bcstg. Co. (WDYK), Ch. 17 [B.T., July 21, '52].

117. BILOXI, Miss. (Ch. 13, *44, 50)—Pending: Radio Associates Inc. (WVMI), Ch. 13 [B.T., July 21, '52]; WLOX Bcstg. Co. (WLOX), Ch. 13 [B.T., Aug. 25, 18, '52]. None pending: Ch. 50.

118. MUSKOGEE, Okla. (Ch. 8, *45, 66)—Pending: Tulsa Bcstg. Co., Ch. 8 [B.T., July 7, '52] and Oklahoma Press Pub. Co. (KBIX), Ch. 8 [B.T., Oct. 13, '52]. None pending: Ch. 66.

119. PINE BLUFF, Ark. (Ch. 7, 36)—Pending: Ch. 7—Central-South Sales Co. [B.T., Dec. 15, '52] and Arkansas TV Co. [B.T., Feb. 2, '52]. None pending: Ch. 36.

120. SPARTANBURG, S. C. (Ch. 7, 17)—Pending: Spartan Radiocasting Co. (WORD), Ch. 7 [B.T., July 7, '52]; Bcstg. Co. of the South (WSPA), Ch. 7 [B.T., July 14, '52]; Sterling TV Co., Ch. 17 [B.T., Feb. 25].

121. HAGERSTOWN, Md. (Ch. 52)—Pending: Hagerstown Bcstg. Co. (WJEJ), Ch. 52 [B.T., July 14, '52]; United Bcstg. Co. of Western Maryland (WARK), Ch. 52 [B.T., June 23, '52].

122. EAU CLAIRE, Wis. (Ch. 13, *19, 25)—Granted: Central Bcstg. Co. (WEAU), Ch. 13 [B.T., July 7, '52]. Pending: Ch. 25.

Group A-2, Continued

123. ENID, Okla. (Ch. 5, 21, *27)—Pending: Ch. 5—Enid Radiophone Co. (KRCR) [B.T., July 14, '52] and Streets Electronic Inc. [B.T., Nov. 17, '52]. None pending: Ch. 21.

124. EUGENE, Ore. (Ch. *9, 13, 20, 26)—Granted: W. Gordon Allen, Springfield, Ch. 20 [B.T., Feb. 16]. Pending: Ch. 13—Lane Bcstg. Co. (KORE), [B.T., July 14, '52] and Eugene TV Inc. [B.T., July 14, '52].

125. PORT HURON, Mich. (Ch. 34)—None pending.

126. ELKHART, Ind. (Ch. 52)—None pending.

127. EASTON, Pa. (Ch. 57)—Granted: Easton Pub. Co. (WEEX-FM), Ch. 57 WGLV (TV) [B.T., Dec. 29, '52].

128. LAFAYETTE, Ind. (Ch. *47, 59)—Granted: WFAM Inc. (WFAM-FM), Ch. 59 WFAM-TV [B.T., Dec. 29, '52].

129. HAZLETON, Pa. (Ch. 63)—Granted: Hazleton Bcstg. Co. (WAZL), Ch. 63 WAZL-TV [B.T., Dec. 22, '52].

130. DANVILLE, Va. (Ch. 24)—Granted: Piedmont Bcstg. Corp. (WBTM), Ch. 24 WBTM-TV [B.T., Dec. 22, '52].

131. ALEXANDRIA, La. (Ch. 5, 62)—Pending: Ch. 5—Alexandria Bcstg. Co. [B.T., June 16, '52] and KSYL Inc. (KSYL) [B.T., June 30, '52]; Ch. 62—Barnet Brezner [B.T., Dec. 22, '52] and Jacob A. Newborn Jr. [B.T., Dec. 8, '52].

132. BAKERSFIELD, Calif. (Ch. 10, 29)—Granted: Bakersfield Bcstg. Co. (KAFY), Ch. 29 KAFY-TV [B.T., Dec. 29, '52]. Pending: Ch. 10—Lemert Bcstg. Co. [B.T., July 7, '52] and Kern County Bcstrs. Inc. (KERO) [B.T., July 14, '52].

133. LAWTON, Okla. (Ch. 7, *28, 34)—Granted: Oklahoma Quality Bcstg. Co. (KSWO), Ch. 7 KSWO-TV [B.T., Dec. 29, '52], on air March 1. None pending: Ch. 34.

134. FAYETTEVILLE, N. C. (Ch. 18)—Pending: Ch. 18—Fayetteville Bcstrs. Inc. (WFLB) [B.T., Nov. 3, '52], Cape Fear Bcstg. Co. (WFNC) [B.T., Nov. 10, '52] and Rollins Bcstg. Inc. (WFAI) [B.T., Nov. 10, '52].

135. BOISE, Ida. (Ch. *4, 7, 9)—Granted: KIDO Inc. (KIDO), Ch. 7 KIDO-TV [B.T., Dec. 29, '52] and Idaho Bcstg. & TV Co. (KGEM), Ch. 9 KGEM-TV [B.T., Jan. 26]. Pending: KDSH Boise, Ch. 2, Meridian, Ida. [B.T., Jan. 5], city No. 506.

136. WATERTOWN, N. Y. (Ch. 48)—Granted: The Brockway Co. (WWNY), Ch. 48 WWNY-TV [B.T., Dec. 29, '52].

137. BLOOMINGTON, Ill. (Ch. 15)—Granted: Cecil W. Roberts [B.T., March 9].

138. BELLINGHAM, Wash. (Ch. 12, 18, 24)—Granted: KVOS Inc. (KVOS), Ch. 12 KVOS-TV [B.T., Feb. 2]. None pending: Ch. 18, 24.

139. APPLETON, Wis. (Ch. 42)—Granted: Neenah-Menasha Bcstg. Co. (WNAM Neenah), Ch. 42 WNAM-TV Neenah [B.T., Dec. 29, '52].

140. OWENSBORO, Ky. (Ch. 14)—Pending: Owensboro Pub. Co. (WOMI), Ch. 14 [B.T., July 7, '52]; Owensboro on the Air Inc. (WVJS), Ch. 14 [B.T., Aug. 25, '52].

141. OTTUMWA, Iowa (Ch. 15)—Pending: Ch. 15—Valley TV & Radio Inc. [B.T., Dec. 1, '52], KBIZ Inc. (KBIZ) [B.T., Dec. 8, '52] and Ottumwa Telecasting Corp. [B.T., Feb. 2].

142. HUTCHINSON, Kan. (Ch. 12, 18)—Granted: Hutchinson TV Inc., Ch. 12 KTVH (TV) [B.T., Jan. 12]. None pending: Ch. 18.

143. LAFAYETTE, La. (Ch. 10, 38, 67)—Pending: Ch. 10—Camellia Bcstg. Co. (KLFY) [B.T., Nov. 3, June 23, '52] and Evangeline Bcstg. Co. (KVOL) [B.T., Nov. 17, '52]. None pending: Ch. 38, 67.

144. BUTTE, Mont. (Ch. 4, 6, *7, 14)—Granted: Copper Bcstg. Co. (KOPR), Ch. 4 KOPR-TV [B.T., Jan. 26]; KTV Montana (KXLF and KBOW) Ch. 6 [B.T., March 2]. None pending: Ch. 14.

145. BURLINGTON, Vt. (Ch. *16, 22)—None pending. WCAX Burlington seeks Ch. 3 at Montpelier, city No. 604.

146. PADUCAH, Ky. (Ch. 6, 43)—Pending: Columbia Amusement Co., Ch. 6 [B.T., July 7, '52]; WKYB Inc. (WKYB), Ch. 6 [B.T., July 7, '52].

147. BRISTOL, Tenn.—BRISTOL, Va. (Ch. 5, 46)—Pending: (Tenn.) Radiophone Bcstg. Station WOPI Inc. (WOPI, Tenn.), Ch. 5 [B.T., July 14, '52]; (Va.) Appalachian Bcstg. Co. (WCYB, Va.), Ch. 5 [B.T., June 23, '52].

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148. RENO, Nev. (Ch. 4, 8, *21, 27)—Granted: Nevada Radio-TV Inc. (KWRM), Ch. 8 KZTV (TV) [B.T., Dec. 29, '52]. Pending: Ch. 4—R & L Co. [B.T., Dec. 8, '52] and Western TV Co. [B.T., Jan. 19]. None pending: Ch. 27.
149. CLARKSBURG, W. Va. (Ch. 12, 22)—Pending: Clarksburg Bcstg. Co. (WPDJ), Ch. 12 [B.T., July 7, '52]; Ohio Valley Bcstg. Co. (WBLK), Ch. 12, [B.T., July 14, '52]. None pending: Ch. 22.
150. COLUMBIA, Mo. (Ch. 8, 16, 22)—Granted: U. of Missouri, Ch. 8 KOMU (TV) [B.T., Jan. '26]. None pending: Ch. 16, 22.
151. CHEYENNE, Wyo. (Ch. 3, 5)—Granted: Frontier Bcstg. Co. (KFBC), Ch. 5 KFBC-TV [B.T., Feb. 2]. None pending: Ch. 3.
152. BILLINGS, Mont. (Ch. 2, 8, 11)—Granted: Montana Network (KOOK), Ch. 2 KOOK-TV [B.T., Feb. 9] and Rudman-Hayutin TV Co., Ch. 8 [B.T., Jan. 26]. None pending: Ch. 11.
153. BANGOR, Me. (Ch. 2, 5, *16)—Granted: Community Telecasting Service (WABI), Ch. 5 WABI-TV [B.T., Jan. 5], on air Jan. 31. None pending: Ch. 2.
154. GALESBURG, Ill. (Ch. 40)—None pending.
155. ALBANY, Ga. (Ch. 10, 25)—Pending: Herald Pub. Co. (WALB), Ch. 10 [B.T., July 28, '52]; Southeastern Bcstg. System, Ch. 10 [B.T., June 23, '52]; Albany Bcstg. Co. (WGPC), Ch. 10 [B.T., Aug. 4, '52]. None pending: Ch. 25.
156. ANNISTON, Ala. (Ch. 70 proposed in lieu Ch. 37)—None pending.
157. LAKELAND, Fla. (Ch. 16, 22)—Granted: Wonn-TV Inc. (WONN), Ch. 16 Wonn-TV [B.T., Jan. 5].
158. BURLINGTON, Iowa (Ch. 32, 38)—None pending.
159. NEW LONDON, Conn. (Ch. 26, 81)—Granted: Thames Bcstg. Corp. (WNLC), Ch. 26 WNLC-TV [Jan. 5]. None pending: Ch. 81.
160. WAUSAU, Wis. (Ch. 7, 16, *46)—Pending: Rib Mountain Radio Inc., Ch. 7 [B.T., July 7]; WSAU Inc. (WSAU), Ch. 7 [B.T., June 30, '52]; Wisconsin Valley TV Corp., Ch. 7.
161. OAK RIDGE, Tenn. (Ch. 32)—None pending.
162. JACKSON, Tenn. (Ch. 9, 16)—Pending: Dixie Bcstg. Co. (WDXI), Ch. 9 [B.T., June 9, '52]; Sun Pub. Co. (WTJS), Ch. 9 [B.T., June 30, '52]. None pending: Ch. 16.
163. DAYTONA BEACH, Fla. (Ch. 2)—Pending: Telrad Inc. (WMPJ), Ch. 2 [B.T., July 7, '52]; News-Journal Co. (WNDB), Ch. 2 [B.T., July 21, '52].
164. SALINAS - MONTEREY, Calif. (Ch. 8, 28)—Granted: Salinas-Monterey TV Co., Ch. 28 KICU (TV) [B.T., Jan. 26]; Ch. 8—Salinas Bcstg. Corp. (KSWB Salinas) and Monterey Radio-TV Co. (KMBY Monterey), sharing time [B.T., Feb. 23].
165. MARION, Ind. Ch. 29—None pending.
166. FOND DU LAC, Wis. (Ch. 54)—None pending.
167. GREENVILLE, Miss. (Ch. 21, 27)—None pending.
168. ROCHESTER, Minn. (Ch. 10, 55)—Granted: Southern Minn. Bcstg. Co. (KROC), Ch. 10 KROC-TV [B.T., Jan. 26]. None pending: Ch. 55.
169. PARKERSBURG, W. Va. (Ch. 15)—Granted: West Virginia Enterprises Inc., Ch. 15 [B.T., Feb. 16].
170. ROME, Ga. (Ch. 9, 59)—Granted: Coosa Valley Radio Co. (WROM), Ch. 9 WROM-TV [B.T., Feb. 16]. None pending: Ch. 59.
171. BELOIT, Wis. (Ch. 57)—Granted: Beloit Bcstg. Co. (WGEZ), Ch. 57 WGEZ-TV [B.T., Feb. 16].
172. ODESSA, Tex. (Ch. 7, 24)—Pending: Odessa Television Co., Ch. 7 [B.T., July 7, '52]; Odessa Bcstg. Co. (KOSA), Ch. 7 [B.T., Aug. 4, '52]; Ector County Bcstg. Co. (KECK), Ch. 7 [B.T., Dec. 15, '52]. None pending: Ch. 24.
173. HATTIESBURG, Miss. (Ch. 9, 17)—Pending: Ch. 9 Mississippi Electronics Co. [B.T., Jan. 12] and Hattiesburg TV (WFOR and WHSY) [B.T., Feb. 2].

Group A-2, Continued

174. SANDUSKY, Ohio (Ch. 42)—Pending: Lake Erie Bcstg. Co. (WLEC), Ch. 42 [B.T., July 14, '52].
175. FAIRMONT, W. Va. (Ch. 35)—Pending: Americus Corp., Ch. 35 [B.T., July 21, '52]; Fairmont Bcstg. Co. (WVVW), Ch. 35 [B.T., July 14, '52].
176. HOT SPRINGS, Ark. (Ch. 9, 52)—None pending.
177. NORTHAMPTON, Mass. (Ch. 36)—Granted: Regional TV Corp. (WACE Chicopee), Ch. 36 [B.T., Feb. 2].
178. KINGSTON, N. Y. (Ch. 66)—Granted: Kingston Bcstg. Corp. (WKNY), Ch. 66 WKNY-TV [B.T., Feb. 2].
179. ST. CLOUD, Minn. (Ch. 7, 33)—Granted: Granite City Bcstg. Co. (WJON), Ch. 7 WJON-TV [B.T., Feb. 2]. None pending: Ch. 33.
180. ATHENS, Ga. (Ch. *8, 60)—None pending.
181. SANTA FE, N. M. (Ch. 2, *9, 11)—Granted: Greer & Greer, Ch. 2 [B.T., Feb. 2]. None pending: Ch. 11.
182. CONCORD, N. H. (Ch. 27)—None pending.
183. MASON CITY, Iowa (Ch. 3, 35)—Pending: Lee Radio Inc. (KGLO), Ch. 3 [B.T., June 30, '52] and Twin States TV Co., Ch. 3 [B.T., Sept. 1, '52]. None pending: Ch. 35.
184. VICKSBURG, Miss. (Ch. 41)—None pending.
185. JOHNSON CITY, Tenn. (Ch. 11, 34)—Granted: WJHL Inc. (WJHL), Ch. 11 WJHL-TV [B.T., Feb. 9]. None pending: Ch. 34.
186. ROCKY MOUNT, N. C. (Ch. 50)—None pending.
187. MANITOWOC, Wis. (Ch. 65)—None pending.
188. TALLAHASSEE, Fla. (Ch. *11, 24, 51)—None pending.
189. IOWA CITY, Iowa (Ch. *12, 24)—None pending.
190. GAINESVILLE, Fla. (Ch. *5, 20)—None pending.
191. GRAND FORKS, N. D. (Ch. *2, 12)—None pending.
192. SHARON, Pa. (Ch. 39)—Pending: Ch. 39—Leonard J. Shafitz [B.T., Jan. 19] and Sharon Herald Bcstg. Co. (WPIC) [B.T., Feb. 2].
193. KEY WEST, Fla. (Ch. 14, 20)—None pending.
194. SALINA, Kan. (Ch. 34)—None pending.
195. POCATELLO, Ida. (Ch. 6, 10)—Granted: Ch. 6—Tribune Journal Co. (KJRL); Ch. 10—Eastern Idaho Bcstg. & TV Co. (KWIK) [B.T., March 9].
196. CHARLOTTEVILLE, Va. (Ch. *45, 64)—Granted: Barham & Barham (WCHV), Ch. 64 WCHV-TV [B.T., Feb. 9].
197. KANKAKEE, Ill. (Ch. 14)—None pending.
198. PANAMA CITY, Fla. (Ch. 7, *30, 36)—None pending.
199. ROSWELL, N. M. (Ch. *3, 8, 10)—Granted: John A. Barnett (KSWs), Ch. 8 KSWs-TV [B.T., Feb. 2]. None pending: Ch. 10.
200. TEMPLE, Tex. (Ch. 6, 16, 22)—Granted: Bell Pub. Co. (KTEM), Ch. 6 KTEM-TV [B.T., Feb. 9]. None pending: Ch. 16, 22.
201. RAPID CITY, S. D. (Ch. 7, 15)—Pending: Ch. 7—The Hills Bcstg. Co. (WMIN St. Paul) [B.T., Feb. 16] and KOZY-TV Inc. (KOZY) [B.T., Feb. 23]. None pending: Ch. 16.
202. FORT DODGE, Iowa (Ch. 21)—Granted: Northwest Television Co. (KVFD), Ch. 21 KVFD-TV [B.T., Feb. 9].
203. JEFFERSON CITY, Mo. (Ch. 12, 33)—Pending: Ch. 13—Capital Bcstg. Co. (KWOS) [B.T., Oct. 27, '52], Capitol TV Corp. [B.T., Nov. 24, '52] and The L.H.P. Co. [B.T., Dec. 8, '52].
204. LAUREL, Miss. (Ch. 33)—None pending.
205. WINONA, Minn. (Ch. 61)—None pending.
206. LA GRANGE, Ga. (Ch. 50)—None pending.

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207. JANESVILLE, Wis. (Ch. 63)—None pending.
208. TEXARKANA, Tex. (Ch. 6, *18, 24)—Granted: KCMC Inc. (KCMC), Ch. 6 KCMC-TV [B.T., Feb. 9]. None pending: Ch. 24.

Group A-2, Continued

209. LAS VEGAS, Nev. (Ch. 8, *10, 13)—Pending: Ch. 8—Las Vegas TV Inc. (KLAS) [B.T., July 21, '52], Herman M. Greenspun [B.T., Feb. 2], and Las Vegas Sun [B.T., Feb. 2]; Ch. 13—Western TV Co. [B.T., Jan. 19] and Desert TV Co. (KRAM) [B.T., July 14, '52].
210. LONGVIEW, Tex. (Ch. 32, 38)—Granted: East Texas Television Co., Ch. 32 [B.T., Feb. 9]. None pending: Ch. 38.
211. WALLA WALLA, Wash. (Ch. 5, 8, *22)—Pending: Walla Walla Union-Bulletin, Ch. 5 [B.T., Sept. 15, '52].
212. FLORENCE, Ala. (Ch. 41)—None pending.
213. FINDLAY, Ohio (Ch. 53)—None pending.
214. ASHTABULA, Ohio (Ch. 15)—Granted: WICA Inc. (WICA), Ch. 15 WICA-TV [B.T., Feb. 9].
215. CASPER, Wyo. (Ch. 2, 6)—None pending.
216. NORWICH, Conn. (Ch. 57, *63)—Granted: State Board of Education, Ch. *63 [B.T., Feb. 9]. None pending: Ch. 57.
217. AUBURN, Me. (Ch. 23)—None pending.
218. AUSTIN, Minn. (Ch. 6, 51)—Pending: Cedar Valley Bcstg. Co. (KAUS), Ch. 6 [B.T., June 23, '52] and South Central Minn. TV Co., Ch. 6 [B.T., Jan. 26]. None pending: Ch. 51.
219. EL DORADO, Ark. (Ch. 10, 26)—Pending: Southern Arkansas TV Co., Ch. 10 [B.T., March 2].
220. EUREKA, Calif. (Ch. 3, 13)—Granted: Redwood Bcstg. Co. (KIEM), Ch. 3 KIEM-TV [B.T., Feb. 16]. None pending: Ch. 13.
221. WILSON, N. C. (Ch. 56)—None pending.
222. OLEAN, N. Y. (Ch. 54)—Pending: WHDL Inc. (WHDL), Ch. 54 [B.T., Sept. 1, '52].
223. SELMA, Ala. (Ch. 58)—None pending.
224. NATCHEZ, Miss. (Ch. 29)—None pending.
225. GRAND ISLAND, Neb. (Ch. 11, 21)—None pending.
226. GULFPORT, Miss. (Ch. 56)—Granted: WGCM TV Corp. (WGCM), Ch. 56 WGCM-TV [B.T., Feb. 16].
227. MIDDLETOWN, N. Y. (Ch. 60)—None pending.
228. FLORENCE, S. C. (Ch. 8)—Pending: Ch. 8—Pee Dee TV Corp. [B.T., Sept. 22, '52] and Jefferson Standard Bcstg. Co. (WBT Charlotte, N. C.) [B.T., Sept. 15, '52].
229. MISSOULA, Mont. (Ch. *11, 13, 21)—Pending: Mosby's Inc. (KGVO), Ch. 13 [B.T., July 14, '52].
230. FREEPORT, Ill. (Ch. 23)—None pending.
231. MARSHALL, Tex. (Ch. 16)—None pending.
232. MINOT, N. D. (Ch. *6, 10, 13)—Granted: Rudman TV Co., Ch. 10 [B.T., Feb. 16] and North Dakota Bcstg. Co. (KCJB), Ch. 13 KCJB-TV [B.T., Feb. 16].
233. SANTA CRUZ, Calif. (Ch. 16)—None pending.
234. PEKIN, Ill. (Ch. 69)—None pending.
235. RICHLAND, Wash. (Ch. 31)—None pending.
236. MIDLAND, Tex. (Ch. 2, 18)—Granted: Permian Basin TV Co., Ch. 2 [B.T., Feb. 16]. None pending: Ch. 18.
237. PARIS, Tex. (Ch. 33)—None pending.
238. DOTHAN, Ala. (Ch. 9, 19)—None pending.
239. CAPE GIRARDEAU, Mo. (Ch. 12, 18)—Pending: Hirsch Bcstg. Co. (KFVS), Ch. 12 [B.T., July 28, '52] and KGMO Radio & TV Inc. (KGMO), Ch. 12 [B.T., Sept. 15, '52]. None pending: Ch. 18.
240. NORTH ADAMS, Mass. (Ch. 74)—Granted: Greylock Bcstg. Co. (WBRK Pittsfield), Ch. 74 [B.T., Feb. 23].
241. OXNARD, Calif. (Ch. 32)—None pending.
242. BLUEFIELD, W. Va. (Ch. 41)—None pending.
243. GOLDSBORO, N. C. (Ch. 34)—None pending.
244. ORANGE, Tex. (Ch. 43)—None pending.
245. ABERDEEN, S. D. (Ch. 9, 17)—None pending.

Group A-2, Continued

246. LOGANSPORT, Ind. (Ch. 51)—Pending: Logansport Bcstg. Corp. (WSAL), Ch. 10 [B.T., July 7, '52].
247. AUGUSTA, Me. (Ch. 10, 29)—None pending.
248. BIDDEFORD, Me. (Ch. 59)—None pending.
249. UNIONTOWN, Pa. (Ch. 14)—None pending.
250. HANNIBAL, Mo. (Ch. 7, 27)—Granted: Courier-Post Pub. Co. (KHMO), Ch. 7 [B.T., Feb. 23].
251. JACKSONVILLE, Ill. (Ch. 29)—None pending.
252. GREELEY, Col. (Ch. 50)—None pending.
253. SEDALIA, Mo. (Ch. 6, 28)—Granted: Milton J. Hinlein (KDRO), Ch. 6 [B.T., March 2]. None pending: Ch. 28.
254. LONGVIEW, Wash. (Ch. 33)—None pending.
255. STILLWATER, Okla. (Ch. 29, *68)—None pending.
256. HASTINGS, Neb. (Ch. 5, 27)—Pending: Seaton Pub. Co. (KHAS), Ch. 5 [B.T., July 21, '52]; Strand Amusement Co., Ch. 5 [B.T., Aug. 2, '52]. None pending: Ch. 27.
257. SUMTER, S. C. (Ch. 47)—None pending.
258. BROWNWOOD, Tex. (Ch. 19)—None pending.
259. PONCA CITY, Okla. (Ch. 40)—None pending.
260. SHERMAN, Tex. (Ch. 46)—Granted: Sherman Television Co., Ch. 46 [B.T., March 9].
261. CHILLICOTHE, Ohio (Ch. 59)—None pending.
262. SALISBURY, N. C. (Ch. 80)—None pending.
263. MCALLEN, Tex. (Ch. 20)—Granted: Texas State Network (KRIO), Ch. 20 [B.T., Feb. 23].
264. VALDOSTA, Ga. (Ch. 37)—Granted: WGOV-TV Inc. (WGOV), Ch. 37 WGOV-TV [B.T., Feb. 25].

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265. BOULDER, Col. (Ch. *12, 22)—None pending.
266. DECATUR, Ala. (Ch. 23)—Granted: Tennessee Valley Bcstg. Co. (WMSL), Ch. 23 [B.T., March 2].
267. STAUNTON, Va. (Ch. 36)—None pending.
268. MARSHALLTOWN, Iowa (Ch. 49)—None pending.
269. ANDERSON, S. C. (Ch. 59)—Pending: Wilton E. Hall (WAIM), Ch. 58 [B.T., June 23, '52], and Anderson TV Co., Ch. 58 [B.T., Feb. 23].
270. ABERDEEN, Wash. (Ch. 58)—None pending.
271. GLENS FALLS, N. Y. (Ch. 38)—None pending.
272. OIL CITY, Pa. (Ch. 64)—None pending.
273. KINGSPORT, Tenn. (Ch. 28)—Pending: Kingsport Bcstg. Co. (WKPT), Ch. 28 [B.T., July 14, '52].
274. BECKLEY, W. Va. (Ch. 6, 21)—Pending: Ch. 6—Joe L. Smith Jr. Inc. (WJLS) [B.T., June 30, '52], Southern W. Va. TV Inc. [B.T., July 7, '52] at Daily Telegraph Printing Co. (WHIS), [B.T., Dec. 22, '52].
275. PITTSBURG, Kan. (Ch. 7, 38)—Granted: Pittsburg Bcstg. Co. (KOAM), Ch. 7 [B.T., March 2]. None pending: Ch. 38.
276. BARTLESVILLE, Okla. (Ch. 6)—None pending.
277. IDAHO FALLS, Ida. (Ch. 3, 8)—Granted: Idaho Radio Corp. (KII), Ch. 3 [B.T., March 2]; Idaho Falls Television Inc. (KIFI), Ch. 8 [B.T., March 2].
278. CORSICANA, Tex. (Ch. 47)—None pending.
279. MANHATTAN, Kan. (Ch. *23)—Granted: Kansas State College of Agriculture and Applied Science (KSAC), Ch. *8 KSAC-TV [B.T., Aug. 4, July 28, 52].
280. TIFFIN, Ohio (Ch. 47)—None pending.
281. WAYCROSS, Ga. (Ch. 16)—Pending: Teletronics Inc. (WACL), Ch. [B.T., July 28, '52].
282. SARASOTA, Fla. (Ch. 34)—None pending.
283. VINCENNES, Ind. (Ch. 44)—None pending.
284. PORTSMOUTH, N. H. (Ch. 19)—None pending.

Processing Line for Television Applicants

Group A-2, Continued

285. MANKATO, Minn. (Ch. 15)—None pending.

286. BENTON HARBOR, Mich. (Ch. 42)—Granted: Palladium Pub. Co. (WHFB), Ch. 42 [B.T., March 9].

287. BISMARCK, N. D. (Ch. 5, 12, 18, *24)—Granted: Meyer Bcstg. Co. (KFYR), Ch. 5 [B.T., March 9] and Rudman TV Co., Ch. 12 [B.T., March 9].

288. BOWLING GREEN, Ky. (Ch. 13, 17)—None pending.

289. KINSTON, N. C. (Ch. 45)—None pending.

90. WATERVILLE, Me. (Ch. 35)—one pending.

291. BRYAN, Tex. (Ch. 54)—None pending.

292. GREENWOOD, Miss. (Ch. 24)—None pending.

293. BORGER, Tex. (Ch. 33)—None pending.

294. CARLSBAD, N. M. (Ch. 6, 23)—None pending.

295. BRUNSWICK, Ga. (Ch. 28, 34)—None pending.

296. SAULT STE. MARIE, Mich. (Ch. 1, 10, 28, *34)—None pending.

297. SANTA ROSA, Calif. (Ch. 50)—None pending.

298. ARDMORE, Okla. (Ch. 55)—None pending.

299. McALESTER, Okla. (Ch. 47)—ending: McAlester Bcstg. Co. (KTMCA), Ch. 47 [B.T., June 30, '52].

300. BOGALUSA, La. (Ch. 69)—Pending: Enterprise Pub. Co. (WIKC), Ch. 39 [B.T., July 14, '52]; Miss-Lou Inc., Ch. 39 [B.T., Aug. 4, '52]. [Ch. 39 originally assigned to Bogalusa, but on Feb. 12 Commission finalized rule-making to assign Ch. 69 there.]

301. PLATTSBURG, N. Y. (Ch. 28)—Pending: Great Northern Television Inc. (WIRY), Ch. 28 [B.T., July 21, '52]; Plattsburg Bcstg. Corp. (WEAV), Ch. 18 [B.T., July 7, '52].

302. RUTLAND, Vt. (Ch. 49)—None pending.

303. TWIN FALLS, Ida. (Ch. 11, 13)—Pending: Southern Idaho Bcstg. & TV Co. (KLIX), Ch. 11 [B.T., Sept. 1, '52]. None pending: Ch. 13.

304. HELENA, Mont. (Ch. 10, 12)—None pending.

305. MATTOON, Ill. (Ch. 46)—None pending.

306. DENISON, Tex. (Ch. 52)—None pending.

307. MODESTO, Calif. (Ch. 14)—Pending: Ch. 14 — Charles Thieriot [B.T., Sept. 29, '52] and Ralph M. Brown (40% owner KBOX) [B.T., Dec. 1, '52].

308. BRADFORD, Pa. (Ch. 70)—None pending.

309. CLOVIS, N. M. (Ch. 12, 35)—Granted: Telepolitan Bcstg. Co., Ch. 12 [B.T., March 9].

310. MEDFORD, Ore. (Ch. 4, 5)—Granted: Southern Oregon Bcstg. Co., Ch. 5 [B.T., March 9].

311. BIG SPRING, Tex. (Ch. 4)—None pending.

312. MARTINSVILLE, Va. (Ch. 35)—None pending.

313. CHAMBERSBURG, Pa. (Ch. 46)—Pending: Chambersburg Bcstg. Co. (WCHA), Ch. 46 [B.T., June 9, '52].

314. MARQUETTE, Mich. (Ch. 5, 17)—None pending.

315. COLUMBUS, Miss. (Ch. 28)—None pending.

316. COFFEYVILLE, Kan. (Ch. 33)—None pending.

317. FAYETTEVILLE, Ark. (Ch. 13, 41)—None pending.

318. TRAVERSE CITY, Mich. (Ch. 7, 10, *26)—None pending.

319. KINGSVILLE, Tex. (Ch. 40)—None pending.

320. LOGAN, Utah (Ch. 12, 30, *46)—None pending.

321. GREENVILLE, N. C. (Ch. 9)—Pending: Carolina Bcstg. System (WGTC), Ch. 9 [B.T., May 19, '52].

322. BERLIN, N. H. (Ch. 26)—None pending.

323. PAMPA, Tex. (Ch. 17)—None pending.

324. STEVENS POINT, Wis. (Ch. 20, 26)—None pending.

325. CLARKSDALE, Miss. (Ch. 6, 32)—None pending.

326. SAN BUENAVENTURA, Calif. (Ch. 38)—None pending.

327. STREATOR, Ill. (Ch. 65)—None pending.

Group A-2, Continued

328. NEW IBERIA, La. (Ch. 15)—None pending.

329. ALICE, Tex. (Ch. 34)—None pending.

330. HUNTSVILLE, Ala. (Ch. 31)—None pending.

331. JONESBORO, Ark. (Ch. 8, 39)—None pending.

332. HIBBING, Minn. (Ch. 10)—None pending.

333. CLARKSVILLE, Tenn. (Ch. 53)—None pending.

334. BLYTHEVILLE, Ark. (Ch. 64, 74)—None pending.

335. CORVALLIS, Ore. (Ch. *7, 49)—None pending.

336. NAMPA, Ida. (Ch. 6, 12)—Pending: Frank E. Hurt & Son Inc. (KFXD), Ch. 6 [B.T., July 7, '52].

337. OGDENSBURG, N. Y. (Ch. 24)—None pending.

338. KEOKUK, Iowa (Ch. 44)—None pending.

339. VICTORIA, Tex. (Ch. 19)—Pending: KNAL Television Co. (KNAL), Ch. 19 [B.T., July 7, '52].

340. FARI BAULT, Minn. (Ch. 20)—None pending.

341. ADA, Okla. (Ch. 50)—None pending.

342. DALTON, Ga. (Ch. 25)—None pending.

343. KLAMATH FALLS, Ore. (Ch. 2)—Pending: KFJI Bcstrs. (KFJI), Ch. 2 [B.T., July 14, '52].

344. CHICKASHA, Okla. (Ch. 64)—None pending. See WKCO grant for Ch. 25 at Oklahoma City, B-4, No. 194.

345. OLYMPIA, Wash. (Ch. 60)—None pending.

346. NEW BERN, N. C. (Ch. 13)—None pending.

347. EMPORIA, Kan. (Ch. 39)—None pending.

348. KEENE, N. H. (Ch. 45)—Pending: WKNE Corp. (WKNE), Ch. 45 [B.T., June 30, '52].

349. MARTINSBURG, W. Va. (Ch. 58)—None pending.

350. MT. VERNON, Ill. (Ch. 38)—None pending.

351. LARAMIE, Wyo. (Ch. *8, 18)—None pending.

352. CLEARWATER, Fla. (Ch. 32)—Pending: Pioneer Gulf Television Bcstrs., Ch. 32 [B.T., July 7, '52]; WBOY Inc. (WBOY Tarpon Springs), Ch. 32 [B.T., Feb. 2].

353. SUNBURY, Pa. (Ch. 65)—Pending: Sunbury Bcstg. Corp. (WKOK), Ch. 65 [B.T., July 14, '52]; Radio Anthracite Inc. (WISL Shamokin), Ch. 65 [B.T., Nov. 3, '52].

354. CONNERSVILLE, Ind. (Ch. 38)—None pending.

355. NORTH PLATTE, Neb. (Ch. 2, 4)—None pending.

356. DUNCAN, Okla. (Ch. 39)—None pending.

357. ORANGEBURG, S. C. (Ch. 44)—None pending.

358. MERCED, Calif. (Ch. 34)—None pending.

359. ESCANABA, Mich. (Ch. 3)—None pending.

360. SALISBURY, Md. (Ch. 16)—Pending: Peninsula Bcstg. Co. (WBOC), Ch. 16 [B.T., June 30, 16, 9, '52].

361. LUFKIN, Tex. (Ch. 9, 46)—Pending: Forest Capital Bcstg. Co. (KTRE), Ch. 9 [B.T., June 2, '52].

362. GREENFIELD, Mass. (Ch. 42)—None pending.

363. POPLAR BLUFF, Mo. (Ch. 15)—None pending.

364. HORNELL, N. Y. (Ch. 50)—None pending.

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365. FORT MADISON, Iowa (Ch. 50)—None pending.

366. FORT COLLINS, Col. (Ch. 44)—None pending.

367. PARSONS, Kan. (Ch. 46)—None pending.

368. LACONIA, N. H. (Ch. 43)—None pending.

369. CAMBRIDGE, Ohio (Ch. 26)—None pending.

370. GREENVILLE, Tex. (Ch. 69)—None pending.

371. GRAND JUNCTION, Col. (Ch. 5, 21)—Pending: Western Slope Bcstg. Co. (KFXJ), Ch. 5 [B.T., Aug. 25, 18, '52]. None pending: Ch. 21.

Group A-2, Continued

372. MIDDLESBOROUGH, Ky. (Ch. 57, 63)—None pending.

373. THOMASVILLE, Ga. (Ch. 6, 27)—Pending: E. D. Rivers Sr., Ch. 6 [B.T., July 14, '52].

374. LINCOLN, Ill. (Ch. 53)—None pending.

375. MIDLAND, Mich. (Ch. 19)—None pending.

376. DEL RIO, Tex. (Ch. 16)—None pending.

377. SAN LUIS OBISPO, Calif. (Ch. 6)—None pending.

378. MARINETTE, Wis. (Ch. 11, 32, *38)—Pending: M and M Bcstg. Co. (WMAM), Ch. 11 [B.T., July 7, '52] and Green Bay Bcstg. Co. (WMAW), Ch. 11 [B.T., March 2].

379. PLAINVIEW, Tex. (Ch. 29)—None pending.

380. LEWISTOWN, Pa. (Ch. 38)—Pending: Lewistown Bcstg. Co. (WMRF), Ch. 38 [B.T., Aug. 18, '52].

381. HOBBS, N. M. (Ch. 46)—None pending.

382. CENTRALIA, Ill. (Ch. 32, 59)—Pending: Dunge Enterprises Inc. (KSGM Ste. Genevieve, Mo.), Ch. 59 Chester, Ill. [B.T., Feb. 16]. None pending: Ch. 32.

383. WINCHESTER, Va. (Ch. 28)—None pending.

384. GREENWOOD, S. C. (Ch. 21)—Pending: Grecco Inc. (WCRS), Ch. 21 [B.T., July 28, '52].

385. SEYMOUR, Tex. (Ch. 24)—None pending.

386. ROCHESTER, N. H. (Ch. 51)—None pending.

387. LAS VEGAS, N. M. (Ch. 14)—None pending.

388. SWEETWATER, Tex. (Ch. 12)—None pending.

389. BRADENTON, Fla. (Ch. 28)—None pending.

390. ONEONTA, N. Y. (Ch. 62)—None pending.

391. ALBERT LEA, Minn. (Ch. 57)—None pending.

392. FORT PIERCE, Fla. (Ch. 19)—None pending.

393. WISCONSIN RAPIDS, Wis. (Ch. 14)—None pending.

394. JUNCTION CITY, Kan. (Ch. 29)—None pending.

395. SAN BENITO, Tex. (Ch. 48)—None pending.

396. FORT MYERS, Fla. (Ch. 11)—Pending: Fort Myers Bcstg. Co. (WINK), Ch. 11 [B.T., June 9, '52].

397. MASSENA, N. Y. (Ch. 14)—None pending.

398. ALPENA, Mich. (Ch. 9, 30)—None pending.

399. MOBERLY, Mo. (Ch. 35)—None pending.

400. WENATCHEE, Wash. (Ch. *45, 55)—Pending: Central Washington Telecasters, Ch. 55 [B.T., Aug. 18, 11, '52].

401. MORRISTOWN, Tenn. (Ch. 54)—None pending.

402. LEWISTON, Ida. (Ch. 3)—None pending.

403. FERGUS FALLS, Minn. (Ch. 16)—None pending.

404. ARKANSAS CITY, Kan. (Ch. 49)—None pending.

405. SCOTTSBLUFF, Neb. (Ch. 10, 16)—None pending.

406. CLAREMONT, N. H. (Ch. 37)—None pending.

407. ATCHISON, Kan. (Ch. 60)—None pending.

408. HURON, S. D. (Ch. 12, 15)—None pending.

409. CROWLEY, La. (Ch. 21)—None pending.

410. BASTROP, La. (Ch. 53)—None pending.

411. WATERTOWN, S. D. (Ch. 3, 35)—None pending.

412. GREAT BEND, Kan. (Ch. 2, 28)—None pending.

413. VERNON, Tex. (Ch. 18)—None pending.

414. BRAINERD, Minn. (Ch. 12)—None pending.

415. CLEVELAND, Tenn. (Ch. 38)—None pending.

416. EL CENTRO, Calif. (Ch. 16)—Pending: Valley Empire Telecasters, Ch. 16 [B.T., Feb. 16].

417. HOPKINSVILLE, Ky. (Ch. 20)—None pending.

418. VIRGINIA, Minn. (Ch. 26)—None pending.

Group A-2, Continued

419. TULARE, Calif. (Ch. 27)—Pending: Sheldon Anderson (KCOK), Ch. 27 [B.T., Dec. 15, July 14, '52].

420. EDINBURG, Tex. (Ch. 26)—None pending.

421. WAYNESBORO, Va. (Ch. 42)—None pending.

422. ASTORIA, Ore. (Ch. 30)—None pending.

423. NACOGDOCHES, Tex. (Ch. 40)—None pending.

424. LAS CRUCES, N. M. (Ch. 22)—None pending.

425. OPELIKA, Ala. (Ch. 22)—None pending.

426. CHICO, Calif. (Ch. 12)—Pending: Golden Empire Co. (KHSL), Ch. 12 [B.T., July 14, '52].

427. TRINIDAD, Col. (Ch. 21)—None pending.

428. COEUR D'ALENE, Ida. (Ch. 12)—None pending.

429. FREDERICKSBURG, Va. (Ch. 47)—None pending.

430. MITCHELL, S. D. (Ch. 5, 20)—None pending.

431. CAIRO, Ill. (Ch. 24)—None pending.

432. KEARNEY, Neb. (Ch. 13, 19)—None pending.

433. LA SALLE, Ill. (Ch. 35)—None pending.

434. PULLMAN, Wash. (Ch. *10, 24)—None pending.

435. SNYDER, Tex. (Ch. 30)—None pending.

436. GAINESVILLE, Ga. (Ch. 52)—None pending.

437. SANFORD, Fla. (Ch. 35)—None pending.

438. BRAWLEY, Calif. (Ch. 25)—None pending.

439. FRANKFORT, Ky. (Ch. 43)—None pending.

440. BEAVER DAM, Wis. (Ch. 37)—None pending.

441. SEMINOLE, Okla. (Ch. 59)—None pending.

442. BEATRICE, Neb. (Ch. 40)—None pending.

443. MIAMI, Okla. (Ch. 58)—None pending.

444. ALBEMARLE, N. C. (Ch. 20)—None pending.

445. PENDLETON, Ore. (Ch. 28)—None pending.

446. VISALIA, Calif. (Ch. 43, 49)—None pending.

447. OCALA, Fla. (Ch. 15)—None pending.

448. DEKALB, Ill. (Ch. *67)—None pending.

449. COSHOCTON, Ohio (Ch. 20)—None pending.

450. ATHENS, Ohio (Ch. 62)—None pending.

451. OPELOUSA, La. (Ch. 58)—None pending.

452. SIKESTON, Mo. (Ch. 37)—None pending.

453. MOULTRIE, Ga. (Ch. 48)—None pending.

454. MEXICO, Mo. (Ch. 45)—None pending.

455. NEWTON, Kan. (Ch. 14)—None pending.

456. WATSONVILLE, Calif. (Ch. 22)—None pending.

457. TUPELO, Miss. (Ch. 38)—None pending.

458. DIXON, Ill. (Ch. 47)—None pending.

459. HOUMA, La. (Ch. 30)—None pending.

460. SHERIDAN, Wyo. (Ch. 9, 12)—None pending.

461. DUBOIS, Pa. (Ch. 31)—None pending.

462. IRONWOOD, Mich. (Ch. 31)—None pending.

463. BEND, Ore. (Ch. 15)—None pending.

464. MT. PLEASANT, Mich. (Ch. 47)—None pending.

465. AMERICUS, Ga. (Ch. 31)—None pending.

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†FCC has deleted DeKalb from the priority list since it has only a reserved channel assigned there, not subject to the temporary processing procedure.

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466. LOCK HAVEN, Pa. (Ch. 32)—None pending. Lock Haven Bcstg. Co. (WBPZ), Ch. 32 [B.T., July 7, '52]; Susquehanna Valley Television Corp., Ch. 32 [B.T., Aug. 4, '52].
467. CAMDEN, Ark. (Ch. 50)—None pending.
468. NORFOLK, Neb. (Ch. 33)—None pending.
469. INDEPENDENCE, Kan. (Ch. 20)—None pending.
470. BOZEMAN, Mont. (Ch. *9, 22)—None pending.
471. DEFIANCE, Ohio (Ch. 43)—None pending.
472. DODGE CITY, Kan. (Ch. 6, 23)—None pending.
473. ANACONDA, Mont. (Ch. 2)—None pending.
474. GAINESVILLE, Tex. (Ch. 49)—None pending. Gainesville Bcstg. Co. (KGAF), Ch. 49 [B.T., Aug. 11, '52].
475. HELENA, Ark. (Ch. 54)—None pending.
476. PORT ANGELES, Wash. (Ch. 16)—None pending.
477. CARTHAGE, Mo. (Ch. 56)—None pending.
478. MADISONVILLE, Ky. (Ch. 26)—None pending.
479. OSKALOOSA, Iowa (Ch. 52)—None pending.
480. HOQUIAM, Wash. (Ch. 52)—None pending.
481. KIRKSVILLE, Mo. (Ch. 3, 18)—None pending.
482. SANTA PAULA, Calif. (Ch. 16)—None pending.
483. EL DORADO, Kan. (Ch. 55)—None pending.
484. HARRISBURG, Ill. (Ch. 22)—None pending. Turner-Farrar Assn., Ch. 22 [B.T., June 30, '52].
485. HENDERSON, N. C. (Ch. 52)—None pending.
486. WASHINGTON, Ind. (Ch. 60)—None pending.
487. CARBONDALE, Ill. (Ch. 34, *61)—None pending.
488. COLUMBIA, Tenn. (Ch. 39)—None pending.
489. GARDEN CITY, Kan. (Ch. 9, 11)—None pending.
490. DYERSBURG, Tenn. (Ch. 46)—None pending.
491. ROCK SPRINGS, Wyo. (Ch. 13)—None pending.
492. HARRISONBURG, Va. (Ch. 3, 34)—None pending. Shenandoah Valley Bcstg. Corp. (WSVA), Ch. 3 [B.T., June 30, '52].
493. SPRINGFIELD, Ore. (Ch. 37)—None pending.
494. PASCAGOULA, Miss. (Ch. 22)—None pending.
495. SHEFFIELD, Ala. (Ch. 47)—None pending.
496. MISSION, Tex. (Ch. 14)—None pending.
497. ELIZABETHTON, Tenn. (Ch. 40)—None pending.
498. LAMESA, Tex. (Ch. 28)—None pending.
499. JAMESTOWN, N. D. (Ch. 7, 42)—None pending.
500. RED WING, Minn. (Ch. 63)—None pending.
501. BATH, Me. (Ch. 65)—None pending.
502. ASHLAND, Wis. (Ch. 15)—None pending.
503. MCCOMB, Ill. (Ch. 61)—None pending.
504. DURANT, Okla. (Ch. 27)—None pending.
505. MADERA, Calif. (Ch. 30)—None pending.
506. CALDWELL, Ida. (Ch. 2)—None pending. Boise Valley Bcstrs. Inc. (KDSH Boise), Ch. 2 Meridian [B.T., Jan. 5].
507. BARNSTABLE, Mass. (Ch. 52)—None pending.
508. MARION, Ill. (Ch. 40)—None pending.
509. SANTA MARIA, Calif. (Ch. 44)—None pending.
510. CADILLAC, Mich. (Ch. 13, 45)—None pending.
511. MCCOMB, Miss. (Ch. 31)—None pending. Southwestern Bcstg. Co. of Miss. (WAFP), Ch. 31 [B.T., Aug. 18, 11, '52].
512. RUSTON, La. (Ch. 20)—None pending.
513. CAMBRIDGE, Md. (Ch. 22)—None pending.

Group A-2, Continued

514. FORT SCOTT, Kan. (Ch. 27)—None pending.
515. CHARLES CITY, Iowa (Ch. 18)—None pending.
516. RICHMOND, Ky. (Ch. 60)—None pending.
517. WINFIELD, Kan. (Ch. 43)—None pending.
518. REDDING, Calif. (Ch. 7)—None pending.
519. DUBLIN, Ga. (Ch. 15)—None pending.
520. BELLEFONTAINE, Ohio (Ch. 63)—None pending.
521. PASCO, Wash. (Ch. 19)—None pending.
522. OWATONNA, Minn. (Ch. 45)—None pending.
523. ALBANY, Ore. (Ch. 55)—None pending.
524. CHANUTE, Kan. (Ch. 50)—None pending.
525. KENNEWICK, Wash. (Ch. 25, *41)—None pending.
526. OTTAWA, Kan. (Ch. 21)—None pending.
527. MERCEDES, Tex. (Ch. 32)—None pending.
528. FULTON, Mo. (Ch. 24)—None pending.
529. HANFORD, Calif. (Ch. 21)—None pending.
530. SANFORD, N. C. (Ch. 38)—None pending.
531. BEMIDJI, Minn. (Ch. 24)—None pending.
- POPULATION 10,000 AND UNDER**
532. SAN MARCOS, Tex. (Ch. 53)—None pending.
533. PRESQUE ISLE, Me. (Ch. 8, 19)—None pending.
534. LOS ALAMOS, N. M. (Ch. 20)—None pending.
535. NATCHITOCHE, La. (Ch. 17)—None pending.
536. HUNTSVILLE, Tex. (Ch. 15)—None pending.
537. MINDEN, La. (Ch. 30)—None pending. Parish Bcstg. Co. (KAPK Shreveport) [B.T., Feb. 23].
538. CORINTH, Miss. (Ch. 29)—None pending.
539. MORGAN CITY, La. (Ch. 36)—None pending.
540. YAZOO CITY, Miss. (Ch. 49)—None pending.
541. KALISPELL, Mont. (Ch. 8)—None pending.
542. ALTUS, Okla. (Ch. 36)—None pending.
543. UNION, S. C. (Ch. 65)—None pending.
544. WASHINGTON, N. C. (Ch. 7)—None pending.
545. IRON MOUNTAIN, Mich. (Ch. 9, 27)—None pending.
546. PARAGOULD, Ark. (Ch. 58)—None pending.
547. JENNINGS, La. (Ch. 48)—None pending.
548. KILGORE, Tex. (Ch. 59)—None pending.
549. BRATTLEBORO, Vt. (Ch. 58)—None pending.
550. LUDINGTON, Mich. (Ch. 18)—None pending.
551. MALONE, N. Y. (Ch. 20, *66)—None pending.
552. BAKER, Ore. (Ch. 37)—None pending.
553. CEDARTOWN, Ga. (Ch. 53)—None pending.
554. CORDELE, Ga. (Ch. 43)—None pending.
555. SHELBYVILLE, Tenn. (Ch. 62)—None pending.
556. DOUGLAS, Ariz. (Ch. 3)—None pending.
557. BAY CITY, Tex. (Ch. 33)—None pending.
558. WILLMAR, Minn. (Ch. 31)—None pending.
559. ROLLA, Mo. (Ch. 46)—None pending.
560. NEW ULM, Minn. (Ch. 43)—None pending.
561. BEEVILLE, Tex. (Ch. 38)—None pending.
562. ABBEVILLE, La. (Ch. 27)—None pending.

Group A-2, Continued

563. MILES CITY, Mont. (Ch. 3, *6, 10)—None pending.
564. ROCKLAND, Me. (Ch. 25)—None pending.
565. WINCHESTER, Ky. (Ch. 37)—None pending.
566. PULASKI, Va. (Ch. 37)—None pending.
567. BLACKWELL, Okla. (Ch. 51)—None pending.
568. LUMBERTON, N. C. (Ch. 21)—None pending.
569. PALATKA, Fla. (Ch. 17)—None pending.
570. ANDALUSIA, Ala. (Ch. 29)—None pending.
571. YUMA, Ariz. (Ch. 11, 13)—None pending. Valley Telecasting Co., Ch. 11 [B.T., March 9].
572. RAYMONDVILLE, Tex. (Ch. 42)—None pending.
573. GALLUP, N. M. (Ch. 3, *8, 10)—None pending.
574. ELKINS, W. Va. (Ch. 40)—None pending.
575. TAYLOR, Tex. (Ch. 58)—None pending.
- POPULATION UNDER 9,000**
576. SULPHUR SPRINGS, Tex. (Ch. 41)—None pending.
577. MAYFIELD, Ky. (Ch. 63)—None pending.
578. WESTON, W. Va. (Ch. 32)—None pending.
579. COLUMBUS, Neb. (Ch. 49)—None pending.
580. MARSHALL, Mo. (Ch. 40)—None pending.
581. MILLEDGEVILLE, Ga. (Ch. 51)—None pending.
582. PARIS, Tenn. (Ch. 51)—None pending.
583. RHINELANDER, Wis. (Ch. 22)—None pending.
584. DELANO, Calif. (Ch. 37)—None pending. Ch. 33—Maple Leaf Bcstg. Co. (KWSO Wasco) [B.T., July 7, '52].
585. CHILLICOTHE, Mo. (Ch. 14)—None pending.
586. McPHERSON, Kan. (Ch. 26)—None pending.
587. DANVILLE, Ky. (Ch. 35)—None pending.
588. KENNETT, Mo. (Ch. 21)—None pending.
589. UVALDE, Tex. (Ch. 20)—None pending.
590. LAURENS, S. C. (Ch. 45)—None pending.
591. CENTRALIA, Wash. (Ch. 17)—None pending.
592. DeLAND, Fla. (Ch. 44)—None pending.
593. MANISTEE, Mich. (Ch. 15)—None pending.
594. LaGRANDE, Ore. (Ch. 13)—None pending.
595. MAYSVILLE, Ky. (Ch. 24)—None pending. Standard Tobacco Co. (WFTM), Ch. 24 [B.T., June 23, '52].
596. HAYS, Kan. (Ch. 7, 20)—None pending.
597. WILLIAMSON, W. Va. (Ch. 17)—None pending.
598. ATHENS, Tenn. (Ch. 14)—None pending.
599. CARUTHERSVILLE, Mo. (Ch. 27)—None pending.
600. OLNEY, Ill. (Ch. 16)—None pending.
601. CONWAY, Ark. (Ch. 62)—None pending.
602. JACKSONVILLE, Tex. (Ch. 36)—None pending.
603. HOPE, Ark. (Ch. 15)—None pending.
604. MONTPELIER, Vt. (Ch. 3, 40)—None pending. Colonial TV Inc. [B.T., Dec. 22, '52] and WCAX Bcstg. Corp. (WCAX Burlington) [B.T., Sept. 15, '52].
605. COLDWATER, Mich. (Ch. 24)—None pending. Twin Valley Bcstrs. Inc. (WTVB), Ch. 24 [B.T., July 7, '52].
606. TROY, Ala. (Ch. 38)—None pending.
607. ST. ALBENS, Vt. (Ch. 34)—None pending.
608. ELLENSBURG, Wash. (Ch. 49, *65)—None pending.
609. TUCUMCARI, N. M. (Ch. 25)—None pending.
610. ROSEBURG, Ore. (Ch. 28)—None pending.
611. HILLSBORO, Tex. (Ch. 63)—None pending.
612. ALMA, Mich. (Ch. 41)—None pending.

Group A-2, Continued

613. CRESTON, Iowa (Ch. 43)—None pending.
614. LEVELLAND, Tex. (Ch. 38)—None pending.
615. ARTESIA, N. M. (Ch. 21)—None pending.
616. RATON, N. M. (Ch. 46, *52)—None pending.
617. FAIRMONT, Minn. (Ch. 40)—None pending.
618. EUNICE, La. (Ch. 64)—None pending.
619. RUSSELLVILLE, Ark. (Ch. 19)—None pending.
620. ROANOKE RAPIDS, N. C. (Ch. 30)—None pending.
621. FITZGERALD, Ga. (Ch. 23)—None pending.
622. GRANTS PASS, Ore. (Ch. 30)—None pending.
623. FRONT ROYAL, Va. (Ch. 39)—None pending.
624. PORTALES, N. M. (Ch. 22)—None pending.
625. LONGMONT, Col. (Ch. 32)—None pending.
626. HAVRE, Mont. (Ch. 9, 11)—None pending. North Montana Bcstg. Co. (KOJM), Ch. 9 [B.T., Aug. 25, '52].
627. MALVERN, Ark. (Ch. 46)—None pending.
628. PECOS, Tex. (Ch. 16)—None pending.
629. HAMMOND, La. (Ch. 57)—None pending.
630. NEVADA, Mo. (Ch. 18)—None pending.
631. BENNINGTON, Vt. (Ch. 33)—None pending.
- POPULATION UNDER 8,000**
632. ELK CITY, Okla. (Ch. 12, 15)—None pending.
- 632-A. WARNER ROBINS, Ga. (Ch. 13)—None pending. Southeastern Bcstg. Co. (WMAZ Macon).
633. COLLEGE STATION, Tex. (Ch. *3, 48)—None pending.
634. WORTHINGTON, Minn. (Ch. 32)—None pending.
635. ALLIANCE, Neb. (Ch. 13, 21)—None pending.
636. RUMFORD, Me. (Ch. 55)—None pending.
637. YUBA CITY, Calif. (Ch. 52)—None pending. John Stevenson, Ch. 52 [B.T., July 7, '52].
638. OELWEIN, Iowa (Ch. 28)—None pending.
639. BROOKHAVEN, Miss. (Ch. 37)—None pending.
640. MINERAL WELLS, Tex. (Ch. 38)—None pending.
641. BROOKINGS, S. D. (Ch. *8, 25)—None pending.
642. CARROLLTON, Ga. (Ch. 33)—None pending.
643. WELLINGTON, Kan. (Ch. 24)—None pending.
644. CORBIN, Ky. (Ch. 16)—None pending.
645. MARYVILLE, Tenn. (Ch. 51)—None pending.
646. ASHLAND, Ore. (Ch. 14)—None pending.
647. THIBODAUX, La. (Ch. 24)—None pending.
648. LaJUNTA, Col. (Ch. 24)—None pending.
649. YANKTON, S. D. (Ch. 17)—None pending.
650. CHEROKEE, Iowa (Ch. 14)—None pending.
651. CLOQUET, Minn. (Ch. 44)—None pending.
652. LIVINGSTON, Mont. (Ch. 16)—None pending.
653. MCCOOK, Neb. (Ch. 8, 17)—None pending.
654. THE DALLES, Ore. (Ch. 32)—None pending.
655. UNION CITY, Tenn. (Ch. 55)—None pending.
- 655-A. PRINCETON, Ind. (Ch. 52)—None pending. Princeton Bcstg. Co. (WRAY) Ch. 52 [B.T., Feb. 16].
656. FLAGSTAFF, Ariz. (Ch. 9, 13)—None pending.
657. KNOXVILLE, Iowa (Ch. 33)—None pending.
- 657-A. PALM SPRINGS, Calif. (Ch. 14)—None pending.
658. CENTERVILLE, Iowa (Ch. 31)—None pending.
659. CHILDRESS, Tex. (Ch. 40)—None pending.

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Group A-2, Continued

660. FORREST CITY, Ark. (Ch. 22)—None pending.
 661. McMINNIVILLE, Tenn. (Ch. 46)—None pending.
 662. LAKE CITY, Fla. (Ch. 33)—None pending.
 663. BAINBRIDGE, Ga. (Ch. 35)—None pending.
 664. TULLAHOMA, Tenn. (Ch. 68)—None pending.
 665. CLINTON, Okla. (Ch. 32)—None pending.
 666. NEWBERRY, S. C. (Ch. 70)—None pending.
 667. STERLING, Col. (Ch. 25)—None pending.
 668. PRATT, Kan. (Ch. 36)—None pending.
 669. CULLMAN, Ala. (Ch. 60)—None pending.
 670. CUERO, Tex. (Ch. 25)—None pending.
 671. DICKINSON, N. D. (Ch. 2, 4, 17)—None pending.
 672. DURANGO, Col. (Ch. 6, 15)—None pending.
 673. SPENCER, Iowa (Ch. 42)—None pending.
 674. DOUGLAS, Ga. (Ch. 32)—Pending: WDMG Inc. (WDMG), Ch. 32 3-T, July 28, '52].
 675. HUMBOLDT, Tenn. (Ch. 25)—None pending.
 676. RAWLINS, Wyo. (Ch. 11)—None pending.
 677. LEESBURG, Fla. (Ch. 26)—None pending.
 678. GRENADA, Miss. (Ch. 15)—None pending.
 679. WILLISTON, N. D. (Ch. 8, 11, 4)—None pending.
 680. ST. JOHNSBURY, Vt. (Ch. 30)—None pending.
 681. CROCKSTON, Minn. (Ch. 21)—None pending.
 681-A. PATCHOGUE, N. Y. (Ch. 75 proposed)—None pending.
 682. KELSO, Wash. (Ch. 39)—None pending.
 683. PORTAGE, Wis. (Ch. 17)—None pending.
 684. FAIRFIELD, Iowa (Ch. 54)—None pending.
 685. CONROE, Tex. (Ch. 20)—None pending.
 686. ENTERPRISE, Ala. (Ch. 40)—None pending.
 687. STUTTGART, Ark. (Ch. 14)—None pending.
 688. EAGLE PASS, Tex. (Ch. 26)—None pending.
 689. BELLE GLADE, Fla. (Ch. 25)—None pending.
 690. CRYSTAL CITY, Tex. (Ch. 28)—None pending.
 691. MT. AIRY, N. C. (Ch. 55)—Pending: Ralph D. Epperson (WPAQ), Ch. 5 [B.T., Sept. 22, '52].
 692. CONCORDIA, Kan. (Ch. 47)—None pending.
 693. LANCASTER, S. C. (Ch. 31)—None pending.
 694. STEPHENVILLE, Tex. (Ch. 32)—None pending.
 695. LAURINBURG, N. C. (Ch. 41)—None pending.
 696. LIBERAL, Kan. (Ch. 14)—None pending.
 697. STARKVILLE, Miss. (Ch. 34)—None pending.
 698. SOMERSET, Ky. (Ch. 29)—None pending.
 699. IOLA, Kan. (Ch. 44)—None pending.
 700. AIKEN, S. C. (Ch. 54)—Pending: Iken Electronics Adv. Corp. (WAKN), Ch. 54 [B.T., Dec. 8, '52].
 701. STURGEON BAY, Wis. (Ch. 44)—None pending.
 702. BONHAM, Tex. (Ch. 43)—None pending.
 703. CANTON, Miss. (Ch. 16)—None pending.
 704. GLASGOW, Ky. (Ch. 28)—None pending.
 705. SILVER CITY, N. M. (Ch. *10, 2)—None pending.

POPULATION UNDER 7,000

706. CAMDEN, S. C. (Ch. 14)—Pending: Camden Bcstg. Corp. (WACA), Ch. 4 [B.T., Feb. 2].
 707. HAZARD, Ky. (Ch. 19)—None pending.

Group A-2, Continued

708. MARION, Va. (Ch. 50)—Pending: Mountain Empire Bcstg. Corp. (WMEV), Ch. 50 [B.T., Dec. 1, '52].
 709. STORM LAKE, Iowa (Ch. 34)—None pending.
 710. BRENHAM, Tex. (Ch. 52)—None pending.
 711. SHENANDOAH, Iowa (Ch. 20)—None pending.
 712. THIEF RIVER FALLS, Minn. (Ch. 15)—None pending.
 713. COOKEVILLE, Tenn. (Ch. 24)—None pending.
 714. ANACORTES, Wash. (Ch. 34)—None pending.
 715. MAGNOLIA, Ark. (Ch. 28)—None pending.
 716. SARANAC LAKE, N. Y. (Ch. 18)—None pending.
 717. KERMIT, Tex. (Ch. 14)—None pending.
 718. EUFAULA, Ala. (Ch. 44)—None pending.
 719. RICE LAKE, Wis. (Ch. 21)—None pending.
 720. PAULS VALLEY, Okla. (Ch. 61)—None pending.
 721. NEBRASKA CITY, Neb. (Ch. 50)—None pending.
 722. VALLEY CITY, N. D. (Ch. 4, 32)—None pending.
 723. MARYVILLE, Mo. (Ch. 26)—None pending.
 724. MARION, S. C. (Ch. 43)—None pending.
 725. HENDERSON, Tex. (Ch. 42)—None pending.
 726. TIFTON, Ga. (Ch. 14)—None pending.
 727. LAMAR, Col. (Ch. 18)—None pending.
 728. GRINNELL, Iowa (Ch. 71)—None pending.
 729. LAKE WALES, Fla. (Ch. 14)—None pending.
 730. FORT VALLEY, Ga. (Ch. 18)—None pending.
 731. ARKADDELPHIA, Ark. (Ch. 34)—None pending.
 732. LEBANON, Mo. (Ch. 23)—None pending.
 733. BRIGHAM, Utah (Ch. 36)—None pending.
 734. ALAMOGORDO, N. M. (Ch. 17)—None pending.
 735. GREENVILLE, Ala. (Ch. 49)—None pending.
 736. TOCCOA, Ga. (Ch. 35)—None pending.
 737. LOVELAND, Col. (Ch. 38)—None pending.
 738. ELBERTON, Ga. (Ch. 24)—None pending.
 739. JACKSON, La. (Ch. 18)—None pending.
 740. PRESCOTT, Ariz. (Ch. 15)—None pending.
 741. KOSCIUSKO, Miss. (Ch. 52)—None pending.
 742. BIG RAPIDS, Mich. (Ch. 39)—None pending.
 743. ESTHERVILLE, Iowa (Ch. 24)—None pending.
 744. LITTLE FALLS, Minn. (Ch. 14)—None pending.
 745. FALFURRIAS, Tex. (Ch. 52)—None pending.
 746. TUSKEGEE, Ala. (Ch. 16)—None pending.
 747. PICAYUNE, Miss. (Ch. 14)—None pending.
 748. McMINNIVILLE, Ore. (Ch. 46)—None pending.
 749. MEXIA, Tex. (Ch. 50)—None pending.
 750. BRECKENRIDGE, Tex. (Ch. 14)—None pending.
 751. WELCH, W. Va. (Ch. 25)—None pending.
 752. LEWISTOWN, Mont. (Ch. 13)—None pending.
 753. MORENCI, Ariz. (Ch. 31)—None pending.
 754. LITTLEFIELD, Tex. (Ch. 32)—None pending.
 755. COLEMAN, Tex. (Ch. 21)—None pending.
 756. RED OAK, Iowa (Ch. 32)—None pending.
 757. WINSLOW, Ariz. (Ch. 16)—None pending.
 758. QUINCY, Fla. (Ch. 54)—None pending.
 759. ALVA, Okla. (Ch. 30)—None pending.
 760. ATLANTIC, Iowa (Ch. 45)—None pending.
 761. PETOSKEY, Mich. (Ch. 31)—None pending.

Group A-2, Continued

762. WEST POINT, Miss. (Ch. 8, 56)—None pending.
 763. DEVILS LAKE, N. D. (Ch. 8, 14)—None pending.
 764. LEAD, S. D. (Ch. 5, 26)—None pending.
 765. GLOBE, Ariz. (Ch. 34)—None pending.
 766. BATESVILLE, Ark. (Ch. 30)—None pending.
 767. FAIRBURY, Neb. (Ch. 35)—None pending.
 768. HARRIMAN, Tenn. (Ch. 67)—None pending.
 769. CANON CITY, Col. (Ch. 36)—None pending.
 770. MOUNT PLEASANT, Tex. (Ch. 35)—None pending.
 771. ALEXANDRIA, Minn. (Ch. 36)—None pending.
 772. MONAHANS, Tex. (Ch. 9)—None pending.
 773. BENTON, Ark. (Ch. 40)—None pending.
 774. INTERNATIONAL FALLS, Minn. (Ch. 11)—None pending.
 775. NEWPORT, Ark. (Ch. 28)—None pending.
 776. EL CAMPO, Tex. (Ch. 27)—None pending.
 777. CARROLL, Iowa (Ch. 39)—None pending.
 778. FORT PAYNE, Ala. (Ch. 19)—None pending.
 779. DOVER, Del. (Ch. 40)—Pending: Rollins Bcstg. Inc. (WJWL Georgetown), Ch. 40 [B.T., Nov. 3, '52].
 780. FALLS CITY, Neb. (Ch. 38)—None pending.
 781. HOLDENVILLE, Okla. (Ch. 14)—None pending.
 782. ANADARKO, Okla. (Ch. 58)—None pending.
 783. YORK, Neb. (Ch. 15)—None pending.
 784. BROWNFIELD, Tex. (Ch. 15)—None pending.
 785. NOGALES, Ariz. (Ch. 17)—None pending.
 786. FRANKLIN, La. (Ch. 46)—None pending.
 787. COLUMBIA, Miss. (Ch. 35)—None pending.
 788. UKIAH, Calif. (Ch. 18)—None pending.
 789. CEDAR CITY, Utah (Ch. 5)—None pending.
 790. HENDERSONVILLE, N. C. (Ch. 27)—Pending: Radio Hendersonville Inc. (WHKP), Ch. 27 [B.T., Sept. 1, '52].
 791. NORTH BEND, Ore. (Ch. 16)—None pending.
 792. STATESBORO, Ga. (Ch. 22)—None pending.
 793. CLINTON, Mo. (Ch. 49)—None pending.
 794. CONWAY, S. C. (Ch. 23)—None pending.
 795. DECORAH, Iowa (Ch. 44)—None pending.
 796. SOUTH BOSTON, Va. (Ch. 14)—None pending.
 797. MURRAY, Ky. (Ch. 33)—None pending.
 798. HOULTON, Me. (Ch. 24)—None pending.
 799. SEARCY, Ark. (Ch. 33)—None pending.
 800. GRAND RAPIDS, Minn. (Ch. 20)—None pending.
 801. PRICE, Utah (Ch. 6)—None pending.
 802. GEORGETOWN, S. C. (Ch. 27)—None pending.

POPULATION UNDER 6,000

803. HUGO, Okla. (Ch. 21)—None pending.
 804. LEXINGTON, Va. (Ch. 54)—None pending.
 805. BELFAST, Me. (Ch. 41)—None pending.
 806. BRADY, Tex. (Ch. 15)—None pending.
 807. CROCKETT, Tex. (Ch. 56)—None pending.
 808. BURLEY, Ida. (Ch. 15)—None pending.
 809. MARSHALL, Minn. (Ch. 22)—None pending.
 810. DALHART, Tex. (Ch. 16)—None pending.
 811. WOODWARD, Okla. (Ch. 8)—None pending.
 812. SPARTA, Wis. (Ch. 50)—None pending.

Group A-2, Continued

813. LEBANON, Ore. (Ch. 43)—None pending.
 814. COVINGTON, Va. (Ch. 44)—None pending.
 815. MARIANNA, Fla. (Ch. 17)—None pending.
 816. SPRINGDALE, Ark. (Ch. 35)—None pending.
 817. VIDALIA, Ga. (Ch. 25)—None pending.
 818. AJO, Ariz. (Ch. 14)—None pending.
 819. De RIDDER, La. (Ch. 14)—None pending.
 820. DETROIT LAKES, Minn. (Ch. 18)—None pending.
 821. HINTON, W. Va. (Ch. 31)—None pending.
 822. ABILENE, Kan. (Ch. 31)—None pending.
 823. PULASKI, Tenn. (Ch. 44)—None pending.
 824. MILLINOCKET, Me. (Ch. 14)—None pending.
 825. TELL CITY, Ind. (Ch. 31)—None pending.
 826. PIERRE, S. D. (Ch. 6, 10, *22)—None pending.
 827. CHEBOYGAN, Mich. (Ch. 4, 36)—None pending.
 828. DEMING, N. M. (Ch. 14)—None pending.
 829. EMPORIA, Va. (Ch. 25)—None pending.
 830. GONZALES, Tex. (Ch. 64)—None pending.
 831. WINNFIELD, La. (Ch. 22)—None pending.
 832. OAKDALE, La. (Ch. 54)—None pending.
 833. WALSENBERG, Col. (Ch. 30)—None pending.
 834. CAIRO, Ga. (Ch. 45)—None pending.
 835. HARRISON, Ark. (Ch. 24)—None pending.
 836. VINITA, Okla. (Ch. 28)—None pending.
 837. MORRILTON, Ark. (Ch. 43)—None pending.
 838. WILDWOOD, N. J. (Ch. 48)—None pending.
 839. ELY, Minn. (Ch. 16)—None pending.
 840. VANDALIA, Ill. (Ch. 28)—None pending.
 841. FREDERICK, Okla. (Ch. 44)—None pending.
 842. MONTEVIDEO, Minn. (Ch. 19)—None pending.
 843. FAYETTEVILLE, Tenn. (Ch. 27)—None pending.
 844. LAWRENCEBURG, Tenn. (Ch. 50)—None pending.
 845. ALGONA, Iowa (Ch. 37)—None pending.
 846. ELKO, Nev. (Ch. 10)—None pending.
 847. PRAIRIE du CHIEN, Wis. (Ch. 34)—None pending.
 848. PRINCETON, Ky. (Ch. 45)—None pending.
 849. HOBART, Okla. (Ch. 23)—None pending.
 850. ALAMOSA, Col. (Ch. 19)—None pending.
 851. VERMILLION, S. D. (Ch. *2, 41)—None pending.
 852. FORT MORGAN, Col. (Ch. 15)—None pending.
 853. BALLINGER, Tex. (Ch. 25)—None pending.
 854. LOUISVILLE, Miss. (Ch. 46)—None pending.
 855. ALPINE, Tex. (Ch. 12)—None pending.
 856. GLENDIVE, Mont. (Ch. 18)—None pending.
 857. GUNTERSVILLE, Ala. (Ch. 40)—None pending.
 858. HANCOCK, Mich. (Ch. 10)—None pending.
 859. NEWPORT, Vt. (Ch. 46)—None pending.
 860. JASPER, Ind. (Ch. 19)—None pending.
 861. HEREFORD, Tex. (Ch. 19)—None pending.
 862. ATHENS, Tex. (Ch. 25)—None pending.
 863. BLACKFOOT, Ida. (Ch. 33)—None pending.
 864. PIKEVILLE, Ky. (Ch. 14)—None pending.
 865. MADISON, S. D. (Ch. 46)—None pending.
 866. BREWTON, Ala. (Ch. 23)—None pending.
 867. WAHPETON, N. D. (Ch. 45)—None pending.
 868. LAKE CITY, S. C. (Ch. 55)—None pending.
 869. MANISTIQUE, Mich. (Ch. 14)—None pending.

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Group A-2, Continued

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870. ANGOLA, Ind. (Ch. 15)—None pending.
871. LOGAN, W. Va. (Ch. 23)—None pending.
872. LEXINGTON, Neb. (Ch. 23)—None pending.
873. HOT SPRINGS, S. D. (Ch. 17)—None pending.
874. DEMOPOLIS, Ala. (Ch. 18)—None pending.

POPULATION UNDER 5,000

875. MONTROSE, Col. (Ch. 10, 18)—None pending.
876. WEST PLAINS, Mo. (Ch. 20)—Pending: Robert F. Neathery (KWPM), Ch. 20 [B.T. Aug. 11, '52].
877. KELLOG, Ida. (Ch. 33)—None pending.
878. REDBLUFF, Calif. (Ch. 16)—None pending.
879. GRAFTON, N. D. (Ch. 17)—None pending.
880. LAMPASAS, Tex. (Ch. 40)—None pending.
881. GLADSTONE, Mich. (Ch. 40)—None pending.
882. HARLAN, Ky. (Ch. 36)—None pending.
883. MONETT, Mo. (Ch. 14)—None pending.
884. GUYMON, Okla. (Ch. 20)—None pending.
885. GOODLAND, Kan. (Ch. 31)—None pending.
886. CLANTON, Ala. (Ch. 14)—None pending.
887. RICHLAND CENTER, Wis. (Ch. 15, '66)—None pending.
888. CALAIS, Me. (Ch. 7, 20)—None pending.
889. EPHRATA, Wash. (Ch. 43)—None pending.
890. QUANAH, Tex. (Ch. 42)—None pending.
891. HOT SPRINGS, N. M. (Ch. 19)—None pending.
892. ST. GEORGE, Utah (Ch. 18)—None pending.
893. SALIDA, Col. (Ch. 25)—None pending.
894. JEROME, Idaho (Ch. 17)—None pending.
895. FARMINGTON, Mo. (Ch. 52)—None pending.
896. PEARSAL, Tex. (Ch. 31)—None pending.
897. LARNED, Kan. (Ch. 15)—None pending.
898. FORT STOCKTON, Tex. (Ch. 22)—None pending.
899. FERRYTON, Tex. (Ch. 22)—None pending.
900. JASPER, Tex. (Ch. 49)—None pending.
901. FARMVILLE, Va. (Ch. 19)—None pending.
902. SOCORRO, N. M. (Ch. 15)—None pending.
903. MIAMI, Ariz. (Ch. 28)—None pending.
904. NORTON, Va. (Ch. 52)—None pending.
905. COOLIDGE, Ariz. (Ch. 30)—None pending.
906. HEBBRONVILLE, Tex. (Ch. 58)—None pending.
907. SWAINSBORO, Ga. (Ch. 20)—None pending.
908. SOUTHERN PINES, N. C. (Ch. 49)—None pending.
909. SANDPOINT, Idaho (Ch. 9)—None pending.
910. REXBURG, Idaho (Ch. 27)—None pending.
911. RICHFIELD, Utah (Ch. 13)—None pending.
912. WORLAND, Wyo. (Ch. 34)—None pending.
913. CASA GRANDE, Ariz. (Ch. 18)—None pending.
914. RIVERTON, Wyo. (Ch. 10)—None pending.
915. DELTA, Col. (Ch. 24)—None pending.
916. LEADVILLE, Col. (Ch. 14)—None pending.
917. IRON RIVER, Mich. (Ch. 12)—None pending.
918. PRESTON, Idaho (Ch. 41)—None pending.
919. PAYETTE, Idaho (Ch. 14)—None pending.

POPULATION UNDER 4,000

920. SIDNEY, Mont. (Ch. 14)—None pending.
921. WEISER, Idaho (Ch. 20)—None pending.
922. JACKSONVILLE, N. C. (Ch. 16)—None pending.
923. WADENA, Minn. (Ch. 27)—None pending.

Group A-2, Continued

924. BOULDER CITY, Nev. (Ch. 4)—None pending.
925. ROGERS CITY, Mich. (Ch. 24)—None pending.
926. CODY, Wyo. (Ch. 24)—None pending.
927. EVANSTON, Wyo. (Ch. 14)—None pending.
928. COLBY, Kan. (Ch. 22)—None pending.
929. HOUGHTON, Mich. (Ch. 19)—None pending.
930. GLASGOW, Mont. (Ch. 16)—None pending.
931. LITTLETON, N. H. (Ch. 24)—None pending.
932. POWELL, Wyo. (Ch. 30)—None pending.
933. BISBEE, Ariz. (Ch. 15)—None pending.
934. DEER LODGE, Mont. (Ch. 25)—None pending.
935. SAFFORD, Ariz. (Ch. 21)—None pending.
936. MOBRIDGE, S. D. (Ch. 27)—None pending.
937. VAN BUREN, Me. (Ch. 15)—None pending.
938. CUTBANK, Mont. (Ch. 20)—None pending.
939. LAUREL, Mont. (Ch. 14)—None pending.
940. EMPORIUM, Pa. (Ch. 42)—None pending.
941. HENDERSON, Nev. (Ch. 2)—Pending: Ch. 2—Boulder City Bstg. Co. (KRAM Las Vegas) [B.T. March 9] and Southwestern Pub. Co. (KFSA Fort Smith, Ark.) [B.T. March 9].
942. FARMINGTON, N. M. (Ch. 17)—None pending.
943. MARFA, Tex. (Ch. 19)—None pending.
944. ELROY, Ariz. (Ch. 24)—None pending.
945. AHOSKIE, N. C. (Ch. 53)—None pending.
946. ELY, Nev. (Ch. 3, 6)—None pending.
947. BELLE FOURCHE, S. D. (Ch. 23)—None pending.
948. LORDSBURG, N. M. (Ch. 23)—None pending.
949. CLAYTON, N. M. (Ch. 27)—None pending.
950. CAMPBELLSVILLE, Ky. (Ch. 40)—None pending.
951. STURGIS, S. D. (Ch. 20)—None pending.
952. CLIFTON, Ariz. (Ch. 25)—None pending.
953. BROKEN BOW, Neb. (Ch. 14)—None pending.
954. NEWCASTLE, Wyo. (Ch. 28)—None pending.
955. LANDER, Wyo. (Ch. 17)—None pending.
956. KINGMAN, Ariz. (Ch. 6)—None pending.
957. DILLON, Mont. (Ch. 20)—None pending.
958. WHITEFISH, Mont. (Ch. 16)—None pending.
959. WINNER, S. D. (Ch. 18)—None pending.
960. TORRINGTON, Wyo. (Ch. 27)—None pending.
961. YREKA, Calif. (Ch. 11)—None pending.
962. FLOYDADA, Tex. (Ch. 45)—None pending.
963. GREEN RIVER, Wyo. (Ch. 16)—None pending.
964. WALLACE, Ida. (Ch. 27)—None pending.
965. LOVINGTON, N. M. (Ch. 27)—None pending.
966. GOODING, Idaho (Ch. 23)—None pending.
967. RUPERT, Idaho (Ch. 21)—None pending.
968. BURNS, Ore. (Ch. 16)—None pending.
969. CARSON CITY, Nev. (Ch. 37)—None pending.
970. CRAIG, Col. (Ch. 19)—None pending.
971. EMMETT, Ida. (Ch. 26)—None pending.
972. S. ALBY, Mont. (Ch. 14)—None pending.
973. FORT KENT, Me. (Ch. 17)—None pending.

POPULATION UNDER 3,000

974. BAD AXE, Mich. (Ch. 46)—None pending.
975. RUGBY, N. D. (Ch. 38)—None pending.
976. THERMOPOLIS, Wyo. (Ch. 15)—None pending.
977. WINNEMUCCA, Nev. (Ch. 7)—None pending.

Group A-2, Continued

978. VERNAL, Utah (Ch. 3)—None pending.
979. ALTURAS, Calif. (Ch. 9)—None pending.
980. GRAND COULEE, Wash. (Ch. 37)—None pending.
981. RED LODGE, Mont. (Ch. 18)—None pending.
982. HAMILTON, Mont. (Ch. 17)—None pending.
983. BUFFALO, Wyo. (Ch. 29)—None pending.
984. BAR HARBOR, Me. (Ch. 22)—None pending.
985. DOVER-FOXCROFT, Me. (Ch. 18)—None pending.
986. WOLF POINT, Mont. (Ch. 20)—None pending.
987. DOUGLAS, Wyo. (Ch. 14)—None pending.
988. LOVELL, Wyo. (Ch. 36)—None pending.
989. THOMASVILLE, Ala. (Ch. 27)—None pending.
990. FALLON, Nev. (Ch. 29)—None pending.
991. HARVEY, N. D. (Ch. 22)—None pending.
992. HOLBROOK, Ariz. (Ch. 14)—None pending.
993. HARDIN, Mont. (Ch. 4)—None pending.
994. MCGILL, Nev. (Ch. 8)—None pending.
995. WHEATLAND, Wyo. (Ch. 24)—None pending.
996. POLSON, Mont. (Ch. 18)—None pending.
997. BOTTINEAU, N. D. (Ch. 16)—None pending.
998. GREYBULL, Wyo. (Ch. 40)—None pending.
999. GILLETTE, Wyo. (Ch. 31)—None pending.
1000. NEW ROCKFORD, N. D. (Ch. 20)—None pending.
1001. WILLIAMS, Ariz. (Ch. 25)—None pending.
1002. CARRINGTON, N. D. (Ch. 26)—None pending.
1003. WEST BRANCH, Mich. (Ch. 21)—None pending.
1004. LUSK, Wyo. (Ch. 19)—None pending.
1005. EAST TAWAS, Mich. (Ch. 25)—None pending.
1006. LISBON, N. D. (Ch. 23)—None pending.

POPULATION UNDER 2,000

1007. HAWTHORNE, Nev. (Ch. 31)—None pending.
1007-A. FAYETTEVILLE, W. Va. (Ch. 4 proposed)—None pending.
1008. LOVELOCK, Nev. (Ch. 18)—None pending.
1009. TONOPAH, Nev. (Ch. 9)—None pending.
1010. CALUMET, Mich. (Ch. 13)—None pending.
1010-A. BURNSVILLE, N. C. (Ch. 4 proposed)—None pending.
1011. CARLIN, Nev. (Ch. 14)—None pending.
1012. YERINGTON, Nev. (Ch. 33)—None pending.

POPULATION UNDER 1,000

1013. GOLDFIELD, Nev. (Ch. 5)—None pending. Pop.: 336.

GROUP B-1

ONE SERVICE

1. BRIDGEPORT, Conn. (Ch. 43, 49, *71)—Granted: Southern Connecticut & Long Island TV Co. (WICC), Ch. 43 WICC-TV [B.T. July 14, '52]; Harry L. Liftig, Ch. 49 WSJL (TV) [B.T. Aug. 18, '52]; State Board of Education, Ch. *71 [B.T. Feb. 9].
2. CANTON, Ohio (Ch. 29)—In hearing: Ch. 29—Brush Moore Newspapers Inc. (WHBC) [B.T. June 30, '52] and Stark Bstg. Co. (WCMW) [B.T. July 7, '52].
3. FALL RIVER, Mass. (Ch. 46, 68)—Granted: New England TV Co., Ch. 46 WSEE-TV [B.T. Sept. 8, '52]. None pending: Ch. 68.

Group B-1, Continued

4. READING, Pa. (Ch. 33, 61)—Granted: Hawley Bstg. Co. (WEEU) Ch. 33 WEEU-TV [B.T. Sept. 8, '52] Eastern Radio Corp. (WHUM), Ch. 61 WHUM-TV [B.T. Sept. 8, '52], on a Feb. 15.
5. NEW BEDFORD, Mass. (Ch. 2, 34)—Granted: E. Anthony & So (WNBH), Ch. 28 WNBH-TV [B.T. July 14, '52]. None pending: Ch. 34.
6. ALLENTOWN, Pa. (Ch. 39, 67)—Pending: Ch. 39—B. Bryan Musselman et al. (WSAN) [B.T. July 7, '52] at Queen City TV Co. [B.T. July 21, '52], Ch. 67—Allentown TV Corp. (WHOI) [B.T. Nov. 3, July 21, '52] and Pen: Allen Bstg. Co. (WFMZ-FM) [B.T. Nov. 17, July 21, '52].
7. WATERBURY, Conn. (Ch. 53)—Granted: WATR Inc. (WATR), Ch. 53 WATR-TV [B.T. Nov. 3, '52].
8. HARRISBURG, Pa. (Ch. 27, 55, 71)—Granted: WHP Inc. (WHP), Ch. 27 WHP-TV [B.T. Sept. 29, '52]; Harrisburg Bstgs. Inc., Ch. 71 WTPA-TV [B.T. Jan. 5]. In hearing: Ch. 27—Kendrick Bstg. Co. (WHGB) [B.T. Oct. 20, '52] and Rossmoyne Cor' (WCMB Lemoyne) [B.T. Oct. 20, '52].
9. NEW BRITAIN, Conn. (Ch. 30)—Granted: New Britain Bstg. Co. (WKNB), Ch. 30 WKNB-TV [B.T. July 14, '52]. Permit issued Nov. 3, '52, following finalization of order to correct allocation errors in area. WKNB-TV on air Feb. 13.
10. RACINE, Wis. (Ch. 49, 55)—None pending.
11. YORK, Pa. (Ch. 43, 49)—Granted: Susquehanna Bstg. Co. (WSBA), Ch. 43 WSBA-TV [B.T. July 14, '52], on a Dec. 22, '52; The Helm Coal Co. (WNOW), Ch. 49 WNOW-TV [B.T. July 14, '52].
12. KENOSHA, Wis. (Ch. 61)—None pending.
13. JACKSON, Mich. (Ch. 48)—Granted: WIBM Inc. (WIBM), Ch. 48 WIBM-TV [B.T. Nov. 24, '52].
14. NEW CASTLE, Pa. (Ch. 45)—Granted: WKST Inc. (WKST), Ch. 45 WKST-TV [B.T. Sept. 8, '52].
15. BATTLE CREEK, Mich. (Ch. 5, 64)—Granted: Michigan Bstg. Co. (WBECK), Ch. 58 WBECK-TV [B.T. Dec. 22, Nov. 24, '52]; Booth Radio & TV Stations Inc., Ch. 64 WBKZ-TV [B.T. Nov. 3, '52].
16. ANDERSON, Ind. (Ch. 61)—None pending.
17. MERIDEN, Conn. (Ch. 65)—None pending.
18. HIGH POINT, N. C. (Ch. 15)—None pending.
19. PORTSMOUTH, Ohio (Ch. 30)—Pending: Ch. 30—Woodruff Inc. (Edward Lamb) [B.T. Nov. 24, '52] at Brush-Moore Newspapers Inc. (WPAY) [B.T. Dec. 8, '52].
20. FORT LAUDERDALE, Fla. (Ch. 17, 23)—Granted: Gore Pub. Co. (WFTL), Ch. 23 WFTL-TV [B.T. Aug. 4, '52]; Gerico Investment Co. (WBRD), Ch. 17 WITV-TV [B.T. Aug. 4, '52].
21. EVERETT, Wash. (Ch. 22, 28)—None pending.
22. MARION, Ohio (Ch. 17)—None pending.
23. BELLEVILLE, Ill. (Ch. 54)—Granted: Signal Hill Telecasting Corp., Ch. 54 WTVI (TV) [B.T. Nov. 24, '52].
24. ALTON, Ill. (Ch. 48)—None pending.
25. AMSTERDAM, N. Y. (Ch. 52)—None pending.
26. ASHLAND, Ky. (Ch. 59)—Granted: Polan Industries, Ch. 59 WPTV (TV) [B.T. Aug. 18, '52].
27. MASSILLON, Ohio (Ch. 23)—Granted: Midwest TV Co. (Edward Lamb), Ch. 23 WMAC (TV) [B.T. Sept. 8, '52].
28. KANAPOLIS, N. C. (Ch. 59)—None pending.
29. LEBANON, Pa. (Ch. 15)—Pending: Lebanon Television Corp., Ch. 15 [B.T. July 7, '52]; Steitz Newspaper Inc., Ch. 15 [B.T. June 30, '52].
30. BREMERTON, Wash. (Ch. 44, 50)—None pending.
31. NORMAN, Okla. (Ch. 31, *37)—None pending.
32. WASHINGTON, Pa. (Ch. 63)—None pending.

Processing Line for Television Applicants

Group B-1, Continued

33. BURLINGTON, N. C. (Ch. 63)—None pending.
34. ROCK HILL, S. C. (Ch. 61)—None pending.
35. GLOVERSVILLE, N. Y. (Ch. 29) None pending.
36. BUTLER, Pa. (Ch. 43)—None pending.
37. LAWRENCE, Kan. (Ch. *11, 17)—None pending.
38. GASTONIA, N. C. (Ch. 48)—None pending.
39. SHAWNEE, Okla. (Ch. 53)—None pending.
40. LEAVENWORTH, Kan. (Ch. 54) None pending.
41. EAST LANSING, Mich. (Ch. 60)—Granted: Michigan State Board of Agriculture (WKAR), Ch. 60 WKAR-7 [B.T., Oct. 20, '52].
42. MEADVILLE, Pa. (Ch. 37)—None pending.
43. COLUMBUS, Ind. (Ch. 42)—None pending.
44. OKMULGEE, Okla. (Ch. 26)—None pending.
45. DUNKIRK, N. Y. (Ch. 46)—None pending.
46. STATESVILLE, N. C. (Ch. 64)—None pending.
- 46-A. FREMONT, Ohio (Ch. 59)—None pending.
47. SHELBY, N. C. (Ch. 39)—None pending.
48. HICKORY, N. C. (Ch. 30)—None pending.
49. ST. AUGUSTINE, Fla. (Ch. 25)—None pending.
50. MURFREESBORO, Tenn. (Ch. 18)—None pending.
51. SAPULPA, Okla. (Ch. 42)—None pending.
52. CLEBURNE, Tex. (Ch. 57)—None pending.
53. ELIZABETH CITY, N. C. (Ch.)—None pending.
54. BEDFORD, Ind. (Ch. 68)—None pending.
55. MT. VERNON, Ohio (Ch. 58)—None pending.
56. BOONE, Iowa (Ch. 19)—None pending.
57. SHELBYVILLE, Ind. (Ch. 58)—None pending.
58. NEWTON, Iowa (Ch. 65)—None pending.
59. EL RENO, Okla. (Ch. 56)—None pending.
60. GUTHRIE, Okla. (Ch. 48)—None pending.
61. WEATHERFORD, Tex. (Ch. 51)—None pending.
62. LEBANON, Tenn. (Ch. 58)—None pending.
63. GALLIPOLIS, Ohio (Ch. 18)—None pending.
64. LEBANON, Ind. (Ch. 18)—None pending.
65. WEBSTER CITY, Iowa (Ch. 27)—None pending.
66. ATRISCO-FIVE POINTS, N. M. (Ch. 18)—None pending.
67. WILLIAMSBURG, Va. (Ch. 17)—None pending.
68. SPRINGFIELD, Tenn. (Ch. 42)—None pending.
69. ROSENBERG, Tex. (Ch. 17)—None pending.
70. OLATHE, Kan. (Ch. 52)—None pending.
71. CLAREMORE, Okla. (Ch. 15)—None pending.
72. FESTUS, Mo. (Ch. 14)—Granted: Mark TV Corp., Ch. 14 KACY (TV) [B.T., Jan. 5].
73. GALLATIN, Tenn. (Ch. 48)—None pending.
74. BELLEN, N. M. (Ch. 24)—None pending.
75. PRYOR CREEK, Okla. (Ch. 54)—None pending.
76. COVINGTON, Tenn. (Ch. 19)—None pending.

TWO SERVICES

77. LOWELL, Mass. (Ch. 32)—None pending.
78. LAWRENCE, Mass. (Ch. 72)—None pending.

Group B-1, Continued

79. SPRINGFIELD, Ohio (Ch. 52, 76)—None pending.
80. BETHLEHEM, Pa. (Ch. 51)—Granted: Associated Bcstrs. Inc. (WEST Easton), Ch. 51 WLEV-TV [B.T., Nov. 3, '52].
81. RICHMOND, Ind. (Ch. 32)—None pending.
82. AUBURN, N. Y. (Ch. 37)—None pending.
83. NASHUA, N. H. (Ch. 54)—None pending.
84. CLINTON, Iowa (Ch. 64)—None pending.
85. ITHACA, N. Y. (Ch. *14, 20)—Granted: Regents U. of State of New York, Ch. *14 WIET (TV) [B.T., Jan. 12]; Cornell U. (WHCU), Ch. 20 WHCU-TV [B.T., Jan. 12].
86. BESSEMER, Ala. (Ch. 54)—None pending.
87. MICHIGAN CITY, Ind. (Ch. 62)—None pending.
88. OSWEGO, N. Y. (Ch. 31)—None pending.
89. MUSCATINE, Iowa (Ch. 58)—None pending.
90. BRIDGETON, N. J. (Ch. 64)—None pending.
91. BATAVIA, N. Y. (Ch. 33)—None pending.
92. PIQUA, Ohio (Ch. 44)—None pending.
93. KEWANEE, Ill. (Ch. 60)—None pending.
94. FREMONT, Neb. (Ch. 52)—None pending.
95. NAPA, Calif. (Ch. 62)—None pending.
96. TALLADEGA, Ala. (Ch. 64)—None pending.
97. NEW BRAUNFELS, Tex. (Ch. 62)—None pending.
98. TERRELL, Tex. (Ch. 53)—None pending.
99. MCKINNEY, Tex. (Ch. 65)—None pending.
100. SEGUIN, Tex. (Ch. 14)—None pending.
101. SYLACAUDA, Ala. (Ch. 24)—None pending.
102. JASPER, Ala. (Ch. 17)—None pending.
103. STILLWATER, Minn. (Ch. 39)—None pending.
104. MADISON, Ind. (Ch. 25)—None pending.
105. NORTHFIELD, Minn. (Ch. 26)—None pending.
106. TOOELE, Utah (Ch. 44)—None pending.
107. HASTINGS, Minn. (Ch. 29)—None pending.
108. ELIZABETHTOWN, Ky. (Ch. 23)—None pending.

THREE SERVICES

109. AKRON, Ohio (Ch. 49, *55, 61)—Granted: Summit Radio Corp. (WAKR), Ch. 49 WAKR-TV [B.T., Sept. 8, '52]. Pending: Ch. 61—Matta Enterprises [B.T., Dec. 15, '52] and Allen T. Simmons (WADC) [B.T., Dec. 15, '52].
110. WORCESTER, Mass. (Ch. 14, 20)—Pending: Ch. 14—New England Bcstg. Co. (WNEB) [B.T., Sept. 8, '52] and Salisbury Bcstg. Corp. [B.T., July 21, '52]; Ch. 20—Wilson Enterprises Inc. (WAAB) [B.T., Oct. 20, Sept. 15] and WTAG Inc. (WTAG) [B.T., July 7, '52].
111. TRENTON, N. J. (Ch. 41)—Pending: Ch. 41—Morrisville Bcstg. Co. (WEUB Trenton) [B.T., Sept. 15, '52] and Peoples Bcstg. Corp. (WTTM) [B.T., Jan. 26, '53; Sept. 1, '52].
112. PONTIAC, Mich. (Ch. 44)—None pending.
113. BROCKTON, Mass. (Ch. 62)—None pending.
114. LORAIN, Ohio (Ch. 31)—Pending: Ch. 31—Lorain Journal Co. [B.T., July 7, '52] and Elyria-Lorain Bcstg. Co. (WEOL) [B.T., Aug. 11, '52].
115. ANN ARBOR, Mich. (Ch. 20, *26)—Granted: Washenaw Bcstg. Co. (WPAG), Ch. 20 WPAG-TV [B.T., Sept. 29, '52].
116. NEWARK, Ohio (Ch. 60)—None pending.

Group B-1, Continued

117. LANCASTER, Ohio (Ch. 28)—None pending.
118. DENTON, Tex. (Ch. *2, 17)—None pending.
119. MARIETTA, Ga. (Ch. 57)—None pending.
120. CORTLAND, N. Y. (Ch. 56)—None pending.
121. GRIFFIN, Ga. (Ch. 39)—None pending.
122. WAXAHACHIE, Tex. (Ch. 45)—None pending.
123. PETALUMA, Calif. (Ch. 56)—None pending.
124. NEWNAN, Ga. (Ch. 61)—None pending.
125. CARTERSVILLE, Ga. (Ch. 63)—None pending.
126. PORT CHICAGO, Calif. (Ch. 15)—None pending.

FOUR SERVICES

127. GARY, Ind. (Ch. 50, *66)—None pending.
128. HAMMOND, Ind. (Ch. 56)—None pending.
129. JOLIET, Ill. (Ch. 48)—Pending: Ch. 48—Sanders Bros. [B.T., Sept. 29, July 14, '52] and Joliet TV Inc. (WJOL) [B.T., Oct. 13, '52].
130. AURORA, Ill. (Ch. 16)—None pending.
131. ELGIN, Ill. (Ch. 28)—None pending.
132. WAUKEGAN, Ill. (Ch. 22)—None pending.

FIVE SERVICES

133. HAMILTON - MIDDLETOWN, Ohio (Ch. 65)—None pending.
134. FREDERICK, Md. (Ch. 62)—Granted: Monocacy Bcstg. Co. (WFMD), Ch. 62 WFMD-TV [B.T., Nov. 3, '52].

SIX SERVICES

135. ASBURY PARK, N. J. (Ch. 58)—Granted: Atlantic Video Corp., Ch. 58 WCEE (TV) [B.T., Oct. 13, '52].

SEVEN SERVICES

136. PATERSON, N. J. (Ch. 37)—None pending.
137. STAMFORD - NORWALK, Conn. (Ch. 27)—None pending.
138. NEW BRUNSWICK, N. J. (Ch. *19, 47)—Granted: State of New Jersey, Ch. *19 WTLV (TV) [B.T., Dec. 8, '52]. Pending: Ch. 47—Home News Pub. Co. (WDHN-FM) [B.T., June 2, '52] and Chanticleer Bcstg. Co. (WCTC) [B.T., Aug. 11, '52].
139. CORONA, Calif. (Ch. 52)—Pending: KOWL Inc. (KOWL Santa Monica) [B.T., Jan. 19].
140. ANNAPOLIS, Md. (Ch. 14)—Pending: Montgomery County Bcstg. Co. (WOCK Washington), Ch. 14 [B.T., Oct. 20, '52].

GROUP B-2

ONE STATION

141. ALBANY - SCHENECTADY-TROY, N. Y. (Ch. 6, *17, 23, 35, 41)—Operating: WRGB (TV) Schenectady, Ch. 6 (now on Ch. 4). Granted: Regents U. of New York State, Ch. *17 WTVZ (TV) Albany [B.T., Aug. 4, '52]. Pending: Ch. 23—Patron Bcstg. Co. (WPTV Albany) [B.T., Aug. 11, '52] and Troy Bcstg. Co. (WTRY Troy) [B.T., Sept. 29, July 7, '52]; Ch. 35—Champlain Valley Bcstg. Corp. (WXXW Albany), Schenectady [B.T., July 14, '52] and Van Curler Bcstg. Corp., Schenectady [B.T., July 14, '52]; Ch. 41—Hudson Valley Bcstg. Co. (WROW Albany) [B.T., July 7, '52] and Governor Dongan Bcstg. Corp. (WOKO Albany) [B.T., Sept. 29, July 7, '52].
142. GRAND RAPIDS, Mich. (Ch. 8, *17, 23)—Operating: WOOD-TV, Ch. 7. Pending: Ch. 23—W. S. Butterfield Theatres Inc. [B.T., Oct. 27, '52]. Booth Radio & TV Stations Inc. (WJLB Detroit) [B.T., Sept. 15, '52] and Music Bcstg. Co. (WGRD) [B.T., Aug. 4, '52].
143. NEW HAVEN, Conn. (Ch. 8, 59)—Operating: WNHC-TV, Ch. 8 (now on Ch. 6). Pending: Ch. 59—Connecti-

Group B-2, Continued

- cut Radio Foundation Inc. (WELI) [B.T., July 7, '52] and WAVZ Bcstg. Corp. (WAVZ) [B.T., July 21, '52].
144. UTICA-ROME, N. Y. (Ch. 13, 19, *25)—Operating: WKTU (TV) Utica, Ch. 13. Pending: Ch. 19—Richard H. Balch [B.T., Sept. 22, '52] and WIBX Inc. (WIBX) [B.T., July 7, '52]; Ch. *25—U. of State of N. Y. [B.T., Aug. 4, '52].
145. ERIE, Pa. (Ch. 12, 35, *41, 66)—Operating: WICU (TV), Ch. 12. Pending: Ch. 35—Civic TV Inc. [B.T., Oct. 20, '52] and Great Lakes TV Co. [B.T., Nov. 17, July 7, '52]; Ch. 66—Commodore Perry Bcstg. Service [B.T., Aug. 11, '52] and Erie TV Corp. [B.T., July 21, '52].
146. WILMINGTON, Del. (Ch. 12, 83, *59)—Operating: WDEL-TV, Ch. 12. None pending.
147. LANSING, Mich. (Ch. 6, 54)—Operating: WJIM-TV, Ch. 6. Granted: Lansing Bcstg. Co. (WILS), Ch. 54 WILS-TV [B.T., Feb. 9].
148. BINGHAMTON, N. Y. (Ch. 12, 40, *46)—Operating: WMBF-TV, Ch. 12. Granted: U. of State of N. Y., Ch. *46 WQTV (TV) [B.T., Aug. 18, '52]. Pending: Ch. 40—Southern Tier Radio Service (WINR) [B.T., July 7, '52] and Binghamton Bcstrs. Inc. (WKOP) [B.T., July 21, '52] and Attaway Stations Inc. (WENE Endicott) [B.T., Aug. 4, '52].
149. GREENSBORO, N. C. (Ch. 2, *51, 57)—Operating: WFMY-TV, Ch. 2. Granted: Intercity Adv. Co. of Greensboro (WCOG), Ch. 57 WCOG-TV [B.T., Nov. 24, '52].
150. LANCASTER, Pa. (Ch. 8, 21)—Operating: WGAL-TV, Ch. 8 (conditional). Pending: Peoples Bcstg. Co. (WLAN), Ch. 8 [B.T., June 9, '52]. Both applications set for hearing on requests for Ch. 8.
151. JOHNSTOWN, Pa. (Ch. 6, 56)—Operating: WJAC-TV Ch. 6. Granted: Rivoli Realty Co. (WARD), Ch. 56 WARD-TV [B.T., Nov. 24, '52].
152. KALAMAZOO, Mich. (Ch. 3, 36)—Operating: WKZO-TV, Ch. 3. Granted: Howard D. Steere (WGFG), Ch. 36 WKMI (TV) [B.T., Dec. 1, '52].
153. BLOOMINGTON, Ind. (Ch. 4, *30, 36)—Operating: WTTV (TV), Ch. 4 (now on Ch. 10). None pending.
154. AMES, Iowa (Ch. 5, 25)—Operating: WOIT-TV, Ch. 5 (now on Ch. 4). None pending.

TWO STATIONS

155. DALLAS, Tex. (Ch. 4, 8, *13, 23, 29, 73)—Operating: KRLD-TV, Ch. 4; WFAA-TV, Ch. 8. Granted: Uhf TV Co., Ch. 23 [B.T., Jan. 26]. Pending: Ch. 29—City of Dallas (WRR) [B.T., Nov. 3, '52] and Trinity Bcstg. Corp. (KLIF) [B.T., Oct. 27, '52]. None pending: Ch. 73.
156. LOUISVILLE, Ky. (Ch. 3, 11, *15, 21, 41, 51)—Operating: WAVE-TV, Ch. 3 (now on Ch. 5); WHAS-TV, Ch. 11. Granted: Mid-America Bcstg. Corp. (WKLO), Ch. 21 WKLO-TV [B.T., Dec. 1, '52]; Robert W. Rounsaville (WLOU), Ch. 41 WLOU-TV [B.T., Jan. 26]. None pending: Ch. 51.
157. BIRMINGHAM, Ala. (Ch. 6, *10, 13, 42, 48)—Operating: WBRC-TV, Ch. 6; WAFF-TV, Ch. 13. Granted: Birmingham News Co. (WSGN), Ch. 42 WSGN-TV [B.T., Dec. 22, '52]; Johnston Bcstg. Co. (WJLD), Ch. 48 WJLD-TV [B.T., Dec. 15, '52].
158. DAYTON, Ohio (Ch. 2, 7, *16, 22)—Operating: WLWD (TV), Ch. 2 (now on Ch. 5); WHIO-TV, Ch. 7 (now on Ch. 13). Granted: Skyland Bcstg. Co. (WONE), Ch. 22 WIFE (TV) [B.T., Dec. 1, '52].
159. DAVENPORT, Iowa—ROCK ISLAND—MOLINE, Ill. (Ch. 4, 6, *30, 36, 42)—Operating: WOC-TV Davenport, Ch. 6 (now on Ch. 5); WHBF-TV Rock Island, Ch. 4. Pending: Ch. 36—Mel Foster & Harold Hoersch [B.T., Dec. 15, '52]. None pending: Ch. 42.

THREE STATIONS

160. PHILADELPHIA, Pa. (Ch. 3, 6, 10, 17, 23, 29, *35)—Operating: WPTZ (TV), Ch. 3; WFIL-TV, Ch. 6; WCAU-TV, Ch. 10. Granted: Pennsylvania Bcstg. Co. (WIP), Ch. 29 WIP-TV [B.T., Dec. 1, '52]. Pending: Ch. 17—South Jersey Bcstg. Co. (WKDN Camden), Camden [B.T., Oct. 6, '52] and Westinghouse Radio Stations Inc. (KYW) [B.T., Oct. 20, June 30, '52].

(Continued on page 386)

Processing Line for Television Applicants

Group B-2, Continued

(Continued from page 385)

Ch. 23—Lou Poller [B.T., Sept. 22, Aug. 11, '52] and Daily News TV Co. (WIBG) [B.T., June 30, '52].

161. **DETROIT, Mich.** (Ch. 2, 4, 7, 50, *56, 62)—Operating: WJTB-TV, Ch. 2; WWJ-TV, Ch. 4; WXYZ-TV, Ch. 7; Pending: Ch. 50—Booth Radio & TV Stations Inc. (WJLB) [B.T., Sept. 15, '52] and Woodward Bstg. Co. (WCBO) [B.T., Oct. 6, '52]; Ch. 62—Knight Newspapers Inc. [B.T., Nov. 17, '52], Royal Bstg. Co. (WEXL Ferndale-Royal Oak) [B.T., Aug. 18, '52] and UAW-CIO Bstg. Corp. of Mich. [B.T., March 2].

162. **BALTIMORE, Md.** (Ch. 2, 11, 13, 18, *24, 60)—Operating: WMAR-TV, Ch. 2; WBAL-TV, Ch. 11; WAAM (TV), Ch. 13. Granted: WITB-TV Inc. (WITB), Ch. 60 WITB-TV [B.T., Dec. 22, '52]. Pending: Ch. 18—Baltimore Radio Show Inc. (WFBR), [B.T., Aug. 11, July 21, '52] and Chesapeake TV Bstg. Inc. [B.T., July 7, '52].

163. **CLEVELAND, Ohio** (Ch. 3, 5, 8, 19, *25, 65)—Operating: WNBK (TV), Ch. 3 (now on Ch. 4); WEWB (TV), Ch. 5; WXEL (TV), Ch. 8 (now on Ch. 9). Pending: Ch. 19—WJW Inc. (WJW) [B.T., July 28, '52] and United Bstg. Co. (WHK) [B.T., June 16, 9, '52]; Ch. 65—WGAR Bstg. Co. (WGAR) [B.T., July 28, '52] and Cleveland Bstg. Inc. (WERE) [B.T., July 7, '52].

164. **CINCINNATI, Ohio** (Ch. 5, 9, 12, *48, 54, 74)—Operating: WLWT (TV), Ch. 5 (now on Ch. 4); WCPO-TV, Ch. 9 (now on Ch. 7); WKRC-TV, Ch. 12. Pending: Robert W. Rounsaville, Ch. 54 [B.T., March 2]. None pending: Ch. 74.

165. **COLUMBUS, Ohio** (Ch. 4, 6, 10, *34, 40)—Operating: WLWC (TV), Ch. 4 (now on Ch. 3); WTVN (TV), Ch. 6; WBNS-TV, Ch. 10. None pending: Ch. 40.

166. **ATLANTA, Ga.** (Ch. 2, 5, 11, *30, 36)—Operating: WSE-TV, Ch. 2; WAGA-TV, Ch. 5; WLTV (TV), Ch. 11 (now on Ch. 8). Pending: Ch. 36—Robert W. Rounsaville (WQXI) [B.T., Sept. 15, '52] and Georgia Institute of Technology (WGST) [B.T., Feb. 2]. Ch. *30: Board of Education [B.T., March 2].

FOUR STATIONS

167. **CHICAGO, Ill.** (Ch. 2, 5, 7, 9, *11, 20, 26, 32, 38, 44)—Operating: WBBM-TV, Ch. 2 (now on Ch. 4) [formerly WBKB (TV)]; WNBQ (TV), Ch. 5; WBKB (TV), Ch. 7; WGN-TV, Ch. 9. Granted: WHFC Inc. (WHFC), Ch. 26 WHFC-TV [B.T., Jan. 12]. Pending: Ch. 20—Johnson-Kennedy Radio Corp. (WIND) [B.T., Dec. 15, July 14, '52]. None pending: Ch. 32, 38, 44.

168. **DISTRICT OF COLUMBIA, Washington** (Ch. 4, 5, 7, 9, 20, *26)—Operating: WNTB-TV, Ch. 4; WTTG (TV), Ch. 5; WMAL-TV, Ch. 7; WTOP-TV, Ch. 9. Pending: Metropolitan Television Corp. (WGMS), Ch. 20 [B.T., July 7]; Arlington-Fairfax Bstg. Co. (WEAM Arlington, Va.), Ch. 20 [B.T., July 14]; Capital Bstg. Co. (WWDC), Ch. 20 [B.T., July 28, '52]. Board of Education, Ch. *26 [B.T., Nov. 3, '52]. Also see WOOK bid at Annapolis, Md., B-1, No. 140.

SIX STATIONS

169. **NEW YORK CITY** (Ch. 2, 4, 5, 7, 9, 11, *25, 31)—Operating: WCBS-TV, Ch. 2; WNBC (TV), Ch. 4; WABD (TV), Ch. 5; WJZ-TV, Ch. 7; WOR-TV, Ch. 9; WPIX (TV), Ch. 11. Grant: New York State U. Board of Regents, Ch. *25 WGTW (TV) [B.T., Aug. 18, '52]. Pending: Ch. 31—City of New York Municipal Bstg. System (WNYC) [B.T., April 28, '52] and WNEW Inc. (WNEW) [B.T., Oct. 27, '52]. (WATV Newark also serves New York.)

SEVEN STATIONS

170. **LOS ANGELES** (Ch. 2, 4, 5, 7, 9, 11, 13, 22, *28, 34)—Operating: KNXT (TV) Ch. 2; KNBH (TV), Ch. 4; KILA (TV), Ch. 5; KECA-TV, Ch. 7; KHJ-TV, Ch. 9; KTTV (TV), Ch. 11; KLAC-TV, Ch. 13. Granted: John Poole Bstg. Co. (KBIG Avalon), Ch. 22 KPIK (TV) [B.T., Dec. 15, '52]; U. of So. Calif.—Allen Hancock Foundation, Ch. *28 KUSC-TV [B.T., Sept. 1, '52]. Pending: Ch. 34—Spanish International TV Inc. [B.T., Nov. 24, '52], Lawrence A. Harvey [B.T., Nov. 24, '52] and KFWB Bstg. Co. (KFWB) [B.T., March 2].

GROUP B-3

171. **DES MOINES, Iowa** (Ch. 8, *11, 13, 17, 23)—Pending: Ch. 8—Cowles Bstg. Co. (KRNT) [B.T., June 30, '52] and Murphy Bstg. Co. (KSO) [B.T., July 7, '52]; Ch. 13—Central Bstg. Co. (WHO) [B.T., July 7, '52] and Independent Bstg. Co. (KIOA) [B.T., July 7, '52]; Ch. 17—Rib Mountain Radio Inc. [B.T., Feb. 16]. None pending: Ch. 23.

172. **HARTFORD, Conn.** (Ch. 3, 18, *24)—Granted: State Board of Education, Ch. *24 [B.T., Feb. 9]. Pending: Ch. 3—Hartford Telecasting Co. [B.T., July 7, '52] Connecticut Bstg. Co. (WDRS) [B.T., July 7, '52] and Travelers Bstg. Service Corp. (WTIC) [B.T., April 21, '52]; Ch. 18—General Tele Radio Inc. (WOR-AM-TV New York) [B.T., July 14, '52] and Hartford Times Inc. (WHTT) [B.T., July 7, '52].

173. **TACOMA, Wash.** (Ch. 11, 13, *56, 62)—Granted: Tribune Pub. Co. (KTMT), Ch. 11 KTMT-TV [B.T., Dec. 15, '52], on air March 1; KMO Inc. (KMO), Ch. 13 KMO-TV [B.T., Dec. 15, '52]. None pending: Ch. 62.

174. **SAN JOSE, Calif.** (Ch. 11, 48 *54, 60)—Pending: Ch. 11—FM Radio & TV Corp. [B.T., Aug. 11, July 14, '52], Standard Radio & TV Co. [B.T., July 21, '52] and San Jose TV Bstg. Co. (KSJO) [B.T., Aug. 25, '52]. None pending: Ch. 60.

175. **WINSTON-SALEM, N.C.** (Ch. 12, 26, *32)—Granted: Winston-Salem Bstg. Co. (WTOB), Ch. 26 WTOB-TV [B.T., Jan. 12]. Pending: Ch. 12—Mary Pickford Rogers [B.T., July 7, '52] and Piedmont Pub. Co. (WSJS) [B.T., July 7, '52].

176. **ALTOONA, Pa.** (Ch. 10, 19, 25)—Granted: Gable Bstg. Co. (WFBG), Ch. 10 WFBG-TV [B.T., Jan. 5], on air March 2. None pending: Ch. 19, 25.

177. **PETERSBURG, Va.** (Ch. 8, 41)—Pending: Ch. 8—Southside Va. Bstg. Corp. (WSSV) [B.T., May 26, '52] and Lee Bstg. Corp. (WLEE Richmond) [B.T., July 7, '52]. None pending: Ch. 41.

178. **MESA, Ariz.** (Ch. 12)—Granted: Harkins Bstg. Inc. (KTYL) Ch. 12, KTYL-TV [B.T., Feb. 23] and New Orleans TV Co., Ch. 20 [B.T., March 2].

178-A. **OLD HICKORY, Tenn.** (Ch. 5)—Pending: Ch. 5—Life & Casualty Insurance Co. of Tennessee (WLAC Nashville) [B.T., Dec. 8, '52].

GROUP B-4

179. **ST. LOUIS, Mo.** (Ch. 4, 5, *9, 11, 30, 36, 42)—Operating: KSD-TV, Ch. 5. Granted: Lutheran Church-Missouri Synod (KFUO Clayton), Ch. 30 KFUC-TV Clayton [B.T., Feb. 9]; Broadcast House Inc. (KSTL), Ch. 36 KSTMT-TV [B.T., Jan. 26]; Missouri Bstg. Corp. (WIL), Ch. 42 WIL-TV [B.T., Feb. 16]. Pending: Ch. 4—Columbia Bstg. System Inc. (KMOX) [B.T., Oct. 20, '52], KWK Inc. (KWK) [B.T., July 7, '52], KXOK Inc. (KXOK) [B.T., July 7, '52] and Meredith Engineering Co. [B.T., Aug. 18, '52]; Ch. *9—St. Louis Educational TV Commission [B.T., Feb. 2]; Ch. 11—St. Louis Amusement Co. [B.T., July 7, '52], St. Louis Telecast Inc. (WEW) [B.T., June 30, '52] and 220 N. Kingshighway Inc. [B.T., Jan. 12].

180. **PITTSBURGH, Pa.** (Ch. 2, 11, *13, 16, 47, 53)—Operating: WDTV (TV), Ch. 2. Granted: Telecasting Co. of Pittsburgh, Ch. 16 WBNS (TV) [B.T., Dec. 29, '52]; J. Frank Gallaher, Loren Berry & Ronald B. Woodard, Ch. 47 WTVQ (TV) [B.T., Dec. 29, '52] and Agnes Jane Reeves Greer (WKJF-FM), Ch. 53 WKJF-TV [B.T., Jan. 12]. Pending: Ch. 11—Pittsburgh Radio Supply House Inc. (WJAS) [B.T., July 14, '52], WCAE Inc. (WCAE) [B.T., Aug. 11, '52], Westinghouse Radio Stations Inc. (KDKA) [B.T., June 23, '52] and WWSW Inc. (WWSW) [B.T., July 7, '52]. Note: Ch. 4 allocated to Irwin, Pa., Group B, No. 204-A.

181. **BUFFALO-NIAGARA FALLS, N.Y.** (Ch. 2, 4, 7, 17, *23, 59)—Operating: WBEN-TV Buffalo, Ch. 4. Granted: Chautauqua Bstg. Corp., Ch. 17 WBUF (TV) Buffalo [B.T., Dec. 22, '52], U. of State of New York, Ch. *23 WTVF (TV) Buffalo [B.T., Aug. 4, '52] and Buffalo-Niagara TV Corp., Ch. 59 WBES-TV Buffalo [B.T., Dec. 29, '52]. Pending: Ch. 2—WGR Bstg. Corp. (WGR Buffalo) [B.T., June 30, '52] and Niagara Falls Gazette Pub. Co. (WHLB Niagara Falls), [B.T., July 7, '52]; Ch. 7—Fron-

Group B-4, Continued

tier TV Inc. (WJLL Niagara Falls) [B.T., Sept. 1, '52], Buffalo-Courier-Express Inc. (WEBR Buffalo) [B.T., July 21, '52], Copper City Bstg. Corp., Buffalo [B.T., Aug. 18, '52] and WKBW Inc. (WKBW Buffalo) [B.T., Aug. 11, '52].

182. **MILWAUKEE, Wis.** (Ch. 4, *10, 12, 19, 25, 31)—Operating: WTMJ-TV, Ch. 4 (now on Ch. 3). Granted: Midwest Bstg. Co. (WCAN), Ch. 25 WCAN-TV [B.T., Feb. 9]. Pending: Ch. *10—Board of Vocational and Adult Education [B.T., Dec. 1, '52]; Ch. 10—Hearst Corp. (WISN) [B.T., July 7, '52]; Ch. 12—Wisconsin Bstg. Co. (WFOK) [B.T., July 7, '52], Milwaukee Area Telecasting Corp. [B.T., Oct. 27, July 28, '52] and Milwaukee Bstg. Co. (WEMP) [B.T., July 14, '52]; Ch. 29—Bartell Bstgs. Inc. (WOKY) [B.T., July 14, '52] and Northwest TV Corp. [B.T., Dec. 22, Dec. 15, '52]; Ch. 31—North Shore Bstg. Co. [B.T., Dec. 15, '52] and Cream City Bstg. Co. (WMIL) [B.T., Dec. 15, Nov. 24, '52].

183. **HOUSTON, Tex.** (Ch. 2, *8, 13, 23, 29, 39)—Operating: KPRC-TV, Ch. 2. Granted: U. of Houston (KUHF-FM) and Houston Independent School District, Ch. *8 KUHT (TV) [B.T., Aug. 27, '52]; UHF TV Co., Ch. 23 [B.T., Jan. 12]; KNUZ-TV Co. (KNUZ), Ch. 39 KNUZ-TV [B.T., Jan. 12]. Pending: Ch. 13—W. W. Lechner TV Co. [B.T., July 14, '52], South Texas TV Co. [B.T., July 14, '52], KTRH Bstg. Co. (KTRH) [B.T., July 14, '52] and Houston Area TV Co. [B.T., July 14, '52]; Ch. 29—John B. Hill [B.T., Aug. 4, '52] and Shamrock Bstg. Co. (KXYZ) [B.T., Aug. 18, July 14, '52].

184. **NEW ORLEANS, La.** (Ch. 2, 4, 6, *8, 20, 26, 32, 51)—Operating: WDSU-TV, Ch. 6. Granted: New Orleans TV Co. Ch. 20 [B.T., March 2] and Supreme Bstg. Co. (WJMR), Ch. 62 [B.T., Feb. 23]. Pending: Ch. 4—Times-Picayune Pub. Co. (WTPS) [B.T., Sept. 29, '52], James A. Noe (WNOE) [B.T., July 7, '52] and Loyola U. (WWL) [B.T., June 23, '52]; Ch. 26—Community TV Corp. [B.T., June 23, '52] and CKG TV Co. (WMBR) [B.T., Dec. 15, '52]; Ch. 32—WSMB Inc. (WSMB) [B.T., July 7, '52, Feb. 23, '53].

185. **SEATTLE, Wash.** (Ch. 4, 5, 7, *9, 20, 26)—Operating: KING-TV, Ch. 5. Pending: Ch. 4—Fishers Blend Station Inc. (KOMO) [B.T., June 9, '52] and Queen City Bstg. Co. (KIRO) [B.T., July 7, '52]; Ch. 7—Puget Sound Bstg. Co. (KVI) [B.T., Feb. 16], KXA Inc. (KXA) [B.T., May 19, '52] and Mt. Rainier Radio & TV Bstg. Corp. (KJR) [B.T., July 28, 14, '52].

186. **KANSAS CITY, Mo.** (Ch. 4, 5, 9, *19, 25, 65)—Operating: WDAF-TV, Ch. 4. Granted: Empire Coil Co., Ch. 25 KCTV (TV) [B.T., Feb. 2]. Pending: Ch. 5—KCMO Bstg. Co. (KCMO) [B.T., June 23, '52] and KCKN Bstg. Co. (KCKN Kansas City, Kan.) [B.T., Oct. 27, July 14, '52]; Ch. 9—Midland Bstg. Co. (KMBC) [B.T., May 19, '52] and WHB Bstg. Co. (WHB) [B.T., July 7, '52].

187. **INDIANAPOLIS, Ind.** (Ch. 6, 8, 13, *20, 26, 67)—Operating: WFBS-TV, Ch. 6. Pending: Ch. 8—Universal Bstg. Co. (WISH) [B.T., June 23, '52], TV Indianapolis Inc. [B.T., July 14, '52], and Crosley Bstg. Co. [B.T., Jan. 12, '53; Aug. 4, '52]; Ch. 13—WIBC Inc. (WIBC) [B.T., July 14, '52], Midwest TV Corp. [B.T., June 30, '52] and Indianapolis Bstg. Inc. (WIRE) [B.T., July 14, '52]; Ch. 26—Marion Radio Corp. (WBAT Marion) [B.T., Feb. 16] and Empire Coil Co. [B.T., Feb. 16].

188. **MEMPHIS, Tenn.** (Ch. 3, 5, *10, 13, 42, 48)—Operating: WMCT (TV), Ch. 5 (now on Ch. 4). Granted: Harding College (WHBQ), Ch. 13 WHBQ-TV [B.T., Feb. 9]. Pending: Ch. 3—WREC Bstg. Service (WREC) [B.T., April 21, '52] and WMPS Inc. (WMPS) [B.T., Oct. 8, July 7, '52]; Ch. 42—J. Frank Gallaher, Loren M. Berry & Ronald B. Woodard [B.T., Dec. 22, '52]; Ch. 48—KWEM-TV Inc. (KWEM) [B.T., Sept. 8, '52].

189. **NORFOLK-PORTSMOUTH-NEWPORT NEWS, Va.** (Ch. 3, 10, 15, *21, 27, 33)—Operating: WTAR-TV Norfolk, Ch. 3 (now on Ch. 4). Granted: Peninsula Bstg. Corp. (WVEC Hampton), Ch. 15 WVEC-TV Hampton [B.T., Feb. 9]; Eastern Bstg. Corp. (WHYU Newport News), Ch. 33 WHYU-TV Newport News [B.T., Feb. 9]. Pending: Ch. 10—Hampton Roads Bstg. Corp. (WGH Newport News) [B.T., June 30, '52], Cavalier Bstg. Corp. (WCAV Norfolk) [B.T., July 7, '52], Beachview Bstg. Corp. [B.T., Feb. 23], Chesapeake Services Inc. (General Teleradio 40% own-

Group B-4, Continued

er) [B.T., Sept. 15, '52] and Tidewater Telecasting Corp. (WNOR Norfolk) [B.T., Nov. 3, '52]; Ch. 27—Portsmouth Radio Corp. (WSAP Portsmouth) [B.T., Oct. 20, '52] and Commonwealth Bstg. Corp. (WLOW Portsmouth) [B.T., Aug. 18, '52].

190. **SAN DIEGO, Calif.** (Ch. 8, 11, *15, 21, 27, 33, 39)—Operating: KFMB-TV, Ch. 8. Pending: Ch. 10—TBC TV Co. [B.T., Oct. 27, '52], Charles E. Sal... (KCBQ) [B.T., Aug. 25, '52], and Airf... Radio Corp. (KFSD) [B.T., July 14, '52]. Ch. 21—Vista Bstg. Co. [B.T., Oct. 20, '52].

191. **ROCHESTER, N.Y.** (Ch. 5, 10, *21, 27)—Operating: WHAM-TV, Ch. 6. Granted: U. of State of New York, Ch. *21 WROH (TV) [B.T., Aug. 4, '52]. Pending: Ch. 10—WHEC Inc. (WHEC) [B.T., July 7, '52] and Veterans Bstg. Co. (WVET) [B.T., July 7, '52]; Ch. 27—Meredith Engineering Co. [B.T., Aug. 4, '52], WARC Inc. (WARC) [B.T., Sep. 6, '52] and Star Bstg. Co. (WGVA Geneva) [B.T., March 9]; Ch. 27—Schr... Chain Theatres Inc. (WPTR Alban) [B.T., Sept. 6, '52] and Rochester Bstg. Co. (WRNY) [B.T., Nov. 24, '52].

192. **TOLEDO, Ohio** (Ch. 11, 13, *31)—Operating: WSPD-TV, Ch. 13. Pending: Ch. 11—Community Bstg. Co. (WTOL) [B.T., Sept. 22, '52], Cross Bstg. Corp. [B.T., Jan. 12, '53; Aug. 18, '52], The Toledo Blade Co. [B.T., Ju... 14, '52] and Unity Corp. (WTOD) [B.T., July 28, '52].

193. **MIAMI, Fla.** (Ch. *2, 4, 7, 10, *33)—Operating: WTVJ (TV), Ch. 3. Pending: Ch. *2—Lindsay Hopkins Vocational School of Dade County Board of Public Instruction [B.T., July 7, '52], Ch. 7—Biscayne TV Corp. (including Niles Trammell and principals in WIC and WQAM) [B.T., Dec. 15], East Coast TV [B.T., Dec. 29, '52], Mel Foster and Harold Hoersch [B.T., Dec. 22, '52] at Jack C. Stein [B.T., Dec. 22, '52]; Ch. 10—David Haber (WFEC), Miami Beach [B.T., Jan. 19, '52], WKAT Inc. (WKAT Miami Beach) [B.T., June 23, '52] and Storer Bstg. Co. (WGBS) [B.T., Ju... 7, '52]; Ch. 27—Robert W. Roundsavi... (WMBM) [B.T., Jan. 26] and Sun Coast Bstg. Corp. (WMIE) [B.T., July 7, '52]; Ch. 33—Miami Biscayne TV Corp. (WINZ Hollywood, Fla.) [B.T., Jan. 26] and TV Corp. of Greater Miami [B.T., Jan. 19].

194. **OKLAHOMA CITY, Okla.** (Ch. *9, *13, 19, 25)—Operating: WKY-TV, Ch. 4. Granted: KLPR-TV Inc. (KLPR), Ch. 19 KLPR-TV [B.T., Feb. 16]; Oklahoma County TV & Bstg. Co. Ch. [B.T., Feb. 16]. Pending: Ch. 9—KOM... Inc. (KOMA) [B.T., July 7, '52] at Oklahoma TV Corp. [B.T., July 14, '52]. Ch. *13: Okla. State Regents [B.T., March 2].

195. **RICHMOND, Va.** (Ch. 6, 12, *29)—Operating: WTVR (TV), Ch. 6. Pending: Ch. 12—Richmond Newspaper Inc. (WRNL) [B.T., June 30, '52], Lar & Bro. Co. (WRVA) [B.T., June 30, '52] and Richmond TV Corp. [B.T., Dec. 22, '52] and Winston-Salem Bstg. Co. (WTOB Winston-Salem, N. C.) [B.T., Jan. 12].

196. **JACKSONVILLE, Fla.** (Ch. 4, *12, 30, 36)—Operating: WMBR-TV, Ch. 4. Pending: Ch. 12—Palm Beach Bstg. Corp. (WPPG Palm Beach) [B.T., Ju... 7, '52], Jacksonville Bstg. Co. (WPDQ) [B.T., July 14, '52], Florida-Georgia TV Co. [B.T., Aug. 25, '52] at City of Jacksonville (WJAX) [B.T., June 30, '52] Ch. 30—Duval TV Bstg. Inc. [B.T., Feb. 2] and Southern Radio & Equipment Co. (WOBS) [B.T., Ju... 7, '52]. Ch. 36—Guilford Bstg. Co. (WEAR Pensacola) [B.T., Feb. 2] at Jacksonville Journal Co. (WJHP) [B.T., Dec. 15, '52].

197. **TULSA, Okla.** (Ch. 2, 5, *11, 23)—Operating: KOTV (TV), Ch. 2. Granted: Elfred Beck, Ch. 23 [B.T., March 2]. Pending: Ch. 2—Centi Plains Enterprises Inc. (KVVO and KRMG) [B.T., Feb. 23], Oil Capital T Corp. [B.T., Feb. 23] and Fryer TV Co. [B.T., Feb. 23, '53; Nov. 17, '52]; Ch. 5—Arthur R. Olson [B.T., Nov. 3, '52] and Tulsa TV Co. [B.T., Aug. 4, '52].

198. **NASHVILLE, Tenn.** (Ch. *2, 4, *30, 36)—Operating: WSM-TV, Ch. 4. Pending: Ch. 5 (transferred to C Hickory, Tenn., Group B, No. 178-A)—Capital Bstg. Co. (WKDA) [B.T., Dec. 1, July 14, '52] and Life & Casualty Insurance Co. of Tenn. (WLAC) [B.T., July 28, '52]; Ch. 8—Volunteer Sta Bstg. Co. (WMAK) [B.T., Sept. 29, '52], and WSIX Bstg. Station (WSIX) [B.T., Sept. 22, July 14, '52].

(Continued on page 387)

Processing Line for Television Applicants

Group B-4, Continued

(Continued from page 386)

199. CHARLOTTE, N. C. (Ch. 3, 9, 36, *42)—Operating: WBT-TV, Ch. 3. Granted Intercity Adv. Co. (WAYS) Ch. 36, [B.T., March 9]. Pending Ch. 9 Bestg. Co. of the South (WIST) [B.T. July 7, '52]. Piedmont Electronics & Fixture Corp. [B.T., Sept. 15, '52] and Radio Station WSOC Inc. (WSOC) [B.T. June 30, '52].

200. PHOENIX, Ariz. (Ch. 3, 5, *8, 10)—Operating: KPHO-TV, Ch. 5. Pending: Ch. 3—KTAR Bestg. Co. (KTAR) [B.T., July 7, '52]; Maricopa Bestrs. nc. (KOOL) [B.T., July 7, '52], and Arizona TV Co. [B.T., Feb. 23]; Ch. 10—KOY Bestg. Co. (KOY) [B.T., July 8, '52].

201. ALBUQUERQUE, N. M. (Ch. 4, *5, 7, 13)—Operating: KOB-TV, Ch. 4. Pending: Ch. 7—Greer & Greer [B.T., June 30, April 21, '52]; and Alvarado Bestg. Co. (KOAT) [B.T., Aug. 11, July 7, '52]; Ch. 13—New Mexico Bestg. Co. (KGGM) [B.T., July 21, '52].

202. HUNTINGTON, W. Va. (Ch. 3, 3, *53)—Operating: WSAZ-TV, Ch. 3. Pending: Ch. 13—Ashland Bestg. Co. (WCM) Ashland, Ky.) [B.T., July 7, '52], Huntington Bestg. Co. (WPLH) [B.T., July 7, '52] and Greater Huntington Radio Corp. (WHTN) [B.T., July 14, '52].

GROUP B-5

203. OGDEN, Utah (Ch. 9, *18, 24)—Pending: Ch. 9—Interstate Bestg. Corp. (KLO) [B.T., Dec. 22, '52] and United Bestg. Co. (KVOG) [B.T., Jan. 12].

204. PROVO, Utah (Ch. 11, 22, *28)—Pending: Ch. 11—KOVO Bestg. Co. (KOVO) [B.T., Aug. 4, '52] and Central Utah Bestg. Co. (KCSU) [B.T., Jan. 19].

204-A. IRWIN, Pa. (Ch. 4, also see Pittsburgh, Pa. Gr. B-4, No. 180)—Pending: Ch. 4—Matta Enterprises (WLOA) Iraddock [B.T., Dec. 15, '52], Allegheny Bestg. Corp. (KQX Pittsburgh), White Oak Burrough [B.T., Dec. 22, '52] and WCAE Inc. (WCAE Pittsburgh), Forest Hills [B.T., Dec. 22, Aug. 11, '52].

205. FORT WORTH, Tex. (Ch. 5, 10, 0, *26)—Operating: WBAP-TV, Ch. 5. Pending: Ch. 10—Texas State Network Inc. (KFJZ) [B.T., July 14, '52], Lechner TV Co. [B.T., July 7, '52] and Fort Worth TV Co. [B.T., Dec. 15, '52]; Ch. 9—Tarrant TV Co. [B.T., July 7, '52].

206. PROVIDENCE, R. I. (Ch. 10, 12, 16, *32)—Operating: WJAR-TV, Ch. 10. Pending: Ch. 12—Cherry & Webb Bestg. Co. (WPRO) [B.T., July 7, '52] and Hope Bestg. Co. (WEAN) [B.T., Oct. 20, '52]; Ch. 16—New England TV Co. of R. I. [B.T., July 28, '52] and TV Assoc. of R. I. Inc. [B.T., Nov. 3, '52].

207. MINNEAPOLIS-ST. PAUL, Minn. (Ch. *2, 4, 5, 9, 11, 17, 23)—Operating: KSTP-TV, Ch. 5; WCCO-TV, Ch. 4. Pending: Ch. 9—Family Bestg. Corp. (KEYD) [B.T., June 30, '52], Independent Bestg. Co. (WLWL) [B.T., July 7, '52], Upper Midwest TV Co. [B.T., July 4, '52] and Twin Cities Bestg. Corp. (WDGY) [B.T., July 28, '52]; Ch. 11—Meredit Engineering Co. [B.T., Aug. '52], Minnesota TV Public Service Corp. (WTCN) [B.T., June 9, '52], WMIN Bestg. Co. (WMIN) [B.T., July 21, '52]; Ch. 17—South St. Paul Telecasting Co. (WCOW) [B.T., Aug. 11, '52].

Group B-5, Continued

208. BOSTON, Mass. (Ch. *2, 4, 5, 7, 44, 50, 56)—Operating: WBZ-TV, Ch. 4; WNAC-TV, Ch. 7. Pending: Ch. 5—Greater Boston TV Corp. [B.T., Jan. 26], Hildreth & Rogers Co. (WLAW) [B.T., July 7, '52] and Matheson Radio Co. (WHDH) [B.T., July 21, '52]; Ch. 44—Massachusetts Teleradio Bestg. Corp. (WHIL) [B.T., Jan. 19] and J. D. Wrather Jr. [B.T., Jan. 19]; Ch. 50—E. Anthony & Sons Inc. (WNBH New Bedford) [B.T., July 7, '52]. Ch. 56—Middlesex Bestg. Corp. (WTAO Cambridge) [B.T., Dec. 29, '52].

209. SAN ANTONIO, Tex. (Ch. 4, 5, *9, 12, 35, 41)—Operating: WOAI-TV, Ch. 4; KEYL (TV), Ch. 5. Pending: Ch. 12—Bexar County TV Corp. (KABC) [B.T., July 7, '52], Mission Bestg. Co. (KONO) [B.T., July 7, '52] and Sunshine Bestg. Co. (KTSA) [B.T., July 7, '52]; Ch. 35—Alamo TV Co. [B.T., July 7, '52].

210. OMAHA, Neb. (Ch. 3, 6, 7, *16, 22, 28)—Operating: KMTV (TV), Ch. 3; WOW-TV, Ch. 6. Pending: Ch. 7—KFAB Bestg. Co. (KFAB) [B.T., July 7, '52], Herald Corp. [B.T., July 7, '52] and Inland Bestg. Co. (KBON) [B.T., July 14, '52]. None pending: Ch. 22, 28.

211. SALT LAKE CITY, Utah (Ch. 2, 4, 5, *7, 20, 26)—Operating: KDYL-TV, Ch. 4; KSL-TV, Ch. 5. Pending: Ch. 2—TV Corp. of Utah [B.T., Jan. 12] and Utah Bestg. & TV Corp. (KUTA) [B.T., Jan. 12]. None pending: Ch. 20, 26.

212. SAN FRANCISCO, Calif. (Ch. 2, 4, 5, 7, *9, 20, 26, 32, 38, 44)—Operating: KRON-TV, Ch. 4; KPIX (TV), Ch. 5; KGO-TV, Ch. 7. Pending: Ch. 2—General Teleradio Inc. (KFRC) [B.T., Oct. 20, '52], Ch. Two Inc. [B.T., Nov. 10, '52] and Tribune Bldg. Co. (KLLX) [B.T., June 30, '52]; Ch. *9—Bay Area Educational TV Assn., Berkeley [B.T., July 14, '52]; Ch. 20—Lawrence A. Harvey [B.T., Dec. 22, '52]; Ch. 44—Pacifica Foundation (KPFA) [B.T., July 21, '52].

TERRITORIES

HONOLULU, Hawaii (Ch. 2, 4, *7, 9, 11, 13)—Granted: Hawaiian Bestg. System Ltd. (KGMB), Ch. 9 KGMB-TV [B.T., Nov. 3, '52], on air Dec. 1, '52; Radio Honolulu Ltd., Ch. 11 KONA (TV) [B.T., Oct. 27, '52], on air Nov. 22, '52. Pending: Ch. 2—Pacific Frontier Bestg. Co. (KULA) [B.T., July 7, '52] and Royaltel [B.T., June 9, '52]; Ch. 4—Advertiser Pub. Co. (KGU) [B.T., Aug. 18, June 9, '52] and Island Bestg. Co. (KPOA) [B.T., July 14, '52]; Ch. 13—Territorial Telecasters [B.T., Dec. 22, '52].

SAN JUAN, P. R. (Ch. 2, 4, *6)—Granted: El Mundo Bestg. Corp. (WKAQ), Ch. 2 WKAQ-TV [B.T., July 28, '52]. Pending: Ch. 4—American Colonial Bestg. Corp. (WKVM) [B.T., July 28, '52] and Jose Ramon Quinones (WAPA) [B.T., June 2, '52].

NO PRIORITY STATUS

SYRACUSE, N. Y. (Ch. 3, 8, *43)—Operating: WSYR-TV, Ch. 3 (now on Ch. 5); WHEN (TV), Ch. 8. Granted: U. of State of New York, Ch. *43 WHTV (TV) [B.T., Sept. 22, '52].

NEWARK, N. J. (Ch. 13)—Operating: WATV (TV), Ch. 13.

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TELEVISION STATIONS WITH NEWSPAPER AFFILIATION

ARIZONA

KPHO-TV, Phoenix—Licensed to Meredith Engineering Co., owned by Meredith Publishing Co., publisher of *Better Homes & Gardens* and *Successful Farming*. See also WHEN Syracuse, N. Y., and WOW-TV Omaha, Neb.

ARKANSAS

KFSA-TV, Fort Smith—Licensed to Southwestern Publishing Co., publisher of *Fort Smith Times Record* and *Southwest American*. Donald W. Reynolds, owner, also publishes *Bartlesville* (Okla.) *Examiner* and *Enterprise*, Okmulgee (Okla.) *Times* and *Times Democrat*, Las Vegas (Nev.) *Review Journal*. See also KRTV Little Rock, Ark., and KZTV Reno, Nev.

KRTV Little Rock—Licensed to Little Rock Telecasters, half owned by Donald W. Reynolds, publisher of *Fort Smith Times Record* and *Southwest American*, Bartlesville (Okla.) *Examiner* and *Enterprise*, Okmulgee (Okla.) *Times* and *Times Democrat*, Las Vegas (Nev.) *Review Journal*. See also KFSA-TV Fort Smith, Ark., and KZTV Reno, Nev.

CALIFORNIA

KLAC-TV, Los Angeles—Licensed to KMTR Radio Corp., same ownership (Mrs. Dorothy Schiff) as *New York Post*.

KTTV, Los Angeles—Licensed to KTTV Inc., same ownership as *Los Angeles Times*.

KRON-TV, San Francisco—Licensed to Chronicle Publishing Co., publisher of *San Francisco Chronicle*.

KTVU Stockton—Licensed to San Joaquin Telecasters, 75% owned by Brown Industries Inc., publisher of weekly *Fontana* (Cal.) *Herald News*.

COLORADO

KKTV Colorado Springs—Licensed to TV Colorado Inc., half owned by Colorado Broadcasting Co. which has same ownership as weekly *Arkansas Valley Journal*.

DELAWARE

WDEL-TV, Wilmington—Licensed to WDEL Inc., same ownership (Steinman & Steinman) as *Lancaster* (Pa.) *Intelligencer-Journal* and *New Era* (WGal-TV). Stations operated independently.

DISTRICT OF COLUMBIA

WMAL-TV, Washington—Licensed to Evening Star Broadcasting Co. Inc., same ownership as *Washington Star*.

WTOP-TV, Washington—Licensed to WTOP Inc., 55% owned by *Washington Post*.

GEORGIA

WAGA-TV, Atlanta—Licensed to Storer Broadcasting Co., owner of *Miami Beach Florida Sun*. See also WSPD-TV Toledo, Ohio, WJBK-TV Detroit, KEYL San Antonio.

WSB-TV Atlanta—Licensed to Atlanta Newspapers Inc., publisher of *Atlanta Journal* and *Constitution*. Same interests (James M. Cox) publisher *Dayton* (Ohio) *News* and *Journal-Herald* (WHIO-TV), *Miami News*, *Springfield* (Ohio) *News* and *Sun*.

ILLINOIS

WGN-TV, Chicago—Licensed to WGN Inc., same ownership (Robert R. McCormick) as *Chicago Tribune*, *New York News* (WPIX), *Washington Times-Herald*.

WHBF-TV, Rock Island—Licensed to Rock Island Broadcasting Co., same ownership as *Rock Island Argus*.

WHFC-TV Chicago—Licensed to WHFC Inc. Owned by Rep. Richard W. Hoffman (R-Ill.), publisher of tri-weeklies *Cicero Life*, *Berwyn Life* and *Stickney Life* and *Community Reporter* (Chicago).

WDAN-TV Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial News*.

INDIANA

WSBT-TV South Bend—Licensed to *South Bend Tribune*.

IOWA

KVTV Sioux City—Licensed to Cowles

The following tabulation, showing newspaper ownership or affiliation of TV stations in the United States, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated.

Broadcasting Co., affiliated with Cowles publications (*Des Moines Register* and *Tribune*, *Minneapolis Tribune* and *Star* and *Look Magazine*).

KENTUCKY

WHAS-TV, Louisville—Licensed to WHAS Inc., same ownership as *Louisville Courier-Journal* and *Times*.

MARYLAND

WBAL-TV Baltimore—Licensed to The Hearst Corp., same ownership as *Baltimore News-Post*, *New York Journal-American* and *Mirror*, Albany (N.Y.) *Times-Union*, Boston *Record* and *American*, *Pittsburgh Sun-Telegraph* (WCAE), *Chicago Herald-American*, *Milwaukee Sentinel* (WISN), *Detroit Times*, *San Francisco Examiner* and *Call-Bulletin*, Los Angeles *Examiner* and *Herald-Express*, San Antonio *Light*, *Seattle Post-Intelligencer* (25% ownership in KING-TV).

WMAR-TV, Baltimore—Licensed to A. S. Abell Co., publisher of *Baltimore Sunpapers*.

MASSACHUSETTS

WHYN-TV Holyoke—Licensed to Hampden-Hampshire Corp.; same ownership as *Holyoke Transcript-Telegram* and *Norhampton* (Mass.) *Hampshire Gazette*.

WNBH-TV New Bedford—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Standard Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times*.

MICHIGAN

WJBK-TV, Detroit—Licensed to Storer Broadcasting Co., owner of *Miami Beach Florida Sun*. See also WAGA-TV Atlanta; WSPD-TV Toledo; KEYL San Antonio.

WWJ-TV, Detroit—Licensed to Evening News Association, publisher of *Detroit News*.

MINNESOTA

WCCO-TV, Minneapolis—Licensed to Midwest Radio-Television Inc., 53% owned by Mid-Continent Radio-Television Inc., 47% owned by CBS. Mid-Continent is owned 50% by Northwest Publications Inc. (Ridder newspapers) and 50% by Minnesota Tribune Co. Ridder newspapers are *St. Paul Pioneer-Press* and *Dispatch*, *Duluth News-Tribune* and *Herald*, *New York Journal of Commerce*, *New York Staats-Zeitung* and *Herald*, *Aberdeen* (S.D.) *American* and *News*, *Grand Forks* (N.D.) *Herald*, *San Jose* (Cal.) *Mercury* and *News*, *Long Beach* (Cal.) *Independent* and *Press-Telegram*, minority interest in *Seattle Times*.

MISSISSIPPI

WJTV Jackson—Licensed to Mississippi Publishers Corp., publisher of *Jackson Clarion Ledger* and *News*.

WCOC-TV Meridian—Licensed to Mississippi Broadcasting Co. Owned by D. W. Gavin, publisher of weekly *Meridian Record* and *Clarke County Tribune* (Quitman, Miss.).

MISSOURI

WDAF-TV, Kansas City—Licensed to Kansas City Star Co., publisher of *Kansas City Star*.

KFEQ-TV St. Joseph—Licensed to KFEQ Inc. News Corp., publisher of *St. Joseph News-Press* and *Gazette*, owns 43% of stock.

KSD-TV, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch*.

KYTV Springfield—Licensed to Springfield Television Inc., owned 48% by Springfield Newspapers Inc., publisher of *Springfield News* and *Leader-Press*.

MONTANA

KFBB-TV Great Falls—Licensed to Buttrey Broadcast Inc., 25% owned by Fairmont Corp. (subsidiary of Anaconda Copper Co.), publisher of *Missoula Missoulian* and *Sentinel*, *Butte Post* and *Montana Standard* and *Anaconda Standard*, *Livingston Enterprise*, *Helena Independent Record* (72.5% ownership), *Billings Gazette* (66.67% ownership), and weekly *Libby Western News* (33½% ownership).

NEBRASKA

WOW-TV, Omaha—Licensed to Meredith WOW Inc., owned by Meredith Publishing Co., publisher of *Better Homes & Gardens*, *Successful Farming*. See also WHEN, Syracuse, N. Y., and KPHO-TV Phoenix, Ariz.

NEVADA

KZTV Reno—Licensed to Nevada Radio-Television Corp. half owned by Donald W. Reynolds, publisher of *Las Vegas* (Nev.) *Review Journal*, *Fort Smith* (Ark.) *Times Record* and *Southwest American*, *Bartlesville* (Okla.) *Examiner* and *Enterprise*, *Okmulgee* (Okla.) *Times* and *Times Record*. See also KFSA-TV Fort Smith, Ark., and KRTV Little Rock, Ark.

NEW MEXICO

KOB-TV Albuquerque—Licensed to Albuquerque Broadcasting Co., half-owned by Time Inc. (*Time*, *Life* and *Fortune*).

NEW YORK

WBN-TV, Buffalo—Licensed to WBN Inc., same ownership as *Buffalo News*.

WPIX, New York—Licensed to WPIX Inc., same ownership (Robert R. McCormick) as *New York News*, *Chicago Tribune* (WGN-TV), *Washington Times-Herald*.

WHEN, Syracuse—Licensed to Meredith Syracuse Television Corp., same ownership as Meredith Publishing Co., publisher of *Better Homes & Gardens*, *Successful Farming*. See also WOW-TV, Omaha, Neb.

WSYR-TV, Syracuse—Licensed to Central New York Broadcasting Corp., same ownership (S. I. Newhouse) as *Syracuse Post-Standard* and *Herald-Journal*, Newark (N.J.) *Star-Ledger*, *Long Island Press* and *Star-Journal*, Staten Island (N.Y.) *Advance*, Nassau (N.Y.) *Review Star*.

WWNY-TV Watertown—Licensed to Brockway Co., owned by *Watertown Times*.

NORTH CAROLINA

WBTV, Charlotte—Licensed to Jefferson Standard Life Insurance Co. which owns minority interest in *Greensboro* (N.C.) *News* and *Record* (WFMY-TV).

WFMY-TV, Greensboro—Licensed to Greensboro News Co., publisher of *Greensboro News* and *Record*. See also WBTV, Charlotte, N. C.

NORTH DAKOTA

WDAY-TV Fargo—Licensed to WDAY Inc. Minority stockholders own *Fargo Forum*.

OHIO

WAKR-TV Akron—Licensed to Summit Radio Corp., owned 45% by *Akron Beacon-Journal* (Knight newspaper). Other Knight newspapers are *Chicago Daily News*, *Detroit Free Press* and *Miami Herald*.

WICA-TV Ashtabula—Licensed to WICA Inc. Same ownership as *Ashtabula Star-Beacon*, *Conneaut News-Herald*, *Geneva Free Press*, *Painesville Telegraph*, all Ohio.

WCPO-TV, Cincinnati—Licensed to Scripps-Howard Radio Inc., same ownership as *Cincinnati Post*. See also WEWS Cleveland.

WKRC-TV, Cincinnati—Licensed to Radio Cincinnati Inc., same ownership as *Cincinnati Times-Star*.

WEWS, Cleveland—Licensed to Scripps-Howard Radio Inc., same ownership as *Cleveland Press*, *New York World Telegram & Sun*, *Cincinnati Post* (WCPO-TV), *Pittsburgh Press*, *Columbus* (Ohio) *Citizen*, *San Francisco News*, *Washington News*, *Indianapolis Times*, *Knoxville News-Sentinel*, *Memphis Commercial Appeal* and *Press-Scimitar* (WMCT), *Houston Press*, *Fort Worth Press*, *El Paso Herald-Post*, *Albuquerque Tribune* *Covington* (Ky.) *Post*, *Denver Rocky Mountain News*, *Evansville Press* *Birmingham Post-Herald*.

WBNS-TV Columbus—Licensed to Dispatch Printing Co., publisher of *Columbus Dispatch*.

WTVN, Columbus—Licensed to Pictur Waves Inc., same ownership (Edward Lamb), as *Erie* (Pa.) *Dispatch*. See also WICU Erie, Pa., and WMAC Massillon, Ohio.

WHIO-TV, Dayton—Licensed to Miami Valley Broadcasting Corp., same ownership (James M. Cox) as *Dayton News* and *Journal-Herald*, *Atlanta Journal* and *Constitution* (WSB-TV), *Miami News* and *Springfield* (Ohio) *News* and *Sun*.

WMAC (TV) Massillon—Licensed to Midwest TV Co., owned by Edward Lamb, publisher of *Erie* (Pa.) *Dispatch*. See also WTVN Columbus Ohio, and WICU Erie, Pa.

WSPD-TV, Toledo—Licensed to Store Broadcasting Co., owner of *Miam. Beach Florida Sun*. See also WAGA-TV Atlanta, Ga.; WJBK-TV Detroit and KEYL San Antonio.

WHHH-TV Warren—Licensed to Warren Tribune Radio Station Inc., subsidiary of Tribune Co., publisher of *Warren Tribune-Chronicle*.

WFMJ-TV Youngstown—Licensed to Vindicator Printing Co., publisher of *Youngstown Vindicator*.

WKBN-TV Youngstown—Licensed to WKBN Broadcasting Corp., 40% owned by Forest City Publishing Co. publisher of *Cleveland Plain-Dealer* and *News*.

OKLAHOMA

WKY-TV, Oklahoma City—Licensed to WKY Radiophone Co., same ownership as *Oklahoma City Oklahoman* and *Times* and *Farmer-Stockman*.

PENNSYLVANIA

WLEW-TV, Bethlehem—Licensed to Associated Broadcasters Inc. Ownership same as *Lancaster New Era* and *Intelligencer*. Operated independently.

WEEX-TV, Easton—Licensed to Easton Publishing Co., publisher of *Easton Express*.

WICU Erie—Licensed to Dispatch Inc. publisher of *Erie Dispatch*. See also WTVN, Columbus, Ohio, and WMAC Massillon, Ohio.

WJAC-TV, Johnstown—Licensed to WJAC Inc., same ownership as *Johnstown Tribune*.

WGal-TV, Lancaster—Licensed to WGal Inc., same ownership (Steinman & Steinman Inc.) as *Lancaster Intelligencer-Journal* and *New Era*. See also WDEL-TV, Wilmington, Del. Stations operated independently.

WCAU-TV, Philadelphia—Licensed to WCAU Inc., same ownership as *Philadelphia Bulletin*.

WFIL-TV, Philadelphia—Licensed to Triangle Publications Inc., publisher of *Philadelphia Inquirer*.

WKJF-TV, Pittsburgh—Licensed to Agnes J. Reeves Greer, controlling stockholder of *Morgantown* (W. Va.) *Dominion News*.

WEEU-TV, Reading—Licensed to Hawley Broadcasting Co., affiliated with *Reading Times* and *Eagle*.

WRAC-TV, Williamsport—Licensed to WRAC Inc., two-thirds owned by Sun-Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Sun*.

TENNESSEE

WMCT, Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal* and *Press-Scimitar*. For other Scripps-Howard newspapers, see WEWS Cleveland.

TEXAS

KGNC-TV, Amarillo—Licensed to

TELEVISION ALLOCATIONS BY CHANNELS

* Channel reserved for noncommercial educational use

† Post freeze grantee not on the air as of Feb. 16

‡ Post freeze station on the air and operating commercially

§ Existing (pre-freeze) station

Vhf Allocations by Channels

Ch. 2 (54-60 mc)

- * Little Rock, Ark.
- § KNXT (TV) Los Angeles, Calif.
- § San Francisco-Oakland, Calif.
- ‡ KFEL-TV Denver, Col.
- Daytona Beach, Fla.
- * Miami, Fla.
- * WSB-TV Atlanta, Ga.
- Caldwell, Idaho
- § WBBM-TV Chicago, Ill.
- Springfield, Ill.
- Cedar Rapids, Iowa
- Great Bend, Kan.
- Baton Rouge, La.
- Bangor, Me.
- WMAR-TV Baltimore, Md.
- Boston, Mass.
- Detroit, Mich.
- Minneapolis-St. Paul, Minn.
- State College, Miss.
- † KFEQ-TV St. Joseph, Mo.
- Anaconda, Mont.
- † KOOK-TV Billings, Mont.
- North Platte, Neb.
- Henderson, Nev.
- † Greer & Greer, Santa Fe, N. M.
- Buffalo-Niagara Falls, N. Y.
- § WCBS-TV New York, N. Y.
- * WFMJ-TV Greensboro, N. C.
- * Grand Forks, N. D.
- § WLWD (TV) Dayton, Ohio
- Tulsa, Okla.
- Klamath Falls, Ore.
- § WDTV (TV) Pittsburgh, Pa.
- Charleston, S. C.
- * Vermillion, S. D.
- * Nashville, Tenn.
- * Amarillo, Tex.
- * Denton, Tex.
- § KPRC-TV Houston, Tex.
- † Permian Basin TV Co., Midland, Tex.
- Salt Lake City, Utah
- Spokane, Wash.
- † WBAY-TV Green Bay, Wis.
- Casper, Wyo.
- † WKAQ-TV San Juan, P. R.

- Anchorage, Alaska
- Fairbanks, Alaska
- Ketchikan, Alaska
- Hilo, Hawaii
- Honolulu, Hawaii

Ch. 3 (60-66 mc)

- Douglas, Ariz.
- Phoenix, Ariz.
- † KIEM-TV Eureka, Calif.
- Sacramento, Calif.
- † KEYT (TV) Santa Barbara, Calif.
- † KDZA-TV Pueblo, Col.
- Hartford, Conn.
- Pensacola, Fla.
- * Tampa-St. Petersburg, Fla.
- Savannah, Ga.
- Idaho Falls, Idaho
- Lewiston, Idaho
- Champaign-Urbana, Ill.
- Mason City, Iowa
- Wichita, Kan.
- § WAVE-TV Louisville, Ky.
- Shreveport, La.
- Escanaba, Mich.
- § WKZO-TV Kalamazoo, Mich.
- Duluth-Superior (Minn.), Wis.
- Jackson, Miss.
- Kirksville, Mo.
- † KYTV (TV) Springfield, Mo.
- Great Falls, Mont.
- Miles City, Mont.
- § KMTV (TV) Omaha, Neb.
- Ely, Neb.
- Gallup, N. M.
- * Roswell, N. M.
- * WSyr-TV Syracuse, N. Y.
- § WBTV (TV) Charlotte, N. C.
- § WNBK (TV) Cleveland, Ohio
- Salem, Ore.
- § WPTZ (TV) Philadelphia, Pa.
- Watertown, S. D.
- Chattanooga, Tenn.
- Memphis, Tenn.
- * College Station, Tex.
- † KGKL-TV San Angelo, Tex.
- † KFDX-TV Wichita Falls, Tex.
- Vernal, Utah

- Montpelier, Vt.
- Harrisonburg, Va.
- § WTAR-TV Norfolk-Portsmouth-Newport News, Va.
- † WSAZ-TV Huntington, W. Va.
- Madison, Wis.
- Cheyenne, Wyo.
- Mayaguez, P. R.
- * Juneau, Alaska
- Lihue, Hawaii
- Wailuku, Hawaii

Ch. 4 (66-72 mc)

- † KVOA-TV Tucson, Ariz.
- Little Rock, Ark.
- KNBH (TV) Los Angeles, Calif.
- § KRON-TV San Francisco-Oakland, Calif.
- Denver, Col.
- WNBW (TV) Washington, D. C.
- WMBR-TV Jacksonville, Fla.
- WTVJ (TV) Miami, Fla.
- Columbus, Ga.
- * Boise, Idaho
- WTTV (TV) Bloomington, Ind.
- WBHF-TV Davenport-Rock Island-Moline (Iowa), Ill.
- Sioux City, Iowa
- New Orleans, La.
- WBZ-TV Boston, Mass.
- Cheboygan, Mich.
- WWJ-TV Detroit, Mich.
- WCCO-TV Minneapolis-St. Paul, Minn.
- § WDAF-TV Kansas City, Mo.
- St. Louis, Mo.
- † KOPR-TV Butte, Mont.
- Hardin, Mont.
- North Platte, Neb.
- Boulder City, Nev.
- Reno, Nev.
- § KOB-TV Albuquerque, N. M.
- § WBNB-TV Buffalo-Niagara Falls, N. Y.
- § WNBTV (TV) New York
- Chapel Hill, N. C.
- Dickinson, N. D.
- Valley City, N. D.
- WLWC (TV) Columbus, Ohio
- WKY-TV Oklahoma City, Okla.
- Medford, Ore.
- Irwin, Pa.
- Greenville, S. C.
- WSM-TV Nashville, Tenn.
- KGNC-TV Amarillo, Tex.
- Beaumont-Port Arthur, Tex.
- Big Spring, Tex.
- Brownsville-Harlingen-Weslaco, Tex.
- KRLD-TV Dallas, Tex.
- KROD-TV El Paso, Tex.
- WOAI-TV San Antonio, Tex.
- KDYL-TV Salt Lake City, Utah
- Seattle, Wash.
- KXLY-TV Spokane, Wash.
- WTMJ-TV Milwaukee, Wis.
- San Juan, P. R.
- Fairbanks, Alaska
- Ketchikan, Alaska
- Seward, Alaska
- Hilo, Hawaii
- Honolulu, Hawaii

Ch. 5 (76-82 mc)

- Mobile, Ala.
- § KPHO-TV Phoenix, Ariz.
- Fort Smith, Ark.
- KTLA (TV) Los Angeles, Calif.
- § KPX (TV) San Francisco-Oakland, Calif.
- Grand Junction, Col.
- † KCSJ-TV Pueblo, Col.
- WTTG (TV) Washington, D. C.
- Gainesville, Fla.
- West Palm Beach, Fla.
- WAGA-TV Atlanta, Ga.
- WNBQ (TV) Chicago, Ill.
- WOI-TV Ames, Iowa
- Alexandria, La.
- WABI-TV Bangor, Me.
- Boston, Mass.
- Bay City, Mich.
- Marquette, Mich.
- § KSTP-TV Minneapolis-St. Paul, Minn.
- Kansas City, Mo.
- KSD-TV St. Louis, Mo.
- † KFBB-TV Great Falls, Mont.
- Hastings, Neb.
- Goldfield, Nev.
- Albuquerque, N. M.
- WABD (TV) New York, N. Y.
- WHAM-TV Rochester, N. Y.
- Raleigh, N. C.
- Bismarck, N. D.
- WLWT (TV) Cincinnati, Ohio
- WWSW (TV) Cleveland, Ohio
- Enid, Okla.
- Medford, Ore.
- † W CSC-TV Charleston, S. C.
- Lead, S. D.
- Mitchell, S. D.
- Bristol, Tenn.
- Bristol, Va.
- § WMCT (TV) Memphis, Tenn.
- Old Hickory, Tenn.
- Brownsville-Harlingen-Weslaco, Tex.

- § WBAP-TV Fort Worth, Tex.
- Lubbock, Tex.
- § KEYL-TV San Antonio, Tex.
- Cedar City, Utah
- § KSL-TV Salt Lake City, Utah
- § KING-TV Seattle, Wash.
- Walla Walla, Wash.
- † KFBC-TV Cheyenne, Wyo.
- Mayaguez, P. R.

Ch. 6 (82-88 mc)

- § WBRC-TV Birmingham, Ala.
- Kingman, Ariz.
- * Tucson, Ariz.
- * Sacramento, Calif.
- San Luis Obispo, Calif.
- * Denver, Col.
- Durango, Col.
- Orlando, Fla.
- Augusta, Ga.
- Thomasville, Ga.
- Nampa, Idaho
- Pocatello, Idaho
- § WFBM-TV Indianapolis, Ind.
- § WOC-TV Davenport-Rock Island-Mobile (Iowa), Ill.
- Dodge City, Kan.
- Paducah, Ky.
- § WDSU-TV New Orleans, La.
- Portland, Me.
- § WJIM-TV Lansing, Mich.
- Austin, Minn.
- Duluth-Superior (Minn.), Wis.
- Clarksdale, Miss.
- Sedalia, Mo.
- Butte, Mont.
- * Miles City, Mont.
- § WOW-TV Omaha, Neb.
- Ely, Nev.
- Carlsbad, N. M.
- § WRGB (TV) Albany-Schenectady-Troy, N. Y.
- Wilmington, N. C.
- † WDAY-TV Fargo, N. D.
- * Minot, N. D.
- § WTVN (TV) Columbus, Ohio
- § KOTV (TV) Tulsa, Okla.
- Portland, Ore.
- WJAC-TV Johnstown, Pa.
- WFIL-TV Philadelphia, Pa.
- Pierre, S. D.
- Knoxville, Tenn.
- Beaumont-Port Arthur, Tex.
- Corpus Christi, Tex.
- † KTEM-TV Temple, Tex.
- † KCMC-TV Texarkana, Tex.
- † KWFT-TV Wichita Falls, Tex.
- Price, Utah
- WTVR (TV) Richmond, Va.
- KHQ-TV Spokane, Wash.
- Breckley, W. Va.
- Green Bay, Wis.
- Casper, Wyo.
- * San Juan, P. R.

Ch. 7 (174-180 mc)

- * University, Ala.
- Pine Bluff, Ark.
- § KECA-TV Los Angeles, Calif.
- Redding, Calif.
- § KGO-TV San Francisco-Oakland, Calif.
- Denver, Col.
- § WMAL-TV Washington, D. C.
- * Jacksonville, Fla.
- Miami, Fla.
- Panama City, Fla.
- † KIDO-TV Boise, Idaho
- § WBKB (TV) Chicago, Ill.
- Evansville, Ind.
- Waterloo, Iowa
- Hayes, Kan.
- Pittsburg, Kan.
- Lakes Charles, La.
- Calais, Me.
- § WNAC-TV Boston, Mass.
- § WXYZ-TV Detroit, Mich.
- Traverse City, Mich.
- † WJON-TV St. Cloud, Minn.
- Hannibal, Mo.
- * Butte, Mont.
- Omaha, Neb.
- Winnemucca, Nev.
- Albuquerque, N. M.
- Buffalo-Niagara Falls, N. Y.
- WABC-TV New York
- Washington, N. C.
- Jamestown, N. D.
- § WHIO-TV Dayton, Ohio
- † KSWO-TV Lawton, Okla.
- Corvallis, Ore.
- Spartanburg, S. C.
- Rapid City, S. D.
- Amarillo, Tex.
- * KTBC-TV Austin, Tex.
- El Paso, Tex.
- Odessa, Tex.
- Tyler, Tex.
- * Salt Lake City, Utah
- Roanoke, Va.
- Seattle, Wash.
- * Spokane, Wash.
- Wheeling-Steubenville (W. Va.), Ohio

(Continued on page 390)

Stations with Newspaper Affiliations

- Plains Radio Broadcasting Co., 80% owned by Globe News Publishing Co., publisher of *Amarillo News* and *Globe-Times*, and *Lubbock (Tex.) Avalanche* and *Journal*.
- KRLD-TV, Dallas—Licensed to KRLD Radio Corp., same ownership as *Dallas Times-Herald*.
- WFAA-TV, Dallas—Licensed to A. H. Belo Corp., publisher of *Dallas News*.
- KROD-TV, El Paso—Licensed to Roderick Broadcasting Corp., 80% owned by Dorrance D. Roderick. Mr. Roderick is 75% owner of *El Paso Times*.
- WBAP-TV, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*.
- KPRC-TV, Houston—Licensed to Houston Post Co., publisher of *Houston Post*.
- KGKL-TV, San Angelo—Licensed to KGKL Inc. Ownership affiliated with *San Angelo Standard-Times*.
- KEYL, San Antonio—Licensed to San Antonio Television Co., owned by Storer Broadcasting Co., owner of *Miami Beach Florida Sun*. See also WAGA-TV Atlanta, Ga.; WJBK-TV Detroit and WSPD-TV Toledo.
- KTEM-TV, Temple—Licensed to Bell Publishing Co., publisher of *Temple Telegram*.
- KCMC-TV, Texarkana—Licensed to KCMC Inc., owned by C. E. Palmer and W. E. Hussman. Mr. Palmer owns *Texarkana Gazette* and *News*, *Eldorado* (Ark.) *News* and *Times*, *Hot Springs* (Ark.) *Sentinel Record* and *New-Era*, 50% of *Hope* (Ark.) *Star*, 33 1/3% of *Russellville* (Ark.) *Courier-Democrat*, 25% of *Jacksonville* (Tex.) *Progress*. Mr. Hussman owns *Camden* (Ark.) *News* and 25% of weekly *Stevens* (Ark.) *Star*.
- WIRGINIA
- WTAR-TV, Norfolk—Licensed to WTAR Radio Corp., same ownership as *Norfolk Virginian-Pilot* and *Ledger-Dispatch*.

WASHINGTON

- KING-TV, Seattle—Licensed to KING Broadcasting Co., 25% owned by The Hearst Corp., same ownership as *Seattle Post-Intelligencer*. See also WBAL-TV, Baltimore, Md.
- KHQ-TV, Spokane—Licensed to KHQ Inc. Same ownership as *Spokane Spokesman-Review* and *Chronicle*.
- KTNT-TV, Tacoma—Licensed to Tribune Publishing Co., publisher of *Tacoma News-Tribune*.

WEST VIRGINIA

- WSAZ-TV, Huntington—Licensed to WSAZ Inc., 90% owned by Huntington Publishing Co., publisher of *Huntington Herald-Dispatch* and *Advertiser*.

WISCONSIN

- WTMJ-TV, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal*.

WYOMING

- KFBC-TV, Cheyenne—Licensed to Frontier Broadcasting Co. Same ownership as *Cheyenne Wyoming Eagle* and *State Tribune*, *Laramie Bulletin* and *Republican Boomerang*, *Rawlins Times*, *Rock Springs Rocket*, *Worland Northern Wyoming News*.

HAWAII

- KGMB-TV, Honolulu—Licensed to Hawaiian Broadcasting System Ltd., 25% owned by *Honolulu Star-Bulletin*.

PUERTO RICO

- WKAQ-TV, San Juan—Licensed to El Mundo Broadcasting Corp., owned by Angel Ramos, publisher of *San Juan El Mundo*.

MEXICO

- XELD-TV, Matamoros, Tams.—Licensed to Romulo O'Farril Sr., publisher of *Mexico City Novedades*.

TELEVISION ALLOCATIONS BY CHANNELS

* Channel reserved for noncommercial educational use † Post freeze grantee not on the air as of Feb. 16 ‡ Post freeze station on the air and operating commercially § Existing (pre-freeze) station

(Continued from page 389)

- Wausau, Wis.
- Ponce, P. R.
- * Anchorage, Alaska
- Fairbanks, Alaska
- Hilo, Hawaii
- * Honolulu, Hawaii
- Ch. 8 (180-186 mc)
- * Phoenix, Ariz.
- Jonesboro, Ark.
- Salinas-Monterey, Calif.
- † KFMB-TV San Diego, Calif.
- § Pueblo, Col.
- § WNHC-TV New Haven, Conn.
- † Tampa-St. Petersburg, Fla.
- * Athens, Ga.
- Idaho Falls, Idaho
- Peoria, Ill.
- Indianapolis, Ind.
- Des Moines, Iowa
- † KSAC-TV Manhattan, Kan.
- † KNOE-TV Monroe, La.
- † New Orleans, La.
- Lewiston, Me.
- Presque Isle, Me.
- § WOOD-TV Grand Rapids, Mich.
- Sault Ste. Marie, Mich.
- * Duluth-Superior (Minn.), Wis.
- West Point, Miss.
- † KOMU-TV Columbia, Mo.
- † Rudman-Hayutin TV Co., Billings, Mont.
- Kalispell, Mont.
- McCook, Neb.
- Las Vegas, Neb.
- McGill, Nev.
- † KZTV (TV) Reno, Nev.
- † Gallup, N. M.
- † KSWS-TV Roswell, N. M.
- § WHEN (TV) Syracuse, N. Y.
- Devils Lake, N. D.
- Williston, N. D.
- § WXEL (TV) Cleveland, Ohio
- Muskogee, Okla.
- Woodward, Okla.
- Portland, Ore.
- § WGAL-TV Lancaster, Pa.
- Florence, S. C.
- * Brookings, S. D.

- Nashville, Tenn.
- § WFAA-TV Dallas, Tex.
- † KUHT (TV) Houston, Tex.
- Laredo, Tex.
- † KTXL-TV San Angelo, Tex.
- Petersburg, Va.
- Walla Walla, Wash.
- Charleston, W. Va.
- La Crosse, Wis.
- * Laramie, Wyo.
- Juneau, Alaska
- * Lihue, Hawaii
- Wailuku, Hawaii
- Christiansted, Virgin Islands

Ch. 9 (186-192 mc)

- Dothan, Ala.
- Flagstaff, Ariz.
- † KCNA-TV Tucson, Ariz.
- Hot Springs, Ark.
- Alturas, Calif.
- § KHJ-TV Los Angeles, Calif.
- San Francisco-Oakland, Calif.
- KBTV (TV) Denver, Col.
- § WTOP-TV Washington, D. C.
- Orlando, Fla.
- † WROM-TV Rome, Ga.
- Savannah, Ga.
- † KTVI (TV) Boise, Idaho
- Sandpoint, Idaho
- § WGN-TV Chicago, Ill.
- Cedar Rapids, Iowa
- † KVTV (TV) Sioux City, Iowa
- Garden City, Kan.
- Alpena, Mich.
- Iron Mountain, Mich.
- Minneapolis-St. Paul, Minn.
- Hattiesburg, Miss.
- Kansas City, Mo.
- * St. Louis, Mo.
- * Bozeman, Mont.
- Havre, Mont.
- Tonopah, Nev.
- Manchester, N. H.
- * Santa Fe, N. M.
- § WOR-TV New York, N. Y.
- Charlotte, N. C.
- Greenville, N. C.
- § WCO-TV Cincinnati, Ohio
- Oklahoma City, Okla.
- * Eugene, Ore.

- Aberdeen, S. D.
- Jackson, Tenn.
- Abilene, Tex.
- ‡ KTSM-TV El Paso, Tex.
- Lufkin, Tex.
- Monahans, Tex.
- * San Antonio, Tex.
- Ogden, Utah
- * Seattle, Wash.
- Wheeling, W. Va.-Steubenville, Ohio
- Sheridan, Wyo.
- Ponce, P. R.
- * Fairbanks, Alaska
- * Ketchikan, Alaska
- Seward, Alaska
- Hilo, Hawaii
- ‡ KGMB-TV Honolulu, Hawaii

Ch. 10 (192-198 mc)

- * Birmingham, Ala.
- † WALA-TV Mobile, Ala.
- Phoenix, Ariz.
- El Dorado, Ark.
- Bakersfield, Calif.
- Sacramento, Calif.
- San Diego, Calif.
- Montrose, Calif.
- Miami, Fla.
- Albany, Ga.
- Pocatello, Idaho
- Quincy, Ill.
- Terre Haute, Ind.
- Wichita, Kan.
- Lafayette, La.
- Augusta, Me.
- Hancock, Mich.
- Sault Ste. Marie, Mich.
- Hibbing, Minn.
- † KROC-TV Rochester, Minn.
- † KTTS-TV Springfield, Mo.
- Helena, Mont.
- Miles City, Mont.
- † KFOR-TV Lincoln, Neb.
- Scottsbluff, Neb.
- Elko, Nev.
- * Las Vegas, Nev.
- Gallup, N. M.
- Roswell, N. M.
- * Silver City, N. M.
- Rochester, N. Y.
- Grand Forks, N. D.
- † Rudman TV Co., Minot, N. D.
- § WBNS-TV Columbus, Ohio
- Portland, Ore.
- † WFBG-TV Altoona, Pa.
- WCAU-TV Philadelphia, Pa.
- WJAR-TV Providence, R. I.
- † WIS-TV Columbia, S. C.
- Pierre, S. D.
- Knoxville, Tenn.
- * Memphis, Tenn.
- † KFDA-TV Amarillo, Tex.
- Corpus Christi, Tex.
- Fort Worth, Tex.
- Norfolk-Portsmouth-Newport News, Va.
- † WLSL-TV Roanoke, Va.
- † Pullman, Wash.
- * Milwaukee, Wis.
- Riverton, Wyo.
- Juneau, Alaska
- Lihue, Hawaii
- * Wailuku, Hawaii
- Charlotte Amalie, Virgin Islands
- Ch. 11 (198-204 mc)
- Yuma, Ariz.
- Little Rock, Ark.
- § KTTV (TV) Los Angeles, Calif.
- San Jose, Calif.
- Yreka City, Calif.
- † KKTU (TV) Colorado Springs, Col.
- Fort Myers, Fla.
- * Tallahassee, Fla.
- § WLTW (TV) Atlanta, Ga.
- Savannah, Ga.
- Twin Falls, Idaho
- Chicago, Ill.
- * Des Moines, Iowa
- Garden City, Kan.
- * Lawrence, Kan.
- § WHAS-TV Louisville, Ky.
- § WBAL-TV Baltimore, Md.
- International Falls, Minn.
- Minneapolis-St. Paul, Minn.
- Meridian, Miss.
- St. Louis, Mo.
- * Billings, Mont.
- Havre, Mont.
- * Missoula, Mont.
- Grand Island, Neb.
- * Durham, N. H.
- Santa Fe, N. M.
- § WPIX (TV) New York
- Durham, N. C.
- Williston, N. D.
- Toledo, Ohio
- Pittsburgh, Pa.
- † KELO-TV Sioux Falls, S. D.
- † WJHL-TV Johnson City, Tenn.
- † KGUL-TV Galveston, Tex.
- † KCBQ-TV Lubbock, Tex.
- Waco, Tex.
- Provo, Utah
- † KTNT-TV Tacoma, Wash.
- Marinette, Wis.
- Rawlins, Wyo.
- Caguas, P. R.
- Anchorage, Alaska
- Fairbanks, Alaska
- Hilo, Hawaii
- ‡ KONA (TV) Honolulu, Hawaii
- Ch. 12 (204-210 mc)
- Montgomery, Ala.
- Mesa, Ariz.
- Chico, Calif.
- Fresno, Calif.
- * Boulder, Col.
- § WDEL-TV Wilmington, Del.
- Jacksonville, Fla.
- West Palm Beach, Fla.
- Augusta, Ga.
- Coeur d'Alene, Idaho
- Nampa, Idaho
- * Champaign-Urbana, Ill.
- * Iowa City, Iowa
- † KTVH (TV) Hutchinson, Kan.
- Shreveport, La.
- * Orono, Me.
- Flint, Mich.
- Iron River, Mich.
- Brainerd, Minn.
- Jackson, Miss.
- Cape Girardeau, Mo.
- Joplin, Mo.
- Helena, Mont.
- ‡ KOLN-TV Lincoln, Neb.
- Clovis, N. M.
- Silver City, N. M.
- § WBNF-TV Binghamton, N. Y.
- Winston-Salem, N. C.
- Bismarck, N. D.
- § WKRC-TV Cincinnati, Ohio
- Elk City, Okla.
- Portland, Ore.
- § Erie, Pa.
- Providence, R. I.
- Huron, S. D.
- Chattanooga, Tenn.
- Alpine, Tex.
- San Antonio, Tex.
- Sweetwater, Tex.
- Logan, Utah
- Richmond, Va.
- † KVOS-TV Bellingham, Wash.
- Clarksburg, W. Va.
- Milwaukee, Wis.
- Sheridan, Wyo.
- Lihue, Hawaii
- Wailuku, Hawaii
- Charlotte Amalie, V. I.
- Ch. 13 (210-216 mc)
- § WAFM-TV Birmingham, Ala.
- Flagstaff, Ariz.
- ‡ KOPO-TV Tucson, Ariz.
- Yuma, Ariz.
- * Fayetteville, Ark.
- Eureka, Calif.
- § KLAC-TV Los Angeles, Calif.
- Stockton, Calif.
- † KRDO-TV Colorado Springs, Col.
- Tampa-St. Petersburg, Fla.
- Warner Robins, Ga.
- Twin Falls, Idaho
- Rockford, Ill.
- Indianapolis, Ind.
- Des Moines, Iowa
- Topeka, Kan.
- Bowling Green, Ky.
- Portland, Me.
- § WAAM (TV) Baltimore, Md.
- Cadillac, Mich.
- Calumet, Mich.
- Biloxi, Miss.
- Jefferson City, Mo.
- Lewistown, Mont.
- Missoula, Mont.
- Alliance, Neb.
- Kearney, Neb.
- Las Vegas, Neb.
- § WATV (TV) Newark, N. J.
- Albuquerque, N. M.
- § WKTU (TV) Utica, N. Y.
- Asheville, N. C.
- New Bern, N. C.
- Fargo, N. D.
- † KCJB-TV Minot, N. D.
- † WSPD-TV Toledo, Ohio
- * Oklahoma City, Okla.
- Eugene, Ore.
- La Grange, Ore.
- * Pittsburgh, Pa.
- * Charleston, S. C.
- Sioux Falls, S. D.
- † WHBQ-TV Memphis, Tenn.
- Dallas, Tex.
- † KEPO-TV El Paso, Tex.
- Houston, Tex.
- Laredo, Tex.
- † KDUB-TV Lubbock, Tex.
- Richfield, Utah
- † WLVA-TV Lynchburg, Va.
- † KMO-TV Tacoma, Wash.
- Huntington, W. Va.
- Eau Claire, Wis.
- Rock Springs, Wyo.
- Arecibo, P. R.
- Anchorage, Alaska
- Fairbanks, Alaska
- Sitka, Alaska
- Hilo, Hawaii
- Honolulu, Hawaii

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TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC. Clifton, New Jersey

TELEVISION ALLOCATIONS BY CHANNELS

Channel reserved for noncommercial educational use † Post freeze grantee not on the air as of Feb. 16 ‡ Post freeze station on the air and operating commercially § Existing (pre-freeze) station

Uhf Allocations by Channels

Ch. 14 (470-476 mc)
 Clanton, Ala.
 Ajo, Ariz.
 Holbrook, Ariz.
 Stuttgart, Ark.
 Modesto, Calif.
 Palm Springs, Calif.
 Key West, Fla.
 Lake Wales, Fla.
 Tifton, Ga.
 Payette, Idaho
 Kankakee, Ill.
 Cherokee, Iowa
 Liberal, Kan.
 Newton, Kan.
 Owensboro, Ky.
 Pikeville, Ky.
 DeRidder, La.
 Millinocket, Me.
 Annapolis, Md.
 Worcester, Mass.
 Manistique, Mich.
 Little Falls, Minn.
 Pica-yune, Miss.
 Chillicothe, Mo.
 KACY (TV) Festus, Mo.
 Monett, Mo.
 Laurel, Mont.
 Shelby, Mont.
 Sidney, Mont.
 Broken Bow, Neb.
 Carlin, Nev.
 Deming, N. M.
 Las Vegas, N. M.
 U. of N. Y., Ithaca, N. Y.
 Massena, N. Y.
 Devils Lake, N. D.
 Oxford, Ohio
 Holdenville, Okla.
 Ashland, Ore.
 Uniontown, Pa.
 Camden, S. C.
 Athens, Tenn.
 Breckenridge, Tex.
 Kermit, Tex.
 Mission, Tex.
 Seguin, Tex.
 South Boston, Va.
 Wisconsin Rapids, Wis.
 Douglas, Wyo.
 Evanston, Wyo.

Ch. 15 (476-482 mc)
 Gadsden, Ala.
 Bisbee, Ariz.
 Prescott, Ariz.
 Hope, Ark.
 Port Chicago, Calif.
 San Diego, Calif.
 Durango, Col.
 Fort Morgan, Col.
 WPFA (TV) Ocala, Fla.
 Pensacola, Fla.
 West Palm Beach, Fla.
 Dublin, Ga.
 Burley, Idaho
 Moscow, Idaho
 Bloomington, Ill.
 Angola, Ind.
 Ottumwa, Iowa
 Larned, Kan.
 Louisville, Ky.
 New Iberia, La.
 Van Buren, Me.
 Manistee, Mich.
 Mankato, Minn.
 Thief River Falls, Minn.
 Grenada, Miss.
 Poplar Bluff, Mo.
 Butte, Mont.
 York, Neb.
 Socorro, N. M.
 Rochester, N. Y.
 High Point, N. C.
 WICA-TV Ashtabula, Ohio
 Claremore, Okla.
 Elk City, Okla.
 Bend, Ore.
 Lebanon, Pa.
 Huron, S. D.
 Rapid City, S. D.
 Brady, Tex.
 Brownfield, Tex.
 Huntsville, Tex.
 Laredo, Tex.
 WVEC-TV Hampton, Va.
 W. Va. Enterprises Inc., Parkersburg, W. Va.
 Ashland, Wis.
 Richland Center, Wis.
 Thermopolis, Wyo.

Ch. 16 (482-488 mc)
 Tuskegee, Ala.
 Winslow, Ariz.
 Fort Smith, Ark.
 El Centro, Calif.
 Red Bluff, Calif.
 Santa Cruz, Calif.
 Santa Paula, Calif.

† WONN-TV Lakeland, Fla.
 Waycross, Ga.
 Aurora, Ill.
 Olney, Ill.
 Waterloo, Iowa
 Wichita, Kan.
 Corbin, Ky.
 * Bangor, Me.
 Salisbury, Md.
 † WTAC-TV Flint, Mich.
 Ely, Minn.
 Fergus Falls, Minn.
 Canton, Miss.
 Columbia, Mo.
 Glasgow, Mont.
 Livingston, Mont.
 Whitefish, Mont.
 * Omana, Neb.
 Scottsbluff, Neb.
 Jacksonville, N. C.
 Bottineau, N. D.
 * Dayton, Ohio
 Burns, Ore.
 North Bend, Ore.
 † WENS (TV) Pittsburgh, Pa.
 Scranton, Pa.
 Providence, R. I.
 Jackson, Tenn.
 * Corpus Christi, Tex.
 Dalhart, Tex.
 Del Rio, Tex.
 Marshall, Tex.
 Pecos, Tex.
 Temple, Tex.
 * Wichita Falls, Tex.
 * Burlington, Vt.
 † WWOD-TV Lynchburg, Va.
 Port Angeles, Wash.
 Wausau, Wis.
 Green River, Wyo.

Ch. 17 (488-494 mc)
 Jasper, Ala.
 Nogales, Ariz.
 † KRTV (TV) Little Rock, Ark.
 * Colorado Springs, Col.
 † WITV (TV) Fort Lauderdale, Fla.
 Marianna, Fla.
 Palatka, Fla.
 Jerome, Idaho
 † WTVF (TV) Decatur, Ill.
 Des Moines, Iowa
 Lawrence, Kan.
 Bowling Green, Ky.
 Nachitoches, La.
 Fort Kent, Me.
 Lewiston, Me.
 Cumberland, Me.
 * Grand Rapids, Mich.
 Marquette, Mich.
 Minneapolis-St. Paul, Minn.
 Hattiesburg, Miss.
 Hamilton, Mont.
 McCook, Neb.
 Alamogordo, N. M.
 Farmington, N. M.
 † WTVZ (TV) Albany, N. Y.
 † WBUF-TV Buffalo, N. Y.
 * Dickinson, N. D.
 Grafton, N. D.
 Marion, Ohio
 Tulsa, Okla.
 Philadelphia, Pa.
 Spartanburg, S. C.
 Aberdeen, S. D.
 Hot Springs, S. D.
 Yankton, S. D.
 Denton, Tex.
 Pampa, Tex.
 Rosenberg, Tex.
 San Angelo, Tex.
 Williamsburg, Va.
 Centralia, Wash.
 Williamson, W. Va.
 Portage, Wis.
 Lander, Wyo.

Ch. 18 (494-500 mc)
 Demopolis, Ala.
 Casa Grande, Ariz.
 * Fresno, Calif.
 † KITO-TV San Bernardino, Calif.
 Ukiah, Calif.
 Lamar, Col.
 Montrose, Col.
 Hartford, Conn.
 Orlando, Fla.
 Fort Valley, Ga.
 Lebanon, Ind.
 Charles City, Iowa
 Hutchinson, Kan.
 Dover-Foxcroft, Me.
 Baltimore, Md.
 Ludington, Mich.
 Detroit Lakes, Minn.
 Cape Girardeau, Mo.
 Kirksville, Mo.
 Nevada, Mo.
 Glendive, Mont.
 Polson, Mont.
 Red Lodge, Mont.
 * Lincoln, Neb.
 Lovelock, Nev.
 Atrisco-Five Points, N. M.
 Elmira, N. Y.
 Saranac Lake, N. Y.
 Fayetteville, N. C.

Bismarck, N. D.
 Gallipolis, Ohio
 * Salem, Ore.
 Winner, S. D.
 Murfreesboro, Tenn.
 † KCTV (TV) Austin, Tex.
 Midland, Tex.
 * Texarkana, Tex.
 Vernon, Tex.
 * Ogden, Utah
 St. George, Utah
 Bellingham, Wash.
 * Park Falls, Wis.
 Laramie, Wyo.

Ch. 19 (500-506 mc)
 Dothan, Ala.
 Fort Payne, Ala.
 Russellville, Ark.
 Alamosa, Col.
 Craig, Col.
 Fort Pierce, Fla.
 † WTVH-TV Peoria, Ill.
 Jasper, Ind.
 Boone, Iowa
 Hazard, Ky.
 * Lake Charles, La.
 Presque Isle, Me.
 Houghton, Mich.
 Midland, Mich.
 Montevideo, Minn.
 * Jackson, Miss.
 * Kansas City, Mo.
 Kearney, Neb.
 Portsmouth, N. H.
 † WTLV (TV) New Brunswick, N. J.
 Hot Springs, N. M.
 Utica-Rome, N. Y.
 Cleveland, Ohio
 † KLPR-TV Oklahoma City, Okla.
 Altoona, Pa.
 * Columbia, S. C.
 Covington, Tenn.
 Brownwood, Tex.
 Hereford, Tex.
 Marfa, Tex.
 † KETX (TV) Tyler, Tex.
 Victoria, Tex.
 Farmville, Va.
 Pasco, Wash.
 * Eau Claire, Wis.
 Milwaukee, Wis.
 Lusk, Wyo.

Ch. 20 (506-512 mc)
 † WCOV-TV Montgomery, Ala.
 San Francisco-Oakland, Calif.
 Santa Barbara, Calif.
 † KIRV (TV) Denver, Col.
 Washington, D. C.
 Gainesville, Fla.
 Key West, Fla.
 Swainsboro, Ga.
 Weiser, Idaho
 Chicago, Ill.
 Springfield, Ill.
 * Indianapolis, Ind.
 Cedar Rapids, Iowa
 Shenandoah, Iowa
 Hays, Kan.
 Independence, Kan.
 Hopkinsville, Ky.
 New Orleans, La.
 Ruston, La.
 Calais, Me.
 Worcester, Mass.
 † WPAG-TV Ann Arbor, Mich.
 Traverse City, Mich.
 Faribault, Minn.
 Grand Rapids, Minn.
 * University, Minn.
 West Plains, Mo.
 Cut Bank, Mont.
 Dillon, Mont.
 Wolf Point, Mont.
 Los Alamos, N. M.
 † WCHU-TV Ithaca, N. Y.
 Malone, N. Y.
 Albemarle, N. C.
 New Rockford, N. D.
 Coshocton, Ohio
 Guyton, Okla.
 † W. Gordon Allen, Eugene, Ore.
 Mitchell, S. D.
 Sturgis, S. D.
 * Knoxville, Tenn.
 Conroe, Tex.
 El Paso, Tex.
 Fort Worth, Tex.
 * Lubbock, Tex.
 McAllen, Tex.
 Uvalde, Tex.
 Salt Lake City, Utah
 Seattle, Wash.
 Stevens Point, Wis.

Ch. 21 (512-518 mc)
 † WTVS (TV) Gadsden, Ala.
 Safford, Ariz.
 Hanford, Calif.
 San Diego, Calif.
 Grand Junction, Col.
 Trinidad, Col.
 * Pensacola, Fla.
 † WIRK-TV West Palm Beach, Fla.
 Rupert, Idaho

Champaign-Urbana, Ill.
 Quincy, Ill.
 † KQTV (TV) Fort Dodge, Iowa
 Ottawa, Kan.
 † WKLO-TV Louisville, Ky.
 Crowley, La.
 West Branch, Mich.
 Crookston, Minn.
 Greenville, Miss.
 Kennett, Mo.
 Missoula, Mont.
 Alliance, Neb.
 Grand Island, Neb.
 * Reno, Neb.
 * Hanover, N. H.
 Artesia, N. M.
 † WEOK-TV Poughkeepsie, N. Y.
 † WROH (TV) Rochester, N. Y.
 Lumberton, N. C.
 † WUTV (TV) Youngstown, Ohio
 Enid, Okla.
 Hugo, Okla.
 Portland, Ore.
 Lancaster, Pa.
 Greenwood, S. C.
 Coleman, Tex.
 * Norfolk-Portsmouth-Newport News, Va.
 Beckley, W. Va.
 * Madison, Wis.
 Rice Lake, Wis.

Ch. 22 (518-524 mc)
 Opelika, Ala.
 Forrest City, Ark.
 † KFSA-TV Fort Smith, Ark.
 † KPIK (TV) Los Angeles, Calif.
 Watsonville, Calif.
 Boulder, Col.
 Lakeland, Fla.
 Statesboro, Ga.
 Harrisburg, Ill.
 Waukegan, Ill.
 * Waterloo, Iowa
 Colby, Kan.
 * Wichita, Kan.
 Winnfield, La.
 Bar Harbor, Me.
 Cambridge, Me.
 * Flint, Mich.
 Marshall, Minn.
 Pascagoula, Miss.
 Columbia, Mo.
 Bozeman, Mont.
 Omaha, Neb.
 Las Cruces, N. M.
 Portales, N. M.
 * Raleigh, N. C.
 Harvey, N. D.
 † WIFE (TV) Dayton, Ohio
 † WGBI-TV Scranton, Pa.
 * Providence, R. I.
 * Pierre, S. D.
 Corpus Christi, Tex.
 Fort Stockton, Tex.
 Perryton, Tex.
 Temple, Tex.
 † KTVW (TV) Wichita Falls, Tex.
 Provo, Utah
 Burlington, Vt.
 Everett, Wash.
 * Walla Walla, Wash.
 Clarksburg, W. Va.
 Rhinelander, Wis.

Ch. 23 (524-530 mc)
 Brewton, Ala.
 Decatur, Ala.
 † KETV (TV) Little Rock, Ark.
 Colorado Springs, Col.
 † WFTL-TV Fort Lauderdale, Fla.
 Fitzgerald, Ga.
 Gooding, Idaho
 Decatur, Ill.
 Freeport, Ill.
 Des Moines, Iowa
 Dodge City, Kan.
 Manhattan, Kan.
 Elizabethtown, Ky.
 Auburn, Me.
 Grand Rapids, Mich.
 Minneapolis-St. Paul, Minn.
 Lebanon, Mo.
 * Great Falls, Mont.
 Lexington, Neb.
 Carlsbad, N. M.
 Lordsburg, N. M.
 Albany-Schenectady-Troy, N. Y.
 † WTVF (TV) Buffalo, N. Y.
 Lisbon, N. D.
 † WMAC-TV Massillon, Ohio
 Hobart, Okla.
 Tulsa, Okla.
 Philadelphia, Pa.
 Conway, S. C.
 † WGVV (TV) Greenville, S. C.
 Belle Fourche, S. D.
 Dallas, Tex.
 Harlingen, Tex.
 † Uhf TV Co., Houston, Tex.
 * San Angelo, Tex.
 * Richmond, Va.
 † KIT-TV Yakima, Wash.
 Logan, W. Wa.

(Continued on page 392)

TELEVISION ALLOCATIONS BY CHANNELS

* Channel reserved for noncommercial educational use † Post freeze grantee not on the air as of Feb. 16 ‡ Post freeze station on the air and operating commercially § Existing (pre-freeze) station

- Ch. 24 (530-536 mc)**
 Sylacauga, Ala.
 Eloy, Ariz.
 Harrison, Ark.
 † KMJ-TV Fresno, Calif.
 * San Bernardino, Calif.
 Delta, Col.
 La Junta, Col.
 †*Conn. Bd. of Ed., Hartford, Conn.
 * Orlando, Fla.
 Tallahassee, Fla.
 Elberton, Ga.
 Cairo, Ill.
 † WDAN-TV Danville, Ill.
 Estherville, Iowa
 Iowa City, Iowa
 Wellington, Kan.
 Maysville, Ky.
 Thibodeaux, La.
 Houlton, Me.
 * Baltimore, Md.
 Coldwater, Mich.
 Rogers City, Mich.
 Bemidji, Minn.
 Greenwood, Miss.
 Fulton, Mo.
 Lincoln, Neb.
 Littleton, N. H.
 Belen, N. M.
 † WTVE (TV) Elmira, N. Y.
 Ogdensburg, N. Y.
 * Bismarck, N. D.
 † L. A. Harvey, Salem, Ore.
 Cookeville, Tenn.
 † KTVA (TV) Austin, Tex.
 Odessa, Tex.
 Seymour, Tex.
 Texarkana, Tex.
 Ogden, Utah
 † WBTM-TV Danville, Va.
 Bellingham, Wash.
 Pullman, Wash.
 * Morgantown, W. Va.
 * Chilton, Wis.
 Cody, Wyo.
 Wheatland, Wyo.
- Ch. 25 (536-542 mc)**
 Clifton, Ariz.
 Williams, Ariz.
 Brawley, Calif.
 Salida, Col.
 Sterling, Col.
 Belle Glade, Fla.
 St. Augustine, Fla.
 Albany, Ga.
 Dalton, Ga.
 Madison, Ind.
 Ames, Iowa
 † KTAG (TV) Lake Charles, La.
 Rockland, Mich.
 East Tawas, Mich.
 † WJTV (TV) Jackson, Miss.
 † KCTY (TV) Kansas City, Mo.
 Deer Lodge, Mont.
 Tucuman, N. M.
 †*WGTV (TV) New York, N. Y.
 * Utica-Rome, N. Y.
 * Cleveland, Ohio
 † Okla. County TV & Bestg. Co., Oklahoma City, Okla.
 Altoona, Pa.
 † WCOS-TV Columbia, S. C.
 Brookings, S. D.
 Humboldt, Tenn.
 Athens, Tex.
 Ballinger, Tex.
 Cuero, Tex.
 Emporia, Va.
 Kennewick, Wash.
 Welch, W. Va.
 Eau Claire, Wis.
 † WCAN-TV Milwaukee, Wis.
- Ch. 26 (542-548 mc)**
 * Montgomery, Ala.
 El Dorado, Ark.
 San Francisco-Oakland, Calif.
 Santa Barbara, Calif.
 † KDEN (TV) Denver, Col.
 † WNLC-TV New London, Conn.
 * Washington, D. C.
 Leesburg, Fla.
 Vidalia, Ga.
 Emmett, Idaho
 † WHFC-TV Chicago, Ill.
 * Springfield, Ill.
 Indianapolis, Ind.
 * Cedar Rapids, Iowa
 McPherson, Kan.
 Madisonville, Ky.
 New Orleans, La.
 * Ann Arbor, Mich.
 * Traverse City, Mich.
 Northfield, Minn.
 Virginia, Minn.
 Maryville, Mo.
 * Springfield, Mo.
 Berlin, N. H.
 † WTOB-TV Winston-Salem, N. C.
 Carrington, N. D.
 Cambridge, Ohio
 Okmulgee, Okla.
 Eugene, Ore.
 Lead, S. D.
- Ch. 27 (548-554 mc)**
 Thomasville, Ala.
 San Diego, Calif.
 Tulare, Calif.
 Stamford-Norwalk, Conn.
 Miami, Fla.
 Thomasville, Ga.
 Rexburg, Idaho
 Wallace, Idaho
 Champaign-Urbana, Ill.
 * Fort Wayne, Ind.
 Webster City, Iowa
 Fort Scott, Kan.
 Abbeville, La.
 Iron Mountain, Mich.
 Wadena, Minn.
 Greenville, Miss.
 Caruthersville, Mo.
 Hannibal, Mo.
 Hastings, Neb.
 Reno, Nev.
 Concord, N. H.
 Clayton, N. M.
 Lovington, N. M.
 Rochester, N. Y.
 Hendersonville, N. C.
 † WKBN-TV Youngstown, Ohio
 * Durant, Okla.
 * Enid, Okla.
 † KPTV (TV) Portland, Ore.
 Harrisburg, Pa.
 Georgetown, S. C.
 Moberge, S. D.
 Fayetteville, Tenn.
 El Campo, Tex.
 Norfolk-Portsmouth, Va.
 † WROV-TV Roanoke, Va.
 † WKOW-TV Madison, Wis.
 Torrington, Wyo.
- Ch. 28 (554-560 mc)**
 Miami, Ariz.
 Magnolia, Ark.
 Newport, Ark.
 † KUSC-TV Los Angeles, Calif.
 † KICU (TV) Salinas, Calif.
 Pueblo, Col.
 Bradenton, Fla.
 Brunswick, Ga.
 Columbus, Ga.
 Elgin, Ill.
 Vandalla, Ill.
 Oelwein, Iowa
 Great Bend, Kan.
 Glasgow, Ky.
 † WAFB-TV Baton Rouge, La.
 † WNBI-TV New Bedford, Mass.
 † WCTV (TV) Flint, Mich.
 Sault Ste. Marie, Mich.
 Columbus, Miss.
 Sedalia, Mo.
 Omaha, Neb.
 Plattsburg, N. Y.
 † WETV (TV) Raleigh, N. C.
 Lancaster, Ohio
 * Lawton, Okla.
 Vinita, Okla.
 Pendleton, Ore.
 Roseburg, Ore.
 † WBRE-TV Wilkes-Barre, Pa.
 Kingsport, Tenn.
 Crystal City, Tex.
 Lamesa, Tex.
 * Waco, Tex.
 * Provo, Utah
 Winchester, Va.
 Everett, Wash.
 Newcastle, Wyo.
- Ch. 29 (560-566 mc)**
 Andalusia, Ala.
 † KAFY-TV Bakersfield, Calif.
 Jacksonville, Ill.
 Marion, Ind.
 Junction City, Kan.
 Somerset, Ky.
 Augusta, Me.
 Muskegon, Mich.
 Hastings, Neb.
 Corinth, Miss.
 Natchez, Miss.
 Fallon, Nev.
 Gloversville, N. Y.
 Wilmington, N. C.
 Canton, Ohio
 Stillwater, Okla.
 † WIP-TV Philadelphia, Pa.
 * Greenville, S. C.
 † KLIF-TV Dallas, Tex.
 Plainview, Tex.
 Richmond, Va.
 † KIMA-TV Yakima, Wash.
 Buffalo, Wyo.
- Ch. 30 (566-572 mc)**
 Coolidge, Ariz.
 Batesville, Ark.
 Madera, Calif.
 San Bernardino, Calif.
 Walsenburg, Col.
 † WKNB-TV New Britain, Conn.
 Jacksonville, Fla.
 * Panama City, Fla.
 * Atlanta, Ga.
 * Bloomington, Ind.
 * Davenport-Rock Island-Moline (Iowa), Ill.
 * Sioux City, Iowa
 Houma, La.
 Minden, La.
 Alpena, Mich.
 † WCOC-TV Meridian, Miss.
 Joplin, Mo.
 St. Joseph, Mo.
 † KFUV-TV Clayton, Mo.
 Hickory, N. C.
 Roanoke Rapids, N. C.
 Portsmouth, O.
 * Toledo, O.
 Alva, Okla.
 Astoria, Ore.
 Grants Pass, Ore.
 Nashville, Tenn.
 * Austin, Tex.
 Snyder, Tex.
 Logan, Utah
 * St. Johnsbury, Vt.
 * Shell Lake, Wis.
 Powell, Wyo.
- Ch. 31 (572-578 mc)**
 Huntsville, Ala.
 Morenci, Ariz.
 Americus, Ga.
 Kokomo, Ind.
 Tell City, Ind.
 Centerville, Iowa
 Abilene, Kan.
 Ironwood, Mich.
 Petoskey, Mich.
 Willmar, Minn.
 McComb, Miss.
 Rolla, Mo.
 Hawthorne, Nev.
 New York, N. Y.
 Oswego, N. Y.
 Elizabeth City, N. C.
 Lorain, O.
 Norman, Okla.
 DuBois, Pa.
 Lancaster, S. C.
 † KBMT (TV) Beaumont, Tex.
 Pearsall, Tex.
 Richland, Wash.
 Hinton, W. Va.
 Milwaukee, Wis.
 Gillette, Wyo.
- Ch. 32 (578-584 mc)**
 Montgomery, Ala.
 Oxnard, Calif.
 San Francisco-Oakland, Calif.
 Longmont, Col.
 Clearwater, Fla.
 Douglas, Ga.
 Centralia, Ill.
 Chicago, Ill.
 Richmond, Ind.
 Burlington, Iowa
 Red Oak, Iowa
 New Orleans, La.
 Lowell, Mass.
 Duluth-Superior (Minn.), Wis.
 Worthington, Minn.
 Clarksdale, Miss.
 Springfield, Mo.
 * Winston-Salem, N. C.
 Valley City, N. D.
 Clinton, Okla.
 The Dalles, Ore.
 Lock Haven, Pa.
 Oak Ridge, Tenn.
 Littlefield, Tex.
 † East Texas TV Co., Longview, Tex.
 Mercedes, Tex.
 Stephenville, Tex.
 Weston, W. Va.
 * La Crosse, Wis.
 Marinette, Wis.
- Ch. 33 (584-590 mc)**
 Searcy, Ark.
 Delano, Calif.
 San Diego, Calif.
 Lake City, Fla.
 Miami, Fla.
 Carrollton, Ga.
 Blackfoot, Idaho
 Kellogg, Idaho
 Champaign-Urbana, Ill.
 Fort Wayne, Ind.
 Knoxville, Iowa
 Coffeyville, Kan.
 Murray, Ky.
 St. Cloud, Minn.
 Laurel, Miss.
 Jefferson City, Mo.
 Norfolk, Neb.
 Yerington, Nev.
 Batavia, N. Y.
- Ch. 34 (590-596 mc)**
 † WEEU-TV Reading, Pa.
 Abilene, Tex.
 Bay City, Tex.
 Borger, Tex.
 Paris, Tex.
 Bennington, Vt.
 † WHYU-TV Newport News, Va.
 * Roanoke, Va.
 Longview, Wash.
 † WMTV (TV) Madison, Wis.
- Ch. 35 (596-602 mc)**
 Springdale, Ark.
 Sanford, Fla.
 Bainbridge, Ga.
 Toccoa, Ga.
 La Salle, Ill.
 Mason, City, Iowa
 Danville, Ky.
 Waterville, Me.
 † WTVM (TV) Muskegon, Mich.
 Columbia, Miss.
 Moberly, Mo.
 Fairbury, Neb.
 Clovis, N. M.
 Schenectady, N. Y.
 * Wilmington, N. C.
 † WIMA-TV Lima, Ohio
 Erie, Pa.
 * Philadelphia, Pa.
 Watertown, S. D.
 Galveston, Tex.
 Mount Pleasant, Tex.
 San Antonio, Tex.
 Martinsville, Va.
 * Omak-Okanogan, Wash.
 Fairmount, W. Va.
- Ch. 36 (602-608 mc)**
 Pine Bluff, Ark.
 † KTVU (TV) Stockton, Calif.
 Canon City, Col.
 Jacksonville, Fla.
 Panama City, Fla.
 Atlanta, Ga.
 Bloomington, Ind.
 Davenport-Rock Island-Moline (Iowa), Ill.
 † KWTV (TV) Sioux City, Iowa
 Pratt, Ky.
 Harlan, Ky.
 Morgan City, La.
 † Regional TV Corp., Northampton, Mass.
 Cheboygan, Mich.
 † WKMI-TV Kalamazoo, Mich.
 Alexandria, Minn.
 * Meridian, Miss.
 * St. Joseph, Mo.
 † KSTM-TV St. Louis, Mo.
 Charlotte, N. C.
 Mansfield, Ohio
 Altus, Okla.
 † WRAK-TV Williamsport, Pa.
 Nashville, Tenn.
 Brownsville, Tex.
 Jacksonville, Tex.
 Brigham, Utah
 Staunton, Va.
 Lovell, Wyo.
- Ch. 37 (608-614 mc)**
 Anniston, Ala.
 Valdosta, Ga.
 * Peoria, Ill.
 Algona, Iowa
 Winchester, Ky.
 Brookhaven, Miss.
 Sikeston, Mo.
 Carson City, Nev.
 Claremont, N. H.
 Paterson, N. J.
 Auburn, N. Y.
 * Norman, Okla.

TELEVISION ALLOCATIONS BY CHANNELS

* Channel reserved for noncommercial educational use † Post freeze grantee not on the air as of Feb. 16 ‡ Post freeze station on the air and operating commercially § Existing (pre-freeze) station

Baker, Ore.
Springfield, Ore.
Meadville, Pa.
* Beaumont-Port Arthur, Tex.
Pulaski, Va.
Grand Coulee, Wash.
Beaver Dam, Wis.

Ch. 38 (614-620 mc)

Troy, Ala.
San Buenaventura, Calif.
San Francisco-Oakland, Calif.
Loveland, Col.
† WSUN-TV St. Petersburg, Fla.
Chicago, Ill.
Mt. Vernon, Ill.
Connersville, Ind.
Burlington, Iowa
Pittsburg, Kan.
Lafayette, La.
Lawrence, Mass.
† WFTV (TV) Duluth, Minn.
Tupelo, Miss.
Falls City, Neb.
Sanford, N. C.
Rugby, N. D.
Lewistown, Pa.
Sioux Falls, S. D.
Cleveland, Tenn.
Beeville, Tex.
Levelland, Tex.
Longview, Tex.
Mineral Wells, Tex.
La Crosse, Wis.
* Marinette, Wis.

Ch. 39 (620-626 mc)

Jonesboro, Ark.
San Diego, Calif.
Griffin, Ga.
† WTVO (TV) Rockford, Ill.
Bedford, Ind.
Carroll, Iowa
Emporia, Kan.
Big Rapids, Mich.
Stillwater, Minn.
Glens Falls, N. Y.
Shelby, N. C.
Duncan, Okla.
Allentown, Pa.
Sharon, Pa.
Columbia, Tenn.
† KNUZ-TV Houston, Tex.
Front Royal, Va.
Kelso, Wash.

Ch. 40 (626-632 mc)

Enterprise, Ala.
Guntersville, Ala.
Benton, Ark.
Riverside, Calif.
Sacramento, Calif.
Dover, Del.
Galesburg, Ill.
Marion, Ill.
* South Bend, Ind.
Cambellsville, Ky.
KHTV (TV) Baton Rouge, La.
Gladstone, Mich.
Fairmont, Minn.
Marshall, Mo.
Beatrice, Neb.
Binghampton, N. Y.
Durham, N. C.
Fargo, N. D.
Columbus, Ohio
Ponca City, Okla.
Elizabethton, Tenn.
Childress, Tex.
Kingsville, Tex.
Lampassas, Tex.
Nacogdoches, Tex.
Montpelier, Vt.
Elkins, W. Va.
Greybull, Wyo.

Ch. 41 (632-638 mc)

Florence, Ala.
Fayetteville, Ark.
* Macon, Ga.
Preston, Idaho
† WLOU-TV Louisville, Ky.
Belfast, Me.
Alma, Mich.
Vicksburg, Miss.
Trenton, N. J.
Albany-Schenectady-Troy, N. Y.
Laurinburg, N. C.
* Erie, Pa.
Vermillion, S. D.
† KTVR (TV) Galveston, Tex.
San Antonio, Tex.
Sulphur Springs, Tex.
Petersburg, Va.
Kennewick-Richland-Pasco, Wash.
Bluefield, W. Va.

Ch. 42 (638-644 mc)

† WSGN-TV Birmingham, Ala.
* Mobile, Ala.
Stockton, Calif.
Columbus, Ind.
Davenport-Rock Island-Moline (Iowa), Ill.
Spencer, Iowa
Topeka, Kan.
Greenfield, Mass.

Benton Harbor, Mich.
† WLL-TV St. Louis, Mo.
* Charlotte, N. C.
Jamestown, N. D.
† WLEC-TV Sandusky, Ohio
Sapulpa, Okla.
Emporium, Pa.
Memphis, Tenn.
Springfield, Tenn.
Henderson, Tex.
Quanah, Tex.
Raymondville, Tex.
Waynesboro, Va.
† WNAM-TV Neenah, Wis.

Ch. 43 (644-650 mc)

Morrilton, Ark.
Visalia, Calif.
† WICC-TV Bridgeport, Conn.
Cordele, Ga.
† WEEK-TV Peoria, Ill.
Creston, Iowa
Winfield, Kan.
Frankfort, Ky.
Paducah, Ky.
† KFAZ (TV) Monroe, La.
New Ulm, Minn.
Laconia, N. H.
† WHTV (TV) Syracuse, N. Y.
Defiance, Ohio
Lebanon, Ore.
Butler, Pa.
† WSBA-TV York, Pa.
Marion, S. C.
† WTVT (TV) Chattanooga, Tenn.
Bonham, Tex.
Orange, Tex.
Ephrata, Wash.
* Charleston, W. Va.

Ch. 44 (650-656 mc)

Eufala, Ala.
Paragould, Ark.
San Francisco-Oakland, Calif.
Santa Maria, Calif.
Fort Collins, Col.
De Land, Fla.
Chicago, Ill.
Vincennes, Ind.
Decorah, Iowa
Keokuk, Iowa
Iola, Kan.
Boston, Mass.
Pontiac, Mich.
Cloquet, Minn.
* Biloxi, Miss.
Piqua, Ohio
Frederick, Okla.
State College, Pa.
Orangeburg, S. C.
* Sioux Falls, S. D.
Pulaski, Tenn.
Tooele, Utah
Covington, Va.
Bremerton, Wash.
Sturgeon Bay, Wis.

Ch. 45 (656-662 mc)

Tuscaloosa, Ala.
Cairo, Ga.
* Rockford, Ill.
Atlantic, Iowa
Princeton, Ky.
Cadillac, Mich.
Owatonna, Minn.
Mexico, Mo.
Keene, N. H.
Kinston, N. C.
Wahpeton, N. D.
* Muskogee, Okla.
† WKST-TV New Castle, Pa.
Laurens, S. C.
Floydada, Tex.
Waxahachie, Tex.
* Charlottesville, Va.
* Wenatchee, Wash.

Ch. 46 (662-668 mc)

Malvern, Ark.
Riverside, Calif.
Sacramento, Calif.
Pensacola, Fla.
Mattoon, Ill.
South Bend, Ind.
Grinnell, Iowa
Parsons, Kan.
Franklin, La.
† WSEE-TV Fall River, Mass.
Bad Axe, Mich.
Louisville, Miss.
† WFPG-TV Atlantic City, N. J.
Hobbs, N. M.
Raton, N. M.
† WTVZ (TV) Binghampton, N. Y.
Dunkirk, N. Y.
Durham, N. C.
Springfield, Ohio
McMinnville, Ore.
Chambersburg, Pa.
Madison, S. D.
Bristol, Tenn.-Bristol, Va.
Dyersburg, Tenn.
McMinnville, Tenn.
Lufkin, Tex.
Sherman, Tex.
* Logan, Utah
Newport, Vt.
* Wausau, Wis.

Ch. 47 (668-674 mc)

Sheffield, Ala.
Fresno, Calif.
† Macon TV Co., Macon, Ga.
Dixon, Ill.
* Lafayette, Ind.
Concordia, Kan.
* Portland, Me.
Mount Pleasant, Mich.
Jackson, Miss.
New Brunswick, N. J.
Tiffin, Ohio
McAlester, Okla.
† WTVQ (TV) Pittsburgh, Pa.
Sumter, S. C.
Corsicana, Tex.
* Galveston, Tex.
Fredericksburg, Va.
* Yakima, Wash.

Ch. 48 (674-680 mc)

† WJLN-TV Birmingham, Ala.
† WKAB-TV Mobile, Ala.
San Jose, Calif.
Moultrie, Ga.
Alton, Ill.
Joliet, Ill.
* Topeka, Kan.
Jennings, La.
† WIBM-TV Jackson, Mich.
Manchester, N. H.
Wildwood, N. J.
† WWNY-TV Watertown, N. Y.
Gastonia, N. C.
* Cincinnati, Ohio
Guthrie, Okla.
Bradford, Pa.
Gallatin, Tenn.
Memphis, Tenn.
College Station, Tex.
San Benito, Tex.
† WOSH-TV Oshkosh, Wis.

Ch. 49 (680-686 mc)

Greenville, Ala.
Conway, Ark.
Visalia, Calif.
† WSJL (TV) Bridgeport, Conn.
Pekin, Ill.
† WLBC-TV Muncie, Ind.
Marshalltown, Iowa
Arkansas City, Kan.
Mayfield, Ky.
Yazoo City, Miss.
Clinton, Mo.
Columbus, Neb.
Southern Pines, N. C.
† WAKR-TV Akron, Ohio
Corvallis, Ore.
† WNOW-TV York, Pa.
† WOUC (TV) Chattanooga, Tenn.
Gainesville, Tex.
Jasper, Tex.
Rutland, Vt.
Ellensburg, Wash.
Charleston, W. Va.
Racine, Wis.

Ch. 50 (686-692 mc)

Camden, Ark.
Santa Rosa, Calif.
Greeley, Col.
La Grange, Ga.
Evansville, Ind.
Gary, Ind.
Fort Madison, Iowa
Chanute, Kan.
† WEHT (TV) Henderson, Ky.
Boston, Mass.
Detroit, Mich.
Biloxi, Miss.
Nebraska City, Neb.
Hornell, N. Y.
Rocky Mount, N. C.
† WHIZ-TV Zanesville, Ohio
Ada, Okla.
Lawrenceburg, Tenn.
Mexia, Tex.
Marion, Va.
Bremerton, Wash.
Sparta, Wis.

Ch. 51 (692-698 mc)

Tuscaloosa, Ala.
Tallahassee, Fla.
Milledgeville, Ga.
Logansport, Ind.
Louisville, Ky.
Hammond, La.
Saginaw, Mich.
Austin, Minn.
Rochester, N. H.
* Greensboro, N. C.
Blackwell, Okla.
† WLEV-TV Bethlehem, Pa.
Maryville, Tenn.
Paris, Tenn.
Weatherford, Tex.
† Polan Industries, Wheeling, W. Va.

Ch. 52 (698-704 mc)

Hot Springs, Ark.
Corona, Cal.
Yuba City, Calif.
Gainesville, Ga.
Elkhart, Ind.

Princeton, Ind.
Oskaloosa, Iowa
Olathe, Kan.
Fresno, Md.
Barnstable, Mass.
Kosciusko, Miss.
Farmington, Mo.
Fremont, Neb.
† Matta Enterprises, Atlantic City, N. J.
* Raton, N. M.
Amsterdam, N. Y.
Henderson, N. C.
Springfield, Ohio
Brenham, Tex.
Denison, Tex.
Falfurrias, Tex.
Norton, Va.
Hoquiam, Wash.

Ch. 53 (704-710 mc)

Fresno, Calif.
† WATR-TV Waterbury, Conn.
Cedartown, Ga.
Lincoln, Ill.
Bastrop, La.
† WPMT (TV) Portland, Me.
Ahoskie, N. C.
Salisbury, N. C.
Findlay, Ohio
Shawnee, Okla.
† WKJF-TV Pittsburg, Pa.
Clarksville, Tenn.
San Marcos, Tex.
Terrell, Tex.
* Huntington, W. Va.

Ch. 54 (710-716 mc)

Bessemer, Ala.
Helena, Ark.
San Jose, Calif.
Quincy, Fla.
† WTVI (TV) Belleville, Ill.
Fairfield, Iowa
Leavenworth, Kan.
Oakdale, La.
WLS-TV Lansing, Mich.
Nashua, N. H.
Olean, N. Y.
Cincinnati, Ohio
Pryor Creek, Okla.
Aiken, S. C.
Morristown, Tenn.
Bryan, Tex.
Lexington, Va.
Fond du Lac, Wis.

Ch. 55 (716-722 mc)

Muncie, Ind.
El Dorado, Kan.
Rumford, Me.
† WHYN-TV Holyoke, Mass.
Rochester, Minn.
Mount Airy, N. C.
* Akron, Ohio
Ardmore, Okla.
Albany, Ore.
† WHP-TV Harrisburg, Pa.
Lake City, S. C.
* Chattanooga, Tenn.
Union City, Tenn.
Wenatchee, Wash.
Racine, Wis.

Ch. 56 (722-728 mc)

* Auburn, Ala.
Petaluma, Calif.
* Evansville, Ind.
Hammond, Ind.
Dubuque, Iowa
Boston, Mass.
* Detroit, Mich.
† WGCM-TV Gulfport, Miss.
West Point, Miss.
Carthage, Mo.
Cortland, N. Y.
* Asheville, N. C.
Wilson, N. C.
Chillicothe, Ohio
El Reno, Okla.
† WARD-TV Johnstown, Pa.
Crockett, Tex.
* Tacoma, Wash.

Ch. 57 (728-734 mc)

Norwich, Conn.
Marietta, Ga.
* Terre Haute, Ind.
Middlesborough, Ky.
† WKNX-TV Saginaw, Mich.
Albert Lea, Minn.
† WCOG-TV Greensboro, N. C.
† WGLV (TV) Easton, Pa.
Cleburne, Tex.
* Wheeling, W. Va.
† WGEZ-TV Beloit, Wis.

Ch. 58 (734-740 mc)

Selma, Ala.
Shelbyville, Ind.
Muscatine, Iowa.
Opelousas, La.
† WBCK-TV Battle Creek, Mich.
† WRTV (TV) Atlantic City, N. J.
† WJTN-TV Jamestown, N. Y.

(Continued on page 394)

TELEVISION ALLOCATIONS BY CHANNELS

* Channel reserved for noncommercial educational use † Post freeze grantee not on the air as of Feb. 16 ‡ Post freeze station on the air and operating commercially § Existing (pre-freeze) station

(Continued from page 393)

Mount Vernon, Ohio
Anadarko, Okla.
Miami, Okla.
Anderson, S. C.
Lebanon, Tenn.
Hebronville, Tex.
Taylor, Tex.
Brattleboro, Vt.
Aberdeen, Wash.
Martinsburg, W. Va.

* Adams, Wis.

Ch. 59 (740-746 mc)

New Haven, Conn.

* Wilmington, Del.

Rome, Ga.
Centralia, Ill.

† WFAM-TV Lafayette, Ind.

† WPTV (TV) Ashland, Ky.

Biddeford, Me.

† WBES-TV Buffalo, N. Y.

Kannapolis, N. C.
Fremont, Ohio
Seminole, Okla.
Kilgore, Tex.
Sheboygan, Wis.

Ch. 60 (746-752 mc)

Cullman, Ala.
San Jose, Calif.
Athens, Ga.
Kewanee, Ill.
Washington, Ind.

Atchison, Kan.
Richmond, Ky.

† WITH-TV Baltimore, Md.

† WKAR-TV East Lansing, Mich.

Middletown, N. Y.
Newark, Ohio

* Blacksburg, Va.
Olympia, Wash.

Ch. 61 (752-758 mc)

Newman, Ga.
* Carbondale, Ill.
Macomb, Ill.
Anderson, Ind.
New Orleans, La.

† WWLP (TV) Springfield, Mass.

Winona, Minn.

Akron, Ohio
Pauls Valley, Okla.

‡ WHUM-TV Reading, Pa.

Rock Hill, S. C.
Kenosha, Wis.

Ch. 62 (758-764 mc)

Napa, Calif.
Evansville, Ind.
Michigan City, Ind.
Dubuque, Iowa
Alexandria, La.

† WFMD-TV Frederick, Md.

Brockton, Mass.
Detroit, Mich.

Oneonta, N. Y.

† WISE-TV Asheville, N. C.

Athens, Ohio
Bartlesville, Okla.
Shelbyville, Tenn.
Greenville, Tex.
New Braunfels, Tex.
Tacoma, Wash.

Ch. 67 (788-794 mc)

* DeKalb, Ill.
Indianapolis, Ind.
Lafayette, Ind.
† WHHH-TV Warren, Ohio
Allentown, Pa.
† WNOK-TV Columbia, S. C.
Harriman, Tenn.

Ch. 68 (794-800 mc)

Fall River, Mass.

* Clemson, S. C.

Ch. 69 (800-806 mc)

Fort Wayne, Ind.
Bogalusa, La.
* Andover, N. J.
* Stillwater, Okla.

Ch. 70 (806-812 mc)

* Hammonton, N. J.
Newberry, S. C.

Ch. 71 (812-818 mc)

†*Conn. Bd. of Ed., Bridgeport, Conn.
* Muncie, Ind.
† WTPA (TV) Harrisburg, Pa.

Ch. 72 (818-824 mc)

(Channel not assigned)

Ch. 73 (824-830 mc)

* Bay City, Mich.
† WLOK-TV Lima, Ohio
‡ WFMJ-TV Youngstown, Ohio
† WTVU (TV) Scranton, Pa.
Dallas, Tex.

Ch. 74 (830-836 mc)

Blytheville, Ark.
North Adams, Mass.
* Freehold, N. J.
Cincinnati, Ohio

Ch. 75 (836-842 mc)

(Channel not assigned)

Ch. 76 (842-848 mc)

(Channel not assigned)

Ch. 77 (848-854 mc)

* Montclair, N. J.

Ch. 78 (854-860 mc)

(Channel not assigned)

Ch. 79 (860-866 mc)

(Channel not assigned)

Ch. 80 (866-872 mc)

* Camden, N. J.

Ch. 81 (872-878 mc)

New London, Conn.

Ch. 82 (878-884 mc)

(Channel not assigned)

Ch. 83 (884-890 mc)

Wilmington, Del.
* Poughkeepsie, N. Y.

[Note: FCC from time to time re-assigns uhf allocations to correct sub standard spacing and for other reasons; these changes will be published in BROADCASTING • TELECASTING.]

Required Channel Shifts

Channel Shifts Required of Existing (Pre-freeze) Stations Provided for FCC Sixth Report & Order [B.T., April 14, 1952]

LISTED BY STATES

Station and Location	Former Assignment	New Assignment	Station and Location	Former Assignment	New Assignment
WBRC-TV Birmingham, Ala.	4	6	WKRC-TV Cincinnati, Ohio	11	12
WNHC-TV New Haven, Conn.	6	8	WLWT (TV) Cincinnati, Ohio	4	5
WDEL-TV Wilmington, Del.	7	12	WNBK (TV) Cleveland, Ohio	4	3
WLTV (TV) Atlanta, Ga.	8	11	WXEL (TV) Cleveland, Ohio	9	8
WBBM-TV Chicago, Ill.	4	2	WLWC (TV) Columbus, Ohio	3	4
WTTV (TV) Bloomington, Ind.	10	4	WHIO-TV Dayton, Ohio	13	7
WOI-TV Ames, Iowa	4	5	WLWD (TV) Dayton, Ohio	5	2
WOC-TV Davenport, Iowa	5	6	WJAC-TV Johnstown, Pa.	13	6
WAVE-TV Louisville, Ky.	5	3	WGAL-TV Lancaster, Pa.	4	8
WHAS-TV Louisville, Ky.	9	11	WDTV (TV) Pittsburgh, Pa.	3	2
WOOD-TV Grand Rapids, Mich.	7	8	WJAR-TV Providence, R. I.	11	10
WRGB-TV Schenectady, N. Y.	4	6	WMCT (TV) Memphis, Tenn.	4	5
WHAM-TV Rochester, N. Y.	6	5	WTAR-TV Norfolk, Va.	4	3
WSYR-TV Syracuse, N. Y.	5	3	WSAZ-TV Huntington, W. Va.	5	3
WCPO-TV Cincinnati, Ohio	7	9	WTMJ-TV Milwaukee, Wis.	3	4

Ch. 64 (770-776 mc)

Talladega, Ala.
Blytheville, Ark.
Clinton, Iowa
Lexington, Ky.
Eunice, La.
Pittsfield, Mass.
† WBKZ-TV Battle Creek, Mich.
Bridgeton, N. J.
Statesville, N. C.
Chickasha, Okla.
Oil City, Pa.
Gonzales, Tex.
† WCHV-TV Charlottesville, Va.

Ch. 65 (776-782 mc)

Meriden, Conn.
Streator, Ill.
Newton, Iowa
Bath, Me.
Kansas City, Mo.
Cleveland, Ohio
Hamilton-Middletown, Ohio
Sunbury, Pa.
Union, S. C.
Tullahoma, Tenn.
McKinney, Tex.
* Ellensburg, Wash.
Manitowoc, Wis.

Ch. 66 (782-788 mc)

* Gary, Ind.
† WKNY-TV Kingston, N. Y.
* Malone, N. Y.
Muskogee, Okla.
Erie, Pa.
* Richland Center, Wis.

COMMUNITY TELEVISION STATIONS

FOLLOWING list of Community Television Systems is based on returns to a B.T. questionnaire, plus information from National Community Television Assn., Jerrold Electronics Corp., and RCA. Number of subscribers is as of October 1, 1952.

ARKANSAS

Fayetteville—Arkansas Transvideo Co., 900 Leaverette St. Executive: F. J. Stevenson, general manager.

CALIFORNIA

Armstrong—Alarm Corp., P. O. Box 3455. Telephone: 8-0012. Began operation: October 1951. Antenna location: Pebble Beach. Make of antenna: Composite. Stations relayed: KPIX San Francisco (Ch. 5) and KRON-TV San Francisco (Ch. 4). Executives: G. B. Henderson, president; Owen Patrick, vice president; E. G. Pratt, secretary-treasurer.

Concord-Pleasant Hills—Television Transmission Inc., 205 Hookston Rd., Concord, Cal. Telephone: Walnut Creek 9308. Began operation: December 1952. Make of antenna: Scala (Spencer-Kennedy). Stations relayed: KPIX San Francisco (Ch. 5), KRON-TV San Francisco (Ch. 4), KGO-TV San Francisco (Ch. 7). Executives: William A. Gentry, president; O. W. Meek, vice president; C. M. Anderson, secretary-treasurer.

Hidden Valley—Television Transmission Inc., 205 Hookston Rd., Concord, Cal. Telephone: Walnut Creek 9308. Began operation: October 1951. Make of antenna: Scala (Jerrold equipment). Stations relayed: KPIX San Francisco (Ch. 5), KRON-TV San Francisco (Ch. 4), and KGO-TV San Francisco (Ch. 7). Number of subscribers: 42. Executives: William A. Gentry, president; O. W. Meek, vice president; C. M. Anderson, secretary-treasurer.

Laguna Beach—Tel-I-Clear Systems Inc., 334 Glenneire St. Telephone: 4-1413. Began operation: October 1952. Antenna location: Laguna Hill. Make of antenna: Jerrold. Stations relayed: KHJ-TV Los Angeles (Ch. 9), KNBH Los Angeles (Ch. 4), KTLA Los Angeles (Ch. 5), KECA-TV Los Angeles (Ch. 7), KNXT Los Angeles (Ch. 2), KTTV Los Angeles (Ch. 11), KLAC-TV Los Angeles (Ch. 13). Executives: Lewis L. Lemieux, president; J. C. Lauer, vice president; Mary D. Bigelow, secretary-treasurer.

Martinez—Television Transmission Inc., 205 Hookston Rd., Concord, Cal. Telephone: Walnut Creek 9308. Began operation: August 1952. Make of antenna: Scala (Jerrold equipment). Stations relayed: KPIX San Francisco (Ch. 5), KRON-TV San Francisco (Ch. 4), KGO-TV San Francisco (Ch. 7). Executives: William A. Gentry, president; O. W. Meek, vice president; C. M. Anderson, secretary-treasurer.

Orinda—Television Transmission Inc., 205 Hookston Rd., Con-

cord, Cal. Telephone: Walnut Creek 9308. Began operation: September 1952. Make of antenna: Scala (Spencer-Kennedy). Stations relayed: KPIX San Francisco (Ch. 5), KRON-TV San Francisco (Ch. 4), KGO-TV San Francisco (Ch. 7). Executives: William A. Gentry, president; O. W. Meek, vice president; C. M. Anderson, secretary-treasurer.

Orinda—TV Master Antenna System Inc., Box 533. Began operation: June 1952. Executive: C. O. Davey, president.

Palm Springs—International Telemeter Corp., 464 N. Palm Canyon Drive. Executive: Carl Leserman, president.

Sun Valley-Walnut Creek—Television Transmission Inc., 205 Hookston Rd., Concord, Cal. Telephone: Walnut Creek 9308. Began operation: October 1952. Make of antenna: Scala (Jerrold equipment). Stations relayed: KPIX San Francisco (Ch. 5), KRON-TV San Francisco (Ch. 4), KGO-TV San Francisco (Ch. 7). Executives: William A. Gentry, president; O. W. Meek, vice president; C. M. Anderson, secretary-treasurer.

ILLINOIS

Peru—Television Transmission Co., 301 Peru St. Telephone: 1106. Began operation: January 1952. Antenna location: quarter-mile N. of city limits. Stations relayed: WBKB Chicago (Ch. 4), WNBQ Chicago (Ch. 5), WGN-TV Chicago (Ch. 9), WHBF-TV Rock Island (Ch. 4), WOC-TV Davenport (Ch. 5). Number of subscribers: 325. Executives: Richard J. Stretch, president; E. E. Leasure Jr., vice president and secretary; A. Kahn, vice president; E. S. Nelson Sr., vice president; V. K. Lespinasse, vice president; E. S. Nelson Jr., vice president.

INDIANA

Channelton—Channel Towers. Telephone: 782W. Began operation: June 1952. Stations relayed: WHAS-TV Louisville (Ch. 9) and WAVE-TV Louisville (Ch. 5). Number of subscribers: 35. Executives: Albert Gerber, Hughes Owens, Dr. H. C. Richardson, Arnold Mulzer, Charles G. Gerber (all partners).

KENTUCKY

Alexandria—Leckie Collieries.

Burton—Inland Steel Co. Executive: George Leatherman.

Frankfort—City of Frankfort.

Hazard—Hazard Television Co. Telephone: 295. Began operation: July 1951. Stations relayed: WSAZ-TV Huntington, W. Va. (Ch. 5). Number of subscribers: 156. Executives: Clarine Daniels, president; E. J. Davis, vice president; J. C. Loudy, secretary-treasurer.

Lynch—Union Supply Co.

Paintsville—Brown Radio

Pikesville—Valley Television Service Inc. Telephone: 547. Make of antenna: Jerrold. Stations relayed: WSAZ-TV Huntington, W. Va. (Ch. 5). Number of subscribers: 175. Executives: R. G. Wells Jr., president; Wal-

ter R. Wells, vice president; Margaret Wells, secretary-treasurer.

Price—Inland Steel Co. Executive: George Leatherman.

Wheelwright—Inland Steel Co. Began operation: September 1951. Executives: E. R. Price and George Leatherman, managers.

Whitesburg—Saylor Radio & Television Co. Executive: R. B. Saylor.

MAINE

Bath—Maine Television Inc., Front St. Began operation: March 1952. Executive: Summer Sewell, president.

MARYLAND

Cumberland—Potomac Valley Television Co. Inc., 100 S. Liberty St. Telephone: 4908. Began operation: December 1951. Antenna location: Irons Mt. Make of antenna: RCA. Stations relayed: WJAC-TV Johnstown (Ch. 13), WDTV Pittsburgh (Ch. 3), WTTG Washington (Ch. 5). Number of subscribers: 511. Executives: J. Holland Rannels, president; Buford Sallie, vice president; Anita Rannels, secretary-treasurer.

Hancock—Community Television Inc. Began operation: March 1952. Executive: Stanley Fulton, president.

MASSACHUSETTS

Athol-Orange—Mohawk Valley Television Inc., 3 S. Main St., Orange, Mass. Antenna location: Approximately two miles E of Athol. Stations relayed: WBZ-TV Boston (Ch. 4), WNAC-TV Boston (Ch. 7). Executive: Ansel E. Gridley, president.

NEW HAMPSHIRE

Laconia—Community T-V Corp. Began operation: June 1952. Antenna location: Mt. Belknap. Executive: A. J. Malin.

NEW YORK

Ellenville—Ulster County Trans-Video Corp., 152 Canal St. Telephone: 798. Began operation: January 1953. Antenna location: Cragmoore, N. Y. Make of antenna: Channel Master. Stations relayed: WABC-TV New York (Ch. 7), WABD New York (Ch. 5), WCBS-TV New York (Ch. 2), WNBTV New York (Ch. 4), WOR-TV New York (Ch. 9), WPIX New York (Ch. 11) and WATV Newark, N. J. (Ch. 13). Number of subscribers: 1,000 (expected). Executives: Norman Tennenbaum, president.

OHIO

New Philadelphia—TV Antenna System Inc., 1216 E. High Ave. Telephone: 4-2794. Began operation: December 1951. Antenna location: Seven Mile Dr. Make of antenna: VDX (Channel Master). Stations relayed: WEWS Cleveland (Ch. 5), WXEL Cleveland (Ch. 9), WNBK Cleveland (Ch. 4). Number of subscribers: 360. Executives: K. G. Walker, president; J. A. Godfrey, vice president; C. C. Daker, secretary-treasurer and general manager.

Sugar Creek—Tower Antennas Inc.

Telephone: 27M. Began operation: June 1952. Antenna location: Shanesville, O. Make of antenna: VDX. Stations relayed: WEWS Cleveland (Ch. 5), WXEL Cleveland (Ch. 9), WNBK Cleveland (Ch. 4). Number of subscribers: 60. Executives: Claude Stevanus, president; Roy Hostetler, vice president; W. L. Beechy, secretary; Roy B. Odenkirk, treasurer.

OKLAHOMA

Duncan—Video Independent Theatres, P.O. Box 1334. Executive: C. O. Fulgham, manager.

Oklahoma City—Oklahoma City Television Co.

OREGON

Astoria—Radio & Electronics Co., 612 Commercial St. Telephone: 33. Began operation: November 1948. Antenna location: 18th & Commercial Sts. Make of antenna: Composite. Stations relayed: KING-TV Seattle (Ch. 5), KPTV Portland (Ch. 27). Number of subscribers: 1,200. Executives: L. E. Parsons, owner; D. W. Davis, manager.

PENNSYLVANIA

Ashland—Ashland Video Co. Inc., 9th & Market Sts. Began operation: June 1951. Executive: Robert N. Kyler.

Bethlehem—Electronic Enterprises Inc., 310 E. Goepf St. Telephone: Union 8-5301. Began operation: September 1952. Antenna location: South Mt. Make of antenna: Jerrold. Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WCAU-TV Philadelphia (Ch. 10). Number of subscribers: 400. Executives: James G. Petrakis, president; John J. Cululi, vice president; Augustine J. Cululi, secretary-treasurer.

Brockton—Schuylkill Valley Trans-Video Corp. Executive: Dominic Vitelli, president.

Brockway—Brockway Television Inc., 957 Fifth Ave. Telephone: 5-75. Began operation: April 1952. Antenna location: Two miles SW of Brockway. Make of antenna: RCA. Stations relayed: WDTV Pittsburgh (Ch. 3), WJAC-TV Johnstown (Ch. 13). Number of subscribers: 164. Executives: Joseph S. Pisoni, chairman; Harry Youngdahl, vice chairman; George C. Morrison, secretary; Fred Edwards Sr., treasurer.

Hamburg—Hamburg Tire Co., 231 N. Third St. Began operation: January 1952. Executives: D. H. Schoener and W. E. Schoener, partners.

Harrisburg—Perfect Television Co. Inc., 1107 N. Third St. Began operation: September 1951. Executive: Eli Kramer.

Hazleton—Mountain City Television Corp., 98 N. Wyoming St. Began operation: February 1952. Executive: Tristram F. Lucian, president.

Honesdale—Kenneth Chapman Co. Executive: Kenneth A. Chapman.

Lansford—Panther Valley Television Co. Inc., Box 232. Began operation: (Continued on page 396)

COMMUNITY TELEVISION STATIONS

(Continued from page 395)

- operation: October 1950. Executive: George H. Bright Jr.
- Lewistown**—Penn Wire Television Co., 28 Valley St. Began operation: January 1952. Executive: G. F. Gardner Jr., president.
- Lock Haven**—Susquehanna Valley Television Corp., 308 N. Grove St. Began operation: September 1951. Executive: Dale Allen, president.
- Mahanoy City**—City Television, 31 E. Center St. Executive: B. M. McLaughlin, manager.
- Mahanoy City** — Service Electric Co. Executive: John Walson-vich, manager.
- Mt. Carmel**—Pyrofax Gas Service.
- Mt. Union**—Mt. Union Antenna Co. Inc. Executive: Gerald D. Lukens.
- Nesquehoning** — R. G. Genslinger Co., 1 E. Catawissa St. Began operation: November 1949. Executive: R. G. Genslinger, president.
- Oil City**—Television Cable Co., 8 East Front St. Telephone: 5-3701. Began operation: December 1951. Antenna location: Clark Summit. Make of antenna: VDX. Stations relayed: WDTV Pittsburgh (Ch. 3) and WJAC-TV Johnstown (Ch. 6). Number of subscribers: 800. Executives: B. A. Drelick, president and manager; Ned Cogswell, treasurer and engineer; John Wolstencroft, director and advertising manager.
- Palmerton**—Palmerton TV Signal Corp., 513 Delaware Ave. Telephone: 6435. Began operation: September 1951. Antenna location: Blue Mt. Make of antenna: Jerrold. Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), and WCAU-TV Philadelphia (Ch. 10). Number of subscribers: 410. Executives: C. E. Reinhard, president; C. C. Helmut, vice president; C. A. Bossard, secretary-treasurer.
- Pottsville**—Trans-Video Corp., P. O. Box 184. Telephone: 6399. Began operation: February 1951. Antenna location: Sharp Mt. Make of antenna: RCA. Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WCAU-TV Philadelphia (Ch. 10). Number of subscribers: 1,827. Executives: M. F. Malarkey Jr., president; M. F. Malarkey, vice president; M. D. Reeves, secretary; P. J. Malarkey, treasurer.
- Pottsville**—Wire Tele-View Corp., 711 Schuylkill Ave. Executive: Clarence F. Schoffstall, manager.
- Plymouth**—Shawnee Television Co. Inc., 49 E. Main St. Telephone: 9-4171. Began operation: May 1951. Antenna location: Larks-ville Mt. Make of antenna: VDX (Channel Master). Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WNBC-TV Binghamton, N. Y. (Ch. 12).
- Number of subscribers: 300. Executives: Robert R. Hosey, president; Henry Turchanik, vice president; Wesley Harris, secretary; Samuel P. Cohen, treasurer; Samuel Fainberg, asst. treasurer.
- Schuylkill Haven**—TV Cable Corp., 19 E. Main St. Began operation: February 1952. Executive: Amos Strause, president.
- Shamokin** — Eastern Pennsylvania Relay Station Inc., 313 N. Shamokin St. Began operation: August 1951. Executive: J. J. Barni.
- Shamokin** — TV Extension Corp., 715 W. Walnut St. Began operation: September 1951. Executive: Walter H. Miller, president.
- Shenandoah** — Shen-Heights TV Assn., 138 N. Jardin St. Telephone: 2-2198. Began operation: October 1951. Antenna location: West Mahanoy Twp. Stations relayed: WCAU-TV Philadelphia (Ch. 10), WFIL-TV Philadelphia (Ch. 6), and WPTZ Philadelphia (Ch. 3). Number of subscribers: 725. Executives: Frank T. Brophy, president.
- St. Clair**—St. Clair Television Co., 61 N. Second St. Began operation: July 1951. Executive: John S. Warner, manager.
- Stroudsburg** — Pocono Television Relay Inc., 240 Lee Ave. Began operation: April 1952. Executive: John M. Price.
- Sunbury**—Millers' T-TV, Seventh & Reagan Sts. Telephone: 2922. Began operation: August 1952. Antenna location: Mile Hill. Make of antenna: Taco. Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6). Number of subscribers: 27. Executives: William E. Miller and Robert Miller (partners).
- Tamaqua**—Tamaqua Television Co. Inc., Centre St. Began operation: June 1951. Executive: Melvin Boyer.
- Warren** — Warren Television Co. Inc.
- Wilkes-Barre** — TeleService Co. of Wyoming Valley, 166 S. Main St. Telephone: 4-8111. Began operation: November 1951. Antenna location: Wyoming Mt. Make of antenna: RCA. Stations relayed: WPTZ Philadelphia (Ch. 3), WFIL-TV Philadelphia (Ch. 6), WNBC-TV Binghamton, N. Y. (Ch. 12). Executives: Ralph Katrosch, president; Clyde Davis, secretary; Michael H. Sheridan, treasurer.
- Williamsport**—West Branch Television Services Inc., 120 Fourth St. Began operation: April 1952. Executive: Joseph L. Lecce, president.
- Williamsport** — Williamsport-Jerrold Television Cable Corp., 454 William St. Began operation: November 1952. Executive: Ray Schneider, president.
- operation: December 1951. Executive: W. Kyle Huddle, president.
- Memphis** — Southern Television System Inc.

VIRGINIA

- Bishop**—Pocohontas Fuel Co. Executive: Fred Little.
- Grundy**—Rife's Radio & Television Co., Stacey, Va. Executive: Barnes and J. A. Rife (partners).
- Harrisonburg**—Blue Ridge Television Corp., Rawley Pike. Telephone: 875. Began operation: August 1952. Antenna location: ¼ mile N. of city limits. Make of antenna: Composite. Stations relayed: Three channels from Washington, D. C. and Richmond, Va. Number of subscribers: 80. Executives: Frederick L. Allman, president; Warren L. Braun, chief engineer; Harold A. Wright, business manager.
- Staunton** — Staunton Video Corp. 27 Middlebrook Ave. Telephone: 5-7493. Began operation: April 1952. Antenna location: Augusta County, Va. Make of antenna: Jerrold. Stations relayed: WTTG Washington (Ch. 5), WTOP-TV Washington (Ch. 9), and WTVR Richmond (Ch. 6). Number of subscribers: 177. Executives: Norwood Rose, president; Thomas L. Huntley, vice president; Randolph V. Tucker, secretary-treasurer.

WASHINGTON

- Seattle**—Holert's, 4201 W. Alaska St. Began operation: June 1952. Executive: Frank T. Holert, president.
- Seattle**—Master TV Antenna System Inc., 203 White Bldg. Telephone: Mutual 1111. Began operation: July 1952. Antenna location: 35th & Cherry Sts. Stations relayed: KING-TV Seattle (Ch. 5). Executives: L. M. Kelley, president; F. W. Nelso, vice president; Dale Graeth, secretary-treasurer.

WEST VIRGINIA

- Algoma**—Algoma Coal & Coke Co. Executive: R. C. Eisel.
- Amherstdale** — Guyan Eagle Co. Co. Began operation: January 1952. Executive: Frank Reeve, manager.
- Coalwood**—Olga Coal Co. Began operation: June 1952. Executive: W. D. Dantzler, manager.

- East Gulf**—C. H. Mead Coal Co. Began operation: May 1952. Executive: H. G. Schmidt, president.

- Gary**—Union Supply Co.
- Helawson**—Merrill Coal Co. Executive: Lee Fraley.

- Kieth**—Red Parrot Coal Co. (Division of North American Coal & Dock Co.). Telephone: Whiteville 3181. Began operation: July 1952. Make of antenna: Jerrold. Stations relayed: WSAZ-TV Huntington, W. V. (Ch. 5). Number of subscribers: 80. Executives: C. G. Evans, general superintendent.

TEXAS

- Denison** — Better Television Inc., 500 W. Main. Telephone: 402. Began operation: March 1952. Antenna location: half-mile SW of Denison. Stations relayed: KRLD-TV Dallas (Ch. 4), WFAA-TV Dallas (Ch. 8), WBAP-TV Fort Worth (Ch. 5). Number of subscribers: 105. Executives: Charles F. Johnson, president; Ralph McCarroll, vice president; Neil W. Shirley, secretary-treasurer.
- Graham** — Television Distributing Co., 610 Oak St. Telephone: 197. Began operation: August 1951. Antenna location: East of city. Make of antenna: RCA. Stations relayed: WBAP-TV Fort Worth (Ch. 5) and KRLD-TV Dallas (Ch. 4). Number of subscribers: 98. Executives: Brown Walker, owner.
- Palestine** — Clearview Television Co. Inc., 207 W. Crawford. Telephone: 2-5273. Executive: Ray Barnes.
- Paris**—Tele-Vue Products Co., 325 W. Houston St., Sherman. Telephone: 801 (Sherman). Began operation: January 1953. Stations relayed: WFAA-TV Dallas (Ch. 8), KRLD-TV Dallas (Ch. 4), WBAP-TV Fort Worth (Ch. 5). Executives: C. Jack Bean, president; R. W. Leonard, 1st vice president; Charles W. Woodriddle, 2nd vice president; O. P. Leonard Jr., secretary-treasurer.
- Sherman**—Tele-Vue Products Co., 325 W. Houston St. Telephone: 801. Began operation: January 1952. Antenna location: One mile S. of Sherman. Make of antenna: Tele-Vue. Stations relayed: WFAA-TV Dallas (Ch. 8), KRLD-TV Dallas (Ch. 4), WBAP-TV Fort Worth (Ch. 5). Number of subscribers: 500. Executives: C. Jack Bean, president; R. W. Leonard, 1st vice president; Charles W. Woodriddle, 2nd vice president; O. P. Leonard Jr., secretary-treasurer.
- Tyler**—Tyler TV Inc., P. O. Box 28. Began operation: March 1952. B. M. Frazer, president.

VERMONT

- Barre** — Vermont Television Inc., 142 Washington St. Telephone: 472. Began operation: April 1952. Antenna location: Barre Twp. Make of antenna: Spencer-Kennedy. Executives: Louis Babic, president; Thomas Lyman, vice president and secretary; Nicholas Sanguinetti, treasurer.
- Burlington**—Green Mountain Television Corp., 900 Williston Rd. Executive: John Abajian, president.
- Burlington**—Vermont Broadcasting Corp., 633 Main St. Executive: David W. Howe, president.

TENNESSEE

- Kingsport**—Television Cable Corp., New & Commerce Sts. Began

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(Continued on page 398)

COMMUNITY TELEVISION STATIONS

Keyser — Keyser Television Co. Inc., 51 N. Main St. Telephone: Keyser 6426. Began operation: October 1952. Antenna location: Thunder Hill. Make of antenna: VDX. Stations relayed: WJAC-TV Johnstown (Ch. 13), WTOP-TV Washington (Ch. 9), WMAL-TV Washington (Ch. 7). Executives: Dr. Harry F. Coffman, president; Joseph W. Coffman, vice president; Dr. Thad T. Huffman, vice president; Carl R. Ludwick, secretary-treasurer; Anderson T. Patrick, manager.

Durfee's Inc., 124 Main St. Executive: C. O. Erickson, president.

Durfee's Inc., 124 Main St., Logan, W. Va. Executive: C. O. Erickson, president.

Durfee's Inc., 124 Main St., Logan, W. Va. Executive: C. O. Erickson, president.

Mullens—Mullens Television Cable Service. Began operation: April 1952. Executives: Robert R.

Jones and DeForest Lilly (partners).

Prenter—Red Parrot Coal Co. (Division of North American Coal & Dock Co.). Telephone: Whitesville 3181. Began operation: December 1951. Make of antenna: Jerrold. Stations relayed: WSAZ-TV Huntington, W. Va. (Ch. 5). Number of subscribers: 80. Executives: C. G. Evans, general superintendent.

Princeton — Commercial Television Antenna Service Inc. Telephone: 4500. Began operation: July 1952. Antenna location: Lilly Grove. Station relayed: WSAZ-TV Huntington, W. Va. (Ch. 5). Number of subscribers: 47. Executives: E. Clyde Bourne, president; H. F. Bonham, vice president; Helen Stoyers Bourne, secretary.

Richwood—Richwood T-V Co. Inc., Oakford & Main. Telephone: 4741. Began operation: April 1952. Antenna location: Hinkle Mt. Make of antenna: Jerrold.

Station relayed: WSAZ-TV Huntington, W. Va. (Ch. 5). Number of subscribers: 46. Executives: Carl E. Gainer, president; F. L. Greer, vice president; T. R. Turner Jr., secretary; T. E. Morrison, treasurer.

Slah Fork — Slah Fork Coal Co. Executive: S. Austin Caperton Jr.

Spencer—T. J. Arnold Co. Executive: Robert Doolittle.

War—TV Antenna Service Inc. Began operation: June 1952. Executive: L. W. Coffey, president.

Welch — West Virginia Television Co. Telephone: 1431. Began operation: June 1951. Stations relayed: WSAZ-TV Huntington, W. Va. (Ch. 5). Number of subscribers: 151. Executives: Dr. Edmund O. Gates and William Turner (partners).

Wheeling—Wheeling Antenna Co. Inc., P. O. Box 1043. Telephone: Wheeling 4070. Began operation: September 1952. Station relayed: WDTV Pittsburgh

(Ch. 3). Executives: Donald W. Levenson, president; Melvin C. Truax, manager.

Whitesville—Whitesville Radio & Television Service. Began operation: February 1951. Executive: James Williams, manager.

WISCONSIN

Milwaukee—Dairyland Booster TV, 222 E. Erie St. Telephone: Broadway 2-4440. Began operation: March 1952. Antenna location: Rice Lake, Wis. Stations relayed: WCCO-TV Minneapolis (Ch. 4) and KSTP-TV St. Paul (Ch. 5). Number of subscribers: 150. Executives: Ed Bennett, president; Harold Sampson, vice president.

CANADA

London, Ont. — Cable-Vision of Canada, 13 King St. Began operation: October 1952. Executive: E. R. Jarman.

Montreal, Quebec—Rediffusion Inc., 1085 Beaver Hall Hill.

Radio-Television Correspondents Galleries of Congress

(Continued from page 397)

CAPITAL BROADCASTING CO. (WWDC-AM-FM WASHINGTON)

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Denis Gerken
KCMO Kansas City, Mo.
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KECK Odessa, Tex.
Ben Nedow

KELO Sioux Falls, S. D.

Dean Montgomery
KEPO El Paso, Tex.
Charles J. Amador
KFJZ Fort Worth, Tex.
Hal Thompson
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KROC Rochester, Minn.
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WDGY Minneapolis, Minn.
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John Randall

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Headquarters Office: 1771 N Street, N.W., Washington 6, D. C. Phone: Decatur 2-9300
 West Coast Office: Suite 915, Two Ten Post, San Francisco 8, Calif. Phone: Garfield 1-5084

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Dist. 15	Vacant	
Dist. 16	Albert D. Johnson, KOY Phoenix, Ariz.	1954
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Walter J. Damm (WTMJ)	1930-1931
*Harry Shaw (WMT)	1931-1932
Alfred J. McCosker (WOR)	1932-1934
J. Truman Ward (WLAC)	1934-1935
Leo J. Fitzpatrick (WJR)	1935-1936
*Charles W. Myers (KOIN)	1936-1937
John Elmer (WCBM)	6-23-37—2-16-38
Mark Ethridge (WHAS)	3-30-38—7-1-38
Neville Miller	7-1-38—3-1-44
J. Harold Ryan (WSPD)	4-15-44—9-30-45
Justin Miller	10-1-45—6-4-51
Harold E. Fellows (WEEL)	6-4-51—

* Deceased

Directors-at-Large

Large Stations	John H. DeWitt Jr., WSM Nashville	1953
	Paul W. Morency, WTIC Hartford	1954
Medium Stations	Hugh B. Terry, KLZ Denver	1953
	A. D. Willard Jr., WGAC Augusta, Ga.	1954
Small Stations	Edgar Kobak, WTTA Thomson, Ga.	1953
	Lee W. Jacobs, KBKR Baker, Ore.	1954
FM Stations	Ben Strouse, WWDC-FM Washington	1953
	Michael R. Hanna, WHCU-FM Ithaca, N. Y.	1954
Network	E. M. Johnson, MBS	1953

TELEVISION BOARD

Chmn.	Robert D. Swezey, WDSU-TV New Orleans	1954
Vice Chmn.	Clair R. McCollough, WGAL-TV Lancaster, Pa.	1954
	Harold Hough, WBAP-TV Fort Worth	1954
	Paul Raibourn, KTLA Los Angeles	1954
	George B. Storer, Storer Broadcasting Co. Birmingham, Mich.	1954
	Campbell Arnoux, WTAR-TV Norfolk, Va.	1953
	Kenneth L. Carter, WAAM Baltimore	1953
	William Fay, WHAM-TV Rochester	1953
	Henry W. Slavick, WMCT Memphis	1953
Network	Alexander Stronach, ABC New York	1953
	Herbert V. Akerberg, CBS New York	1953
	C. J. Witting, DuMont New York	1953
	Frank M. Russell, NBC Washington	1953

NARTB COMMITTEES

AM-Radio—John Esau, KTUL Tulsa; Simon Goldman, WJTN Jamestown, N. Y.; William C. Grove, KFBC, Cheyenne, Wyo.; Lee Little, KTUC, Tucson, Ariz.; Paul W. Morency, WTIC, Hartford; John F. Patt, WGAR, Cleveland; G. Richard Shafto, WIS, Columbia, S. C.; F. C. Sowell, WLAC, Nashville. *Alternates*—R. Sanford Guyer, WMOA, Marietta, Ohio; Harry W. Linder, KWLM, Willmar, Minn.; R. H. Mason, WPTF, Raleigh, N. C.

Combination Dues—Harold Essex, WSJS, Winston-Salem, N. C., chairman; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Robert T. Mason, WMRN Marion, Ohio.

Convention—Clair R. McCollough, WGAL Lancaster, Pa., chairman; Jack Harris, KPRC-TV Houston; Albert Johnson, KOY Phoenix, Ariz.; Howard Lane, KOIN Portland, Ore.; H. W. Slavick, WMC Memphis; Calvin J. Smith, KFAC Los Angeles; Hugh B. Terry, KLZ Denver.

Register and Vote—John F. Patt, WGAR Cleveland, Ohio, chairman; Roger W. Clipp, WFIL, Philadelphia; Frank Fogarty, WOW Omaha; Kenneth D. Given, WLBJ Bowling Green, Ky.; Paul W. Morency, WTIC Hartford; Joseph Wilkins, KFBB Great Falls.

Transcription Rules — Michael R. Hanna, WHCU-FM Ithaca, N. Y., chairman; Walter Compton, WTTG (TV) Washington, D. C.; William Fay, WHAM Rochester.

Insurance—Roger W. Clipp, WFIL Philadelphia, chairman; Harold Essex, WSJS Winston-Salem, N. C.; Edgar Kobak, WTTA Thomson, Ga.; C. T. Lucy, WRVA Richmond, Va.; Gilmore N. Nunn, WLAP Lexington, Ky.

FM—Michael R. Hanna, WHCU-FM Ithaca, N. Y., chairman; Ben Strouse, WWDC-FM Washington; Gaines Kelley, WFMY Greensboro, N. C.; Edward A. Wheeler, WEAW Evanston, Ill.; Gerald Harrison, WMAS-FM Springfield, Mass. *Alternates*—Henry P. Johnston, WSGN-FM Birmingham; Victor C. Diehm, WASL-FM Hazleton, Pa.; Robert E. Williams, WFML Washington, Ind.

Radio Standards of Practice—John F. Meagher, KYSM Mankato, Minn., chairman; Carleton D. Brown, WTVL Waterville, Me.; William B. McGrath, WHDH Boston; William D. Pabst, KFRC San Francisco; Clyde W. Rembert, KRLD Dallas; E. R. Vadeboncoeur, WSYR Syracuse; Walter E. Wagstaff, KIDO Boise, Idaho.

Copyright—Edward Breen, KVFD Fort Dodge, Ia., chairman; Donald G. Graham, KOMO Seattle; Robert T. Mason, WMRN Marion, Ohio; Joseph McDonald, NBC New York; A. J. Mosby, KGVO Missoula, Mont.; Lawrence H. Rogers II, WSAZ Huntington, Va.; James W. Woodruff Jr., WRBL Columbus, Ga.

Television Labor Advisory Committee—Robert D. Swezey, WDSU-TV New Orleans; Mort Weinbach, ABC; Frank Faulkner, CBS; Donald H. McGannon, DuMont; Joseph McDonald, NBC; Donald W. Thornburgh, WCAU-TV Philadelphia; Leslie C. Johnson, WHBF-TV Rock Island, Ill.; Edward Wheeler, WWJ-TV Detroit; Philip J. Lasky, KPIX (TV) San Francisco; Richard A. Moore, KTTV (TV) Los Angeles. Advising with committee will be Thad Brown, NARTB vice president and TV Board counsel; Richard P. Doherty, NARTB vice president; Harold E. Fellows, NARTB president.

TV Information Committee—Harold E. Fellows, NARTB president, chairman; Richard A. Borel, WBNS-TV Columbus; Howard Chernoff, KFMB-TV San Diego; Jack Harris, KPRC-TV Houston; Henry W. Slavick, WMCT (TV) Memphis; Charles

(Continued on page 400)

Changes and Proposed Changes in Television Station Ownership

ARIZONA

KPHO-TV Phoenix—Licensed to Meredith Engineering Co. Original owners: Phoenix Television Inc. Sales price: \$1.5 million (with KPHO). FCC approved: June 25, 1952 [B.T., June 30, 1952]. *Note:* Station, originally KTLX, first owned by W. L. Pickens, R. L. Wheelock and H. H. Coffield, then ownership broadened to include some KPHO stockholders, finally in 1949 taken over by John C. Mullins and associates.

CALIFORNIA

KECA-TV Los Angeles—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B.T., Feb. 16, 1953].

KHJ-TV Los Angeles—Licensed to General Teleradio Inc. (General Tire & Rubber Co.). Original owner: Earle C. Anthony Inc. Original call letters: KFI-TV. Sales price: \$2.5 million. FCC approved: Aug. 8, 1951 [B.T., Aug. 13, 1951].

NARTB Executives

(Continued from page 399)

Vanda, WCAU-TV Philadelphia; John W. Pacey, ABC; David J. Jacobson, CBS-TV; Gerald Lyons, DuMont; Edward D. Madden, NBC-TV.

Board Committees

By-Laws—A. D. Willard Jr., WGAC Augusta, Ga., chairman; Leonard Kapner, WCAE Pittsburgh; Merrill Lindsay, WSOY Decatur, Ill.; Robert D. Swezey, WDSU-TV New Orleans; Kenneth Carter, WAAM (TV) Baltimore.

Finance—Harold Essex, WSJS Winston-Salem, N. C., chairman; Kenyon Brown, KWFT Wichita Falls, Texas; Lee Jacobs, KBKR Baker, Ore.; Ben Strouse, WWDC-FM Washington; William Fay, WHAM-TV Rochester.

Membership—H. Quenton Cox, KGW Portland, Ore., chairman; Henry B. Clay, KWKH Shreveport, La.; E. K. Hartenbower, KCMO Kansas City; Thad Holt, WAPI Birmingham; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; Jack Todd, KAKE Wichita; Campbell Arnoux, WTAR-TV Norfolk, Va.

TELEVISION CODE REVIEW BOARD

John E. Fetzner, WKZO-TV Kalamazoo, Mich., chairman; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Ewell K. Jett, WMAR-TV Baltimore; Mrs. A. Scott Bullitt, KING-TV Seattle; Walter J. Damm, WTMJ-TV Milwaukee.

KNXT Los Angeles—Licensed to Columbia Broadcasting System Inc. Original owner: Thomas S. Lee Enterprises Inc. (General Tire & Rubber Co.). Original call letters: KTSLS. Sales price: \$3.6 million. FCC approved: Dec. 27, 1950 [B.T., Jan. 1, 1951]. *Note:* Licensee sold to General Tire & Rubber Co. from estate of Thomas S. Lee in 1950, with other Don Lee properties, for \$12,320,000 [B.T., Jan. 1, 1951].

KFMB-TV San Diego—Licensed to Kennedy Broadcasting Co. (John A. Kennedy). Original owner: Jack Gross Broadcasting Co. (Jack Gross). Sales price: \$925,000 (with KFMB). FCC approved: April 25, 1951 [B.T., April 30, 1951]. *Note:* Further sale of stations from Kennedy Broadcasting Co. to Jack D. Wrather, Mrs. Mazie Wrather and Helen Marie Alvarez for \$3.15 million is pending FCC approval [B.T., Feb. 2, 1953].

KGO-TV San Francisco—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B.T., Feb. 16, 1953].

DISTRICT OF COLUMBIA

WTOP-TV Washington—Licensed to WTOP Inc. Original owner: Bamberger Broadcasting Service Inc. Original call letters: WOIC. Sales price: \$1.4 million. FCC approved: July 26, 1950 [B.T., July 31, 1950]. *Note:* WTOP Inc. is 55% owned by *Washington Post* and 45% owned by CBS.

FLORIDA

WMBR-TV Jacksonville—Licensed to Washington Post Co. (55% owner of WTOP-AM-FM-TV Washington). Original owner: Florida Broadcasting Co. Sales price: \$2.47 million (with WMBR-AM-FM). FCC approved: Jan. 28, 1953 [B.T., Feb. 2, 1953].

GEORGIA

WLTV Atlanta—Licensed to Crosley Broadcasting Corp. Original owner: Broadcasting Inc. Sales price: \$1.5 million. FCC approved: Jan. 28, 1953 [B.T., Feb. 2, 1953]. *Note:* This station originally WSB-TV Atlanta, owned by Atlanta Journal Co. When Atlanta Journal Co. consolidated with Atlanta Constitution (holding CP for WCON-TV Atlanta), in 1950, it sold WSB-TV facilities to Broadcasting Inc. group for \$525,000, changed call letters of WCON-TV to WSB-TV [B.T., Aug. 13, 1951].

ILLINOIS

WBBM-TV Chicago—Licensed to Columbia Broadcasting System Inc. Original owner: Balaban & Katz Inc. (subsidiary of

United Paramount Theatres Inc.). Original call letters: WBKB. Sales price: \$6 million. FCC approved: Feb. 9, 1953 [B.T., Feb. 16, 1953].

WBKB Chicago—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. Original call letters: WENR-TV. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B.T., Feb. 16, 1953].

MICHIGAN

WXYZ-TV Detroit—Licensed to WXYZ Inc. (American Broadcasting - Paramount Theatres Inc.). Original owner: American Broadcasting Co. Inc. *Note:* This was change of ownership when ABC merged with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B.T., Feb. 16, 1953].

WOOD-TV Grand Rapids—Licensed to Grandwood Broadcasting Co. (Harry Bitner interests). Original owner: Leonard A. Versluis. Original call letters: WLAV-TV. Sales price: \$1,382,086. FCC approved: Sept. 19, 1951 [B.T., Sept. 24, 1951].

MINNESOTA

WCCO-TV Minneapolis—Licensed to Midwest Radio-Television Inc. (53% owned by Midcontinent Radio-Television Inc., and 47% by CBS. Midcontinent is 50% owned by Northwest Publications Inc.-Ridder newspapers and 50% by Minnesota Tribune Co.) Original owner: Midcontinent Radio-Television Inc. Original call letters: WTCN-TV. Sales price: This was an exchange of properties in which CBS turned over WCCO Minneapolis to new licensee in exchange for 47% interest in new licensee. FCC approved: July 31, 1952 [B.T., August 4, 1952].

NEBRASKA

WOW-TV Omaha—Licensed to Meredith WOW Inc. (Meredith Publishing Co.). Original owner: Radio Station WOW Inc. (Francis P. Matthews and associates). Sales price: \$2.525 million (with WOW). FCC approved: Sept. 26, 1951 [B.T., Oct. 1, 1951].

NEW MEXICO

KOB-TV Albuquerque—Licensed to Albuquerque Broadcasting Co. (Time Inc. and Wayne Coy 50% each). Original owner: T. M. Pepperday-Albuquerque Journal. Sales price: \$900,000. FCC approved: May 28, 1952 [B.T., June 2, 1952].

NEW YORK

WABC-TV New York—Licensed to American Broadcasting-Paramount Theatres Inc. Original owner: American Broadcasting Co. Inc. *Note:* This was change of ownership when ABC merged

with United Paramount Theatres Inc. FCC approved: Feb. 9, 1953 [B.T., Feb. 16, 1953].

WOR-TV New York—Licensed to General Teleradio Inc. (General Tire & Rubber Co.). Original owner: Bamberger Broadcasting Service Inc. (R. H. Macy Co.). Sales price: \$4.5 million (with WOR-AM-FM) plus \$315,000 per year for 25 year lease on studio and transmitter properties, plus 10% interest in General Teleradio Inc. by R. H. Macy Co. FCC approved: Jan. 17, 1952 [B.T., Jan. 21, 1952].

OHIO

WTVN Columbus—Licensed to Picture Waves Inc. (Edward Lamb). Sale to Radio Cincinnati Inc. (WKRC-AM-FM-TV) for \$1.5 million pending FCC approval [B.T., Jan. 19, 1953].

OKLAHOMA

KOTV Tulsa—Licensed to General Television Inc. (Jack D. Wrather Jr., Mrs. Mazie Wrather, each owning 25%, and Helen Marie Alvarez 50%). Original owner: Cameron Television Inc. (George Cameron). Sales price: \$2.5 million. FCC approved: July 30, 1952 [B.T., Aug. 4, 1952].

TEXAS

WFAA-TV Dallas—Licensed to A. H. Belo Corp. Original owner: Lacy-Potter Television Broadcasting Co. (Rogers Lacy and Tom Potter). Original call letters: KBTV. Sales price: \$575,000. FCC approved: March 6, 1950 [B.T., March 13, 1950].

KPRC-TV Houston—Licensed to Houston Post Co. Original owner: W. Albert Lee. Original call letters: KLEE-TV. Sales price: \$740,000. FCC approved: May 23, 1950 [B.T., May 29, 1950].

KEYL San Antonio—Licensed to San Antonio Television Co. (owned by Storer Broadcasting Co.) Original owner: W. L. Pickens, R. L. Wheelock and H. H. Coffield. Sales price: \$1.05 million. FCC approved: Oct. 10, 1951 [B.T., Oct. 15, 1951].

WASHINGTON

KING-TV Seattle—Licensed to KING Broadcasting Co. Original owner: Radio Sales Corp. (P. K. Leberman). Original call letters: KRSC-TV. Sales price: \$375,000. FCC approved: July 20, 1949. [B.T., July 25, 1949]. *Note:* Hearst Corp. bought 25% interest in KING Broadcasting Co. in 1951.

TV Sets Manufactured and Their Estimated Value

Year	Number of Sets	Estimated Value
1947	210,000	\$ 90,000,000
1948	1,050,000	360,000,000
1949	3,000,000	900,000,000
1950	6,500,000	2,000,000,000
1951	5,400,000	1,250,000,000
1952	6,000,000	1,400,000,000

Estimates courtesy Dr. Orestes H. Caldwell, Editor, Tele-Tech & Electronic Industries

UNIONS AND LABOR GROUPS REPRESENTING TV EMPLOYEES

Name of Organization	Address & Telephone No.	Executives	Name of Organization	Address & Telephone No.	Executives
AMERICAN FEDERATION OF LABOR (AFL) (Headquarters: 901 Massachusetts Ave., N.W., Washington, D. C. Tel.: National 8-3870 Pres.: George Meany					
Actors Equity Assn.* (Headquarters)	45 W. 47th St. New York City Tel.: Plaza 7-7660	Ralph Bellamy, Pres. Angus Duncan, Exec. Secy.	Office Employees' International Union Local 174 (OEIU)	7268½ Sunset Blvd. Hollywood 46, Calif. Tel.: Granite 9178	Leroy Patterson, Local Pres. Max Krug, Bus. Rep.
West Coast	6336 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hudson 2-2334	Charles Meredith, L.A. Rep.	Radio and Television Directors Guild (RTDG) International Office	114 E. 52d St. New York 22, N. Y. Tel.: Plaza 9-0949	Dick Mack, International Pres.
Affiliated Property Craftsmen Local 44**	6472 Santa Monica Blvd. Hollywood 38, Calif. Tel.: Hollywood 9-1152	B. C. DuVal, Bus. Agent	New York Local	114 E. 52d St. New York 22, N. Y. Tel.: Plaza 9-0875	Franklin J. Schaffner, Pres.
American Federation of Musicians (AFM) (Headquarters)	570 Lexington Ave. New York City Tel.: Plaza 8-0600	James C. Petrillo, Pres. C. L. Bagley, V.P. Leo Cluesmann, Secy. Harry J. Steeper, Treas. James C. Petrillo, Pres. Edward Bankert, Exec. Secy.	(Other Offices)	1655 N. Cherokee Ave. Hollywood 28, Calif. Tel.: Granite 5866 1413 N. Dearborn Pkwy. Chicago 10, Ill. Tel.: Delaware 7-4867 1426 Buhl Bldg., 535 Griswold St. Detroit 26, Mich. Tel.: Woodward 2-1422 2601 Parkway Philadelphia 30, Pa. Tel.: Stevenson 7-4573 6433 Fairfax Rd. Chevy Chase 15, Md.	Ted Bliss, Local Pres. Elizabeth Gould, Exec. Secy. Alan M. Fishburn, Pres. Shields Dierkes, Pres. Boaz Siegel, Exec. Secy.
Chicago Local 10	175 W. Washington Chicago, Ill. Tel.: State 2-0063	John T. Groen, Pres. Phil Fischer, V.P. & Radio-TV Chrm.	Screen Actors Guild (SAG) (Headquarters)	7046 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hollywood 9-7311	Lee D. Davis, Pres. Neil McEnroe, Secy.-Treas. Heyward L. Siddons, Pres. Richard L. Borden, Secy.-Treas. John W. Ziegler, Pres. Alan M. Southmayd, Secy.
American Federation of Musicians Mutual Protective Assn. Local 47	817 N. Vine St. Hollywood 28, Calif. Tel.: Hudson 2-2161	John T. Groen, Pres. Phil Fischer, V.P. & Radio-TV Chrm.	(Other Offices)	67 W. 44th St. New York 36, N. Y. Tel.: Murray Hill 7-4623 102 E. Hubbard St. Chicago, Ill. Tel.: Delaware 7-7017	Mrs. Florence Marston, Eastern Rep. Ray Jones, Rep.
American Federation of Television & Radio Artists (AFTRA)* (Headquarters)	15 W. 44th St. New York 17, N. Y. Tel.: Vanderbilt 6-1810	Knox Manning, Chrmn. Lawrence Tibbett, Co-Chrmn. George Heller, Nat'l Exec. Secy.	Screen Extras Guild (SEG) (Headquarters)	723 N. Western Ave. Los Angeles 29, Calif. Tel.: Hollywood 1-9301	Richard Gordon, Pres. H. O'Neil Shanks, Exec. Secy.
(Other Offices)	102 Hubbard St. Chicago, Ill. Tel.: Delaware 7-7017 5331 Hollywood Blvd. Hollywood 28, Calif.	Claude L. McCue, Western Reg. Dir. Lawrence Tibbett, Pres. Hyman Faine, Exec. Secy.	Set Designers & Model Makers of the Motion Picture, Television & Amusement Industry Local 847**	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Gladstone 3117	Zeal Fairbanks, Acting Bus. Rep.
American Guild of Musical Artists (AGMA)* (Headquarters)	276 W. 43d St. New York City Tel.: Longacre 5-7508	Leland Harris, Western Rep.	* * *		
(Other Offices)	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hudson 2-2334	Bob Hope, Pres. Jackie Bright, 1st V.P. Red Buttons, 2d V.P. Jerry Wayne, 3d V.P. Jack Irving, Nat'l Adm. Secy. Edward Rio, Western Reg. Dir.	CONGRESS OF INDUSTRIAL ORGANIZATIONS (CIO) (Headquarters: 718 Jackson Pl., N.W., Washington, D. C. Tel.: Executive 3-5581 Pres.: Walter Reuther		
American Guild of Variety Artists (AGVA)* (Headquarters)	1697 Broadway New York City Tel.: Circle 6-7130	Paul Dullzell, Pres.	American Newspaper Guild	99 University Pl. New York City Tel.: Oregon 7-1661	Harry Martin, Pres. Ralph B. Nowak, Exec. V.P. William Farson, Secy.-Treas.
(Other Offices)	6758 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hillside 8281	George A. Mulkey, International Rep.	Communications Workers of America (CWA)	1808 Adams Mill Rd. Washington, D. C. Tel.: Hudson 3-9200	Joseph Beirne, Pres.
Associated Actors & Artistes of America	45 W. 47th St. New York City Tel.: Plaza 7-7660	Jack Dunn, Bus. Mgr.	National Assn. of Broadcast Engineers & Technicians (NABET) (Headquarters)	80 E. Jackson Blvd. Chicago, Ill. Tel.: Wabash 2-2462	John R. McDonnell, Pres. George Maher, Nat'l Rep.
Broadcast-Television Recording Engineers Local 45 (IBEW)	1584 Cross-Roads-of-the-World Hollywood 28, Calif. Tel.: Gladstone 3129 450 Harrison St. San Francisco 5, Calif. Tel.: Yukon 2-6752	Clarence Derwent, Pres. Paul Dullzell, Chrmn. Exec. Comm. Ben Irving, Exec. Secy.	(Other Offices)	48 W. 48th St. New York 36, N. Y. Tel.: Plaza 7-3065	Tyler Byrne, International Rep. Edwin Stolzenberger, N.Y. Chapter Chrmn. James H. Brown, Legal Counsel & Rep. Robert T. Pennebaker, Hollywood Chapter Chrmn. Howard Newbauer, Rep. Clifford Rothery, S.F. Chapter Chrmn. Timothy J. O'Sullivan, International Rep. Stanley S. Sievers, Chapter Chrmn. Charles F. Abel, Secy. Lloyd C. Smith, Chapter Chrmn. Dietrich Meyer, Chapter Chrmn.
Local 202	450 Harrison St. San Francisco 5, Calif. Tel.: Yukon 2-6752	Alan A. Jackson, Bus. Rep.		6223 Selma Ave. Hollywood 28, Calif. Tel.: Hillside 9311	
Chorus Equity Assn.*	701 7th Ave. New York City Tel.: Circle 5-6054	Richard Walsh, Pres. William Raoul, Secy.-Treas.		451 O'Farrell St. San Francisco 2, Calif. Tel.: Ordway 3-8484	
Film Technicians Local 683**	6461 Sunset Blvd. Hollywood 28, Calif. Tel.: Hillside 7151	Roy M. Brewer, International Rep.		2615 Covington Road San Diego 4, Calif. Tel.: Hilldale 4-8378 7343 S. W. 28th Ave. Portland 19, Ore. 1132 Victor St. Denver 8, Colo. Tel.: Skyline 6-6134	
International Alliance of Theatrical Stage Employees & Moving Picture Operators (IATSE) (Headquarters)	1270 6th Ave. New York City Tel.: Circle 5-4370	D. W. Tracy, Pres. J. Scott Milne, Secy. Albert Hardy, International Rep., Ecstg. Rec.			
(Other Offices)	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Gladstone 3117 (Chicago copy to kum)	H. Walter Thompson, Pres. Lawson Wimberley, Asst. to International Pres.			
International Brotherhood of Electrical Workers (IBEW) (Headquarters)	1200 15th St. Washington, D. C. Tel.: Columbia 5-8040	Herbert Aller, Bus. Agent			
Local 1220	400 N. Michigan Ave. Chicago, Ill. Tel.: Superior 7-5244	Dolph Thomas, Bus. Rep.			
International Photographers Local 659**	7614 Sunset Blvd. Hollywood 46, Calif. Tel.: Hillside 0125	Fred B. Phillips, Bus. Rep.			
International Sound Technicians Local 695**	7614 Sunset Blvd. Hollywood 46, Calif. Tel.: Hillside 7221	James L. Noblitt, Bus. Rep.			
Makeup Artists & Hair Stylists Local 706**	2709 N. Highland Ave. Hollywood 28, Calif. Tel.: Hollywood 9-6351	John W. Lehnars, Bus. Rep.			
Motion Picture Studio Grips Local 80**	6472 Santa Monica Blvd. Hollywood 38, Calif. Tel.: Hillside 7588	Zeal Fairbanks, Bus. Rep.			
Motion Picture Film Editors Local 776**	1462 N. Stanley Ave. Hollywood 46, Calif. Tel.: Hillside 0275				
Motion Picture Studio Arts Craftsmen Local 790**	6636 Hollywood Blvd. Hollywood 28, Calif. Tel.: Gladstone 3117				

* Organizations Affiliated with Associated Actors & Artistes of America
 ** Groups Affiliated with IATSE

(Continued on page 402)

Government Agencies Dealing with Television

(All Washington, D. C., addresses unless otherwise specified)

(EDITOR'S NOTE: Because of the new Administration and subsequent personnel shifts in many government agencies, many listings below have been subject to continuing change in recent months. Presidential appointees as well as others in top positions not covered by civil service are affected. Broadcasters may check with the division or branch listed below for proper routing. Complete FCC listing may be found on page 43.)

EXECUTIVE OFFICE OF THE PRESIDENT
White House
1600 Pennsylvania Ave., N. W.
Tel.: National 8-1414

The White House Office: Assistant to the President, Sherman Adams. Special Assistant to the President (in charge of Congressional Liaison), Gen. Wilton Persons. Special Counsel, Thomas E. Stephens. Secretary to the President, Arthur H. Vandenberg Jr. Press Secretary, James C. Hagerty. Administrative Assistants: Gabriel Hauge, Emmet J. Hughes.

Office of the Telecommunications Advisor to the President: Haraden Pratt. Assistants, Fred Alexander, William Plummer.

National Security Resources Board, 17th & Pennsylvania Ave., N. W., Tel.: Sterling 3-4700. Chairman, Jack Gorrie. Executive Assistant to the Chairman, Robert Renville.

Office of Defense Mobilization, 17th & Pennsylvania Ave., N. W., Tel.: Executive 3-3300. Director, Henry Fowler. General Counsel, Charles H. Kendall. Public Information Officers, Scott Hershey, Lee Schooler.

ATOMIC ENERGY COMMISSION
1901 Constitution Ave., N. W.
Tel.: Sterling 3-8000

Division of Information Services: Director, Morse Salisbury. Chief, Shelby Thompson. Radio-Visual Branch—Chief, Charter Heslep.

DEPT. OF AGRICULTURE
14th St. & Independence Ave., N. W.
Tel.: REpublic 7-4142

Secretary: Ezra Taft Benson.
Office of Information: Director, R. L. Webster. Deputy Directors, Maurice L. DuMars, James H. McCormick. Assistant Director (for Information in charge of Radio-TV), Kenneth Gapen, (for information in charge of press relations and special publications) Harold Lewis. TV Information Specialists, Alice Skelsy, Robert L. Crom. Supervisor of Network Programming, Jack H. Towers. Director of Individual Station Relations, James D. Looper.

DEPT. OF COMMERCE
14th & Constitution Ave., N. W.
Tel.: STerling 3-9200

Secretary: Sinclair Weeks.
Director of Office of Publications Management: Donald R. Burgess. Director of Public Information, Nils A. Lennartson. Deputy Director of Information, Henry Scharer. Assistant Information Officer, Alfred O'Leary. Chief, News Section, Harry Weiss.

Census Bureau (Tel.: Ludlow 4-3000): Director, Roy V. Peel. Deputy Director, A. Ross Eckler. Assistant Directors, Howard C. Grieves, Dr. Conrad Taeuber. Information Assistant to the Director, Frank M. Wilson. Information Specialists, Armand Von Struve, Conrad Shamel.

National Bureau of Standards (Tel.: Emerson 2-4040): Director, A. V. Astin. Assistant to the Director (Director of Office of Scientific Publications), Hugh Odishaw. Director of Technical Reports (information office), William Tiley. Chief, Central Radio Propagation Labs., Newbern Smith. Chief, Electronics Division, J. G. Reid Jr.

National Production Authority (GAO Bldg., 5th & G St., N. W.): Acting Administrator, H. B. McCoy. Office

of Public Information—Director, Paul Jordan; Electronics, Betty Clark; Construction, Dick Dier. Textile, Leather & Specialty Equipment Branch—Acting Assistant Administrator, C. W. Potter. (Electronics Products Division) Acting Chief, Donald S. Parris. Production Branch (equipment and component sections)—Director, R. D. Parker. Bernard Joseph, H. G. Butterfield, Lee Dulin. Programs & Requirements Branch (CMP)—Don Parris. Facilities & Construction Bureau—Director, Stephen W. Burns; Deputy, Henry Cassell. (Industrial Expansion, Radio-TV, etc.) Director, George E. Meyer. (Consumer Goods Division) Director, G. Harrison Echols. (Pulp, Paper & Pulpboard Division) Director, A. G. Natwick.

Civil Aeronautics Administration (Tel.: Sterling 3-9200): Chief, Airspace Utilization Branch (Formerly Aids & Hazards Section), L. R. Wright. Director, Office of Aviation Information, Ben Stern.

U. S. Weather Bureau: Chief, Radio-TV Unit, James C. Fidler.

DEFENSE PRODUCTION ADMINISTRATION

New GAO Bldg., 5th & G St., N. W.
Tel.: STerling 3-5200

Administrator, Henry H. Fowler; Acting Administrator, Ralph S. Trigg. Assistant Administrator for Production & Distribution Controls, William C. Truppner. Director of Policy Development, George M. Steiner. General Counsel, Charles H. Kendall.

Office of Public Information—Director, Edward K. Moss; Radio-TV Director, Nora Hampton; Electronics, Virgil Hassler, Sam Morris; Construction, William Digges.

Office of Production: Deputy Administrator, William L. Campbell. Electronics Production Board—Chairman, Richards W. Cotton. Facilities Review Board—Olaf K. Tackle. Conservation Division—Director, Howard Cooney.

Office of Program & Requirements: Deputy Administrator, Ralph S. Trigg. Defense Materials Policy Committee—Executive Director, Morris V. Rosenbloom. Construction Division (Radio-TV and other Industrial Expansion)—Director, L. Gordon Walker. Production Division—Director, Collis Stocking. Materials Review Division—Director, John D. Morgan.

Office of Construction & Resources Expansion: Deputy Administrator, James F. King. Operations Division—Director, Everett F. Sheats. Program Division—Director, J. B. Wyckoff.

Office of Progress Evaluation: Deputy Administrator, Malcolm Catlin. Military Production Staff—Acting Chief, Theodore A. Janssen.

Office of Labor: Assistant Administrator, Joseph Keenan. Manpower Staff—Acting Director, F. M. Aaronson.

DEPT. OF DEFENSE
Pentagon Bldg.
Tel.: LIBerty 56700

Secretary: Charles Erwin Wilson. Special Aide: Hugh Dean.

Office of Public Information: Director, Andrew Berding. Deputy Assistant, Osgood Roberts. Assistant to the Director, Philip F. Hines. Administrative Officer, John Carland.

Radio-TV Branch: Chief, Charles Dillon. Executive Assistant, Maxwell Marvin. Chief, TV Section, Maj. Clarke Thornton (Army). Lt. Michael Marlow (Air Force), Joseph Pascuito. Chief, Radio Section, Howard Hayes, Lt. George Miner Jr. (Navy). Women's Recruiting Activities, Lt. Comdr. Ruth Tjden.

Press Branch: Chief, C. H. Schooley. Deputy, Joseph R. Flynn. Executive Assistants, Edward Cottrell, Comdr. David Bryce (Navy), Lt. Col. D. R. Searles (Air Force), Col. John Gabbert (Marine Corps).

Dept. of the Air Force: Secretary, Harold Talbott. Public Relations Office—Director, Brig. Gen. Sory Smith; Executive Director, Lt. Col. George Carter; Deputy Director,

Col. Arno H. Luehman. Office of Deputy Chief of Staff Operations—Communications Director, Maj. Ger Francis L. Ankenbrandt.

Dept. of the Army: Secretary, Robert Ten Broeck Stevens. Office of Public Information—Director, Maj. Gen. Floyd R. Parks. Radio-Television Branch—Chief, Col. Edward M. Kirby; Executive Officer, Lt. Col. Tom Matthews; Assistants, Capt. Be Miller, Capt. Pat Mower, Lt. Cai Zimmerman.

Dept. of the Navy: Secretary, Robert Anderson. Office of Public Information—Chief, Rear Adm. Louis Parks. Deputy Chief, Capt. E. W. Paris. Special Deputy, Capt. Walter Karig. Director, Comdr. Slade D. Cutte. News Branch—Director, Lt. Comdr. Robert J. Monahan. Radio-TV Branch—Director, Lt. Comdr. S. J. Wornon. Pictorial Branch—Director, Lt. Frank E. Coghlan.

Marine Corps (Arlington Annex, Nav. Dept.): Division of Public Information—Director, Brig. Gen. Vernon McCaul; Assistant Director, Col. Raymond F. Crist Jr. Radio-TV Branch—Head, Maj. Theodore Curtis. Press Branch—Maj. John L. Hampton.

Munitions Board: Chairman, John F. Small. Electronics Division—Chief, Col. Clifford Poutrie.

Research & Development Board: Chairman, Walter Whitman; Chairman of Electronics Committee, Henry Randall.

ECONOMIC STABILIZATION AGENCY

4th St. & Adams Drive, S. W.
Tel.: STerling 3-0167

Office of Public Information: Charles Holstein; Sol Panitz, radio-TV.

OPS Office of Public Information (Sterling 3-4200): Director, W. M. McClanahan. News Division—Director, William E. Hughes; Assistant, Dorothy Rigdon. Programs Division (Radio-TV, visual materials)—Director, Richard A. Zinn; Director, Radio-TV-Film Branch, Nathan Colwell. Chief, Trade Publication, Walter H. McDonald.

Office of Rent Stabilization OPI: Director, John Leonard; Assistant, M. Shohet.

Salary Stabilization Board (Feder Security Bldg., Sterling 3-4200): Office of Public Information—Director, William Haggard; Deputy Assistant, Paul Ferris.

Wage Stabilization Board (Feder Security Bldg., Sterling 3-4200): Office of Public Information—Director, Phil Peck; Assistant, Jack Espey.

FEDERAL CIVIL DEFENSE ADMINISTRATION

Gelmar Towers
1930 Columbia Rd., N. W.
Tel.: HUDson 3-5500

Acting Administrator: James B. Wadsworth.

Information Office: Director, John DeChant. Deputy Director, H. Goodwin.

Audio-Visual Division: Acting Director, Steve McCormick. (Sections) Radio, Television, Motion Pictures, News & Photos; personnel, Ches Spurgeon, Howard Johnson, Frayer, Fred Murkland.

Warning & Communications Division: Director, William Talbot.

FEDERAL SECURITY AGENCY

4th St. & Independence Ave., S. W.
Tel.: EXECutive 3-3600

Administrator: Oveta Culp Hobby.

Office of Publications & Reports: Director, Zilpha C. Franklin.

Other Offices: Food & Drug Administration, Office of Education, Office of Vocational Rehabilitation, Public Health Service, Social Security Administration.

FEDERAL TRADE COMMISSION

6th St. & Pennsylvania Ave., N. W.
Tel.: EXECutive 3-6800

Members: Chairman, James M. Mason; Comrs. Anthony Carretta, Lowell Mason, Stephen Spingarn.

Office of Public Information: Dunc Price.

(Continued on page 405)

Unions and Labor Groups

(Continued from page 401)

Name of Organization	Address & Telephone No.	Executives
Radio Writers Guild*** (RWG) (Headquarters)	6 E. 23d St. New York City Tel.: Gramercy 7-9190	Hector Chevigny, Nat'l Pres. Philo Higley, V.P. Eastern Reg.
(Other Offices)	1655 N. Cherokee Ave. Hollywood 28, Calif.	Ben Starr, V.P. Western Reg. Michael Davidson, Exec. Secy.
[Note: Chicago Chapter except for WBBM Belongs to NABET-CIO]		
	WBBM Chicago 400 N. Michigan Ave. Tel.: Whitehall 4-6000	Russ Bensley, Pres.
Screen Writers Guild*** (SWG) (Headquarters)	8782 Sunset Blvd. Los Angeles 46, Calif. Tel.: Crestview 5-1162	Richard Breen, Pres. Valentine Davies, 1st V.P. Ranald McDougall, 2d V.P. David Dortort, Secy. Donald Marshman Jr., Treas. Frances Inglis, Exec. Secy. Dee Davis, TV Secy.
Distributing Process & Office Workers of America (Dist. 65)	13 Astor Place New York City Tel.: Oregon 3-5120	David Livingston, Pres. Jack Paley, Exec. V.P.
National Assn. of Broadcast Unions & Guilds (NABUG) (Headquarters) (Other Offices)	37 W. 46th St. New York 36, N. Y. Tel.: Judson 2-5130 6331 Hollywood Blvd. Hollywood 28, Calif. Tel.: Hillside 5125 341 Menomonee St. Chicago 11, Ill. Tel.: Delaware 7-7017	Oliver W. Nicoll, Nat'l Chrmn. Claude L. McCue, Chrmn. H. Walter Thompson, Chrmn.
Publicist Guild	2700 N. Highland Ave. Hollywood 28, Calif. Tel.: Hempstead 6826	Dan Thomas, Pres. John Bowman, Bus. Mgr.
Screen Cartoonists Guild	2700 N. Highland Ave. Hollywood 28, Calif. Tel.: Hillside 4197	William Littlejohn, Bus. Agent
Screen Directors Guild of America (Inc.)—(SDG)	9123 Sunset Blvd. Hollywood 46, Calif. Tel.: Crestview 5-1125	George Sidney, Pres. Joseph C. Youngerman, Exec. Secy. Edgar J. Leaman, TV Secy.
Society of Motion Picture Art Directors	266 S. Robertson Blvd. Beverly Hills, Calif. Tel.: Crestview 1-8774	Arthur Lonergan, Pres. Norman Lowenstein, Exec. Secy. Albert Goodman, Seymour Klate, TV directorate.

*** Groups Affiliated with Authors League of America

Foreign Television Stations

(Continued from page 258)

Guanajuato—(Construction permit). Romulo O'Farril Sr. Ch. 12, 54-210 mc (see XHTV Mexico City).

Hermosillo—(Construction permit). Romulo O'Farril Sr. Ch. 6, 82-08 mc (see XHTV Mexico City).

Juarez—(Construction permit). Romulo O'Farril Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Laredo—(Construction permit). Romulo O'Farril Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Matamoros (Brownsville, Tex.)—XELD-TV (Operating). Owned half by Romulo O'Farril Sr. interests (see XHTV Mexico City) and half by Emilio Ascarraga interests (see XEW-TV Mexico City). Ch. 7, 174-180 mc. Business address: 111 S. E. Levee St., Brownsville, Tex. Telephone: Brownsville 2-6953. Representative in U. S.: Adam Young Television Inc. For detailed listing, see U. S. directory, page 216.

Merida—(Construction permit). Romulo O'Farril Sr. Ch. 4, 66-72 mc (see XHTV Mexico City).

Mexicali—(Construction permit). Romulo O'Farril Sr. Ch. 3 60-66, mc (see XHTV Mexico City).

Mexico City—XHTV (Inaugurated Aug. 31, 1950). Television de Mexico S.A. Edificio de la Loteria Nacional, Plaza de la Reforma 2. Telephone: 36-63-41. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. 5 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Cupertunistile atop 20 story National Lottery Bldg. Chief owner: Romulo O'Farril Sr., industrialist, part owner of XELD-TV Matamoros, radio station operator, publisher of Mexico City *Novedades* (Spanish) and *News* (English). He also holds construction permits for new TV stations in Paso de Cortes, Tijuana, Mexicali, Monterrey, Reynosa, Torreon, Guadalajara, Tampico, Veracruz, Juarez, Laredo, Nogales, Guanajuato, Hermosillo, Piedras Negras, Acapulco and Merida. U. S. representative: Adam Young Television Inc.

Mexico City—XEW-TV (Began operating in March 1951). Cadena Radiodifusora Mexicana S.A., Avenida Chapultepec 26. Telephone: 18-30-32. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: 400 ft. Chief owner: Emilio Ascarraga, radio broadcaster and theatre operator. Also holds construction permits for new TV stations in Paso de Cortes, Monterrey, Guadalajara, Tampico, Veracruz and Guanajuato. He also is part owner of XELD-TV Matamoros.

Mexico City—XEQ-TV (Construction permit): Radio Panamericana S.A. Ch. 9, 186-192 mc. Transmitter: 5 kw DuMont. Site is atop 13,000 ft. Paso de Cortes (see below). Chief owner: Emilio Ascarraga (see XEW-TV Mexico City).

Mexico City—XHGC-TV (Operating). Guillermo Gonzales Camarena, Avenida San Juan de Letran 9. Ch. 5, 76-82 mc. Power: 1 kw visual, 0.5 kw aural. Antenna: 270 ft. Has tested color TV.

Mexico City—(Construction permit). University of Mexico. Noncommercial station. Ch. 11, 198-204 mc.

Monterrey—(Construction permit). Emilio Ascarraga. Ch. 6, 82-88 mc (see XEW-TV Mexico City).

Monterrey—(Construction permit). Romulo O'Farril Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Nogales—(Construction permit). Romulo O'Farril Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Paso de Cortes—XEQ-TV Mexico City (Construction permit. Reported testing.) Emilio Ascarraga. Ch. 9, 186-192 mc (see XEW-TV Mexico City). Site is 13,000 ft., expected to serve 3 million people in Mexico City area plus another 3 million in 76 other communities.

Piedras Negras—(Construction permit). Romulo O'Farril Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Reynosa—(Construction permit). Romulo O'Farril Sr. Ch. 9, 186-192 mc (see XHTV Mexico City).

(Continued on page 404)

XELD-TV CHANNEL 7

BLANKETING THE RIO GRANDE VALLEY



Covering the entire area from Starr County on the West to the Gulf of Mexico, embracing an American population of more than 320,000, with a bonus of more than 200,000 Mexican citizens below the border who buy most of their necessities in the Valley. The only single medium covering this rich international market.

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NATIONALLY REPRESENTED BY *Adam J. Young Jr.*
INCORPORATED

AMERICA'S FIRST INTERNATIONAL TV STATION

Foreign Television Stations

Tampico—(Construction permit). Emilio Ascarraga. Ch. 6, 82-88 mc (see XEW-TV Mexico City).

Tampico—(Construction permit). Romulo O'Farril Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Tijuana (near San Diego, Calif.)—XETV (TV) (Expected to commence operation in February 1953). Companion operation to radio station XEAC there. Controlled by Ascarraga-O'Farril interests. Ch. 6, 80-88 mc. Power: 5 kw. Transmitter: Federal. Antenna: RCA 6-Bay. U. S. representative: Edward Petry Co. Programs proposed from San Diego.

Torreón—(Construction permit). Romulo O'Farril Sr. Ch. 3, 60-66 mc (See XHTV Mexico City).

Veracruz—(Construction permit). Emilio Ascarraga. Ch. 10, 192-198 mc (see XEW-TV Mexico City).

Veracruz—(Construction permit). Romulo O'Farril Sr. Ch. 12, 204-210 mc (see XHTV Mexico City).

NETHERLANDS

(Estimated receivers: 7000)

Eindhoven—(Proposed). 625 lines, 25 frames, 7 mc channel.

Goes—(Proposed). 625 lines, 25 frames, 7 mc channel.

Heerenveen—(Proposed). 625 lines, 25 frames, 7 mc channel.

Hengelo—(Proposed). 625 lines, 25 frames, 7 mc channel.

Kootwijk—(Proposed). 625 lines, 25 frames, 7 mc channel.

Roormond—(Proposed). 625 lines, 25 frames, 7 mc channel.

Utrecht (Lopik)—(Began operation Oct. 2, 1951). Television Foundation of Hilversum and Netherlands Radio Union. 625 lines, 25 frames, 7 mc channel. Frequency: 62.25 mc visual, 67.75 mc aural. Power: 5 kw. Transmitter: Philips. This station is near Amsterdam and covers most of the country, according to reports. It is in regular operation but offers limited programs. Voice of America TV shows are used.

Note: For about two years, up to July 1951, experimental telecasting was conducted at Eindhoven by Philips Ltd. Philips provided the transmitter at Lopik as well as the modern studios at Bussum for the TV operation now being conducted by the Television Foundation of Hilversum. Basic network is estimated in two or three years.

NORWAY

TV was inaugurated on an experimental basis in Oslo during the summer of 1951. Standards are reported 625 lines, 25 frames and 7 mc channel. A committee was formed in 1950, composed of officials of the Broadcasting and Telegraph Administrations, to explore the possibilities of TV there. As a result of the findings of this committee, the Ministry of Church and Education submitted a proposition to the Storting (Parliament) for the appropriation of 600,000 kroner (7.5 kroner equal \$1) to underwrite the first year of a two-year trial transmission period (1952-1953). At the end of this time, regular operation will be considered.

PAKISTAN

Government representatives reportedly have conferred with officials of the broadcasting organizations of Great Britain, Ceylon, India, Canada, Australia, New Zealand and South Africa about TV programs and the procurement of film and technical assistance. It is understood Pakistan was represented in London at the International Television Convention, April 20-May 3, 1952.

POLAND

It has been reported that Poland had an experimental TV station at Warsaw prior to World War II, which was destroyed by the Nazis. For the past few years there has been experimental telecasting at Warsaw using various standards. Poland, however, has subscribed to U.S.S.R. standards of 625 lines, 25 frames, 8 mc channel.

RUSSIA (U.S.S.R.)

Kharkov—(Experimental). 300 lines. Small station.

Kiev—(Operating). 625 lines, 25 frames, 8 mc channel. There are 2,000 TV sets reported in use in this area.

Leningrad—(Operating). 625 lines, 25 frames, 8 mc channel. There are 15,000 TV sets reported in use in this area.

Moscow—(Operating). 625 lines, 25 frames, 8 mc channel. There are 60,000 TV sets reported in use in this area. Program service is said to be on daily schedule.

Stalingrad—(Proposed). 625 lines, 25 frames, 8 mc channel.

Sverdlovsk—(Proposed). 625 lines, 25 frames, 8 mc channel.

Note: TV stations have been reported operating in Moscow and Leningrad since the end of World War II, possibly using U. S. transmitters. It has been reported that RCA sold a TV transmitter to Russia in 1937 and DuMont sold one in 1946.

SAAR

An experimental TV station has been under construction. Upon its completion, a permanent commercial station is planned, according to the Saar Chamber of Commerce general secretary. German standards of 625 lines, 25 frames and 7 mc channel as well as French standards of 819 lines, 25 frames and 14 mc channel are proposed. The present experi-

mental station is estimated to have a range of 30 to 40 km. The permanent installation, to have an expected coverage radius of 250 km, is to be built on the Schaumberg, highest point in the Saar, 2,160 ft. above sea level. The station will be owned by the Saar government but will be operated on a commercial basis as in the U. S. Construction will be privately financed by a consortium of Saar banks. It is estimated this station will cover some 32 million people in Germany, France, Luxembourg and Belgium and may reach as far as Dusseldorf, Tübingen and Basel.

SPAIN

(Estimated receivers: 125)

Barcelona—(Under construction). 625 lines, 25 frames, 7 mc channel.

Bilbao—(Proposed). 625 lines, 25 frames, 7 mc channel.

Madrid—(Under construction). 625 lines, 25 frames, 7 mc channel.

Madrid—(Experimental). 625 lines, 25 frames, 7 mc channel. Programs are telecast one hour every Thursday evening.

Note: The first TV transmission was made from the Madrid Press Club on Oct. 9, 1952. The stations now under construction are using mostly English and Dutch equipment.

SWEDEN

(Estimated receivers: 100)

Goteborg—(Proposed). 625 lines, 25 frames, 7 mc channel.

Province of Skane—(Proposed). 625 lines, 25 frames, 7 mc channel.

Stockholm—(Experimental, on two channels). Swedish Board of Telegraphs. 625 lines, 25 frames, 7 mc channel. Transmission is from 7 p.m. each Wednesday on 65 mc and 182 mc bands.

Note: Sweden's Television Committee, appointed in February 1951, completed its investigation in late fall of 1952 and recommended experimental stations for Stockholm and Uppsala. These stations are to be completed by July 1954 and are to telecast regular programs for two hours a week until January 1, 1955, after which the program schedule would be increased to eight hours per week. These two stations would cover an area containing a population of 1.2 million. The 100 receivers presently said to be in use in Sweden are picking up programs chiefly from Denmark. Sweden expects to have 30,000 sets in use by 1955. Several private companies are said to be ready to make and market TV sets.

SWITZERLAND

Zurich—(Experimental). 625 lines, 25 frames, 7 mc channel. Transmitter: Brown-Boveri.

Zurich—(Under construction; target date July 1, 1953). 625 lines, 25 frames, 7 mc channel.

Note: The Swiss Department of Posts, Telegraphs and Telephones has announced that private reception of telecasts is subject to concession from the government in the same manner as reception of radio broadcasts. All TV sets must be licensed regardless of the source of the signal. The concession is not valid for commercial exploitation. The fees acquired are used to defray the costs of the experimental telecasting at Zurich. All TV sets must be adjusted to receive only Swiss telecasts. Several Swiss companies are reported ready to make sets. Experimental telecasts were made in Lausanne in the spring of 1951 and at Basel in the spring of 1952.

TURKEY

Istanbul—(Experimental). Technical University of Istanbul. 625 lines, 25 frames, AM sound. Transmitter: Phillips.

URUGUAY

Montevideo—(Proposed). Servicio Oficial de Difusion Radio Electrica. Power: 1 kw. 525 lines, 6 mc channel, 30 frames.

Note: Experimental telecasts were aired in November 1951.

VENEZUELA

Caracas—(Began operating Nov. 24, 1952). National government. Channel 4, 66-72 mc. 625 lines, 25 frames, 6 mc channel, 50 cycle current. No commercial operation four hours a day. Transmitter: RCA.

Caracas—(Under construction; target date was February 1953). Television Venezolana. Ch. 5, 76-82 mc. 625 lines, 25 frames, 6 mc channel, 50 cycle current. To be commercial station. Transmitter: Marconi.

Caracas—(Under construction; target date is late 1953). Radio Caracas. Ch. 7, 174-180 mc. Power: 10 kw. 625 lines, 25 frames, 6 mc channel, 50 cycle current. To be commercial station. Transmitter: RCA.

YUGOSLAVIA

Beograd—(Under construction; target date was late 1952). Radiodiffusion Beograd. Frequency: 42.5-47 mc. Power: 5 kw. 625 lines, 25 frames, 7 mc channel.

Ljubljana—(Proposed). Radiodiffusion Beograd. Frequency: 51.5-55 mc. Power: 5 kw. 625 lines, 25 frames, 7 mc channel.

Zagreb—(Proposed). Radiodiffusion Beograd. Frequency: 60.5-65 mc. Power: 5 kw. 625 lines, 25 frames, 7 mc channel.

Government Agencies

(Continued from page 402)

GENERAL SERVICES ADMINISTRATION

GSA Bldg.
F Between 18th & 19th Sts., N. W.
Tel.: EXecutive 3-4900

Office of Public Information & Reports: Director, Joseph S. Cohen.

DEPT. OF JUSTICE

9th & Pennsylvania Ave., N. W.
Tel.: REpublic 7-8200

Attorney General: Herbert Brownell.
Office of Public Information: Leo Cadogan.

Criminal Division: Assistant Attorney General, Warren Olney.

DEPT. OF LABOR

14th & Constitution Ave., N. W.
Tel.: EXecutive 3-2420

Secretary: Martin P. Durkin.
Office of Public Information: Director, Herbert Little. Assistant Director, John W. Leslie. Administrative Assistant to Director, Mary Brown.

NATIONAL LABOR RELATIONS BOARD

815 Connecticut Ave., N. W.
STerling 3-7373 REpublic 7-7500

Members: Chairman, Paul M. Herzog, Comrs. John M. Houston, Abe Murdock, Paul L. Styles, Ivar H. Peterson.
Office of Public Information: Director, Louis G. Silverberg. Assistant Director, Jay E. Shanklin.

SECURITIES & EXCHANGE COMMISSION

425 2d St., N. W.
Tel.: STerling 3-7600

Members: Chairman, Donald C. Cook; Richard B. McIntyre, Paul R. Rowen, Clarence Adams, J. H. Rossbach.
Secretary of the Commission and Director of Information: Orville L. DuBois.

DEPT. OF STATE

21st & Virginia Ave., N. W.
Tel.: REpublic 7-5600

Secretary: John Foster Dulles.
Assistant Secretary of State for Public Affairs: Carl W. McArdle. Undersecretary for Administration, Donald Lourie.
International Information Administration: Acting Administrator, Dr. Robert L. Johnson. Deputy Administrator, Reed Harris. Special Assistants

to the Administrator, Antonio Miccoci, Harold D. Hynds. Director of Congressional & Public Information, Ben G. Crosby.

International Broadcasting Services (IIA-Voice of America): Director, Alfred H. Morton. Controller, Robert J. Frances. Policy Advisor, Edwin Kretzman. Chief, Division of Radio Facilities Operation, James S. Thompson. Chief, Division of Radio Program Operations, Alfred H. Puhar. Chief, Division of Radio Program Evaluation, Leo Lowenthal. Chief, Division of Radio Facility Plans & Development, George Herrick. Washington Representative for the Director, Sidney Sulkin. Chief, Washington Programming, John F. Hogan.

International Press & Publications: Chief, Charles Arrot. Deputy Assistant, Joseph M. Sitrick.

Radio, Television & Visual Media Branch: Acting Chief, John P. Meagher. Assistant, Peter Smith.

International Motion Pictures Division (Films and Kinescopes): Herbert T. Edwards.

Transportation & Communications Office (Telecommunications): Chief, Francis Colt deWolf. Associate Chief, Harvey Otterman. Assistant Chiefs, John S. Cross, Cecil G. Harrison, Arthur Lebel, T. H. E. Nesbitt. Special Assistant to the Chief, Helen Kelly.

TECHNICAL COOPERATION ADMINISTRATION

333 Third St., N. W.
Tel.: REpublic 7-7435

Administrator: Stanley Andrews.
Office of Information & Reports: Director, Paul Duncan. Chief of Planning & Production, Hernando Silva. Radio-Television Officer, Daniel J. Scherer.

DEPT. OF TREASURY (U. S. Savings Bond Division)

Washington Bldg.
15th St. & New York Ave., N. W.
Tel.: EXecutive 3-6400

Secretary: George M. Humphrey.
National Chairman: Vernon D. Clark; National Director, Merrill Predmore.
Advertising Section: Chief, Edmund J. Linehan; Radio Manager, Harry Gattor; Television Manager, Edwin I. Halbert.

Public Liaison: Chief, John Koepf.
Coast Guard OPI: Director, Capt. Leon Morine.

VETERANS ADMINISTRATION

Vermont Ave. & H St., N. W.
EXecutive 3-4120

Administrator: Carl R. Gray Jr.
Office of Public Information: Director, A. W. Woolford. Associate Director, Frank Hood. Assistant Director, Radio-TV Division, Bernard Posner. Assistant Director, News, Lawrence George.

STANDARD CONDITIONS PERTAINING TO AGENCY-STATION CONTRACTS FOR SPOT TELECASTING

Approved 1952

American Association of Advertising Agencies and National Association of Radio and Television Broadcasters

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PAYMENT AND BILLING

(a) *Time.* Payments are to be made by AGENCY under this contract on or before the fifteenth day of the month following that in which telecasting was done, unless otherwise provided on the face of this contract. The postmark date on the envelope containing payment, if such is properly addressed to STATION or its representative authorized to receive payment, shall be considered the date when payment was made unless otherwise stipulated.

(b) *Materiality.* In all cases date of payment is material. Upon AGENCY's failure to make timely payment STATION in its own discretion may discontinue further performance under this contract.

(c) *Right to Modify Terms of Payment.* Upon reasonable belief of STATION that AGENCY's credit has been impaired, STATION shall have the right to change the terms of payment for further telecasts under this contract.

(d) *Agency Solely Liable.* STATION agrees to hold AGENCY solely liable for payments to be made under this contract unless expressly otherwise provided on the face of this contract.

(e) *Billing.* STATION will bill AGENCY at monthly intervals unless otherwise provided on the face of this contract. STATION's bills shall be in accordance with the log, shall so state, and shall be deemed correct unless proved otherwise. STATION will furnish certificates of performance at time of billing if requested by AGENCY prior to that time.

TERMINATION

(a) *Telecasts of Five Minutes or More.* If this contract calls for

telecasts of five minutes or more duration, it may be terminated by either party upon giving the other party twenty-eight (28) days prior written notice thereto, but no such termination shall be effective until thirteen (13) weeks after the start of telecasting hereunder.

(b) *Telecasts of Less Than Five Minutes.* Insofar as this contract calls for telecasts of less than five minutes duration, it may be terminated by either party upon giving the other party fourteen (14) days prior written notice, but no such termination shall be effective until four (4) weeks after the start of telecasting hereunder.

(c) *Effect of Termination.* If AGENCY so terminates this contract, AGENCY will pay STATION at earned rate for telecasts made or contracted for to and including date of termination. If STATION so terminates this contract, and STATION and AGENCY cannot agree on a satisfactory substitute day or time for continuance of telecasts covered by this contract at card rates on which this contract is based, AGENCY shall pay STATION for telecasts made to and including the date of termination without penalty of short rate; that is, AGENCY shall have the benefit of the same discounts which it would have earned had it been allowed to complete the contract. In the event of termination hereunder, neither party shall be liable to the other party otherwise than as specified in this paragraph and in par. 10.

3. RENEWAL

(a) *Notice.* The telecast time or times (including facilities) covered by this contract may be renewed by AGENCY upon giving STATION

twenty-eight (28) days written notice prior to the expiration of this contract or any extension thereof, provided, however, that insofar as this contract covers telecasts of less than five minutes duration, it may be renewed by giving fourteen (14) days written notice prior to such expiration.

(b) *Condition of Renewal.* The right to renew upon notice specified by sub-paragraph (a) above is subject to there having been no interruption in the continuity of telecasts under this contract due to action by AGENCY, and to the provisions governing rates and charges set forth in paragraph 7.

(c) Such renewal may be terminated by either party upon giving the other twenty-eight (28) days written notice in the case of telecasts of five minutes or more duration; if the telecast is for less than five minutes duration fourteen (14) days notice is required.

4. EFFECT OF BREACH

(a) *By Agency.* STATION reserves the right to cancel this contract at any time upon default by AGENCY in the payment of bills or other material breach of the terms hereof. Upon such cancellation all charges for telecasting done hereunder and not paid shall become immediately due and payable. If STATION cancels by reason of AGENCY's material breach, AGENCY's only liability shall be to pay, as liquidated damages, a net sum equal to that which AGENCY would have been obligated to pay had it, as of the date of STATION's cancellation, given notice of termination pursuant to paragraph 2 hereof, less any

amount which STATION actually receives for the sale of the same time.

(b) *By Station.* In the event of a material breach by STATION in performing this contract, AGENCY reserves the right to cancel this contract at any time. If AGENCY cancels by reason of STATION's material breach, STATION's liability shall be limited to the payment, as liquidated damages, of a net sum equal to AGENCY's actual non-cancellable live talent costs incurred by the AGENCY for the production of a live program (not filmed nor recorded) in the cancelled time and the reasonable allocated print or rental cost of films scheduled for the cancelled telecast and not usable for future scheduling, due to such breach. Provided, however, that STATION's liability shall not exceed the time costs involved for the unexpired and non-cancellable portion of the contract; that is, the STATION shall not be liable for any sum greater than the sum of time charges involved had the STATION, as of the date of AGENCY's cancellation, given notice of termination pursuant to paragraph 2 hereof. Inability to telecast covered by paragraph 5 shall not be deemed a breach of this contract.

5. INABILITY TO TELECAST

(a) *Simultaneous Interruption of Aural and Visual Signals.* If, due to public emergency or necessity, force majeure, restrictions imposed by law, acts of God, labor disputes, or for any other cause, including mechanical breakdowns, beyond STATION's control, STATION shall be unable to telecast due to

simultaneous interruption of aural and visual signals, any program, announcement or a part of any program or announcement contracted to be telecast hereunder, STATION shall not be liable to AGENCY except to allow (1) a pro rata reduction in the time charges hereunder or (2) if an interruption occurs during the commercial announcement portion of any telecast, a credit to AGENCY in the same proportion to the time charges which the omitted commercial portion bears to the total commercial portion of the telecast, it being mutually agreed that STATION shall credit AGENCY on whichever basis is more favorable to AGENCY or (3) upon the mutual agreement of both parties, a later telecast of the omitted performance at a satisfactory substitute day and time; however if a substitute time for later telecast of the omitted performance is not mutually agreed upon: an adjustment in additional STATION charges, if any, over and above time charges, shall be subject to negotiation; the AGENCY shall have the benefit of the same discounts which it would have earned if the performance had not been omitted.

(b) *Interruption of Either Aural or Visual Signal.* If the failure is of either the aural or visual signal, but not both, the amount of the adjustment to AGENCY shall be subject to negotiation.

6. SUBSTITUTION OF PROGRAMS OF PUBLIC SIGNIFICANCE

(a) *Conditions of Substitution.* STATION shall have the right to cancel any telecast or portion thereof covered by this contract in order to telecast any program which, in its absolute discretion, it deems to be of public significance. In any such case, STATION will notify AGENCY in advance if reasonably possible, but where such notice cannot reasonably be given, STATION will notify AGENCY within a reasonable time after such scheduled telecast, that AGENCY's telecast has been cancelled.

(b) *Adjustment.* If AGENCY and STATION cannot agree upon a satisfactory substitute day and time, the telecast time so pre-empted shall be deemed cancelled without affecting the rates, discounts, or rights provided under this contract, except that AGENCY shall not have to pay for the cancelled

STATION charges. However, in such case, if the program substituted by STATION is a sponsored program, STATION shall pay to AGENCY AGENCY's actual non-cancellable live talent cost incurred by the AGENCY for the production of a live program (not filmed nor recorded) in the cancelled time, and the reasonable allocated print or rental cost of films scheduled for the cancelled telecast and not usable for future scheduling, not to exceed the time charges for the period involved.

7. RATES AND CHARGES

(a) *Rate Policy.* STATION represents that the rate for time and facilities named in this contract is consistent with the rate card upon which this contract is based and is the lowest rate made by STATION for like telecasts. If at any time during the life of this contract STATION makes a lower rate for like telecasts this contract shall be continued at such lower rate from the effective date of such lower rate. There shall be no secret rates, rebates, or agreements affecting rates. AGENCY shall not rebate to its client any part of the commission allowed by STATION.

(b) *Rate Protection.* Anything to the contrary notwithstanding in this contract or any other agreement between the parties, STATION reserves the right to increase any of the rates and charges set forth on the face hereof by public announcement of a new rate card, but no increase shall be applicable to telecasts under this contract or renewals thereof until six months from the effective date of such new rate card. The rate protection privilege is applicable only for telecast schedules contracted for prior to the effective date of the rate increase provided that schedule is in effect or starts within thirty (30) days after the effective date of such increase. This protection prevails only so long as the telecasts hereunder continue without lapse of schedule attributable to AGENCY or designated Advertiser.

8. PROGRAM PRODUCTION

(a) *AGENCY Responsibility.* Unless otherwise noted on the face of this contract, all program material, including talent and commercial announcements, shall be furnished by AGENCY, and all expenses con-

nected with the delivery thereof to the STATION and return therefrom, if so directed, shall be paid by the AGENCY.

(b) *Right to Substitute for Non-receipt.* Should STATION fail to receive program material by 96 hours in advance of telecast, STATION may notify AGENCY by collect telegram. If the material has not been received by 72 hours in advance of telecast, and in the event that AGENCY has been so notified, STATION shall have the right to produce a substitute telecast, and AGENCY will pay STATION for such telecast STATION's regular charges for time and facilities and a reasonable charge for program production, such production charge not to exceed the time charge.

(c) *Approval of Material.* Television material produced by AGENCY is subject to STATION approval and STATION may exercise a continuing right to reject such material, including a right to reject for unsatisfactory technical quality. In the event the material is unsatisfactory, STATION shall notify AGENCY by collect telegram, and, unless AGENCY furnishes satisfactory material by 72 hours in advance of telecast, STATION shall have the same right to produce a substitute telecast as under sub-paragraph (b) above.

9. TELECAST LIABILITIES

(a) *Indemnification by AGENCY.* AGENCY agrees to hold and save STATION harmless against any or all liability resulting from the telecast of programs or program material prepared, produced or furnished by AGENCY excepting such liability as may result from the telecast on AGENCY-produced telecasts of material furnished by STATION and musical compositions, the performances of which are licensed by a music licensing organization of which STATION is a licensee.

(b) *Indemnification by STATION.* STATION will hold and save AGENCY and Advertiser harmless against all such liability on STATION-produced telecasts excepting only such liability as may result from the telecast of commercial credits and other material furnished by AGENCY. In addition, STATION will hold and save AGENCY and Advertiser harmless

with respect to material furnished by STATION for AGENCY-produced telecasts and the performances of musical compositions AGENCY produced telecasts provided the performances of such musical compositions are licensed for telecasting by a music licensing organization of which STATION is a licensee.

10. GENERAL

(a) *Telecast Times.* STATION will perform the telecasts covered by this contract on the days and approximate hourly times provided on the face of this contract. Time mentioned shall be that current STATION. STATION may deduct from any period of five minutes or longer not more than thirty-five seconds for station-break purposes.

(b) *Handling of Property and Mail.* The STATION shall exercise normal precautions, but shall assume no liability for loss of or damage to program material and other property furnished by AGENCY in connection with telecasts hereunder. STATION will not accept or process mail, correspondence, or telephone calls in connection with telecasts except after prior approval, and if so approved at the sole risk of AGENCY and subject to reimbursement by AGENCY for all expense incurred.

(c) *Assignment and Waiver.* This contract, including the rights under it, may not be assigned or transferred without first obtaining the consent of the STATION in writing; nor may the STATION be required to telecast hereunder for the benefit of any other Advertiser than the one named on the face of this contract. Failure of STATION or AGENCY to enforce any of the provisions herein shall not be construed as a general relinquishment or waiver as to that or any provision.

(d) *Legal Obligations.* STATION's obligations hereunder are subject to the terms and conditions of licenses held by it and by applicable federal, state, and local laws and regulations.

(e) *No Oral Modification.* This contract contains the entire agreement between the parties relating to the subject matter herein contained, and no change or modification of any of its terms and provisions shall be effective unless made in writing and signed by both parties.