

# Backstage

people in network radio-TV production—  
1949

## — A —

### ALLEN, GEORGE W.

B. May 10, 1899, Spokane, Wash.; The Whistler, Your Stand-in, Meet the Missus, Free For All, CBS.

### ALLEY, PAUL

B. 1905, Hampton, Va.

## — B —

### BAGSELL, KEN

KLEE-TV, Houston, Tex.

### BAKER, RUSS

WOW-TV, Omaha, Nebr.

### BARKER, JOHN

WNBK, Cleveland, O.

### BEASLEY, IRENE

(See Vocal Artists)

### BEAUMONT, AL

WTMJ-TV, Milwaukee, Wis.

### BERNS, LARRY

CBS

### BERNS, SEYMOUR

ABC-TV

### BLACKWELL, BURT

WAVE-TV, Louisville, Ky.

### BLAIR, JAMES

WOIC, Washington, D. C.

### BLUM, ROBERT

WNBW, Washington, D. C.

### BOWER, ROGER

WOR-TV, New York, N. Y.

### BOYD, MAL

ABC

### BRESLIN, JAMES

WEWS, Cleveland, O.

### BROWN, MENDE

WOR-TV, New York, N. Y.

## — C —

### CAHAN, GEORGE M.

B. May 24, 1919, Philadelphia, Pa.; The Ruggles, Oboler's Comedy Theatre, Hollywood House, The Three Stooges, Man Rosa, Amazing Mr. Malone, ABC-TV.

### CAPSTAFF, ALBERT

Bob Hope, NBC.

### CARNEY, JACK

ABC-TV, CBS

### CHRISTENSEN, CHARLES

WNBW, Washington, D. C.

### CHYKA, GEORGE

KOTV, Tulsa, Okla.

### CLARK, JOHN L.

Famous Jury Trials, DuMont

### CLEMMER, RICHARD W.

NBC-TV

### CONSTANT, A. H.

KRON-TV, San Francisco, Calif.

### COOK, DONALD

WGN-TV, Chicago, Ill.

### COOPER, FRANK

ABC

### COPE, BETTY

WEWS, Cleveland, O.

### CORNELL, SYDNEY D.

WKRC-TV, Cincinnati, O.

### CRAFTON, PATRICK

KRON-TV, San Francisco, Calif.

### CRANDALL, BRAD

WSB-TV, Atlanta, Ga.

### CROSBY, JOHN

WHAM-TV, Rochester, N. Y.

### CURRIE, ROBERT

WFMY-TV, Greensboro, N. C.

## — D —

### DAHLMAN, LOUIS J.

B. April 2, 1917, New York, N. Y.; City at Midnight, WNB-TV, Tropic Holiday, WNB-TV; Telefinds of '49, WCBS-TV; Nick Kenny Show, WJZ-TV; Birthday Party, DuMont-TV; Doorway To Fame, DuMont-TV.

### DANIEL, OLIVER

N. Y. Philharmonic Symphony, CBS

### DAVIDOW, MARVIN

WFIL-TV, Philadelphia, Pa.

### DAWES, ASHLEY

WBNS-TV, Columbus, O.

### DEKER, LEO

WBNS-TV, Columbus, O.

### DIETZ, JOHN

CBS

### DORRITY, ED

WDSU-TV, New Orleans, La.

### DOUGLAS, MILTON

Cavalcade Of Stars, DuMont

### DOYLE, ROBERT C.

ABC-TV

## — E —

### ELLIS, ELMO

WSB-TV, Atlanta, Ga.

### ENION, A. B.

WHEN, Syracuse, N. Y.

## — F —

### FAIR, JIM

WCPO-TV, Cincinnati, O.

### GARAGHAN, JAY E.

WGN-TV, Chicago, Ill.

### FARRAR, ANTHONY

WAAM, Baltimore, Md.

### FASSETT, JAMES

CBS

### FELTON, NORMAN

WNBQ, Chicago, Ill.

### FERGUSON, JAMES

WLW-TV, Cincinnati, O.

### FISHER, MAGGY

ABC

### FLOWER, JOHN

WMCT, Memphis, Tenn.

### FORD, THOMAS I.

Uncle Jake's House

WEWS, Cleveland, O.

### FOX, D. L.

WHEN, Syracuse, N. Y.

### FREEBORN, CARLYLE W.

WNBK, Cleveland, O.

### FULLER, SAM

Jack Carson, CBS

## — G —

### GANZ, WILLIAM J.

B. 1894.

### GARRISON, GREG

WENR-TV, Chicago, Ill.

### GOGGIN, RICHARD

ABC-TV

### GOODWIN, SID

ABC

### GORDON, WILLIAM

KTSL, Hollywood, Calif.

### GOSCH, MARTIN

WCBS, New York, N. Y.

### GOTTLIEB, LESTER

WBKB, Chicago, Ill.

### GRAFF, E. JONNY

WBAP-TV, Fort Worth, Tex.

### GRAMMAR, BOB

WBAP-TV, Fort Worth, Tex.

### GREANEY, ED

WMCT, Memphis, Tenn.

## — H —

### HALDI, JOHN

WBNS-TV, Columbus, O.

### HALL, LEE

WNHC-TV, New Haven, Conn.

### HALLACK, VANCE

WNBW, Washington, D. C.

### HANDLEY, ALAN

WNBTV, New York, N. Y.

### HAUSER, DWIGHT

ABC

### HEADLEY, SHERMAN

WTCN-TV, Minneapolis, Minn.

### HENLEY, ARTHUR

(See Writers)

### HILL, JAMES

WLW-TV, Cincinnati, O.

### HINE, DONALD M.

KTSL, Hollywood, Calif.

### HOLOWCHAK, EUGENE

WWJ-TV, Detroit, Mich.

### HORTON, HERB

WFIL-TV, Philadelphia, Pa.

### HOWARD, CY

B. 1916, Wis., My Friend Irma; Life With Luigi, KNX-CBS.

## — J —

### JACKSON, DICK

WAVE-TV, Louisville, Ky.

### JACOBER, WARREN

WBEN-TV, Buffalo, N. Y.

### JENNINGS, ROBERT C.

ABC

### JOHNSON, BILLY

WLWD, Dayton, O.

### JOHNSON, WILLIAM

ABC

## — K —

### KANE, DENNIS

WAAM, Baltimore, Md.

### KELLER, FRED

WBEN-TV, Buffalo, N. Y.

### KENT, RIKEL

WLW-TV, Cincinnati, O.

### KEVER, BONNIE

KRON-TV, San Francisco, Calif.

### KIRBEV, HUGH L.

WFBM-TV, Indianapolis, Ind.

### KOSTE, WILLIAM

WWJ-TV, Detroit, Mich.

**Production—Radio-Television**

**—L—**

**LANDIS, JOE**  
KLAC-TV, Hollywood, Calif.

**LEHMAN, ROBERT A.**  
B. Dec. 30, 1918, Tacoma, Wash.;  
Command Performance (prod.-  
dir.), AFRS; Make Believe Town  
(W), CBS; Whistler (W), CBS;  
Tell It Again (W), CBS; KTSL  
(Don Lee TV).

**LEVY, RALPH**  
(See Directors)

**LEWIS, COLBY**  
WMTV, Milwaukee, Wis.

**LIGHTMAN, HERB**  
KOTV, Tulsa, Okla.

**LOWE, JOE**  
KLAC-TV, Hollywood, Calif.

**LUKAS, ERNEST**  
WGN-TV, Chicago, Ill.

**LUPPINO, NICHOLAS**  
WICU, Erie, Pa.

**LURIE, AL**  
WBAP-TV, Fort Worth, Tex.

**—Mc—**

**MacDONNELL, NORMAN**  
Suspense, CBS

**MacLAREN, IVOR**  
WTCN-TV, Minneapolis, Minn.

**McKEE, BURTT, JR.**  
WAFM-TV, Birmingham, Ala.

**McLEOD, VICTOR**  
B. Aug. 2, 1906, Nampa, Ida.;  
Admiral Welcome Aboard, NBC;  
Believe It Or Not, Ripley, NBC;  
Chevrolet Teletheater, NBC-TV;  
Saturday Night Jamboree, NBC-  
TV; NBC Summer Playhouse,  
NBC-TV; Ballet Theater, NBC-  
TV.

**McMURRY, JAMES S.**  
WOIC, Washington, D. C.

**—M—**

**MACK, NILA**  
Let's Pretend, CBS

**MANSFIELD, IRVING**  
This Is Show Business, CBS

**MANSON, KENNETH**  
ABC

**MARR, GEORGE**  
WPMJ-TV, Milwaukee, Wis.

**MARVIN, EARL Z.**  
KBTB, Dallas, Tex.

**MEEKS, DON**  
WCPO-TV, Cincinnati, O.

**MICHEL, WERNER**  
Documentary Unit, CBS

**MINEK, WORTHINGTON**  
WCBS-TV, New York, N. Y.

**MORRIS, FRANK**  
ABC

**MULCAHY, RICHARD**  
ABC

**MUNROE, PAUL C.**  
B. April 24, 1910, Portland, Me.;  
54th St. Revue, Dr. I. Magina-  
tion, Actors Studio, Winner Take  
All, Paul Arnold, Sugar Hill  
Times, CBS-TV.

**MURRAY, KEN A.**  
B. July 14, 1903, New York, N.  
Y.; The Ken Murray Show for  
Anheuser-Busch, CBS.

**—N—**

**NOTTINGHAM, GUY**  
WBAL-TV, Baltimore, Md.

**—O—**

**O'HALLAREN, BILL**  
WOW-TV, Omaha, Nebr.

**OXFORD, RONALD C.**  
KATV, Tulsa, Okla.

**—P—**

**PALMER, GEORGE**  
WKRC-TV, Cincinnati, O.

**PATTON, PHIL**  
WENR-TV, Chicago, Ill.

**PETERSON, ARTHUR**  
NBC-TV

**PETRIE, DAN**  
WOW-TV, Omaha, Nebr.

**PIKE, LANNY**  
WJBK-TV, Detroit, Mich.

**POTTASCH, ALLAN**  
KBTB, Dallas, Tex.

**—Q—**

**QUINN, MEL**  
WBAL-TV, Baltimore, Md.

**—R—**

**RANALLO, CHARLES**  
WNBK, Cleveland, O.

**REICH, ED**  
KMTV, Omaha, Nebr.

**REULEAUX, WALTER**  
WFBN-TV, Indianapolis, Ind.

**RICH, RAY**  
WDSU-TV, New Orleans, La.

**RITTER, ROBERT**  
WWJ-TV, Detroit, Mich.

**ROBB, WILLIAM**  
KEYL, San Antonio, Tex.

**ROBERTS, PAUL**  
WFBN-TV, Indianapolis, Ind.

**ROBERTSON, LAWRENCE**  
ABC

**ROBSON, WILLIAM N.**  
Escape, CBS

**ROLAND, WILL**  
Arthur Godfrey Show, CBS

**ROSE, RALPH**  
CBS

**ROSS, BERNARD**  
WBNB-TV, Buffalo, N. Y.

**ROSS, DON**  
ABC, ABC-TV

**ROUNTREE, MARTHA**  
Meet The Press  
NBC-TV

**ROWLAND, FRANK**  
WLW-D, Dayton, O.

**RUICK, MELVILLE H.**  
ABC

**RYAN, BERNARD**  
WHAM-TV, Rochester, N. Y.

**RYDSTROM, JANE**  
WAAM, Baltimore, Md.

**—S—**

**SCHWARTZ, ARTHUR**  
WCBS, New York, N. Y.

**SCOTT, ED**  
WTCN-TV, Minneapolis, Minn.

**SCOTT, JAY**  
WMCT, Memphis, Tenn.

**SHIMP, BERT**  
WSAZ-TV, Huntington, W. Va.

**SKOTCH, ED**  
WENR-TV, Chicago, Ill.

**SLADE, J. M.**  
WHEN, Syracuse, N. Y.

**SMITH, DOROTHY B.**  
KOD-TV, Albuquerque,  
N. Mex.

**STONE, EZRA**  
NBC-TV

**STONE, MARTIN**  
ABC

**SWOPE, HERBERT**  
B., JR.

Band of America, Broadway Spot-  
light, Black Robe, NBC.

**—T—**

**THOMPSON, HARLAN**  
B. Sept. 24, 1899, Hanibelle,  
Mo.; The Ed Wynn Show, CBS-  
TV.

**THOMPSON,**  
**JOSEPH A.**

B. Feb. 25, 1909, San Francisco,  
Calif.; TV Commercials, Sears,  
in Los Angeles, Chicago, Detroit,  
Cleveland.

**TOLL, TED**

ABC

**TRAYHERN, JAMES**

WHAM-TV, Rochester, N. Y.

**—U—**

**ULLRICH, JOHN**  
WFIL-TV, Philadelphia, Pa.

**—V—**

**VANDIVER, JAMES**

ABC-TV

**VAN HAAFTEN, C.**

KOD-TV, Albuquerque.

**VAN HARTESVELT,**  
**FRANCIS**

B. July 2, 1911, Grand Rapids,  
Mich.; Great Gildersleeve, NBC;  
Junior Miss, CBS; King's Men  
Show, NBC; How Wrong Can  
You See, TV.

**VAUGHN, CHARLES**

WLW-D, Dayton, O.

**VINCENT, CHICK**

(See Directors).

**—W—**

**WALKER, ELBERT**

KTSN, Hollywood, Calif.

**WALTON, MORT**

WJBK-TV, Detroit, Mich.

**WAYNE, DON**

WHIO-TV, Dayton, O.

**WEEDIN, HARFIELD**

ABC

**WEIDENBAER, CLAIR**

ABC

**WERKENRATH, REINALD**

WNBQ, Chicago, Ill.

**WHITING, JUDSON I.**

WOIC, Washington, D. C.

**WILLIAMS, KEITH**

WAFM-TV, Birmingham, Ala.

**WINKLER,**

**CARLTON E.**

B. Jan. 20, 1908, Jersey City,  
N. J.

**WITHERBEE, WALTER K.**

WAVE-TV, Louisville, Ky.

**WOLFE, ED**

The O'Neils, DuMont

**WOOD, BARRY**

B. Feb. 12, 1910, Conn.; 54th  
St. Revue, Esso Xmas Revue,  
Hotpoint Holiday Hour, Carmen  
(assoc. prod.), Kirby Stone Show,  
Paul Arnold, Ted Steele, Jean  
Barge, CBS-TV.

**WOODS, DICK**

WCPO-TV, Cincinnati, O.

**WOOLLEN, RICHARD**

ABC

**WORMSER, JACK**

ABC

**WYATT, JERRY**

WBAL-TV, Baltimore, Md.

**—Z—**

**ZIRATO, BRUNO, JR.**  
Sing It Again, CBS

# Radio-TV Directors

—and their work during 1949

—A—

**ADAMS, WENDELL**  
Vaughn Monroe Show  
CBS

**ALLEN, CRAIG**  
Leave It To The Girls  
NBC-TV

**ALLEN, HOYT**  
Portia Faces Life  
NBC

**AMES, LOUIS**  
Song Parade  
WPIX

**ANDREWS, CARL**  
Famous Jury Trials; The Fat  
Man; Casebook of Gregory  
Hood, ABC.

**ANDREWS, CLARK**  
Starring Boris Karloff, The  
Fat Man, ABC

**ANDREWS, MARTIN**  
My True Story, The Casebook  
of Gregory Hood, ABC

**ARKUS, AL**  
Here's Heidi, MBS

**ASHLEY, IRA**  
Grand Central Station  
CBS

—B—

**BABB, JOHN**  
Author Meets the Critics, The  
Herb Sheldon Show, Roger  
Dann Show, Melody Corner,  
ABC

**BECKER, DON**  
Life Can Be Beautiful  
NBC

**BENNETT, TOM**  
The Fred Waring Show  
NBC

**BERNS, LARRY**  
Our Miss Brooks, Lum and  
Abner, CBS

**BERNS, SEYMOUR**  
ABC-TV

**BISHOP, CHARLES**  
Singing Lady, Irene Wicker,  
Actor's Studio, ABC-TV

**BLAIR, LEONARD**  
Auction-Aire, Celebrity Time,  
Author Meets The Critics,  
ABC-TV

**BOYD, MAL**  
Hollywood In Three Dimen-  
sions, CBS; Pick A Date, ABC.

**BROEMAN, STUART**  
Breakfast on the Plaza, South-  
ernaires, Piano Playhouse, Bet-  
ty Crocker (Magazine of The  
Air), ABC

**BROWN, HIMAN**  
Inner Sanctum  
CBS



Directed by  
**LAURENCE SCHWAB, JR. - WILLIAM CORRIGAN**

## Radio-Television Directors

**BROWN, MENDE**

The Affairs of Peter Salem  
MBS

**BUNETTA, FRANK**

Cavalcade Of Stars; Famous  
Jury Trials, DuMont

**BUSS, FRANCES**

Bob Howard Show  
CBS-TV

**BUTLER, RALPH**

Perry Mason  
MBS

**BYRON, ED**

Mr. District Attorney  
NBC

— C —

**CAHAN, GEORGE M.**

(See Producers).

**CARNEY, JACK**

Talent Scouts, Give And Take,  
CBS

**CARR, FREDERIC**

Actor's Studio, Blind Date,  
Celebrity Time, ABC-TV

**CARTOON, ALAN**

Symphonette  
CBS

**CAVALIER, JOE**

Supper Club  
NBC-TV

**CHAPMAN, BRUCE**

Tell Your Neighbor  
MBS

**CLARKE, PHILIP N.**

(See Radio-TV Artists)

**COLE, JOHN**

The Shadow  
MBS

**COOPER, WYLLIS**

Quiet Please, ABC; Volume  
One, ABC-TV; Escape, CBS,  
CBS-TV.

**COPE, DON**

Light of The World

**CORRIGAN, WILLIAM**

B. Aug. 27, 1913, Grand Forks,  
N. D.; The Clock, NBC-TV.

**COURTNEY, ALEX**

Voice of The People  
WPIX

**COYLE, HARRY**

New York Yankee Baseball  
Games; Boxing From West-  
chester Arena; Boxing From  
Sunnyside Arena; Roblee Fan-  
tasy, DuMont

— D —

**DANIEL, OLIVER**

N. Y. Philharmonic Symphony,  
CBS

**DAVIS, STAN**

Invitation to Learning, Report  
From Overseas  
CBS

**DEL VALLE, JAIME**

Count of Monte Cristo  
MBS

**DEPEW, RICHARD**

Starring Boris Karloff, ABC-  
TV

**DEVINE, JERRY**

This Is Your F.B.I.,  
ABC

**DICK, HENRY**

Kiernan's Korner, Victor Lind-  
laur, The Money Saving Club,  
One Man's Opinion, Gems for  
Thought, ABC

**DIETZ, JOHN**

Crime Photographer, You Are  
There, CBS

**DILLON, SEAN**

Fitzgeralds, Hollywood Screen  
Test, ABC-TV

**DINEHART, ALAN**

54th St. Review  
CBS-TV

**DISKIN, MARSHAL**

Roller Derby, Bowling Head-  
liners, ABC-TV

**DOYLE, ROBERT**

Stop The Music, Professional  
Football, ABC-TV

**DUMONT, PAUL**

D&H Miners  
NBC

— E —

**EAST, ED**

B. Bloomington, Ind.; Pacific  
Coast Network; TV Packages;  
Meet The Champ, Easy Does It  
and Who's Next; Head of Ed  
East Creative Recorded Spots.

"This Is Show Business"

"The Show Goes On"

"Winner Take All"

Directed

by

*Leffwisch*

CBS-TV

**AXEL  
GRUENBERG**

*Directing*

"THIS IS YOUR LIFE"  
"TODAY'S CHILDREN"

## Radio-Television Directors

**EHRENREICH, DAN**  
The Joe DiMaggio Show  
CBS

**EMERY, BOB**  
Rainbow House, MBS; DuMont  
TV

**EMERY, KAY**  
Small Fry Club  
WARD

**EPSTEIN, ROBERT HARLAN**  
The Croupier, At Home With  
Music, Betty Clark Sings, Tune  
Time, ABC

### — F —

**FASSETT, JAMES**  
N. Y. Philharmonic Sym-  
phony, CBS

**FICKETT, HOMER**  
Theatre Guild On The Air  
NBC

**FISHER, CHARLES**  
When A Girl Marries  
NBC

**FRIEDMAN, HAROLD**  
Celebrity Time, Roller Derby,  
ABC-TV

### — G —

**GERSON, HAROLD**  
Author Meets The Critics,  
Pippy Hoolihan, ABC-TV

**GIERLACH, CHET**  
We Love And Learn  
NBC

**GILLIS, DON**  
NRT Symphony  
NBC

**GOGGIN, RICHARD**  
ABC-TV

**GOODSON, MARK**  
Stop The Music  
ABC

**GOODWIN, SID**  
ABC

**GORALL, LESLIE**  
Celebrity Time, ABC TV

**GORMAN, WALTER**  
The Road of Life  
NBC

**GOSCH, MARTIN**  
Tonight On Broadway  
CBS-TV

**GOTTLIEB, LESTER**  
Sing It Again, Robert Q.  
Lewis, CBS

**GRAHAM, JOE**  
B. Sept. 15, 1916, Ohio; Modern  
Romances, ABC, Mr. President  
(N. Y.), ABC.

**GRAYSON, MITCHELL**  
Big Sister  
CBS

**GREEN, IVAN**  
This Woman's Secret, NBC;  
It Seems Like Yesterday, KFI-  
TV

**GREINER, ROBERT**  
Sunday Morning Concert Hall,  
People and Things, Fantasy  
in Melody, Pauline Fredericks,  
ABC

**GRUENBERG, AXEL**  
B. Aug. 17, 1907, Riga, Russia;  
This Is Your Life, NBC; Today's  
Children, NBC.

### — H —

**HAFNER, LES**  
Motion Pictures Stages, Inc.

**HAMILTON, WILLIAM**  
Kate Smith Calls, We Care,  
ABC

**HANCOCK, ORRLE**  
News of America  
CBS

**HANNA, ARTHUR**  
Our Gal Sunday  
CBS

**HARGIS, TOM**  
The Roy Rogers Show  
MBS

**HARRELL, CHARLES  
T.**

B. Nov. 28, 1913, Lincoln, Nebr.;  
Famous Jury Trials, DuMont-TV;  
Chance of A Lifetime, ABC;  
Think Fast, ABC, ABC-TV.

**HAUPT, JAMES**  
Band of America  
NBC

CHARLES T. HARRELL

RADIO—TV

PRODUCER-DIRECTOR



**DICK SANDWICK**

Television Director

**Radio-Television Directors**

**HAUSER, DWIGHT**  
ABC

**HAWLEY, MARK**  
The Black Robe  
NBC-TV

**HAYDEN, JEFF**  
Photo-Play-Time, Roller Derby, Stop The Music, ABC-TV

**HAYES, JAMES**  
News of the World  
NBC

**HEDIGER, TED**  
Martin Kane, Private Eye  
NBC

**HEISCH, GLEN**  
Harvest of Stars  
NBC

**HELLER, FRANKLIN**  
The Front Page  
CBS-TV

**HENRY, BABETTE**  
Photo Crime, ABC-TV

**HILLMAN, JOHN**  
Voices That Live, Ted Malouf, Chandu, Fantasy In Music, Betty Crocker (Magazine of the Air), ABC

**HOWARD, CY**  
My Friend Irma, Life With Luigi, CBS

**HOWARD, HENRY**  
Mystery Theatre  
CBS

— I —

**INGRAM, HARRY**  
Basil Rathbone Show, Big Story, Kate Smith Sings, Louis Sobol Show, Two On A Clue.

**IRVING, CHARLES**  
This Is Nora Drake  
CBS

— J —

**JOHNSON, WILLIAM**  
ABC

**JONAS, PAUL**  
Sports Parade  
MBS

**JONES, CLARK**  
Mohawk Showroom, Voice of Firestone  
NBC-TV

— K —

**KEITH, HAL**  
Lights Out, Colgate Theatre, Chevrolet Tele-Theatre, NBC-TV.

**KING, ED**  
David Harum  
NBC

**KNIGHT, PAUL**  
The U.N. Is My Beat  
NBC

**KOGAN, ARTHUR**  
Murder By Experts  
MBS

**KREIGM, RICHARD CHARLES**  
Johnny Thompson Show, Chance of a Lifetime, Thoughts in Passing, Old New — Borrowed & Blue, Concert of American Jazz, ABC

— L —

**LEONARD, DICK**  
Mr. Chameleon, Mr. Keen  
CBS

**LEFTWICH, ALEXANDER**  
This Is Show Business; Toast of the Town; The Show Goes On; Winner Take All; Morey Amsterdam Show; Adventures in Jazz, CBS-TV.

**LEVY, RALPH**  
Ed Wynn Show, CBS-TV; Alan Young Show, CBS-TV.


**LEWIS, AL**  
Our Miss Brooks  
CBS

**LEWIS, DAVE**  
Morey Amsterdam Show, DuMont

**LEWIS, RICHARD**  
Quick As A Flash  
MBS



**WILLIAM MARCEAU**  
Writer-Director of TV



**JOE GRAHAM**  
WRITER-DIRECTOR

**Radio-Television Directors**

**LIVERIGHT, HERMAN**  
PhotoCrime, ABS-TV

**LOEWI, BOB**  
And Everything Nice, DuMont

**LOMBARD, PRISCILLA**  
TV Telephone Game, On Trial, A Couple Of Joes, ABC-TV

**LOVETON, JOHN**  
Mr. and Mrs. North  
CBS

**LOWE, DAVID**  
The O'Neils, DuMont

— **Mc** —

**MacCALLUM, WILLIAM**  
Frank & Ernest, Old Fashioned Revival Hour, Sunday Morning Music Time, Big & Little Club, Pauline Fredericks, ABC

**MacDONNELL, NORMAN**  
Suspense, CBS

**MAGREGOR, JOCK**  
Nick Carter, Master Detective  
MBS

**MCKEE, WES**  
The Goldbergs  
CBS

— **M** —

**MACK, NILA**  
Let's Pretend, CBS

**MANSFIELD, IRVING**  
This Is Show Business, CBS

**MANSON, KENNETH**  
ABC

**MARCEAU, WILLIAM T.**

B. Jan. 17, 1905, Butte, Mont.;  
The Plainclothesman, Magic Cottage, WABD-DuMont.

**MARSHALL, WILLIAM**  
Modern Romances, It's Your Business, ABC

**MARTINI, ROLAND**  
The Pet Milk Show  
NBC

**MICHEL, WERNER**  
Documentary Unit, CBS

**MIDDLETON, GLENN**  
Amos 'n' Andy  
CBS

**MOORE, KINGMAN T.**  
Lights Out, NBC-TV; Ballet Theater, NBC-TV; Candid Camera, NBC-TV

**MORGAN, JAMES**  
Queen For A Day  
MBS

**MORRIS, FRANK**  
ABC

**MOSS, HERBERT**  
Mother Knows Best  
CBS

**MULCAHY, RICHARD**  
ABC

— **N** —

**NATHANSON, EDWARD**  
Blind Date, Roller Derby, ABC-TV

**NELSON, RALPH**  
Mama  
CBS-TV

**NICKELL, PAUL**  
Man Against Crime, Studio One  
CBS-TV

**NOVAK, BOB**  
B Bar B Ranch  
MBS

**NUGENT, EDWARD**  
Auction-Aire, ABC-TV

— **O** —

**OPPENHEIMER, JESS**  
My Favorite Husband  
CBS

— **P** —

**PAPP, FRANK**  
The Eternal Light  
NBC

**PAUL, BYRON**  
Mr. I, Magnation  
CBS-TV

**PEMBERTON, MURDOCK**  
Pick A Date, Amateur Hour, ABC


**George W. Allen**

*Producer - Director*

**“THE WHISTLER”**



**C.B.S.**



**MAC BENOFF**  
Director - Writer  
**“LIFE WITH LUIGI”**

# Radio-Television Directors

**PEYSER, JOHN**  
Suspense  
CBS-TV

**POLA, EDDIE**  
Blondie  
ABC

**POWERS, CHARLES H.**  
Author Meets the Critics; Hollywood Screen Test; On Trial, ABC-TV.

**PRESSMAN, DAVE**  
Actors' Studio  
CBS-TV

## — R —

**RAMSEY, JIM**  
Meet Your Match  
MBS

**RAVEL, JOHN F.**  
The Fishing And Hunting Club Of The Air, DuMont

**REDFORD, KENNETH**  
Ted Steele Show  
CBS-TV

**REDFORD, WILLIAM J.**  
ABC

**RICA, ERNEST**  
Helen Trent  
CBS

**RICH, DAVID**  
Talent Scouts  
CBS-TV

**RITTER, RICHARD**  
America's Town Meeting, Stop the Music, Counterspy, Henry J. Taylor, ABC

**ROBBIE, SEYMOUR**  
Master Control, ABC-TV

**ROBERTS, CLEDGE**  
Mr. Mazie  
WPIX

**ROBERTSON, LAWRENCE**  
ABC

**ROBERTSON, TED**  
Straight Arrow  
MBS

**ROBSON, WILLIAM N.**  
Escape, CBS

**RODGERS, DOUG**  
Mohawk Showroom  
NBC-TV

**ROLAND, WILL**  
Arthur Godfrey Show, CBS

**ROSE, RALPH**  
Tell It Again, Garry Moore Show, CBS

**RUBIN, JACK**  
Hilltop House  
CBS

**RUDICH, NAT**  
Buddy Rogers Showcase, ABC-TV; Here's Heidi, MBS

## — S —

**SANDWICK, DICK**  
B. Aug. 19, 1922, Chicago, Ill.; Inside Detective, Court of Current Issues, Your Television Shopper, Vincent Lopez, Shoppers Mat, Double Day Show, DuMont-TV.

**SAUNDERS, JAMES**  
Wrestling From Sunnyside Arena, DuMont

**SCANLAN, WALTER**  
Headline Edition, Carnegie Hall, On Trial, Personality Portraits, The Sheriff, ABC

**SCHAFFNER, FRANK**  
Studio One  
CBS-TV

**SCHWAB, LAURENCE, JR.**  
B. March 31, 1922, New York, N. Y.; The Clock, NBC; Television Screen Magazine, NBC.

**SCIBETTA, JOSEPH**  
The Aldrich Family  
NBC

**SEGAL, ALEX**  
Starring Boris Karloff, ABC-TV

**SEILER, HUGO**  
Twin Views of the News  
MBS

**SIMPSON, GARRY C.**  
Chevrolet Tele-Theatre, Philco Television Playhouse, Colgate Theatre, NBC.

**SLATTERY, ED**  
Young Widder Brown  
NBC

**SMITH, PERRY**  
Photo-Play-Time, Paul Whiteman's Goodyear Revue, ABC-TV

**SOMERVILLE, WARREN**  
Woman of Tomorrow, WJZ; Nancy Craig, Talk Your Way Out of It, N. Y. Tonight with Allen Prescott, ABC

**SPOSA, L.**  
Okay, Mother  
WABD

**STEEN, CORTLAND**  
Think Fast, Market Melodies & TV Telephone Games, ABC-TV

**STEEN, ROBERT**  
The Herb Sheldon Show, Counterspy, Think Fast, Galen Drake, ABC

**STEVENS, GARY**  
Twenty Questions  
MBS

## — T —

**TELFORD, FRANK**  
Silver Theatre  
CBS-TV

**THAYER, NESTOR**  
John B. Kennedy, News  
MBS

**TIPPER, GERTRUDE**  
Stop The Music, ABC-TV

**TOLL, TED**  
ABC

**TORMEY, ROBERT**  
Ladies Be Seated, Headline Edition, Greatest Story Ever Told, ABC

## — U —

**UHL, RICHARD**  
Big Town  
NBC

**URQUHART, CHARLES**  
The Guiding Light  
CBS

## — V —

**VALENTA, LYNN**  
Lamp Unto My Feet  
CBS-TV

**VANDIVEER, JAMES**  
ABC-TV

**VIETOR, TOM**  
The Big Story  
NBC

**VINCENT, CHICK**  
Pepper Young's Family, NBC; Adventures of Charlie Chan, ABC; At Home and How, WJZ-TV; Ship's Reporter, WJZ-TV.

**VOUTSAS, GEORGE**  
Playboys  
NBC

## — W —

**WALLISER, BLAIR**  
Singing Lady  
ABC-TV

**WARBURTON, CHARLES**  
My True Story, ABC, WJZ; Great Plays, NBC; Radio Guild, NBC.

**WARWICK, BILL**  
Easy Does It  
NBC-TV

**WEEDIN, HARFIELD**  
ABC

**WEIDENAR, CLAIR**  
ABC

**WEIHE, FRED**  
Backstage Wife  
NBC

**WHITE, LARRY**  
Captain Video, Rumpus Room, WABD

**WHITE, WALTER, JR.**  
Hopalong Cassidy, Down Our Way, MBS.

**WIEST, GEORGE**  
Someone You Know, American Sports Page, Hour of Faith, ABC

**WOLFF, NAT**  
Hollywood Star Theatre, NBC; Halls of Ivy, NBC.

**WOOLLEN, RICHARD**  
ABC

**WORMSER, JACK**  
ABC

**WRIGHT, WYNN**  
Official Detective  
MBS

## — Y —

**YURDIN, CLAY**  
Truex Family  
WPIX

**YOUNG, CARLTON**  
County Fair  
CBS

## — Z —

**ZACHARY, GEORGE**  
Gang Busters  
CBS

**ZIRATO, BRUNO, JR.**  
Sing It Again, CBS

**ZOLLER, JOHN**  
Cavalcade of America  
NBC



# Woman Commentators

## HOME ECONOMISTS

### of Radio Stations in the United States

#### Alabama

Badham, Mary.....WBRC-TV, Birmingham  
 Boschung, Opal.....WKUL, Cullman  
 Brown, Camille.....WSFA, Montgomery  
 Colby, Christine.....WBHS, Huntsville  
 Davis, Ann.....WJHO, Opelika  
 Dennis, Marjorie.....WAFM-TV, Birmingham  
 Dannavant, Marjorie.....WJMW, Athens  
 Foster, Jean.....WVOK, Birmingham  
 Harris, Virginia.....WVRG, Mobile  
 Hubbard, Frances.....WAUD, Auburn  
 Hughes, Marjorie.....WJMW, Athens  
 Jackson, Sara.....WOOB, Anniston  
 Leighton, Helen.....WABB, Mobile  
 Littlepage, Evelyn R.....WMFT, Florence  
 Mahoney, Esther.....WSFA, Montgomery  
 Spittler, Margaret.....WAPJ, Birmingham  
 Stack, Imogene R.....WLAY, Muscle Shoals

#### Arizona

Benoit, Virginia.....KOPO, Tucson  
 Bentley, Elaine.....KTAR, Phoenix  
 Bolkin, Freda.....KCNA, Tucson  
 Hall, Lorraine.....KOOB, Phoenix  
 Lee, Patricia.....KTAR, Phoenix  
 Pfister, Roberta M.....KYCA, Prescott  
 Richey, Jan.....KVOA, Tucson  
 Sawyer, Ann.....KTKT, Tucson  
 Wright, Jeanne.....KOY, Phoenix

#### Arkansas

Allen, Anne.....KARK, Little Rock  
 Davis, Ann.....KWFC, Hot Springs  
 Floyd, Florence.....KFPW, Fort Smith  
 Forster, Bobbie H.....KXLR, Little Rock  
 Livingston, Lorene.....KUOA, Siloam Springs  
 Madden, Mina.....KLRA, Little Rock  
 O'Day, Patti.....KGRH, Fayetteville  
 Parker, Mary.....KFFA, Helena  
 Prickett, Maxine.....KCLA, Pine Bluff  
 Sanders, Nell.....KTHS, Hot Springs

#### California

Ashwood, Eve.....KYNO, Fresno  
 Barnes, Harriet.....KSRO, Santa Rosa  
 Barton, Emily.....KFRC, San Francisco  
 Best, Betty.....KVVC, Ventura  
 Bruton, Lydian.....KVOE, Santa Ana  
 Bye, Bess.....KFRC, San Francisco  
 Casey, Mary Ann.....KIST, Santa Barbara  
 Dunbar, Harriette.....KMNS, San Luis Obispo  
 Fleischmann, Betty.....KVEC, San Luis Obispo  
 Plover, Elsie.....KGDM, Stockton  
 Green, Edith.....KRON-TV, San Francisco  
 Gurnee, Leslie.....KMNS, San Luis Obispo  
 Hart, Trula.....KEEN, San Jose  
 Higbee, Hilda.....KTRB, Modesto  
 Hogan, Lee.....KNBH, Hollywood  
 Holden, Ann.....KGO, San Francisco  
 Hughes, Claire.....KWKW, Pasadena  
 Jaden, Audrey.....KWKW, Pasadena  
 Jewell, Izzetta.....KCBQ, San Diego  
 Johnson, Dorothy.....KSON, San Diego  
 Kirby, Joy.....KSGN, Sanger  
 Kitchen, Katherine.....KERN, Bakersfield;  
 KFBK, Sacramento; KMJ, Fresno; KWG, Stockton  
 Lesly, Gail.....KTMS, Santa Barbara  
 Mallery, Joyce.....KXO, El Centro  
 Marble, Margaret.....KVEN, Ventura  
 Mason, Vivian.....KHUM, Eureka  
 Morse, Molly.....KGB, San Diego  
 Oppenheimer, Kitty.....KTIM, San Rafael

Paige, Frances.....KCRA, Sacramento  
 Parsons, Sue.....KSJO, San Jose  
 Ramey, Wanda.....KWBR, Oakland  
 Rice, Roberta.....KXOB, Stockton  
 Scheere, Gail.....KWG, Stockton  
 Schram, Violet.....KFVD, Los Angeles  
 Smith, Jane.....KVVC, Ventura  
 Stephenson, Jean.....KALI, Pasadena  
 Stewart, Faye.....KPIX, KSFO, San Francisco  
 Thompson, Helen Faye.....KOCs, Ontario  
 Thompson, Ruth.....KYA, San Francisco  
 Todd, Jane.....KCBS, San Jose  
 Tracy, Virginia.....KAFY, Bakersfield  
 Trumbull, Marjorie.....KPIX, KSFO, San Francisco  
 Young, Norman.....KTSL, Hollywood

#### Colorado

Carroll, Pat.....KLMR, Lamar  
 Cimino, Lena.....KSFT, Trinidad  
 Collope, Mary.....KCOL, Fort Collins  
 Cooper, Frances Hudson, KVOR, Colorado Springs  
 Elkins, Mildred.....KGHF, Pueblo  
 Elliott, Nancy.....KIUP, Durango  
 Fields, Helen.....KVOD, Denver  
 Hammer, Muriel.....KEXO, Grand Junction  
 Hammersley, Mrs. Evadna.....KOA, Denver  
 Hay, Henrietta.....KFXJ, Grand Junction  
 Hayes, Carma.....KOKO, La Junta  
 Hunter, Barbara.....KFFKA, Greeley  
 Miner, Frances.....KRAI, Craig  
 Moore, Virginia.....KVRH, Salida  
 Morton, Kathy.....KRDO, Colorado Springs  
 Scott, Nikki.....KMYR, Denver

#### Connecticut

Colbert, Jean.....WTIC, Hartford  
 Coleman, Dorothy.....WMMW, Meriden  
 Coleman, Claire.....WONS, Hartford  
 Hall, Lee.....WNHC, WNHC-TV, New Haven  
 Hays, Mary Bradshaw.....WICC, Bridgeport  
 Hurlburt, Mimi.....WATR, Waterbury  
 Johnson, Pat.....WAVZ, New Haven  
 King, Mrs. Una.....WTHT, Hartford  
 McCarthy, Stephanie.....WLIZ, Bridgeport  
 Maloney, Ellen.....WWCO, Waterbury  
 Nauman, Mrs. Hilda.....WNLG, New London  
 O'Brien, Jean.....WNHC-TV, New Haven  
 Osborne, Maybelle Hinton.....WBRV, Waterbury  
 Parker, Helen.....WMMW, Meriden  
 Parks, Connie.....WLIZ, Bridgeport  
 Pattee, Betty.....WKBN, New Britain  
 Porter, Jeanne.....WELI, New Haven  
 Rundell, Anne.....WLAD, Danbury

#### Delaware

Crosman, Ellen.....WAMS, Wilmington  
 Price, Marjorie.....WILM, Wilmington

#### District of Columbia

Blair, Anne.....WQQW, Washington  
 Burnham, Mary.....WMAL, Washington  
 Cranc, Ruth.....WMAL, Washington  
 Lee, Elinor.....WOIC, WTOP, Washington  
 Osgood, Nancy.....WRC, Washington  
 Markel, Mrs. Hazel Kenyon  
 WTOP, WTTG, Washington

#### Florida

Barfield, Ona.....WDLF, DeLand  
 Barnes, Betty.....WCNH, Quincy  
 Bartelt, Ruth.....WLOF, Orlando  
 Boyer, Margaret.....WMMB, Melbourne

... Woman Commentators-Home Economists—Radio-TV ...

Butler, Mrs. Jane..... WGBS, Miami  
 Byron, Eva..... WALT, Tampa  
 Carlson, Aino..... WIRK, West Palm Beach  
 Christopher, Marjorie..... WQAM, Miami  
 Daly, Anne..... WPDQ, Jacksonville  
 Davis, Agnes..... WDHL, Bradenton  
 Donahue, Ruth..... WLOP, Orlando  
 Gilmour, Jane..... WNDB, Daytona Beach  
 Johnson, Jean..... WMBM, Miami Beach  
 McCarthy, Josephine..... WMIE, WTVJ, Miami  
 Mead, Dottie..... WSPR, Sarasota  
 Moody, Emily Winton..... WFLA, Tampa  
 O'Day, Billie..... WIOD, Miami  
 Pierce, Jackie, WTVJ, Miami; WVCG, Coral Gables  
 Reynolds, Laura..... WMMB, Melbourne  
 Roen, Marcia..... WORZ, Orlando  
 Smith, Ruth..... WHOO, Orlando  
 Smith, Susie..... WDHL, Bradenton  
 Stanley, Kay..... WMBR, Jacksonville  
 Walker, Frankye..... WFOY, St. Augustine  
 Whitfield, Betty..... WINK, Fort Myers

Georgia

Alford, Kitty..... WRGA, Rome  
 Browning, Mrs. Eileen..... WVOP, Vidalia  
 Clayton, Reba..... WQXI, Atlanta  
 Day, Enid..... WAGA, Atlanta  
 DuShields, Billie..... WEAS, Atlanta  
 Farmer, Helen..... WMAZ, Macon  
 Fields, Geraldine (Miss)..... WAYX, Waycross  
 Jarrell, Mrs. W. W..... WKTG, Thomasville  
 Jarrett, Bella..... WIBB, Macon  
 Kent, Scopop..... WGLS, Decatur  
 McKay, Dorothy..... WROM, Rome  
 Martin, Kitty..... WAYX, Waycross  
 Mee, Peggy..... WFOM, Marietta  
 Miller, Ann..... WSAV, Savannah  
 Morris, Louise..... WPAK, Columbus  
 Parker, Anne..... WJBF, Augusta  
 Rogerson, Gloria..... WFOM, Marietta  
 Swam, Jayne..... WQXI, Atlanta  
 Trent, Susan..... WGBA, Columbus  
 Turner, Wilma Olive..... WMOC, Covington  
 Ward, Del..... WNEX, Macon  
 Wasden, Alice C..... WTCC, Savannah  
 Watkins, Mickey..... WBBQ, Augusta  
 Westbrook, Wylene..... WEAS, Atlanta

Idaho

Adamson, Norma..... KEIO, Pocatello  
 Cornell, Barbara..... KIDO, Boise  
 Lange, Lucile..... KXVI, Coeur D'Alene  
 McAllister, Ruth..... KRPL, Moscow  
 Schultz, Florence..... KTFI, Twin Falls  
 Searle, Melva..... KID, Idaho Falls  
 Waite, Shirley..... KSEI, Pocatello  
 Yates, Margaret..... KSEI, Pocatello

Illinois

Banks, Pat..... WBKB, Chicago  
 Blair, Mrs. K. Q..... WIRL, Peoria  
 Carlstrom, Dee..... WJJD, Chicago  
 Clark, Virginia..... WGN, Chicago  
 Colwell, Virginia..... WLDS, Jacksonville  
 Conway, Ellen..... WLPO, La Salle  
 Crane, Martha..... WLS, Chicago  
 Czuwarowa, Nina..... WEDC, Chicago  
 Dolan, Bonnie..... WLBK, De Kalb  
 Hart, Elizabeth..... WMAQ, Chicago  
 Hayden, Elaine..... WMRO, Aurora  
 Jeffery, Sylvia..... WKAN, Kankakee  
 Johannes, Olga..... WROK, Rockford  
 Joyce, Helen..... WLS, Chicago  
 Karney, Beulah..... WENR, WENR-TV, Chicago  
 Knight, Phyllis..... WLBH, Maitton  
 Layne, Jean..... WCNT, Centralia  
 McLoughlin, Miss May..... WMBD, Peoria  
 Meisner, Joan..... WSOY, Decatur  
 Montgomery, Lois..... WLBK, De Kalb  
 Moore, Barbara..... WMBD, Peoria  
 Pfel, E. J..... WNMP, Evanston  
 Prescott, Betty..... WTMV, East St. Louis  
 Roman, Honore E..... WPAN, Danville  
 Rush, Betty..... WKAL, Macomb  
 Sawyer, Elizabeth..... WBYS, Canton

Sexton, Marion..... WTAD, Quincy  
 Sutton, Charlotte..... WWXL, Peoria  
 Ward, Mary..... WHOW, Clinton  
 Wayne, Rosemary..... WJJD, Chicago  
 White, Stella..... WAIT, Chicago  
 Zarley, Lois..... WJOL, Joliet

Indiana

Black, Virginia..... WJPS, Evansville  
 Bleck, Ruth..... WIMS, Michigan City  
 Brewer, Maytha..... WTGJ, Tell City  
 Call, Dorothy..... WTCT, Tell City  
 Crook, Carol..... WAOV, Vincennes  
 Daniels, Catherine..... WISH, Indianapolis  
 Ellenbrand, Jane..... WANE, Fort Wayne  
 Fall, Bill..... WEOA, Evansville  
 Farrell, Mrs. Rose Lee..... WFBM, Indianapolis  
 Jackson, Sally..... WTTS, WTTV, Bloomington  
 Jones, Mary Elizabeth..... WAOV, Vincennes  
 Leahy, Barbara..... WBIW, Bedford  
 Lewis, Phyllis..... WCNB, Connersville  
 McDonald, Mary..... WGL, Fort Wayne  
 Mimick, Mrs. Frances..... WBIW, Bedford  
 Reynolds, Ruth..... WIRE, Indianapolis  
 Riley, Sue..... WHOT, South Bend  
 Ryan, Helen..... WTHI, Terre Haute  
 Sparkman, Betty..... WTOM, Bloomington  
 Trigg, Ethel..... WTRC, Elkhart  
 Tucker, Sue..... WKBV, Richmond  
 Weston, Jane..... WOWO, Fort Wayne

Iowa

Adams, Kay..... WMT, Cedar Rapids  
 Bruce, Kay..... KASI, Ames  
 DuMond, Irene..... KKEL, Waterloo  
 Fitzgerald, Jacqueline..... KDTH, Dubuque  
 Gearhardt, Pamela..... KCRG, Cedar Rapids  
 Gonzales, Genevieve..... KTRI, Sioux City  
 Johnson, Gwen..... KROS, Clinton  
 Kyle, Betty..... KIOA, Des Moines  
 Marshall, Mary Louise..... WOC, Davenport  
 McCormick, Mona..... KWIC, Iowa City  
 Murphy, Doris..... KMA, Shenandoah  
 Peck, Phyllis..... KROS, Clinton  
 Rankin, Mary..... KVFD, Fort Dodge  
 Shoemaker, Adella..... KMA, Shenandoah  
 Shorten, Martha..... KDTH, Dubuque  
 Smith, Raymond A. (Mrs.)  
 Sports Album..... KSWI, Council Bluffs  
 St. Clara, Sister Mary, B. V. M..... WKBB, Dubuque  
 Vaughn, Libbie..... KWWL, Waterloo  
 Volzer, Thelma..... KWPC, Muscatine  
 Walters, Ann..... KASI, Ames  
 Wells, Betty..... KRNT, Des Moines  
 Westre, Norma..... KOKX, Keokuk  
 Young, Jessie..... KPNF, Shenandoah

Kansas

Brooks, Julie..... WREN, Topeka  
 Huff, Joan..... KANS, Wichita  
 King, Mrs. E. J..... KFH, Wichita  
 McKinley, Verona..... KSCB, Liberal  
 MacDonald, Marie..... WFBI, Wichita  
 Newkirk, Grace Lee..... KXXX, Colby  
 Powell, Dorothy..... KCLK, Parsons  
 Snyder, Helen..... KCLO, Leavenworth

Kentucky

Brooks, Sunny..... WNOP, Newport  
 Burke, Agnes..... WGRG, Louisville  
 Daly, Linda..... WLOU, Louisville  
 Dooley, Jane..... WFKY, Frankfort  
 Ellis, Marian..... WHAS, Louisville  
 Haan, Ruth..... WMTG, Vancelev  
 Hubert, Ann..... WAVE, Louisville  
 Martin, Rosemary..... WNOP, Newport  
 Maxwell, Betty..... WLAP, Lexington  
 May, Irene..... WVJS, Owensboro  
 Miller, Mrs. Elwanda..... WTCO, Campbellsville  
 Person, Violet..... WMTG, Vancelev  
 Price, Amy..... WLEX, Lexington  
 Seay, Blanche..... WCMI, Ashland  
 Stahl, Evelyn Carroll..... WPAD, Paducah  
 Weiler, Louise..... WJNN, Louisville  
 Word, Elizabeth..... WLBK, Bowling Green

... Woman Commentators-Home Economists—Radio-TV ...

**Louisiana**

Adams, Jane.....KALB, Alexandria  
 Boyd, Daisy Lee.....WLCB, Baton Rouge  
 Fleitrich, Terry.....WDSU-TV, New Orleans  
 Koltun, Ruth.....WJBO, Baton Rouge  
 Leslie, Jean.....WJRM, New Orleans  
 Richard, Lena.....WDSU-TV, New Orleans  
 Rosenfield, Rose.....KSYL, Alexandria  
 Savelle, Farris.....WLCB, Baton Rouge  
 Smith, Joyce.....WDSU, WDSU-TV, New Orleans  
 Stacey, Ettie K.....KSYL, Alexandria  
 Strobble, Mary Ann.....KPLC, Lake Charles  
 Theaux, Mrs. Ray B.....KVOL, Lafayette  
 Wagner, Eleanor Hall.....KALB, Alexandria

**Maine**

Butler, Cecilia.....WLAM, Lewiston  
 Colby, Jane.....WIDE, Biddeford  
 Deane, Beth.....WGUW, Bangor  
 Drivas, Chrisoula.....WIDE, Biddeford  
 Gibbs, Agnes F.....WCSH, Portland  
 Gould, Diana.....WCOU, Lewiston  
 Rice, Catherine.....WFEU, Augusta  
 Standish, Martha.....WPOB, Portland

**Maryland**

Alwyn, Eve.....WCBM, Baltimore  
 Alwyn, Lauri.....WCBM, Baltimore  
 Blasock, Monel E.....WASL, Annapolis  
 Conboy, Anita.....WBAL, WBAL-TV, Baltimore  
 DeLano, Martha.....WCUW, Cumberland  
 Dierken, Kitty.....WAAM, Baltimore  
 Dorsey, Polly.....WBMD, Baltimore  
 Egoft, Grace Campbell.....WBCC, Bethesda  
 McCall, Bettie.....WCAO, Baltimore  
 Martin, Marie L.....WBOC, Salisbury  
 Martin, Mollie.....WBAL, WBAL-TV, Baltimore  
 Parmenter, Miriam.....WASL, Annapolis  
 Robertson, May C.....WFMJ, Frederick  
 Temple, Martha Ross.....WFBZ, Baltimore

**Massachusetts**

Auger, Gloria.....WLYN, Lynn  
 Bailey, Mildred.....WCOP, Boston  
 Bolles, Janet.....WBET, Brockton  
 Bradford, Ann.....WLIH, Lowell-Lawrence  
 Broeg, Heloise Parker.....WEEI, Boston  
 Brown, Mae.....WMAS, Springfield  
 Cartwright, Christian.....WCCM, Lawrence  
 Chase, Julie.....WTAG, Worcester  
 Connelly, Jeanne.....WNEB, Worcester  
 Cutler, Anne.....WCRB, Waltham  
 Evans, Christine.....WHDH, Boston  
 Flanders, Lyda.....WTAG, Worcester  
 Fortescue, Priscilla.....WEEI, Boston  
 Giza, Wanda.....WARE, Ware  
 Herlihey, Margaret Kimball.....WLYN, Lynn  
 Higginson, Rebekah.....WMEX, Boston  
 Hope, Helen.....WHYN, Holyoke  
 Huse, Bertha C.....WLAJ, Lawrence  
 King, Dorothea.....WSPR, Springfield  
 Kneeland, Miss Eileen.....WHAJ, Haverhill  
 McKittrick, Dorothy.....WEIM, Fitchburg  
 Matson, Shirley.....WAAB, Worcester  
 Phelan, Bette.....WHOB, Gardner  
 Philbein, Kay.....WCCM, Lawrence  
 Pratt, Sally.....WKOK, Framingham  
 St. George, Anita.....WCRB, Waltham  
 Seymour, Freddie.....WBET, Brockton  
 Sherman, Peg.....WBKA, Brockton  
 Sweeney, Marion Lane.....WBKA, Brockton  
 Victor, Evelyn.....WBMS, Boston  
 Vincent, Pal.....WHOB, Gardner  
 Whitaker, Isabel.....WAAB, Worcester

**Michigan**

Barber, Mary.....WBCK, Battle Creek  
 Bellstrom, Barbara.....WDMJ, Marquette  
 Clark, Agnes.....WJR, Detroit  
 Fontaine, Margaret.....WSOO, Sault Ste. Marie  
 Fuller, Betty.....WKZO, Kalamazoo  
 Gibson, Mrs. Judy.....WHRV, Ann Arbor  
 Harris, Mrs. Frances.....WWJ, WWJ-TV, Detroit  
 Holmgren, Lois.....WJPD, Ishpeming

Isaac, Rose.....WJMS, Ironwood  
 Keller, Connie.....WBCK, Battle Creek  
 Labbitt, Myrtle.....CKLW, Detroit  
 Lewis, June.....WJFF, Grand Rapids  
 Little, Lenore.....WOOD, Grand Rapids  
 McBride, Jean.....WWJ, WWJ-TV, Detroit  
 Martin, Margaret Nickerson.....WHRV, Ann Arbor  
 Melrose, Edythe Fern.....WXYZ-TV, Detroit  
 Miller, Nadine M.....WGRD, Grand Rapids  
 Million, Peggy.....WHFB, Benton Harbor  
 Morgan, Mary.....CKLW, Detroit  
 Sutherland, Alice.....WBKB, Muskegon  
 Tuttle, Lee.....WILS, Lansing  
 Wright, Bess.....WKMH, Dearborn

**Minnesota**

Barzen, Katherine.....KTRE, Thief River Falls  
 Bayne, Barbara.....WL0L, Minneapolis  
 Daniels, Elizabeth.....KDAL, Duluth  
 Foss, Ellen.....KATE, Albert Lea  
 Frankberg, Mary.....KGDE, Fergus Falls  
 Given, Marj.....KLER, Rochester  
 Gran, Hulda.....KEYD, Minneapolis  
 Haeblerle, Arleth.....WTCN, WTCN-TV, Minneapolis  
 Peters, Irene.....KWLM, Willmar  
 Preisser, June (Columbia Movie Star).....WEBC, Duluth  
 Taylor, Tiny.....KWOA, Worthington  
 Wilson, Mrs. Rae.....KFAM, St. Cloud  
 Wright, Gloria.....KBUN, Bemidji

**Mississippi**

Cole, Gerry.....WHOC, Philadelphia  
 Diaz, Rosalie.....WAFP, McComb  
 Hall, Jane.....WVFM, Vicksburg  
 Hammonds, Lillian.....WMIS, Natchez  
 Lee, Marjorie.....WRBC, Jackson  
 St. Amant, Joan.....WHSY, Hattiesburg  
 Sugg, Helen.....WROX, Clarksdale

**Missouri**

Carson, Alice.....KXEO, Mexico  
 Donze, Aileen.....KSGM, Ste. Genevieve  
 Ellis, Caroline.....KFRM, KMBC, Kansas City  
 Hanks, Nancy.....KIRX, Kirksville  
 Hillyard, Margaret.....KDMO, Carthage  
 Johnson, Bea.....KFRM, KMBC, Kansas City  
 Lea, Sandra.....WHB, Kansas City  
 Logan, Martha.....WHB, Kansas City  
 Munsch, Louise.....WEW, St. Louis  
 Rees, Doris.....WTTR, Rolla  
 Woodward, Joan.....KFEQ, St. Joseph

**Montana**

Day, Erin.....KGVO, Missoula  
 Gordon, Lindy.....KOJM, Havre  
 Gray, Mary.....KAJR, Havre  
 Hines, "Kay".....KBMV, Billings  
 Hoyde, Joan.....KGVO, Missoula  
 Parker, Mary Clair.....KXLF, Butte  
 Ryan, Helen M.....KANA, Anaconda  
 Thompson, Margaret.....KTYI, Shelby

**Nebraska**

Anderson, Mrs. Florence.....KJSK, Columbus  
 Bohlsen, Martha.....WOW, WOW-TV, Omaha  
 Bruce, Charlotte.....KODY, North Platte  
 Jabonis, Elaine.....WOW, Omaha  
 Jesse, Marie Stewart.....KOWH, Omaha  
 Moore, Mary.....WJAG, Norfolk  
 Nekuda, Lydia.....KFOR, Lincoln  
 Norwood, Helen.....KPGT, Fremont  
 West, Belle.....KOIL, Omaha  
 Wilkins, Kay.....KFAB, Omaha

**Nevada**

Jones, Havelyn.....KRAM, Las Vegas  
 Kitchen, Katherine.....KOH, Reno  
 McNulty, Patricia.....KOH, Reno  
 Medive, Madlen.....KWRN, Reno

**New Hampshire**

Casseboom, Adeline.....WFEA, Manchester

# . . . Woman Commentators-Home Economists—Radio-TV . . .

Dumont, Phyllis..... WHEB, Portsmouth  
 Hart, Ruth..... WOTW, Nashua  
 Lee, Cynthia..... WOTW, Nashua  
 Metzger, Mrs. Lora..... WMOU, Berlin  
 Mallory, Martha..... WWNH, Rochester  
 Wade, Ruth R..... WKNE, Keene  
 Walker, Lillian..... WINH, Laconia

## New Jersey

Berry, Rose..... WFPG, Atlantic City  
 Carlson, Dorothy H..... WWBZ, Vineland  
 Cooper, Vivian J..... WTTM, Trenton  
 Curtis, Peggy..... WCAP, Asbury Park  
 Freeland, Mildred..... WFPG, Atlantic City  
 Haines, Mary..... WCAM, Camden  
 Mixner, Jane..... WSNJ, Bridgeton  
 Sutton, Helen..... WYNJ, Newark  
 Wilson, Mary C..... WTTM, Trenton

## New Mexico

Abeyata, Vergie..... KGGM, Albuquerque  
 Brown, Vera R..... KRRTN, Raton  
 Chapman, Mary..... KVER, Albuquerque  
 Marquez, Lupe..... KVER, Albuquerque  
 Tremaine, Claire..... KVSP, Santa Fe  
 Williams, Betty..... KGAk, Gallup

## New York

Abeles, Mary Jane..... WBEN-TV, Buffalo  
 Aiello, Mildred..... WOKO, Albany  
 Arlen, Margaret..... WCBS, New York  
 Baldi, Diana..... WOV, New York  
 Barratt, Maxine..... DuMont, WABD, New York  
 Becker, Pat..... WWRL, Woodside  
 Beckwith, Jean..... WRUN, Utica  
 Bell, Doresc..... WRNY, Rochester  
 Bolin, Dorothy..... WGVA, Geneva  
 Brooks, Martha..... WGY, WRGB, Schenectady  
 Brown, Margo..... WDOS, Oneonta  
 Bullard, Marion..... WKNY, Kingston  
 Burbank, Sara..... WXPB, Binghamton  
 Cherry, Mary..... WGY, WRGB, Schenectady  
 Crair, Nancy (Alice Maslin) ABC, WJZ, New York  
 Creamer, Jack..... WOR-TV, New York  
 Deane, Martha..... WOR, New York  
 DeGre, Muriel..... WEOK, Poughkeepsie  
 Devlin, Louise..... WGAT, Utica  
 Doan, Dorothy..... WCBS-TV, New York  
 Drooz, Elaine..... WABY, Albany  
 Emerson, Faye..... WCBS-TV, New York  
 Evans, Linda..... WKOP, Binghamton  
 Fredericks, Pauline..... ABC, New York  
 Graham, Florence..... WHDL, Olean  
 Griffin, Betty Cushing..... WIBX, Utica  
 Grover, Gertrude..... WHCU, Ithaca  
 Halpin, Josephine..... WINS, New York  
 Hunter, Carol..... WGLN, Glens Falls  
 Kistinger, Dorothy..... WKIP, Poughkeepsie  
 Lee, Beth..... WPTR, Albany  
 Lee, Betty..... WJLI, Niagara Falls  
 Leslie, Louise..... WCBS-TV, New York  
 Lewis, Joan..... WKAL, Rome  
 Logan, Martha..... NBC-TV, New York  
 Lucas, Dione..... WCBS-TV, New York  
 McBride, Mary Margaret..... WNBC, New York  
 McPherson, John (The Mystery Chef)  
 NBC-TV, New York

MacGregor, Joan..... WCSS, Amsterdam  
 Marshall, Patricia..... WOLF, Syracuse  
 Maslin, Alice (Nancy Craig)..... ABC, New York  
 May, Ruth..... WDOS, Oneonta  
 Morse, Margaret..... WSNY, Schenectady  
 Nelson, Amy..... WAGE, Syracuse  
 Neville, Helen..... WKBW, Buffalo  
 Norris, Kathi..... DuMont, WABD, New York  
 Novis, Dorothy..... WLNA, Peekskill  
 Parker, Alice..... WHUC, Hudson  
 Parr, Mrs. Dorothy..... WWNY, Watertown  
 Parry, Betty..... WXKW, Albany  
 Peoples, Trudy..... WWOL, Buffalo  
 Ranney, Mary Aileen..... WROW, Albany  
 Rogers, Ann..... WHAM-TV, Rochester  
 Schneider, Joan..... WFAS, White Plains  
 Scott, Blanche Stuart..... WARC, Rochester  
 Scully, Frances..... ABC, ABC-TV, New York

Shanks, Dorothy..... WEBR, Buffalo  
 Slade, Jean Marie..... WHEN, Syracuse  
 Stone, Paula..... WMGM, New York  
 Welles, Barbara..... WOR, New York  
 Winchell, Eileen..... WKRT, Cortland  
 Work, Sally..... WBEN, Buffalo

## North Carolina

Baucott, Marie Liza..... WMAP, Monroe  
 Blalock, Betty Jane..... WTOB, Winston-Salem  
 Bost, Mrs. Cecile..... WNNC, Newton  
 Bowers, Floye..... WISE, Asheville  
 Browning, Jean..... WBBS, Burlington  
 Bullock, I. Jane..... WDUK, Durham  
 Case, Marilu..... WNAO, Raleigh  
 Daye, Sunny..... WLOS, Asheville  
 Dieter, Carolyn M..... WDUK, Durham  
 Eawn, Pauline O..... WCKB, Dunn  
 Edens, Naomi..... WLTC, Gastonia  
 Eldon, Polly..... WSTP, Salisbury  
 Gould, Dorothy Anne..... WJNC, Jacksonville  
 Harris, Edith..... WJNC, Jacksonville  
 Hunt, Carol..... WSOC, Charlotte  
 Jarman, Frances..... WDNC, Durham  
 Jones, Louise..... WIRC, Hickory  
 Ladd, Jacqueline..... WSSB, Durham  
 Lavitan, Gladys..... WAYS, Charlotte  
 Martin, Anne..... WKBC, N. Wilkesboro  
 Murphy, Delores..... WFNS, Burlington  
 Nolan, Mrs. Barbara S..... WFMY-TV, Greensboro  
 Parrish, Ann..... WTVG, Charlotte  
 Pressly, Harriet..... WPTF, Raleigh  
 Rickard, Doris..... WBBB, Burlington  
 Shore, Priscilla L..... WTNC, Thomasville  
 Simkins, Virginia..... WSTS, Southern Pines  
 Smith, Margaret A..... WIRC, Hickory

## North Dakota

Anderson, Helen..... KDIX, Dickinson  
 Davy, Leita..... KVNJ, Fargo  
 Graham, Peg..... KDIX, Dickinson  
 Kounouvsy, Rosella..... KLPM, Minot  
 Stevens, Darlene..... KBMW, Wapeton

## Ohio

Adams, Carol..... WHBC, Canton  
 Bahman, Alice..... WIZE, Springfield  
 Beath, Lib..... WBEX, Chillicothe  
 Beck, Catherine  
 Tele-Kitchen..... WLW-T, Cincinnati  
 Birbeck, Joyce..... WLIO, East Liverpool  
 Brady, Betty..... WLW, Cincinnati  
 Brown, Gloria..... WTAM, Cleveland  
 Casteel, Ellamae..... WKBN, Youngstown  
 Coon, Dorothy..... WTOL, Toledo  
 Cooper, Madge..... WMRN, Marion  
 Dawson, Pat..... WJFL, Springfield  
 Dennis, Lorell..... WTRF, Belleaire  
 De Vine, Sylvia..... WHIZ, Zanesville  
 Dingenary, Anne..... WICA, Ashtabula  
 Funnell, Mildred..... WTAM, Cleveland  
 Goodwin, Gretchen..... WHKK, Akron  
 Graham, Lucile..... WPAV, Portsmouth  
 Hamilton, Kay..... WSAI, Cincinnati  
 Hanson, Eleanor..... WHK, Cleveland  
 Houston, Jip..... WHKC, Columbus  
 Howard, Peg..... WTOL, Toledo  
 Lees, Patricia  
 Tele-Kitchen..... WLW-T, Cincinnati

Lyon, Ruth..... WLW, Cincinnati  
 Magno, Nina..... WADC, Akron  
 Monroe, Mary..... WCKY, Cincinnati  
 Mullin, Esther..... WGAR, Cleveland  
 Newton, Betty  
 WIZE, Springfield; WLEC, Sandusky  
 Patterson, Virginia Kams..... WLW-D, Dayton  
 Penden, Penny..... WCPO-TV, Cincinnati  
 Renner, Frankie..... WADC, Akron  
 Ryan, Lucille..... WXEL, Cleveland  
 Sands, Paula..... WKRO-TV, Cincinnati  
 Sharp, Fern..... WBNS, WBNS-TV, Columbus  
 Shephard, Jeanne..... WLEC, Sandusky  
 Soule, Mildred..... WMOH, Hamilton  
 Stevens, Jane..... WJW, Cleveland  
 Straker, Easter..... WIMA, Lima

... **Woman Commentators-Home Economists—Radio-TV** ...

Wallace, Wilma..... WHKC, Columbus  
 Weston, Alice..... WEWS, Cleveland  
 Wilcox, Marian..... WLOK, Lima  
 Winslow, Louise..... WNBK, Cleveland  
 Wise, Madeline..... WHIO, Dayton  
 Wood, Ginny..... WSPD, Toledo  
 Zanes, Edwina A..... WBNS-TV, Columbus

●  
**Oklahoma**

Bannister, Joy..... KOME, Tulsa  
 Blonar, Estelle..... KVOO, Tulsa  
 Burns, Lucille..... KAKC, Tulsa  
 Causey, Barbara..... KOHE, El Reno  
 Clark, Mildred R..... KOTV, Tulsa  
 Cowden, Ruth..... KTJS, Hobart  
 Croft, Vera..... KTVL, Tulsa  
 Demis, Frances..... KRHD, Duncan  
 Edelen, Iva..... WBBZ, Ponca City  
 Enos, Mrs. Mildred..... KSMI, Seminole  
 Johnson, Sybil..... WKY-TV, Oklahoma City  
 Kouri, Eleanor..... KTOW, Oklahoma City  
 McCartney, Marjorie..... KAKC, Tulsa  
 Nolin, Betty Hughes..... KADA, Ada  
 Quinan, Dorothy..... WKY-TV, Oklahoma City  
 Shaw, Susan..... KSWO, Lawton  
 Stokes, Eva..... KTJS, Hobart  
 Vassaur, Mary..... KMBG, Okmulgee  
 Ward, Elizabeth..... KTMC, McAlester  
 Wheeler, Mary..... KTAT, Frederick  
 Wright, LaRita..... KMUS, Muskogee

●  
**Oregon**

Arnold, Gere..... KUGN, Eugene  
 Baer, Grace..... KBKR, Baker  
 Copenhaver, Carley..... KWIL, Albany  
 Forsman, Doris..... KWRC, Pendleton  
 Frederickson, Roxie..... KPOJ, Portland  
 Holiday, Helen..... KBKO, Portland  
 Lanouette, Roberta..... KGW, Port and Lee  
 Vivian..... KWJL, Portland  
 Marcus, Shirley..... KGON, Oregon City  
 Nidaver, Laura B..... KASH, Eugene  
 West, Kay..... KEX, Portland  
 Wilkinson, Patricia..... KYJC, Medford

●  
**Pennsylvania**

Anderson, Blanche..... WHOD, Homestead  
 Anderson, Mary E..... WCVI, Conneville  
 Baker, Sally..... WSAN, Allentown  
 Ball, Jane Ellen..... WJAS, Pittsburgh  
 Barton, Betty

Features For Women..... WFIL-TV, Philadelphia  
 Baseshore, Jane..... WACB, Kittanning  
 Beardmore, Marion..... WMCK, McKeesport  
 Bilbrew, Mrs. A. C..... WHAT, Philadelphia  
 Blair, Betty..... WILK, Wilkes-Barre  
 Blake, Lynn..... WNAE, Warren  
 Borne, Gladys..... WISR, Butler  
 Carter, Francis..... WAZL, Hazleton  
 Carter, Kay..... WLBK, Lebanon  
 Chilton, Ruth..... WJMJ, Philadelphia  
 Clark, Joan..... WLEU, Erie  
 Cramer, Alma..... WARD, Johnstown  
 Criss, Verna..... WHFM, Reading  
 Culkin, Anna..... WSCR, Scranton  
 Duffy, Mrs. James..... WAEB, Allentown  
 Fairchild, Laura..... WCMB, Lemoyne  
 Forman, Lynn..... WARM, Scranton  
 Foster, Eleanor R..... WHUN, Huntingdon  
 Fry, Betty..... WGPA, Bethlehem  
 Gardiner, Evelyn..... KDKA, Pittsburgh  
 Gibson, Jane..... KQV, Pittsburgh  
 Good, Pam..... WPAM, Pottsville  
 Grantham, Patricia..... WRYO, Rochester  
 Griffith, Margie..... WRTA, Altoona  
 Hale, Violet

Model Speaks, Window Shopping..... WFIL-TV, Philadelphia  
 Harper, Zella Drake..... WIBG, Philadelphia  
 Heary, Betsy..... WHBG, Harrisburg  
 Hertzog, Helen E..... WKAP, Allentown  
 Hill, Ann..... WACB, Kittanning  
 Huey, Lois..... WJSW, Altoona  
 Jones, Charlotte..... WNAE, Warren  
 Jones, Elsie..... WPWA, Chester

Jones, Mary..... WFLI, Philadelphia  
 Kerr, Shirley..... WKST, New Castle  
 Kirshman, Paula..... WCRO, Johnstown  
 Kohl, Mrs. June..... WBPZ, Lock Haven  
 Lindman, Jeanne N..... WVAM, Altoona  
 Lloyd, Rhona..... WPWA, Chester  
 McCoy, Rita..... WMRP, Lewiston  
 McGuire, Frances

Meet Frances McGuire..... WFIL-TV, Philadelphia  
 Markley, Peggy..... WRTA, Altoona  
 Miehals, Millie..... WFBG, Altoona  
 Montgomery, Adele..... WAKIN, Kittanning  
 Morgan, Mary..... WLK, Wilkes-Barre  
 Mulrooney, Margaret..... WQAN, Scranton  
 Ray, Ruth..... WRYO, Rochester  
 Rickless, Sybil..... WERC, Erie  
 Ross, Janet..... KDKA, Pittsburgh  
 Rothm, Harriet..... WCMB, Lemoyne  
 Sandro, Florence..... WCAE, Pittsburgh  
 Schilbe, Patricia..... WPAM, Pottsville  
 Scott, Romaine..... WPPA, Pottsville  
 Slotta, Helen..... WPIC, Sharon  
 Vernon, Lolly..... WHUM, Reading  
 Wagner, Eleanor..... WESA, Charleroi  
 Ward, Dorothy..... WISL, Shamokin  
 Welles, Ruth..... KYW, Philadelphia  
 Yaple, Hy..... WICU, Erie

●  
**Rhode Island**

Bornstein, Anita..... WKIB, Providence  
 Clement, Cecil..... WRJM, Newport  
 Gunning, Betty..... WFCL, Providence  
 Wallace, Carolyn..... WEAN, Providence

●  
**South Carolina**

Baun, Pearl..... WCSC, Charleston  
 Bethley, Betty (Mrs. J. Hedrick)..... WRNO, Orangeburg  
 Burt, Jean..... WLBG, Laurens  
 Craig, Mary Brown..... WCGD, Chester  
 Eaton, Marguerite Mc..... WJMX, Florence  
 Glover, Beulah..... WALD, Walterboro  
 Lyon, Sandra..... WPAL, Charleston  
 Rhett, Alicia..... WTMA, Charleston  
 Smith, Veila..... WJMX, Florence  
 Tynes, Frances Bass..... WHSC, Hartsville  
 Welbern, Alicia..... WAIM, Anderson  
 Wentworth, Alice..... WHAN, Charleston  
 Wyman, Alice..... WFBC, Greenville

●  
**South Dakota**

Baxter, Bee..... KSOX, Sioux Falls  
 Daye, Doris..... KWAT, Watertown  
 Horten, Marie..... KELO, Sioux Falls  
 Lynn, Bill..... KDSJ, Deadwood  
 Moore, Lois..... KISD, Sioux Falls  
 Speece, Wynn..... WNAX, Yankton  
 Weidman, Olive Ann..... KOTA, Rapid City

●  
**Tennessee**

Barnard, George..... WDDO, Chattanooga  
 Browne, Olivia..... WMC, WMCT, Memphis  
 Cooney, Marjorie..... WSM, Nashville  
 Friberg, Alice..... WHL, Johnson City  
 Graves, Lucille..... WGNS, Murfreesboro  
 Gullikson, Flo..... WDXB, Chattanooga  
 Jamieson, Ruth G..... WATO, Oak Ridge  
 Kendall, Nell..... WHUB, Cookeville  
 Lasater, Martha..... WTPR, Paris  
 Ledford, Peggy..... WKGN, Knoxville  
 Level, Evelyn..... WHAL, Shelbyville  
 Love, Nancy..... WDEF, Chattanooga  
 McCullough, Mary..... WKGN, Knoxville  
 Monroe, Willa..... WDMA, Memphis  
 Mulherin, Mary Jo..... WTJS, Jackson  
 Parker, Mrs. H. D..... WAGC, Chattanooga  
 Russell, Ann..... **WSM, Nashville**  
 Smith, Druce..... WDDO, Chattanooga  
 Smith, Rea..... WMCT, Memphis  
 Smithdeal, Patty..... WETB, Johnson City  
 Thompson, J. Katherine..... WIBK, Knoxville  
 Tribble, Martha..... WGNS, Murfreesboro  
 Van Hoy, Shirley..... WHBQ, Memphis  
 Walker, Mary..... WROL, Knoxville  
 Watson, Judy..... WQPI, Bristol

... Woman Commentators-Home Economists—Radio-TV ...

Texas

Adkins, Denise.....KMAE, McKinney  
 Allen, Martha.....KHBR, Hillsboro  
 Althaus, Arlene.....KTVT, Kerrville  
 Appelman, JoAnne.....KFRE, Lufkin  
 Ballew, Miss Jewel.....KWHI, Brenham  
 Barras, Lee.....KPAC, Port Arthur  
 Barry, Alice.....KEPO, El Paso  
 Benell, Julie.....WFAA, Dallas  
 Bush, Janet.....KGVF, Greenville  
 Carter, Charlotte.....KSEL, Lubbock  
 Chesser, Mrs. Richard.....KOGT, Orange  
 Clark, Helena.....KRBC, Abilene  
 Cox, Dorothy.....KRRV, Sherman-Denison  
 Dickson, Lahoma.....KDWI, Stamford  
 Dees, Mildred Lyon.....KXYZ, Houston  
 Doss, Thelma.....KORC, Mineral Wells  
 Dowd, Nell.....KDSX, Denison  
 Durst, Nellie G.....KNAP, Fredericksburg  
 Ewing, LaVerne.....KIOX, Bay City  
 Farmer, Margaret.....KOSA, Odessa  
 Fisher, Mrs. Peggy.....KFYO, Lubbock  
 Fowler, Aleena.....KFDX, Wichita Falls  
 Garland, Mary Jo.....KSPA, Coleman  
 Grutze, Mrs. Marian.....KFYO, Lubbock  
 Hampton, Helen.....KRUN, Ballinger  
 Hancock, Jin.....KNOL, Ft. Worth  
 Harris, Frances Kay.....KGBL, Galveston  
 Hawkins, Louise.....KTUN, Pecos  
 Healy, Mrs. Tim.....KXII, Dallas  
 Houston, Katie.....KTTT, Houston  
 Leach, Carol.....KTAO, Sherman  
 McDonald, Margaret.....KAMQ, Amarillo  
 Manske, Mrs.....KULP, El Campo  
 Marchbanks, Lois.....WFHM, Beaumont  
 Monson, Margaret.....KEIP, El Paso  
 Moon, Virginia.....KTRM, Beaumont  
 Murdock, Edith.....KBST, Big Spring  
 Newman, Doris.....KNEL, Brady  
 Pratt, Clara.....KSEL, Lubbock  
 Pruitt, Katie.....KOLE, Port Arthur  
 Randal, Sharley.....KROD, El Paso  
 Roberts, Juanita.....KOLE, Port Arthur  
 Rutherford, Wilma.....WBAP-TV, Fort Worth  
 Smart, Anna O.....KRBC, Abilene  
 Tharp, Aeda.....KVIC, Victoria  
 Wade, Virginia.....KRRC, Beaumont  
 Welch, Jean.....KGRK, San Angelo  
 Wilkinson, Lilyan.....KFDX, Beaumont  
 Zollars, Betty.....KXYZ, Houston

Utah

Baker, Betty.....KLO, Ogden  
 Graves, Anne.....KSL, Provo  
 Fish, Marie.....KUTA, Salt Lake City  
 Howe, Louise Hill.....KSL, Salt Lake City  
 Lee, June.....KUTA, Salt Lake City  
 Masters, Margaret.....KSL, Salt Lake City  
 Mower, June.....KOVU, Provo  
 Perry, Phyllis.....KALL, Salt Lake City  
 Scott, Mary Elizabeth.....KUBH, Brigham

Vermont

Cusey, Wynne.....WJOY, Burlington  
 Nowlin, Eleanor.....WVAX, Burlington  
 Wilson, Anne.....WSKI, Montpelier

Virginia

Barton, Ginny.....WFAX, Falls Church  
 Brandt, Gloria.....WEAM, Arlington  
 Cadden, Hazel.....WHAP, Hopewell  
 Grigg, Becky.....WDVA, Danville  
 Harding, Barbara.....WMAV, Martinsville  
 Lane, Jerry.....WMBG, Richmond  
 Lockwood, Della.....WFEC, Hampton  
 Packard, Louise.....WLOW, Norfolk  
 Pondexter, Elba.....WHLE, South Boston  
 Powell, Shirley.....WLOW, Norfolk  
 Roberts, Lu.....WWOD, Lynchburg  
 Sherrin, Jacqueline.....WDVA, Danville  
 Sumner, Miss Grace.....WCAV, Norfolk  
 White, Alice Brewer.....WTVR, Norfolk

Washington

Beaumont, Mrs. Elvema.....KSEM, Moses Lake

Brown, Beverly.....KIT, Yakima  
 Bussard, Adaline.....RWWB, Walla Walla  
 Clark, Gail.....KTBI, Tacoma  
 Donovan, Bea.....KING-TV, Seattle  
 Haugen, Ruth.....KIMA, Yakima  
 Hendrick, Harriet.....KTW, Seattle  
 Johnson, Lois.....KXRO, Aberdeen  
 Kane, Sharon.....KOL, Seattle  
 Kendall, Margorie.....KXLE, Ellensburg  
 Lane, Judith.....KIRO, Seattle  
 Larsen, Jane.....KWNW, Wenatchee  
 Lee, Dorothy.....KPO, Wenatchee  
 May, Katherine.....KIT, Yakima  
 Smith, Margaret.....KHQ, Spokane  
 Sterling, Ann.....KJR, Seattle  
 Storms, Edna.....KGA, Spokane  
 Wise, Elaine.....KVOS, Bellingham  
 Wise, Katherine.....KOMO, Seattle

West Virginia

Banchman, Jean E.....WBK, Clarksburg  
 Boyd, Betty.....WAJR, Morgantown  
 Croft, Mrs. Nancy.....WLOH, Princeton  
 Dale, Pat.....WCAW, Charleston  
 Dawson, Ann.....WGKV, Charleston  
 Garner, Charlotte.....WSAZ, Huntington  
 Jones, Ginny.....WMON, Montgomery  
 Jones, Lois.....WPAR, Parkersburg  
 Jordan, Mary.....WKNA, Charleston  
 McGeary, Ruth.....WPAK, Parkersburg  
 Porta, Barbara.....WTIP, Charleston  
 Russ, Jane.....WCHS, Charleston  
 Wheeler, Nancy.....WVWV, Fairmont  
 Yoke, Joan.....WCOM, Parkersburg

Wisconsin

Barron, Beverlee.....WLDY, Ladysmith  
 Beck, Edith.....WOSH, Oshkosh  
 Burt, Irene.....WTIP, Kenosha  
 Carlson, Rosamund.....WRFW, Eau Claire  
 Chamberlain, Mary Ann.....WJPG, Green Bay  
 Day, Helen.....WMAW, Milwaukee  
 Dittman, Beverly.....WKTY, LaCrosse  
 Grien, Berta.....WTMJ-TV, Milwaukee  
 Heiden, Marion.....WHBL, Sheboygan  
 Kenny, Helen.....WAUX, Waukesha  
 Knutson, L'Amie.....WDLB, Marshfield  
 Kortendick, Phyllis.....WDLZ, Green Bay  
 Landre, Lenore.....WRJN, Racine  
 Leet, Mrs.....WTIP, Kenosha  
 Logan, Mary.....WBAY, Green Bay  
 Mac, Helen.....WRJN, Racine  
 Markward, Joann.....WISC, Madison  
 Mensing, Rubie.....WMAA, Marinette  
 Olin, June.....WLCX, LaCrosse  
 Peterson, Helen.....WLDY, Ladysmith  
 Rudesill, Ruth Ann.....WFHR, Wisconsin Rapids  
 Thomsen, Christie.....WBEL, Beloit

Wyoming

Clamsen, Harriet.....KOVE, Lander  
 Dorr, Mrs. Ruth.....KOVE, Lander  
 Green, Loraine.....KOWB, Laramie  
 O'Brien, Margaret.....KFBC, Cheyenne  
 Spracklin, Nova.....KWYO, Sheridan

Alaska

Briggs, Mrs. Ruth A.....KENI, Anchorage  
 Matthews, Kay.....KFAR, Fairbanks

Hawaii

Bendley, Phyllis.....KMYA, Waikuku, Maui  
 Kenhi, Winona.....K'POH, Lihue, Kauai  
 Stauffer, Mary.....KULA, Honolulu

Puerto Rico

Clayell, Nellie.....WPAB, Ponce  
 de Cuebas, Laura Honore.....WALE, Mayaguez  
 de Martinez, Blanca Luna.....WORA, Mayaguez  
 Pelletano, Lersi.....WIBS, San Juan  
 Herrero, Queen.....WAPA, San Juan  
 Pales, Ester.....WLAC, San Juan  
 Rodriguez, Sofia.....WKAQ, San Juan

# Managers and Agents

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



## NEW YORK



Alexander, Willard, Inc.  
30 Rockefeller Plaza .....Circle 6-4224  
Appell, James S.  
400 Madison Ave.....PLaza 3-7840  
Ashley, Ted  
545 Fifth Ave.....Murray Hill 7-0576  
Becker, V. S. Advertising Service  
562 Fifth Ave.....Luxembourg 2-1040  
Bestry, Harry  
1776 Broadway .....Circle 6-7094  
Briscoe & Goldsmith, Inc.  
522 Fifth Ave.....Murray Hill 2-6244  
Brooks, Ted  
134 East 57th St.....PLaza 9-1344  
Century Artists, Ltd.  
38 East 57th St.....PLaza 3-1030  
Chase, Cleveland B. Co., Inc.  
424 Madison Ave.....ELdorado 5-1591  
Coe, Roberts Associates  
368 Madison Ave.....Vanderbilt 6-3417  
Collins, Ted  
1819 Broadway .....Circle 7-0094  
Columbia Artists Management, Inc.  
113 West 57th St.....Circle 7-6900  
Consolidated Radio Artists, Inc.  
30 Rockefeller Plaza.....Columbus 5-3580  
Cooper, Frank Associates  
521 Fifth Ave.....Vanderbilt 6-5661  
DeGroot, Roy Consultants, Inc.  
551 Fifth Ave.....Murray Hill 7-9135  
Downey, Wallace, Inc.  
1819 Broadway .....Circle 6-6646  
Ebbins, Milt  
1270 Sixth Ave.....Circle 7-2160  
Evans & Weinhold  
113 West 57th St.....Circle 7-6900  
Fadiman Associates, Ltd.  
1501 Broadway.....LAeckawanna 4-3544  
Famous Artists Corp. of N. Y.  
610 Fifth Ave.....Circle 7-6200  
Fanchon & Marco, Inc.  
1501 Broadway .....CHickering 4-3956  
Fenton, Mildred  
40 East 49th St.....PLaza 9-8266  
Frederick Bros. Agency, Inc.  
67 W. 44th St.....Murray Hill 7-2033  
Gale, Inc.  
48 West 48th St.....PLaza 7-7100  
General Artists Corp.  
1270 Sixth Ave.....Circle 7-7543  
Getts, Clark H.  
430 Park Ave.....PLaza 0-0910  
Gibbs, John E., & Co.  
30 Rockefeller Plaza.....Columbus 5-7504  
Glaser, Joe, Inc.  
745 Fifth Ave.....PLaza 9-4600  
Goodman, Martin  
Warwick Hotel .....Judson 6-1180  
Greshler, Abner J.  
1270 Sixth Ave.....Circle 7-3025  
Grossman, Al  
1270 Sixth Ave.....Circle 5-8422  
Haensel & Jones  
113 West 57th St.....Circle 7-6900  
Hahlo, Sylvia  
711 Fifth Ave.....PLaza 9-6000  
Hanna, Mark  
654 Madison Ave.....TEmpleton 8-8730

Hayward, Leland, Ltd.  
250 W. 57th St.....Judson 6-2580  
Hesse & McCaffrey  
501 Madison Ave.....ELdorado 5-1076  
Hurok Attractions, Inc.  
711 Fifth Ave.....PLaza 9-6000  
International Artists Corp.  
420 Madison Ave.....PLaza 9-7490  
Karn, Estella H.  
49 West 45th St.....Luxembourg 2-2170  
Kerr, Bob  
1270 Sixth Ave.....Columbus 5-8051  
Laddy, Mark J.  
48 West 48th St.....PLaza 7-3700  
Lengel, William C. Literary Associates  
67 West 44th St.....Murray Hill 2-3606  
Lipset, Benjamin B.  
1350 Broadway.....CHickering 4-2466  
Leipzig, Syd  
730 Fifth Ave.....Circle 5-7980  
Lyons, A. & S., Inc.  
515 Madison Ave.....PLaza 3-5181  
Management Corp. of America  
598 Madison Ave.....PLaza 9-7500  
Metro Artist Bureau  
730 Fifth Ave.....Circle 6-8470  
Michaud, Arthur T.  
1619 Broadway .....Circle 7-2900  
Mindling, Louis A.  
113 West 57th St.....Circle 5-5370  
Morris, William Agency, Inc.  
1270 Sixth Ave.....Circle 7-2160  
Moses, John H.  
730 Fifth Ave.....Circle 6-2677  
Music Corp. of America  
598 Madison Ave.....PLaza 9-7500  
National Concert & Artists Corp.  
711 Fifth Ave.....PLaza 9-6000  
National Radio & Theatrical Bureau  
1650 Broadway .....Judson 6-3550  
North, Meyer B.  
1564 Broadway .....PLaza 7-3145  
O'Connor, John  
1697 Broadway .....Circle 5-4920  
Okun, Lillian  
2 West 67th St.....TRafalgar 7-8916  
Pratt, Ben  
322 East 50th St.....PLaza 8-0593  
Richard, Max  
1776 Broadway .....PLaza 7-6414  
Roberts, Bob Levitt  
806 Seventh Ave.....Judson 6-0026  
Roberts, Kay  
420 Madison Ave.....PLaza 9-7490  
Shurr, Louis  
1501 Broadway .....CHickering 4-8240  
Simon, Arthur  
420 Madison Ave.....PLaza 9-7490  
Small, Franklin H.  
149 West 51st St.....Judson 6-0128  
Souvaine, Henry, Inc.  
30 Rockefeller Plaza.....Circle 7-5666  
Special Attractions, Inc.  
48 West 48th St.....PLaza 7-3380  
Stanley, Aileen  
1619 Broadway .....PLaza 7-6779  
Stark, Wilbur  
551 Fifth Ave.....Murray Hill 7-6320  
Storer, Douglas F.  
1270 Sixth Ave.....Circle 7-6325  
Vallon, Mike  
1270 Sixth Ave.....Circle 7-0162  
Waible, Fred  
400-A E. 56th St.....ELdorado 6-2372





# PROGRAMS

Commercially Sponsored

Title

Advertiser and Product

Network

Advertising Agency

# NINETEEN FIFTY



# Complete Listing of Major Networks —Commercial Programs of 1949—

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1949. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Abbreviations: PC, Pacific Coast.

## A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
A Date With Judy	Lewis-Howe Co. Turns	NBC	Roche, Williams & Cleary, Inc. Dancer-Fitzgerald-Sample, Inc.
A Day in the Life of Dennis Day	Colgate-Palmolive Peet Co. Colgate Dental Cream, Palmolive Soap, Lustracream	NBC	Ted Bates, Inc.
A Life In Your Hands	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russel M. Seeds Co., Inc.
Address by Mr. Earl Bunting	Nat'l. Assn. of Manufacturers Institutional	ABC	Benton & Bowles, Inc.
Adventures of Ozzie & Harriet	H. J. Heinz Co. 57 Varieties	ABC	Maxon, Inc.
Adventures of Ozzie & Harriet	International Silver Co. Silver	CBS	Young & Rubicam, Inc.
Adventures of Ozzie & Harriet	International Silver Co. Silver	NBC	Young & Rubicam, Inc.
Adventures of Sam Spade	Wildroot Co., Inc. Wildroot Cream Oil, Hair Tonic	NBC	Batten, Barton, Durstine & Osborn, Inc.
Adventures of Sam Spade	Wildroot Co., Inc. Cream Oil, Shampoo	CBS	Batten, Barton, Durstine & Osborn, Inc.
Adventures of Sherlock Holmes	Petri Wine Co. Petri Wine	ABC	Young & Rubicam, Inc.

Adventures of the Thin Man	Kaiser-Frazer Corp. Automobiles	MBS	William H. Weintraub Co. New York
Afternoon Final	Fisher Flouring Mills Co. Fisher's Cereal and Flour Products	ABC-PC	Pacific National Advertising Agency
Against the Storm	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey New York
Aldrich Family	General Foods Corp. Jello, Jello Products	NBC	Young & Rubicam, Inc.
All American Soap Box Derby	General Motors Corp., Chevrolet Div. Chevrolet Cars	CBS	Campbell-Ewald Co., Inc.
All Star Baseball Games	Gillette Safety Razor Corp. Gillette Safety Blades and Razors	MBS	Maxon, Inc. New York
The Fred Allen Show	Ford Motor Co. Motor Cars and Service	NBC	J. Walter Thompson Co.
American Album of Familiar Music	Sterling Drug Co Bayer Aspirin	NBC	Dancer, Fitzgerald, Sample, Inc.
American Radio Warblers	American Bird Products, Inc. Bird Foods	MBS	Weston-Barnett
Amos 'n' Andy	Lever Brothers Co. Rinso	CBS	Ruthrauff & Ryan, Inc.
Anacin Hollywood Star Theatre	Whitehall Pharmaceutical Co. Kolyrios, Anacin	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Anniversary	Hudson Motor Co. Automobiles	MBS	Brooke, Smith, French & Dorrance Detroit
Armstrong Theater of Today	Armstrong Cork Co. Armstrong Quaker Rugs, Linoleum Products, Floor Coverings	CBS	Batten, Barton, Durstine & Osborn, Inc.
Aunt Jenny	Lever Bros. Co. Spry	CBS	Ruthrauff & Ryan, Inc.
Aunt Mary	Albers Milling Co. Albers Quick Oats	NBC-PC	Erwin, Wasey & Co., Ltd.
Gene Autry Show	Wm. Wrigley Jr., Co. Chewing Gum	CBS	Ruthrauff & Ryan, Inc.

# B

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Backstage Wife	Sterling Drug Co. Dr. Lyon's Tooth Powder and Paste, Double Dandierine, Astring-O-Sol	NBC	Dancer, Fitzgerald, Sample, Inc.
The Baptist Hour	Southern Baptist Convention Institutional	ABC	Liller, Neal & Battle
Red Barber's Club House	U. S. Army & U. S. Air Force Recruiting Services Recruiting Services	CBS	Gardner Advertising Co.
Bekins Hollywood Music Hall	Bekins Van & Storage Co. Storage	CBS-PC	Brooks Advertising Agency
Belmont Stakes	Gillette Safety Razor Co. Shaving Cream, Safety Razors and Blades	CBS	Maxon, Inc.
Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
Jack Berch Show	Prudential Insurance Co. Insurance	NBC	Benton & Bowles, Inc.
Milton Berle Show	Texas Co. Gasoline, Motor Oil	ABC	Kudner Agency, Inc.
Beulah	Procter & Gamble Co. Dreft	CBS	Dancer-Fitzgerald-Sample, Inc.
Big 'n' Little Club	Dr. Posner's Scientific Shoes for Children Shoes	ABC	Hirshon-Garfield Agency
Big Sister	Procter & Gamble Co. Drene, Ivory Soap, Spic & Span, Tide	CBS	Compton Advertising Inc.
The Big Story	American Cigarette & Cigar Co. Pall Mall Cigarettes	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Big Town	Lever Bros. Co. Lifebuoy	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Blondie	Colgate-Palmolive Peet Co. Colgate Dental Cream, Supersuds	NBC	William Esty Co., Inc.
Boston Blackie	Lucern Milk Co. Div. of Safeway Stores, Inc. All Products	CBS-PC	J. Walter Thompson Co.
Blue Book of Sports	U. S. 6th Army Command Recruiting	ABC-PC	Russell, Harris & Wood, Inc.

<b>Break the Bank</b>	<b>Bristol-Myers</b> Ipana, Mum, Vitals	<b>ABC</b>	<b>Doherty, Clifford &amp; Shenfield, Inc.</b>
<b>Break the Bank</b>	<b>Bristol-Myers Co.</b> Ipana, Vitals	<b>NBC</b>	<b>Doherty, Clifford &amp; Shenfield, Inc.</b>
<b>Breakfast Club</b>	<b>Swift &amp; Co</b> Meat, Meat Products, Shortening, Cooking Oils	<b>ABC</b>	<b>J. Walter Thompson Co.</b>
<b>Breakfast Club</b>	<b>Philco Corp.</b> Refrigerators, Radios, Freezers, Air Conditioning, TV Receivers	<b>ABC</b>	<b>Hutchins Advertising Co., Inc.</b>
<b>Breakfast Club</b>	<b>General Mills, Inc.</b> Kix, Wheaties, Gold Medal Kirchen Tested Flour	<b>ABC</b>	<b>Tatham-Laird, Inc.</b>
<b>Fanny Brice-Baby Snooks</b>	<b>Lewis-Howe Co</b> Turns	<b>NBC</b>	<b>Dancer-Fitzgerald-Sample, Inc.</b>
<b>Bride and Groom</b>	<b>Sterling Drug, Inc.</b> Phillips Toothpaste, Milk of Magnesia Tablets, Creams, Multified Shampoo	<b>ABC</b>	<b>Dancer-Fitzgerald-Sample, Inc.</b>
<b>Brighter Day</b>	<b>Procter &amp; Gamble Co.</b> Ivory Flakes	<b>CBS</b>	<b>Compton Advertising, Inc.</b>
<b>The Brighter Day</b>	<b>Procter &amp; Gamble Co.</b> Dreft	<b>NBC</b>	<b>Dancer, Fitzgerald, Sample, Inc.</b>
<b>Burns &amp; Allen Show</b>	<b>Block Drug Co., Inc.</b> Amm-i-dent Toothpowder	<b>CBS</b>	<b>Cecil &amp; Presbrey, Inc.</b>
<b>Burns &amp; Allen</b>	<b>General Foods Corp.</b> Maxwell House Coffee	<b>NBC</b>	<b>Benton &amp; Bowles, Inc.</b>
<b>California Caravan</b>	<b>California Medical Assn.</b> Physician's Service	<b>ABC-PC</b>	<b>Lockwood, Shackelford Advertising</b>
<b>Call The Police</b>	<b>Lever Bros. Co.</b> Rinso	<b>CBS</b>	<b>Ruthrauff &amp; Ryan, Inc.</b>
<b>Camel Screen Guild Theatre</b>	<b>R. J. Reynolds Co.</b> Camel Cigarettes	<b>NBC</b>	<b>William Esty &amp; Co., Inc.</b>
<b>Erwin D. Canham</b>	<b>Christian Science Publishing Society</b> The Christian Science Monitor	<b>ABC</b>	<b>H. B. Humphrey Co.</b>
<b>Judy Canova Show</b>	<b>Colgate-Palmolive Peet Co.</b> Palmolive Shave Cream and Soap	<b>NBC</b>	<b>Ted Bates &amp; Co.</b>

**C**

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Eddie Cantor Show	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler, Inc.
Captain Midnight	The Wander Co. Ovaltine	MBS	Hill Blackett Co.
Carnation Contended Hour	Carnation Co. Evaporated Milk	NBC	Erwin, Wasey & Co., Ltd.
Carnation Family Party	Carnation Co. Milk Products	CBS-PC	Erwin, Wasey & Co., Ltd.
Carnegie Hall	American Oil Co. Amoco Gas and Oil, Tires	ABC	Joseph Katz Co.
Jack Carson Show	General Foods Corp. Sanka, Instant Sanka	CBS	Young & Rubicam, Inc.
Cavalcade of America	E. I. duPont de Nemours & Co., Inc. Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
Cerdan-LaMotta Fight	P. Ballantine & Sons Beer and Ale	MBS	J. Walter Thompson New York
Challenge of the Yukon	Quaker Oats Co. Quaker Puffed Wheat, Sparkies	ABC	Sherman & Marquette, Inc.
Champion Roll Call	Champion Spark Plug Spark Plugs	ABC	MacManus, John & Adams, Inc.
Chance of a Lifetime	Brunner-Ritter, Inc. Breithen Watch Bands, Bracelets	ABC	Raymond Spector Co., Inc.
Chandu, the Magician	White King Products Co. White King Soap Products	MBS	Raymond R. Morgan Hollywood
Ezzard Charles-Gus Lesnevich Heavy-weight Championship Fight	Gillette Safety Razor Co. Protrak, Valet Auto Strip Safety Razor and Blades	ABC	Maxon, Inc.
Charlie McCarthy Program	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Advertising Co., Inc.
Chesterfield Supper Club	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	NBC	Newell-Emmett Co.
Choral Festival	Stanley-Home Products Kitchen Equipment	ABC	Direct
Choralliers with Eugene Lowell	Longines-Wittnauer Watch Co., Inc. Wittnauer Watches	CBS	Victor A. Bennett Co., Inc.
Circle Arrow Show	Western Auto Supply Co. Automobile Accessories and Household Appliances	NBC	Bruce B. Brewer & Co.

Cities Service Band of America	Cities Service Co. Gas and Oil	NBC	Erlington & Co., Inc.
Betty Clark Sings	P. J. Ritter Co. Ritter's Catsup, Chili Sauce, Relish	ABC	The Clements Co., Inc.
Club 15 with Bob Crosby, Andrew Sisters, Margaret Whiting, The Modernaires	Campbell Soup Co. Franco-American Products	CBS	Ward Wheelock Co.
Club Time	Club Aluminum Products Aluminum Household Utensils	ABC	Leo Burnett Co., Inc.
Confidential Closeups	Animal Foundation, Inc. Hunt Club Dog Food	NBC	Comstock, Duffes & Co.
Contented Hour	Carnation Co. Evaporated Milk	CBS	Erwin, Wasey & Co., Inc.
Corliss Archer	Electric Companies Advertising Program Institutional	CBS	N. W. Ayer & Son, Inc.
Cotton Bowl Football	R. J. Reynolds Tobacco Co. Camels	MBS	William Esty & Co., Inc.
Counter Spy	Pepsi-Cola Co. Pepsi Cola, Everness	ABC	The Biow Co., Inc.
County Fair	The Borden Co. All Products	CBS	Kenyon & Eckhardt, Inc.
Crime Photographer	The Toni Co., Div. of Gillette Safety Razor Co. Toni Home Permanent Wave, Creme Shampoo	CBS	Foote, Cone & Belding
Crime Photographer	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Betty Crocker Magazine of the Air	General Mills Gold Medal Flour, Bisquick Cake Flour, Ginger Cake	ABC	Dancer-Fitzgerald-Sample, Inc.
Bing Crosby Program	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS	Newell-Emmett Co.
Bing Crosby Wheaties Baseball	General Mills, Inc. All Products	CBS	Knox Reeves Advertising Inc.
The Bob Crosby Show	Pet Milk Corp. Evaporated Milk	NBC	Gardner Advertising Co.
Curtain Time	Mars, Inc Candy	NBC	Grant Advertising Inc.


# D

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The D & H Miners	Hudson Coal Co. Coal	NBC	The Clements Co., Inc.
Date With Judy	Revere Camera Co. Movie Cameras, Projectors, Accessories	ABC	Roche, Williams & Cleary, Inc.
David Harum	B. T. Babbitt, Inc. Bab-O, Glim	CBS	Duane Jones Co., Inc.
Johnny Desmond	Ronson Art Metal Works Ronson Lighters	MBS	Cecil & Presbrey, New York; Grey Advertising, New York
Joe DiMaggio Show	M & M Limited M & M Candies	CBS	Lynn Baker, Inc.
Dorothy Dix at Home	Sealtest, Inc. Dairy Products	NBC	N. W. Ayer & Son, Inc.
Dr. Christian with Jean Hersholt	Chesebrough Mfg. Co., Consolidated Vaseline Hair Tonic, Lip Lira, Petroleum Jelly, Shampoo	CBS	McCann-Erickson, Inc.
Dr. I. Q.	Mars, Inc. Candy	NBC	Grant Advertising Inc.
Dr. I. Q., Jr.	Mars, Inc. Candy	NBC	Grant Advertising Inc.
Double or Nothing	Campbell Soup Co. Soup, Pork & Beans, Franco-American Spaghetti	NBC	Ward Wheelock Co.
Dragnet	Liggett & Myers Tobacco Co. Fatima Cigarettes	NBC	Newell-Emmett Co.
Galen Drake	Pillsbury Mills, Inc. Family Flour, Cake Flour, Wheat Bran, Corn Meal	ABC	Leo Burnett Co., Inc.
Alex Dreier	Skelly Oil Petroleum Products	NBC	Henri, Hurst & McDonald, Inc.
Duffy's Tavern	Bristol-Myers Co. Ipana, Vitals	NBC	Young & Rubicam, Inc.
Duffy's Tavern	Blatz Brewing Co. Beer	NBC	Kaster, Farrell, Chesley & Clifford, Inc.
Jimmy Durante Show, The	R. J. Reynolds Co. Camel Cigarettes	NBC	William Esty & Co., Inc.



**F**

Evans Show Case	Evans Case Co. Compacts, Cigarette Lighters, Handbags	CBS	Don Horter & Co.
Percy Faith's Orchestra & Jane Froman	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Advertising Co., Inc.
Fat Man	Norwich Pharmaceutical Co. Pepto-Bismol, Unguentine	ABC	Lawrence C. Gumbinner
Father Knows Best	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles, Inc.
Faultless Starch Time	Faultless Starch Co. Faultless Starch	NBC	Bruce B. Brewer & Co.
F. B. I. in Peace And War	Procter & Gamble Co. Lava	CBS	Biow Co., Inc.
Festival of Music	Longines-Wittnauer Watch Co., Inc. Longines Watches	CBS	Victor A. Bennett, Co., Inc.
Festival of Song	Longines-Wittnauer Watch Co., Inc. Wittnauer Watches	CBS	Victor A. Bennett, Co., Inc.
Fibber McGee & Molly	S. C. Johnson & Son, Inc. Wax Products	NBC	Needham, Lou's & Brorby, Inc.
Jimmy Fidler	Carter Products, Inc. Carter's Little Liver Pills, Arrid	MBS	Sullivan, Stauffer Colwell & Bayles, Inc.
Jimmie Fidler	Carter Products Arrid, Carter's Little Liver Pills	ABC	Sullivan, Stauffer Colwell & Bayles, Inc.
First Nighter	Campana Sales Co. All Products	CBS	Wallace-Ferry Hanly Co.
Fisher Body Craftsman's Guild	Fisher Body Div. of General Motors Institutional	ABC	Kudner Agency, Inc.
Fishing & Hunting Club of the Air	Mail Pouch Tobacco Co. Tobaccos	MBS	Walker & Downing Pittsburgh
Football Games	Assoc'd. Oil Co., Div. of Tidewater Associated Oil Co. Lubricants	CBS	Buchanan & Co., Inc.
Ford Theater	Ford Motor Co. Ford Cars	CBS	Kenyon & Eckhardt, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Frank and Ernest	Dawn Bible Students Ass'n. Institutional	ABC	W. L. Gleason & Co.
Free For All	Lewis Food Co. Dog and Cat Products	CBS-PC	Rockett-Lauritzen
From Where We Came	Textile Workers Union of America Institutional	ABC	Furman, Feiner & Co., Inc.
Front Page Farrell	Whitehall Pharmaceutical Co. Kolynos, Arrowax	NBC	Dancer, Fitzgerald, Sample, Inc.; John F. Murray Advertising Agency
Front Page Features with Knox Manning	Manhattan Soap Co., Inc. All Products	CBS	Duane Jones Co., Inc.
			
Arthur Gaeth	United Electrical Radio & Machine Workers of America Institutional	ABC	Weinstein Co.
Game of the Week	U. S. Army & U. S. Air Force Recruiting Service Recruiting	ABC	Gardner Advertising Co.
Gangbusters	General Foods Corp. Grape Nuts	CBS	Young & Rubicam, Inc.
Garden Gate with Tom Williams	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Bob Garred, News	Mennen Co. All Products	CBS-PC	Duane Jones, Co., Inc.
Bob Garred, News	Peter Paul, Inc. Candy Bars	CBS-PC	Brisacher, Wheeler & Staff, Inc.
Bob Garred, News	Dennison Food Co. All Products	CBS-PC	Brisacher, Wheeler & Staff, Inc.
Bob Garred, News	"42" Products, Inc. Hair Oil and Others	CBS-PC	McNeill & McCleery, Inc.
General Electric Houseparty	General Electric Co. (Appliance & Merchandise Dept.) General Electric Appliances	ABC	Young & Rubicam, Inc.
Get More Out of Life	William Wise & Co. Books	ABC	Thwing & Altman, Inc.
Gillette Fights	Gillette Safety Razor Co. Probak, Valet Auto Strip, Safety Razors and Blades	ABC	Maxon, Inc.

Hit The Jackpot	De Soto-Plymouth Dealers Div. of Chrysler Corp. De Soto-Plymouth Cars	CBS	Batten, Barton, Dursstine & Osborn, Inc.
Hogan's Daughter	Philip Morris Co., Ltd. Cigarettes	NBC	Biow Co., Inc.
Hollywood Calling	Gruen Watch Co. Watches	NBC	Grey Advertising Inc.
Hollywood Quiz	Hallicrafters, Inc. Radio Equipment, etc.	MBS	Sorensen & Co. Chicago
Bob Hope	Lever Bros. Co. Swan Soap	NBC	Young & Rubicam, Inc.; Batten, Barton, Dursstine & Osborn, Inc.
Hormel Girls Corps	George A. Hormel & Co. Spam and other Canned Meats	MBS	Batten, Barton, Dursstine & Osborn, Inc. Minneapolis
Hormel Girls Corps	George A. Hormel & Co. Meat, Dairy Products	ABC	Batten, Barton, Dursstine & Osborn, Inc.
House of Mystery	General Foods Sales Corp. Post Bran Toasties, Raisin Bran, Gaines Dog Food	MBS	Benton & Bowles New York
Houseparty	Pillsbury Mills, Inc. Family Flour, Cake Flour, Wheat Bran, Corn Meal	ABC	Leo Burnett Co., Inc.
Human Side of the News	Kelvinator Div. of Nash-Kelvinator Corp. Kelvinator Refrigerators, Electric Ranges	ABC	Geyer, Newell & Ganger, Inc.
Chet Huntley, News	Packard Bell Co. Packard Bell Radios, Television	CBS-PC	Abbott Kimball Co., Inc.
Chet Huntley, News	Sealy Mattress Co. All Products	CBS-PC	Alvin Wilder
Chet Huntley, News	Household Finance Co.	CBS-PC	LeVally, Inc.

## I

Ice Follies of 1950	Shipstad & Johnson Ice Follies	MBS	Smith, Bull & McCreery Hollywood
Indianapolis Speedway Race	Perfect Circle Co. Piston Rings	MBS	Henri, Hurst & MacDonald Chicago
Inner Sanctum	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Dursstine & Osborn, Inc.

# J

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Jack Armstrong	General Mills Wheaties, Cheerios, K x	ABC	Knox Reeves Advertising, Inc.
Allan Jackson & The News	Seeman Brothers, Inc. Air Wick	CBS	Wm. H. Weintraub & Co., Inc.
Allan Jackson & The News	Animal Foundation Inc. Hunt Club Dog Food	CBS	Comstock, Duffes & Co.
Jersey Stakes Race	Gillette Safety Razor Co. Probak, Valet Auto Strip, Safety Razors and Blades	ABC	Maxon, Inc.
The Jergens-Woodbury Journal	The Andrew Jergens Co. Jergens Lotion, Toilet Soaps, Perfumes	ABC	Robert W. Orr & Associates, Inc.
Spike Jones Show	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Advertising Co., Inc.
Junior Miss	Lever Bros., Co. Pepsodent Toothpaste, Pepsodent Toothpowder, Raye Creme Shampoo, Raye Home Permutant	CBS	Needham, Louis & Brorby, Inc.
Just Plain Bill	Whitehall Pharamacal Co. Anacin	NBC	John F. Murray Advertising Agency Dancer, Fitzgerald & Sample, Inc.:
Juvenile Jury	General Foods Sales Corp. Post Bran Toastries, Raisin Bran, Gaines Dog Food	MBS	Benton & Bowles New York

# K

Kaltenborn Edits the News	Pure Oil Co. Pure Oil Petroleum Products	NBC	Leo Burnett Co., Inc.
John B. Kennedy	Murine Co. Murine	MBS	Batten, Barton, Durstine & Osborn, Inc. Chicago
John B. Kennedy	Doubleday & Co. Book Publishers	MBS	Huber Hoge & Sons New York
Kentucky Derby	Gillette Safety Razor Co. Gillette Shaving Cream, Safety Razors, Blades	CBS	Maxon, Inc.
The King's Men	S. C. Johnson & Son, Inc. Wax Products	NBC	Needham, Louis & Brorby, Inc.
Kraft Music Hall	Kraft Foods Co. Cheese Spreads, Kraft Dinner, Mayonnaise	NBC	J. Walter Thompson Co.

**L**

Ladies Be Seated	Toni, Inc. Toni Home Permanent Wave, Toni Shampoo	ABC	Foote, Cone & Belding, Inc.
Ladies Be Seated	Quaker Oats Co. for Aunt Jemima Pancake Flour Muffets, Bakery Goods	ABC	C. J. LaRoche & Co.
Ladies Be Seated	Philip Morris & Co., Ltd. Philip Morris Cigarettes	ABC	Cecil & Presbrey, Inc.
William Lang	Radio Offers Co. Plastic Products	ABC	Huber Hoge & Sons
Lassie	John Morrell & Co. Red Heart Dog Food	NBC	Henri, Hurst & McDonald, Inc.
Leave It To Joan	American Tobacco Co. Roi-Tan Cigars	CBS	Lawrence C. Gumbinner Advertising Agency
Ernie Lee's Omega Show	H. C. Cole Milling Co. Omega Flour	MBS	Gardner Advertising Chicago
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	Batten, Barton, Durstine & Osborn, Inc.
Robert Q. Lewis Show	Lee Pharmaceutical Co. Spray-a-Wave	CBS	Dancer-Fitzgerald-Sample, Inc.
Robert Q. Lewis Show	Liggitt & Myers Tobacco Co., Inc. Chesterfield Cigarettes	CBS	Newell-Emmett Co.
Robert Q. Lewis Show	National Biscuit Co. All Products	CBS	McCann-Erickson, Inc.
Robert Q. Lewis Show	Gold Seal Co. Gold Seal Wax Cleaning Products	CBS	Campbell-Mithun, Inc.
Life Can Be Beautiful	Procter & Gamble Co. Tide	NBC	Biow Co., Inc.
Life of Riley	Procter & Gamble Co. Prell	NBC	Benton & Bowles, Inc.
Life of Riley	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler, Inc.
Light Crust Dough Boys	Burrus Mill & Elevator Co. Light Crust Flour	MBS	Tracy-Locke Co. Dallas

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Light of the World	General Mills, Inc. Pyequick, Gold Medal Flour, Soup	NBC	Knox-Reeves, Inc.
Light Up Time	American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine & Osborn, Inc.
Victor H. Lindlahr	Serutan Co. Serutan, Nitrox, R-D-X	MBS	Roy S. Durstine Co. New York
Victor H. Lindlahr	Serutan, Inc. Serutan, Nitrox, R-D-X, Lemel and H-V	ABC	Roy S. Durstine, Inc.
Little Herman	Chesebrough Mfg. Co. Vaseline, Petroleum Jelly	ABC	McCann-Erickson, Inc.
Guy Lombardo Show	First National Stores, Inc. Food Products and Institutional Advertising	ABC	John C. Dowd, Inc.
Guy Lombardo Show	Rexall Drug Co. Rexall Drugs	NBC	Batten, Barton, Durstine & Osborn, Inc.
Lone Ranger	General Mills Cheerios, Kix, Pyequick	ABC	Dancer-Fitzgerald-Sample, Inc.
Lone Ranger	American Bakeries Co. Mersta Bread and Cake	ABC	Tucker Wayne & Co.
Lora Lawton	B. T. Babbitt Bab-o Cleaner, Gilm	NBC	Duane Jones Co., Inc.
Lorenzo Jones	Sterling Drug Co. Phillips Creams, Engine, Cleaning Fluid, Multifield Coronar Oil, Bayer Aspirin	NBC	Dancer, Fitzgerald, Sample, Inc.
Lum 'n' Abner	General Motors Corp., Frigidaire Div. Frigidaires	CBS	Foote, Cone & Belding
Lutheran Hour	Lutheran Laymen's League Religion	MBS	Gotham Advertising Co. New York
The Lutheran Hour	Lutheran Laymen's League Institutional	ABC	Gotham Advertising
Lux Radio Theater	Lever Bros. Co. Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.

## M

Ma Perkins	Procter & Gamble Co. Oxydol, Spic & Span	CBS	Dancer-Fitzgerald-Sample, Inc.; The Biow Co., Inc.
------------	---	-----	---

Ma Perkins	Procter & Gamble Co. Oxydol	NBC	Dancer, Fitzgerald, Sample, Inc.
Ted Malone	Westinghouse Electric Corp. Ranger Laundermats, Refrigerators, Irons	ABC	McCann-Erickson, Inc.
The Man Next Door	U. S. Tobacco Co. Tobaccos	MBS (South Only)	Kudner Agency New York
Man on the Farm	Quaker Oats Co. Quaker Oats, Full-O-Pop Food	MBS	Sherman & Mrquette Chicago
The Man Who Came To Dinner with Jack Benny	Hot Point, Inc	CBS	Maxon, Inc.
Manhattan Merry-Go-Round	Sterling Drug Co. Dr. Lyon's Tooth Powder & Tooth Paste	NBC	Dancer, Fitzgerald, Sample, Inc.
Knox Manning, News	S.O.S. Co. Aluminum: Cleanser	CBS-PC	McCann-Erickson, Inc.
Marriage for Two	Kraft Foods Co. Miracle Whip Salad Dressing, Dairy Products	NBC	J. Walter Thompson Co.
Martin Kane, Private Eye	U. S. Tobacco Co. Tobaccos	MBS	Kudner Agency New York
Groucho Marx	Elgin American Div. of the Illinois Watch Case Co. Combs, Cigarette Cases, Dresser Sets, etc.	ABC	Weiss & Geller, Inc.
Curt Massey Time with Martha Tilton & Orchestra	Miles Laboratories, Inc. Alka-Seltzer, One-a-Day Vitamin Tablets	CBS	Wade Advertising Agency
Mayor of the Town	Mutual Benefit Health & Accident Assn. of Omaha Insurance	MBS	Ruthrauff & Ryan Chicago
Me Anr Janie starring George O'Hanlon	Lewis-Howe Co Turns	NBC	Dancer-Fitzgerald-Sample, Inc.
Meet the Boss	Kaiser-Frazer Corp. Automobiles	MBS	William H. Weintraub Co. New York
Meet the Meeks	Swift & Co. Allsweet Margarine	NBC	J. Walter Thompson Co.
Meet the Missus	Gold Seal Co. Gold Seal Wax	CBS-FC	Campbell-Mithun, Inc.
Meet the Missus	Modglin Co., Inc. Perma Brooms	CBS-PC	W. Earl Bothwell, Inc.
Meet the Missus	Vick Chemical Co. All Products	CBS-PC	Morse International, Inc.
Meet the Missus	Wildroot Co., Inc. Cream Oil	CBS-PC	Batten, Barton, Durstine & Osborn, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet the Missus	Alberts Products Co. Soft Drinks	CBS-PC	H. C. Morris & Co., Inc.
Meet the Stars	Beauty Facteurs, Inc. Insta Curl	ABC-PC	Mackenzie Advertising
Metropolitan Opera	Texas Co. Gasoline, Motor Oil	ABC	Buchanan & Co., Inc.
Metropolitan Opera Auditions of the Air	Farnsworth Television & Radio Corp. Radios, TV Sets, Railway Communications Equip.	ABC	Warwick & Legler, Inc.
Mrs. Fix-It	Greystone Press Books	ABC	H. B. Humphrey Co.
Mr. & Mrs. North	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Halo Shampoos, Palmolive Shave Cream	CBS	Sherman & Marquette
Mr. Chameleon	Sterling Drug Inc. Bayer Aspirin, Children's Size Bayer Aspirin	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. District Attorney	Bristol-Myers Co. Sal. Hepatica, Vitals	NBC	Doherty, Clifford & Shenfield Co., Young & Rubicam
Mr. Fix-It	Greystone Press Publishers	MBS	H. B. Humphrey Co. New York
Mr. Fixit	Greystone Press Popular Mechanics	NBC	H. B. Humphrey Co.
Mr. Information	S.O.S. Co. Aluminum Cleanser	CBS-PC	McCann-Erickson, Inc.
Mr. Keen, Tracer of Lost Persons	Whitehall Pharmacal Co., Div of American Home Products Corp. Anarin, Kalyncos	CBS	Dancer-Fitzgerald-Sample, Inc.; John F. Murray Advertising Agency, Inc.
Tom Mix & His Ralston Straight Shooters	Ralston-Shredded Ralston, Instant Ralston	MBS	Gardner Advertising Co. St. Louis
Monday Morning Headlines	Seeman Brothers, Inc. Air-Wick	ABC	William H. Weintraub & Co., Inc.
Vaughn Monroe	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	William Esty & Co., Inc.
Robert Montgomery Speaking	Frank H. Lee Men's Hats	ABC	Grey Advertising
Henry Morgan Show	Bristol-Myers Co. Ipana, Vitals	NBC	Young & Rubicam, Inc.



Mother Knows Best	Kellogg, Co. All Products	CBS-PC	Kenyon & Eckhardt, Inc.
Edward R. Murrow	Campbell Soup Co. Campbell Soups, Francis-American Products	CBS	Ward Wheelock Co.; Dancer-Fitzgerald-Sample, Inc.
Music America Loves Best	Radio Corp. of America Institutional	NBC	J. Walter Thompson Co.
Music From the Heart of America	Falstaff Brewing Corp. Beer	NBC	Dancer-Fitzgerald-Sample, Inc.
Musical Variety	Longines-Wittnauer Watch Co., Inc. Watches	CBS	Victor A. Bennett Co., Inc.
My Favorite Husband	General Foods Corp. Jell-O, Jell-O Puddings	CBS	Young & Rubicam, Inc.
My Friend Irma	Lever Bros. Co. Pepsodent Toothpaste	CBS	Foote, Cone & Belding
My True Story	Sterling Drug, Inc. Phillips Toothpaste, Milk of Magnesia Tablets, Creams, Multifid Shampoo	ABC	Dancer-Fitzgerald-Sample, Inc.
My True Story	Libby McNeill & Libby Canned and Frozen Juices, Meats, Fish, Fruit, Baby Foods	ABC	J. Walter Thompson Co.
Mystery Theater	Sterling Drug Inc. Bayer Aspirin, Phillips Milk of Magnesia and Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.

## N

Name the Movie	Revere Camera Co. Movie Cameras, Projectors, Accessories	ABC	Roche, Williams & Cleary, Inc.
National Barn Dance	Phillips Petroleum Co. Phillips 66 Gasoline and Motor Oil	ABC	Lambert & Feasley, Inc.
The NBC Summer Symphony	U. S. Steel Corp. Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
The National Farm & Home Hour	Allis-Chalmers Mfg. Co. Farm Equipment	NBC	Bert S. Gittins Advertising
New York Philharmonic Symphony	Standard Oil Co. (New Jersey) Institutional	CBS	Marschalk & Pratt Co.
News of the World	Miles Laboratories, Inc. Alka-Seltzer and Vitamins	NBC	Wade Advertising Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Newsweek Looks Ahead	Butler Packing Co. Deans's Food Products	ABC-PC	Brisacher, Wheeler & Staff, Inc.
Nick Carter	Cudahy Packing Co. Old Duplin Clearer	MBS	Grant Advertising Chicago
Night Eidtor	Roman Meal Co. Breakfast Food	CBS-PC	Guild, Bascom & Bonfigli
Noah Webster Says	Southern Cotton Oil Co. Wesson Oil and Snowdrift	NBC-PC	Fitzgerald Advertising Agency
Notre Dame-Southern Calif. Football Game	Pontiac Motor Div. of General Motors Corp. Punjab Cars	CBS	MacManus, John & Adams, Inc.
<b>O</b>			
The Old Fashioned Revival Hour	Gospel Broadcasting Assn. Instructional	ABC	R. F. Aber Co.
One Man's Family	Standard Brands, Inc. Chase & Sanborn Coffees, Instant Chase & Sanborn Coffee	NBC	J. Waite Thompson Co.
One Man's Opinion	Philip Morris & Co., Ltd. Philip Morris Cigarettes	ABC	Cecil & Presbrey, Inc.
Orange Bowl Game	Gillette Safety Razor Co. Gillette Safety Razors, Shaving Cream, Blades	CBS	Maxon, Inc.
Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Our Gal Sunday	Whitehall Pharmacal Co. Div. of American Home Products Corp. Aragin	CBS	Dancer-Fitzgerald-Sample, Inc.; John F. Murray Advertising Agency
Our Miss Brooks	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Lustré Creme Shampoo, Palmolive Soap	CBS	Sherman & Marquette
Ozzie & Harriet	International Silver Co. Sterling Silver and Silver Plate	NBC	Young & Rubicam, Inc.
<b>P</b>			
Party Time	P. Lorillard Co. Old Gold Cigarettes	ABC-PC	Lennen & Mitchell, Inc.

Pass the Buck	Roman Meal Co. Breakfast Food	CBS-PC	Guild, Basom & Bonfigli
Drew Pearson	Frank H. Lee Men's Hats	ABC	William H. Weintraub & Co., Inc.
Drew Pearson	Adam Hat Stores, Inc. Adam Hats	ABC	William H. Weintraub & Co., Inc.
People Are Funny	Brown & Williamson Tobacco Co. Kings Cigarettes	NBC	Russel M. Seeds Co., Inc.
Pepper Young's Family	Procter & Gamble Co. Camay Soap	NBC	Pedlar & Ryan, Inc.
Perry Mason	Procter & Gamble Crisco, Ivory Soap, Iodo	CBS	Compton Advertising Inc.; Benton & Bowles, Inc.
The Pet Milk Show with Kay Armen	Pet Milk Sales Corp. Evaporated Milk	NBC	Gardner Advertising Co.
The Pet Milk Show with Vic Demone	Pet Milk Sales Corp. Evaporated Milk	NBC	Gardner Advertising Co.
Emer Peterson	Albers Milling Co. Frisles Dog Food	NBC-PC	Erwin, Wasey & Co. Ltd.
Emer Peterson	Planters Nuts & Chocolate Co. Planters Peanuts and Peanut Oil	NBC-PC	Raymond R. Morgan Co.
Emer Peterson	White King Soap Co. Soap Products	NBC-PC	Raymond R. Morgan Co.
Philip Morris' Night with Horace Heidt	Philip Morris & Co., Ltd. Cigarettes and Tobacco	NBC	Blow Co., Inc.
Philip Morris Playhouse	Philip Morris & Co. Ltd., Inc. Philip Morris Cigarettes	CBS	The Blow Co., Inc.
Preakness Stakes	Gillette Safety Razor Co. Gillette Safety Cream, Safety Razors, Blades	CBS	Maxon, Inc.
Prudential Family Hour of Stars	Prudential Insur. Co. of America Insurance Services	CBS	Benton & Bowles, Inc.
Portia Faces Life	General Foods Corp. Post-40, Bran Flakes, Instant Postum	NBC	Benton & Bowles, Inc.

## Q

Queen For A Day  
Philip Morris & Co., Ltd.  
Cigarettes

MBS

Cecil & Presbrey  
New York

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Queen For A Day	Miles Laboratories, Inc. Alka-Seltzer	MBS	Wade Advertising Chicago
Queen For A Day	Miami Margarine Co. Nu-Maid Margarine	MBS	Ralph H. Jones Co. Cincinnati
Quick As A Flash	Helbros Watch Co. Helbros Watches	MBS	William H. Weintraub & Co. New York Dorland, Inc. New York
Quick As A Flash	The Quaker Oats Co. Aunt Jemima Pancake Flour, Muffets, Bakery Goods	ABC	C. J. LaRoche & Co.
Quiz Kids	Miles Laboratories, Inc. Alka-Seltzer and Vitamins	NBC	Wade Advertising Agency
<b>R</b>			
Radio Bible Class	Radio Bible Class Religion	MBS	Stanley G. Boynton Co. Detroit
The Railroad Hour	Assn. of American Railroads Institutional	ABC	Benton & Bowles, Inc.
The Railroad Hour	Ass'n. of American Railroads Institutional	NBC	Benton & Bowles, Inc.
Regal-Amber Sports Show with Hank Weaver	Regal-Amber Brewing Co. Regal Pale Beer	ABC-PC	Abbott Kimball Co., Inc. of Calif.
Renfro Valley Folks	Ballard & Ballard Co. Ballard's Oatflsk Flour and other Products	CBS	Henri, Hurst & McDonald, Inc.
Richfield Reporter	Richfield Oil Corp. Petroleum Products	ABC-PC	Hixon-Jorgensen, Inc.
Richfield Sports Reporter	Richfield Oil Co. of N. Y. Richfield Oil and Gas	ABC	Morey, Humm & Johnstone, Inc.,
Right to Happiness	Procter & Gamble Co. Ivory Soap, Duz	NBC	Compton Advertising Co.
Road of Life	Procter & Gamble Co. Crisco	NBC	Compton Advertising, Inc.
Robinson & Belloise Fight	P. Ballantine & Sons Ballantine Beer and Ale	CBS	J. Walter Thompson Co.
Rocky Jordan	California Packing Corp. Del Monte Products	CBS-PC	McCann-Erickson, Inc.

Romance of Helen Trent  
 Romance of the Highways  
 James Roosevelt Speaks  
 Roy Rogers Show  
 Rose Bowl Football Game  
 Rosemary

Whitehall Pharmaceutical Co., Div. of American Home Products Corp.  
 Aero Wax, Kolydos, Ant Spray  
 Pacific Greyhound Lines  
 Bus Transportation  
 Budget Finance Plan, Inc.  
 Personal Loans  
 Quaker Oats Co.  
 Quaker Oats, Fruit-G-Pep Feed  
 Gillette Safety Razor Co.  
 Gillette Shaving Cream, Safety Razors, Blades  
 Procter & Gamble Co.  
 Ivory Snow

CBS  
 ABC-PC  
 ABC-PC  
 MBS  
 CBS  
 CBS

Dancer-Fitzgerald-Sample, Inc., John F. Murray Adv. Agency, Inc.; W. Earl Bothwell, Inc.  
 Beaumont & Hobman, Inc.  
 Irwin-McHugh Advertising  
 Sherman & Marquette  
 Chicago  
 Maxon, Inc.  
 Benton & Bowles, Inc.

S

Screen Director's Playhouse starring Dorothy Lamour  
 Screen Guild Players  
 Sealtest Variety Theatre starring Dorothy Lamour  
 Second Mrs. Burton  
 Eric Sevareid, News  
 The Shadow  
 The Shadow  
 The Sheriff  
 Sherlock Holmes  
 William L. Shirer  
 Sing It Again

Pabst Sales Co.  
 Pabst Blue Ribbon Beer  
 R. J. Reynolds Co.  
 Camel Cigarettes  
 Sealtest, Inc.  
 Milk and Ice Cream  
 General Foods Corp.  
 Bakers Coconut, Certo, Instant Swans Down, Jell-O, Jell-O Puddings, Minute Rice, Regular Swans Down  
 Metropolitan Life Insur. Co.  
 Institutional  
 Grove Laboratories, Inc.  
 Fitch Shampoo, Fitch Hair Tonic  
 Delaware, Lackawanna & Western Coal Co.  
 Blue Coal  
 Pacific Coast Borax Co.  
 Twenty Mule Team Borax, Boraxo  
 Trimount Clothing Co.  
 Clipper Craft Clothes  
 Piedmont Shirt Co.  
 Wings Shirts  
 Luten's Inc.  
 All Products

NBC  
 NBC  
 NBC  
 CBS  
 CBS  
 MBS  
 MBS  
 ABC  
 MBS  
 MBS  
 CBS

Warwick & Legler, Inc.  
 William Esty & Co., Inc.  
 N. W. Ayer & Son, Inc.  
 Young & Rubicam, Inc.  
 Young & Rubicam, Inc.  
 Harry B. Cohen Advertising  
 New York  
 Ruthrauff & Ryan  
 New York  
 McCann-Erickson, Inc.  
 William H. Wenntraub & Co.  
 New York  
 William H. Wenntraub & Co.  
 New York  
 J. M. Mathes, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sing It Again	Carter Products, Inc. Aard	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Red Skelton Show	Procter & Gamble Co. Tide	CBS	Benton & Bowles, Inc.
Red Skelton Show	Procter & Gamble Co. Tide	NBC	Benton & Bowles, Inc.
Skippy Hollywood Theater	Rosefield Packing Co. Skippy Peanut Butter	CBS	Young & Rubicam, Inc.
Sky King	Derby Foods Peter Pan Peanut Butter, Derby Line of Gammod Meats and Meats Specialties	ABC	Needham, Louis & Brorby, Inc.
Smilin' Ed McConnell	Brown Shoe Co. Children's Shoes	NBC	Leo Burnett Co., Inc.
Jack Smith Show	Procter & Gamble Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Kate Smith Songs	Philip Morris & Co., Ltd. Cigarettes	MBS	Cecil & Presbrey New York
Solitaire Time	Campana Sales Co. Solitaire Make-up	NBC	The Clements Co., Inc.
Songs by Great Singers	Ace Markets, Inc. Ace Markets	NBS	Klinger Advertising New York
Songs by Morton Downey	Coca-Cola Co. Coca-Cola	NBC	D'Arcy Advertising Co.
Special Breakfast Club Program	Swift & Co. Meat, Meat Products, Shortening, Cooking Oils	ABC	J. Walter Thompson Co.
Sports Magazine Annual Awards	Brown Shoe Co. Roblee Shoes	MBS	Leo Burnett Co., Inc. Chicago
Sports Newsreel of the Air	Colgate-Palmolive Peet Co. Colgate Shave Cream	NBC	Sherman Marquette, Inc.
Sports Thrill of the Week	Fram Corp. Gas, Oil and Air Filters	MBS	Van Sant, Dugdale & Co. Baltimore
Jo Stafford Show	Revere Camera Co. Movie Cameras, Projectors, Accessories	ABC	Roche, Williams & Cleary, Inc.
The Standard Hour	Standard Oil Co. of Calif. Petroleum Products	NBC-PC	Batten, Barton, Durstine & Osborn, Inc.

Standard School Broadcast	Standard Oil Co. of Calif. Petroleum Products	NBC-PC	Batten, Barton, Durstine & Osborn, Inc.
Star Time with Dorothy Kilgallen	Drackett Co. Drano, Windox	ABC	Young & Rubicam, Inc.
Stars Over Hollywood	Armour & Co. Armour's Canned Meats, Lard, Dial Soap, Dash Dog Food, Wisconsin Cheese, Chiffon Soap Flakes	CBS	Foote, Cone & Belding
Stella Dallas	Sterling Drug Co. Phillips Milk of Magnesia and Tablets, Ironized Yeast, Bayer Aspirin	NBC	Dancer, Fitzgerald, Sample, Inc.
Stop the Music	Smith Bros. Cough Drops, Cough Syrup	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Stop the Music	Speidel Co. Wristwatch Bands, Children's Jewelry	ABC	Cecil & Presbrey, Inc.
Stop the Music	P. Lorillard Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Stop the Music	Eversharp, Inc. Razors, Razor Blades, Pens, Pencils	ABC	Biow Co., Inc.
Straight Arrow	National Biscuit Co. Shredded Nabisco	MBS	McCann-Erickson New York
Strike It Rich	Luden's Inc. Fifth Ave. Candy Bar	CBS	J. M. Mathes, Inc.
Sugar Bowl Game	Gillette Safety Razor Co. Probak, Valet Auto Stop Safety Razors and Blades	ABC	Maxon, Inc.
Sunoco Three Star Extra	Sun Oil Co. Gas and Oil, Fuel Oil	NBC	Roche, Williams & Cleary, Inc.
Surprise Package	Mode O' Day Corp. Mode O'Day Wash Dresses	ABC-PC	Glasser & Gailey, Inc.
Surprise Package	General Foods Corp. Sure-Jell	ABC-PC	Benton & Bowles, Inc.
Surprise Package	Globe Mills (Div. of Pillsbury Mills) Flour Products	ABC-PC	Leo Burnett, Inc.
Suspense	Electric Auto-Lite Co. Spark Plugs, Batteries, Auto Accessories	CBS	Newell-Emmett Co.
Warren Sweeney-News	Curtiss Candy Co. Candy	CBS	C. L. Miller Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Take A Number	U. S. Tobacco Co. Tobaccos	MBS	Kudner Agency New York
Take It or Leave It	Eversharp Inc. Pens and Pencils	NBC	Biow Co., Inc.
Tales of Fatima with Basil Rathbone	Liggett & Myers Tobacco Co., Inc. Fatima Cigarettes	CBS	Newell-Emmett Co.
Talk Your Way Out Of It	The Quaker Oats Co. Aunt Jemima Pancake Flour, Mufflets, Bakery Goods	ABC	C. J. LaRoche & Co.
Henry J. Taylor	General Motors Corp. Institutional	ABC	Kudner Agency, Inc.
Mary Lee Taylor	Pet Milk Sales Corp. Evaporated Milk	NBC	Gardner Advertising Co.
The Telephone Hour	Bell Telephone System Telephone Service	NBC	N. W. Ayer & Son, Inc.
Theatre Guild on the Air	U. S. Steel Corp. Institutional	ABC	Batten, Barton, Dursstine & Osborn, Inc.
Theatre Guild on the Air	U. S. Steel Corp. Institutional	NBC	Batten, Barton, Dursstine & Osborn, Inc.
This Changing World	Fruehauf Trailer Co. Trailers and Institutional	ABC	Zimmer-Keller, Inc.
This Is Nora Drake	The Toni Co. Div of Gillette Safety Razor Co. Toni Home Permanent Wave, Cheme Shampoo	CBS	Foote, Cone & Belding
This Is Nora Drake	The Toni Co. Home Permanent Wave	NBC	Foote, Cone & Belding, Inc.
This Is Your FBI	Equitable Life Assurance Society of the U. S. Insurance	ABC	Warwick & Legler, Inc.
This Thing Called Life	Institute of Religious Science Institutional	ABC-PC	Raymond R. Morgan Co.
This Is Your Life	Philip Morris & Co., Ltd. Cigarettes	NBC	Biow Co., Inc.
This Woman's Secret	General Mills, Inc. Sperry Flour, Cereals, Wheaties	NBC-PC	Knox-Reeves, Inc.



Lowell Thomas Program	Procter & Gamble Co. Ivory Soap	CBS	Compton Advertising Inc.
Today's Children	General Mills, Inc. Bisquick, Crustquick	NBC	Knox-Reeves, Inc.
Tomorrow's Headlines	Seeman Brothers, Inc. Air-Wick	ABC	William H. Weintraub & Co., Inc.
Bob Trout & the News	Pillsbury Mills, Inc. Pillsbury Pie Crust Mix	NBC	Leo Burnett Co., Inc.
True Detective Mysteries	Williamson Candy Co. Oh Henry Candy Bars	MBS	Aubrey, Moore & Wallace Chicago
True or False	Shotwell Mfg. Co. Puritan Marshmallows	MBS	Wade Advertising Chicago
Truth or Consequences	Procter & Gamble Co. Duz	NBC	Compton Advertising, Inc.
Twenty Questions	Ronson Art Metal Works Ronson Lighters	MBS	Cecil & Presbrey, New York; Grey Advertising, New York

## V

Dave Vaile, News	Metropolitan Life Insur. Co. Institutional	CBS-PC	Young & Rubicam, Inc.
Voice of Firestone	Firestone Tire & Rubber Co. Tires and Tubes	NBC	Sweeney & James Co.
Voice of Prophecy	Voice of Prophecy, Inc. Religion	ABC	Western Advertising Los Angeles
Voice of Prophecy	Voice of Prophecy, Inc. Religion	MBS	Western Advertising Los Angeles

## W

Walcott-Charles Heavyweight Championship Fight	Gillette Safety Razor Co. Prebak, Valet Auto Strip Safety Razors and Blades	ABC	Maxon, Inc.
Fred Waring	General Electric Co. Institutional	NBC	Batten, Barton, Durstine & Osborn, Inc.
Fred Waring	American Meat Institute Meat and Allied Products	NBC	Leo Burnett Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Fred Waring	Minnesota Valley Canning Co. Canned Vegetables	NBC	Leo Burnett Co., Inc.
Wendy Warren and The News	General Foods Corp. Maxwell House Coffee, Instant Maxwell House Coffee	CBS	Benton & Bowles, Inc.
We Love and Learn	Manhattan Soap Co. Sweetheart Soap	NBC	Duane Jones Co., Inc.
We The People	Gulf Oil Corp. Gulf Oil Products	CBS	Young & Rubicam, Inc.
We The People	Gulf Oil Corp. Gas, Oil, Lubricants, Insecticides	NBC	Young & Rubicam, Inc.
Welcome Travelers	Procter & Gamble Co. Crisco, Tide, Soaps and Cleaners	ABC	Compton Advertising; Benton & Bowles
Welcome Travelers	Procter & Gamble Co. Dettol, Spic & Span, Drene	NBC	Dancer, Fitzgerald, Sample, Inc. Blow Company, Inc.
Lawrence Welk Show	Miller Brewing Co. Miller High Life Beer	ABC	Klau-Van Pietserson-Dunlap Associates
What Makes You Tick?	Procter & Gamble Co. Ivory Flakes	CBS	Compton Advertising, Inc.
What's My Name	Servel, Inc. Servel Gas Refrigerators	ABC	Batten, Barton, Durstine & Osborn, Inc.
When A Girl Marries	General Foods Corp. Calumet, Swans Down, Diamond Crystal Salt	NBC	Benton & Bowles, Inc.; Young & Rubicam, Inc.
The Whistler	Signal Oil Co. Gas, Oil	CBS-PC	Barton A. Stebbins Advertising Agency
Meredith Willson	General Foods Corp. Jell-O	ABC	Young & Rubicam, Inc.
Meredith Willson	General Foods Corp. Jell-O, Jell-O Puddings	NBC	Young & Rubicam, Inc.
Walter Winchell	Kaiser-Frazer Sales Corp. Automobiles, Parts, Servicing	ABC	William H. Weintraub & Co., Inc.
Winner Take All	Lever Bros. Co. Rayve Home Permanent Wave	CBS	J. Walter Thompson Co.

Gillette Safety Razor Corp.  
Gillette Safety Blades and Razors

MBS

Maxon, Inc.  
New York

## XYZ

<b>You Bet Your Life—Groucho Marx</b>	Elgin-American, Div. of Ill. Watch Case Co. Compacts, Watch Cases, Lighters, etc.	CBS	Weiss & Geller, Inc.
<b>Alan Young Show</b>	Lewis-Howe Co. Tums	NBC	Roche, William & Cleary, Inc.; Dancer-Fitzgerald-Sample, Inc.
<b>Young Dr. Malone</b>	Procter & Gamble Co. Crisco, Jey	CBS	Compton Advertising Inc.
<b>Young Widder Brown</b>	Sterling Drug Co. Haley's M-O, Phillips Toothpaste, Phillips Milk of Magnesia	NBC	Dancer, Fitzgerald-Sample, Inc.
<b>Your Hit Parade</b>	American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine & Osborn, Inc.
<b>Your Hit Parade on Parade</b>	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
<b>Your Home Beautiful</b>	Benjamin Moore & Co. Paints and Varnishes	MBS	St. George & Keyes New York
<b>Your Kaiser Traveler</b>	Kaiser-Frazer Sales Corp. Automobiles, Parts, Servicing	ABC	William H. Weintraub & Co., Inc.
<b>Your Lucky Strike</b>	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
<b>Your Stand In</b>	Colgate-Palmolive-Peet Co. All Products	CBS-PC	Sherman & Marquette
<b>Yours For A Song</b>	Conti Products Co., Inc. Castile Shampoo	MBS	Birmingham, Castleman & Pierce New York
<b>Zeke Manners</b>	Whitehall Pharmacal Co. Anacin, Kolynos, Bisodol, Freezone	ABC-PC	Dancer-Fitzgerald-Sample, Inc.
<b>Zeke Manners</b>	Safeway Stores, Inc. Lucerne Milk	ABC-PC	J. Walter Thompson Co.
<b>Zeke Manners</b>	Langendorf United Bakeries Bakery Products	ABC-PC	The Biow Co., Inc.

# DU MONT DAYTIME TELEVISION

*sells!*

Let us show you the actual case histories of daytime selling programs, on a wide variety of products, that have paid their cost many times over in direct phone and mail sales.

*low time costs!*

*low talent costs!*

*big sales results!*



America's Window on the World

515 Madison Avenue, New York 22, N. Y.

Copyright 1950, Allen B. DuMont Laboratories, Inc.



*P R E S E N T S*

**T H E 1 9 5 0  
T E L E V I S I O N  
Y E A R B O O K**

*Edited by*  
**JACK ALICATE**

Copyright, 1950, by Radio Daily Corp.  
1101 Broadway, New York 18, N. Y. Wisconsin 7-6116

# PREFERRED BY 68\* TV STATIONS!



\*As of December, 1949

## ... Productive for these result-minded sponsors!

Coca-Cola	Chicago Tribune
Ruppert's Beer	H. G. Hill Stores
Phillips Soups	Cincinnati Enquirer
Interstate Bakeries	Dodge Dealers
Abbott Dairies	Esslinger Beer
Omaha Power District	Kansas City Power & Light Co.
Los Angeles Times	Standard & Humpty-Dumpty Super Markets

## Get the facts on these result-producing ZIV-TV shows:

**SPORTS ALBUM** ..... 5-minute series on: Baseball, Football, Wrestling, Boxing, etc.

**YESTERDAY'S NEWSREEL** ... 15-minute shows, highlighting headline events of yesteryear.

**CISCO KID** ..... 1/2-hour Western (O. Henry's famous Robin Hood of the range!)

**EASY ACES** ..... 15-minute hilarious comedy of domestic life.

**CARTOONS** ..... 39 films featuring Woody Woodpecker, Andy Panda, etc.

**FEATURES** ..... 1-hour, full-length movies.

**WESTERNS** ..... 1-hour, full-length movies.

*Write, wire or phone today!*



KOB-TV  
WAGA-TV  
WCON-TV  
WAAM-TV  
WBAL-TV  
WAFM-TV  
WBRC-TV  
WNAC-TV  
WBZ-TV  
WBEN-TV  
WBKB  
WGN-TV  
WENR-TV  
WKRC-TV  
WLW-T  
WNBK  
W EWS  
WXAL-TV  
WBNS-TV  
WLW-C  
KRLD-TV  
KBTW  
WLW-D  
WHIO-TV  
WJBK-TV  
WWJ-TV  
WXYZ-TV  
WICU  
KLEE-TV  
WFBM-TV  
WMBR-TV  
KECA-TV  
KTLA  
KFIT-TV  
KTTV  
KLAC-TV  
WAVE-TV  
WMCT  
WTMJ-TV  
WTCN-TV  
WATV  
WABD-TV  
WDSU-TV  
WCBS-TV  
WJZ-TV  
WNBT  
WPIX-TV  
WKY-TV  
WOW-TV  
KMTV  
WCAU-TV  
WFIL-TV  
WDTV  
WJAR-TV  
WTVR-TV  
WOAI-TV  
KGO-TV  
KPIX-TV  
KING-TV  
KSD-TV  
WHEN-TV  
KOTV  
WMAL-TV  
WNBW-TV  
WSB-TV  
WCPO-TV  
WXEL-TV  
WSPD-TV

# TELEVISION

*Television marches forward with quickened step as the pages of the 1950 TELEVISION YEAR BOOK dramatically unfold a progress report of a booming new industry and its promise for the future.*







*This year's edition, replete with many new editorial features and up-to-the-minute statistical information is edited to highlight the contributions of stations, agencies, producers and networks in the expansion of the sight and sound medium.*

*This volume is the work of many. It mirrors the accomplishments of broadcasters, networks and producers who invested heavily on tomorrow's TV returns. It pays tribute to agencies and sponsors for utilizing the sight and sound medium in their quest for entertainment and sales approval. In short it is a harbinger of a golden era that lies ahead.*

*TELEVISION YEAR BOOK is grateful to everyone who contributed to the success of this comprehensive volume. The succeeding pages represent the composite efforts of men and women whose creative talents document an imposing record of achievement.*

JACK ALICANTE,  
*Editor*

## NINETEEN FIFTY

A doff of the hat  a shake of  
the hand  a pat on the back   
and a deep bow  ...for all the  
fine actors  and actresses  who  
have made the



**PHILCO**



**TELEVISION PLAYHOUSE**

*The No. 1 Dramatic Show  
on millions of television screens  
throughout the nation*

**N.B.C. NETWORK and affiliated stations  
from coast to coast**

**SUNDAY NIGHTS \* 9 to 10 P.M. E.S.T.**





# TV INDUSTRY ADVANCES IN 1949

by  
**WILL BALTIN**  
Secretary-Treasurer

**Television Broadcasters Association, Inc.**

**H**EREWITH is a factual summation of the amazing progress registered by the television industry during 1949, indicating in unmistakable terms the powerful force which the new media promises to be:

As of March 1, 1950 there were 101 television stations operating in 59 U. S. cities, compared with 51 stations serving 30 cities at the close of 1948. Thirteen additional stations were under construction, seven of which were situated in cities not yet serviced. Furthermore, 351 applications for new stations were "frozen" in the F. C. C.'s pending files.

Total investment in operating stations was estimated at \$38,000,000, with an average estimated operating cost of \$400,000. Employment in station operations was reportedly in excess of 5,400 persons.

At the year's end 26 cities had been interconnected for network operations through facilities of the American Telephone & Telegraph Company. Further extensions as far west of the eastern seaboard as Omaha were in prospect for 1950. An interconnection between Los Angeles and San Francisco is set for early this year.

Television receiver production soared to over 80,000 sets per week as the year drew to a close. In excess of 2,500,000 TV sets were produced during all of 1949—compared with 975,000 in 1948. Value of TV receivers at the factory level was reported to be \$440,000,000.

Television receivers were being purchased almost as quickly as they were being manufactured in the latter months of 1949, with public investment in receiving equipment exceeding a bil-

lion dollars since the start of post-war TV production in late 1946. It was estimated that well over 50,000 persons were engaged in the production, distribution and sale of television sets at the year's end.

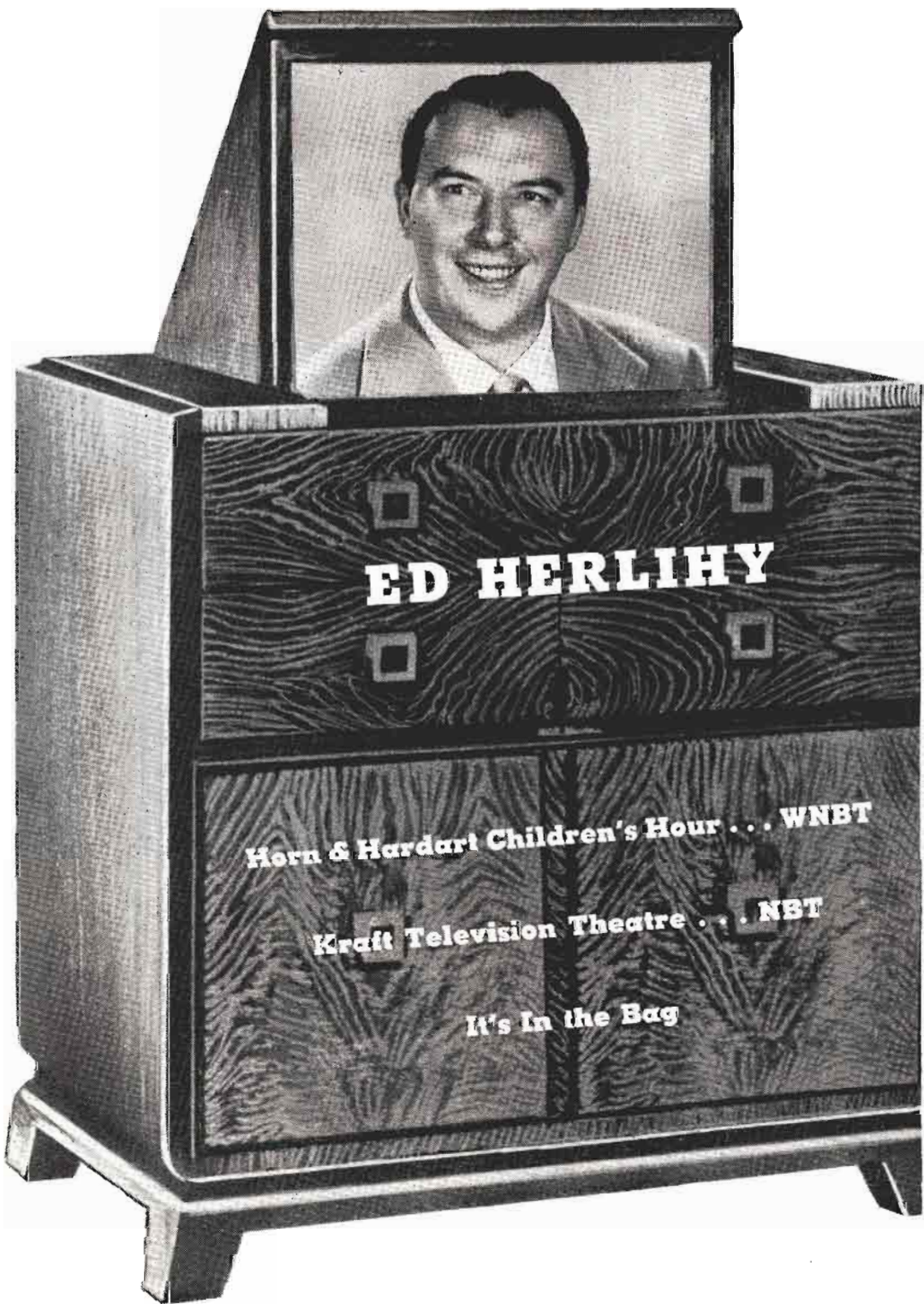
Viewer interest in television programs advanced accordingly. Surveys indicated an average of 3.6 persons per receiver, with the percentage of total U. S. families owning TV receivers exceeding 7.5 per cent. If all families living within a 40-mile radius of presently operating TV stations obtained receivers, 60 per cent of the total population of the U. S. could be reached.

The theory that television images are limited to line of sight distances has been dispelled in actual practice. Viewers 100 miles or more from transmitters have reported continuously reliable reception.

Advertisers were flocking to television in increasing numbers as the size of the TV audience mounted. At the close of 1949, 1,890 sponsors had availed themselves of the new media, compared with 680 advertisers in 1948.

A breakdown of the channels in which advertisers funneled their dollars revealed 1,415 sponsors at the local-retail level; 400 utilizing spot announcements and 75 offering network shows. Total advertising dollars spent for TV time amounted to \$25,000,000.

Total 1949 expenditures for time, talent and production of network programs was estimated at \$20,000,000—an amazing fact, considering that television has only passed its second year of post-war commercial maturity.





# DON LEE STATION OBSERVES 18TH TV ANNIVERSARY

by

**WILLET H. BROWN**

**President of Don Lee Broadcasting System**

**O**VER 18 years ago (Dec. 23, 1931) the Don Lee organization demonstrated its interest and belief in television by establishing and continuously operating on an announced program schedule what has earned the distinction of being the nation's first television broadcasting station, as such stations are known today. We deeply appreciate the opportunity to reaffirm that steadfast belief in the so-called "new" medium, while also reasserting our equally strong faith in the future of standard radio broadcasting, which contributed so much in the development and support of its newer sister industry.

But lest we be misunderstood, television is not "old hat" to Don Lee Television-Channel Two. Television is not merely a matter of looking at the record; to us television remains a challenging future. We look ahead to new advances, to constant improvement, to renewed effort and unstinting increased investment, all toward the day we fervently hope is no longer the distant future when our pioneer work and pioneer believing shall be rewarded in the realization of television's fullest potential and attendant benefits to all. We enjoy the satisfactions of an already successful operation, according to today's standards and yardstick, but now we are gauging and getting geared for the tomorrows.

Neither, however, is the day of the pioneer past. Don Lee continues to set a pace by projecting its combined effort into the future of television. The time is past when, as until 1939, we were obliged to manufacture all of our equipment, including receivers, to carry on. Difficult, too, was the weathering of a serious depression. However, we managed to continue leading the way, albeit scarcely more than a "baby" ourselves in a then truly "baby industry." Now, during television's similarly trying in-

roduction to commercial operation, Don Lee seeks further progress. What we enjoy today in TV is not the ultimate; there's more to come. Don Lee humbly hopes to be among those in the honored vanguard.

The list of Don Lee's technical and program contributions and "firsts" is historically significant and impressive—and has continued since the inauguration of other stations. But, typically, Don Lee is not resting on past achievements nor previous laurels. We are oblivious to the past, except for the knowledge and experience gained and we look forward only. To this end we created the country's first combined television and radio studios, our Hollywood home, built expressly for simultaneous operations in both mediums. For the same reasons Don Lee also brought to television the first out-and-out motion picture executives, vice president in charge Charles L. Glett, and as executive producer, (introducing this title to TV) Cecil Barker to inject needed motion picture thinking into television. Similarly, Don Lee is alone in having its own—and so titled—Director of Television Research in charge of color, Harry R. Lubcke. Recently Don Lee also participated in the development of the new "Electra-Zoom" lens for TV cameras now in exclusive use at Don Lee.

Soon, with the approval of the Federal Communications Commission we hope to be broadcasting from Mt. Wilson. Our transmitter and staff housing buildings are already completed there. Then, after installing the latest and finest equipment available, we believe we will have the best television station, as well as the first, continuing as always second to none and buttressed with our 18 years of operating know-how that has helped set the pattern for all. For this reason we like to feel that our mistakes are now behind us.

# COMPARE FACTS!



When you plan to buy television broadcast equipment — Visit Du Mont first, Study Du Mont equipment thoroughly, Compare Du Mont design and efficiency.

*then*

You, too, will follow the increasing trend to —



**DU MONT**

*First with the  
Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION  
1000 MAIN AVE., CLIFTON, N. J.

*Visit the Du Mont New Equipment Display at 1000 Main Ave., Clifton, N. J.*



# PROBLEMS OF TV OPERATIONS VIEWED BY BROADCASTER

by

**J. LEONARD REINSCH**

**Managing Director of Cox Stations**

**W**HEN Frank Burke asked me to write an article on television station management I was hesitant. For today each city presents a different problem—one station, four network cable lines; two stations and three lines; three stations and one line; two stations and no line, etc.

Certain fundamentals, however, are threaded through this confusing pattern.

First there is the American cycle of broadcasting: Better programs make listeners, listeners are circulation, circulation makes for effective advertising, effective advertising means increased revenue, and increased revenue makes possible better programs. One factor is added in television: Better programs and longer schedules sell sets—and sets are vital circulation.

Late starting stations, particularly in cities new to television, must invest heavily in programming to build circulation rapidly. Advertisers are constantly increasing their minimum set requirements. Therefore, new stations must plan longer schedules of good sustaining programs. This means the fullest use of network sustainers even if the programs are on a contract purchase basis. Only then do affiliates have the right to expect complete network program co-operation. Let your network know about local reaction to network shows.

Delay network shows and film programs will provide a more attractive program fare and better ratings if they are handled properly. Shader and audio men may often improve the program sufficiently to justify the added payroll cost.

There is still a lot to learn in television programming so be open minded about new ideas. Disc jockey shows that seem almost unprofessional in their format have turned in surprisingly high ratings. Cooking school participation

shows and shopper shows that just got by in radio may surprise with their sales return. Even island shows may have sufficient drawing power to justify their expense. All programs, of course, should be presented on a professional basis.

Since the switch, on the part of the viewer, from station to station in television requires more effort than in radio, thorough promotion of all programs is imperative. Borrow movie techniques and add your own touches. Capitalize on big names and cover local events. Include a news program with local flavor. Use not only interviews, but still pictures of local people. If the occasion is particularly newsworthy, shoot some movie film emphasizing good close-up shots. This local movie film does not need to be sound on film to attract favorable local attention.

Your program promotion will cut two ways: Build a viewing audience of present owners and help sell new sets. In this latter connection find out why non-set owners don't buy. If possible, answer their questions with your own promotion. Don't depend on set dealers to develop your circulation. A newspaper owned station will find it worthwhile to run a series of full page ads about what people miss if they don't own a television set. These ads will increase the effectiveness of television set lineage and almost automatically increase set sales.

It is the commercial part of the picture that should be clear to a radio station operator entering television. It should not be necessary to go through years of changing rate cards for a standard television rate card is now available. Use it from the start and make buying as easy as possible.

Obviously coverage maps, both mv/m and mail, should be prepared as quickly as possible. Market information with set circulation should be kept up to date.



# KTLA

CHANNEL 5 - LOS ANGELES

## — YOUR No. 1 SALESMAN

in the World's Fastest Growing Market

Lita Baron,  
featured vocalist  
in KTLA's  
"Latin Cruise"

46.3% of the Los Angeles TV audience\* is tuned to KTLA all evening, every evening. KTLA's average share-of-evening-TV-audience nearly equals the total average audience of all six other Los Angeles TV stations combined... is more than three times the following of its nearest competitor!

\*September-October Hooper Measurement of the Broadcast Audience Served by 7 TV Stations.



KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOLLYWOOD 9-6363  
New York Sales Offices • 1501 Broadway • BRyant 9-8700

KEY STATION OF THE PARAMOUNT TV NETWORK



# PROBLEMS OF TV PRODUCTION REPORTED MANY AND VARIED

by

**ALEXANDER STRONACH**

**Eastern Television Program Manager**

**American Broadcasting Company**

**L**OOKING at a television studio from the control room, the observer sees the cameras ranging along the fringes of the more brightly lit areas. Beyond them, lie the set, the domain of the scenic designers and the physical production managers. Here, whether it be a ten-by-ten square foot area or the whole of a studio many times that size, is one of the most important testing grounds in the development of what will soon be known as "the television technique."

Let's take a look at straight drama as a yardstick of television as an entertainment form. Hollywood designs and builds sets for realism. Space is of no concern and, until the recent economy wave, money only a little more so. The theatre, within the constant limitation of the proscenium arch, builds for the best staging of each play. Optimistically, it counts on the repeated usage made possible by a successful run.

Today, television has neither space as Hollywood knows it, repeated use as the theatre knows it, nor money as either knows it. Each production, complete to the minutest detail, is assembled for a one-time presentation. Yet it must show itself in a way that will bear critical appraisal and comparison with the older entertainment forms.

Much has been written about the limitation of the television camera and the small screen which is the viewers' contact with its product. Little or nothing has been said about the fact that the camera and the screen are in pretty much the right ratio to the studio space available for sets. Movie makers, who think in terms of large screen projection, theatre thinking in equally large terms, have had to drastically change their approach in television. Tight sets, uncrowded scenes, proper perspective and lighting are of the greatest importance if the talent, the cameramen, and

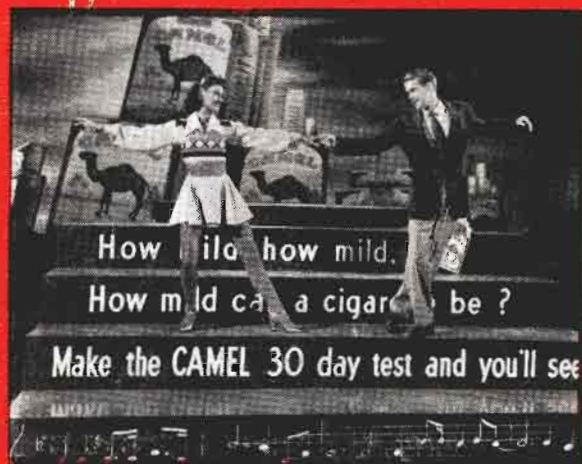
the director are going to put their contributions across.

As to the sets themselves, "the budget" is King. It is not unusual to see the back drop of a minute-and-thirty-second commercial which, with its appropriate props and appurtenances, cost \$500. In the same studio, a sustaining show will have a three-set unit, put together from the stockpile of old scenery at a cost of \$200. This is the playing area of the entire half hour and of correspondingly more importance in its effect on the viewer. Camera masks, trick mirror effects, intricate lighting cues may take hours of rehearsal and hundreds of dollars, then flash across the viewers' screen in terms of seconds. Never in show business has there been more of an opportunity for creative ingenuity than in the production end of television today.

As an art form, television today is still in swaddling clothes. I venture to say there is more to be learned than has been learned. Take the basic element of color for example. Most designers today avoid the use of pastel colors in scenery. To the painter's eye, pastel green and a pastel blue have contrast, but to the camera's eye these both come out in the same shade of very light gray.

As a corollary to the color problem, there is that of the electronic tubes themselves. Up until recently, all television cameras were equipped with tubes which had a high red response. Hot, incandescent light brought out the sharpest degrees of contrast. Shades of red showed up as truest greys to pure black. Today, the newest tubes have a high blue response. Fluorescent lights, fewer candle foot per area, different degrees of color values are the result. Next month a better tube may be produced with a response half way between. Certainly, on no score can we as yet get "sot in our ways."

how long are 60 seconds?



In TV, the one mass selling medium which combines sight with sound, 60 seconds is just as long as it is visually entertaining.

The selling power of a TV commercial is achieved through experienced film making.

TRANSFILM, a pioneer in developing TV techniques, knows how to reach and win audiences.

Proof: — the well-known CAMEL spots and hundreds of other TRANSFILM-produced commercials now stimulating sales for leading advertisers on all channels.

**TRANSFILM**

INCORPORATED  
88 WEST 48th STREET - NEW YORK 19, N.Y.



# AGENCY TV PERSONALITIES

## 1949-1950

*The Year Book of Television* herewith presents a "Who's Who" of top TV Agency Executives and a listing of their 1949 television accounts.



### **EVERARD W. MEADE** **Young & Rubicam, Inc.**



MEADE

Meade began his agency career as a writer with Benton & Bowles. In 1935 he joined Young & Rubicam and served that agency as a writer-producer until 1938. With them he worked on such shows as Jack Benny, Charlie Butterworth, the Packard program with Fred Astaire and Burns & Allen. Departing Young & Rubicam he joined Ruthrauff & Ryan to produce many of their top flight shows. During the war he served as a naval air combat intelligence officer. In 1948 he returned to Y & R where he is now v.p. & dir. of their radio dept. The agency's list of TV shows includes: We The People (Gulf Oil), The Goldbergs (General Foods, Sanka Coffee), Arthur Godfrey's Talent Scouts (Thomas J. Lipton), Fred Waring Show (G. E. Co.), Paul Whiteman Show (Goodyear Tire & Rubber Co.), Aldrich Family (Jell-O), Silver Theatre (International Silver), and Hollywood Screen Test (Duffy-Mott).

### **ROGER PRYOR** **Foote, Cone & Belding**

He enjoys a wide background in the entertainment field. He started in show business at the age of 18, playing in summer stock. From there he moved to leading parts on Broadway and in Hollywood. Finally came radio, first as an orchestra leader, then as M. C. on the Gulf Screen Guild Program. Other shows on which he appeared were: Theater Guild, for the United States Steel Theater Guild of the Air, The Hildgarde Show, The Pause That Refreshes, and Reader's Digest. Since 1947 Pryor has been director of TV for the New York office of Foote, Cone & Belding. Among Foote, Cone & Belding clients who have been represented in TV are Union Oil, Sunkist, Pepsodent (Lever Brothers), Kleenex (International Cellulose Products Company), Toni Home Permanent, B-B Ball Point Pen, Rheingold Beer and New York Central. The agency will handle Bob Hope's first television show, sponsored by Frigidaire, scheduled to start sometime in 1950.



PRYOR

**DONALD N. McCLURE**  
*N. W. Ayer & Son, Inc.*



McCLURE

Started in show business as a child actor and liked it so much he decided to make a career of it by matriculating in the Drama Department at Carnegie Tech. Hollywood and the "talkies" offered a chance to be a triple threat man; acting, writing and directing for Universal Pictures. First National and R. K. O. gave him an overall background in movie making. His first radio assignment came when he joined the Bob Ripley "Believe It Or Not" staff as director of the show's remote pick-ups. During the war, McClure served as a civilian test engineer for the U. S. Navy. In Oct., 1911, he joined N. W. Ayer & Son as dir. of TV production. In that capacity, he supervises spots for Lucky Strike, Illinois and Michigan Bell, Personal Products, The Atlantic Refining Co., Sheffield Farms and United Air Lines. Network shows: The Singing Lady for Kellogg Corn Soya and Kukla, Fran & Ollie twice a week for National Dairy, Sealtest.

**HERBERT B. WEST**  
*Batten, Barton, Durstine & Osborn, Inc.*

Head of the TV Department at BBDO. Formerly account executive, radio account executive, and copywriter. With agency 13 years. Author of trade articles on advertising. Lecturer at Columbia University. Agency at present has 33 clients active in TV, probably a record. Presents on TV Brooklyn Dodgers, Chicago White Sox, Chicago Cubs, B. F. Goodrich Celebrity Time on ABC Sunday nights 10-10:30 Eastern Standard Time, Telepix Newsreel twice a night,



WEST

Tex Antoine Weatherman every night on WNBZ, boxing and wrestling from Chicago and Pittsburgh, plus spot schedules for 26 other accounts. TV production head. Hugh Rogers: TV film section. Thomas A. Wright: Account service section. John Thomas: TV commercials. Robert Foreman: TV programming. Wick Crider: TV time-buying. Tucker Scott: TV research. Mrs. T. Anderson: TV publicity and merchandising. James McGarry.

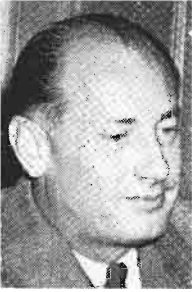
**WALTER CRAIG**  
*Benton & Bowles, Inc.*

Started life as a vaudeville actor. Later played in musical comedies and entered radio as program director of World Broadcasting System. Left this organization to establish his own independent production firm which he abandoned after eight years on doctor's orders. Then followed a two year stint as radio director of Street & Finney, and a like period as program director of Ed Noble's WMCA, which immediately preceded his joining Benton & Bowles in 1942. He is currently vice president in charge of radio and television. Benton & Bowles currently has the following network commercial TV programs: "Who Said That," sponsored by Crosley; "This Is Show Business," sponsored by Crosley; "Hollywood Screen Test," sponsored by Best Foods, Inc.; "Mama," sponsored by Maxwell House Coffee.



CRAIG

**WINSLOW H. CASE**  
**Campbell-Ewald Co.**



CASE

An acknowledged leader in agency TV operations, V.P. Case entered advertising in 1927. He has worked with Stinson Aircraft, La Driere Art Service, Chesterfield Cigarettes; and was also on the advertising faculty of Columbia Univ. With Campbell-Ewald, Case has supervised overall campaigns for several of the company's major accounts. He is currently in charge of radio and TV for all of the agency's clients, and supervises all Eastern operations. Campbell-Ewald currently handles two major network programs for Chevrolet: the Tele-Theatre drama series via NBC-TV and the musical revue, *Inside U. S. A.*, on CBS-TV. Last fall, the agency also supervised DuMont coverage of the Notre Dame games, sponsored by the Chevrolet Dealers. The local Chevrolet Dealers Ass'n. ranks as the country's top local advertiser in TV. Its five weekly shows and heavy spot schedule are also handled by Campbell-Ewald.

---

**ADRIAN SAMISH**  
**Dancer-Fitzgerald-Sample, Inc.**

Vice president and director of radio and TV for Dancer-Fitzgerald-Sample, Inc., he has run the gamut of radio broadcasting and show business in his career. Starting at 17, his background includes actor, director and stage manager in Broadway and summer stock productions and director of motion pictures in Hollywood. He has produced, directed and written for radio since 1935, having been with Arthur Kudner, Young & Rubicam and, before assuming



SAMISH

his position at DFS, was v.p. in charge of programs and TV for the American Broadcasting Company. Among those TV shows handled by Dancer-Fitzgerald-Sample are *The Lone Ranger* for General Mills, Inc. and *Okay Mother* for Sterling Drug, Inc. Other TV shows under preparation are the *Beulah Show*, which will be done in Hollywood on film and the *Betty Crocker Magazine of TV*, which will be telecast live from New York.

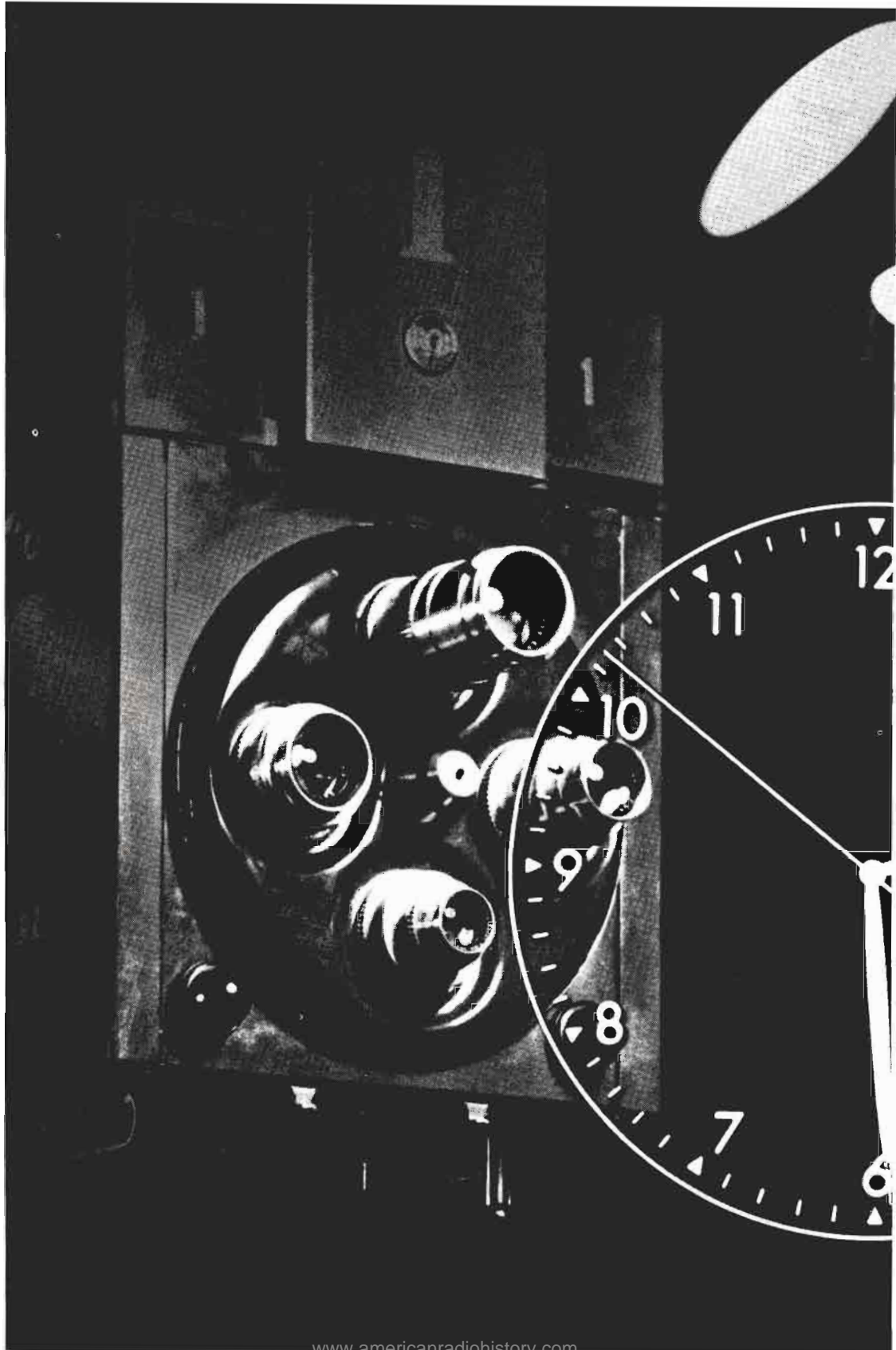
---

**TEVIS HUHN**  
**Warwick & Legler, Inc.**

Born in Philadelphia, Pa., he graduated from the Haverford School, Haverford, Pa. Following his discharge from the U. S. Army in 1918, he matriculated at Princeton University, Class of 1922, and subsequently attended University College, Oxford, England. Entering the U. S. Career Foreign Service, he was commissioned Vice Consul and Diplomatic Secretary, serving in Paris, Washington, D. C., Buenos Aires, and Montevideo. Following his resignation from the Foreign Service, Huhn joined the Columbia Broadcasting System, where he remained until his affiliation with Warwick & Legler, Inc. He has been director of radio and TV there since 1939. During the year 1949 Warwick & Legler, Inc. has televised *The Life of Riley* over NBT and the affiliated NBC TV network. This program is sponsored by the Pabst Sales Co., brewers and distributors of Pabst Blue Ribbon Beer. The agency has also placed various participation spots on WOR-TV for The George W. Luft Co.



HUHN



# television-year ten

## 2: 29: 50 PM

That was nine years ago . . .  
the first television commercial . . .  
a Bulova time signal on NBC.

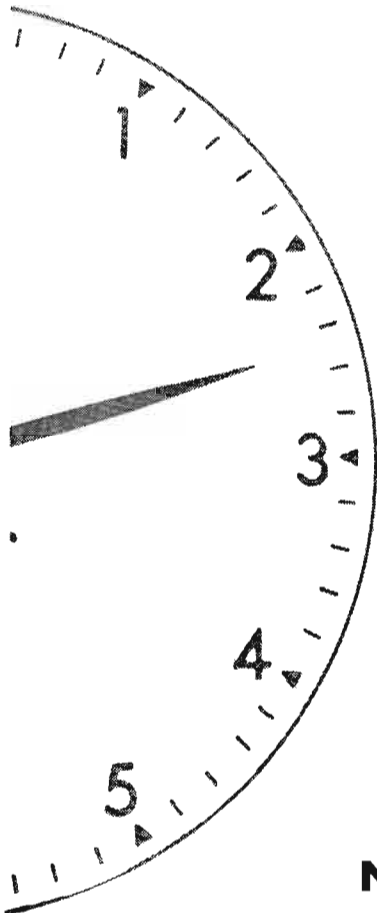
In those days, television was an advertising luxury, even for its few hardy pioneers . . . its biggest reward the prestige of a historic role in developing a radically new medium.

Today, only a decade later, it's as plain as TV's myriad roof-top antennas that *television has changed from an advertising adventure to an advertising necessity.*

*This is the year NBC Television will blanket areas containing 60% of America's families . . . 144 of the nation's 200 leading counties . . . the richest sales markets from coast to coast. And the products sold by NBC Television sponsors will range all the way from mass consumer items to deluxe motor cars.*

Amid these gargantuan strides, only one key fact in television remains unchanged. In 1950, just as in '47 and '48 and '49, NBC Television plays to far more viewers . . . with more popular programs . . . for more advertisers . . . than any other network.

**NBC** *America's No. 1 Television Network*



**A. CARL RIGROD**  
*Donahue & Co., Inc.*



RIGROD

His activities in the fields of radio, TV and journalism have been varied and intense. In 1913 he wrote and directed the first studio TV program sponsored by a motion picture company (RKO) on WABD, then called W2XWV. He served as publicity agent with Universal Pictures and later handled radio campaigns for many of the leading movie companies. A journalism graduate of the U. of Mo., he has worked for several Eastern newspapers. Prior to joining Donahue and Coe, he was dir. of radio for RKO pictures. At present Rigrod, dir. of the motion picture, radio and TV dept., is producing and directing all radio advertising activities for M-G-M and producing TV programs for Sunset Appliance Stores Inc. on WPIX and Gold Medal Candy Corp. on WNBT. He does TV spots for Scripto Pencils, Lee Pipes, Aborn's Coffee, and various National movie accounts, as well as radio advertising for Loew's theatres.

**MAURICE J. CONDON**  
*Roy S. Durstine, Inc.*

He was born in Fall River, Mass. on Nov. 19, 1912. After matriculating at Western Reserve University in Cleveland, O., he entered the field of radio in 1931 by joining the staff of station WGAR, Cleveland, as a continuity editor. Condon remained with WGAR until World War II broke out. During 1913-44 he was on duty with the Army Air Force. When the fighting ceased he returned to Ohio and there took his first job in the agency field. He became



CONDON

affiliated with the Cincinnati office of Roy S. Durstine, Inc. as radio director. In 1945 Condon was transferred to the New York office of the agency where he took up the mantle as associate radio director. He has remained at that office until the present time. Since 1948 he has held the position of radio-TV director, and is currently producing the DuMont Cavalcade of Bands for Scruton plus general spots for the Super Sci. div. of American Cyanamid Co.

**WILLIAM L. WEDDELL**  
*Leo Burnett Co., Inc.*

Shortly after his graduation from the University of Chicago in 1929 Weddell landed a job with the Western office of NBC. He's been in radio ever since. Weddell served as sales promotion manager of NBC in Chicago; as radio director of Erwin Wasey & Co.; and later, as assistant sales manager of NBC. In 1946 he joined the Leo Burnett Co. as vice-president and radio director. Current network programs sponsored by Burnett clients are: The Fred Waring Show, Grand Central Station, Club Time, Art Linkletter's House Party, Smilin' Ed McConnell, H. V. Kaltenborn and Richard Harkness, Cedric Adams, Fun To Be Young (Jay Stewart) and Arthur Godfrey (starting April 10, 1950). Burnett accounts using local and spot TV are: Minnesota Valley Canning Co., Brown Shoe, Co., Horlicks Malted Milk, Pillsbury Mills, Inc., Santa Fe R. R., The Hoover Co., The Pure Oil Co., Carling's Red Cap Ale and Dean Milk Co.



WEDDELL

**NICHOLAS E. KEESLY**  
*Lennen & Mitchell, Inc.*



KEESLY

Born in Philadelphia in 1910, his first radio advertising job was with N. W. Ayer & Sons back in 1928. During 15 successful years with them he held the positions of time buyer, casting director, producer, talent head and radio account executive. In 1943 Keesely became program sales manager of CBS, later holding the same position with MBS. He has many radio "firsts" to his credit including, Can You Top This?, The Sealtest Hour, Give & Take, The Al Pierce Show and Fred Waring Cigarette Time. Keesely was instrumental in the development of many of the name personalities of today. Since Keesely joined Lennen & Mitchell where he is V.P. in charge of radio-TV, early in 1948, the agency has been represented on the air by two TV shows: The Original Amateur Hour and Stop the Music, both sponsored by Old Gold. Accounts represented by TV film spots include: Lustre-Creme Hair Shampoo and Lysol.

**FRANCIS C. BARTON, JR.**  
*Federal Advertising Agency, Inc.*

Twenty-three years in advertising—nineteen of it in radio, a touch of dramatics in college, and a dash of commercial movies along the way, provide the background from which Frank Barton has been learning video these past several years. N. W. Ayer & Son., Inc., The Columbia Broadcasting System, the Biow Co., Benton & Bowles, all contributed to his first 20 years in the agency field. Barton is now director of radio and television at Federal Adv. Agency,



BARTON

Inc. His first television effort was a commercial spot on film in 1947 for A. S. R. Lighter and then a wrestling program with filmed commercials in 1948-49 for Trommer's Beer. He then did filmed spots for McCalls, a participation in Cavalcade of Stars for both Gem Razors and Blades and A. S. R. Lighter and the Jack Eigen show for Doeskin Products. Barton's most recent television presentation is Eloise Salutes the Stars for Doeskin Products, Inc.

**STEVENS P. JACKSON**  
*William Warren, Jackson & Delaney*

A graduate of Duke University, his background includes service with the Benton & Bowles agency. He also was an account exec. for radio stations WHN and WMCA and advertising manager of the 7th Regiment Field Gazette. His army service lasted five years during which time he was a Capt. CAG (India, Burma). Jackson has been account executive and director of TV at William Warren agency since 1947. This agency specializes in radio and TV advertising for large N. Y. C. retailers. Its first TV show was Play the Game, a half hour charade program, sponsored by Alexander's Department Store. Since then the agency has had the following clients on video: Lord & Taylor, Spear Furniture Stores, Cardinal Tie Shops, Flag Dog Food, Strauss Auto Supply Stores, Ritz Thrift Shop, Ivel Fifth Avenue, Lucele Limited, Sachs Quality Stores, Bonded Auto Sales, Warren Connolly Distributors, and Stevens Appliances.



JACKSON

**ROBERT W. KELLY**  
*J. D. Tarcher & Co., Inc.*



KELLY

New England born and bred, Bob Kelly prepped for a career via business administration at Providence College; soon landed with a major oil company. There he stayed for many years, another well organized oil executive. Wearing finally of the comparatively dull routine, Kelly looked about for wider horizons . . . advertising and radio. He joined J. D. Tarcher & Co., Inc., promptly acquired solid agency experiences in accounting, research and ultimately radio and television. Kelly now reigns successfully as director of radio and TV, a superbly trained executive with a sound business background. Adhering to the principle that if you want to swim you've got to get into the water, Tarcher & Co. early had its client, Benrus Watch Co., test the selling power of TV. Since that original trial, other clients, such as Seeman Bros. and McKesson & Robbins have been added. The agency is now concentrating on TV spots.

**EDWARD E. SIMMONS**  
*Cecil & Presbrey, Inc.*

A decade of radio work began for him when he joined WJAK, Marion, Ind. in 1929. He shifted to WAAF Chicago in 1931 remaining there as program director until 1937. He then became a staff producer-director for WGN, Chicago. In 1938 he joined the Wade Advertising Agency as producer-director on such shows as the Alka-Seltzer National Barn Dance, Uncle Ezra, Alec Templeton Time, Quiz Kids and Roy Rogers. After



SIMMONS

his discharge from the army, where he had served for some time with the short-wave section of the Armed Forces Radio Service, he joined Cecil & Presbrey, Inc. as West Coast Representative. He came to the New York office in Feb. 1949 where he is now radio-TV director. Cecil & Presbrey's TV accounts have included, the Ed Wynn Show, sponsored by Speidel Corp. on CBS; TV spots for Lamont-Corliss and video spots for Ronson.

**ALLAN BLACK**  
*Cayton, Inc.*

Graduated with a B.A. from NYU in 1938. During the next few years he served as announcer-writer-producer for several independent New York stations. In 1945, he quit WQXR to free-lance. During this period he was script writer for several network radio shows, including Grand Central Station, Armstrong Theater of Today, Grand Marquee and the Lone Ranger, and was also engaged by the Radio Division of the Office of War Information. In 1947, he joined Cayton, Inc., as head of its TV department. His first assignment was to direct a country-wide TV spot campaign for the Polaroid TV Filter, which proved an outstanding success. He is the creator and producer of the highly successful Greatest Fights of the Century film series, telecast Friday nights over the entire NBC-TV interconnected network. The show is sponsored by Chesebrough Mfg. Co., for its Vaseline Cream Hair Tonic. He also produces Sports Highlights of the Week, sponsored by Bond Clothes.



BLACK





**LEE COOLEY**  
**McCann-Erickson, Inc.**



COOLEY

Started his radio career in 1931 as an announcer. He later moved on to direction in radio and movies. In 1938 Cooley joined the Don Lee organization, but left a few years later for New York where he wrote and produced shows for B.B.D.&O. and Ruthrauff & Ryan. In 1946 he joined McCann-Erickson, Inc. as director of television and commercial motion pictures. From May 1947 to August 1949, he produced "The Swift Home Service Club" and "The Swift Show" for Swift & Co. In all, the agency serves 18 clients in Television: Altes Brewing Co., Bell & Howell Co., Beverwyck Breweries, Inc., Broadway Department Store, Inc., Chesebrough Mfg. Co., Cons'd. Chrysler Sales Division, Goldstream Products Co., Leisy Brewing Co., National Biscuit Co., Perfection Stove Co., Renuzit Home Products Co., Richman Brothers Co., The S. O. S. Co., Southern Counties Gas Co.'s, Standard Oil Co. (Indiana), The Standard Oil Co. (Ohio), Swift & Co., and Westinghouse Electric Corp.

**MARLO LEWIS**  
**Blaine-Thompson Co., Inc.**

Music was the main element of his early youth in Chicago. At the age of seven he conducted the Chicago Symphony Orchestra. He later was Concert Master of Senn High School Orchestra and conducted the University of Chicago Symphony orchestra. In addition he played the violin and clarinet. The business world beckoned him in 1932 when he became a reporter for the City News Bureau in Chicago. After that he moved to New



LEWIS

York where he became assistant to the production manager and space department manager at the Biow Co. Lewis also was an account executive with the Hirshon Garfield Agency. During this time in New York he helped create the local sales department and programs for CBS. Presently he is executive vice-president of Blaine-Thompson and package producer of Luncheon at Sardi's and Ed Sullivan's Toast of the Town.

**PRESTON H. PUMPHREY**  
**Maxon, Inc.**

A graduate of Ohio Wesleyan U., he entered the radio field in 1929. He has served on the radio production stalls of NBC and Benton & Bowles and as radio director for two advertising agencies, Fuller, Smith, Ross, Inc. and Warwick & Legler, Inc. The Fred Allen Show, Palmolive Beauty Box, Warden Lawes, Metropolitan Opera Auditions, Minute Mysteries and Maxwell House Show Boat are some of the more important programs that Pumphrey has produced and directed for radio. In 1947 he turned his talents toward the field of television. Today he is director of television for Maxon, Inc. an agency which is handling such sports highspots as the World Series, racing's Triple Crown, and Friday night Boxing for the Gillette Safety Razor Co. Other Maxon video clients include: Griesedieck Western Brewery Company, Magnavox, Inc., and Hotpoint, Inc.



PUMPHREY

**MILTON DOUGLAS**  
**Stanton B. Fisher, Inc.**



DOUGLAS

He started in show business in 1929 as a singer and actor, appearing in Broadway plays and movies. He was under contract to Warner Bros. for a year, but came back East when musicals fell off and sang in various hotels and night clubs. Douglas finally wound up as entertainment director for a chain of hotels. He was with this chain for eight years, then went to DuMont as a director. After producing a new variety show, Front Row Center, for the Stanton B. Fisher Agency, Douglas left DuMont and joined Fisher as head of the TV and radio department. The agency expanded the show into a one-hour program, calling it Cavalcade of Stars and many big drug chains decided to come in, namely: Whelan, Walgreens, Liggett, Dow Cunningham, Gallagher, Gray, Harvey & Carey, Hook, Lane, People's, Read, Snyder, Sun, Sun Ray, Taylor and Thrifty Drug Stores.

**ARTHUR J. DALY**  
**Peck Advertising Agency, Inc.**

Daly entered radio in 1929 as a producer for the National Broadcasting Company in the New York studios. Over an eight-year period, he produced the Firestone Hour, the Goldbergs, Major Bowes Amateur Hour and numerous other programs in all classifications. Later, he produced the Pontiac Varsity Show, the Telephone Hour, the Cresta Blanca Carnival, and in California during a five-year period, such programs as the Rudy Vallee Drene program, the Corliss



DALY

Archer program and others. Currently Daly is the radio-television director for the Peck Advertising Agency, Inc. in New York. At the present moment, Peck's television activities are composed entirely of spot announcements and program considerations for Howard Clothes, Old Dutch Coffee, Charles of the Ritz, Premier Foods (Sauce Arturo). The agency is also currently presenting the Johnny Olsen Rumpus Room on WABD, New York, DuMont's key station.

**MYRON P. KIRK**  
**Kudner Agency, Inc.**

Vice president and executive director of radio and TV of Kudner Agency Inc., Kirk is a native West Virginian whose early business training was in association with his father in banking, brokerage and theaters. From program and sales activities with WFAM, Cleveland, Kirk organized his own advertising agency, Lang, Fisher and Kirk. In 1933 he resigned from the partnership to accept a vice presidency with Ruthruff and Ryan Inc. From 1938 to 1941 he was in Hollywood as a vice president of United Artists. He joined Kudner in 1941 as director of radio. Kudner TV programs under Kirk's supervision are: Texaco Star Theater, NBC-TV, (The Texas Co.); Martin Kane, Private Eye, NBC-TV (United States Tobacco Co.); Lights Out, NBC-TV, (The Admiral Corp.); Stop the Music, (Shared with The Admiral Corp. and Old Gold), ABC-TV; Admiral Broadway Revue (The Admiral Corp.); Fireball Fun for All (Buick Motor Division) and Metropolitan Opera Opening (The Texas Co.).



KIRK

**FREDERICK A. "TED" LONG**  
*Geyer, Newell & Ganger, Inc.*



LONG

Long was appointed director of radio and TV at Geyer, Newell & Ganger, Inc., in August 1949. He joined the agency in 1946 as radio production manager and later became assistant director of the department. He was previously radio account executive and head of the motion picture and TV department at Batten, Barton, Durstine & Osborn. During the war, Long was director of U. S. radio activities and administrative officer for the Coordinator of Inter-American Affairs in New York. Starting in radio in 1927, Long produced and directed programs on all national radio networks, was Washington program manager of CBS, director of broadcasting for the New York World's Fair, and head of radio for Lord & Thomas in Chicago. Current commercial video programs and sponsors are Kelvinator's Homemaker's Exchange, participation, on CBS-TV network of fifteen stations; and Kruger's Boxing with Dennis James.

**H. PIERSON MAPES**  
*Hutchins Advertising Co., Inc.*

He has enjoyed a long career in the advertising and distribution field. He first joined the May Radio and Television Corp., a Philco distributor, in 1930. By 1933 he had risen to the position of sales promotion and merchandising manager. Mapes became connected with the Hutchins Advertising Co. in 1945. He is now in charge of the radio-TV department and commercial motion picture department. During the past five



MAPES

years Mapes has been responsible for many fine radio programs, including the Radio Hall of Fame, the Bing Crosby show, the Burl Ives show and the Breakfast Club (Philco Portion). The Hutchins agency's programs now on the air are: Philco Television Playhouse, NBC network, and the Breakfast Club (Philco Portion), ABC. In addition the agency also handles some important radio and television spot advertising.

**WILSON M. TUTTLE**  
*Ruthrauff & Ryan, Inc.*

His career has run the gamut from actor to writer to director. During the years 1932-35 he acted on stages in California, New York and Chicago. In between he did some writing and directing for stations WIND and WCFL, Chicago. He joined radio station WOR, New York, in 1936 as staff director, announcer and nighttime station manager, and remained there until 1939 when he came to Ruthrauff & Ryan as program director and supervisor. Tuttle is now vice-president, director of radio and television at R&R. Current among the agency's video accounts are: American Kitchens; Chrysler Corp., Dodge Div., Dodge Dealers of Los Angeles; Dodge Dealers of St. Louis; Edwards Coffee; Galveston-Houston Breweries; Griesedieck Bros. Brewery Co.; Gunther Brewing Co.; Lever Bros. (Spry); Morris B. Sachs; Pittsburgh Dodge Dealers Ass'n.; Reddi-Wip; Safeway Stores; Seattle Dodge Dealers; Western Reddi-Wip Co.; Sterling Salt Co.; Allied Florists (Chicago); Heet.



TUTTLE

**MIRIAM TRAEGER**  
*Abbott Kimball Co., Inc.*



**TRAEGER**

She has long been associated with the radio field. Her early training began with WMCA as secretary to the president. From WMCA Miss Traeger moved, in 1911, to WINS. 1944 found her Time Buyer at Abbott Kimball Co., Inc. supervising broadcast campaigns for clients such as, Joe Lowe Corp., Koret of Calif., Mark Cross, Renoir Perfumes, Marvella Pearls, Bonne Bell Cosmetics, Black Starr and Gorham, Colonial Dames Cosmetics, Union Pharmaceutical Co., Peggy Sage, Artra Cosmetics, Inc., Norcross, Inc., Family Laundry Owners Assn., Lipstae, and Northam Warren Corp. She signed the first agreement with a TV station for Norcross, Inc. It was a modest beginning, but as the scope widened with the rapid expansion of TV stations other clients entered the medium on a selective market basis. Some of these accounts are Rogers Pect. Artra Cosmetics, Inc., Lampl Fashions, and Jackson Furniture Co.

**HUGH HOLE**  
*Brooke, Smith, French & Dorrance, Inc.*

Graduated with a B.A. degree in Dramatic Art, University of N. C. in 1942. During four years there he worked in local radio stations and participated in many theatrical productions produced by the N. C. Players Assn. In June, 1942, he entered the radio department of Benton & Bowles, New York City. During four years there he acted as producer, director and administrative assistant. In 1946 he formed his own independent production company, Television-



**HOLE**

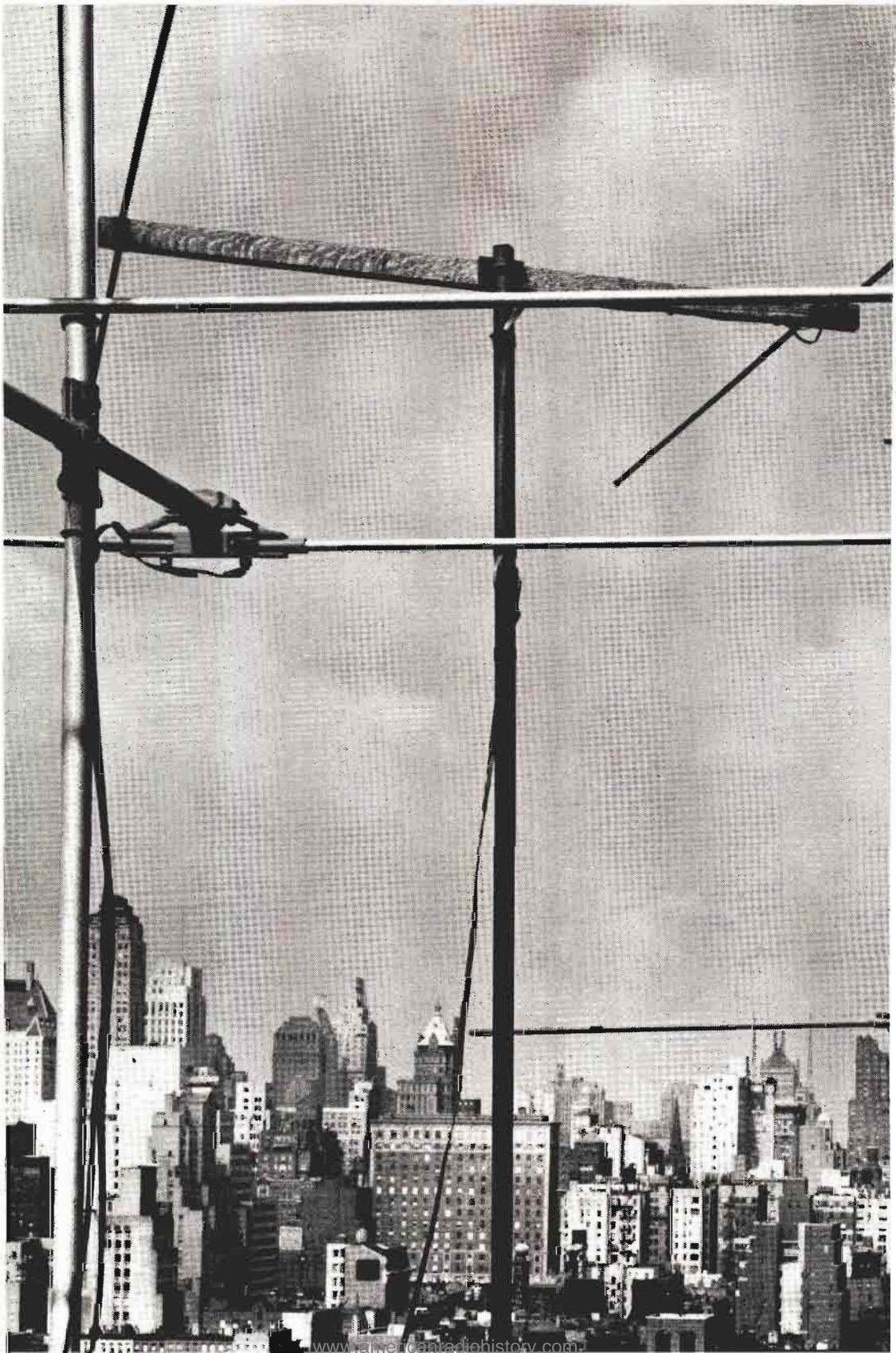
Radio Enterprises. Later he joined Dancer-Fitzgerald-Sample as supervisor of all commercial production. He joined Brooke, Smith French & Dorrance, Inc., in Aug. 1948 as director of radio and TV, handling these shows: Detroit Tigers home baseball games and Detroit Lions home football games for the Goebel Brewing Co.; Inside Football, WWJ-TV, Detroit for the Goebel Brewing Co.; 4-Star Final News, WJBK-TV for the Hudson Motor Car Co.

**JOHN S. DAVIDSON**  
*Fletcher D. Richards, Inc.*

Born in New York City, he attended Lawrenceville School and Yale University (Sheffield Scientific Schools). Davidson entered the radio business in sales and programming at NBC in 1927. Formerly he had been with Judge Weekly and the Selznick Moving Picture Co. His years in radio have seen him serve as radio director for Ruthrauff and Ryan, Young and Rubicam, J. M. Mathes, and as radio-television director at Federal Advertising Agency. In 1947 he joined the Fletcher D. Richards agency, where he is now radio and television director. Among Richards' TV programs and accounts are: Special animated film shorts for U. S. Rubber Co. (tire division); "Lucky Pup" for U. S. Rubber Co. (footwear division); Animated film shorts for Durham-Enders Razor Corp.; Boxing Matches for Berghoff Brewing Corp.; "Market Melodies" for Foremost Dairies, Inc. and a news program for Eastern Air Lines.



**DAVIDSON**





*it is now tomorrow...*

Look closely at your new horizon.  
These are not the shapes of things  
to come, but of things already here.

For today, television in its  
*full* proportions is clearly visible  
...creating new patterns in the  
basic habits of Americans.

It is changing the way they work  
and play; the way they think and  
talk, and buy and sell.

In this pattern, the habit of tuning  
to CBS Television is firmly fixed  
—held fast by powerful programming  
like *The Goldbergs*...*Studio One*...  
*Arthur Godfrey*...*Ed Wynn*...*Mama*  
...*Suspense*...*Inside U.S.A.*...

For in television as in radio when  
you tune to CBS, you know you're  
tuning in the kind of entertainment  
that satisfies the largest audiences  
in the world.

**CBS television**  
*first in audiences*





# A. B. C. TELEVISION NETWORK

## **ROBERT E. KINTNER** *President*



KINTNER

Robert E. Kintner, president of the American Broadcasting Company, is, at 40, the youngest president of a national network. He is also the most recently elected major radio network chief executive, having been named to his new office by the ABC board of directors on December 30, 1949. At the same meeting the ABC board elected Mark Woods, president, to be vice-chairman of the company. Kintner who prior to his election as ABC chief, was executive vice-president, joined the company in 1944 following his discharge from the Army as Lieutenant Colonel. Before his service in the Army, for which he was awarded the Legion of Merit, he had a distinguished career as a reporter, Washington correspondent and co-author with Joseph Alsop of a nationally syndicated Washington newspaper column.

## **CHARLES C. BARRY** *Vice-President in Charge Radio-TV Programming*

One of the radio industry's best liked personalities. Charles C. (Bud) Barry, vice-pres. in charge of radio and television programming, has been one of the top program officers of the ABC network since its organization. During the period from 1942 to 1945 he was the network's national program director and two years later, in 1947, was elected a vice-president and placed in charge of radio and television programming. Barry, a former presidential announcer, has to his



BARRY

credit a large number of radio innovations which are today in wide use in the broadcasting industry. He was instrumental in the development of high fidelity transcription recording and played a prominent role in promoting the sale of time for presentation of opposing viewpoints on controversial questions. He also has been the guiding light in the development of such top radio and TV programs as "Stop The Music" and "The Paul Whiteman TV Revue."

## **ALEXANDER STRONACH, JR.** *Manager of Television Programs*

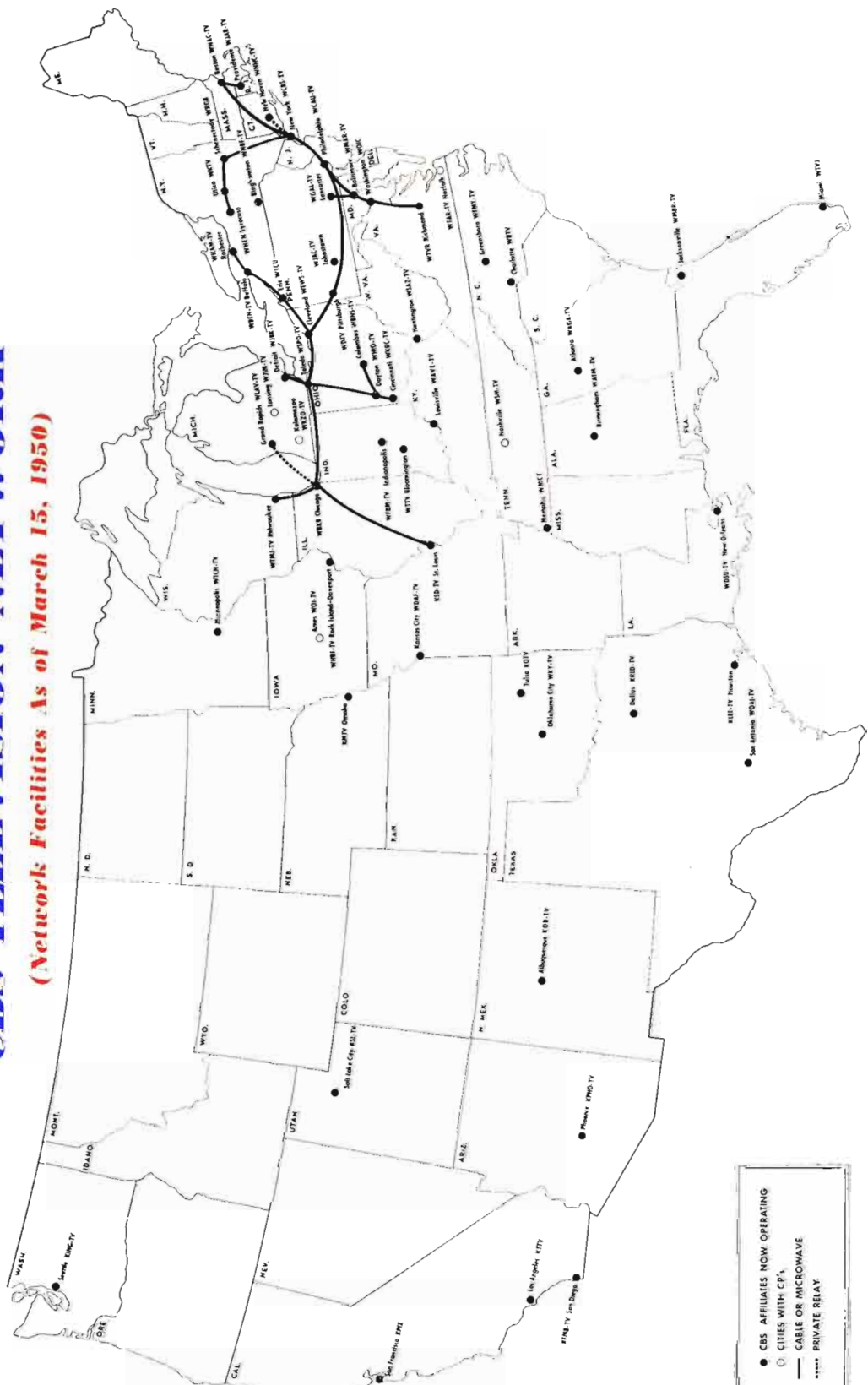
With a solid advertising agency background behind him, Alexander (Sandy) Stronach, Jr., ABC manager of television programs, joined the network in Sept. 1948. His agency experience started in 1938 when, from Hollywood, he joined Young & Rubicam, Inc. as a writer on the "We, The People" radio show. Subsequently he produced and directed this program, as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, talent and program manager for Young & Rubicam. In 1947, he joined the William Morris Agency as a radio-television executive. During his year and a half at ABC, the network has realized upon the full potentialities of television with the commercial "Paul Whiteman Revue," and has successfully translated "Stop The Music" from radio to video.



STRONACH

# CBS TELEVISION NETWORK

(Network Facilities As of March 15, 1950)



- CBS AFFILIATES NOW OPERATING
- CITIES WITH CP'S
- CABLE OR MICROWAVE
- ..... PRIVATE RELAY

# C. B. S. TELEVISION NETWORK

## **FRANK STANTON** *President*



STANTON

Joining CBS in 1935 as research director, Frank Stanton, president of the network, rapidly advanced to a vice presidency in 1942 and was named general manager and elected to the board of directors in 1945. He has been president since 1946. Stanton has a couple of firsts in radio research to his credit. He was the first to develop and use a mechanical device for recording radio set operation and he is a co-developer of the Program Analyzer, a machine for measuring audience reaction to program content. Almost as well known in the field of psychology as radio, Stanton is the author of many books and articles on the former subject. Prior to CBS he had been with the Psychology Department at Ohio State University. During the war he served as a consultant to the Office of Facts and Figures. He was born in Muskegon, Mich., on March 20, 1908, and has degrees from Ohio Wesleyan and Ohio State Universities.

## **HUBBELL ROBINSON, JR.** *Vice President in Charge of Network Programs*

In story book fashion, Hubbell Robinson Jr. started at the bottom as a messenger with Young & Rubicam in 1928 and in 1941 was made a vice president of the firm. Subsequently he joined the Blue Network (now ABC) as vice president and director of programs and in 1945 he moved to Foote, Cone & Belding as vice president in charge of radio. Robinson came to CBS in 1946 to take over direction of AM network programs. On



ROBINSON, JR.

January 1, 1950 he assumed general supervision and direction of all CBS programming, both radio and TV. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, attended Phillips Exeter Academy and Brown U., receiving his B. A. in 1927. After graduation he became a reporter on the Schenectady Union Star and later on the Knickerbocker Press in Albany. In 1928 he moved to New York and entered advertising.

## **J. L. VAN VOLKENBURG** *Vice President in Charge of Network Sales*

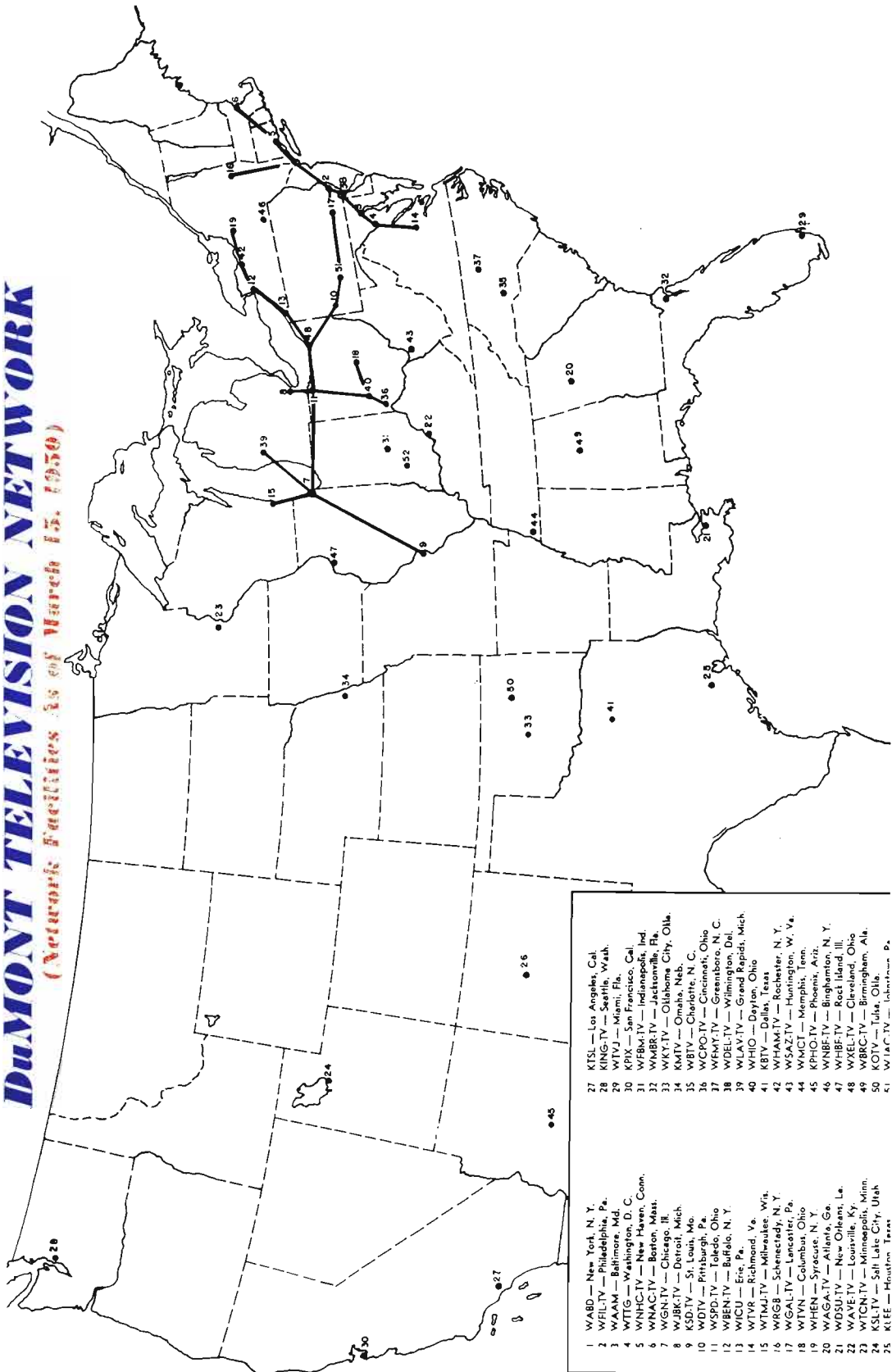
A member of the CBS family for 18 years, J. L. Van Volkenburg, has risen through a number of executive posts with the network to his present position as network sales vice-president. He joined CBS in 1932 as general manager of KMON, a Columbia-owned station in St. Louis. In 1936 he was appointed assistant to the CBS vice-president in charge of the Central Division. Van Volkenburg was named general sales manager of radio sales, in 1945 and, three years later had assumed supervision of Columbia-owned stations as director of station administration. Shortly thereafter he was named vice president and director of Television operation and on Jan. 1, 1950, took over his present assignment. Van Volkenburg was born in Sioux City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.



VAN VOLKENBURG

# DuMONT TELEVISION NETWORK

(Atlantic Facilities as of March 15, 1950)



- 1 WABD — New York, N. Y.
- 2 WFLD — Philadelphia, Pa.
- 3 WAAM — Baltimore, Md.
- 4 WTTG — Washington, D. C.
- 5 WNAC-TV — New Haven, Conn.
- 6 WNAC-TV — Boston, Mass.
- 7 WGN-TV — Chicago, Ill.
- 8 WJBK-TV — Detroit, Mich.
- 9 KSD-TV — St. Louis, Mo.
- 10 WDTV — Pittsburgh, Pa.
- 11 WSPD-TV — Toledo, Ohio
- 12 WBEN-TV — Buffalo, N. Y.
- 13 WICU — Erie, Pa.
- 14 WTVR — Richmond, Va.
- 15 WTMJ-TV — Milwaukee, Wis.
- 16 WRGB — Schenectady, N. Y.
- 17 WGAL-TV — Lancaster, Pa.
- 18 WTVN — Columbus, Ohio
- 19 WHEW — Syracuse, N. Y.
- 20 WAGA-TV — Atlanta, Ga.
- 21 WAVE-TV — New Orleans, La.
- 22 WTCN-TV — Louisville, Ky.
- 23 WFTS-TV — Tallahassee, Fla.
- 24 KSL-TV — Salt Lake City, Utah
- 25 KLEE — Houston, Texas
- 26 WABC-TV — New York, N. Y.
- 27 WISN-TV — Milwaukee, Wis.
- 28 KTLA — Los Angeles, Cal.
- 29 KING-TV — Seattle, Wash.
- 30 KPX — San Francisco, Cal.
- 31 WFBM-TV — Indianapolis, Ind.
- 32 WMBR-TV — Jacksonville, Fla.
- 33 WKY-TV — Oklahoma City, Okla.
- 34 KMTV — Omaha, Neb.
- 35 WBTV — Charlotte, N. C.
- 36 WCPO-TV — Cincinnati, Ohio
- 37 WFMY-TV — Greensboro, N. C.
- 38 WDEL-TV — Wilmington, Del.
- 39 WLAV-TV — Grand Rapids, Mich.
- 40 WHIO — Dayton, Ohio
- 41 KBTW — Dallas, Texas
- 42 WHAM-TV — Rochester, N. Y.
- 43 WSAZ-TV — Huntington, W. Va.
- 44 WMCT — Memphis, Tenn.
- 45 KPHO-TV — Phoenix, Ariz.
- 46 WRGB-TV — Birmingham, N. Y.
- 47 WYBE-TV — East Illinois, Ill.
- 48 WXLV-TV — Cleveland, Ohio
- 49 WBBC-TV — Birmingham, Ala.
- 50 KOTV — Tulsa, Okla.
- 51 WIAF-TV — Lynchburg, Pa.

# DuMONT TELEVISION NETWORK

## **DR. ALLEN B. DuMONT** *President*



DU MONT

President of Allen B. Du Mont Laboratories, Inc., the only company in the United States whose energies are devoted exclusively to all phases of television, Dr. Allen B. Du Mont is best known for his work on the commercial development of the cathode-ray tube. This tube provides today's set owners with clear, bright, reliable pictures. A graduate of Rensselaer Polytechnic Institute, Du Mont and his organization have piled up an imposing number of TV "firsts." He founded the first television network which today comprises more than 50 stations throughout the country. The company produced the first commercially available video receiver in 1939 and was the first to make regular recordings of television programs. Its New York station, WABD, was the first to present a regular daytime program schedule.

---

## **MORTIMER W. LOEWI** *Director*

The growth of the Dumont network and the owning company, the Allen B. DuMont Laboratories, Inc., has been spark-plugged by Mortimer W. Loewi, director of the DuMont Television Network, since the firm's incorporation in 1935. Under Commander Loewi's leadership, the network pioneered daytime television and teletranscriptions, a system of transcribing programs from the face of a cathode-ray tube. He has actively participated in all DuMont policy



LOEWI

for the last 14 years and is widely known in New York banking and investment circles. Commander Loewi was born in Urbana, Ohio, but while he was still quite young his family moved to Piqua, Ohio, where he graduated grade and high school. His later education centered mainly on art. He studied at the Pratt Institute and at the Art Students League in New York and in Paris at the Julian Academy. Loewi is an art connoisseur as well as an accomplished artist.

---

## **CHRIS J. WITTING** *General Manager*

Bringing to television a sound background in industry and the entertainment world, Chris J. Witting joined DuMont in June, 1947, and devoted his first two years in video to financial and organizational problems. In Feb. 1950, he was appointed general manager of the network. Witting attended the Schools of Business and Finance of NYU and Columbia, as well as Fordham Law School. Thereafter he joined the firm of Price, Waterhouse & Co. As a result of experience gained here he became a CPA. In 1940 he was elected comptroller of the USO-Camp Shows. As an executive officer he played an important part in the USO entertainment program during the war. After a year with the Maritime Service with the rank of commander, he returned to USO Camp Shows to set up the administrative supervision of more than 5,000 entertainers in the EFO.



WITTING



# M. B. S. TELEVISION NETWORK

## **THEODORE C. STREIBERT** *Chairman of the Board*



STREIBERT

Theodore C. Streibert, chairman of the Board of the Mutual Broadcasting System, formerly held an important position in the field of education as assistant dean of the Harvard Business School. He has been president of WOR since 1945 and prior to that was connected with the motion picture industry as a film company executive. Streibert joined WOR in 1933 as assistant to Alfred J. McCosker, who was then the station's president. He was elected to the station's board of directors in 1935 and a year later was named executive vice-president and general manager. Streibert was an instrumental figure in the founding and development of the Mutual Broadcasting System of which WOR is the N. Y. key station. As WOR president he supervises the station's AM and FM activities and is also in charge of WOR-TV and WOIC, Washington, D. C.

## **A. A. SCHECHTER** *Vice-President*

One of the most energetic executives in the business, A. A. Schechter, Mutual network vice-president in charge of news, special events and press, entered radio in 1931 as head of the copy desk at NBC. In the eleven years that followed, he molded a radio news organization with reporters being heard regularly from the far corners of the world. In 1938, Schechter directed the first combined radio and TV special event, when the King and Queen of England



SCHECHTER

visited New York's World Fair. Today he is probably the best known news and special events man in radio. As a Lieutenant Colonel during World War II, he served as chief of radio at General MacArthur's headquarters in charge of press transmission and broadcasting in the Southwest Pacific. Schechter is active in supervising the TV activities of the Mutual network, working closely with MBS local stations which are in video operation.

## **EARL M. JOHNSON** *Vice-President in Charge of Engineering*

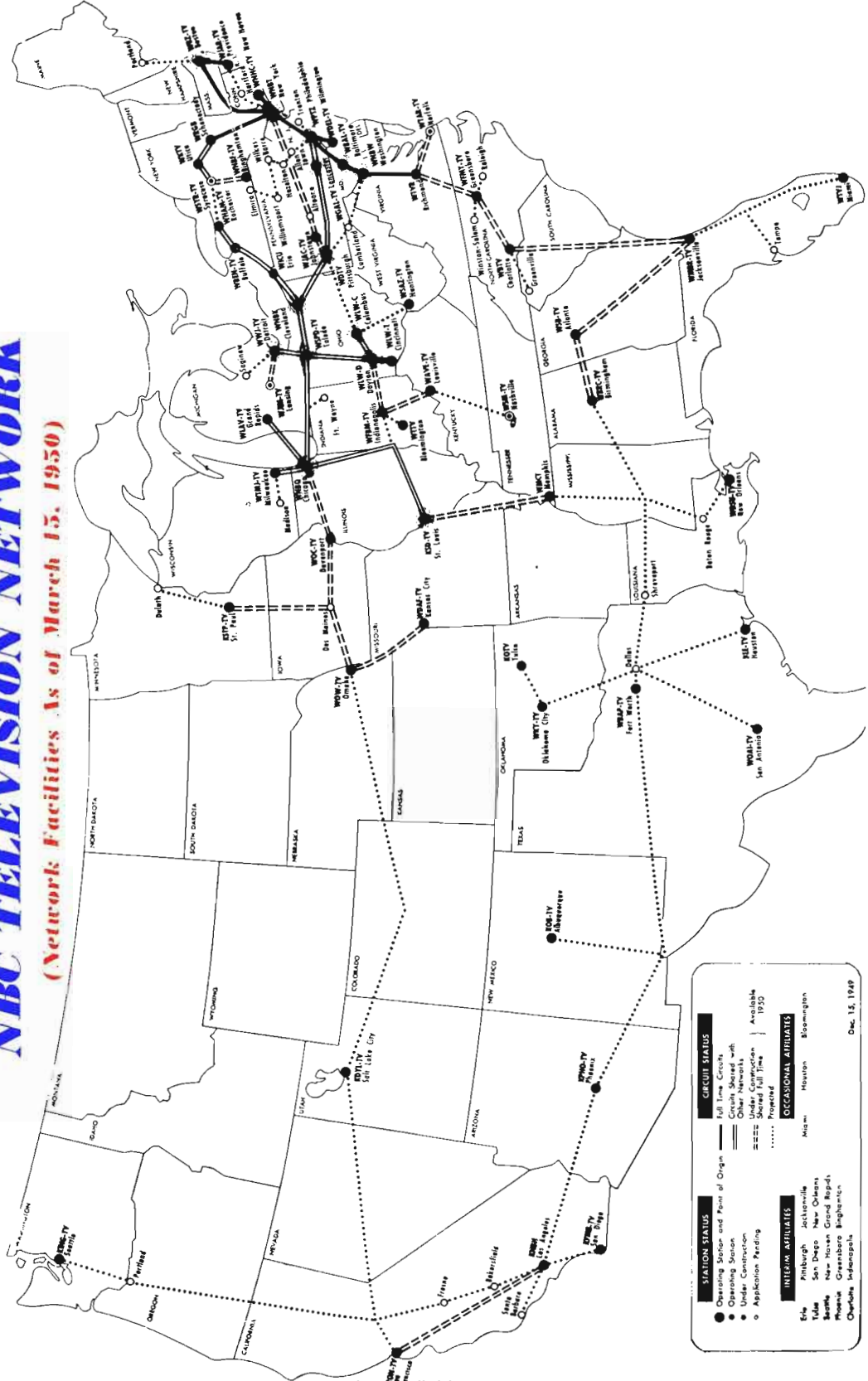
Joining the Mutual Broadcasting System in 1945 as chief plans and allocation engineer, Earl M. "Pete" Johnson was named director of engineering on January 1, 1947. In that capacity, he developed Mutual's "listenability," a new engineering measurement, designed to guide network expansion. Johnson was elected vice-president in charge of engineering and station relations for Mutual in February, 1949. He is in daily contact with Mutual affiliates on AM, FM and TV matters. Johnson has been a member of the executive engineering committee of the NAB for four years. A graduate of the University of Cincinnati, he became an engineer on the staff of WLW, in 1940. He served on the Operation Research Staff of the War Department during the last war. He takes part in the TV activities of MBS and has handled special management assignments.



JOHNSON

# NBC TELEVISION NETWORK

(Network Facilities As of March 15, 1950)



**STATION STATUS**

- Operating Station and Point of Origin
- Operating Station
- Under Construction
- Application Pending

**LINE STATUS**

- Full Time Circuits
- - - - - Circuits shared with other networks
- Available Under Construction
- ..... Shared Full Time 1950
- ..... Proposed

**INTERIM AFFILIATES**

- △ Pittsburgh
- △ Jacksonville
- △ San Diego
- △ New Orleans
- △ Seattle
- △ New Haven
- △ Grand Rapids
- △ Phoenix
- △ Greensboro
- △ Birmingham
- △ Charlotte
- △ Indianapolis

**OCCASIONAL AFFILIATES**

- △ Miami
- △ Houston
- △ Bloomington

Dec. 15, 1949



# N. B. C. TELEVISION NETWORK

## **NILES TRAMMELL** *Chairman of the Board*



TRAMMELL

One of those career man in radio who has devoted his energies to building broadcasting into the great public service and commercial medium that it is today, Niles Trammell, Chairman of the Board of NBC, got his start as a commercial representative with the Pacific Division of the Radio Corporation of America back in 1923. In 1928 he joined NBC as a salesman and within 12 years had risen to the position of president of the network. Trammell has diligently attended to the improvement of NBC facilities and programs and is now devoting much of his time to the encouragement of new television technique. He is an all-out advocate of black-and-white sight-and sound transmission. He was born in Marietta, Ga., on July 6, 1894, attended Sewanee Military Academy and the University of the South. Commissioned a second lieutenant, he served in the Army during World War I.

## **JOSEPH H. McCONNELL** *President*

A counsel and executive for RCA since 1941, Joseph Howard McConnell was elected president of NBC on Oct. 7, 1949. Prior to that, he had been executive vice-president and vice-president in charge of finance for RCA. Receiving his Doctor of Laws degree from the University of Virginia in 1931, he became associated with law firms in Florida and North Carolina. In 1933 he joined the legal staff of the NRA, under



McCONNELL

Donald Richberg, in Washington, D. C. McConnell served as director of one of the agency's three legal sections until 1935, when he became an associate in the New York law firm of Cotton, Franklin, Wright & Gordon. There he specialized in the legal phases of government regulation of corporate enterprise. A native of Davidson, N. C., McConnell is a member of many organizations, including Phi Beta Kappa and Kappa Alpha.

## **CHARLES R. DENNY** *Executive Vice-President*

Charles R. Denny, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, he remained there until 1941. While in the department he served as special assistant to the Attorney General and was later promoted to chief of the Appellate Section of the Lands Division. Denny next moved on to the FCC where he served as general counsel until appointed a commissioner by President Roosevelt in 1945. He was later named assistant chairman and in 1946 President Truman appointed him chairman of the FCC. Denny came to NBC as vice-president and general counsel in Oct. 1947. He is a native of Baltimore, Md.



DENNY



# The SHOW Window Philadelphia *Shops* By

Whether she's eyeing an item from the dime store\* . . . or a mink coat\*\*  
... WFIL-TV's main talent is catching Mrs. Philadelphia in the act of making  
up her mind. And remember, YOU are in the act, when YOU're on WFIL-TV.

*From the experiences of \*F. W.  
Woolworth Co., and \*\*Corlies Furs, Inc., both of which  
bought WFIL-TV once, and then again, and again.)*

ABC and  
DU MONT

**WFIL-TV**

Represented by  
THE KATZ AGENCY

The Philadelphia Inquirer Station

# TELEVISION STATIONS

Alphabetically Listed  
by States, Cities and Call Letters



Personnel



Facilities



Other Detailed Information

## NINETEEN FIFTY



# Index Of The TELEVISION STATIONS Of The United States

*Call Letters—City—State—Page Number Providing Complete Information*

Call Letters	City—State	See Page
KBTB	Dallas, Tex.	1108
KDYL-TV	Salt Lake City, Utah	1109
KECA-TV	Hollywood, Calif.	1087
KEYL	San Antonio, Tex.	1109
KFI-TV	Los Angeles, Calif.	1090
KFMB-TV	San Diego, Calif.	1090
KGO-TV	San Francisco, Calif.	1090
KING-TV	Seattle, Wash.	1110
KLAC-TV	Hollywood, Calif.	1088
KLEE-TV	Houston, Tex.	1109
KMTV	Omaha, Neb.	1100
KNBH	Hollywood, Calif.	1088
KOB-TV	Albuquerque, N. Mex.	1100
KOTV	Tulsa, Okla.	1107
KPHO-TV	Phoenix, Ariz.	1087
KPIX	San Francisco, Calif.	1090
KRLD-TV	Dallas, Tex.	1109
KRON-TV	San Francisco, Calif.	1091
KSD-TV	St. Louis, Mo.	1100
KSL-TV	Salt Lake City, Utah	1110
KSTP-TV	St. Paul-Minneapolis, Minn.	1099
KTLA	Los Angeles, Calif.	1090
KTSL	Hollywood, Calif.	1088
KTTV	Hollywood, Calif.	1090
WAAM-TV	Baltimore, Md.	1097
WABD	New York, N. Y.	1101
WAFM-TV	Birmingham, Ala.	1087
WAGA-TV	Atlanta, Ga.	1093
WATV	Newark, N. J.	1100
WAVE-TV	Louisville, Ky.	1096
WBAL-TV	Baltimore, Md.	1097
WBAP-TV	Fort Worth, Tex.	1109
WBEN-TV	Buffalo, N. Y.	1101
WBKB	Chicago, Ill.	1095
WBNS-TV	Columbus, O.	1104
WBRC-TV	Birmingham, Ala.	1087
WBTV	Charlotte, N. C.	1103
WBZ-TV	Boston, Mass.	1098
WCAU-TV	Philadelphia, Pa.	1107
WCBS-TV	New York, N. Y.	1101
WCPO-TV	Cincinnati, O.	1103
WDAF-TV	Kansas City, Mo.	1099
WDEL-TV	Wilmington, Del.	1092
WDSU-TV	New Orleans, La.	1097
WDTV	Pittsburgh, Pa.	1108
WENR-TV	Chicago, Ill.	1095
WEWS	Cleveland, O.	1104
WFBL-TV	Indianapolis, Ind.	1096
WFIL-TV	Philadelphia, Pa.	1108
WFMY-TV	Greensboro, N. C.	1103
WGAL-TV	Lancaster, Pa.	1107

Call Letters	City—State	See Page
WGN-TV	Chicago, Ill.	1095
WHAM-TV	Rochester, N. Y.	1102
WHEN	Syracuse, N. Y.	1102
WHIO-TV	Dayton, O.	1105
WICU	Erie, Pa.	1107
WJAC-TV	Johnstown, Pa.	1107
WJAR-TV	Providence, R. I.	1108
WJBK-TV	Detroit, Mich.	1098
WJZ-TV	New York, N. Y.	1101
WKTV	Utica, N. Y.	1103
WKY-TV	Oklahoma City, Okla.	1105
WKRC-TV	Cincinnati, O.	1103
WLAV-TV	Grand Rapids, Mich.	1099
WLW-C	Columbus, O.	1105
WLW-D	Dayton, O.	1105
WLW-T	Cincinnati, O.	1104
WMAL-TV	Washington, D. C.	1092
WMAR-TV	Baltimore, Md.	1098
WMBR-TV	Jacksonville, Fla.	1093
WMCT	Memphis, Tenn.	1108
WNAC-TV	Boston, Mass.	1098
WNBK-TV	Binghamton, N. Y.	1100
WNBK	Cleveland, O.	1104
WNBQ	Chicago, Ill.	1095
WNBT	New York, N. Y.	1101
WNBW	Washington, D. C.	1092
WNHC-TV	New Haven, Conn.	1091
WOAI-TV	San Antonio, Tex.	1109
WOC-TV	Davenport, Ia.	1096
WOI-TV	Ames, Ia.	1096
WOIC	Washington, D. C.	1093
WOR-TV	New York, N. Y.	1102
WOW-TV	Omaha, Neb.	1100
WPIX	New York, N. Y.	1102
WPTZ	Philadelphia, Pa.	1107
WRGB	Schenectady, N. Y.	1102
WSAZ-TV	Huntington, W. Va.	1110
WSB-TV	Atlanta, Ga.	1095
WSPD-TV	Toledo, O.	1105
WSYR-TV	Syracuse, N. Y.	1103
WTCN-TV	Minneapolis, Minn.	1099
WTMJ-TV	Milwaukee, Wis.	1110
WTTG	Washington, D. C.	1093
WTTV	Bloomington, Ind.	1096
WTVJ	Miami, Fla.	1093
WTVN	Columbus, O.	1105
WTVR	Richmond, Va.	1110
WWJ-TV	Detroit, Mich.	1098
WXEL	Cleveland, O.	1104
WXYZ-TV	Detroit, Mich.	1099

# STATION EXPANSION 1949-1950

*The following list of Television Stations indicates the rapid growth of the medium over the same period last year, when there were 57 stations operating in 30 cities. \*This list contains a total of 101 TV stations in operation in 59 cities where a total of 4,822,400 television sets were installed as of March 1, 1950.*

*\* Figures from NBC-TV Sales Planning & Research.*

## ALABAMA

### WAFM-TV

**BIRMINGHAM—1949—ABC-CBS  
PARAMOUNT**

Channel: 13 . . . . . AP: 13.5 Kw. . . . . VP: 26 Kw.  
Owned-Oper. By . . . . . Voice of Alabama, Inc.  
Business-Studio Address . . . . . Protective Life Bldg.  
Phone Number . . . . . 3-8116  
Transmitter Location . . . . . Radio Park-Red Mt.  
Air Time . . . . . 35 hours weekly  
News Service . . . . . UP  
Representative . . . . . Radio Sales  
Membership . . . . . NAB  
Pres., Gen. Mgr. . . . . Thad Holt  
Sta| Mgr., Pgm. Dir. . . . . Lionel F. Baxter  
Commercial Manager . . . . . C. P. Persons, Jr.  
Production Manager . . . . . Burt McKee, Jr.  
Film Director . . . . . LeRoy Holt  
Chief Engineers . . . . . Jimmy Evans, N. H. Hurley  
Manager of Operations . . . . . E. H. Mitchell

### WBRC-TV

**BIRMINGHAM—1949—NBC-DuM**

Channel: 4 . . . . . AP: 7.25 . . . . . VP: 14.25 Kw.  
Owned-Oper. By . . . . . Birmingham Bcstg. Co.  
Business-Studio Address . . . . . WBRC Bldg.  
Phone Number . . . . . 4-7741  
Transmitter Location . . . . . Red Mountain  
Air Time . . . . . 42 hrs. weekly  
News Service . . . . . AP, INS  
Representative . . . . . Blair  
Membership . . . . . NAB  
President . . . . . Eloise Smith Hanna  
General Manager . . . . . G. P. Hamann  
Commercial Manager . . . . . Don D. Campbell  
Program Director . . . . . M. D. Smith  
Promotion Director . . . . . John Orr  
Dir. of News & Special Events . . . . . Davenport Smith  
Production Manager . . . . . M. D. Smith  
Publicity Director . . . . . John Orr  
Dir. of Remotes . . . . . Millard Almon  
Chief Engineer . . . . . G. P. Hamann

## ARIZONA

### KPHO-TV

**PHOENIX—1949—ABC-CBS-NBC  
DU MONT**

Channel: 5 . . . . . AP: 8.7 Kw. . . . . VP: 175 Kw.  
Owned-Oper. By . . . . . Phoenix Television Inc.  
Studio Address . . . . . KPHO Bldg.  
Phone Number . . . . . 4-7367  
Transmitter Location . . . . . Westward Ho Hotel  
President . . . . . Rex Schepp  
Commercial Manager . . . . . Richard Heath  
Program Manager . . . . . Scott Schepp  
Director Operations . . . . . W. J. Stiles

## CALIFORNIA

### KECA-TV

**HOLLYWOOD—1949—ABC**

Channel: 7 . . . . . AP: 14.7 Kw. . . . . VP: 29.4 Kw.  
Owned-Oper. By . . . . . American Bcstg. Co., Inc.  
Business-Studio Address . . . . . ABC TV Center  
Phone Number . . . . . NOrmandy 3-3311  
Transmitter Location . . . . . Mt. Wilson  
Air Time: . . . . . 28½ hours weekly  
News Service . . . . . AP, INS, UP  
Representative . . . . . ABC Spot Sales  
Membership . . . . . NAB  
President . . . . . Mark Woods (ABC)  
VP & Gen. Mgr. of Western Div. . . . . F. Samuels  
Gen. Mgr. & Dir. of TV Opers. for  
Western Div. . . . . Richard Moore  
Station Manager . . . . . Clyde P. Scott  
Commercial Manager . . . . . Robert Laws  
Program Director . . . . . Phillip Booth  
Dir. of News and Special Events . . . . . F. LaTourette  
Production Manager . . . . . Carlton E. Winckler  
Publicity Director . . . . . Ned Hullinger  
Film Editor . . . . . George Boggs  
Director of Remotes . . . . . James T. Vandiveer  
Chief Engineer . . . . . P. G. Caldwell

## KLAC-TV

**HOLLYWOOD—1948**

Channel: 13 . . . AP: 16.2 Kw. . . . VP: 30.8 Kw.  
 Owned-Oper. By . . . . . KMTR Radio Corp.  
 Bus.-Studio Address . . . 1000 N. Cahuenga Blvd.  
 Phone Number . . . . . HUDSON 2-7311  
 Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 25 hours weekly  
 News Service . . . . . INS. UP  
 Representative . . . . . Katz Agency Inc.  
 Membership . . . . . NAB  
 President . . . . . Dorothy Schiff  
 Gen. Station Mgr. . . . . Don Fedderson  
 Commercial Manager . . . . . Dave Lundy  
 Program Director . . . . . Fred Henry  
 Promotion Director . . . . . Jack Miller  
 Dir. of News & Special Events . . . J. McNamara  
 Production Manager . . . . . Don Forbes  
 Publicity Director . . . . . Red Doff  
 Director of Remotes . . . . . Fred Henry  
 Chief Engineer . . . . . Carl Olson

Phone Number . . . . . Hollywood 9-6161  
 Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 28 hours weekly  
 News Service . . . . . AP, INS, UP  
 Representative . . . . . NBC Spot Sales  
 Membership . . . . . NAB  
 VP Chg. West. Div. . . . . Sidney N. Strotz  
 General Manager . . . . . Harold J. Bock  
 Commercial Manager . . . . . Frank A. Berend  
 Program Director . . . . . Robert V. Brown  
 Promotion Director . . . . . Helen M. Hall  
 Dir. of News & Spec. Events . . . Roger Sprague  
 Production Manager . . . . . Edward H. Sobol  
 Publicity Director . . . . . Leslie Raddatz  
 Film Director . . . . . Robert Guggenheim  
 Director of Remotes . . . . . A. V. Cole  
 Chief Engineer . . . . . Robert W. Clark

## KNBH

**HOLLYWOOD—1949**

Channel: 4 . . . . . AP: 8 Kw. . . . . VP: 15 Kw.  
 Owned-Oper. By . . . National Broadcasting Co.  
 Business-Studio Address . . . . 1500 N. Vine St.

## KTSL

**HOLLYWOOD—1931—DuM  
 DON LEE**

Channel: 2 . . . . . AP: 2.5 Kw. . . . . VP: 15 Kw.  
 Owned-Oper. . . Thomas S. Lee Enterprises, Inc.  
 Business-Studio Address . . . . 1313 N. Vine St.  
 Phone Number . . . . . HUDSON 2-2133  
 Transmitter Location . . . . . 3800 Mt. Lee Drive  
 Air Time . . . . . 20 hours weekly  
 News Service . . . . . AP, INS  
 Representative . . . . . Blair-TV, Inc.

# KLAC-TV

## LUCKY CHANNEL 13

Represented by  
 THE KATZ AGENCY

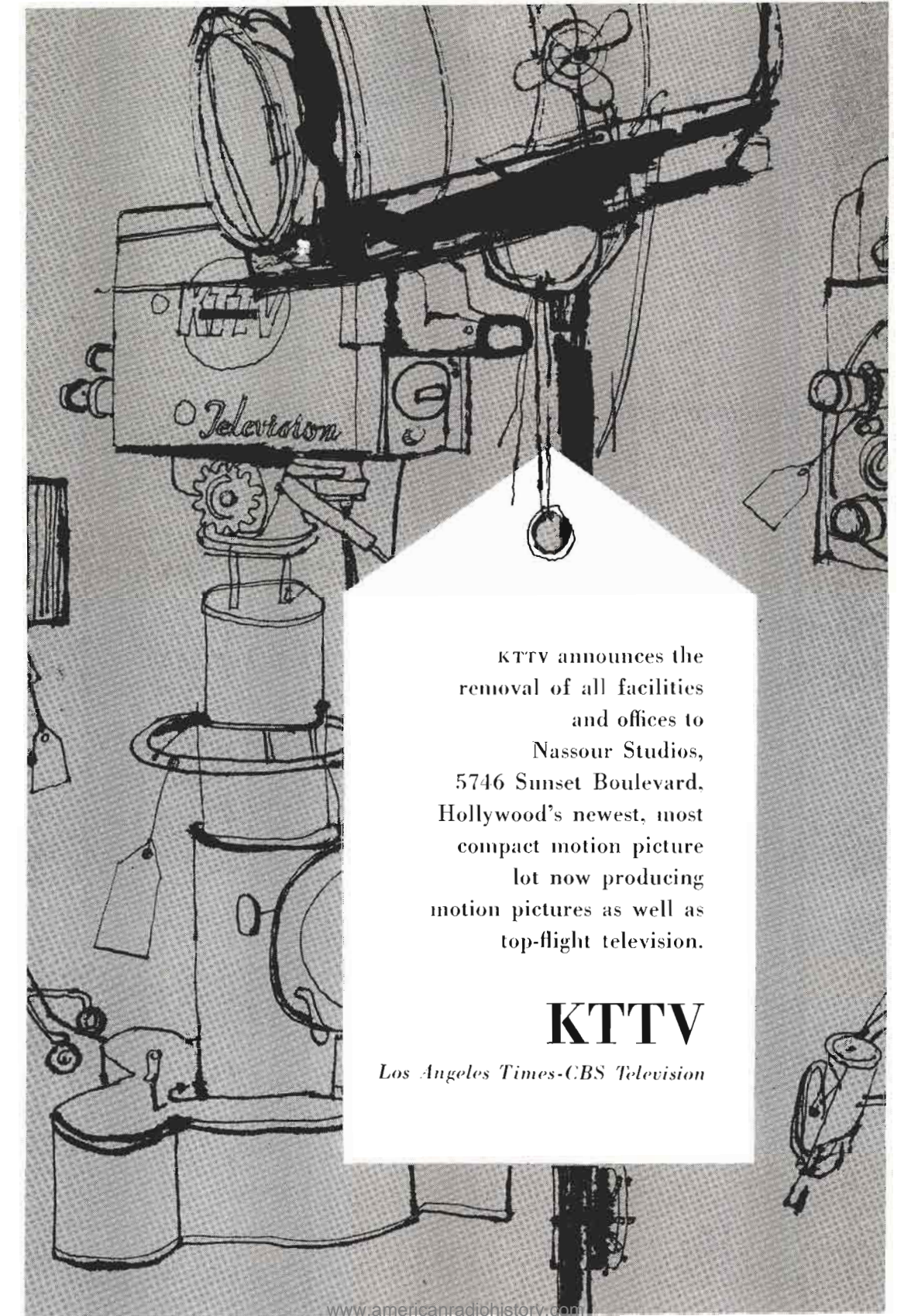


### AL JARVIS'

### Make-Believe Ballroom



HOLLYWOOD, CALIF.



KTTV announces the  
removal of all facilities  
and offices to  
Nassour Studios,  
5746 Sunset Boulevard,  
Hollywood's newest, most  
compact motion picture  
lot now producing  
motion pictures as well as  
top-flight television.

**KTTV**

*Los Angeles Times-CBS Television*

## . . . U. S. TELEVISION STATIONS . . .

Membership . . . . . NAB  
 President . . . . . Willet H. Brown  
 VP Chg. TV . . . . . Charles L. Glett  
 Sales Manager . . . . . Robert B. Hoag  
 Executive Producer . . . . . Cecil Barker  
 Promotion Director . . . . . John Hurley  
 Director of News & Spec. Events . . . . . Bill Symes  
 Production Supervisor . . . . . R. P. Anderson, Jr.  
 Publicity Director . . . . . Mark Finley  
 Film Director . . . . . Donald M. Hine  
 Director of Remotes . . . . . Gilbert Wyland  
 Chief Engineer . . . . . Harold Jury  
 Dir. of TV Research . . . . . Harry R. Lubcke

### KTTV

**HOLLYWOOD—1948—CBS**

Channel: 11 . . . . . AP: 16.6 Kw. . . . . VP: 31.5 Kw.  
 Owned-Oper. By . . . . . KTTV, Inc.  
 Phone Number . . . . . HUDSON 2-1301  
 Transmitter Location . . . . . Mount Wilson  
 Air Time . . . . . 35 hours weekly  
 News Service . . . . . AP  
 Representative . . . . . Radio Sales  
 Membership . . . . . NAB  
 President . . . . . Norman Chandler  
 Acting Station Mgr. . . . . Harrison M. Dunham  
 Commercial Manager . . . . . Frank G. King  
 Program Director . . . . . Robert M. Purcell  
 Promotion, Publicity Dir. . . . . John R. Vrba  
 Production Manager . . . . . Seymour Klute  
 Film Director . . . . . John D. Rovick  
 Director of Remotes . . . . . Robert Breckner  
 Chief Engineer . . . . . R. A. Monfort

(See Page 1089)

### KFI-TV

**LOS ANGELES—1948**

Channel: 9 . . . . . AP: 18 Kw. . . . . VP: 34 Kw.  
 Owned-Oper. By . . . . . Earle C. Anthony, Inc.  
 Business-Studio Address . . . . . 141 N. Vermont Ave.  
 Phone Number . . . . . DUNKIRK 2-2121  
 Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 15 hours weekly  
 News Service . . . . . AP, UP  
 Membership . . . . . TBA, NAB  
 President . . . . . Earle C. Anthony  
 Gen. Mgr. . . . . W. B. Ryan  
 Station Manager . . . . . H. J. Tyler  
 Program Director . . . . . Kenneth Higgins  
 Sales Prom. Mgr. . . . . K. B. Sweeney  
 Director News & Special Events . . . . . Pat Bishop  
 Film Director . . . . . James Love  
 Technical Director . . . . . Seymour Johnston

### KTLA

**LOS ANGELES—1947**

Channel: 5 . . . . . AP: 15 Kw. . . . . VP: 30 Kw.  
 Owned-Oper. . . . . Paramount TV Productions, Inc.  
 Business Studio Address . . . . . 5451 Marathon St.  
 Phone Number . . . . . HOLLYWOOD 9-6363

Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 50 hours weekly  
 News Service . . . . . INS, UP  
 Representative . . . . . Gris Rashbaum  
 Membership . . . . . TBA  
 President . . . . . Paul Raibourn  
 General Manager . . . . . Klaus Landsberg  
 Commercial Manager . . . . . Harry Maynard  
 Program Director . . . . . Gordon Minter  
 Production Supervisor . . . . . J. Gordon Wright  
 Director of News & Special Events . . . . . Jon Rice  
 Manager Studio Operations . . . . . Charles Theodore  
 Film Director . . . . . Leland G. Muller  
 Director of Remotes . . . . . John Silva  
 Chief Engineer . . . . . Raymond Moore

### KFMB-TV

**SAN DIEGO—1949—ABC-CBS-NBC**

Channel: 8 . . . . . AP: 20.2 Kw. . . . . VP: 20 Kw.  
 Owned-Oper. By . . . . . Jack Gross Bcstg. Co.  
 Business Address . . . . . 1375 Pacific Blvd.  
 Phone Number . . . . . MAIN 2114  
 Studio Address . . . . . San Diego Hotel  
 Transmitter Location . . . . . Mount Soledad  
 Air Time . . . . . 49 hours weekly  
 Representative . . . . . Branham  
 Membership . . . . . NAB  
 President, General Manager . . . . . Jack O. Gross  
 Commercial Manager . . . . . William Edholm  
 Prog. Dir., Dir. of Remotes . . . . . Alvin Flanagan  
 Prom., Pub. Dir. . . . . Neil Morgan  
 Prod. Mgr., Film Dir. . . . . Bill Fox  
 Chief Engineer . . . . . Thornton Chew

### KGO-TV

**SAN FRANCISCO—1949—ABC**

Channel: 7 . . . . . AP: 13.7 Kw. . . . . VP: 25.4 Kw.  
 Owned-Oper. By . . . . . American Bcstg. Co.  
 Business Address . . . . . 155 Montgomery St.  
 Phone Number . . . . . LOMBARD 4-1770  
 Studio-Transmitter Location . . . . . Mt. Sutro  
 Representative . . . . . ABC Spot Sales  
 General Manager . . . . . Gayle V. Grubb  
 Sales Manager . . . . . Vincent Francis  
 Chief Engineer . . . . . A. E. Evans

### KPIX

**SAN FRANCISCO—1948—CBS  
DUMONT-PARAMOUNT**

Channel: 5 . . . . . AP: 15.4 Kw. . . . . VP: 29.9 Kw.  
 Owned-Oper. By . . . . . Associated Bcstrs, Inc.  
 Bus. Studio Address . . . . . Mark Hopkins Hotel  
 Phone Number . . . . . EXBROOK 2-4567  
 Trans. Location . . . . . Roof, Mark Hopkins Hotel  
 Air Time . . . . . 14-28 hours weekly  
 News Service . . . . . INS, UP  
 Representative . . . . . Bolling  
 Membership . . . . . TBA, NAB  
 President . . . . . Wesley I. Dumm  
 V.P., Gen. Mgr. . . . . Philip G. Lasky



Commercial Manager.....Lou Simon  
 Program Director.....Sanford Spillman  
 Promotion Dir.....Kay Mulvihill  
 Dir. News & Spec. Events....Forrester Mashbir  
 Film Director.....Arlene Healy  
 Technical Director.....A. E. Towne

## KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4.....AP: 7.7 Kw.....VP: 14.5 Kw.  
 Owned-Oper. By.....The Chronicle Pub. Co.  
 Business Studio Address.....901 Mission St.  
 Phone Number.....GARfield 1-1100  
 Transmitter Location...TV Peak, San Bruno Mt.  
 Air Time.....23 hours weekly  
 News Service.....AP  
 Representative.....Free and Peters  
 Membership.....NAB  
 Manager.....Charles Thieriot  
 Director of Television.....Harold P. See  
 Sales Director.....Norman Louvau  
 Program Director.....Patric Crafton  
 Promotion Director.....Don Knight  
 Publicity Director.....Jack Wallace  
 Chief Engineer.....R. A. Isberg

## CONNECTICUT

## WNHC-TV

NEW HAVEN—1948  
 ABC-CBS-MBS-NBC-DuM

Channel: 6.....AP: .957 Kw.....VP: 1.82 Kw.  
 Owned-Oper. By.....The Elm City Bcstg. Corp.  
 Business-Studio Address.....1110 Chapel St.  
 Phone Number.....8-0196  
 Transmitter Location.....Gaylord Mt.  
 Air Time.....52 hours weekly  
 News Service.....AP  
 Representative.....Katz  
 Membership.....NAB  
 President.....Patrick J. Goode  
 Sec. Treas.....Aldo De Dominicis  
 Station Manager.....James T. Milne  
 Commercial Manager....Vincent J. Callanan  
 Acting Program Director.....Jean O'Brien  
 Prom. Dir., Prod. Mgr.....Lee Hall  
 Director of Sports.....Lawrence McNamara  
 Dir of Rem., Chf. Engr....Vincent DeLaurentis

**am**  
1000 Watts  
550 kc

**fm**  
101.5  
Megacycles

**tv**  
Channel  
8

**KFMB is all-embracing** in **SAN DIEGO!**

No favorites at KFMB—but KFMB is a favorite in California's third-largest market.

- AM-FM-TV audiences get their choice
- Advertisers get a choice market

Wire or write for availabilities

**KFMB** ( AM FM TV )  
 1375 Pacific Blvd., San Diego, Calif.  
 Owned and managed by Jack Gross  
 Represented by The Branham Co.

*Always More*  
on  
*Channel Four*

W

N

B

W



**WASHINGTON**

• • U. S. TV STATIONS • •

**DELAWARE**

**WDEL-TV**

WILMINGTON—1949—NBC

Channel: 7 . . . . . AP: 5 Kw. . . . . VP: 1 Kw.  
Owned-Oper. By . . . . . WDEL, Inc.  
Business-Studio Address . . . . . 10th & King Sts.,  
Phone Number . . . . . 7268  
Transmitter Location . . . . . New Castle County  
Air Time . . . . . 58 hours weekly  
News Service . . . . . UP  
Representative . . . . . Meeker  
Membership . . . . . NAB  
Station Executive . . . . . Clair R. McCollough  
Station Manager . . . . . J. Gorman Walsh  
General Sales Manager . . . . . J. Robert Gulick  
Program Director . . . . . James Adshhead  
Technical Director . . . . . J. E. Mathiot

**DISTRICT OF  
COLUMBIA**

**WMAL-TV**

WASHINGTON, D. C.—1947—ABC

Channel: 7 . . . . . AP: 12 Kw. . . . . VP: 22 Kw.  
Owned-Oper. By . . . . . The Evening Star Bcstg. Co.  
Business Address . . . . . 724 14th St., N.W.  
Phone Number . . . . . National 5400  
Studio Address . . . . . Commonwealth Bldg.  
Transmitter . . . . . Campus American Univ.  
Air Time . . . . . 54 hours weekly  
Representative . . . . . ABC Spot Sales  
Membership . . . . . NAB  
President . . . . . S. H. Kauffmann  
V.P. & Gen. Mgr. . . . . K. H. Berkeley  
Commercial Manager . . . . . Ben B. Baylor, Jr.  
Program Director . . . . . Charles Kelly  
Promotion Director . . . . . Howard Bell  
Director of News & Spec. Events . . . . . Bryson Rash  
Publicity Director . . . . . Mary Pauline Perry  
Chief Engineer . . . . . Frank Harvey

**WNBW**

WASHINGTON—1947—NBC

Channel: 4 . . . . . AP: 10.5 Kw. . . . . VP: 20.5 Kw.  
Owned-Oper. By . . . . . National Bcstg. Co., Inc.  
Business-Studio Address . . . . . 724 14th St., N.W.  
Phone Number . . . . . REpublic 4000  
Transmitter Location . . . . . Wardman Park Hotel  
Air Time . . . . . 45 hours weekly  
News Service . . . . . AP, INS, UP  
Representative . . . . . NBC Spot Sales

**U. S. TELEVISION STATIONS**

Membership ..... TBA, NAB  
 President ..... Joseph H. McConnell  
 Washington Vice-Pres. .... Frank M. Russell  
 General Manager ..... William R. McAndrew  
 Asst. Gen. Mgr. .... George Y. Wheeler  
 Director of Programs ..... Eugene Juster  
 Commercial Manager ..... Mahlon Glascock  
 Engineer in Charge ..... Donald Cooper  
 Business Manager ..... George Sandefer  
 Program Manager ..... Ralph Burgin  
 Sales Prom. Mgr. .... Tom Geoghegan  
 Publicity Manager ..... Walter Jay Royen

**W O I C**

**WASHINGTON—1949—CBS-MBS**

Channel: 9... AP: 14.4 Kw... VP: 27.3 Kw.  
 Owned-Oper. ... Bamberger Bcstg. Service, Inc.  
 Business Address ..... 433 Barr Bldg.  
 Phone Number ..... ORdway 7600  
 Studio-Transmitter Location... 40th & Brandy-  
 wine Sts., N.W.

Air Time ..... 39½ hours weekly  
 News Service ..... UP  
 Representative ..... WOR Sales  
 Membership ..... TBA, NAB  
 President ..... Theodore C. Streibert  
 General Manager ..... Eugene S. Thomas  
 Commercial Manager ..... William D. Murdock  
 Program Director ..... James S. McMurry  
 Prom. Dir., Dir. of Spec. Events ..... John F.  
 Hardesty  
 Production Manager ..... James Blair  
 Film Director ..... Montrey Ashburn  
 Director of Remotes... Lawrence A. Wilkinson  
 Chief Engineer ..... Robin D. Compton

**W T T G**

**WASHINGTON—1945—DuM**

Channel: 5... AP: 10.5 Kw... VP: 17.5 Kw.  
 Owned-Oper By.. Allen B. DuMont Labs., Inc.  
 Business-Studio Address... 12th & E Sts., N.W.  
 Phone Number ..... STerling 5300  
 Transmitter ..... 5217 19th Rd., N.; Arlington  
 Air Time ..... 40-45 hours weekly  
 News Service ..... Transradio  
 Representative ..... DuMont Spot Sales  
 Membership ..... TBA  
 President ..... Dr. Allen B. DuMont  
 General Manager ..... Walter Compton  
 Commercial Manager ..... Harold E. Sheffers  
 Program Director ..... Roger Coelos  
 Prom., Pub. Dir. .... Clarke Thornton  
 Dir of Spec. Events & Remotes. Donald G. Roper  
 Film Director ..... Jules Huber  
 Chief Engineer ..... Malcolm M. Bureson

**FLORIDA**

**W M B R - T V**

**JACKSONVILLE—1949  
 ABC-CBS-NBC-DuM**

Channel: 4... AP: 7.4 Kw... VP: 14.8 Kw.  
 Owned-Operated By ..... Florida Bcstg. Co.  
 Business Address ..... 625 So. Main St.  
 Phone Number ..... 98-1525, 9-4477  
 Studio-Trans. Location... Southhampton & Vine  
 Air Time ..... 42 hrs. wkly.  
 News Service ..... UP  
 Representative ..... Avery-Knodel  
 President ..... Frank King  
 Gen., Sta. Mgr. .... Glenn Marshall, Jr.  
 Program Director ..... Paul Acosta  
 Prod. Mgr., Film Dir. .... Bernie Adams  
 Chief Engineer ..... Ernest Vordermark

**W T V J**

**MIAMI—1948—ABC-CBS-NBC-DuM**

Channel: 4... AP: 1.1 Kw... VP: 2.2 Kw.  
 Owned-Oper. By .. Southern Radio & TV Equip.  
 Co.  
 Business-Studio Address ..... 17 N. 3rd St.  
 Phone Number ..... 82-6671  
 Transmitter Location ..... Everglades Hotel  
 Air Time ..... 30 hrs. wkly.  
 Representative ..... Free & Peters  
 President ..... Mitchell Wolson  
 Gen., Sta. Mgr. .... Lee Ruwitch  
 Commercial Manager... Harold W. Batchelder  
 Pgm. Dir., Dir. of News & Spec. Events  
 Clyde H. Lucas  
 Promotion Director ..... Sonny Shepherd  
 Production Manager ..... Lyn Lucas  
 Publicity Director ..... Bert M. Toppan  
 Film Director ..... Labe B. Mell  
 Director of Remotes ..... John A. Shay  
 Chief Engineer ..... Earl W. Lewis

**GEORGIA**

**W A G A - T V**

**ATLANTA—1947—CBS-DuM**

Channel: 5... AP: 9.5 Kw... VP: 18 Kw.  
 Owned-Operated By ..... Fort Industry Co.  
 Bus.-Studio Address ..... 1032 W. Peachtree, N.W.  
 Phone Number ..... Emerson 2541  
 Trans. Location ..... 1018 W. Peachtree, N.W.  
 Air Time ..... 33 hours weekly  
 News Service ..... AP  
 Representative ..... Katz

1952

# WGN-TV IS TOPS IN CHICAGO

## ... IN TECHNICAL EQUIPMENT

WGN-TV leads all other Chicago stations in Technical Equipment with more mobile units (2), more studios devoted exclusively to television (4), more cameras (14) and associated equipment, plus a complete projection room to handle both 35 mm and 16 mm films and slides, and the most modern transmitter in the area—all for your service when you advertise on WGN-TV.

## ... IN LOCAL PROGRAMMING

WGN-TV originates more local programming than any other Chicago station . . . has more local time sold . . . and also originates many programs each week—studio and remote—for the Dumont network. WGN-TV is the only Chicago station with its own newsreel department for full news-in-action coverage.

## ... IN SPORTS COVERAGE

Channel 9 in Chicago is the station to turn to for sports—no need to hunt . . . because WGN-TV telecasts more special and regular events and has more sponsored sport shows than any other station.

**FOR THE TOP VALUE** for your Chicago television dollar, contact Chicago's **TOP** television station.



TOPS

TOPS

TOPS

TOPS

TOPS

**U. S. TELEVISION STATIONS**

Membership ..... NAB  
 President..... George B. Storer  
 General Manager..... James E. Bailey  
 Sta. Mgr., Dir. of Remotes... Geo. B. Storer, Jr.  
 Commercial Manager..... Claude H. Frazin  
 Promotion Director..... Lidie Lee  
 Production Manager..... Joyce Miller  
 Chief Engineer..... Paul B. Cram

## W S B - T V

**ATLANTA—1948—ABC-NBC**

Channel: 8..... AP: 12:5 Kw..... VP: 23.8 Kw.  
 Owned-Operated By... The Atlanta Journal Co.  
 Address..... W. Peachtree  
 Phone Number..... Atwood 3827  
 Air Time..... 60 hours weekly  
 News Service..... UP  
 Representative..... Pety  
 Membership..... NAB  
 Managing Director..... J. Leonard Reinsch  
 General Manager..... John M. Outler, Jr.  
 Commercial Manager..... Frank Gaither  
 Program Director..... Marcus Bartlett  
 Promotion Director..... Vincent Piano  
 Dir. of News & Spec. Events... James Bridges  
 Production Manager..... Mark Toalson  
 Publicity Director..... Wayne Anderson  
 Film Director..... Jean Hendrix  
 Chief Engineer..... C. F. Daugherty

## ILLINOIS

## W B K B

**CHICAGO—1941—CBS**

Channel: 4..... AP: 7.5 Kw..... VP: 11 Kw.  
 Owned-Operated By... Balaban & Katz Corp.  
 Bus.-Studio Address..... 190 North State St.  
 Phone Number..... RAndolph 6-8210  
 Transmitter Location... 33 North LaSalle St.  
 Air Time..... 70 hours weekly  
 News Service..... UP  
 Representative..... Weed  
 Membership..... TBA  
 General Manager..... John H. Mitchell  
 Program Director..... E. Jonny Graff  
 Prom., Pub. Dir..... S. C. Quinlan  
 Dir. of News & Spec. Events... Ulmer Turner  
 Production Manager..... William Ryan  
 Dir. of Remotes..... William Balaban  
 Chief Engineer..... William P. Kusack  
 Comptroller..... M. E. Vieracker  
 Office Manager..... Milton D. Friedland

## W E N R - T V

**CHICAGO—1948—ABC**

Channel: 7..... AP: 15 Kw..... VP: 25 Kw.  
 Owned-Operated By... American Bcstg. Co.

Business-Studio Address... 20 N. Wacker Dr.  
 Phone Number..... ANdover 3-7800  
 Transmitter Location..... Atop Opera Bldg.  
 Air Time..... 42 hours weekly  
 News Service..... AP, INS, UP  
 Representative..... ABC Spot Sales  
 Membership..... NAB  
 President..... Mark Woods (ABC)  
 V.P. in Chg..... John H. Norton, Jr.  
 General Manager..... James Stirton  
 Sta., Comm. Mgr..... Roy McLaughlin  
 Dir. of TV Programming..... Fred Killian  
 Promotion Director..... Karl Sutphin  
 Dir. of News & Spec. Events... Cornelius O'Dea  
 Production Supervisor..... Monte Fassnacht  
 Publicity Director..... Elliott Henry  
 Film Director..... John Berg  
 Director of Remotes..... Joseph Byrne  
 Chief Engineer..... Edward C. Horstman  
 Executive Producer..... G. Phillip Patton

## W G N - T V

**CHICAGO—1948—DuM**

Channel: 9..... AP: 7.3 Kw..... VP: 11.2 Kw.  
 Owned-Operated By... WGN, Inc.  
 Business Address..... 441 N. Michigan Ave.  
 Phone Number..... SUperior 7-0100  
 Studio Address..... 400 W. Madison St.  
 Transmitter Location..... Tribune Tower  
 Air Time..... 50 hours weekly  
 News Service..... UP  
 President..... Col. Robert R. McCormick  
 General Manager..... Frank P. Schreiber  
 Director of Operations... Vernon R. Brooks  
 Commercial Manager... William A. McGuineas  
 TV Sales Manager..... George S. Harvey  
 Program Director..... Jay E. Faraghan  
 Director of Newsreel..... Spencer Allen  
 Facilities Manager..... George F. Petterson  
 Publicity Director..... James Hanlon  
 Film Director..... Elizabeth Bain  
 Director of Remotes..... Donald Cook  
 Chief Engineer..... Carl J. Meyers

## W N B Q

**CHICAGO—1949—NBC**

Channel: 5..... AP: 11.8 Kw..... CP: 21.8 Kw.  
 Owned-Operated By... National Bcstg. Co.  
 Business-Studio Address... Merchandise Mart  
 Phone Number..... SUperior 7-8300  
 Transmitter Location..... Civic Opera Bldg.  
 Air Time..... 52 hours weekly  
 News Service..... AP, INS, UP  
 Representative..... NBC Spot Sales  
 Membership..... TBA, NAB  
 President of NBC..... Joseph McConnell  
 V.P. & Gen. Mgr..... I. E. Showerman  
 Station Manager..... Jules Herbeux  
 Commercial Manager..... Oliver Morton  
 Program Director..... Edwin S. Mills  
 Promotion Director..... Harold A. Smith

# U. S. TELEVISION STATIONS

Dir. of News & Spec. Events... William B. Ray  
Production Manager... Norman Felton  
Publicity Director... Jack Ryan  
Film Director... Isabel Cooney  
Director of Remotes... Reinald Werrenrath  
Chief Engineer... Howard C. Luttgens

## INDIANA

### WTTV

BLOOMINGTON—1949

Channel: 10... AP: 5 Kw... VP: 1 Kw.  
Owned-Oper. By... Sarkes and Mary Tarzian  
Address... 535 S. Walnut St.  
Phone Number... 2-3366  
Air Time... 12 hours weekly  
News Service... AP  
Representative... L. L. Barnard  
General Manager... Glenn Van Horn  
Sales & Prom. Mgr... Robert Lemon  
Program Assistant... Robert Petranoff  
Promotion Assistant... Lyle Warrick  
Dir. of & Spec. Events Pub. Dir... Lyle Warrick  
Chief Engineer... Morton L. Weigel

### WFBM-TV

INDIANAPOLIS—1949

ABC-CBS-NBC-DuM

Channel: 6... AP: 18.1 Kw... VP: 28.2 Kw.  
Owned-Operated By... WFBM, Inc.  
Business-Studio Address... 48 Monument Circle  
Phone Number... Lincoln 8506  
Transmitter Location... Merchants Bank Bldg.  
Air Time... 24 hours weekly  
News Service... AP, INS  
Representative... Katz  
Membership... TBA, NAB  
Pres., Gen. Mgr... Harry M. Bitner, Jr.  
Comm. Mgr., Pub. Dir... William F. Kiley  
Program Director... Frank O. Sharp  
Promotion Director... Norman Travis  
Dir. of News & Spec. Events... Gilbert Forbes  
Prod. Mgr., Film Dir... Hugh I. Kibbey  
Director of Remotes... Walter Reuleaux  
Chief Engineer... Harold S. Holland

## IOWA

### WOI-TV

AMES—1950

Channel: 4... AP: 10.4 Kw... VP: 13 Kw.  
Owned-Operated By... Iowa State A & M  
Bus.-Studio Address... Service Bldg., Iowa State  
College

Phone Number... 2500 Extension 281  
Transmitter Location... Ames  
Membership... NAB  
President... Charles E. Friley  
General Manager... Richard B. Hull  
Station Manager... Robert Mulhall  
Program Director... Chris Donaldson  
Production Manager... Edward Wegener  
Film Director... Maurice Brunsvold  
Chief Engineer... L. L. Lewis

### WOC-TV

DAVENPORT—1949—NBC

Channel: 5... AP: 12.5 Kw... VP: 22.9 Kw.  
Owned-Operated By... Central Bcstg. Co.  
Business Address... 1002 Brady St.  
Phone Number... 3-3661  
Studio Address... 805 Brady St.  
Transmitter Location... Pleasant Valley  
Representative... Free & Peters  
President... Col. B. J. Palmer  
V.P., Treas... D. D. Palmer  
Resident Manager... Ernest Sanders  
Chief Engineer... Paul Arvidson

## KENTUCKY

### WAVE-TV

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 5... AP: 4 Kw... VP: 7 Kw.  
Owned-Operated By... WAVE, Inc.  
Address... 334 East Broadway  
Phone Number... Wabash 2201  
Air Time... 28 hours weekly  
News Service... AP, INS  
Representative... Free & Peters  
President... George W. Norton, Jr.  
General Manager... Nathan Lord  
Director of Television... John Boyle  
Commercial Manager... Ralph Jackson  
Program Director... George Patterson  
Prom., Pub. Dir... Robert Elverman  
Dir. of Spec. Events... Richard Jackson  
Production Manager... Burt Blackwell  
Film Director... Mildred Lesniak  
Dir. of Remotes... Walter K. Witherbee  
Chief Engineer... Wilbur Hudson  
News Director... James Caldwell  
Continuity Editor... William Hodapp

• • U. S. TV STATIONS • •

**LOUISIANA**

**W D S U - T V**

**NEW ORLEANS—1948**  
**ABC—CBS—NEC—DuM**

Channel: 6... AP: 15.4 Kw... VP: 30.8 Kw.  
Owned-Operated By... WDSU Bcstg. Services  
Business-Studio Address... 520 Royal St.  
Phone Number... Tulane 4371  
Transmitter Location... Hibernia Bank Bldg.  
Air Time... 56 hours weekly  
News Service... AP, UP  
Representative... Blair  
Membership... TBA, NAB  
Partners... Edgar B. Stern, Edgar B. Stern, J.  
Gen., Sta. Mgr... Robert D. Swezey  
Commercial Manager... A. Louis Reed  
Program Director... Stanley Holiday  
Prom., Pub. Dir... Ray Liuzza  
Dir. of News & Spec. Events... Mel Leavitt  
Prod. Mgr., Dir. of Remotes... Ray Rich  
Film Director... John Muller  
Chief Engineer... Lindsey Riddle

**MARYLAND**

**W A A M - T V**

**BALTIMORE—1948—ABC—DuM**

Channel: 13... AP: 14 Kw... VP: 26 Kw.  
Owned-Oper. By... Radio Television of Baltimore, Inc.  
Address... 3725 Malden Ave.  
Phone Number... Mohawk 7600  
Air Time... 60 hours weekly  
News Service... Transradio, UP  
Representative... Harrington, Righter & Parsons  
President... Ben Cohen  
General Manager... Norman C. Kohl  
Executive Vice-Pres... Samuel Carlisle  
Administrative Director... Helen Powers  
Commercial Manager... Armand Grant  
Director of Events... Paul Kane  
Production Manager... Anthony Farrar  
Publicity Director... Harriett George  
Pgm. Mgr., Film Dir... Herbert Cahar  
Chief Engineer... Glenn Lahman

**W B A L - T V**

**BALTIMORE—1948—NBC**

Channel: 11... VP: 36.2 Kw... AP: 47.2 Kw.  
Owned-Operated By... Hearst Radio, Inc.  
Business-Studio Address... 2610 N. Charles  
Phone Number... Hopkins 3000

**IN NEW ORLEANS**

**WDSU-TV**

First and Only  
Television Station  
in the South's  
Largest City!

**IN NEW ORLEANS**

**WDSU-TV**

Your Best Buy  
to reach the  
Ever-Increasing  
TV Audience  
in this Rich Market!

**IN NEW ORLEANS**

**WDSU-TV**

Transmitter Location . . . Violet and Cottage Ave.  
 Air Time . . . 80 hours weekly  
 News Service . . . INS, UP  
 Representative . . . Edward Petry  
 Membership . . . TBA  
 President . . . Charles B. McCabe  
 Manager . . . Harold C. Burke  
 Business Manager . . . D. L. Provost  
 Commercial Manager . . . Leslie Peard  
 Program Director . . . Willie K. Friert  
 Production Director . . . Victor Campbell  
 Prom., Pub. Dir. . . Tom White  
 Dir. of News & Spec. Events . . . Galen Fromme  
 Film Director . . . Mel Quinn  
 Chief Engineer . . . John Wilner

## W M A R - T V

**BALTIMORE—1947—CBS**

Channel: 2 . . . AP: 10 Kw. . . VP: 17.1 Kw.  
 Owned-Operated By . . . The A. S. Abell Co.  
 Business-Studio Address . . . Sun Bldg.  
 Phone Number . . . Lexington 7700  
 Transmitter Location . . . Mathieson Bldg.  
 Air Time . . . 85 hours weekly  
 News Service . . . AP, Transradio  
 Representative . . . Katz  
 Membership . . . TBA, NAB  
 President . . . Paul Patterson  
 V.P., Dir. of Radio . . . Ewell K. Jett  
 Commercial Manager . . . Ernest A. Lang  
 Program Director . . . Robert B. Cochrane  
 Production Manager . . . Edwin B. Mick  
 Publicity Director . . . Suzanne Gebhart  
 Film Director . . . David V. R. Stickle  
 Chief Engineer . . . Carlton G. Nopper

## MASSACHUSETTS

## W B Z - T V

**BOSTON—1949—NBC**

Channel: 4 . . . AP: 7.13 Kw. . . VP: 14.3 Kw.  
 Owned-Oper. By . . . Westinghouse Radio Stations, Inc.  
 Address . . . 1170 Soldiers Field Rd.  
 Phone Number . . . ALgonquin 4-5670  
 Air Time . . . 40-45 hours weekly  
 News Service . . . AP, UP  
 Representative . . . NBC Spot Sales  
 President . . . Walter Evans  
 Vice-President . . . Walter E. Benoit  
 General Manager . . . J. B. Conley  
 Station Manager . . . W. C. Swartley  
 Sales Manager . . . C. Herbert Masse  
 Program Manager . . . W. Gordon Swan  
 Publicity Manager . . . W. A. Davis  
 Promotion Manager . . . John Stilli  
 Chief Engineer . . . W. H. Hauser

## W N A C - T V

**BOSTON—1948—ABC-CBS-DuM  
 YANKEE**

Channel: 7 . . . AP: 13.3 Kw. . . VP: 26.6 Kw.  
 Owned-Operated By . . . General Tire & Rub. Co.  
 Business-Studio Address . . . 21 Brookline Ave.  
 Phone Number . . . Commonwealth 6-0800  
 Transmitter Location . . . Medford  
 Air Time . . . Varies  
 News Service . . . UP  
 Representative . . . Edward Petry  
 Membership . . . NAB  
 President . . . William O'Neil  
 Exec. V.P. & Gen. Mgr. . . Linus Travers  
 V.P. in chg. TV . . . George Steffy  
 Vice President . . . Thomas O'Neil  
 Promotion Director . . . Charles Curtin  
 Dir. of News & Spec. Events . . . Leland Bickford  
 Publicity Director . . . Phyllis Doherty  
 Film Director . . . James Pike  
 Director of Remotes . . . Clarence Stone  
 Chief Engineer . . . Harry Whittemore  
 Technical Director . . . Irving Robinson

## MICHIGAN

## W J B K - T V

**DETROIT—1948—CBS-DUMONT**

Channel: 2 . . . AP: 7.51 Kw. . . VP: 14.26 Kw.  
 Owned-Operated By . . . Fort Industry Co.  
 Business-Studio Address . . . 500 Temple  
 Phone Number . . . Temple 3-7900  
 Transmitter Location . . . 8009 Lyndon  
 Air Time . . . 63 hours weekly  
 News Service . . . INS  
 Representative . . . Katz  
 President . . . George B. Storer  
 Gen., Comm. Mgr. . . Richard E. Jones  
 Supvr., Prod. Mgr. . . Lanny Pike  
 Prom. Mgr., Pub. Dir. . . Joyce M. Chapman  
 Film Director . . . Howard Shippen  
 Director of Remotes . . . Mort Walton  
 Chief Engineer . . . Paul Frincke

## W W J - T V

**DETROIT—1947—NBC**

Channel: 4 . . . AP: 8.75 Kw. . . VP: 17.5 Kw.  
 Owned-Operated By . . . Evening News Assoc.  
 Business-Studio Address . . . 622 W. Lafayette  
 Phone Number . . . Woodward 2-2000  
 Transmitter Location . . . Penobscot Bldg.  
 News Service . . . UP  
 Representative . . . Hollingbery  
 Membership . . . TBA  
 President . . . W. E. Scripps



**U. S. TELEVISION STATIONS**

Gen., Sta. Mgr. .... Harry Bannister  
 Gen. Sales Mgr. .... Willard E. Walbridge  
 Program Director. .... Melvin C. Wissman  
 Program Supervisor. .... James Eberle  
 Promotion Director. .... Jake Albert  
 Dir. of News & Spec. Events. .... Tom McMahon  
 Production Manager. .... Walter Koste  
 Publicity Director. .... William E. Lane  
 Film Director. .... Alger Sheldon  
 Chief Engineer. .... E. J. Love

**WXYZ-TV**

**DETROIT—1948—ABC**

Channel: 7... AP: 16.7 Kw... VP: 32.1 Kw.  
 Owned-Operated By .... WXYZ Inc.  
 Business Address. .... 1700 Stroh Bldg.  
 Phone Number. .... WOODWARD 3-8321  
 Studio-Transmitter Location. .... Maccabees Bldg.  
 Air Time. .... 46 hours weekly  
 News Service. .... AP, INS, UP  
 Representative. .... ABC Spot Sales  
 Membership. .... NAB  
 President (ABC). .... Mark Woods  
 Gen., Sta. Mgr. .... James G. Riddell  
 Commercial Manager. .... Len Kamins  
 Program Director. .... John Pival  
 Prom., Pub. Dir. .... Dean Linger  
 Production Manager. .... Ed Sanchez  
 Dir. of Spec. Events & Remotes. .... Don Hallman  
 Film Director. .... Aune Batson  
 Chief Engineer. .... Charles Kocher

**WLAV-TV**

**GRAND RAPIDS—1949**

**ABC-CBS-NBC-DuM**

Channel: 7... AP: 10 Kw... VP: 20 Kw.  
 Owned-Operated By .... Leonard A. Versluis  
 Business Address. .... 6 Fountain St. N.E.  
 Phone Number. .... Glendale 6-5461  
 Transmitter Location. .... E. 92nd St.  
 Air Time. .... 47 hours weekly  
 News Service. .... UP  
 Representative. .... John E. Pearson  
 Membership. .... BMB  
 Owner. .... Leonard A. Versluis  
 Gen., Comm. Mgr. .... Hy M. Steed  
 Program Director. .... Hal Kaufman  
 Director News & Spec. Events. .... Charles Herman  
 Chief Engineer. .... Lee G. Stevens

**MINNESOTA**

**KSTP-TV**

**ST. PAUL-MINNEAPOLIS—1948**

**NBC**

Channel: 5... AP: 17.3 Kw... VP: 24.7 Kw.  
 Owned-Operated By .... KSTP, Inc.

Address. .... 3415 University Ave., St. Paul  
 Phone Number. .... Prior 2717, St. Paul  
 Air Time. .... 56 hours weekly  
 News Service. .... AP  
 Representative. .... Edward Petry  
 Membership. .... NAB  
 Pres., Gen. Mgr. .... Stanley E. Hubbard  
 Vice-Pres., Treas. .... K. M. Hance  
 V.P. in Chg. Sales. .... Miller C. Robertson  
 Program Director. .... Del Franklin  
 Prom., Pub. Dir. .... Joseph C. Cook  
 News Director. .... Walter Raschick  
 TV Film Director. .... Richard Kepler  
 Technical Supervisor. .... John McMahon

**WTCN-TV**

**MINNEAPOLIS—1949**

**ABC-CBS-DuM**

Channel: 4... AP: 9.2 Kw... VP: 17.9 Kw.  
 Bus. Studio Address. .... Radio City—50 S. 9th St.  
 Phone Number. .... Lincoln 0552; NEStor 8661  
 Owned-Oper. By .... Minnesota Bcstg. Corp.  
 Transmitter Location. .... Foshay Tower  
 Air Time. .... 40 hours weekly  
 News Service. .... AP, UP  
 Representative. .... Free & Peters  
 Membership. .... NAB  
 President. .... W. J. McNally  
 Gen., Sta. Mgr. .... F. Van Konynenburg  
 Commercial Manager. .... Robert N. Ekstrum  
 Program Director. .... Judy Bryson  
 Prom., Pub. Dir. .... Clifford J. Rian  
 Dir. of News & Spec. Events, Prod. Mgr. .... Max Karl

Film Director. .... Harry C. Jones  
 Director of Remotes. .... Sherman Headley  
 Chief Engineer. .... John M. Sherman

**MISSOURI**

**WDAF-TV**

**KANSAS CITY—1949**

Channel: 4... AP: 11 Kw... VP: 22 Kw.  
 Owned-Oper. By .... Kansas City Star Co.  
 Business Address. .... 1729 Grand Ave.  
 Phone Number. .... Harrison 1200  
 Studio-Trans. Location. .... 31st & Summit Sts.  
 Representative. .... Petry  
 President. .... Roy A. Roberts  
 General Manager. .... Dean Fitzer  
 Commercial Manager. .... E. M. Russo  
 Program Director. .... Bill Bates  
 Chief Engineer. .... Joseph Flaherty

## KSD-TV

ST. LOUIS—1947  
ABC-CBS-MBS-NBC-DuM

Channel: 5... AP: 8.4 Kw... VP: 16.1 Kw.  
Owned-Oper. By... The Pulitzer Publishing Co.  
Address... 1111 Olive St.  
Phone Number... MAin 1111  
Air Time... 44 hours weekly  
News Service... AP, INS  
Representative... Free & Peters  
Membership... TBA, NAB  
President... Joseph Pulitzer  
Gen., Sta. Mgr... George M. Burbach  
Program Director... Harold Grams  
Chief Engineer... J. R. Risk  
Sales Manager... Guy E. Yeldell

## NEBRASKA

## KMTV

OMAHA—1949—ABC-CBS-DuM

Channel: 3... AP: 8.4 Kw... VP: 16.7 Kw.  
Owned-Operated By... May Bcstg. Co.  
Address... 2615 Farnam St.  
Phone Number... HARney 9233  
Air Time... 30 hours weekly  
News Service... UP  
Representative... Avery-Knodel  
President... Edward W. May  
Gen., Sta. Mgr... Owen Saddler  
Commercial Manager... Howard O. Peterson  
Pgm., Promotion Dir... Glenn Cray  
Dir. of News & Spec. Events... Ralph Childs  
Production Manager... Ed Reich  
Film Director... Al McGill  
Dir. of Remotes, Chief Engr... R. J. Schroeder

## WOW-TV

OMAHA—1949—NBC

Channel: 6... AP: 8.5 Kw... VP: 16.2 Kw.  
Owned-Oper. By... Radio Station WOW, Inc.  
Business Address... 280 Insurance Bldg.  
Phone Number... WEBster 3400  
Studio-Transmitter Location... 3509 Farnham St.  
Air Time... 46 hours weekly  
News Service... AP, INS, UP  
Representative... Blair TV  
Membership... NAB  
President, General Manager... John J. Gillin Jr.  
Station Manager... Joseph Herold  
Program Director... Lyle DeMoss  
Promotion, Publicity Director... Bill Wiseman  
Dir. of News & Spec. Events & Remotes... Soren Munkhof  
Production Manager... Russ Baker  
Film Director... Harold Storm  
Technical Supervisor... Joseph Herold  
Chief Engineer... Wm. J. Kotera

## NEW JERSEY

## WATV

NEWARK—1948

Channel: 13... AP: 25 Kw... VP: 50 Kw.  
Owned-Oper. By... Bremer Bcstg. Corp.  
Business-Studio Address... Television Center  
Phone Number... N. Y., BARclay 7-8216;  
N. J., MITchell 2-6400  
Transmitter Location... First Mt., West Orange  
Air Time... 50 hours weekly  
News Service... AP  
Representative... Weed  
Pres., Gen. Mgr... Irving R. Rosenhaus  
Vice-President... Edmund S. Lennon  
Program Director... George Green  
Promotion Director... James Sondheim  
Pub. Relations Director... Roland Trenchard  
Film Director... Robert Paskow  
Director of Remotes... Herbert Green  
Vice-Pres., Engineering... Frank V. Bremer

## NEW MEXICO

## KOB-TV

ALBUQUERQUE—1948  
ABC-CBS-MBS-NBC-DuM

Channel 4... AP: 5 Kw... VP: 2.5 Kw.  
Owned-Oper. By... Albuquerque Bcstg. Co.  
Bus.-Studio Address... Box 1319 or 234 So. 5th  
Phone Number... 4411  
Transmitter... 905 So. Buena Vista Blvd.  
Air Time... 14 hours weekly  
News Service... AP  
Pres., Gen. Mgr... T. M. Pepperday  
Sta. Mgr., Chief Engineer... George S. Johnson  
Program Director... Dorothy B. Smith

## NEW YORK

## WNBFTV

BINGHAMTON—1949  
ABC-CBS-NBC-DuM

Channel: 12... AP: 12 Kw... VP: 11.7 Kw.  
Owned-Oper. By... Clark Associates, Inc.  
Business Address... P. O. Box No. 48  
Phone Number... 2-3461  
Studio Address... Arlington Hotel  
Transmitter Location... Ingraham Hill