

Allan Jackson and the News	Metropolitan Life Insurance Co. Institutional	CBS	Young and Rubicam, Inc.
Allan Jackson and the News	Animal Foundation, Inc. Div. of Maritime Milling Co., Inc. Hunt Club Dog Food	CBS	Comstock, Duffes and Co.
Allan Jackson and the News	Seaman Brothers, Inc. Air Wick	CBS	Wm. H. Weintraub and Co., Inc.
A Memo From Molly	Lucerne Milk Co. Div. of Safeway Stores, Inc. All Products	CBS	J. Walter Thompson Co.
American Album of Familiar Music	Molle Bayer Aspirin, Philips Milk of Magnesia, Dr. Lyons Tooth Powder	ABC	Dancer, Fitzgerald, Sample, Inc.
American Album of Familiar Music	Sterling Drug Co. Bayer Aspirin, Other Products	NBC	Dancer, Fitzgerald, Sample, Inc.
American Handicap	Lucky Lager Beer Brewing Corp.	CBS	McCann-Erickson, Inc.
American Radio Warblers	American Bird Products 3 Vee Bird Food	MBS	Weaton Barnett, Inc.
Amos 'n' Andy	Lever Brothers Co. Rinso	CBS	Ruthrauff and Ryan, Inc.
Armstrong Theatre of Today	Armstrong Cork Co. Quaker Rugs, Linoleum Products	CBS	Batton, Barton, Dursstine and Osborn, Inc.
Armstrong of the S.B.I.	General Mills	ABC	Knox Reeves Ad., Inc.
Arthur Gaeth	United Electrical, Radio and Machine Workers Institutional	ABC	Weinstein Company
Arthur Godfrey Show	Wildroot Co., Inc. All Products. Wildroot Liquid Creme Shampoo	CBS	Batten, Barton, Dursstine and Osborn, Inc.
Arthur Godfrey Show	The Toni Co., div. of Gillette Safety Razor Co. Toni Home Permanent Wave, Toni Creme Rinse	CBS	Foote, Cone and Belding
Arthur Godfrey Show	Pillsbury Mills, Inc.	CBS	Leo Burnett Co., Inc.
Arthur Godfrey Show	National Biscuit Co.	CBS	McCann-Erickson, Inc.
Arthur Godfrey Show	Liggett and Myers Tobacco Co., Inc. Chesterfield Cigarettes	CBS	Cunningham & Walsh
Arthur Godfrey Show	Gold Seal Co. Gold Seal Wax Cleaning Products	CBS	Campbell-Mithun, Inc.
Arthur Godfrey Show	Lever Brothers Co. Rinso, Spry	CBS	Ruthrauff & Ryan, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Arthur Godfrey's Talent Scouts	Lever Brothers Co. Lipton's Tea, Lipton's Soup Mix	CBS	Young and Rubicam, Inc.
Aunt Jenny	Lever Brothers Co. Spry	CBS	Ruthrauff and Ryan, Inc.
Aunt Mary	Albers Milling Co. Albers Flapjack Mix, Peacock Mix	NBC	Erwin, Wasey and Co., Ltd.
B			
Backstage Wife	Sterling Drug, Inc. Halley's Energine and Other Products	NBC	Dancer, Fitzgerald, Sample, Inc.
Back to God	Christian Reformed Church Religion	MBS	Glenn-Jordan-Stoetzel, Inc.
Bekins Hollywood Music Hall	Bekins Van & Storage Co. Moving	CBS	Brooks Adv. Agency
Belmont Stakes Race	Gillette Safety Razor Co. Razor, Blades, Soap	NBC	Maxon, Inc.
Betty Clark Sings	Ritter, P. J., Co. Ritter's Catsup, Chili Sauce, Relish, baked Beans, Ready Pumpkin Pie Mix, Tots Baby Dessert, Thrivo Dog Food	ABC	The Clements Co., Inc.
Betty Crocker Magazine of the Air	Gold Medal Flour Betty Crocker Cookbook, Ginger Cake, Cheerios, Devils Food Mix, Cookie Mix, Softassilk Cake Flour, General Mills Tru-heat Iron	ABC	Dancer, Fitzgerald, Sample, Inc.
Beulah	Procter and Gamble Co. Dreft	CBS	Dancer, Fitzgerald, Sample, Inc.
Big Sister	Procter and Gamble Co. Crisco, Ivory Soap, Spic and Span, Tide	CBS	Compton Adv. Agency
Big Town	Lever Bros. Co. Lifebuoy, Rinso	NBC	Sullivan, Stauffer, Colwell and Bayles, Inc.
Bill Henry and the News	Johns-Manville Corp. Industrial Products	MBS	J. Walter Thompson Co.
Bill Lang	Doubleday and Co. Books	MBS	Huber, Hoge and Sons
Bill Lang Show	Doubleday and Co., Inc.	CBS	Huber, Hoge and Sons

Bill Shadel and the News	Animal Foundations, Inc. Div. of Maritime Milling Co., Inc. Hunt Club Dog Food	CBS	Moser and Coting, Inc.
Bill Shadel and the News	Seaman Brothers, Inc. Air Wick	CBS	Wm. H. Weintraub and Co., Inc.
Bing Crosby Program	Liggitt and Myers Tobacco Co. Chesterfield Cigarettes	CBS	Cunningham and Walsh, Inc.
Blue Ribbon Sport of Kings	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick and Legler, Inc.
Bob Carred and the News	Scudder Food Products Peanut Butter, Toasted Nuts, Potato Chips and Mayonnaise	ABC	Davis and Co.
Bob Carred and the News	Dennison's Food Dennison's Food Products	ABC	Brisacher, Wheeler and Staff
Bob Carred and the News	Peter Paul, Inc. Candy	ABC	Maxon, Inc.
Bob Carred and the News	Pictsweet Foods, Inc. Canned Peas, Corn, and Frozen Foods	ABC	Brisacher, Wheeler and Staff
Bob Carred News	Peter Paul, Inc. Candy Bars	CBS	Brisacher, Wheeler and Staff
Bob Carred News	Mennen Co. All Products PAC	CBS	Duane Jones Co.
Bob Carred News	Dennison Food Co. Canned Foods PAC	CBS	Brisacher, Wheeler and Staff
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	William Esty Co., Inc.
Boston Blackie	Lucerne Milk Co. Div of Safeway Stores, Inc. All Products	CBS	J. Walter Thompson Co.
Botany Song Shop Breakfast Club	Botany Mills General Mills Kix, Gold Medal Kitchen Tested Flour, Softassilk, Wheaties, Cheerios, Cereal Tray, Ginger Cake and Other Cake Mixes, Bisquick, Crustquick, Pyequick and Soups	ABC ABC	Silberstein, Goldsmith, Inc. Tatham-Laird, Inc.
Breakfast Club	Swift and Company Meat, Meat Products, Shortening and Cooking Oils, Edible Dairy Products, Poultry, Eggs, Margerine, Canned Meats, Soaps, Household Cleaners	ABC	J. Walter Thompson Co.
Breakfast Club	Philco Corp.	ABC	Hutchins Advertising Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Break the Bank	Bristol Myers Co. Mum, Viralis, Ipana, Benex Brushless Shave Cream, Sal Hepatica, Trushay, Bufferin, Resistab	NBC	Doherty, Clifford and Shenfield, Inc.
Bride and Groom	Sterling Drug, Inc.	ABC	Dancer-Fitzgerald-Sample, Inc.
Brighter Day	Procter and Gamble Co. Ivory Flakes	CBS	Compton Advertising, Inc.
Broadway Is My Beat	Ford Motor Co. Ford Cars	CBS	J. Walter Thompson
Brock Bar Ranch	Brock Candy Co. Brock Candy Bar	CBS	Liller, Neal and Battle
Brooklyn Dodgers Baseball Games	General Foods Corp. Post's Cereal	CBS	Young and Rubicam, Inc.
Burns and Allen Show	Block Drug Co., Inc. Ammi-dent Toothpaste	CBS	Cecil Presby, Inc.
Cal Tinney	General Mills, Inc. Red Band Flour	NBC	Knox-Reeves Adv., Inc.
Cal Tinney's On	General Mills, Inc. Kix, Cold Medal Kitchen Tested Flour, Softassilk, Wheaties, Cheerios, Cereal Tray, Ginger Cake and Other Cake Mixes, Bisquick, Crustquick, Pyequick, and Soups	ABC	Tatham-Laird, Inc.
Camel Football Roundup	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty Co., Inc.
Camel Scoreboard	R. J. Reynolds Tobacco Co. Camel Cigarettes	MBS	Wm. Esty Co., Inc.
Camel Screen Guild Players	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC	Wm. Esty Co., Inc.
Candid Microphone	Philip Morris and Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Carnation Family Party	Carnation Co. PAC Milk Products	CBS	Erwin, Wasey and Co., Ltd.
Carnegie Hall	American Oil Company Amaco Gas & Oil, 118	ABC	The Joseph Katz Co.
Carol Douglas	Toni Company Toni Home Permanent, Shampoo, Cream-Rinse	ABC	Foote, Cone and Belding, Inc.

Cavalcade of America	E. I. du Pont de Nemours & Co., Inc. Institutional, DuPont Products	NBC	Batten, Barton, Durstine and Osborn, Inc.
CBS News Room—Sunday Desk	Bu-Tay Products, Ltd. PAC "Raindrops" Water Softener	CBS	Glaser Gailey & Co.
Cecil Brown	Chamberlain Sales Corp. Hand Lotion	MBS	Batten, Barton, Durstine and Osborn, Inc.
Cedric Adams, News	Pillsbury Mills, Inc. All Products	CBS	Leo Burnett Co., Inc.
Challenge of the Yukon	Quaker Oats Co. Puffed Grain Products	MBS	Sherman and Marquette, Inc.
Challenge of the Yukon	Quaker Oats Co. Quaker Puffed Wheat, Sparkies, Quaker Puffed Rice Sparkies	ABC	Sherman and Marquette, Inc.
Champion Roll Call	Champion Spark Plugs Co. Spark Plugs, 188	ABC	MacManus, John and Adams, Inc.
Chance of a Lifetime	Toni Company Toni Home Permanent	ABC	Foote, Cone and Belding, Inc.
Chance of a Lifetime	Bruner-Ritter, Inc. Bretton Watch Bands, Bracelets, Jewelry, 202	ABC	Raymond Spector Co., Inc.
Charles Collingwood, News	Richfield Oil Corp. of N. Y. Lubricants	CBS	Morey, Humm and Johnstone, Inc.
Charlie McCarthy Show	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Charlie Wild, Private Eye	Wildroot Co., Inc. Wildroot Creme Oil, Wildroot Hair Tonic	NBC	Batten, Barton, Durstine and Osborn, Inc.
Checkerboard Jamboree	Ralston Purina Co. Chow Products	MBS	Brown Radio Productions
Chesterfield Supper Club	Liggett and Myers Tobacco Co., Inc. Chesterfield Cigarettes	NBC	Cunningham and Walsh
Chet Huntley, News	Washington Cooperative Farmer's Assn. Lyden Chicken	CBS	Pacific National Adv. Agency
Chet Huntley, News	Sealy Mattress Co. All Products	CBS	Alvin Wilder
Chet Huntley, News	Household Finance Corp. Personal Loans	CBS	LeVally, Inc.
Choraliers	Longines Whittnauer Watch Co., Inc. Watches	CBS	Victor A. Bennett Co., Inc.
Cities Service Band of America	Cities Service Co. Gas & Oil, Institutional	NBC	Ellington and Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Club 15, with Bob Crosby, Jo Stafford, Andrews Sisters	Campbell Soup Co. Campbell Soups	CBS	Ward Wheelock Co.
Club 15, with Dick Haymes, Andrews Sisters and Evelyn Knight	Campbell Soup Co. Campbell Soups	CBS	Ward Wheelock Co.
Club Time	Club Aluminum Products Aluminum Household Utensils	ABC	Leo Burnett Co.
Cloud Nine	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Arthur Meyerhoff & Co.
Columbia Long Playing Record Parade	Columbia Records, Inc. Long Playing Records	CBS	McCann-Erickson, Inc.
Confidential Closeups	Animal Foundation, Inc. Hunt Club Dog Food	NBC	Comstock, Duffes and Co.
Contented Hour	Carnation Co. Evaporated Milk	CBS	Erwin, Wasey & Co., Inc.
Corliss Archer	Electric Companies Advertising Institutional	CBS	N. W. Ayers and Son, Inc.
Counter Spy	Pepsi-Cola Company Pepsi-Cola, Everess	ABC	The Biow Co., Inc.
County Fair	The Borden Co. Aif Products	CBS	Kenyon and Eckhardt, Inc.
Crime Photographer	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Curtain Time	Mars, Inc. Candy	NBC	Grant Advertising, Inc.
Curt Massey Time with Martha Tilton	Miles Laboratories, Inc. Alka-Seltzer, One-a-Day Vitamin Tablets	CBS	Wade Advertising Agency
Dangerous Assignment	Ford Motor Co. Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
Dangerous Assignment	Liggett and Myers Chesterfield Cigarettes	NBC	Cunningham and Walsh
Dangerous Assignment	Radio Corp. of America Radios, Television Sets, Phonographs and Records	NBC	J. Walter Thompson Co.
Dangerous Assignment	Whitehall Pharmaceutical Co. Anacin	NBC	John F. Murray Adv. Agency, Inc.

D

Dave Rose Orchestra	Procter and Gamble Co. Tide	CBS	Benton and Bowles, Inc.
Dave Vaile, News	Metropolitan Life Insurance Institutional PAC	CBS	Young and Rubicam, Inc.
David Harum	B. T. Babbitt, Inc. Bab-O	CBS	Duane Jones Co., Inc.
David Harum	B. T. Babbitt, Inc. Bab-O, Glim	NBC	Duane Jones Co., Inc.
Dennis Day Show	Colgate-Palmolive-Peet Halo Shampoo, Colgate Dental Cream, Colgate Shave Cream, Palmolive Soap	NBC	Ted Bates and Co.
Dial Dave Garroway	Armour and Co. Dial Soap, Chiffon Flakes, Other Armour Products	NBC	Foote, Cone and Belding, Inc.
Dimension X	General Mills, Inc. Wheaties	NBC	Knox-Reeves Adv., Inc.
Dinner at Eight	Hotpoint, Inc.	CBS	Maxon, Inc.
Dr. Christian, with Jean Hersholt	Chesebrough Mfg. Co. Consolidated, Vaseline Hair Tonic, Shampoo, Petroleum Jelly, Lip Ice	CBS	McCann-Erickson, Inc.
Dr. I. Q.	Embassy Cigarettes	ABC	Geyer, Newell and Ganger, Inc.
Double or Nothing	Campbell Soup Co. Canned Soups, Pork and Beans, V-8 Vegetable Juice, Franco-American Beef Gravy, Franco American Spaghetti	NBC	Ward Wheelock Co.
Dragnet	Liggett and Myers Tobacco Co., Inc. Fatima Cigarettes	NBC	Cunningham and Walsh
Drew Pearson	Adam Hat Stores, Inc.	ABC	William H. Weintraub & Co., Inc.
Duffy's Tavern	Whitehall Pharmacal Co. Anacin	NBC	John F. Murray Adv. Agency, Inc.
Duffy's Tavern	Radio Corp. of America Radios, Television Sets, Phonographs and Records	NBC	J. Walter Thompson Co.
Duffy's Tavern	Liggett and Myers Chesterfield Cigarettes	NBC	Cunningham & Walsh
Duffy's Tavern	Ford Motor Co. Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
Duffy's Tavern	Blatz Brewing Co. Beer	NBC	Kaston, Farrell, Chesley and Clifford, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Edward R. Murrow	American Oil Co. Anaco Gas and Lubricants	CBS	Joseph Katz Co.
Edward R. Murrow	Campbell Soup Co. Campbell Soup, Franco American Spaghetti	CBS	Dancer, Fitzgerald, Sample, Inc.
Edward R. Murrow	Theo. Hamm Brewing Co. Hamm's Beer	CBS	Campbell-Mithun, Inc.
Edward R. Murrow	Pan-Am Southern Corp.	CBS	Fitzgerald Adv. Agency
Edward R. Murrow	Peter Paul, Inc. Candy Bars PAC	CBS	Maxon, Inc.
Edward R. Murrow	Planters Nut & Chocolate Co. Planters Peanuts and Peanut Oil	CBS	Raymond R. Morgan Co.
Edward R. Murrow	Procter and Gamble Tide	CBS	Benton & Bowles, Inc.
Edward R. Murrow	Quaker State Refining Corp. Petroleum Products PAC	CBS	Kenyon and Eckhardt, Inc.
Edwin C. Hill	Doubleday and Co., Inc. Publishers, Publications	NBC	Huber, Hoge and Sons
Edwin C. Hill	Serutan, Inc. Serutan, Nutrex, R.DX, Sedagel, Lemel, Hi-V, Journal of Living	ABC	Roy S. Durstine, Inc.
Edwin C. Hill	Miles Laboratories Seltzer, One-a-Day Tablets, Antihistimine Products	ABC	Wade Advertising Agency
Elmer Peterson	White King Soap Soap Products	NBC	Raymond R. Morgan Co.
Eric Sevareid and the News	Metropolitan Life Insurance Co. Institutional	CBS	Young and Rubicam, Inc.
Erwin D. Canham	Christian Science Publishing Society The Christian Science Monitor	ABC	H. B. Humphrey Co.
Escape	Ford Dealers of America Ford Cars	CBS	J. Walter Thompson Co.
Escape	Richfield Oil Corp. of N. Y. Lubricants	CBS	Morey, Humm and Hohnstone, Inc.

Facts Unlimited	Doubleday and Co., Inc. Publishers, Publications	NBC	Huber, Hoge and Sons
Fairstaff's Fables	Mars, Inc. Milky Way Candy Bars	ABC	Leo Burnett, Inc.
Family Party	Carnation Co. All Products	CBS	Erwin, Wasey and Co., Ltd.
Fanny Brice, Baby Snooks	Lewis-Howe Co. Tums, N.R. Tablets	NBC	Dancer, Fitzgerald, Sample, Inc.
Father Knows Best	General Foods Corp. Maxwell House Coffee, Instant Maxwell House Coffee	NBC	Benton and Bowles, Inc.
Faultless Starch Time	Faultless Starch Co. Starch	NBC	Bruce B. Brewer and Co.
F.B.I. In Peace and War	General Mills, Inc. Cereals and Flour	CBS	Knox-Reeves Adv., Inc.
F.B.I. In Peace and War	Procter and Gamble Lava, Tide	CBS	The Biow Co., Inc.
Fibber McGee and Molly	S. C. Johnson and Son Johnson Wax and Allied Products, Cream Wax	NBC	Needham, Louis and Brorby, Inc.
Fibber McGee and Molly	Pet Milk Sales Corp. Pet Milk, Sego Milk	NBC	Gardner Advertising Co.
Fishing and Hunting Club	Mail Pouch Tobacco Co. Tobaccos	MBS	Charles W. Hoyt Co.
Fisher's 7:00 O'Clock News With Merrill Mueller	Fisher Flouring Mills Co. Flouring Mills Products	NBC	Pacific National Adv. Agency
Flying Feet	Dr. Hiss Shoe Stores Shoes	ABC	Hal Stebbins, Inc.
Frank and Ernest	Dawn Bible Students Association Religion	MBS	Wm. Gleeson and Co.
Frank and Ernest	Dawn Bible School Institutional	ABC	W. L. Gleeson & Co.
Frank Edwards, News	American Federation of Labor Institutional	MBS	Furman, Feiner and Co.
Frank Goss, News	Chemicals, Inc. PAC Vano, Household Chemical	CBS	Garfield and Associates

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Frank Goss, News	General Foods Corp. Certo	CBS	Benton and Bowles, Inc.
Frank Goss, News	Manhattan Soap Co., Inc.	CBS	Duane Jones Co., Inc.
Frank Goss, News	Mennen Co.	CBS	Duane Jones Co., Inc.
Frank Goss, News	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty Co., Inc.
Fred Beck	Miles Laboratories, Inc.	CBS	Wade Advertising Agency
Front Page Farrell	Whitehall Pharamcal Co. Ariowax, Kolyinos Toothpaste, Black Flag, Other Whitehall Products	NBC	John F. Murray Adv. Agency, Inc.
Fun to Be Young	Pillsbury Mills, Inc. Globe Mills Div.	CBS	Leo Burnette Co., Inc.
Gabriel Heatter	Amural Products Co., Inc. Tooth Powder	MBS	O'Neil, Larson and McMahon, Inc.
Gabriel Heatter, News	Noxzema Chemical Co. Noxzema Products	MBS	Sullivan, Stauffer, Colwell and Bayles, Inc.
Gabriel Heatter, News	Murine Co. Murine Eye Lotion	MBS	Batten, Barton and Durstine & Osborn, Inc.
Gabriel Heatter	Rhodes Pharamcal Co. Imdrin	MBS	O'Neil, Larson and McMahon, Inc.
Gabriel Heatter	R. B. Semler, Inc. Kiehl Hair Tonic and Shampoo	MBS	Erwin, Wasey and Co., Inc.
Calen Drake	Doubleday and Co., Inc. Books	CBS	Huber Hoge and Sons
Game of the Week	Sylvania Electric	ABC	Kenyon & Eckhardt
Gangbusters	General Foods Corp. Grape Nuts	CBS	Young and Rubicam, Inc.
Garden Gate	Ferry-Morse Seeds Co.	CBS	MacManus, John & Adams, Inc.
Gene Autry Show	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Ruthrauff and Ryan, Inc.
Get More Out of Life	Wise, William H., and Co. Book Offer	ABC	Thwing and Altman, Inc.

Get More Out of Life	Wm. H. Wise and Co. Books	CBS	Thwing and Altman, Inc.
Get More Out of Life	Wm. H. Wise Co., Inc. Books	MBS	Thwing and Altman, Inc.
Gillette Fights	Gillette Safety Razor Probak and Valet-Auto Strap Safety Razors and Blades, Gillette Brushless and Lather Shaving Creams	ABC	Maxon, Inc.
Give and Take	The Toni Co. Div. of Gillette Safety Razor Co. Toni Creme Shampoo and Toni Home Wave	CBS	Foote, Cone and Belding
Godfrey Digest	Liggett and Myers Tobacco Co. Chesierfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Godfrey Digest	Reddi-Whip, Inc. Reddi-Whip Cream	CBS	Ruthrauff and Ryan, Inc.
Golden Gate Field Handicap	Lucky Lager Beer Brewing Corp. Lucky Lager Beer	CBS	McCann-Erickson, Inc.
Grady Cole and the Johnson Family	Quaker Oats Co. Quaker Corn Meal	CBS	Needham, Louis and Brorby, Inc.
Grand Central Station	Pillsbury Mills, Inc. All Products	CBS	Leo Burnette Co., Inc.
Grand Ole Opry	R. J. Reynolds Tobacco Co. Prince Albert Tobacco	NBC	William Esty, Inc.
Grand Slam with Irene Beasley	Continental Baking Co. Wonder Bread and Hostess Cake	CBS	Ted Bates and Co.
Greatest Story Ever Told	Goodyear Tire and Rubber Co., Inc. Institutional	ABC	Kudner Agency, Inc.
Groucho Marx—You Bet Your Life	De Soto Div. Chrysler Corp. Automobiles	NBC	Batten, Barton, Durstine and Osborn, Inc.
Guiding Light	Procter and Gamble Co. Duz	CBS	Compton Adv. Co.
Guy Lombardo Orchestra	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.

II

Hallmark Playhouse	Hall Brothers, Inc. Hallmark Greeting Cards	CBS	Foote, Cone and Belding
Harkness of Washington	The Pure Oil Company Pure Oil Petroleum Products	NBC	Leo Burnett Company, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Harry Babbitt Show	S & W Fine Foods, Inc. Food and Coffee	CBS	Foote, Cone and Belding
Harry Babbitt Show	American Home Products Corp. Whitehall Pharmaceutical Co. Div. Anacin	CBS	Duane Jones Co., Inc.
Harvest of Stars	International Harvester Co. Motor Trucks, Farm Machinery	NBC	McCann-Erickson, Inc.
Healing Ministry of Christian Science	First Church of Christ Scientist Religion	MBS	H. B. Humphrey Co.
Henry J. Taylor High Adventure	Gen. Motors Shulton, Inc. Old Spice Men's After Shave Lotion, Shaving Cream, Lather Shaving Cream	ABC NBC	Kudner Agency The Wesley Associates
High Life Review Hilltop House	Miller Brewing Co. Miles Laboratories, Inc. Alka-Seltzer	ABC CBS	Mathison & Assoc. Wade Adv. Agency
Hit the Jackpot	Lever Brothers Co. Rinso	CBS	Ruthrauff & Ryan, Inc.
Hollywood Gold Cup Feature Race	Lucky Lager Beer Brewing Corp. Lucky Lager Beer	CBS	McCann-Erickson, Inc.
Hollywood Star Playhouse	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Hollywood Quiz	Hallicrafters Corp. Television Sets	MBS	Sorenson and Co.
Hopalong Cassidy	General Foods Sales Corp. Grapenut Flakes and Grapenuts	MBS	Young and Rubicam, Inc.
Hopalong Cassidy	General Foods Corp. Post's Cereals	CBS	Young and Rubicam, Inc.
Horace Heidt Show	Philip Morris and Co., Ltd. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Hour of Decision	Graham, Dr. Billy Institutional	ABC	Walter F. Bennett and Co.
House Party	Pillsbury Mills, Inc. Pillsbury Best Flour and Other Products	CBS	Leo Burnett Co., Inc.
Human Side of the News	Dolcin Corp. Dolcin	ABC	Victor Van Der Linds Co.
Human Side of the News	Pan-Amer. Coffee Bureau	ABC	Federal Agency

I

Inner Sanctum	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
International Boxing Bouts	Pabst Sales Co. Pabst Blue Ribbon Beer	CBS	Warwick and Legler, Inc.
Ira Blue Sports	Lucky Lager Brewing Co. Beer and Ale	ABC	McCann-Erickson, Inc.
It Pays to Be Ignorant	Chrysler Corp. De Soto-Plymouth Cars	CBS	Batten, Barton, Durstine & Osborn, Inc.

J

Jack Armstrong	General Mills, Inc. Wheaties Cheerios, Kix, Betty Crocker Soups	ABC	Knox-Reeves Adv., Inc.
Jack Armstrong Armstrong of the S.B.I.	General Mills, Inc. Wheaties, Cheerios, Kix, Betty Crocker Soups	ABC	Knox-Reeves Adv., Inc.
Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.
Jacques Fray Show	Doubleday and Co., Inc. Books	CBS	Huber, Hoge and Sons
Jacques Fray	Doubleday and Co.	ABC	Huber Hoge and Sons, Inc.
Jack Sterling	Doubleday and Co., Inc. Books	CBS	Huber Hoge and Sons
Jergens-Woodbury Journal	Jergens, Andrew Co. Hand Lotion, Face Cream, Face and Body Powders, Toilet Soaps, Deodorants, Shampoos, Perfumes, Make-up Cake	ABC	Robert W. Orr and Associates, Inc.
Jimmy Durante	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC	William Esty Co., Inc.
Jimmie Fidler Show	Carter Products Carter's Little Liver Pills and Arid, 84	ABC	Sullivan, Stauffer, Colwell and Bayles, Inc.
Joe Di Maggio Show	M & M Limited M & M Candies	CBS	Lynn Baker, Inc.
John B. Kennedy	Chamberlain Sales Corp. Hand Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
John B. Kennedy	Serutan, Inc. Serutan, Nutrex, R.D.X., Sedagel, Lemel, Hi-V, Journal of Living	ABC	Roy S. Durstine
John B. Kennedy	Molle Bayer Aspirin, Philip's Milk of Magnesia, Dr. Lyon's Tooth Powder	ABC	Dancer, Fitzgerald, Sample, Inc.
Johnny Desmond	Ronson Art Metal Works Ronsonel Fuel	MBS	Grey Advertising Agency
Johnny Desmond	Ronson Art Metal Ronson Lighters and Accessories	ABC	Grey Advertising Agency
Junior Miss	Lever Brothers Co. Rayve Home Permanent Wave	CBS	J. Walter Thompson Co.
Just Plain Bill	Whitehall Pharmacal Co. Anacin, Other Whitehall Products	NBC	John F. Murray Adv. Agency, Inc.
Juvenile Jury	Gaines Dog Food	MBS	Benton & Bowles, Inc.

K

Kaitenborn Edits the News	The Pure Oil Company Pure Oil Petroleum Products	NBC	Lee Burnett Company, Inc.
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Ladies Fair	Miles Laboratories, Inc. A'ka-Seltzer, Tabacin, Bactine	MBS	Wade Advertising Agency
Lanny Ross	Gulf Oil Corp. Gulf Spray and Other Gulf Products	MBS	Young and Rubicam, Inc.
Larry Lesueur	Richfield Oil Corp. of N. Y. Lubricants	CBS	Morey, Humm & Johnstone, Inc.
Larry Lesueur	American Oil Co. Amaco Gas and Lubricants	CBS	Joseph Katz Co.
Lassie	John Morrell and Co. Red Heart Dog Food	NBC	N. W. Ayer and Son, Inc.
Lawrence Welk Show	Miller Brewing Co. Miller High Life Beer	ABC	Mathison and Associates, Inc.

Leave It to Joan	American Tobacco Co. Roi-Tan Cigars	CBS	Lawrence W. Gumbinner, Inc.
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	Batten, Barton, Durstine and Osborn, Inc.
Life Can Be Beautiful	The Procter and Gamble Co. Tide, Lava, Ivory Snow and Crisco, Other P. G. Products	NBC	Benton and Bowles, Inc.
Life with Luigi	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Arthur Meyerhoff & Co.
Light Crust Doughboys	Burrus Mill and Elevator Co. Light Crust Flour	MBS	Tracy-Locke Co., Inc.
Light of the World	General Mills, Inc. Pyequick, Gold Medal Kitchen, Tested Flour and Other General Mills Products	NBC	Dancer, Fitzgerald, Sample, Inc.
Light Up Time	The American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine and Osborn, Inc.
Live Like a Millionaire	General Mills, Inc. Wheaties, Crustquick, Bisquick	NBC	Knox-Reeves Adv., Inc.
Lone Ranger	General Mills, Inc. Pecoros, Betty Crocker Devil Food Cake Mix Ginger Cake Mix	ABC	Dancer, Fitzgerald, Sample, Inc.
Lone Ranger	American Bakeries Co. Mirada Bread, Cake, Soda Crackers, Sweet Goods, 36	ABC	Tucker Wayne and Co.
Longines Symphonette	Longines Wittnauer Watch Co. Watches and Clocks	ABC	Victor A. Bennett Co., Inc.
Lora Lawton	B. T. Babbitt Bab-O, Glim	NBC	Duane Jones Co., Inc.
Lorenzo Jones	The Procter and Gamble Co. Dreft, Prell, Other P. G. Products	NBC	Dancer, Fitzgerald, Sample, Inc.
Lou Childre	Quaker Oats Co. Quaker Grits, Aunt Jemima Corn Meal	CBS	Needham, Louis & Brorby, Inc.
Lowell Thomas Program	Procter and Gamble Co. Ivory Soap	CBS	Compton Adv. Agency
Lum 'n' Abner	Ford Dealers of America Ford Motor Cars	CBS	J. Walter Thompson Co.
Luncheon Club	Philip Morris and Co. Cigarettes	ABC	Cecil and Presbrey, Inc.
Lutheran Hour	Lutheran Laymen's Institutional	ABC	Gotham Advertising Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Lutheran Hour	Lutheran Laymen's League Religion	MBS	Gotham Advertising Co., Inc.
Lux Radio Theater	Lever Brothers Co. Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.
M			
Man Called X	Whitehall Pharmaceutical Co. Anacin	NBC	John F. Murray Adv. Agency, Inc.
Man Called X	Radio Corp. of America Radios, Television Sets, Phonographs, Records	NBC	J. Walter Thompson
Man Called X	Liggett and Myers Chesterfield Cigarettes	NBC	Cunningham and Walsh
Man Called X	Ford Motor Co. Automobiles, Trucks, Parts, and Services	NBC	J. Walter Thompson
Man Next Door	U. S. Tobacco Co. Tobaccos	MBS	Kudner Agency, Inc.
Man on the Farm	Quaker Oats Co. Ful of Pep Feed	MBS	Sherman and Marquette, Inc.
Ma Perkins	Procter and Gamble Co. Oxydol	CBS	Dancer, Fitzgerald, Sample, Inc.
Mark Trait	Kellogg Co. Cereals and Cro-pup	MBS	Kenyon and Eckhardt, Inc.
Marriage for Two	Kraft Foods Co. Velveeta, Kraft Deluxe Slice, Miracle Whip Salad Dressing	NBC	J. Walter Thompson
Martin Kane, Private Eye	U. S. Tobacco Co. Tobaccos	MBS	Kudner Agency, Inc.
Mary Lee Taylor	Pet Milk Sales Corp. Pet Milk, Sego Milk	NBC	Gardner Advertising Co.
Meet Frank Sinatra	Bymart, Inc. Tintair	CBS	Cecil and Presbrey, Inc.
Meet Frank Sinatra	Luden's, Inc. Cough Drops, Candy Bars	CBS	J. M. Mathes, Inc.

Meet Frank Sinatra	Statco Corp. Growing Xmas Tree Ornaments	CBS	Arthur Rosenberg Co., Inc
Metropolitan Opera	Texas Company Gas and Oil	ABC	Kudner Agency
Mid-Century News—Documentary	General Motors Corp. Chevrolet Cars	CBS	Campbell Ewald Co., Inc.
Mindy Carson Sings	Dept. of Army, Organized Reserve Corp., U. S. Army R.O.T.C. Institutional, ROTC Training Corp.	NBC	Grant Advertising, Inc.
Mr. Chameleon	Sterling Drug Co. Bayer Aspirin, Children's Size Aspirin, Philips Milk of Magnesia	CBS	Dancer, Fitzgerald, Sample, Inc.
Mr. District Attorney	Bristol Myers Co. Sal Hepatica and Ipana, Bufferin, Vitalis Hair Cream, Other Products	NBC	Young and Rubicam, Inc.
Mr. Keen	American Home Products Corp. Whitehall Pharmacal Co. Div. Anacin, Kolyros, Kriptin	CBS	John F. Murray Adv. Agency, Inc.
Modern Romances	Philip Morris, Ltd.	ABC	Cecil & Presbrey
Modern Romances	Toni Company Toni Home Permanent	ABC	Foote, Cone, and Belding, Inc.
Monday Morning Headlines	Seeman Brothers, Inc. Air-Wick	ABC	William H. Weintraub and Co., Inc.
Music with the Hormel Girls	Gen. A. Hormel and Co. Meat Products	NBC	Batten, Barton, Durstine and Osborn, Inc.
Music with the Hormel Girls	Hormel, George A., & Co. Meat, Dairy Products	ABC	Batten, Barton, Durstine and Osborn, Inc.
Music with the Hormel Girls	Geo. A. Hormel & Co. All Products	CBS	Batten, Barton, Durstine and Osborn, Inc.
My Favorite Husband	General Foods Corps. Corn Starch Pudding, Jello, Tapioca	CBS	Young and Rubicam, Inc.
My Friend Irma	Lever Brothers Co. Pepsodent Tooth Paste	CBS	Foote, Cone and Belding
Mystery Theatre	Sterling Drug Co. Bayer Aspirin, Philip's Milk of Magnesia and Tablets	CBS	Dancer, Fitzgerald, Sample, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
My True Story	Libby, McNeill and Libby Canned and Frozen: Juices, Meats, Fish, Fruit, Vegetables, Baby Foods, Evaporated Milk	ABC	J. Walter Thompson Co.
My True Story	Sterling Drug, Inc.	ABC	Dancer, Fitzgerald, Sample, Inc.

N

NBC Symphony	Whitehall Pharmacal Co. Anacin	NBC	John F. Murray Adv. Agency, Inc.
NBC Symphony	Radio Corp. of America	NBC	J. Walter Thompson Co.
NBC Symphony	Ford Motor Co. Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
National Barn Dance	Phillips Petroleum Co. Phillips 66 Gasoline, Phillips 66 Motor Oil	ABC	Lambert and Feasley, Inc.
News of the World	Miles Laboratories, Inc. Alka Seltzer and Vitamins, Other Miles Products	NBC	Wade Advertising Agency
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising Co.
Night Beat	General Mills, Inc. Wheaties	NBC	Knox-Reeves Adv. Inc.
Night Editor	Roman Meal Co. Breakfast Food	CBS	Guild, Bascom & Bonfigli
Nona From Nowhere	B. T. Babbitt, Inc. Bab-O	CBS	Duane Jones Co., Inc.

O

One Man's Family	Miles Laboratories Bactine, One-a-Day Vitamins, Tabcin, Alka Seltzer	NBC	Wade Advertising Agency
One Man's Opinion	Philip Morris and Co.	ABC	Cecil and Presbrey, Inc.
Original Amateur Hour	Lorillard P. Co. Old Gold Cigarettes	ABC	Lennen and Mitchell, Inc.

Our Gal Sunday American Home Products Corp. John F. Murray Adv. Agency
(Whitehall Pharnacal Co. Div.)
Anacin CBS

Our Miss Brooks Colgate-Palmolive-Peet Co. Sherman & Marquette
Colgate Dental Cream, Lustré Cream Shampoo CBS

P

Pacific Coast Conference Football Games Tide Water Associated Oil Co. Buchanan & Co., Inc.
Petroleum Products NBC

Paul Neighbor's Orchestra Ford Dealers of America J. Walter Thompson Co.

People Are Funny Brown and Williamson Tobacco Corp. Russell M. Seeds Co., Inc.
Raleigh Cigarettes, Sir Walter Pipe Tobacco, Alumidor Pack for Raleigh Cigarettes NBC

Pepper Young's Family Procter and Gamble Co. Pedler and Ryan, Inc.
Camay Soap, Shasta, Ivory Snow, Spic & Span, Other P & G Products NBC

Perry Mason Procter and Gamble Co. Benton & Bowles, Inc.
Tide CBS

Phil Harris-Alice Faye Show Rexall Drug Co. NBC
NBC

Portia Faces Life General Foods Jello and Jello Puddings, Posts 40 Per Cent Bran Flakes, Instant Postum, Cake Mix, Bran Flakes, Grape Nuts, Wheat Meal, Other General Foods Products

Prudential Family Hour Prudential Insurance Co. of America Insurance Services CBS
Benton and Bowles, Inc.

Pursuit Wm. Wrigley Jr. Co. Arthur Meyerhoff and Co.
Chewing Gum CBS

Pursuit Ford Dealers of America J. Walter Thompson CBS

Q

Queen for a Day Miles Laboratories, Inc. Wade Advertising Agency
Alka-Seltzer and Tabcin, Bactine MBS

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Quick as a Flash	Block Drug Co., Inc. Amm-i-dent Toothpaste and Powder, Minipoo, Alkalds, Omega Oil, Omega Rub, Polident, Dentu-creme, Stera Kleen, Poli-grip, Poslam, Dr. Wer-net's Powder, Dentu-grip, Poloris Tablets, Al-lenu, Pycope, Poloris Poultices, Jiffy Toothache Drops, 159	ABC	Cecil and Presbrey, Inc.
Quick as a Flash	Quaker Oats Co. Cold, Hot Cereals, Dog Food, Flour, Bakery Goods, Macaroni or Spaghetti Type	ABC	C. J. LaRoche and Co., Inc.
Quick as a Flash	Toni Company Toni Home Permanents	ABC	Foote, Cone and Belding, Inc.
Quiz Kids	Miles Laboratories, Inc. Alka-Seltzer, One-a-Day Vitamins, Tabcin, Bactine	NBC	Wade Advertising, Inc.
R			
Radio Harris	Bowey's, Inc. Dari-Rich	MBS	Sorenson and Co.
Radio Bible Class Railroad Hour	Radio Bible Class Association of America Railroads Institutional	MBS NBC	Stanley G. Boynton Co. Benton and Bowles, Inc.
Rebuttal Red Foley Show	Muntz TV, Inc. Swift and Co. Jewel Shortening, Jewel Salad Oil, Other Jewel Products	MBS NBC	Michael Shore Adv. Agency J. Walter Thompson Co.
Red Skelton Show	Procter and Gamble Co. Tide	CBS	Benton and Bowles, Inc.
Refreshment Time with Morton Downey	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Agency, Inc.
Regal Amber Sports Show With Hank Weaver	Regal Amber Brewing Co. Beer	ABC	Abbott Kimball Co., Inc. of Calif.
Rex Allen Show	Phillips Petroleum Co. Phillips 66 Gasoline and Motor Oil	CBS	Lambert and Feasley, Inc.
Richard Diamond, Private	Rexall Drug Co.	NBC	Batten, Barton, Durstine and Osborn, Inc.

Richfield Reporter	Richfield Oil Corp. Gas & Oil, Automotive Accessories	NBC	Hixson Jorgenson, Inc.
Right to Happiness	The Procter and Gamble Co. Ivory Soap, Duz, Tide, Other P & G Products	NBC	Compton Advertising, Inc.
Road of Life	The Procter and Gamble Co. Crisco, Duz, Other P & G Products	NBC	Compton Advertising, Inc.
Robert Montgomery Speaking	Lee, Frank H., Co. Lee Hats	ABC	Grey Advertising Agency, Inc.
Robert Q. Lewis Show	Gold Seal Co. "Gold Seal" Wax Cleaning Products	CBS	Campbell-Mithun, Inc.
Robert Q. Lewis Show	Liggett and Myers Tobacco Co., Inc. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Robert Q. Lewis Show	National Biscuit Co. All Products	CBS	McCann-Erickson, Inc.
Robert Q. Lewis Show	Pillsbury Mills, Inc. All Products	CBS	Leo Burnett Co., Inc.
Robert Q. Lewis Show	The Toni Co. Div. of Gillette Safety Razor Co. Toni Home Permanent Wave, Toni Cream Rinse	CBS	Foote, Cone and Belding
Robert Q. Lewis	Wildroot Co., Inc. Wildroot Liquid Cream Shampoo, Wildroot Hair Tonic	CBS	Batten, Barton, Durstine and Osborn, Inc.
Rocky Jordan	California Packing Corp. Del Mone Products	CBS	McCann-Erickson, Inc.
Rod and Gun Club of the Air	Pal Razor Blade Co. Pal Blades	MBS	Al Paul Lufton Co., Inc.
Romance	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Arthur Meyerhoff and Co.
Romance of Helen Trent	American Home Products Corp. Aero Wax, Autobrite, Black Flag, Kolync Dental Cream, Kriptin, Wizard Wick	CBS	John F. Murray Adv. Agency, Inc.
Romance of the Highways	Pacific Greyhound Lines Bus Transportation	ABC	Beaumont and Hohman, Inc.
Rosemary	Procter and Gamble Co. Ivory Snow, Prell	CBS	Benton and Bowles, Inc.
Roy Rogers Show	Quaker Oats Co. Oatmeal	MBS	Sherman and Marquette, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Sam Hayes	General Mills, Inc. Sperry Pancakes and Waffle Flour, Wheathearts, Wheaties	NBC	Knox-Reeves Adv., Inc.
Sam Hayes	The Studebaker Corp. Automobiles	NBC	Roche, Williams & Cleary, Inc.
Satan's Waiting	Colgate-Palmolive-Peet Co. Halo Shampoo, Palmolive Shave Cream	CBS	Sherman & Marquette
Screen Director's Playhouse	Ford Motor Co. Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
Screen Director's Playhouse	Liggett and Myers Chesterfield Cigarettes	NBC	Cunningham and Walsh
Screen Director's Playhouse	Radio Corp. of America Radios, Television Sets, Phonographs, Records	NBC	J. Walter Thompson
Screen Director's Playhouse	Whitehall Pharmacal Co. Anacin	NBC	John F. Murray Adv. Agency, Inc.
Second Mrs. Burton	General Foods Corp. Certo, Sanka, Jello, La France, Swansdown Cake Mix	CBS	Benton and Bowles, Inc.
Sidney Walton	Doubleday and Co. Books	MBS	Huber Hoge and Sons
Sing It Again	Sterling Drug, Inc. Irronized Yeast and Double Dandrine	CBS	Dancer, Fitzgerald, Sample, Inc.
Sing It Again	Carter Products, Inc. Arriad, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Sing It Again	Luden's, Inc.	CBS	J. M. Mathes, Inc
Sixty-four Dollar Question	Radio Corp. of America Radios, Television	NBC	The Biow Co., Inc.
Skippy Hollywood Theatre	Rosefield Packing Co. Skippy Peanut Butter	CBS	Guild, Bascom and Bonfigli
Sky King	Derby Foods, Inc. Peter Pan Peanut Butter, Salted Peanuts, Derby Line and Canned Meats and Specialties	ABC	Needham, Louis and Brorby, Inc.
Sky King	Derby Foods, Inc.	MBS	Needham, Louis and Brorby, Inc.

Share the Wealth	Waltham Watch Company Waltham Watches	ABC	Hershon-Garfield, Inc.
Smilin' Ed McConnell and His Buster Brown Gang	Brown Shoe Co. Buster Brown Shoes	NBC	Leo Burnett Co., Inc.
Soap Box Derby	General Motors Corp. Chevrolet Cars	CBS	Campbell-Ewald, Inc.
Solifair Time	Campana Sales Co. Ayd's, Solifair Makeup, Coolies, Lipstick, Campana Balm	NBC	The Clements Co., Inc.
Songs By Morton Downey	The Coca-Cola Co. Coca-Cola	NBC	D'Arcy Advertising Co.
Sports for All	Mail Pouch Tobacco Co. Tobaccos	MBS	Charles W. Hoyt Co.
Sports Newsreel of the Air	Colgate-Palmolive-Peet Co. Colgate Shave Cream, Colgate Brushless Shave Cream Rapid Shave Cream, Colgate Ammoniated Tooth Powder	NBC	Sherman and Marquette
Sunoco Three Star Extra	Sun Oil Company Oil, Fuel Oil, Sunoco Gas	NBC	Hewill, Ogilvy, Benson and Mather
Surprise Package	Green Spot, Inc. Orangeade	ABC	Philip J. Meany
Stan Daugherty Presents	Ford Dealers of America Ford Cars	CBS	J. Walter Thompson Co.
Star Light Concert	Lewis-Howe Co. Tums, NR Tablets	NBC	Dancer, Fitzgerald, Sample, Inc.
Stars Over Hollywood	Armour and Co. All Products	CBS	Foote, Cone and Belding
Stella Dallas	Sterling Drug Co. Phillips Milk of Magnesia and Tablets, Astring-o- Sol, Double Dandrine, Phillips Toothpaste, Iron- ized Yeast, Other Products	NBC	Dancer, Fitzgerald, Sample, Inc.
Steve Allen Show	Colgate-Palmolive-Peet Co. Colgate Dental Cream, Lustre Cream Shampoo	CBS	Sherman and Marquette
Stop the Music	Lorillard, P., Co. Old Gold Cigarettes	ABC	Lennen and Mitchell, Inc.
Stop the Music	Speidel Company Watch Bands and Other Speidel Products	ABC	Cecil and Presbrey, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Stop the Music	Smith Brothers Cough Drops, Syrup	ABC	Sullivan, Stauffer, Colwell and Bayles, Inc.
Stop the Music	Trimount Clothing Co. Men's Suits, Topcoats, Overcoats, Sport Jackets, Slacks, Summer Suits	ABC	William H. Weintraub and Co., Inc.
Straight Arrow	National Biscuit Co. Nabisco Shredded Wheat	MBS	McCann-Erickson Co., Inc.
Strike It Rich	Colgate-Palmolive-Peet Co. Vel, Colgate Dental Cream	CBS	Wm. Esty & Co., Inc.
Surprise Package	Green Spot, Inc. Green Spot Orangeade	ABC	Philip J. Meany Co.
Suspense	Electric Auto-Lite Co. Spark Plugs, Batteries, Ignition Systems	CBS	Cecil and Presbrey, Inc.
Symphonette	Longines Wittnauer Watch Co., Inc. Longines and Wittnauer Watches	CBS	Victor A. Bennett Co., Inc.

T

Take It Easy Time with Freddie Martin's Orchestra	Regal Amber Brewing Co. Regal Pale Beer	CBS	Abbott Kimball Co.
Take It Or Leave It	Eversharp, Inc. Pens, Pencils, Razors, Blades	NBC	The Biow Co.
Tales of the Texas Ranger	General Mills, Inc. Wheaties	NBC	Knox-Reeves Adv., Inc.
Ted Malone	Westinghouse Electric Corp. Ranges, Laundromats, Refrigerators, Irons, Toasters, Radios, Light Bulbs, Electric Sheets, Television Receivers	ABC	McCann-Erickson, Inc.
Ted Steel Show	Doubleday and Co., Inc. Books	CBS	Huber Hoge and Sons
The Aldrich Family	General Foods Corp. Jello, Minute Rice, Other General Foods Products	NBC	Young and Rubicam, Inc.
The Anacin Hollywood Star Theatre	Whitehall Pharmacal Co. Anacin and Kolynos Toothpaste	NBC	Sullivan, Stauffer, Colwell and Bayles, Inc.
The Baptist Hour	Southern Baptist Institutional	ABC	Liller, Neal, and Battle

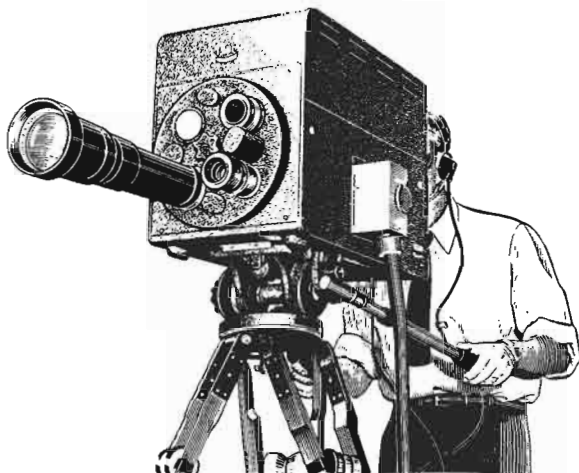
The Big Show	Ford Motor Co. Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson
The Big Show	Radio Corp. of America Radios, Television Sets, Phonographs and Records	NBC	J. Walter Thompson
The Big Show	Whitehall Pharmacal Co. Anacin	NBC	John F. Murray Adv. Agency, Inc.
The Big Show	Liggett and Myers Chesterfield Cigarettes	NBC	Cunningham and Walsh
The Big Story	American Cigarette and Cigar Co., Inc. Pall Mall Cigarettes	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
The Bob Hope Show	Lever Bros. Swan Soap, Spyn, Rayve Creme Shampoo, Lifebuoy Shave Creme, Lux Flakes, Lux Soap, Surf	NBC	Batten, Barton, Dursfaine and Osborn, Inc.
The Bob Hope Show	Liggett and Myers Tobacco Co., Inc. Chesterfield Cigarettes	NBC	Cunningham and Walsh, Inc.
The Botony Song Shop	Botony Mills, Inc. 500 Men's Suits, Ties, 85	ABC	Alfred J. Silberstein Bert Goldsmith, Inc.
The Challenge of the '50s— Years of Crises	General Motors Chevrolet Cars	CBS	Campbell-Ewald Co., Inc.
The Falcon	Kraft Foods Miracle Whip, Parkay, Philadelphia Cream Cheese	NBC	Needham, Louis and Brorby, Inc.
The Fat Man	Norwich Pharmacal Co. Pepto-Bismol, Ungentine	ABC	Benton and Bowles, Inc.
The Fat Man	Reynolds, R. J. Camel Cigarettes	ABC	William Esty Co., Inc.
The Fred Waring Show	Minnesota Valley Canning Co. Canned Vegetables	NBC	Leo Burnett Co., Inc.
The Goldbergs	General Foods Corp. Sanka	CBS	Young and Rubicam, Inc.
The Great Gildersleeve	Kraft Foods Co. Velveeta, Pabst-ett, Yellow Margerine, Other Kraft Products	NBC	Needham, Louis and Brorby, Inc.
The Halls of Ivy	Joseph Schlitz Brewing Co. Beer	NBC	Young and Rubicam, Inc.
The Hudson Coal Miners	Hudson Coal Co. Coal	NBC	The Clements Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Human Side of the News	Pan American Coffee Coffee	ABC	Federal Advertising Agency
The Jack Berch Show	Prudential Insurance Co. of America Insurance	NBC	Galkins & Holden, Carlock, McClinton and Smith
The Judy Canova Show	Colgate-Palmolive-Peet Palmolive Soap, Lustré-Cream Shampoo, Other Products	NBC	Ted Bates & Co.
The Life of Riley	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick and Legler, Inc.
The Magnificent Montague	Liggett and Myers Chesterfield Cigarettes	NBC	Cunningham and Walsh
The Magnificent Montague	Radio Corp. of America Radio, Television Sets, Phonographs and Records	NBC	J. Walter Thompson Co.
The Magnificent Montague	Whitehall Pharmacal Co. Anacin	NBC	John F. Murray Adv. Agency, Inc.
The Magnificent Montague	Ford Motor Co. Automobiles, Trucks, Parts and Services	NBC	J. Walter Thompson Co.
The National Farm and Home Hour	Allis Chalmers Mfg. Co. Farm Equipment	NBC	Bert. S. Giffens Advertising
The Old Fashioned Revival Hour	Gospel Broadcasting Association Institutional	ABC	R. H. Alber Company
The Oxydol Show, Starring Jack Smith, Dinah Shore, Margaret Whiting	Procter and Gamble Co. Oxydol	CBS	Dancer, Fitzgerald, Sample, Inc.
The Pause That Refreshes with Percy Faith's Orchestra	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
The Pet Milk Show	Pet Milk Sales Corp. Pet Milk, Sego Milk	NBC	Gardner Advertising Co.
The Sheriff	Pacific Coast Borax Twenty Mule Team Borax and Boraxo	ABC	McCann, Erickson, Inc.
The Shadow	Delaware, Lackawanna and Western Blue Coal	MBS	Ruthrauff and Ryan, Inc.
The Shadow	Grove Laboratories, Inc. Fitch Hair Tonic and Shampoo	MBS	Harry B. Cohen Adv. Co.

The Telephone Hour	The Bell Telephone System Institutional	NBC	N. W. Ayer & Son, Inc.
The Theatre Guild on the Air	U. S. Steel Corp. Institutional	NBC	Batten Barton, Durstine & Osborn, Inc.
The Thin Man	Heinz, J. H., Co. Mustard, Chili Sauce, Peanut Butter, Mince Meat, Tomato Juice, Plum, Fig and Date Puddings, Sun Maid Raisins, Soups, Beans, Ketchup, Spaghetti, Macaroni, Vinega, Pickles and Baby Foods	ABC	Maxon, Inc.
The Voice of Firestone	Firestone Tire and Rubber Co. Tires and Tubes, Institutional	NBC	Sweeney and James Co.
The Voice of Prophecy	Voice of Prophecy, Inc. Institutional	ABC	Western Advertising Agency, Inc.
The Whistler	Signal Oil Co. Gas, Oil	CBS	Barton A. Stebbins Adv. Agency
This Changing World	Fruehauf Trailer Co. Trailers and Institutional	ABC	Zimmer Keller, Inc.
This Is Bing Crosby	Minute Maid Corp. Frozen Orange Juice	CBS	Doherty, Clifford and Shenfield, Inc.
This Is Nora Drake	The Toni Co. Div. of Gillette Safety Razor Co. Toni Home Permanent, Toni Cream Shampoo	CBS	Footo, Cone and Belding
This Is Your FBI	Equitable Life Assurance Society Insurance	ABC	Warwick and Legler, Inc.
This Is Your Life	Philip Morris and Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
This Is Your Life	Philip Morris & Co., Ltd. Cigarettes, Revelation Smoking Tobacco	NBC	The Biow Co., Inc.
This Thing Called Life	Institute of Religious Science Institutional	ABC	Raymond R. Morgan Co.
Today in Hollywood	General Mills Kix	ABC	Tatham Laird, Inc.
Today's Children	General Mills, Inc. Bisquick, Crustquick, Soft-as-silk, Sperry Pancake and Waffle Flour, Other General Mills Products	NBC	Knox-Reeves Adv., Inc.
Tom Mix and His Ralston Straight Shooters	Ralston Purina Co. Instant Ralston and Shredded Ralston	MBS	Gardner Advertising Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Top of the Week	Bank of America National Trust and Savings Association Banking Services	CBS	Charles R. Stuart, Adv.
True Detective Mysteries	Williamson Candy Co. Oh Henry Candy Bars	MBS	Aubrey, Moore and Wallace
True or False	Anahist Products Co., Inc. Analyst	MBS	Foote, Cone and Belding
Truth or Consequences	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Truth or Consequences	The Procter and Gamble Co. Duz, Drene	NBC	Compton Adv., Inc.
Twenty Questions	Ronson Art Metal Works Ronson Lighters	MBS	Grey Advertising Agency
Vaughn Montoe Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty Co., Inc.
Victor H. Lindlahr	Serutan, Inc. Serutan, Nutrex, R-D-X, Sedagel, Lemel, Hi-V, Journal of Living	ABC	Roy S. Durstine, Inc.
Voice of Prophecy	Voice of Prophecy, Inc. Religion	MBS	Western Advertising, Inc.
Walter Winchell	Warner, William R. Home Permanent	ABC	Kenyon and Eckhardt, Inc.
Welcome Back Baseball Starring Bing Crosby	General Mills, Inc. All Products	CBS	Knox-Reeves Adv., Inc.
Welcome, Traveler	The Procter and Gamble Co. Spic and Span, Lava Soap, Drene, Tide, Joy, Other P and G Products	NBC	The Biow Co., Inc.

We Love and Learn	Manhattan Soap Co., Inc. Sweetheart Soap, Blu-white Flakes, Other Manhattan Products	NBC	Duane Jones Co., Inc.
We, The People	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires, Insecticides	NBC	Young and Rubicam, Inc.
Wendy Warren and the News	General Foods Corp. Maxwell House Coffee	CBS	Benton and Bowles, Inc.
When a Girl Marries	General Foods Corp. Calumet, Swansdown, Sweet Cocoa Mix, Baker's Coconut, Other General Foods Products	NBC	Benton and Bowles, Inc. Young and Rubicam, Inc.
World News Roundup	Statco Corp. Glowing Xmas Tree Ornaments	CBS	Arthur Rosenberg Co., Inc.
World Series	Gillette Safety Razor Blades and Razors	MBS	Maxon, Inc.
XYZ			
You Bet Your Life	Chrysler Corp. De Soto, Plymouth Dealers De Soto, Plymouth Cars	CBS	Batten, Barton, Durstine and Osborn, Inc.
Young Dr. Malone	Procter and Gamble Co. Crisco	CBS	Compton Adv., Inc.
Young Widder Brown	Sterling Drug Co. Bayer Aspirin, Philips Milk of Magnesia, Other Products	NBC	Dancer, Fitzgerald, Sample, Inc.
Your Hit Parade	The American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine and Osborn, Inc.
Your Home Beautiful	Benjamin Moore and Co. Paints and Varnish	MBS	St. Georges and Keyes, Inc.
Your Stand In	Colgate-Palmolive-Peet Co. Halo Shampoo	CBS	Sherman and Marquette
Yours Truly, Johnny Dollar	Wm. Wrigley Jr. Co. Chewing Gum	CBS	Arthur Meyerhoff and Co.
Zeke Manners	Legendorf United Bakeries, Inc. Bakery Products	ABC	The Biow Co., Inc.
Zeke Manners	Western Stove Company Western Holly Gas Range	ABC	Brooks Adv. Agency



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**THE 1951
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YEAR BOOK**

JACK ALICOATE

Editor-in-Chief



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Not one knob to touch! That's right—you just hold the "Lazy Bones" control in your palm, anywhere in the room. To change programs one after another, just press lightly with your thumb. Absolutely nothing else to tune or re-tune. All the necessary adjustments are made for you—automatically. It's the far-ahead design and extraordinary stability of Zenith's Turret Tuner that make possible such miraculous remote control! You must try it yourself to believe it. Your Zenith Radio and Television Dealer invites you, today.



New Zenith® "Byron" TV Console. 19 inch (238 sq. in.) 2-in-1 Reflection-Proof screen, wider than a newspaper page! New "Super-Range" chassis. Pre-tuned built-in antenna. 18th Century cabinet in rich Mahogany veneers.

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ZENITH
"LONG DISTANCE" RADIO
and TELEVISION





TELEVISION 1951

This, the Television Year Book of 1951 is as up-to-the-minute as tomorrow and as thorough as enthusiastic industry-wide cooperation and assistance could make it.

The pages that follow are a sincere and comprehensive compliment to the progress of Television in 1950 as well as coming innovations awaiting unveiling in 1951.

To all, everywhere, who have helped in the preparation of the pages that follow, our sincere gratitude.

JACK ALICATE
Editor-in-Chief

impact!
impact!
impact!
impact!
impact!

impact!



FIRESIDE THEATER
for Procter and Gamble

ROYAL PLAYHOUSE
Fireside's new name
for regional sponsors

NIGHT EDITOR
The famous Hal Burdick
radio series brought to
television

**PROFESSOR LIGHTSKULL,
THE MIGHTY CHIMP**
Mysteries solved by Professor
Lightskull, the great
chimpanzee detective, and his
assistant, Doc Twiddle, and
his all chimp cast

Several additional film
packages under preparation

* *Royal Playhouse is still available for
showing in a number of excellent markets.*

Impact is that which happens to someone who has been hit hard. In Television programming it means a dynamic stirring of the senses during and long after the program has been seen.

Bing Crosby Enterprises has been stirring the senses of America's tele-viewing masses with its great dramatic series "Royal Playhouse,*" produced for first run for Procter and Gamble Company under the name "Fireside Theater." Other productions now under way are "Night Editor" featuring that great story teller Hal Burdick, also Professor Lightskull and Doc Twiddle, a rollicking series of mystery plays (15 minutes) done with a great all-chimpanzee cast.

For information on all Bing Crosby Enterprises productions (or if interested in a program series created especially for you) call any United Programs, Inc., office listed below.

Bing Crosby Enterprises, Inc.

TELEVISION DIVISION



NEW YORK • CHICAGO • DETROIT • ST. LOUIS • DALLAS • LOS ANGELES • SAN FRANCISCO
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TV PROSPECTS FOR 1951

Below is a roundup of TV broadcaster opinion on the prospects for business in 1951. These opinions represent the answers to questions submitted by Radio-Television Daily at the close of business last year. The opinions follow:

Hugh A. L. Half, president and treasurer, Southland Industries, Inc., operators of WOAI-TV, San Antonio, Tex.: "In our first year of operation, TV has shown excellent growth and each month indicates progress. We are looking forward to the year 1951 with great expectations as we have now passed the period where advertisers are buying time on WOAI-TV primarily from the standpoint of obtaining a position or franchise. This is now a well established television market which combined with our type of operation assures advertisers results for their television advertising dollar, not just the hope of obtaining results at some future date."

William Fay, vice-president, Stromberg-Carlson Company, Rochester, N. Y.: "Of course like everyone in station TV operation, we are having difficulty accommodating all network requests for time, but we are selecting the schedule we feel will best serve our audience. I believe the interest in TV which the public has shown for the past two years, will continue to grow—obviously, unless there is a drastic change in our national economic planning, set production will be greatly curtailed."

Marshall Rosene, general manager, WSAZ-TV, Huntington, West Va.: "I am pleased to report that since our microwave relay network went into operation a couple of months ago, our business has grown by leaps and bounds. This is true both as to network as well as national spot business. We are indeed satisfied in the manner our station is progressing, and as to my personal TV predictions for the year 1951, I can only see a continuing upsurge both on the part of set buying, as well as advertising."

Robert D. Swezey, general manager of WDSU, New Orleans, reported "television in New Orleans is moving ahead at pretty much the same rate as it is doing all over the country. Apart from a national emergency of extraordinary impact, I can see no reason why 1951 should not be an exceedingly bright year for television. In

my opinion, it has proved its merits as the most effective advertising media, and a channel for education and entertainment of lasting appeal."

Swezey's optimism was shared by **R. E. Dunville,** president of WLW, Cincinnati, who said:

"Television in 1951 should be good for everyone. In spite of the retention of set sales occasioned by confusing publicity on the matter of color, circulation should continue to increase during 1951 and expanding local and network hours is very definitely indicated. Our three television stations are operating from 7:30 a.m., to as late as 1 a.m., six days a week with a starting time on Sunday of 10:30 a.m., and our greatest problem is time clearances.

"Many stations have resorted to double and triple spotting and it is not anticipated that WLW television will take this step. Expenses will continue to rise in television operations, however, but unless some economic catastrophe occurs, 1951 should be a tremendous year."

By the end of 1951 TV will be tripled or better, according to **Miller C. Robertson,** vice-president in charge of sales at KSTP-TV, Minneapolis-St. Paul. Robertson added:

"According to the number of sets sold, this is one of the fastest growing TV markets. Local accounts are heavy TV time buyers and without a doubt, TV has taken its place in the Twin Cities beside radio as another great advertising medium."

Campbell Arnoux, president of WTAR-TV, Norfolk, Va., in answer to RADIO DAILY's query "how's business?" said "I am glad to say I don't know how it could be any better. We are rapidly reaching the sold-out situation and both local and national spot business is growing by leaps and bounds. Barring unexpected governmental restrictions on production, my personal prediction for TV in 1951 is that we will have more business than we can handle."

(Continued on Page 1039)

SNADER TELESCRIPTIONS

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PROGRAMMED ON AN EXCLUSIVE UNLIMITED-
USE BASIS BY LEADING TV STATIONS ...
IN ALL MAJOR TV MARKETS FROM
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featuring

these great stars
and many others!

watch for our new
15 and 30 MINUTE TV PROGRAMS
available for "open-end"
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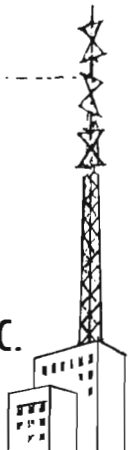
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ALLAN JONES
CONNIE HAINES

TV PROSPECTS FOR 1951

Reporting growing national spot business, *U. A. Latham*, general manager of WKRC-TV, Cincinnati, declared: "I am convinced that TV in '51 will be beyond all predictions, just as the set sales for 1950 extended beyond predictions.

"Undoubtedly, the network commitments will become more and more of a problem as national spot sales grow in size. However, network affiliations are naturally variable in getting the largest possible audience that will attract spot business. Therefore, the problem of balancing local, network and spot sales will become increasingly more difficult as TV advances."

Philip G. Lasky, vice-president and general manager, KPIX, San Francisco: "KPIX is two years old and we are quite gratified with the healthy way it has grown in this initial period. Business in 1950 has been active and satisfactory, and barring unusual upsets because of the world situation, we look to 1951 to bring complete economic stability to the television broadcasting business."

Alvin D. Schrott, manager, WJAC, Johnstown, Pa.: "As far as 1951 is concerned we believe that the set sales will continue to move along at a very good pace. It is almost a certainty that the quality of network shows will continue to improve, thereby swinging many of the 'die-hards' to TV."

Thad Holt, president, WAFM-TV, Birmingham, Ala.: "National spot business is definitely on the increase. 1951 should certainly be a great year for television."

Charles L. Glett, executive vice-president, Don Lee Television: "Business is at an all time high on Channel two, Los Angeles. National spot is growing at a tremendous rate. Barring any unusual circumstances, 1951 will be the most important year in the history of television."

Haan J. Tyler, manager of KFI-TV, Los Angeles, reports: "Business has been excellent with KFI-TV. National spot business is still growing, and being strictly an independent operation, we are not faced with any network affiliate problems. My personal prediction for 1951 is that television in this area will be bigger and better than ever. Most of the stations here are planning expanded schedules. In spite of material shortages and talk about color,

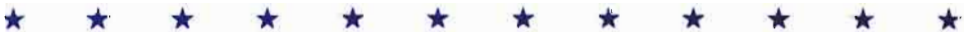
TV set sales are still going forward at a tremendous pace. Before 1951 has seen its finish, there will be over a million sets in the Los Angeles area. That is a market too large to overlook. It is true that there will be some material shortages brought on by an all-out defense effort on the part of our country. Perhaps there will be some sponsors who will have to curtail because of this. There will, however, be others in line to supplant them, and I see nothing but a big year ahead."

Richard B. Hull, radio-TV director for WOI-TV, Ames, Ia.: "Business is good with WOI-TV (both commercial and educational business). Spot business is still growing. The problem of handling network affiliation commitments is a hot one as you can imagine with a 4-network affiliation, an allocated two circuits out of Chicago West and policy which prevents beer, proprietary medicines, etc. and a generally tougher program acceptance policy than is normal (because of College ownership). On the good side is the fact we maintain our own local loop and deal equally with all 4 networks.

"For 1951 I predict TV itself will grow in acceptance and importance and in sale of time. Receiver sales will increase until the end of the first quarter. Only the NPA knows about new stations in view of the emergency and their 'freeze' may be more important than the FCC's."

M. C. Watters of WCPO-TV, Cincinnati, believes: "The trend toward the programming of good shows for daytime viewers will increase in 1951. It is our intention to continue to push WCPO-TV's daytime programming during the new year so that they will become an even greater attraction. Business is fine with WCPO-TV. The national spot business is growing by leaps and bounds. As we subscribe to both the ABC-TV and DuMont Television Networks, we will continue to handle the best programs which are made available to this station by those sources."

Frank Samuels, vice president of ABC in Hollywood, comments: "The national spot business is growing steadily as is our local business."





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OF ABC
TELEVISION

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AMERICAN TOBACCO
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THE U.S. ARMY & THE
U.S. AIR FORCE RECRUITING
WANDER COMPANY
WINE CORP. OF AMERICA
YOUNG PEOPLE'S CHURCH OF THE AIR

American Broadcasting Company

A. B. C. TELEVISION NETWORK

ROBERT E. KINTNER *President*

Youngest president of a major broadcasting system, ROBERT E. KINTNER, president of the American Broadcasting Company, has played a leading part in the advance of the network to a commanding position in the television field. A native of Stroudsburg, Pa., and a graduate of Swarthmore College, he had a distinguished newspaper career as a financial writer and Washington



KINTNER

correspondent before joining the Army in 1941. Following his discharge from the service as a Lieutenant Colonel, Kintner joined ABC as a vice-president. In 1946 he was elected executive vice-president of the network and in 1949 was elected its president. A resident of New York City, he is married and has two children, Susan and Michael.

FRED M. THROWER *Vice-President in Charge of Television Sales*

With a background of sales contact and sales experience from the time he entered the broadcasting industry at the age of 19, FRED THROWER has been largely responsible for the rapidly rising sales curve of the American Broadcasting Company. In 1942, when the Blue Network (predecessor of ABC) was set up as a separate entity, Thrower was named its general sales manager. In that year, gross billings of the network were



THROWER

\$15,782,493. Last year, with Thrower as its vice-president in charge of sales, the American Broadcasting Company reported gross radio billings of \$42,342,225. He was named to his present post in October, 1950. Thrower served as a naval lieutenant in England, Continental Europe and the CBI theatre during the war. A native of Florida, he is an enthusiastic hunter and deep sea fisherman.

ALEXANDER STRONACH, JR. *National Director of Television Programs*

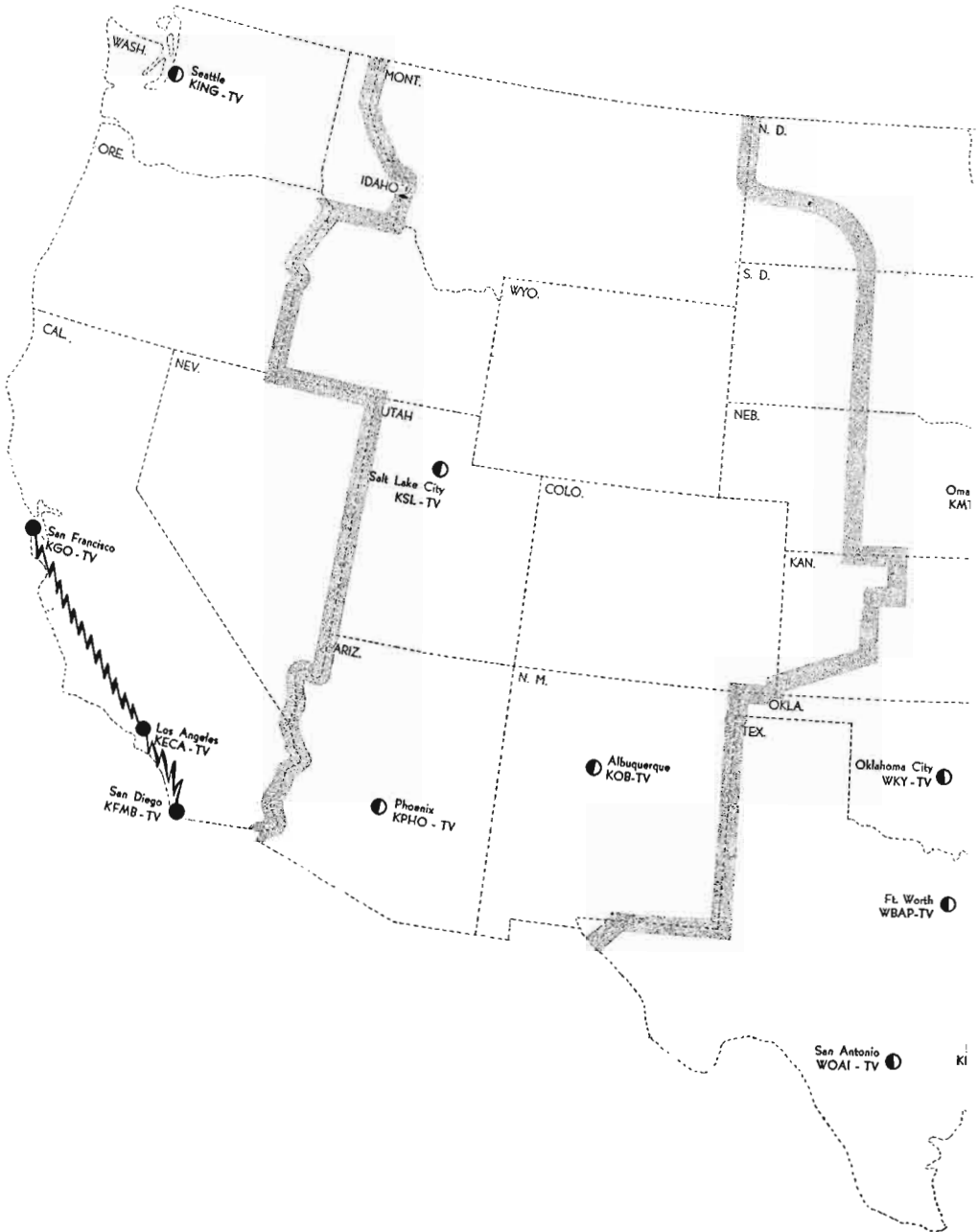
With a wide experience of writing, production, and agency operations in his background, ALEXANDER (SANDY) STRONACH, ABC's national director of television programs, joined the network in September, 1948. A former free lance writer for magazines and motion pictures, Stronach joined Young & Rubicam, Inc., in 1938 as a writer on the "We, The People" radio program. Subsequently, he produced and directed this program as well as



STRONACH, JR.

"Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. In addition, he served as production supervisor, manager of the talent department and program manager for Y & R. In 1947 he became associated with the William Morris Agency as an executive in its radio and television department. In his present post, Stronach coordinates all television operations of ABC and its owned and operated stations.

AMERICAN BROAD







THE
MAGIC
IS BUILT-IN

There are two pictures on this page: the one you are looking at; and the one they are looking at (which you can't see).

To you the important picture is the people *in front of the television screen*. It is a picture of the special impact achieved only by this medium, yet which goes far beyond the novelty of television.

But we are equally concerned with the picture *on the screen*. For it is the result of creative programming which alone can *sustain* this kind of impact ... building into every program the magic that holds the largest audiences week in and week out.

It is now clear that CBS is the richest source of such programming in television today; that CBS consistently has more of the most popular programs than any other network; and that most of these programs have been created or produced by the Columbia Broadcasting System.

This picture of television's impact is a picture any advertiser can create — but he needs the magic of CBS to hold it.

CBS TELEVISION

COLOR TV ADVANCES—IN MEDICINE

By G. F. ROLL of Smith, Kline and French Laboratories



G. F. Roll

AS the government continues to wrestle with the problem of color television—it's up, it's down, it's up, etc.—and as the war clouds make this question academic, one fact remains clear:

Color television has slipped in the back door and it is performing a function which is becoming increasingly impor-

tant as the country arms itself against aggression.

Color television came into this unofficial status through the waiting room of the American doctor. It is an old story how the Philadelphia pharmaceutical firm, Smith, Kline & French Laboratories, obtained special equipment from the Columbia Broadcasting System to bring color televised surgery and medicine to medical meetings from coast to coast.

What's new is that this project has now apparently become a permanent fixture in the medical and electronic worlds. The color television feature at medical meetings is no longer a novelty, but rather a basic contribution. The American Medical Association, to cite the most conspicuous example, has featured SK&F's color television at its last four meetings and will again have medical colorcasts at its annual session this June in Atlantic City. The American College of Physicians has presented these programs at its last two meetings. In April the American College of Physicians will present its second program of color televised clinics. In addition to these titans, state and city medical groups have brought SK&F's programs to their members.

Why? When you consider that the medium is no longer a novelty and yet maintains its popularity for medical audiences, it becomes clear that its appeal is due to its educational value. This was clearly demonstrated last fall when SK&F, with the cooperation of the Wayne University College of Medicine, put on the first post-

graduate medical seminar conducted entirely by color television. How did this impress Detroit medical circles? The University conducted a survey of some 500 doctors who attended the seminar. Over 300 responded, and out of this amazing return two outstanding statistics were obtained. First, 96 per cent stated that they preferred watching surgery by color television than by sitting in the old fashioned surgical amphitheater. This is not surprising: from the amphitheater you see next to nothing, while on the color television screen you see as much as the surgeon does. Secondly, 85 per cent stated a preference for color televised medical clinics—featuring live patients—as opposed to the usual procedure of hearing a lecture at best accompanied by slides.

This remarkable degree of acceptance was characteristic of the entire series of colorcasts which SK&F has put on using the practical, natural-color system of CBS. And there has been ample opportunity to judge this. In 1950 alone, SK&F color TV traveled 14,000 miles to 13 medical meetings from Boston to San Francisco, transmitting more than 300 individual operations and medical clinics to an audience which reached a total of 137,000.

Thirteen such programs have been scheduled from February to June of this year, starting recently with a program for the annual Atlanta Graduate Medical Assembly.

All of these programs are supervised by SK&F's Medical Television Unit, headed by two physicians, and employing the services of CBS technicians. The camera moves to within a few feet of the operating table, and transmits an unmatched view of the operation to 15 or 20 special receivers set up at the convention site. Generally a micro-wave radio link is used for the transmission. The programs also feature medical clinics involving a certain amount of TV "staging" to maintain utmost interest. The Medical TV Unit has written a special guide for the physicians who appear before the camera, explaining the little points which give the presentation a professional touch.

In short, this series of programs has become the foremost example of television's teaching value.



C. B. S. TELEVISION NETWORK

FRANK STANTON *President*

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



STANTON

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.

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 1944 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 January 1, 1950 he



ROBINSON, JR.

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 19 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 KMOX, 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 man-



VAN VOLKENBURG

ager 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 Stouxs City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.

COLUMBIA BROADCAST



DUMONT

20th year

*as pioneer
in television*

1931-1951





ALLEN B. DU MONT

The story of television in those twenty years is the story of Dr. Allen B. Du Mont, President and Founder of the Allen B. Du Mont Laboratories, Inc.

First in development It was Dr. Du Mont whose research, begun in 1931, changed the cathode ray tube from a laboratory curiosity into a practical television picture tube.

First in radar It was Dr. Du Mont's work, on which he applied for patents in 1933, that was developed in military secrecy to provide radar.

First in fine receivers Du Mont built the first home receivers in 1939. Many are still in use. Du Mont was first to offer a fine line of post-war receivers.

First television station Du Mont established the first really equipped, regularly operating station, WABD, New York City, in 1944.

First television network In 1946, Du Mont opened the first television network, Station WABD, New York City, to Station WTTG, Washington D.C.

First in daytime television Du Mont inaugurated the first regular daytime programming in 1948.

First with the big tube Du Mont was the first with the 19-inch tube, the first with the giant 30-inch tube, producing the world's largest direct-view television receiver.

First in station equipment Du Mont has planned, designed and built many of the nation's leading stations — and the high-fidelity electronic equipment used for telecasting.

First in precision electronics Du Mont is the world's foremost maker of scientific precision instruments utilizing the electronic cathode ray tube.

World's largest cathode ray tube plant The Du Mont plant at Clifton, New Jersey, is the world's largest cathode ray tube manufacturing plant.

The name "Du Mont" is on every milestone in the short but eventful history of television. Du Mont has the experience, the know-how,

the facilities. In television broadcasting, network or local, program or spot, it pays to talk it over at Du Mont *first*.

62 STATIONS



THE NATION'S WINDOW ON THE WORLD

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MARKETING SYNDICATED TV

By JOHN L. SINN, President, Ziv Television Programs, Inc.



John L. Sinn

A NATIONAL magazine recently noted that television shows originating in New York, Hollywood, and Chicago, with star-studded casts and high production budgets, do not completely service the needs of television stations throughout the country, who must fill up their time with local shows, locally pro-

duced.

The magazine then went on to paint a rather gloomy picture of the failure of the local, "grassroots," stations to come up with worthwhile programs, with a very few exceptions.

If we admit this is so—and it is hard to escape the fact that local producers, directors, and talent are seldom able to compete on equal terms with those in New York, Hollywood, and Chicago—it becomes increasingly evident that the local advertiser who must reach the consumer through television, has to depend more and more upon the producers of top-notch syndicated television films to help him do the job that must be done in his community.

The local television advertiser is the backbone of the industry, just as the local radio advertiser is the backbone of that industry. He is the gent who has less dollars to spend in total than his national competitors; however, frequently he has as many or more dollars as his national competitor to spend in his own city or region.

The unmistakable trend during the past few years among such advertisers has been to sponsor a filmed-syndicated show.

Having found, sometimes through trial and error, that his own community is unable to provide him with the kind of entertainment he must furnish in order to attract attention to his sales message, he has been investing his advertising dollars in programs featuring big-name stars, or nationally established characters, such as "Cisco Kid."

And, he has found that such an investment has paid off for him handsomely, because he now has the tools with which to buck the competition in his own community from both national and other local firms in the same business.

Here are some typical figures to prove the point:

In San Francisco, "Cisco Kid," a filmed-syndicated production featuring name stars (Duncan Renaldo and Leo Carillo) and as established favorite western character (Cisco Kid), has achieved a 45 rating for its sponsor in that city, Kilpatrick Baking Company. In Los Angeles, for Weber's Bread, the program has built a 33 rating against top competition. In Detroit, where it is sponsored by Packer's Super Market, "Cisco Kid" has a rating of 36.

With such ratings, the local sponsor is assured of reaching as big an audience—if not bigger—than his competitors in his city—which is the only city he cares about—or in his region—which is the only region he is interested in. He has invested his money wisely. He has not wasted one cent in market areas where he has no potential customers or where he has no distribution of his product. He has pinpointed his selling message in exactly the city or areas he knows he has to reach.

Is "Cisco Kid" extraordinary in its rating achievements? Let's examine some typical figures achieved by another filmed-syndicated show, "Story Theater," which is half-hour adaptations of famous stories by famous authors, with casts featuring well known Hollywood actors.

In Detroit, for the Detroit Edison Company, "Story Theater" has a rating of 25. For Rosenbaum's Department Store in Pittsburgh, the program has a 60.5. It's a 20 for the Cincinnati Gas and Electric Company, and a 22 for the Harvard Brewing Company in Boston.

In short, the Main Street butcher, baker and candlestick maker, in small towns and big cities, can successfully meet his competition, local and national, in his city at a price he can afford to pay. He need not gamble on a show produced by people without know-how. By turning to the producer of filmed-syndicated programming he is assured of buying the best.



DuMONT TELEVISION NETWORK

DR. ALLEN B. DuMONT *President*

DR. ALLEN B. DU MONT is president of Allen B. Du Mont Laboratories, Inc., the only company in the United States devoted exclusively to television in all its phases. During 1951, the Du Mont Laboratories is celebrating its 20th anniversary. Dr. Du Mont is world famous for making TV possible by perfecting the commercial cathode-ray tube with its clear, bright, and reliable pictures. A Brooklyn-born graduate

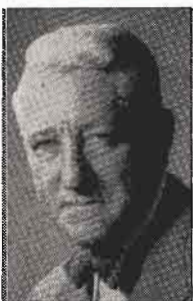


DuMONT

of Rensselaer Polytechnic Institute. Dr. Du Mont has an impressive list of "firsts" to his credit. He founded the world's first TV network which has more than 60 stations, three of which are owned and operated by his organizations. He introduced the world's first commercial TV sets, was the first to make regular recordings of TV programs, and this year he has introduced the world's largest TV set, the Du Mont 30-inch model.

MORTIMER W. LOEWI *Director*

COMMANDER MORTIMER W. LOEWI is currently director of the Du Mont Television Network. Financial mentor and business counselor through the early development of the Allen B. Du Mont Laboratories, Inc., Commander Loewi has devoted his attention during the last few years primarily to building the network. In the industry, he is credited with being "the father of daytime television" and with proving low-cost production techniques,



LOEWI

whose need has been emphasized by the recent agreement with the Television Authority. Commander Loewi first came to New York in his college days to study art at Brooklyn's Pratt Institute and the Art Students League, later going to Paris where he studied at Julian Academy. He served with the Navy during World War II, returning to Du Mont afterward to continue his efforts in laying the ground work for effective, competitive, nationwide television.

CHRIS J. WITTING *General Manager*

Joining the Du Mont organization in June 1947, CHRIS J. WITTING has forged to the front of the television industry and, as general manager of Du Mont Television Network, has made substantial contributions to the extension and expansion of sales and program service to the many areas of the nation that currently enjoy video. Witting attended New York University and Columbia University as well as the Fordham Law



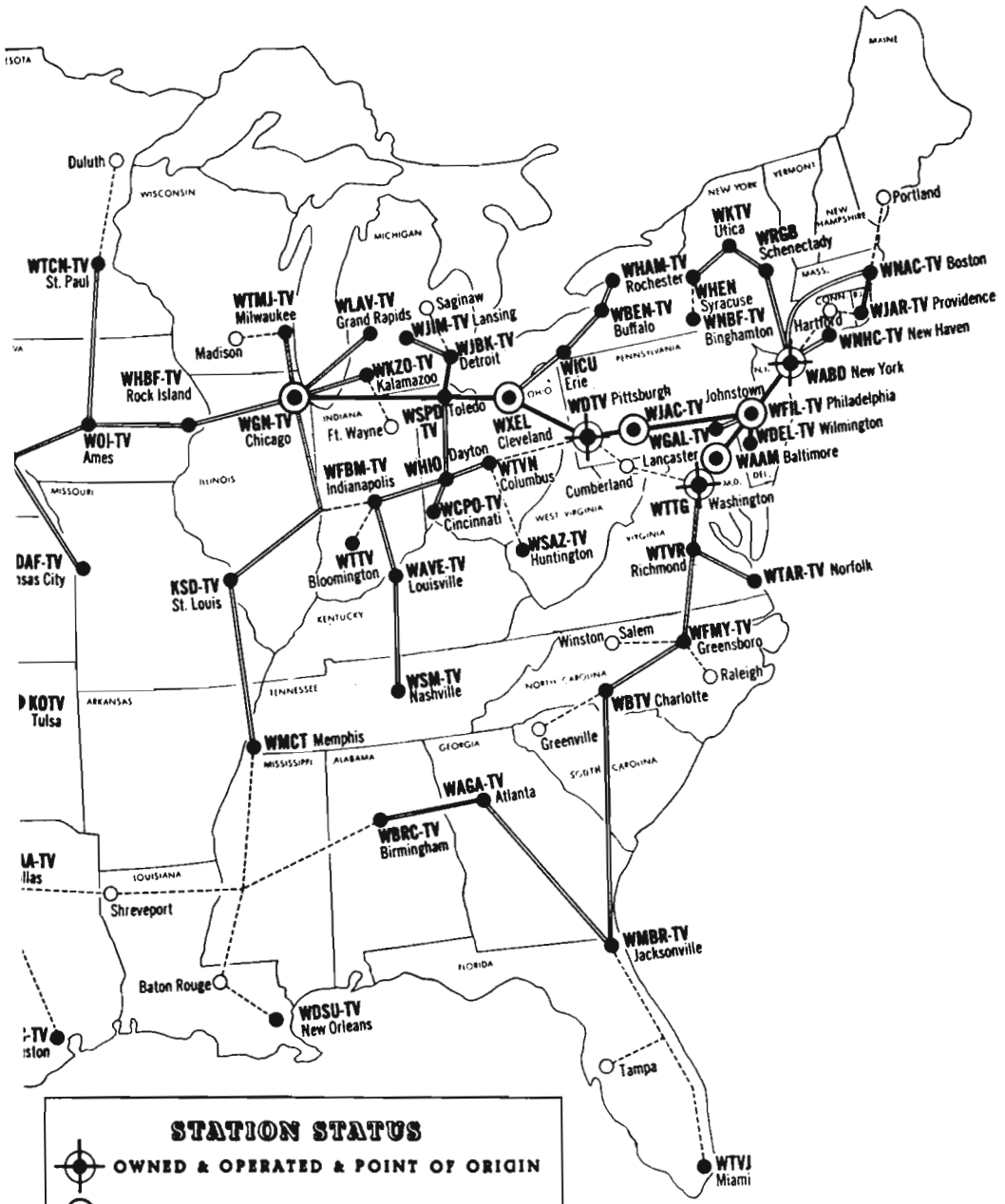
WITTING

School. Thereafter he joined the firm of Price, Waterhouse Company. In 1940 he was elected comptroller of the U.S.O. Camp Shows and as an executive officer of that world-wide organization, he played an important part in providing entertainment to twelve million men scattered over the globe. After a year with the Maritime Service with the rank of Commander, he returned to the U.S.O. Camp Shows.





DUMONT TELE



VISION NETWORK



STATION STATUS

-  OWNED & OPERATED & POINT OF ORIGIN
-  AFFILIATED & POINT OF ORIGIN
-  OPERATING STATION (Call Letters Indicate Affiliate)
-  APPLICATION PENDING

CIRCUIT STATUS

-  FULL TIME CIRCUIT
-  CIRCUIT SHARED WITH OTHER NETWORKS
-  PROJECTED CIRCUITS

WILL TV AID MOVIES?

By IRVING SHAPIRO, President of Standard Television Corp.



Irving Shapiro

THE so-called battle between motion pictures and television has assumed a scare importance far beyond reality, largely because the motion picture industry, in attempting to analyze the new giant form of entertainment, has allowed itself to become unnecessarily intimidated, and has given itself up to the excoriation of a supposed

menace.

The fear is unreasonable and the blindness is unnecessary. There is a relationship to television in which our picture industry can gain and grow, and the sooner we find it the better. Instances of business experience are showing us the way, and the following is an example—the occasion of the first televising of *THEIRS IS THE GLORY*. This film was highly praised by the press in England, but theatrical release in the United States was not worked out. It was shown over KECA-TV in Los Angeles. A direct result of this television showing was a number of inquiries from theatrical exhibitors requesting information on the availability of the picture for theatrical bookings. In addition to the direct result, an effect of international understanding was accomplished. The producers of the picture had felt naturally, that they were being denied a hearing in the United States market, and that the possibility of profitable theatrical releases was being unfairly withheld from them. Of course the result of all this, directly from television, is that we have a friend instead of a foe.

Largely because of the motion picture industry's fears of television, the broad possibilities of the new medium as a sales avenue have been neglected, except in the smallest sense. Television has been dramatically successful in selling almost all other American products. An irrational dread, chimeras of impossible competition, have prevented the movies from using it.

Plain common sense must be restored to the connection between pictures and television. The television producer will never have the budget for *GONE WITH THE WIND*, *BEST YEARS OF OUR LIVES*, *SAMSOM AND DELILAH*. Is any observer ready to declare that such entertainment as these productions constitute is in jeopardy from television? Rather, why not take advantage of the television screen to bring home to the public the inescapable fact that it depends upon the motion picture industry for an art and entertainment of the greatest magnitude?

What has television to offer? Let's find some good points in the presumed conflict of giants. The following is an attempt to sketch some of them:

Television can find, or has found, in the movies:

1. A well-developed philosophy and practice of visual narration. Television needed it. Television business is mainly administered by radio people, used to telling their stories with nothing but words and sounds.
2. An equipment of technology and techniques which it would otherwise find impossible, in time and money.
3. A vast storehouse of completed entertainment. Accessible films eliminate all pre-production television expense, and it's terrific.
4. A series idea. Pictures invented it. Television perishes without it.
5. Star power—in the can. A Chicago automobile dealer offers his TV audience Stewart Granger, Yehudi Menuhin, Laurel and Hardy, Frederic March, Burgess Meredith, Constance Bennett, Adolph Menjou, Sir Cedric Hardwicke, Alan Ladd, Ralph Richardson.
6. Fresh cultural and entertainment resources. *MAGIC BOW* had played an art house in Chicago. When it was scheduled and announced for TV, one music teacher made it required viewing for 500 students; besides which it was an entertainment smash, with instant clamor for rerun. Television had it from the British studios, along with *SILVER FLEET*, *TAWNY PIT*, *MR. PERRIN AND MR. TRAIL*, *THE BROTHERS*, *BLIND GODDESS*, *MY BROTHER'S KEEPER*.



N. B. C. TELEVISION NETWORK

NILES TRAMMELL *Chairman of the Board*

One of those career men 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

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 Donald Richberg, in Washing-



McCONNELL

ton. 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.

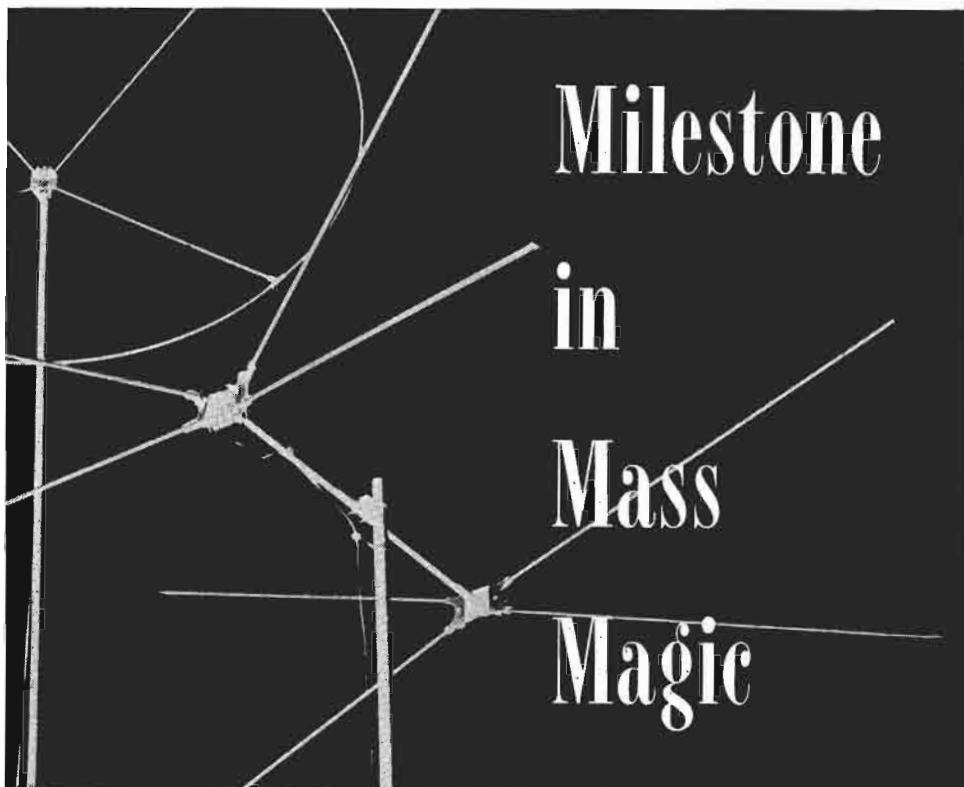
CHARLES R. DENNY *Executive Vice-President*

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



DENNY

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.



Milestone in Mass Magic

1951 introduces a new era in television. It marks a major milestone: television's emergence as a mature, a truly mass medium. For 1950 saw the television population more than double in size . . . saw it reach and pass the largest circulation available through national magazines . . . saw it cross the 10,000,000 mark, with more than 40 million viewers every week.

Certainly, now millions all over the country saw the magic of television reflected

in their receivers. Seven new markets were opened to television in 1950. Twenty-one stations were added to the interconnected network to bring NBC programs "live" to 47 markets . . . to 63 markets, all told—63 markets which contain 6 out of every 10 persons in the U.S. And certainly the NBC programs broadcast in these markets played a huge part in raising television to its gigantic, 1951 proportions.

ADVERTISERS, JANUARY, 1951

Admiral Corp.
American Cigarette & Cigar Co., Inc.
American Home Products Corp.
American Tobacco Co.
Anchor-Hocking Glass Corp.
Armour & Co.
Armstrong Cork Co.
Benrus Watch Co., Inc.
Bonafide Mills, Inc.
Borden Co.
Bristol-Myers Co.

Brown Shoe Co.
Campbell Soup Co.
Chesebrough Mfg. Co.
Colgate-Palmolive-Peet Co.
Congoleum-Nairn, Inc.
Corn Products Refining Co.
Crosley Div. Avco Mfg. Corp.
Derby Foods, Inc.
De Soto Div. of The Chrysler Corp.
Durkee Famous Foods, Inc.
Emerson Radio & Phonograph Co., Inc.

Firestone Tire & Rubber Co.
Ford Dealers of America
Ford Motor Div., Ford Motor Co.
Frigidaire Div., General Motors Corp.
General Foods Corp.
Gillette Safety Razor Co.
Gulf Oil Corp.
Hazel Bishop, Inc.
Hunt Foods, Inc.
International Shoe Co.
Andrew Jergens Co.

Most popular programs

For throughout the year, most of the top-rated programs were on NBC. Latest reports show NBC with 7 of the top 10 programs. And that's only part of the picture: NBC's program leadership is marked in every major program category: comedy, variety, drama, mystery, news, juvenile, music and women's daytime shows.

Add the NBC broadcasts of the United Nations sessions . . . the operas produced especially for television . . . the modern living series planned for the younger viewers . . . the vivid news reports which every day set higher standards in a new form of journalism—and a host of other memorable programs which round out the most complete and satisfying schedule in television.

Add, too, such bold (and successful) programming concepts as the Saturday Night Revue . . . the Sunday Comedy Hour . . . the Wednesday Four-Star Revue . . . Broadway Open House . . . the Kate Smith Show—and you see why

the average sponsored program on NBC delivered 40% more homes than the average sponsored program on the second network.

Facilities expansion

And to mount these and other programs on NBC's expanded schedules required a parallel

and staggering expansion of facilities, both in space and equipment. The largest and best-equipped scenic construction shop in television was set up, and New York's Center Theatre was converted to the world's largest television studio. Four additional TV studios were opened.

New advertising concepts

Credit NBC's tripled billings to 69 shrewd buyers and to audience-winning programs. But chalk up an assist to NBC's Hofstra Study—the first precise measurement of the sales effectiveness of television advertising. And another assist to the new concepts in selling introduced by NBC: rotating sponsorships . . . alternate-week advertising . . . multiple sponsorship of top-rated shows—ideas which immediately made big-time television practical for moderate-budget advertisers.

A great national asset

The curtain rises on 1951 with television solidly welded into the social and selling structure of the nation . . . with NBC more firmly established as first choice of viewers and therefore by advertisers. And with a clarity that rivals the sparkling images on the screen. 1951 sees television—the most compelling vehicle of mass communication ever devised—ready, at a moment's notice, to serve the need of this country in peace or war.

NBC TELEVISION

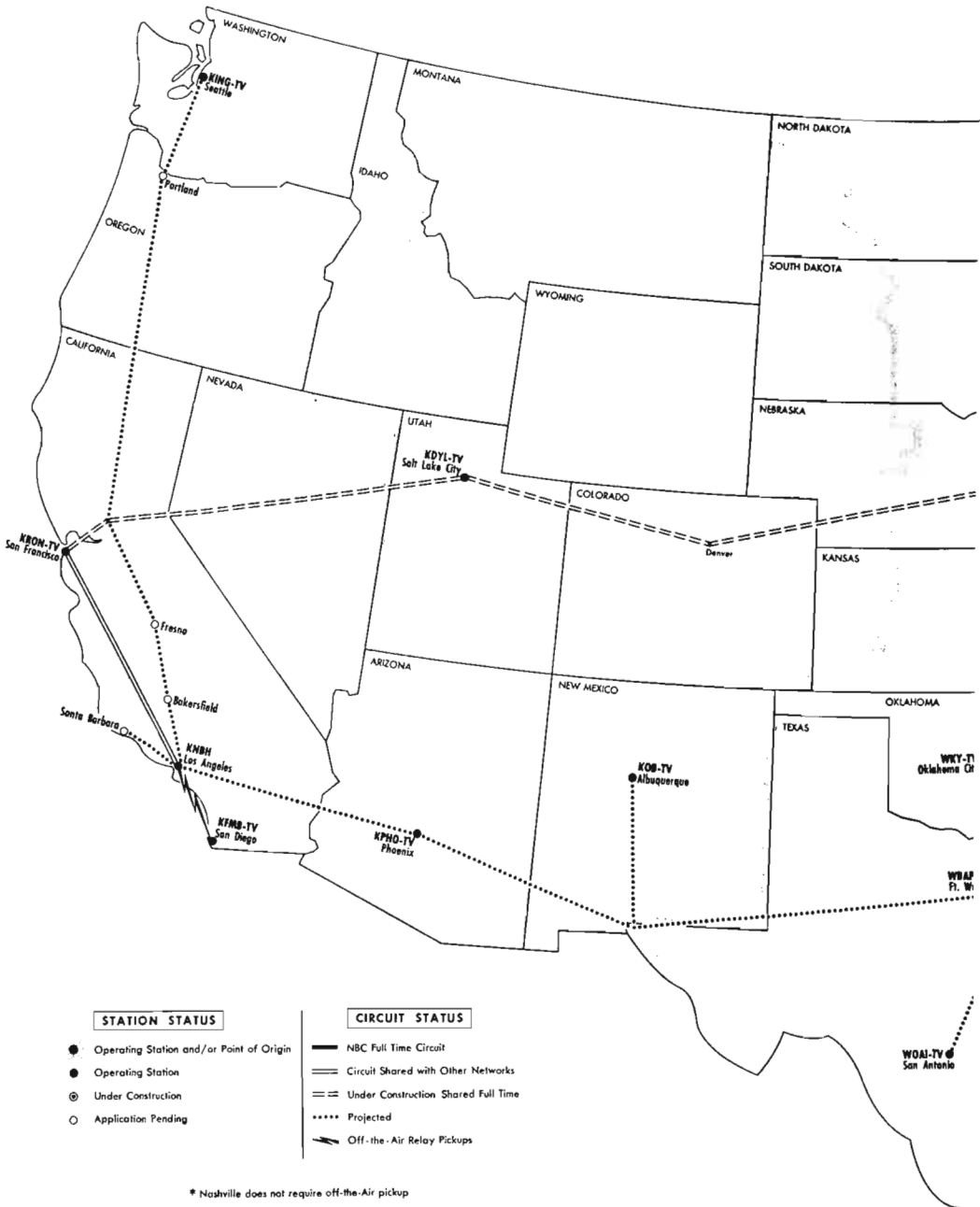
America's No. 1 Television Network

The Kellogg Co.
Kraft Foods Co.
P. Lorillard Co.
Manhattan Soap Co.
Mars, Inc.
Miles Laboratories, Inc.
Minnesota Mining & Mfg. Co.
Minute Maid Corp.
Mahawk Carpet Mills, Inc.
Motorola, Inc.
Mutual Benefit Health & Accident Assoc.
National Dairy Products Corp.

Naturalizer Div. of Brown Shoe Co.
Norge Div. Borg-Warner
Pet Milk Sales Corp.
Philca Corp.
Procter & Gamble Co.
Quaker Oats Co.
Radio Corp. of America
Revere Copper & Brass, Inc.
R. J. Reynolds Tobacco Co.
Riggio Tobacco Corp.
Sales Builders, Inc.
Simmons Co.

The S.O.S. Co.
Snow Crop Marketers, Inc.
Speidel Corp.
Standard Brands, Inc.
Standard Oil Co. of Indiana
Stokely-Van Camp, Inc.
Swift & Co.
The Texas Co.
United States Tobacco Co.
The Wander Co.
Welch Grape Juice Co.
Wildroot Company, Inc.

NATIONAL BROAD



Index of TV STATION PERSONALITIES



Adanti, Paul	WHEN	1069	Lang, Ernest A.	WMAR-TV	1073
Alvarez, Maria Helen	KOTV	1069	Larson, G. Bennett	WPIX	1073
Arnoux, Campbell	WTAR-TV	1070	Lasker, H. P.	WLW-D	1083
Bannister, Harry	WWJ-TV	1088	Lasky, Philip G.	KPIX	1073
Berkeley, Kenneth H.	WMAL-TV	1079	Latham, U. A.	WKRC-TV	1074
Bitner, Harry, M., Jr.	WFMB-TV	1079	Leonard, James	WLW-C	1083
Borel, Richard A.	WBNS-TV	1065	Lord, Nathan	WAVE-TV	1068
Burbach, George M.	KSD-TV	1070	Mastin, Cecil D.	WNBF-TV	1084
Campbell, Martin B.	WFAA-TV	1068	McAndrew, W. R.	WNBW	1074
Carter, Ken	WAAM-TV	1065	McCormick, John	WNBK	1084
Clipp, Roger W.	WFIL-TV	1068	McFadden, Thomas B.	KNBH	1074
Compton, Walter	WTTG	1069	Outler, John M., Jr.	WSB-TV	1084
Cranston, George	WBAP-TV	1066	Palmer, Col. B. J.	WOC-TV	1075
Crutchfield, Charles H.	WBTW	1066	Pangborn, Arden X.	WOAI-TV	1085
Demoss, Lyle	WOW-TV	1067	Riddell, James G.	WXYZ-TV	1075
Doan, Richard	WCBS-TV	1067	Rogers, W. D., Jr.	KEYL-TV	1085
Doty, Clarence L.	WJZ-TV	1080	Rosenhaus, Irving Robert.	WATV	1075
Dunham, Harrison M.	KTTV	1080	Ruwitch, Lee	WTWJ	1085
Dunville, Robert E.	WLW-TV	1063	Saddler, Owen	KMTV	1086
Evans, C. Richard	KSL-TV	1080	Schreiber, Frank P.	WGN-TV	1086
Fay, William	WHAM-TV	1063	Schrott, Alvin D.	WJAC-TV	1066
Fedderson, Don	KLAC-TV	1065	Seebach, Julius F.	WOR-TV	1076
Fetzer, John E.	WKZO-TV	1067	Sholis, Victor A.	WHAS-TV	1086
Flamigan, E. Y.	WSPD-TV	1070	Snyder, Franklin	WXEL	1087
Fox, S. S.	KDYL-TV	1081	Steed, Hy M.	WLAV-TV	1076
Gross, Hall	WJIM-TV	1071	Stewart, Donald A.	WDTV	1076
Grubb, Gayle V.	KGO-TV	1081	Stone, Harry L.	KPHO-TV	1087
Half, Hugh A. L.	WOAI-TV	1071	Stowman, Kenneth W.	WFIL-TV	1087
Hamann, G. P.	WBRC-TV	1071	Sugg, P. A.	WKY-TV	1088
Harris, Jack	KPRC-TV	1064	Swartley, William C.	WBZ-TV	1077
Havens, Wilbur M.	WTVR	1072	Swezey, Robert Dwight.	WDSU-TV	1077
Hayes, John	WTOP-TV	1072	Swift, G. Richard	WCBS-TV	1077
Holt, Thad	WAFM-TV	1081	Thomas, Eugene S.	WOR-TV	1078
Hubbard, Stanley E.	KSTP-TV	1082	Thompson, C. Robert.	WBEN-TV	1078
Hull, Richard B.	WOI-TV	1082	Tyler, Haan J.	KFI-TV	1088
Johnson, George S.	KOB-TV	1082	Vanda, Charles	WCAU-TV	1078
Johnson, Les	WHBF-TV	1072	Watters, M. C.	WCPO-TV	1064
Kelley, Gaines	WFMY-TV	1064	Winnie, R. G.	WTMJ-TV	1079
Landsberg, Klaus	KTLA	1083			

TV STATION PERSONALITIES

1950-1951

The *Year Book of Television* herewith presents a roster of TV executives in the Station Management field as they appeared in the "Tele Topics" column of 1950-51 editions of *Radio-Television Daily*.



For a man who started out to be a barge line operator on the Mississippi, then became the youngest advertising manager in St. Louis motor circles at the age of 22, ROBERT E. DUNVILLE, president and general manager of the Crosley Broadcasting Corporation, still finds time to devote to the career that became a hobby. A steamboat whistle is, to Bob, what the opening game is to a baseball fan. Bob was born in St. Louis and is a graduate of the University of Missouri. After a short career in the automotive industry,



DUNVILLE

he joined the sales department of KMOX, St. Louis, and shortly thereafter was named assistant general manager of the station. In 1937, Bob joined the staff of WLW and was appointed general manager of WSAI, then owned by the Crosley Broadcasting Corporation. In 1938 he became general manager of the two stations. Bob was appointed vice-president of Crosley and general manager of WLW in 1944 and was elected president of the corporation in 1949.



WILLIAM FAY, vice-president in charge of the broadcasting division of Stromberg-Carlson and a director of that company, is general manager of its three stations, WHAM-AM-FM-TV. He was born in East Hartland, Conn., and after graduating from Albany Business College in 1922 he joined WGY, Schenectady, as musical conductor, baritone soloist and announcer. Bill went to Buffalo in 1927 where he became studio manager of WMAK. While there he also did the play-by-play baseball of the Buffalo Bisons of



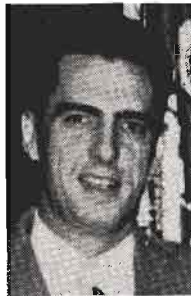
FAY

the International League, in addition to his other duties. In 1928 he was invited to WHAM as program manager and in 1929 stepped up to general manager. In 1942 he was made vice-president and director of the Stromberg-Carlson Company. Bill's particular pride is Rochester Radio City, built at a cost of \$1,000,000, and housing the three Stromberg stations. The building was completed in 1948. He is a director of NAB District II which encompasses New Jersey and the Broadcaster's Advisory Council.





M. C. WATTERS broke into radio with NBC in Washington, D. C., following his graduation from Georgetown University. Before going to Rochester, New York, as general manager of the Gannett Newspapers' WHEC, Mort spent a year as radio director of the Lewis Edwin Ryan agency in the capital city. He left Rochester to manage WCHS, Charleston, West Va. and was instrumental in forming the West Virginia Network. In 1938, Mort joined Scripps-Howard Radio, Inc., as general manager of WCPO in Cincin-



WATTERS

nati. Two years later, at the age of 31, he became a vice-president of Scripps-Howard Radio and was made a director of the corporation in 1941. In 1949, Mort directed the construction and opening of WCPO-TV, which was the first television station to become an operation completely separated from and independent of its AM affiliate. Under Mort's guidance, WCPO-TV was the first station to go into heavy daytime programming and one of the first to go into black figures.



GAINES KELLEY, general manager of WFMY-FM and WFMY-TV since the station first went on the air in March, 1948, has had wide experience in newspaper advertising and has taken an active part in community life in Greensboro, N. C. He was reared in Birmingham, Ala., and attended the Birmingham YMCA School of Technology, majoring in administration, office practices and salesmanship. Gaines was associ-



KELLEY

ated with the Progressive Farmer, the South's biggest farm journal for 12 years and from 1932 to 1948 he was classified advertising manager of the Greensboro Daily News and The Greensboro Record, owners of WFMY operations. He is a charter member of the Greensboro Junior Chamber of Commerce and a member of city's C of C as well as a past president of the local Lions Club.



JACK HARRIS, general manager of KPRC and KPRC-TV, Houston, Texas, considers coverage of the Mississippi flood in 1937 as one of the three most important "big stories" he took part in. At the time Jack was director of news and special events at WSM, Nashville. Together with Jack DeWitt, chief engineer, he staged short-wave broadcasts from half a dozen hitherto unreported key spots in the vast flood area. The broadcasts were carried by 600 stations. Four years later Jack was in Washington as deputy to Ed Kirby,



HARRIS

setting up the Army's first radio broadcasting activities. During the war he covered initial Army maneuvers, produced many of the award-winning Army Hour broadcasts; took over Radio Tokyo facilities for Gen. MacArthur, and was in charge of the broadcast of the Japanese surrender aboard the USS Missouri—this was his second "big story." Returning to Texas, Jack took the helm of KPRC and entered TV last June 1 when The Houston Post Company purchased KLEE-TV.





KEN CARTER, general manager of TV station WAAM, Baltimore, has been in the broadcasting business for only eight years. He was born in Baltimore and his early career with a chain of health clubs was due to his youthful ability as an athlete. It was in Hollywood that the "entertainment bug" bit Ken, and when he decided to leave the health club business he turned to radio. His first year in the medium was spent



CARTER

as a time salesman for an independent station in Baltimore. Later he assumed the duties of national sales manager, general sales manager, and, when TV was added, he became general sales manager of the combined operation. After his resignation from WBAL, Ken moved to WMAR-TV on special sales assignments. He joined WAAM in mid-October, 1949, as local sales manager, and was made general manager in November, 1950.



DON FEDDERSON, executive vice-president and general manager of KLAC and KLAC-TV, Hollywood, Cal., entered radio from the newspaper field just eight years ago as sales manager of KYA, San Francisco. He became general manager of the latter station in 1943. When KMTR, Los Angeles, was acquired by Dorothy Schiff, owner of KYA, Don began commuting between the two Coast cities. In 1945 KMTR's



FEDDERSON

call letters were changed to KLAC and all commercial contracts were cancelled so that Don started his management of the station with a clean slate. In 1948, KLAC-TV went on the air just ninety days after groundbreaking ceremonies. Don is president of the newly formed Television Broadcasters of Southern California and active in Chamber of Commerce matters in Southern California.



RICHARD A. BOREL, director of television for the Dispatch Printing Company, owners of WBNS-TV, Columbus, Ohio, entered the radio field in 1933, first serving as business manager for WBNS, assuming the title of general station manager in 1935. In 1949, Dick was named manager of WBNS-TV, concurrent with his radio responsibilities. More recently he assumed his directorship title, as well as having been made an executive vice-president of



BOREL

Radio, Inc., owners of WBNS and WELD-FM. He is now serving his second term as a member of the Affiliates Board of CBS and is also a member of the board of directors of the Television Broadcasters Association. Dick is a graduate of Ohio State University where he was Phi Beta Kappa and active in student dramatics. Prior to his association with WBNS he was connected with the Ohio National Bank.





ALVIN D. SCHROTT, manager of WJAC-TV, Johnstown, Penna., finds his present duties a long way from the vocation he chose as a high school student. Al had devoted his last years in school to the study of printing and hoped to get a job on a newspaper. He was successful in 1932 in joining the Johnstown Tribune Publishing Company, parent company of WJAC—but in the advertising department, not as a printer. After working several years in the local advertising field, Al was



SCHROTT

named national advertising manager. Here he became familiar with the workings and personalities in the country's leading agencies and this knowledge and experience formed the basis upon which he was to build a successful TV station. After Navy service in the war, Al returned to the paper in 1946. One year later he became personnel and credit manager and in 1949 when WJAC-TV needed a manager, Al, green but willing, took on the job.



GEORGE CRANSTON, manager of WBAP, AM, FM, TV, Fort Worth, Texas, was born in Edinburgh, Scotland. As a boy it was his ambition to come to the U. S. and Canada, and to earn passage money he sang as a boy soprano soloist at Edinburgh Episcopal Church, earning a shilling a week. Coming to the new world at sixteen, George worked in a print shop and attended the University of Manitoba, Canada. He served in the 10th Canadian Infantry Battalion in World War I. Before returning to Winnipeg, George



CRANSTON

studied as concert tenor in London. Coming back to Canada, he participated in one of the first radio broadcasts in November, 1919, making him a real veteran of the medium. Shortly afterwards, he went to Chicago and free-lanced around WLS, WEBH and WGN. In 1928 he returned to Winnipeg as program director of CKY and also wrote, produced and directed programs. Tiring of the rugged Canadian winters, George moved to Texas to become mgr. of WBAP in 1930.



CHARLES H. CRUTCHFIELD, vice-president and general manager of WBT and WBTW, Charlotte, N. C., was born in Hope, Ark., moving with his family to Spartanburg, S. C., when he was eight. While a student at Wofford College, Charley, bitten by the radio bug, worked part time at WSPA, Spartanburg, as office boy and telephone operator and later as announcer. In 1931, he joined the announcing staff of WBIG, Greensboro, N. C., and shortly thereafter became program director for the station. Following a



CRUTCHFIELD

stint with several other stations, Charley moved to WBT as an announcer in 1933 and was made program director, two years later. In 1945, he was made general manager of the station, and one year later was appointed to the board of directors, and made secretary and treasurer of the Jefferson Standard Broadcasting Company, operators of WBT. In 1947, Charley was promoted to a vice-presidency. With the debut of WBTW in July, 1949, as the first TV station in the Carolinas, Cahrley enlarged his duties.





LYLE DEMOSS, assistant general manager of WOW and WOW-TV, Omaha, Neb. discovered back in 1923 that radio could best serve his ambition to be an entertainer and musician, so he became an announcer and singer on the Anthony, Kansas, experimental station 9DXH. His early start in radio makes Lyle an honored member of the Radio Pioneers. In 1926 he joined the staff of KGBZ, York, Neb., and later while attending the University of Nebraska at Lincoln, Lyle began his broadcast chores at KFAB.



DEMOSS

WOW was his next stop, where he became production manager in 1937. During the summer Lyle commutes the 500 miles to Chicago weekly where he is an instructor in the Northwestern University Summer Radio Institute. In the Fall and Winter he travels with the Omaha C. of C. "Tribe of Yessir" on its jaunts into the Omaha trade area towns. He is in charge of entertainment, naturally. Lyle is married to the former Antoinette Quattrochi and they have two sons, Billy and Bobby.



RICHARD DOAN has been director of programs for WCBS-TV, New York, since May of this year. He was born in Pratt, Kansas, in 1910 and after graduating from the University of Kansas he worked for several California papers, including the Pasadena Post. Later, Dean came East and became night bureau chief for the AP in Albany. Following his stint in the state capital, he was successively a public relations officer in the Navy for



DOAN

three years during World War II, wire photo editor in the New York bureau of AP, and associate editor of Advertising Age. Doan's next connection was assistant radio and television editor of Variety, following which he became administrative head of Martin Stone Associates. He is married to Dorothy Dean, star of the CBS television program "Vanity Fair." The Doans make their home in Silvermine, Connecticut.



JOHN E. FETZER comes to TV after thirty years in the radio broadcasting business. He started in radio as an engineer and helped build a number of the pioneer stations in the Midwest. Later he was a consulting engineer at home and abroad and passed through the entire gamut of radio jobs from announcing to president. John is president-owner of the Fetzer Broadcasting Company, operating WJEF, CBS outlet in Grand Rapids, WKZO, also CBS in Kalamazoo and WKZO-TV, which is



FETZER

affiliated with the four TV networks. In addition, he is vice-president of KXEL, 50 kilowatt ABC outlet in Waterloo, Ia. John is a veteran of ten years on the NAB Board. During the war he served with Byron Price in the Office of Censorship as the Radio Censor and later joined the famous Eisenhower radio mission in ETO. Since the war John has also served on the board of directors of the American National Bank of Kalamazoo.





MARTIN B. CAMPBELL has guided the destinies of WFAA, Dallas, for the past 18 years and has made the station one of the most influential in the Southwest. Now he has added television, via WFAA-TV, to the roster of air services under The Dallas Morning News banner. The broadcasting bug bit Martin while he was serving as radio editor of the Louisville Times and in 1927 he left the paper to become assistant manager of WHAS, Louisville. In the early thirties Martin trekked



CAMPBELL

southward to accept his present post as general manager of WFAA. Since his association with WFAA, the air properties now include WFAA with 50,000 watts, WBAP, a 5000-watter and now the Channel 8 video service of WFAA-TV. Martin has long been an active and prominent member of NAB with his most conspicuous service as a member of the board of directors. In 1949 he was chairman of the stations planning and advisory committee of NBC.



ROGER W. CLIPP, general manager of the Philadelphia Inquirer's stations, WFIL and WFIL-TV, since 1938, first joined WFIL in 1935 as business manager, after six years with NBC in N. Y. Since 1946, Clipp has been chairman of ABC's planning and advisory committee. He has been secretary-treasurer and a director of BMB since 1944 and active on numerous NAB committees. Recently appointed chairman of the 1951 March of Dimes Campaign of the Philadelphia chapter,



CLIPP

Clipp is also chairman of the Clubs and Entertainment Div. of the United Fund 1950 Campaign and a radio-TV representative of the Philadelphia County Defense Council. A graduate of the Wharton School, he is active in alumni affairs as president of the class of '25. He is a past president of the Poor Richard Club; member of the University Club; Pen and Pencil Club and honorary Colonel in the 111th Infantry of the Pennsylvania National Guard.



NATHAN LORD, vice-president and general manager of WAVE and WAVE-TV, Louisville, Ky., is a native of Louisville and a former director of NAB. Following a sojourn in Alberta, Canada, he returned to Louisville in 1920 and became a reporter for the Post and The Courier-Journal. Eight years later, Nathan left the newspaper as day city editor to become advertising manager of the Girdler Corporation. In 1933 he went with the Herald Post and in the same year became vice-presi-



LORD

dent and general manager of WAVE, Inc. Nathan watched the station grow from 1 kw. to 5 kw in 1940 and helped plan its present Radio and Television Center in 1941. WRXW, FM outlet, was added in 1947 and WAVE-TV, Kentucky's pioneer television station on Nov. 24, 1948. Under Nathan's direction the station established the first direct relay of network programs by a non-interconnected TV station and has gained a reputation for quality entertainment.





WALTER COMPTON, general manager of WTTG, Washington, D. C., was born in Charleston, S. C. After graduation from Roanoke College at Salem, Virginia, Walter entered radio, in 1935, with WDBJ, Roanoke. The following year he joined the staff of WCSC, Charleston as announcer, control operator, copy writer and the usual number of et ceteras. He subsequently transferred to WIS, Columbia and later moved to Greenville as program director of WFBC. In April, 1937, Walter trekked northwards and joined WOL.



COMPTON

He was appointed White House announcer for the station and for Mutual. In 1939, Walter originated "Double or Nothing" thereby setting off the quiz type of program, still with us today. In mid-1945 Walter requested a release from his WOL and Mutual obligations in order to devote his energies to studying the coming new medium of TV. In June, 1947, he originated from Washington the first regularly scheduled daily news program in television for DuMont and in Jan. 1948, he became general manager.



PAUL ADANTI, general manager of WHEN, Syracuse, has held that post with the city's pioneer television station since its organization in the fall of 1948. In the past two years, he has increased the weekly program hours from 20 to the present 80. Paul has been in various phases of radio and TV since his graduation from Union College in 1934. Following a brief teaching career in his home town of Auburn, N. Y., he joined WMBO as chief en-



ADANTI

gineer and program director. Two years later he moved to Syracuse to work in the engineering and program departments of WSYR. This stint was followed by a period with WGY, Schenectady, as a studio engineer. When WRGB, WGY's TV affiliate was licensed in 1940, Paul moved into television. At the time he went to WHEN in 1948, Paul was chief of technical operations at WRGB.



MARIA HELEN ALVAREZ, general manager of KOTV, Tulsa, Okla., is the only woman chief executive in station TV. She started her radio career in 1943 as a continuity writer for a Tulsa radio station. From this start she branched rapidly into other departments and from program writing to writing her own shows were quick steps. In addition, Helen also handled a regular newscasting assignment. Her contacts with advertisers and agencies led her naturally into time sales and at the time she left radio she was an outstanding successful ra-



ALVAREZ

dio account executive. In 1947, Helen decided that the infant TV industry offered greater opportunities for creative expression and she resigned her position to devote herself to full time study of the new medium. Shortly thereafter, Helen made the acquaintance of George E. Cameron, Jr., head of the Cameron oil interests, who was interested in TV as a business venture. Subsequently, Cameron Television, Inc., was formed and Helen was selected to head up the organization which operates KOTV.





CAMPBELL ARNOUX, president and general manager of WTAR Radio Corporation, operators of WTAR and WTAR-TV, was born in New York and spent his early childhood in St. Louis, and moved to Texas where he grew up. He is a graduate of Texas University and got his first job as a reporter on the Fort Worth Record. Following World War I and after a two-year trip around the world, "Cam" became assistant to the director of publicity of the southwestern division of the American Red Cross. In 1922 he became



ARNOUX

a staff writer on the Fort Worth Star-Telegram shortly before the paper installed a radio station — now WBAP. "Cam" got the job as manager only because it had been offered to all other members of the staff who refused to have anything to do with such a thing as radio. After becoming manager of KTHS, Hot Springs, Ark. "Cam" moved to WTAR where he was named manager in 1933. In 1947 he was named president and general manager of the station. WTAR-TV, opened on April 2nd, 1950.



GEORGE M. BURBACH, general manager of KSD and KSD-TV, St. Louis, is a native of that city. He is secretary of The Pulitzer Publishing Company, which owns the St. Louis Post-Dispatch as well as the two broadcasting stations. George has been associated with the company continuously since 1913 when he left the Munsey newspapers to become advertising manager of the Post-Dispatch. He was elected to the company's board of directors in



BURBACH

1922 and in that year KSD went on the air and George was placed in charge of the station's program and business departments. In 1933 he was named general manager of the entire KSD operation. George's foresight concerning the potential impact of TV resulted in the inauguration of KSD-TV on February 2, 1947, as the first completely post-war equipment television station in the country.



E. Y. FLANIGAN, general manager of WSPD and WSPD-TV, Toledo, Ohio, brings to video over 20 years of experience and has earned a national reputation as an authority in the broadcasting field. "Flan" started his career in the theater. Later, he became a press agent and also spent many years in the newspaper business. "Flan" was born in Pittsburgh and has played a large part in helping build up The Fort Industry Company into the largest independent radio operation in America.



FLANIGAN

He is vice-president of The Fort Industry Company, operators of AM stations in Toledo, Wheeling, Fairmont, Lima, Atlanta, Miami and Detroit. The company also operates TV stations in Detroit and Atlanta as well as in Toledo. Concerning TV, "Flan" says that despite two and a half years of operation in Toledo, the local AM station is still showing gains. However, "Flan" predicts that in 1951, WSPD-TV business will double if the station can clear sufficient time.





HAL GROSS, owner and general manager of WJIM-TV, Lansing, Mich., is one of the youngest radio and TV station owners in the country. Hal pioneered in Michigan radio by establishing Lansing's first broadcasting station WJIM, 16 years ago, and is back in the pioneer department with WJIM-TV, established this year. The station has a full late afternoon and evening schedule of TV from all four major TV networks, through channel six. After graduating from the University



GROSS

of Michigan, Hal was associated with the Butterfield Theater Corp. During World War II, he served in the U. S. Navy and was instrumental in setting up and administering the Naval Aviation V-5 program with Harry Kipke, in the midwest region. For plans ahead, Hal says that WJIM and WJIM-TV will soon have a modern new building to house the extensive studios, offices and control rooms of the combined operations.



HUGH A. L. HALFF, president and general manager of WOAI and WOAI-TV is a veteran of broadcasting and has been head of the big Texan outlet since 1932. Hugh was born in Victoria, Tex., moving later to San Antonio. He attended Phillips Exeter Academy and Yale University. After graduation, Hugh returned to San Antonio and joined A. B. Frank and Associates, wholesale dry goods firm. He resigned from the company to join the Southern Equipment Co., then owners and



HALFF

operators of WOAI. In 1931 he was transferred to the broadcasting end of the business where he handled local sales first; then came a turn as announcer, following which he served in the continuity department. Later he became program director. With this background, he was appointed gen. mgr. of WOA in 1932. Six years later, Hugh was named president and treasurer of Southland Industries, Inc., new corporate name of the firm owning WOAI.



G. P. HAMANN, general manager of WBRC, AM and TV, Birmingham, Ala., is one of the most progressive young executives in the radio and TV field. His experience in the field dates back to 1929 at which time he served as a wireless operator in the Maritime Service. Gerry has also been associated with Radiomarine Corp. of America, Page and Davis, consultant engineers of Washington, D. C., and has instructed at the University of Alabama, Birmingham Southern College and Howard Col-



HAMANN

lege in Birmingham and has been a station owner. Gerry, a native of New Orleans, was connected with WSMB of that city for a period of eight years prior to joining WBRC in 1940. Before being made general manager of WBRC, AM and TV, he served as technical director for the station and manager of the FM operation. WBRC was the first station in Alabama to apply for a television license and video operations were begun in July 1949 under Gerry's guidance.





WILBUR M. HAVENS, owner and general manager of WMBG, WCOD and WTVR, Richmond, Va., AM, FM and TV, respectively, was born in Richmond and has lived there all his life. Wilbur quickly got a job in the automotive business and by 1922 was able to organize his own automotive electric business. Deciding that a knowledge of commercial law would be a good insurance in business he devoted three years of night study to that subject.



HAVENS

With the advent of radio, Wilbur became the Philco battery distributor and his interest in the medium of radio was aroused. He was granted a license for WMBG which went on the air in 1926 with 15 watts power. Today the station operates with 5,000 watts. WCOD, the FM station, went into operation in 1946, while WTVR, the "South's First Television Station" went on the air in April, 1948. He is married to the former Thelma M. Chewning of Richmond.



JOHN S. HAYES, vice-president and general manager of WTOP and WTOP-TV, came to the CBS Washington, D. C. affiliate after 13 months as executive vice-president of WINX and WINX-FM, the former Washington Post stations. WTOP is now the Washington Post outlet. Prior to his WINX service, John was station manager of WQXR and WQXQ, the New York Times stations, from January, 1946 to January, 1948. During World War II, he directed the American Forces Network in the European Theater. John began his



HAYES

radio career at WIP, Philadelphia, and left his job there as co-ordinator of sales and programming to become assistant to the vice-president of WOR in 1936. He entered the Army in 1941 as aide to the Quartermaster General and quickly rose to a lieutenant-colonelcy where he served as Associate Director of Troop Broadcasting Services under General Eisenhower. John was born in Philadelphia and attended local schools there, graduating from the University of Pennsylvania.



LES JOHNSON, vice-president and general manager of WHBF-TV, Quad Cities, Rock Island, Moline, E. Moline, Ill., and Davenport, Ia., became sports editor of The Argus in Rock Island after graduation from college. Later he became publisher of a weekly newspaper in Aledo, Ill. where he was able to indulge in his favorite sport, golf, but which now he has to take in small doses. Les returned to The Argus as advertising manager and 14 years



JOHNSON

ago assumed the general manager-ship of WHBF. With his newspaper background, he was able to build the station into a preeminent news outlet—a position which he jealously guards despite the added duties of managing WHBF-TV. Les has served two terms as NAB director of the Ninth District, and continues to take an active part in industry affairs. He is one of the founders and vice-president of the Illinois Broadcasters Association.





ERNEST A. LANG, commercial manager of WMAR-TV, The Sunpapers television station in Baltimore, helped pioneer the beginnings of TV in Baltimore, a market with a quarter-million receivers. Ernie helped set up the Baltimore station, three years ago. He joined the parent organization, The Sunpapers in 1940 as an advertising salesman, and when the publishing organization undertook its TV operation, Ernie was promoted to commercial manager. He is a native of Austin,



LANG

Minn., and held various advertising positions in the mid-West, his last previous job before coming to Baltimore, being with Gene Howe's Globe-News in Amarillo, Texas. In his contributions to telecasting, Ernie effected sale of the longest continuously sponsored TV program in the Baltimore-Washington area, the "National Sports Parade," which has been on the air in the two cities since April, 1949. He is in charge of both local and national sales for WMAR-TV.



G. BENNETT LARSON, v-p and general manager of WPIX, N. Y. Daily News-owned video outlet, has been a broadcasting figure for 23 years, having started his career in the crystal-set days of 1927 at KYDL, Salt Lake City. Two years later, he descended on N. Y. to spend five years at NBC producing and directing top-flight radio shows. Between 1934 and 1942, Larson was an exec in the radio departments of Joseph Katz Co., R&R and Y&R—directing



LARSON

and producing programs that starred Milton Berle, Al Jolson, Phil Baker, Eddy Duchin and Morton Downey. At WWDG, Washington, D. C., he was general manager and part owner from 1942 until 1945, when he moved up to a managership at WPEN, Philadelphia. Jumping into TV all-the-way, Larson was named a v-p in charge of video at WCAU-TV in 1947, where he remained until his appointment as manager of WPIX.



PHILIP G. LASKY, vice-president and general manager of KSFO and KPX, San Francisco, was born in Denver where he was prominent as an early wireless "ham" during his school days. In 1923 he traveled the world as a ship radio operator. Later he chased fires and covered the police beat from the Omaha "World-Herald" and wound up on the Denver "Post." From there Phil rejoined KLZ, where he had been briefly before. In 1927, Phil joined KDYL, Salt Lake City, and stayed there for eight years. Phil moved to



LASKY

KTAB as general manager in 1935 and shortly thereafter the station changed its call letters to KSFO. Together with W. I. Dumm, owner of KSFO, Phil bought KROW, Oakland. In 1940, the managing of the two stations became too much for Phil so he decided to devote his whole time to KROW. The station was sold in 1945 and Phil returned to KSFO, at the same time acquiring an interest in KXA, Seattle. KSFO received its CP for a TV station in 1947 and Phil put the station on the air in 1948.





U. A. (JAKE) LATHAM, general manager of WKRC-TV, switched his likable personality over to the field of television in 1949. Known by all his co-workers and fellow tradesmen as "Jake," he has been with WKRC for the past 15 years. Before entering radio he had been a factory representative and sales manager for Cincinnati automobile distributors. "Jake" broke into AM because he sold the manager of WKRC some automobiles in such a quick fashion, he was immediately hired and put



LATHAM

on the sales staff. In 1941, "Jake" was made the local sales manager and three years later became general sales manager. He was appointed general sales manager of the TV station in 1949 and was named manager this year. Shortly after "Jake" became manager, WKRC-TV went into early daytime programming, and almost immediately national spot sales increased 250 per cent and total billing rose 183 per cent. "Jake" attended the University of Cincinnati.



W. R. (BILL) McANDREW, general manager of WRC, WRC-FM & WNBW, the three NBC outlets in Washington, D. C., has met radio and TV problems with the same two-fisted approach that won him his name as a "top newsman" in the nation's capital. Bill is a native Washingtonian and was graduated from Catholic University in 1935. He immediately plunged into newspaper work, beginning on the sports desk of the Washington Times-Herald. Later Bill went with the United



McANDREW

Press and then switched to radio, becoming news editor of the NBC red network's D. C. office. From the latter post Bill joined Broadcasting Magazine as executive news editor and in 1942 he was information director of the Board of Economic Warfare. In 1944 Bill joined WRC as news manager. Since then Bill has held down several posts, each with added responsibilities, and in 1949 was named general manager of the three Washington stations.



THOMAS B. McFADDEN, manager of NBC-TV's owned and operated KNBH, Hollywood, was named to that post on April 6th of this year. Having started at NBC in 1934 as a page, McFadden climbed up through the ranks to become director of news and special events, then assistant-manager and later manager of WNBC and WNBT. He also served as a news writer in the web's N. Y. newsroom and as news broadcaster for WGY, Schenectady, and WRC. Washington, D. C. McFadden en-



McFADDEN

tered the service on Pearl Harbor Day, Dec. 7, 1941, as an ensign in Naval intelligence. When he completed his assignment with the 3rd Naval District Headquarters in New York, he resigned his commission and joined the Army as a private, took flight training and was commissioned in 1942 as a pilot with the rank of second lieutenant. He was a captain when discharged in 1945, and after returning to NBC was named director of news and special events of WNBC in 1946.





IRVING ROBERT ROSENHAUS, president and general manager of WATV, Newark, N. J., entered the broadcasting field with a professional background in education and law. "Irv" graduated from Rutgers University and took his law degree at John Marshall Law College, Jersey City, in 1933. He became an attorney-at-law in the same year and counsellor-at-law of the State of New Jersey in 1937. While at law school, "Irv" taught English at Memorial High School in West New York and since that time has never ceased be-



ROSENHAUS

ing interested in education and the extensive public interest programming of WATV and WAAT is a direct reflection of the convictions which were implanted in his mind during those years of teaching. After a short period of practicing law, "Irv" joined the executive staff of the Bremer Broadcasting Corporation as assistant manager of WAAT. Under his guidance the station soon gained dominance in the North Jersey market. In 1947 the corporation was given a CP for a TV station, and in May, 1948 WATV opened.



COL. B. J. PALMER, Iowa's "Mr. Radio" is, today, supporting TV with all the faith and enthusiasm that he has given to radio for 30 years. He is the owner and operator of WHO, 50,000 watt at Des Moines; WOC, oldest radio station west of the Mississippi, and WOC-TV, Iowa's first television station. Back in 1921, B. J. began radio experimentation in Davenport. The following year he was granted the call letters of WOC, just three months after the original



PALMER

license was granted KDKA. During the early years when radio was viewed as a fad, B. J. showed his faith in the medium, when WOC was ordered to divide time with WHO, by purchasing the latter station from Bankers Life Insurance Company and when the depression was at its worst, he built a costly 50,000-watt station to house the latter outlet. Following his innumerable "firsts" in radio, B. J. has done the same in TV. First station in Iowa; first to serve the Quint-Cities.



JAMES G. RIDDELL, president of WXYZ, nc., ABC O & O outlet in Detroit, was born in Glasgow, Scotland. He came to the U. S. at an early age and after graduation from high school in Detroit he found that radio was the career for him and began at WXYZ as office boy in 1931. Within a year, Jim had a promotion and has held many positions with the station, including traffic manager, sales manager and commercial manager. When WXYZ was sold to ABC in 1942, Jim was



RIDDELL

made general manager of the station. Early this year he was promoted to president. As leader of WXYZ-TV, Jim gave the word to pioneer in afternoon TV with the "Pat'n'Johnny" show which won great acclaim as the first afternoon TV show in Detroit, as well as one of the first in the nation. Not content with this, Jim recently started morning television programming from 7:00 to 10:00. Jim is married and the proud father of two daughters, seven and four years of age.





JULIUS F. SEEBACH, JR., member of the Board and v-p of WOR in charge of radio and television, began his climb at WOR as an announcer in 1925. With the exception of a seven-year period at CBS, and a two-year period in which he was administrative secretary of the Metropolitan Opera Association, Seebach has devoted his entire radio-TV career to WOR and WOR-TV. His positions there have included: assistant program director (1926), director of



SEEBACH

program operations (1935), v-p in charge of programs (1941), and a member of the board of directors (1942). At CBS from 1928-1935, he was successively: a continuity writer, production manager, and director of program operations. Born in 1898, Seebach obtained his A.B. degree at Bucknell, after having interrupted his college education for two years to serve as an ambulance driver with the French during World War I.



HY M. STEED, manager of WLAV-AM-FM-TV, Grand Rapids, Michigan, has been finding some time during the past year and a half to apply his theatrical experience to TV. After deserting a law career in Illinois, Hy joined the Army in 1917, becoming leader of the 54th Field Artillery Band soon after his enlistment. Following the war the maestro chose a group from his military band and toured the vaudeville circuits throughout the United States and Canada. In early 1922 his orchestra located in New York, playing at



STEED

such places as the Strand Roof and the Commodore Hotel. Following a stint with a road show company of the Schuberts, Hy and his group left show business flat for radio at WWJ and a hotel booking in Detroit. He has been in radio ever since, taking on executive duties in 1929 with WMBC in Detroit. In 1940, when Leonard A. Versluis gained a CP for the second station in Grand Rapids, Hy moved across the state to become manager. In 1946, FM was added and in August, 1949, WLAV-TV started operations.



DONALD A. STEWART, general manager of WDTV, Pittsburgh, is a veteran in the comparatively young life of TV. He has been in the medium for twelve years, since New York City's World's Fair days. Don has been associated with the Allen B. DuMont Laboratories, Inc. for the past seven years. For some years Don owned and operated a circuit of motion picture and vaudeville theaters in Tampa, Ft. Myers, Sulphur Springs and Ybor City in Flor-



STEWART

ida. He also owned and managed a circuit of theaters in Montana, Colorado, New Mexico and Texas. Don is a native of Wyoming and served in the armed forces for two years in World War I. In the recent war he directed the operation of 576 16-mm hospital ward motion picture theaters for the American Red Cross. He was general manager of Television and Motion Picture Associates, New York.





R. G. WINNIE, station manager of WTMJ and WTMJ-TV, The Milwaukee Journal stations, is a man who grew up with midwest radio station operations and is repeating the process in TV. Russ has been in broadcasting and with the Milwaukee Journal stations for 23 years and has played an active part in the development of both radio and TV in Milwaukee and Wisconsin. As station manager for the AM and TV outlets, Russ works directly under Walter J. Damm, vice-president and general manager of radio.



WINNIE

In this capacity he supervises and directs the day-by-day operations of both stations, including all program and sales activities. He started as an announcer on WTMJ in 1928, one year after graduation from the University of Wisconsin. In his first summer he broadcast play-by-play sports and kept it up for 18 years, thereby establishing some sort of record. While keeping up his sports broadcasts, Russ advanced from job to job with WTMJ, finally becoming assistant manager, and then station manager in 1946.



KENNETH H. BERKELEY, vice-president and general manager of the Evening Star Broadcasting Co. and its three stations, WMAL, WMAL-FM and WMAL-TV, Washington, D. C., is a native Washingtonian, who has been in the radio business since 1923. Ken has been with WMAL as g.m. since ABC-TV was formed in 1942 and WMAL was separated as the Blue Network from the NBC. Prior to this he was connected with WRC, where he saw service also as general manager. Ken followed the



BERKELEY

tide of TV and in Oct. 1947, WMAL-TV was born. This station holds the distinction of being the first TV outlet, not excepting networks, to announce a 7-nights-a-week schedule. Ken believed that viewers should be served on a regularly scheduled basis, so that after a nighttime program was established WMAL-TV also began daytime programming, and it was the first TV station in the country to broadcast over a high frequency band.



HARRY M. BITNER, JR., president and general manager of WFBM and WFBM-TV, Indianapolis, Ind., is one of those people that can acclimate themselves in any trade. Graduating from Franklin & Marshall College in 1935 as a psychology major, Harry's first big job was as a newspaper reporter and rewrite man for the Baltimore News Post. In 1939 he left this position to join the staff of WFBM as an assistant program director; a year later he was made office man-



BITNER

ager of the station and in 1942 he was promoted to general manager. After 3 years of naval service during the war he returned to WFBM as president and general manager in 1946. Since that time WFBM, Inc. has acquired several smaller stations in Indiana and Michigan. In May of 1949, WFBM, Inc., under Harry's leadership, launched the first TV station in Indiana—WFBM-TV, which serves the entire central Indiana area with top TV programming.





CLARENCE L. DOTY, general manager of WJZ-TV, reports that he has been interested in radio since the early '20's when it was a real thrill to hear anything in the headphones except static. In 1923 he helped design and construct and operate the first voice broadcasting station in Charlestown, W. Virginia. Arriving in N. Y. several years later he studied at NYU and Columbia, majoring in business and advertising. From college he joined the National



DOTY

Advertising Dept. of Scripps-Howard newspapers, where he remained seven years. In Jan., 1942, with a varied background of selling in his wake Chick joined the spot sales division of the Blue Network, but after a year entered the Navy for three years. Returning in 1945 to the Blue Network, which by that time had become ABC, Chick was subsequently made sales manager of WJZ and WJZ-TV, and in 1950 was promoted to general manager of WJZ-TV.



HARRISON M. DUNHAM, general manager of KTTV, Los Angeles, was born in Grand Rapids and moved to California at the age of twelve. He is a "fifth generation" attorney, having taken his law degree at Harvard, following his graduation from the University of California at Los Angeles. Harrison joined the law firm of Elliott & Aberle, upon graduation, and two years later was made a partner. In 1939 the Douglas Aircraft Corporation retained the firm and Harrison was named assistant gen-



DUNHAM

eral counsel to the firm. He resigned in 1942 to become general counsel for the Growers Association, Fresno, and a year later purchased a cannery, resigned from the Growers Associations and founded Northern California Canneries. In 1946, Harrison sold his firm and founded two San Francisco food distribution companies. Three years later he sold one company, liquidated the other and then joined the Los Angeles Times in February, 1949, as assistant general counsel.



C. RICHARD EVANS, general manager of KSL and KSL-TV, Salt Lake City, Utah, joined the station's staff as a technician in 1927 while still in his teens and stayed around to watch it expand its facilities until it has become one of the most popular radio and TV outlets in Utah. During the war Dick took time out to work for the government on an engineering research product at Columbia University, and with William Lodge and William Wright, now engineering heads at CBS, he perfected an anti-submarine weapon, still being



EVANS

used by the U. S. Navy. Returning to Salt Lake City in 1943 Dick became KSL's chief engineer, and later was made assistant general manager of the station in 1948. Several months later he was promoted to general manager of the radio outlet and in 1949 when the station went on the air with TV, Dick also assumed the general manager duties of KSL-TV. He is a member of the Acoustical Society of America, the Institute of Radio Engineers and is on the executive committee of the Utah Society of Professional Engineers.





WILLIAM C. SWARTLEY, station manager of Westinghouse Radio Stations in New England, has under his direction four mediums of radio operation—standard band, frequency modulation, shortwave and television. Bill first joined WBZ and WBZA in the capacity of station manager in 1940, after serving as station manager of the Westinghouse stations WOWO and WGL in Fort Wayne, Ind., for a period of two years. Previously he was employed in the office of the president of Westinghouse Electric and Manu-



SWARTLEY

facturing Company as an administrative assistant. Bill is a graduate of Cornell University with a degree in mechanical engineering and during World War II served with the Ordnance Department, U. S. Army, holding the rank of Major. In his present capacity, Bill oversees the activities of the synchronously-operated stations, WBZ and WBZA; the frequency modulation outlets, WBZ-FM & WBZA-FM; the shortwave station WBOS and New England's first commercial TV station, WBZ-TV.



G. RICHARD SWIFT, general manager of WCBS and WCBS-TV, heads both AM and television station activities in the New York area. He joined CBS in 1932 and has held the titles of: assistant director in network operations, head of popular music for Columbia's program department, assistant program director and account exec in WCBS sales, and program director and assistant general manager of WCBS. He was named general manager of



SWIFT

WCBS-AM in March, '49, and of WCBS-TV in May, '50. As program director of WCBS, Swift developed such shows as Godfrey's early morning programs, Bill Leonard's "This Is New York," and the programs of Phil Cook, Margaret Arlen and Jack Sterling. Known to the trade as "Dick," he's 37 years old and lives in the Morristown area of New Jersey with his wife and three children.



ROBERT DWIGHT SWEZEY, the personable general manager of WDSU (AM-TV-FM), New Orleans, is well known among the top brass of broadcasting—his record boasting such titles as: v-p and gen. mgr. of Mutual from 1944-'48, and as gen. counsel and secretary of the Blue Network (ABC) from 1942-'44. Originally, Swezey's profession was that of attorney at law, having practiced in Boston, New York, and Washington from '32 to '38. The background for his career was gleaned at Har-



SWEZEY

vard (where he obtained his A.B. and L.L.B.), and from his studies at George Washington U., Southeastern U., Columbia, and N.Y.U. A very active participant in the organizations of his profession, Swezey is currently chairman of the TV Committee of the NAB, serving on the Finance Committee and the Business Trends Committee; he's a past prexy of the Radio Execs Club of N. Y. and the 150 v-p of the New Orleans AB Club.





EUGENE S. THOMAS, mgr. of TV operations for WOR-TV, returned to the WOR fold in June, this year, after spending 18 months in Washington, D. C., during which time he brought WOIC from the red to the black in the profit column. Thomas is a director of the NAB, representing the TV industry, and of the AFA. He also served two terms as proxy of the New York Ad Club, and was pres. of the Sales Executives Club. A graduate of George Washington U. and Harvard's grad-



THOMAS

uate school of business, Thomas came up through the ranks of newspaper reporting for the Washington Herald, Washington Daily News, and Washington Star before entering the field of public relations. Prior to joining WOR in 1934, he headed the radio department of H. W. Kastor & Sons, Chicago ad agency. At WOR, he has been successively: director of sales promotion and advertising, ass't sales mgr., sales mgr., and executive committee sec'y.



C. ROBERT THOMPSON, a member of the Radio Pioneers, is general manager of WBEN, Buffalo—AM, FM and TV. Bob entered radio even before he graduated from high school, singing over WAIU, Columbus, Ohio, in 1925. The following year he joined the announcing staff of the station. 1928 found Bob at WCAO, Baltimore, as announcer and musical director and later as program director. In 1931 he and Cliff Harris, now of WIP, Philadelphia, leased WTBO, Cumberland,



THOMPSON

Md., and became co-managers. Returning to Columbus in 1932, Bob served as program director of WCAH (now WBNS) and later became manager of WCOL. Shortly after The Buffalo Evening News acquired WEBR, Bob went there in 1938 to supervise programs and shortly afterwards became station manager. He became assistant manager in charge of sales at WBEN in 1942, becoming manager in 1944, acquiring his new title this year.



CHARLES VANDA, former head of CBS' Hollywood programming for many years, is now vice-president in charge of TV for the WCAU, Philadelphia, stations. In Hollywood, he originated and produced such top radio shows as "Suspense," "Intrigue," and "Stars over Hollywood." In addition Charley produced, wrote and directed most of the super-productions in Hollywood Bowl from 1935 to 1946. During World War II, he chaired the Four-Network Radio Committee; co-pro-



VANDA

duced the "This Is War" series and co-authored the entire plan for the Armed Forces Radio Service. Charley became veep of WCAU-TV in March of this year. Perhaps his biggest contribution to Philadelphia TV to date came in September when WCAU-TV undertook a daily schedule of 17 hours, one of the heaviest program logs on any TV station in the country. Among his other accomplishments, Charley created and originated "The Big Top."





S. S. FOX, president and general manager of KDYL and KDYL-TV, Salt Lake City, Utah, is known throughout the industry as one of the real pioneers of both media. Sid began operation of KDYL when it was the 13th licensed broadcasting station in the country and one of the very few west of the Mississippi. Back in 1938 there was talk of something new called "television." Sid put his ear to the ground and purchased demonstration equipment for use in department stores and at the State Fair, to acquaint the people with



FOX

what they might expect from this new field. Demonstrations were started in Sept., 1939. With World War II blocking progress. Sid ordered full speed ahead, following V-J Day, and KDYL-TV took to the air on April 19, 1948,—the first TV station between St. Louis and Los Angeles to be on the air regularly. Sid's early years of experience in film and show business made him particularly adaptable to TV and the KDYL-TV operations have been characterized with a flair for showmanship.



GAYLE V. GRUBB, general manager of KGO-TV, San Francisco, is one of the nation's honest-to-goodness pioneers of broadcasting. Even during his student days at Nebraska University, Gayle was gearing his future to a successful executive career in the entertainment field. He edited his college paper, wrote stories and cartoons, acted in little theatre plays and organized and led an orchestra. In 1924 his path led to radio, KFAB, Lincoln, Neb., where he was manager, program director, entertainer, stenographer, song writer and jani-



GRUBB

tor. Later in 1928 he joined WKY, Oklahoma City, as g.m. and built that station into one of the top radio properties in the country. His outstanding record of WKY led to his appointment in 1945 by ABC as g.m. of the network-owned KGO in San Francisco. In May, 1949, when ABC opened its TV station, KGO-TV, Gayle found himself once more in a pioneer role. Starting out with a 5-day, 15-hour programming week, KGO-TV is now televising 7 days a week with 60 plus hours of programming.



THAD HOLT, president and treasurer of the Voice of Alabama, Inc., operators of WAPI, WAFM and WAFM-TV, Birmingham, Ala., was born in Sumterville, Ala. After graduation from Colorado College, he entered the advertising and sales work field and remained there for 20 years. Among the companies Thad was associated with were: Fawcett Advertising Agency and the Wofford Oil Company, as advertising and sales manager. He entered the radio field in 1937 with WAPI, Birmingham. In



HOLT

1946 he started the first FM operation in Alabama with WAFM, and opened up Alabama's first TV station in 1949 with WAFM-TV. Well-known in Alabama circles, Thad has served as State Director of FERA, WPA, CWA and the NYA. In addition he was at one time assistant national administrator of the WPA in Washington. Thad, a Phi Beta Kappa, was also at one time vice-president and half owner of Famous Features Syndicate in New York.



• • • 1950 — TV STATION PERSONALITIES — 1951 • • •



STANLEY E. HUBBARD, general mgr. and co-founder of KSTP and KSTP-TV, Minneapolis-St. Paul, Minn., has the distinction of getting in on the ground floor of three of the fastest growing industries of modern times: aviation, radio and TV. While a student at Minnesota, in 1910, he built one of the first amateur radio transmitters in the state. Following World War I service, Stan established Hubbard Field at Louisville. A few months later he organized the first commercial airline in the U. S.



HUBBARD

and laid out their routes still used by airlines today. In 1924, Stan started WAMD in Minneapolis. The station call-letters were changed to KSTP in 1928. In June, 1939, he purchased one of the first television cameras and began experimenting with the medium. On April 27, 1948, KSTP-TV, under Stan's guidance, began full commercial operation, housed in the station's ultra-modern radio city building and the only structure in the area built exclusively for radio-TV production.



RICHARD B. HULL, radio and TV director for WOI, Iowa State College, is a man who has come a long way in a little time. Not only is he responsible for the first educationally owned TV station in the U. S., but currently he is also TV chairman for NAEB and director of Region IV of that group. Dick has served 3 terms as president of the National Association of Educational Broadcasters, and in 1946 and '47 was president of the Iowa Radio News Editors. After graduation from Iowa State in 1938 he served as radio



HULL

specialist for the University of Minnesota's Agricultural Extension Service and worked with WCCO, KSTP, WTCN, and KUOM, all in Minn. At WOI-TV, where he was named director in 1946, Dick has instituted a three-fold policy. First, to give the Ames-Des Moines area a complete network program service; secondly to train limited numbers of students in actual TV station situations and thirdly to conduct continuing programs of research on TV audience impact.



GEORGE S. JOHNSON, general manager and chief engineer for KOB-TV, Albuquerque, N. M., first became interested in radio when he had an opportunity to experiment with a neighbor's wireless set. With passing years this interest grew and in 1922 he had obtained his Amateur Operator's license in San Diego, Calif. In 1928, George graduated from the University of Colorado, and immediately entered the radio department of the General Electric Company in Schenectady, N. Y.,



JOHNSON

where he stayed for three years. In 1932, George left this position to become chief engineer for KOB, where he built the station's first 10 kilowatt transmitter, and installed the first 50 kilowatt transmitter in 1941. When KOB applied for a TV station in 1946 George was made general manager and chief engineer. Today he still retains these duties and is also chief engineer for KOB-AM. He was born in Spokane, Washington on March 16, 1906.





KLAUS LANDSBERG, vice-president of Paramount TV Productions, is certain to figure prominently whenever TV pioneers both in Europe and America are discussed. Though only in his early thirties, Klaus is recognized as one of the leading authorities in the TV fields. He has been actively engaged in this work for over 16 years, and he has started more TV programming trends than any other single individual in the nation. In 1937, Klaus was appointed laboratory engineer and assistant to Dr. Korn, the inventor of picture



LANDSBERG

telegraphy, in Berlin, Germany. Coming to America in 1938, Klaus went to work for Farnsworth TV, Inc., as development engineer and the next year was with NBC. It was during this period that Klaus helped make possible the first public demonstration of TV at the World's Fair. After working with DuMont laboratories he was sent to Hollywood to organize W6XYZ, the Paramount Picture TV station in 1941. This TV outlet was on the air 5 years on an experimental basis before it became KTLA.



H. P. LASKER, general manager of WLW-D, Dayton, Ohio, was born and educated in Europe. His first job was working in transportation advertising in France and England, which gave him the experience needed to take on the duties of director of transportation advertising for WLW, when he came to this country. Pete held that post for the Crosley interests for ten years before being appointed sales manager for the TV outlet in Dayton. A little over a year ago he was appointed to his



LASKER

present post. Pete is a devotee of sports and is a leader at the many staff parties on the skating rinks, swimming pools and tennis courts. "The harder you work the body," Pete says, "the harder you can work the mind." While he was born and educated abroad, Pete is constantly crusading for directness of speech and action in the true American tradition and believes the job's the thing. Recently his program director asked Pete to appear on a three-city newscast, during the height of an ice-storm, on skates—and Pete did.



JAMES LEONARD, general manager of WLW-C, Columbus, Ohio, laid the groundwork for his career in radio through his association with the University of Florida's station, WRUF, as announcer, producer and sportscaster in 1934. Two years after his graduation Jim joined the staff of WLW in Columbus, and the combination was so good it's lasted all this time. At WLW, Jim became one of the station's outstanding stars, gaining national recognition through his announcing, singing, MC work,



LEONARD

and participation on various dramatic programs. In 1944, he accepted the position of program director of WSAI also a part of the Crosley Corporation, and during this time he also taught special radio courses at Cincinnati's College of Music, and was instrumental in the development of new talent in that city. In accepting the position of general manager of WLW-C in 1949, Jim assumed the responsibility of establishing Columbus' first TV station and has made it pay off.





CECIL D. MASTIN, general manager of WNBC and WNBC-TV, Binghamton, N. Y., was born in Fairport, N. Y. He entered Syracuse University to study law but after two years he left to pursue the study of voice in New York. He produced a vaudeville act, Mastin and Melvin, and gained theatrical experience from about five years with three different acts which he wrote and produced. "Cec" went to Binghamton in 1915 and established a successful voice studio there. In addition to his teaching, "Cec" instituted several concert courses and



MASTIN

founded the Binghamton Civic Music Series in 1926, and also founded the Binghamton Choral Society. With business experience gained as a partner in a local music store, "Cec" became program director of WNBC in 1929. When the station was bought by the Wiley B. Jones Advertising Agency in 1932, he became general manager. In 1942, FM was added and "Cec," who had been active in early development of FM, added WNBC-FM to his chores. WNBC-TV was launched on Dec. 1, 1949.



JOHN McCORMICK, general manager of WTAM-WNBK, Cleveland, Ohio, is a prime example of a man who eats, breathes and sleeps television. His introduction to this industry began in 1929 when he joined the staff of radio station WGBS in N. Y. as an announcer. Since that time he has been connected with practically every phase of radio and TV with the possible exception of engineering. He was named program director, WGBS, and remained with them when the station came under the Hearst banner and changed its



McCORMICK

call letters to WINS. In 1934 John became program and production manager at WKRC, Cincinnati, and manager in 1936. In 1938 he transferred to WCCO, manager, and in Feb. 1940, he was called to NBC to serve with their Chicago network sales division. John has also seen service as radio director of the Republican National Committee under Herbert Brownell in Washington, D. C. from Feb. 1945 until May 1946, at which time he returned to NBC sales in Chicago. John came to WTAM-WNBK in 1948.



JOHN M. OUTLER, Jr. was born in Metcalf, Ga., and after attending local schools was graduated from Young Harris College and later from Emory College. John's first job was classified advertising manager of the Augusta Herald. In 1916 he joined the Atlanta Journal staff, handling real estate advertising from 1916 until he enlisted in the Army in 1917. John returned to the Journal in 1919 as automobile editor—a position he held until 1926 when he became manager of the paper's Roto Advertising Department. John entered ra-



OUTLER

dio as business manager of WSB in 1930 and became general manager in 1944. With the inauguration of TV in 1948 he assumed the double duties of general manager of both the AM and TV operations. As manager of the South's largest radio station and first TV outlet, John has been a spokesman for local station TV interests and particularly for local programming in the medium. He has been a member of the Standards of Practice Committee of the NAB as well as chairman of the Sales Manager's Executive Committee.





ARDEN X. PANGBORN, newly appointed general manager of WOAI and WOAI-TV, San Antonio, Texas, entered the radio field back in 1940 when he left his post as managing editor of the Portland "Oregonian" to assume managership of KGW and, KEX, the then Red and Blue outlets in the Northwest city. A sports writer at 18, he gave up his job with the "Oregonian" to work his way through the University of Oregon and returned to the paper in 1929.



He became managing editor in 1938 and during his newspaper years also wrote for the pulps. The next year "Pang" entered the radio field and within twelve months was elected Pacific Coast representative on the first NBC planning and advisory committee. Later, "Pang" returned to his post of managing editor of the "Oregonian," a position he held until his recent appointment to the general managership of the AM and TV outlets of Southland Industries, Inc.

PANGBORN



W. D. ROGERS, JR., vice-president and general manager of KEYL-TV, San Antonio, Texas, has been prominent in Southwest advertising circles for many years. He was formerly general sales and advertising manager of the Coca-Cola Bottling Co. of West Texas, and served as president of the Lubbock Advertising Club and the Lubbock Sales Executives Club. Active also in the Lions Club, Dub is past director of the Lubbock Lions Club, recognized as the



largest in the nation and the fourth largest in the world. During World War II, he served in the Air Force for three years until his discharge. Moving to San Antonio in Feb., 1950, he assumed active management of KEYL which was then still under construction. At a meeting in Chicago, Jan., 1951, he was elected to the TV board of directors of KEYL. He is an alumnus of Baylor University, and a member of the Masonic Lodge.

ROGERS, JR.



LEE RUWITCH, vice-president and general manager of WTVJ, Miami, was born in Escanaba, Michigan. He has been associated with the station since August, 1948, when the WTVJ was still in the construction stage. At the time, Lee was rounding out his second year as executive assistant to Col. Mitchell Wollson, co-founder of the station. Following his graduation from the University of Minnesota, Lee was associated with Joseph Ruwich & Sons Department Store in Norway, Michigan.



During the war he served three-and-a-half years in the Navy, mostly in the South Pacific, emerging as a Lieutenant. During the past year, Lee has traveled thousands of miles visiting other TV operations to secure first-hand information and to study personnel and operating methods of both large and small outlets. As a result, WTVJ has grown in stature during the year. Lee was named general manager of the station in 1949 and in January, 1950, he was elevated to vice-president.

RUWITCH





OWEN SADDLER, general manager of KMTV, Omaha, Neb., can look back upon colorful diversified career whenever he wants to. He has been an English Instructor at two universities, a newspaper reporter, and has spent three years in the legal department of E. . Du Pont de Nemours & Co. Add to this 13 years in radio and TV with the May Broadcasting Co., and you find a well-assimilated man. His first experience with radio came in 1938 when he was still working for his Ph.D. at Northwest



SADDLER

tern U. At that time he met the late Earl May, founder of KMA and a radio pioneer, who lured him to the station in 1938. Owen became assistant to the president and, in 1945, became general manager. He has carried over into TV all the enthusiasm he has developed working in radio. He has managed KMTV since its inception in Omaha, Sept. 1, 1949, and at present many TV executives consider KMTV as a model TV operation.



FRANK P. SCHREIBER, manager and treasurer of WGN, Inc., operators of WGN, WGNB and WGN-TV, has been with the parent Tribune Company for thirty years. During this period he has taken an active and important part in the growth of WGN to a place of prominence in the mid-west AM field and has guided the development of WGN-TV in the television field. Frank joined the Tribune in 1918 as a sports writer. In 1926 he was named assistant sports editor and by 1928 was made assistant



SCHREIBER

general purchasing agent. Three years later he joined WGN as director of public relations. In 1940, Frank was named station manager. He has more than a professional interest in WGN's network, Mutual. In fact, Frank feels more like a parent of the network since he was present at the birth of the web in 1936 when WGN formed the Quality Network, which, a short time later, became Mutual. Frank is a native Chicagoan, graduate of Northwestern University, and a red-hot sports fan.



VICTOR A. SHOLIS, vice-president and director of WHAS and WHAS-TV, Louisville, Ky., was born in Scotland of Lithuanian parents. After this novel beginning he came to Chicago and in 1929 became a U. S. citizen through the naturalization of his father. Attending the University of Illinois he graduated summa cum laude in 1931 with a B.S. degree in journalism. In 1934 he joined the Chicago Daily Times, where he became political editor. He served in this capacity until 1939 when he became a special assistant to Secretary



SHOLIS

of Commerce Harry Hopkins. He resigned from the Dept. of Commerce and became a director of the Clear Channel Broadcasting Service in Washington in 1941. After serving three years in the Army he returned to CCBS, but resigned in 1947 to accept the post of director at WHAS. At this 50,000-watt clear-channel station he has set a pace for outstanding local and public service programming, and recently became the second Kentuckian ever to receive the American Cancer Society's award for meritorious service.





FRANKLIN SNYDER, vice-president and station manager of WXEL, Cleveland, was born in Pittsburgh. After graduation from the Carnegie Institute of Technology, where he majored in architecture, he joined the Jones & Laughlin Steel Corporation in the construction engineering department. In 1938, Frank and several of his friends formed the Quality Laboratories, a company engaged in the manufacture and sale of drugs and cosmetics. This organization lasted five years and Frank went on to the Dravo Corporation, a ship-



SNYDER

building firm. In 1944, he transferred to the Magnetic Metals Co., where he served in a sales position. At the conclusion of the war the firm converted to the manufacturing of radio and TV parts. As a result of his business contacts, he became friendly with Herbert Mayer, president of Empire Coil Co., who was in the process of developing a TV station in Cleveland. Resigning from Magnetic Metal in 1949, Frank helped construct and organize WXEL and finally assumed active management.



HARRY L. STONE, general manager of KPHO and KPHO-TV, Phoenix, Arizona, is a veteran of 27 years in the radio business. A believer in the idea that network programs need not originate in New York, Chicago or Los Angeles, Harry set about finding a format early in life that would warrant national recognition. Out of one of his brainstormings came "Grand Ole Opry," still a top Hooper show coast-to-coast. Harry also has to his credit such talent discoveries as Eddy Arnold, Roy Acuff, Minnie Pearl and Ernest Tubbs, and was in-



STONE

strumental in giving Dinah Shore her first start. Though he is far from being a songwriter by trade he recently collaborated with a friend and produced "Chattanooga Shoe-shine Boy" which swept the nation. Formerly vice-president and general manager of WSM and WSM-TV, Nashville, Tenn., he assumed the general managership of KPOH-AM-TV this past year. Harry's main objective appears to be the creation of local live shows for both radio and TV worthy of local acclaim, and produced for national recognition.



KENNETH W. STOWMAN, television sales manager of WFIL-TV, Philadelphia, is a veteran of 25 years in the broadcasting field. He joined the WFIL staff in 1945 as assistant to the general manager, following three and a half years with the U. S. Navy. Before assuming his present position in 1948, Ken directed WFIL-TV operations for more than a year, beginning in February, 1947. During this period the station went on the air for the first time. In the mid-twenties. Ken left a job as radio editor of a Philadelphia newspaper



STOWMAN

to join the staff of a local radio station. Since then he has been associated with the medium, except for his Navy hitch. While in the service he was a lieutenant on the staff of Rear Admiral C. E. Rosendahl, chief of the Naval Airship Training Command at Lakehurst, N. J. Ken studied business administration at Temple University before entering on his career and is a member of the Poor Richard Club and the 50 Club, as well as a board member of T & A of Philadelphia.





HARRY BANNISTER, general manager of WWJ, Detroit, has AM, FM as well as TV activities under his guidance. Harry entered radio in 1931 as a salesman for WMBC in the Motor City. Later he went with WJR and in 1933 he joined WWJ as a salesman. Harry became sales manager for the station in 1935 and was appointed general manager in 1941. He is a former member of the board of directors of the NAB and is a member of the Stations Planning and Advisory Committee of NBC.



BANNISTER

Before entering radio, Harry was associated with E. I. duPont de Nemours and with Brewer Co. He also did a five-year stint with the American Druggist syndicate. In all jobs he was in sales or sales supervizing. On the more personal side, Harry, at his own admittance, is the best gin rummy player and worst crap shooter in radio or TV. He also admits that he plays a violent game of croquet every week-end, in sun, snow, sleet or ice.



P. A. SUGG, vice-president of the WKY Radiophone Company and manager of WKY and WKY-TV, Oklahoma City, Okla., became interested in radio back in 1920 when the medium was still a gadget, and has been in it ever since. In 1929 he entered commercial radio with KPO, San Francisco, and two years later moved to NBC where he served as control supervisor in charge of technical network operations. A Navy reservist, Bud was called to active duty in 1940, and had a major role



SUGG

in the development of radar during the war. He served aboard the U.S.S. California, and later was on the staff of Adm. Nimitz, commander of the Pacific Fleet. Released from active duty in 1945 he became manager of WKY on Jan. 1, 1946, and divided his attention between management of the AM station and direction of preparations for the advent of TV in Oklahoma. WKY-TV went on the air commercially June 6, 1949, with a weekly schedule of about 15 hours of programming.



HAAN J. TYLER, manager of KFI-TV, Los Angeles, Calif., became interested in the radio field because of an old hobby, quartet singing, which had placed him before the microphone for over 5 years with the Edgewater Four around Chicago. He started as a partner in the Broadcasting Checking Bureau, which ceased to exist as broadcasting facilities increased and became more dependable. In 1934 he joined the John H. Dunham Company as an account executive, handling such



TYLER

accounts as O'Henry Candy Bars, Crackerjacks and Campfire Marshmallows. Moving to the coast in 1939 he opened an office for Free & Peters, radio representatives in L. A., and a year later became commercial mgr. of KSFO. Early in 1943, Haan moved to Earle C. Anthony, Inc., as account executive for KFI. In 1947 he became sales manager for KFI, and the following year was promoted to program director and coordinator of TV, and finally manager of KFI-TV in Oct., 1948.





TELEVISION STATIONS

Station Index



Alphabetically Listed
by States, Cities and Call Letters



Personnel



Facilities



Licensee

NINETEEN FIFTY-ONE



Index Of The TELEVISION STATIONS Of The United States

Station	City—State	Page	Station	City—State	Page
KDYI-TV	Salt Lake City, Utah	1116	WHBF-TV	Rock Island, Ill.	1101
KECA-TV	Hollywood, Cal.	1091	WHEN	Syracuse, N. Y.	1108
KEYL	San Antonio, Tex.	1115	WHIO-TV	Dayton, O.	1111
KFI-TV	Los Angeles, Cal.	1093	WICU	Erie, Pa.	1113
KFMB-TV	San Diego, Cal.	1095	WIAC-TV	Johnstown, Pa.	1113
KGO-TV	San Francisco, Cal.	1095	WJAR-TV	Providence, R. I.	1114
KING-TV	Seattle, Wash.	1117	WJBK-TV	Detroit, Mich.	1104
KLAC-TV	Hollywood, Cal.	1093	WJIM-TV	Lansing, Mich.	1104
KMTV	Omaha, Neb.	1105	WJZ-TV	New York, N. Y.	1107
KNBH	Hollywood, Cal.	1093	WKRC-TV	Cincinnati, O.	1109
KOB-TV	Albuquerque, N. M.	1106	WKTU	Utica, N. Y.	1108
KOTV	Tulsa, Okla.	1111	WKY-TV	Oklahoma City, Okla.	1111
KPHO-TV	Phoenix, Ariz.	1091	WKZO-TV	Kalamazoo, Mich.	1104
KPIX	San Francisco, Cal.	1095	WLAV-TV	Grand Rapids, Mich.	1104
KPRC-TV	Houston, Tex.	1115	WLW-C	Columbus, O.	1110
KRLD-TV	Dallas, Tex.	1115	WLW-D	Dayton, O.	1111
KRON-TV	San Francisco, Cal.	1095	WLWT	Cincinnati, O.	1109
KSD-TV	St. Louis, Mo.	1105	WMAL-TV	Washington, D. C.	1096
KSL-TV	Salt Lake City, Utah	1116	WMAR-TV	Baltimore, Md.	1103
KSTP-TV	St. Paul-Minneapolis, Minn.	1105	WMBR-TV	Jacksonville, Fla.	1097
KTLA	Los Angeles, Cal.	1095	WMCT	Memphis, Tenn.	1114
KTSL	Hollywood, Cal.	1093	WNAC-TV	Boston, Mass.	1103
KTIV	Los Angeles, Cal.	1093	WNEF-TV	Binghamton, N. Y.	1106
WAAM-TV	Baltimore, Md.	1103	WNBK	Cleveland, O.	1110
WABD	New York, N. Y.	1107	WNBTV	New York, N. Y.	1107
WAFM-TV	Birmingham, Ala.	1091	WNBW	Washington, D. C.	1096
WAGA-TV	Atlanta, Ga.	1098	WNBQ	Chicago, Ill.	1099
WATV	Newark, N. J.	1106	WNHC-TV	New Haven, Conn.	1096
WAVE-TV	Louisville, Ky.	1102	WOAI-TV	San Antonio, Tex.	1116
WBAL-TV	Baltimore, Md.	1103	WOC-TV	Davenport, Iowa	1101
WBAP-TV	Ft. Worth, Tex.	1115	WOI-TV	Ames, Iowa	1101
WBEN-TV	Buffalo, N. Y.	1106	WOR-TV	New York, N. Y.	1107
WBKB	Chicago, Ill.	1099	WOW-TV	Omaha, Neb.	1106
WBNS-TV	Columbus, O.	1110	WPIX	New York, N. Y.	1108
WBRC-TV	Birmingham, Ala.	1091	WPTZ	Philadelphia, Pa.	1113
WBTU	Charlottesville, N. C.	1109	WRGB	Schenectady, N. Y.	1108
WBZ-TV	Boston, Mass.	1103	WSAZ-TV	Huntington, W. Va.	1117
WCAU-TV	Philadelphia, Pa.	1113	WSB-TV	Atlanta, Ga.	1099
WCBS-TV	New York, N. Y.	1107	WSM-TV	Nashville, Tenn.	1114
WCPO-TV	Cincinnati, O.	1109	WSPD-TV	Toledo, O.	1111
WDAF-TV	Kansas City, Mo.	1105	WSYR-TV	Syracuse, N. Y.	1108
WDEL-TV	Wilmington, Del.	1096	WTAR-TV	Norfolk, Va.	1116
WDSU-TV	New Orleans, La.	1102	WTCN-TV	Minneapolis, Minn.	1105
WDTV	Pittsburgh, Pa.	1114	WTMJ-TV	Milwaukee, Wis.	1117
WENR-TV	Chicago, Ill.	1099	WTOP-TV	Washington, D. C.	1096
WEWS	Cleveland, O.	1110	WTTG	Washington, D. C.	1097
WFAA-TV	Dallas, Tex.	1115	WTTV	Bloomington, Ind.	1101
WFBM-TV	Indianapolis, Ind.	1101	WTVJ	Miami, Fla.	1098
WFIL-TV	Philadelphia, Pa.	1114	WTVN	Columbus, O.	1111
WFMY-TV	Greensboro, N. C.	1109	WTVR	Richmond, Va.	1116
WGAL-TV	Lancaster, Pa.	1113	WWJ-TV	Detroit, Mich.	1104
WGN-TV	Chicago, Ill.	1099	WXEL	Cleveland, O.	1110
WHAM-TV	Rochester, N. Y.	1108	WXYZ-TV	Detroit, Mich.	1104
WHAS-TV	Louisville, Ky.	1102			

TV STATIONS

1950—1951

The following list of Television Stations reveals that 107 stations are operating in 63 markets. This is an increase of six stations over the 101 stations operating in 59 cities last year. The total number of TV sets in use as of April 1, 1951, was 12,171,500.

ALABAMA

WAFM-TV

BIRMINGHAM—1949—ABC-CBS
PARAMOUNT

Channel: 13.....AP: 13.6 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.....98 hours weekly
News Service.....INS
Representative.....Radio Sales
Membership.....NARTB
Ch. of the Board.....Ed Norton
Pres., Gen. Mgr.....Thad Holt
Sta. Mgr., Pgm. Dir.....Lionel F. Baxter
Commercial Manager.....C. P. Persons, Jr.
Film Production.....Burt McKee, Jr.
Chief Engineers...Jimmy Evans, N. H. Hurley
Manager of Operations.....E. H. Mitchell
Consulting Engr.....A. D. Ring & Co.

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.....63 hrs. weekly
News Service.....AP, INS
Representative.....Paul H. Raymer Co.
Membership.....NARTB
President.....Eloise Smith Hanna
General Manager.....G. P. Hamann
Commercial Manager.....Don D. Campbell
Program Director.....M. D. Smith
Promotion Director.....John Orr
Dir. or News & Special Events.DavenportSmith
Production Manager.....W. D. Smith
Publicity Director.....John Orr
Dir. of Remotes.....Millard Almon
Chief Engineer.....G. P. Hamann

ARIZONA

KPHO-TV

PHOENIX—1949—
ABC-CBS-NBC-DuM

Channel: 5.....AP: 8.7 Kw.....VP: 17.5 Kw.
Owned-Oper. By.....Phoenix Television, Inc.
Studio Address.....631 North First Ave.
Phone Number.....4-7367
Transmitter Location.....618 North Central
Air Time.....70 hrs. weekly
News Service.....INS
Representative.....Petry & Co.
Pres. & Gen. Mgr.....John C. Mullins
Sta. Mgr. & Prog. Dir.....Ronald C. Oxford
Commercial Mgr.....Gil Lee
Dir. of News & Spec. Events.....Art Sprinkle
Chief Engineer.....George L. McClanathan

CALIFORNIA

KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7.....AP: 15 Kw.....VP: 30 Kw.
Owned-Oper. By...American Bcastg Co., Inc.
Business-Studio Address.....ABC-TV Center
Phone Number.....NOrmandy 3-3311
Transmitter Location.....Mt. Wilson
Air time.....73 hours weekly
News Service.....AP, INS, UP
Representative.....ABC Spot Sales
President.....Robert E. Kintner (ABC)
General Manager.....F. Samuels
Station Manager.....Richard Moore
Commercial Manager...William K. McDaniel
Program Director.....John I. Edwards
Promotion Director.....John Hansen
Dir. of News and Special Events
James T. Vandiveer
Production Manager.....E. Carlton Winckler



KTTV

Television

Southern Californians depend on KTTV for news, sports and outstanding television entertainment every day.

KTTV now occupies Hollywood's newest, most compact motion picture lot—facilities which mean better production, bigger audiences.

KTTV

Los Angeles Times Television

Publicity Director.....Jerry Ross
 Film Editor.....George Boggs
 Director of Remotes.....James T. Vandiveer
 Chief Engineer.....P. G. Caldwell
 Consulting Engineer.....Kear & Kennedy

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.....Atop Mt. Wilson
 Air Time.....96 hours weekly
 News Service.....INS, UP
 Representative.....Katz Agency Inc.
 President.....Dorothy Schiff
 Exec. V.P., Gen. Sta. 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 Film, Remotes.....Fred Henry
 Chief Engineer.....Robert W. Conner
 Consulting Engr....Craven, Lohnes & Culver

KNBH

HOLLYWOOD—1949—NBC

Channel: 4.....Ap: 8 Kw....VP: 15 Kw.
 Owned-Oper. By...National Broadcasting Co.
 Business-Studio Address.....1500 N. Vine St.
 Phone Number.....Hollywood 9-6161
 Transmitter Location.....Mt. Wilson
 Air Time.....75 hours weekly
 News Service.....AP, INS, UP
 Representative.....NBC Spot Sale
 General Manager.....Thomas B. McFadden
 Commercial Manager.....Donald A. Norman
 Program Director.....Robert V. Brown
 Promotion Director.....Richard Eisinger
 Dir. of News & Spec. Events...Roger Sprague
 Production Manager.....Edward H. Sobol
 Publicity Director.....Robert Pelgram
 Film Director.....Robert Guggenheim
 Director of Remotes.....A. V. Cole
 Chief Engineer.....Robert W. Clark

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

KTTV

LOS ANGELES—1949—CBS

Channel: 11...AP: 16.6 Kw....VP: 30.9 Kw.
 Owned-Oper. By.....KTTV, Inc.
 Business Address.....5746 Sunset Blvd.
 Phone Number.....HUdson 2-7111
 Transmitter Location.....Mt. Wilson
 Air Time.....76½ hours weekly
 News Service.....AP
 Representative.....Radio Sales
 President.....Norman Chandler
 General Manager.....Harrison M. Dunham
 Commercial Manager.....Frank G. King
 Program Director.....Robert Purcell
 Prom., Pub. Dir.....John R. Vrba
 Dir. of News and Special Events...Bob Breckner
 Production Manager.....Charles Koons
 Film Director.....Tom Corradine
 Director of Remotes.....Bob Breckner
 Chief Engineer.....Joseph Conn
 Consulting Engineer.....Caven, Lohnes and
 Culver, Washington, D. C.

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, NARTB
 Station Manager.....H. I. Tyler
 Program Director.....Kenneth Higgins
 Commercial Manager.....John Bradley

CHANNEL
5

KTLA

THE BEST ADVERTISING BUY IN LOS ANGELES

HOOPER TELEVISION AUDIENCE INDEX

DEC 1950 - JANUARY 1951 SHARE OF TELEVISION AUDIENCE

TIME	TV SETS. IN USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	25.3	9.8	9.8	17.8	15.6	36.1 ★	-	10.7	0.3
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	13.9	4.9	3.8	9.4	1.7	60.8 ★	1.7	17.0	0.7
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	50.3	16.8	5.7	9.7	15.9	33.3 ★	7.4	11.1	0.1

877,421 TV Receivers in Los Angeles (recd. January 1, 1951.)



KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363
Eastern Sales Office • 1501 Broadway, New York 18 • BRYANT 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

K T L A

LOS ANGELES—1947

Channel: 5.....AP: 15 Kk.....Vp: 30 Kw.
 Owned-Oper. Paramaunt 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
 Gen. Mgr. & V-P, Paramount

T-V Prods.....Klaus Landsberg
 Commercial Manager.....Harry Maynard
 Senior 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

K F M B - T V

**SAN DIEGO—1949—ABC-CBS-NBC
 DUMONT**

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
 Transmitter Location.....Mount Soledad
 Air Time.....80 hours weekly
 Representative.....Branham
 News Service.....AP, INS
 Membership.....NARTB
 President, General Manager...Jack O. Gross
 Commercial Manager.....William Edholm
 Prog. Dir., Dir. of Remotes...Alvin Flanagan
 Prom., Pub. Dir.....Neil Morgan
 Prod. Mgr.....Bill Fox
 Chief Engineer.....Thornton Chew
 Consulting Engineer.....George Davis

K G O - T V

SAN FRANCISCO—1949—ABC

Channel: 7.....AP: 13 Kw.....VP: 27 Kw.
 Owned-Oper. By.....American Bcstg. Co.
 Business Address.....155 Montgomery St.
 Phone Number.....Exbrook 2-6544
 Transmitter Location..Mt. Sutro, ABC TV Ctr.
 Air Time.....60 hours weekly
 News Service.....AP, INS, UP
 Representative.....ABC Spot Sales
 President (ABC).....Robert E. Kintner

Gen., Sta. Mgr.....Gayle V. Grubb
 Commercial Manager.....Vincent Francis
 Program Director.....Bloyce Wright
 Promotion Director.....Maury Baker
 Dir. of News and Spe. Events...Vic Reed
 Production Manager.....Russell Baker
 Publicity Director.....Maury Baker
 Film Director.....Phyllis Towner
 Director of Remotes.....Bill Hollenbeck
 Chief Engineer.....A. E. Evans
 Consulting Engineer....Keary & Kennedy

K P I X

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

Channel: 5.....AP: 15.4 Kw.....VP: 29.9 Kw.
 Owned-Oper. By.....KPIX, Inc.
 Bus. Studio Address.....Mark Hopkins Hotel
 Phone Number.....EXbrook 2-4567
 Trans. Location.....Roof, Mark Hopkins Hotel
 Air Time.....53 hours weekly
 News Service.....INS, UP
 Representative.....Katz
 Membership.....NARTB
 President.....Wesley I. Dumm
 V.P., Gen. Mgr.....Philip G. Lasky
 V.P.—Sales.....Colin Selph
 Commercial Manager.....Lou Simon
 Program Director.....Sanford Spillman
 Promotion Dir.....Kay Mulvihill
 Dir. News & Spec. Events...Forrester Mashbir
 Film Director.....Tom Stanford
 Technical Director.....A. E. Towne
 Consulting Engineer Universal Research Labs

K R O N - T V

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.....70 hours weekly
 News Service.....AP
 Representative.....Free and Peters
 Membership.....NARTB
 General Manager.....Charles Thieriot
 Director of Television.....Harold P. See
 Sales Director.....Norman Louvau
 Program Director.....Patric Crafton
 Promotion Director.....Don Knight
 Dir. of News and Spe. Events...A. H. Constant
 Publicity Director.....Dave Ohman
 Chief Engineer.....R. A. Isberg
 Film Director.....B. Kotrich

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 6-9826
 Transmitter Location Gaylord Mt.
 Air Time 91 hours weekly
 News Service AP, INS
 Representative Katz
 Membership NARTB
 President Patrick J. Goode
 Sec.-Treas. Aldo De Dominicis
 Station Manager James T. Milne
 Commercial Manager Vincent J. Callanan
 Prod. Mgr., Progr. Dir. David K. Harris
 Dir. of News & Spec. Events
 Publicity Director Marion Hosko
 Dir. of Rem., Chf. Engr. Vincent DeLaurentis

DELAWARE

WDEL-TV

WILMINGTON—1949—NBC-DuM

Channel: 7 AP: 5 Kw. VP: 1 Kw.
 Owned-Oper. By WDEL, Inc.
 Business-Studio Address 10th & King Sts.
 Air Time 58 hours weekly
 Phone Number 7268
 Transmitter Location New Castle County
 News Service UP
 Representative Meeker
 Membership NARTB
 Station Executive Clair R. McCollough
 Station Manager J. Gorman Walsh
 National Sales Manager J. Robert Gulick
 Program Director James Adshead
 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
 Transmitter Campus American Univ.
 Air Time 65 hours weekly
 Newspaper Affiliation The Evening Star
 Representative ABC Spot Sales
 Membership NARTB
 News Service AP, INS, UP
 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
 Film Director Charles Bloomquist
 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
 Membership TBA, NARTB
 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 Sandefor
 Program Manager Ralph Burgin
 Sales Prom. Mgr. Tom Geoghegan
 Publicity Manager Walter Jay Royen

WTOP-TV

WASHINGTON—1949—CBS

Channel: 9 AP: 14.4 Kw. VP: 27.3 Kw.
 Owned-Oper. By The Washington Post
 Business Address Warner Building

Always More
on
Channel Four

W

N

B

W



WASHINGTON

U. S. TV STATIONS

Phone Number.....Me. 3200
Transmitter Location.....40th & Brandywine
Transmitter Location....40th and Brandywine
St., N.W.
Air Time.....100 hours weekly
Newspaper Affiliation.....Washington Post
News Service.....AP
Membership.....NARTB
General Manager.....John Hayes
Commercial Manager.....George Hartford
Progr. Prod. Director.....E. I. Halbert
News, Pub. & Prom. Director..Cody Pianstiehl
Production Manager.....E. I. Halbert
Film Director.....C. D. Dyatt
Chief Engineer.....L. A. Wilkinson

WTTG

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. Burleson

FLORIDA

WMBR-TV

JACKSONVILLE—1949
ABC-CBS-NBC-DuM

Channel: 4...AP: 7.4 Kw....VP: 14.8 Kw.
Owned-Operated By.....Florida Bcstg. Co.
Business Address.....B. O. Box 5187
Phone Number.....9-4477
Transmitter Location.....Southampton & Vine
Air Time.....84 hours weekly
News Service.....UP
Representative.....Avery-Knodel
President.....Frank King
Gen., Sta. Mgr.....Glenn Marshall, Jr.
Program Director.....Bernie Adams
Prod. Mgr.....John Sever
Chief Engineer.....Ernest Vordermark
Consulting Engineer.....Andrew Ring

WTVJ

MIAMI—1948—ABC-CBS-NBC-DuM

Channel: 4 AP: 1.1 Kw. VP: 2.2 Kw.
 Owned-Oper. By Wometco Theatres
 Business-Studio Address 17 3rd St., N.W.
 Transmitter Location Everglades Hotel
 Air Time 76½ hours weekly
 News Service UP
 Representative Free & Peters
 President Mitchell Wolfson
 V.P., Gen., Sta. Mgr. Lee Ruwitch
 Commercial Manager John S. Allen
 Pgm. Dir., Dir. of News & Spec. Events
 Clyde H. Lucas
 Pub. & Promotion Director Lyn Morrow
 Film Director Labe B. Mell
 Dir. of News & Special Events Ralph Renick
 Program Coordinator John A. Shay
 Chief Engineer Earl W. Lewis

GEORGIA

WAGA-TV

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 71½ hours weekly
 News Service AP
 Representative Katz
 President George B. Storer
 General Manager James E. Bailey
 Sta. Mgr. Geo. B. Storer, Jr.
 Commercial Manager John W. Collins, Jr.
 Program Director William R. Terry
 Promotion Director Lidie Lee
 Production Manager M. Sidney Lasher
 Publicity Director N. A. Cannon
 Chief Engineer Paul B. Cram
 Consulting Engineer A. Earl Cullum, Jr.

exclusive coverage of south florida's gold coast

**NBC - CBS -
 ABC - DUMONT**

*Represented by
 FREE & PETERS, INC.*

WTVJ

channel 4
 MIAMI

17 N. W. 3rd ST., MIAMI, FLORIDA

WSB-TV

ATLANTA—1948—ABC-NBC

Channel: 8... AP: 12:5 Kw... VP: 23.8 Kw.
 Owned-Oper. By... The Atlanta Newspapers, Inc.
 Address 1801 W. Peachtree
 Phone Number..... Atwood 3827
 Air Time 90 hours weekly
 Newspaper Affiliations... Atlanta Newsp., Inc.
 News Service..... UP
 Representative Petry
 Membership NARTB
 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 Toolson
 Publicity Director..... Wayne Anderson
 Film Director..... Jean Hendrix
 Chief Engineer..... C. F. Daugherty

ILLINOIS

WBKB

CHICAGO—1940—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..... 112 hours weekly
 News Service..... UP, INS
 Representative Weed
 Membership TBA
 General Manager..... John H. Mitchell
 Comptroller..... Mathew E. Vieracker
 Program Manager..... S. C. Quinlan
 Dir. of News & Spec. Events... Ulmer Turner
 Publicity Director..... John Davis
 Production Manager..... William Ryan
 Film Director..... George Rice
 Dir. of Remotes..... Phil Ruskin
 Chief Engineer..... William P. Kusack

WENR-TV

CHICAGO—1948—ABC

Channel: 7... AP: 2.4 Kw... VP: 4.35 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..... 77¼ hours weekly

News Service..... AP, INS, UP
 Representative..... ABC Spot Sales
 Membership NARTB
 V.P. in Chg..... John H. Norton, Jr.
 General Manager..... James Sturton
 Sta., Comm. Mgr..... Roy McLaughlin
 Program Director..... Fred Killian
 Promotion Director..... Dean D. Linger
 Dir. of News & Spec. Events... Cornelius O'Dea
 Publicity Director..... Elliott Henry
 Film Director..... Polly Thompson
 Chief Engineer..... Edward C. Horstman

WGN-TV

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
 Transmitter Location... Tribune Tower
 Air Time..... 100 hours weekly
 Newspaper Affiliation... Chicago Tribune
 News Service..... AP, UP
 Representative..... Keenan & Eickelberg
 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 News..... Spencer Allen
 Facilities Manager..... George F. Petterson
 Promotion Director..... Charles A. Wilson
 Publicity Director..... James Hanlon
 Film Director..... Elizabeth Bain
 Director of Remotes..... Donald Cook
 Chief Engineer..... Carl J. Meyers

(See Page 1100)

WNBQ

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..... 82 hours weekly
 News Service..... AP, INS, UP
 Representative..... NBC Spot Sales
 Membership NARTB
 President of NBC..... Joseph McConnell
 V.P. & Gen. Mgr..... I. E. Showerman
 Station Manager..... Jules Herbuveaux
 Commercial Manager..... John J. McPartlin
 Program Director..... Arthur Jacobson
 Promotion Director..... John Keys
 Dir. of News & Spec. Events... William B. Ray
 Publicity Director..... Jack Ryan
 Film Director..... Isabel Cooney
 Chief Engineer..... Howard C. Luttgens

Daytime Television Gets Results

(on WGN-TV, that is)

Since WGN-TV first blazed the way in Chicago television with regularly scheduled daytime programs, advertisers' result stories have been streaming in:

One daytime sponsor says, "We experienced a considerable increase in our Chicago volume right from the start—33⅓%. Our sales are still climbing and are now 50% ahead of last year."

An agency writes that WGN-TV delivered the highest mail response of any of the 28 stations carrying their program. The mail count was higher than either New York or Los Angeles, both of whom currently have more television sets than Chicago.

These are just two of the many daytime result stories on WGN-TV. If you want results for your products—you need WGN-TV in Chicago.

As one advertiser wrote, "I only wish there were fifty WGN-TVs in this country."



The Chicago Tribune Television Station