

OFFICIAL F. C. C. TV ALLOCATIONS

SIXTH REPORT

AND

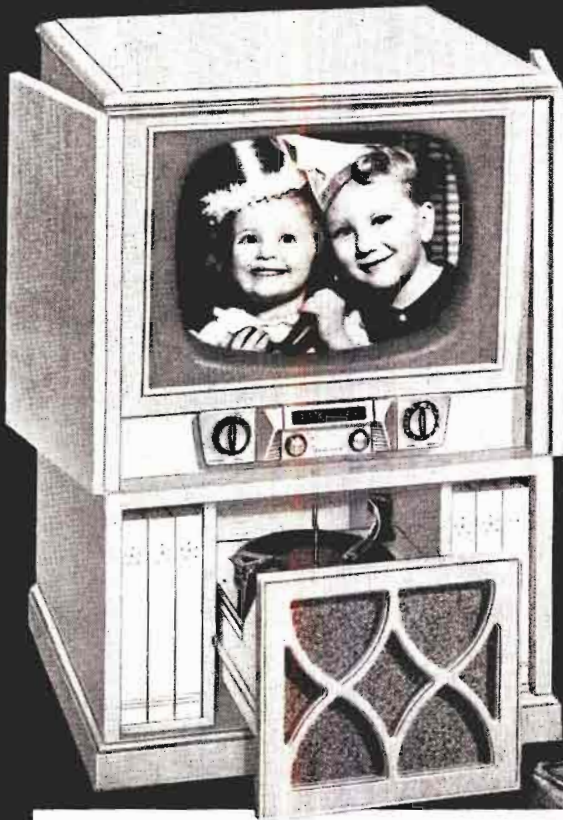
ORDER

ON

TELEVISION



*A Summary of TV
Report and Allocations
in VHF and UHF Bands
released on April 14, 1952*



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TV FREEZE LIFTED

By FCC Report and Order

IN a momentous decision, the most important in the history of the Federal Communications Commission, the FCC on April 14 unshackled television by issuing its Sixth Report and Order setting forth channel allocations in both the VHF and UHF bands and defining procedure. The FCC action marks the lifting of the TV freeze and sets in motion plans for orderly expansion of television throughout the United States and its possessions.

The voluminous report, covering 500 typewritten pages, documents, 2,053 channel assignments in 1,291 communities with 242 UHF channels being allotted to non-commercial educational stations. Thirty-two existing stations are given

Your TV Question Answered

As a service to readers of RADIO-TELEVISION DAILY who are interested in the TV allocations for any specific market, the Service Department of this publication is prepared to furnish you quotations from the FCC Report and Order as it relates to any specified market. Address your inquiry to TV SERVICE EDITOR, RADIO-TELEVISION DAILY, 1501 Broadway, New York, N. Y.

changes of frequency and stations are placed in a single class with three geographic zones.

It is a complete documentation of commission TV actions from the day the proceedings were instituted on May 6, 1948, until the lifting of the freeze. Section by section the report deals with the amendment of Section 3.606 of the commission's rules and regulations; amendment of the commission's rules and regulations and engineering standards concerning television broadcast service and the utilization of frequencies in the band 470 to 890 mcs., for television broadcasting.

In announcing the report it is revealed that Commissioner Robert Bartley did not participate; Commissioner Edward M. Webster concurred; Commissioner Frieda B. Hennock concurred in part and dissented in part and Commissioner Robert F. Jones wrote a dissenting opinion.

Anticipating an unprecedented number of applications for new television stations as a result of the lifting of the freeze, the commission has announced a temporary processing procedure. Desirous of making television service available to the greatest number of people in the shortest period of time, the FCC has set up separate processing lines for different cate-

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gories of applications. These categories have been set upon the basis of the present lack of television service in the communities from which they are filed. Non-commercial educational television station applications will be processed separately beginning July 1.

Processing Procedure

The first applications to be processed will be those arising out of final determinations made by the commission with respect to presently operating television stations whose channel assignments will be changed as a result of the orders to show cause set forth in the commission's third notice, since the implementing of these changes will affect the orderly implementation of the Table of Assignments. These applications will be processed beginning with the effective date of the new rules.

When the commission completes the processing of the applications from the orders to show cause, two processing lines will be established to operate concurrently. The operation of these lines will not begin before July 1, in order to allow a reasonable period for filing new applications and amending those on file, the commission stated.

Will Favor Larger Cities

One line will process applications for new television stations in cities presently receiving service. Within the group in the first processing line, the cities for which applications are filed will be taken in the order of their populations, so that the largest concentrations of population now receiving no service will be handled first.

Five separate groupings have been arranged for the second processing line. The first two of these groups give precedence to the UHF service, where either no VHF channels (excluding non-commercial educational channels) are assigned on all VHF channels (excluding noncommercial educational channels) are already occupied.

Processing Explained

Explaining the processing procedure, the FCC order stated:

"Since all existing stations are in the VHF band, and all present receivers require at least some modification to receive stations in the UHF band, this precedence will help enable the younger service to

start first, a matter of great importance to the development of the assignment pattern provided in the Table of Assignments."

The three remaining groups provide, in order, for cities with one service, but no local station, for cities with one service from two or more stations, thus carrying out the principle of making service available first to cities now receiving none, and then making available a local service before other cities are provided with multiple services.

A separate processing line will be set up by the commission to handle application to modify construction permits granted after July 1, 1952, petitions for reconsideration of actions taken with respect to applications for new television stations, and petitions for waiver of hearings of these applications, all to be processed as filed.

Basis of Allocations Outlined

Basis of the Table of Assignments is set forth in the commission's assignment principle where "... endeavored to meet the twofold objective to provide television service, as far as possible to all people of the United States and to provide a fair, efficient and equitable distribution of television broadcast stations to the several states and communities."

With this as the objective, the commission set up priorities as follows:

Priority No. 1: To provide at least one television service to all parts of the country.

Priority No. 2: To provide each community with at least one television broadcast station.

Priority No. 3: To provide a choice of at least two television services to all parts of the United States.

Priority No. 4: To provide each community with at least two television broadcast stations.

Priority No. 5: Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of each community, the geographical location of such community, and the number of television services available to such community from television stations located in other communities.

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With the above priorities set up, the commission made it known that no single mechanical formula was used in setting up the Table of Assignments, but that geographic, economic and population conditions were the principal factors for assignment of channels. In making the assignments the commission said that UHF channels were coordinated with and made complementary to the VHF assignment plan. The commission's report also states "If all VHF and UHF channels are utilized, there should be few, if any, people of the United States residing beyond the areas of television service. Provision has been made for at least one assignment to over 1,250 communities and it has attempted, where possible, to provide each community with at least two assignments."

DuMont Plan Noted

The report stated that the Allen B. DuMont Laboratories, Inc., was the only party to the proceedings to submit a national television assignment as an alternative to that contained in the commission's Third Notice, and after going into the DuMont proposal at length, the commission found that the principles of assignment which DuMont advocates were inadequate in that those principles did not recognize specifically the need to provide an equitable apportionment of channels among the separate states and communities and "did not provide adequately for the educational needs of the primarily educational centers."

Notice was also taken of the CBS proposal of views "generally similar to those of DuMont in respect to the need for providing additional commercial VHF stations in key economic areas."

As defense, the commission's report said that the Joint Committee on Educational Television alleged that the commission's priorities were deficient in not specifically recognizing non-commercial educational TV and urged that an additional priority be established between Priority No. 3 and Priority No. 4 reading as follows: To provide a non-commercial educational television service to all parts of the United States by the reservation of frequencies for this purpose.

One interesting aspect of the re-

port on the use of channels is that the commission has made specific assignments to the particular cities and communities on Channels 2 through 65. The commission stated: "Channels 66 to 78 or 83 were designated as flexibility channels and no specific assignments to individual cities or communities were made on these channels. It was provided in the Third Notice that persons desiring to file an application for a station in a community which (1) is not listed in the Table of Assignments and (2) is not eligible for an assignment, without the necessity of rule making proceedings might file an application for a station on one of the flexibility channels without further rule making. It was provided, however, that stations on flexibility channels could not be applied for, in this manner, in a community assigned a channel in the Table or which was otherwise eligible for such an assignment without further rule making under the 15-mile rule."

Interesting Changes

Some interesting changes and allocations are revealed in the Table of Assignments. New York City, for example receiving two UHF assignments, one for non-commercial educational use and bringing the city's total number of stations to eight. Chicago, on the other hand, will have a total of ten stations. In New Jersey, Andover, Camden, Freehold, Hammonton and Montclair have been added to the Table. Denver, long the isolated market, will receive a total of six stations, one non-commercial. Detroit, originally slated for seven stations, will have only five from the Table, all commercial, while Windsor, Ont. remains unchanged with two stations.

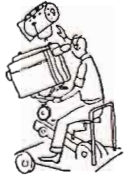
Among other cities to be added include Calumet and Coldwater, Michigan, Clemson, S. C., Adams, Chilton, Park Falls and Shell Lake, Wisconsin.

Three geographic zones are set up under the order in the United States and territories and possessions, and channels have been set up in accordance with mileage separations for each zone. Co-channel assignment separations of 170 miles for VHF and 155 miles for UHF have been established for zone I,



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DICK BOYELL



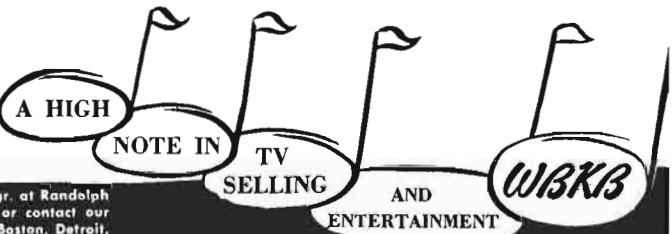
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Northeast U. S., 190 miles and 175 miles for zone II, which includes the territories and possessions and the entire middle portion of the U. S., the lower Atlantic states and most of the Gulf states, and zone III, 220 and 205 miles, in the Southeast U. S.

At the same time, the order amends and recodifies the commission's rules governing TV broadcast stations, and amends the standards of good engineering practice concerning TV broadcast stations to reflect the commission's decisions in these proceedings.

The order calls for a revised application form (FCC form 301) for new stations or changes in existing stations. Applications currently on file with the commission, including 171 applications now removed from hearing status, must be amended; otherwise, the commission says threateningly, such applications will be dismissed. Applications must specify a channel assigned.

Opinions Noted

Three FCC commissioners have written varying opinions on this decision bringing to an end the three-and-one-half year "freeze" on new TV stations. Robert F. Jones, dissenting from the majority opinion, wrote more than four thousand words, supporting his argument, while E. M. Webster issued an opinion concurring with the majority. Frieda B. Hennock's opinion was both for and against.

In his opinion, Jones contended that: "... this firm, fixed and final allocation plan pretends to keep the large city broadcasters from squatting on the best television channels to the exclusion of the small city. . . .

"Actually, if you attribute all the selfishness charged against them in the commission's decision, broadcasters could have done little more on an application basis, without an allocation plan, to carve out an advantage to the detriment of the smaller cities. . . .

"The general rules and standards, and to a greater extent the city-to-city allocation plan actually exclude VHF channels from the smaller cities unless there happens to be no larger city within artillery range to put them in. This is justified on the basis that VHF covers

wider areas than UHF, and that the larger cities can serve the rural population. So the general standards are drafted to the advantage of the largest cities to accomplish this basic purpose with VHF channels.

Shrinks VHF Channels

"This policy literally shrinks the 12 VHF channels of the spectrum . . . to the equivalent of 4 in the Northeast part of the U. S. and other areas like it. This occurs because the bigger you make any station's coverage the wider you have to space stations. The wider you space stations the lesser number of times you can use the channel in the entire country.

"The commission has pretended that these high power, antenna heights, and wider VHF spacings actually give more service to the rural areas. In fact, the contrary is true. In the Northeastern U. S. and other areas like it, 148 per cent more rural and city area could get a grade A service and 59 per cent more could get grade B service if the 250 mile median spacing (between stations operating on the same channel) is cut in half when 500 foot antennas are used and cut one-third when 1,000 foot antennas are used.

"The commission has made 10 kw maximum power for VHF channels 2 to 6, and 316 kw for VHF channels 7 to 13 roughly three times the low band VHF power) and made 2,000 foot antenna heights the maximum except in . . . (Northeastern U. S.) where 1,000 feet is maximum. These are the values which have to be used by broadcasters everywhere (from New York City to Goldfield, Nevada—population 336) to make the commission's plan even approach degraded efficiency. This means that there is a million-dollar entry fee for every broadcaster to guarantee the commission plan's efficiency. If broadcasters from small towns (VHF was given to the largest cities and UHF generally to the smaller cities to fill in the gaps not covered by VHF) are to contribute to efficiency, they had better study astronomy to figure up their balance sheets and buy lots of red ink. . . ."

Continuing, Jones said, "Now sound UHF station commercializa-

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tion is handicapped economically and technically by 17 million VHF-only receiving sets. Any prospective UHF broadcaster is not only handicapped where UHF and VHF are intermixed, but also in areas where UHF is not used to supplement the inefficient assignment of VHF channels.

Denies Local Television

" . . . The purpose of the allocation plan now being adopted by the commission is to create a nationwide competitive television system, but the effect of the plan is to deny local television to cities not included in the table. Once the table is established and construction permits are granted, followed by licenses and operation on the channels assigned . . . the commission will not be able to dislocate such licenses to make another plan more efficient without litigation ensuing between such licensees and the commission.

"The entire philosophy of providing the standard service area for all cities based upon a service area satisfactory to the largest city in the table exposes some absurd results," Jones said. "For example, the commission concluded that 'the geographical distribution of people and cities of the U. S. does not lend itself to a simple rule for spacing of stations' which will protect the interference free service area of each channel. Yet the commission has adopted just such a simple rule that it condemns as the sole criteria for assignment of channels and refusal to assign channels to cities throughout the nation."

Commissioner E. M. Webster issued a concurring opinion on the matter. After noting that when the Third Notice of Further Proposed Rule Making was issued on March 22, 1951, he stated in a separate opinion that he believed the reservation of channels for non-commercial educational TV stations was warranted only upon a showing that here was a reasonable probability that, if such reservation were made, the channels would be utilized in the reasonably near future.

In his opinion Commissioner Webster said he felt a vast major-

ity of the representatives of educational institutions had little concept of costs and practical problems involved in the construction and operation of a TV station, and that when brought face-to-face with practicalities they might find the economic hurdle difficult, if not impossible to surmount.

One of the considerations which enabled him to accept the reservation of channels, Webster said, is the fact that in event the educators fail in their efforts, the commission, at any time it considers it in the public interest to do so, can reconsider its decision and through rule making proceedings, assign idle educational channels for commercial purposes and also possibly promulgate rules requiring other than non-commercial educational stations to provide adequate educational programs. He also noted that after one year any party is at liberty to petition the commission for rule making proceedings looking toward the commercialization of any or all educational channels lying fallow at the time.

Hennock Opinion

In an opinion concurring in part and dissenting in part Commissioner Frieda B. Hennock said that with reference to the educational reservations of the Sixth Report and Order, she concurred in the decision insofar as it adopts the principle of reserving channels for educational purposes and insofar as it assigns specific channels for such purposes. She dissented, however, from the decision insofar as it fails to make a more adequate and proper provision for education.

Referring to the commission's experience with FM where the set problem was so crucial, Commissioner Hennock said that it was clear that practical economic considerations cannot be left largely to chance in the establishment of a new service. She was referring to the increases in station power and antenna height in VHF and UHF.

Further, Commissioner Hennock stated, she felt the commission should have adopted its proposal from the Third Notice to give a substantial preference in the unassigned "flexibility" channels to cities without TV assignments.

OFFICIAL FCC TV ALLOCATIONS

ALABAMA

	Channel No.
Andalusia	29
Anniston	37
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	10
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 8, *42, 48
Montgomery	12, 20, *26, 32
Opelika	22
Selma	58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*7

ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	1, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

ARKANSAS

Arkadelphia	34
Batesville	30
Benton	40
Blytheville	64, 74
Camden	50
Conway	49
El Dorado	10, 26
Fayetteville	*13, 41
Forest City	22
Fort Smith	5, *16, 22

Channel No.

Harrison	24
Helena	51
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	44
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	33
El Centro	16
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34
Modesto	14
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Petaluma	56
Port Chicago	15
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 28
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco	
Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	41, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42
Tulare	27
Ukiah	18
Visalia	43, 49
Watsonville	22
Yreka City	11
Yuba City	52

COLORADO

Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Loveland	38
Longmont	32
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

CONNECTICUT

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 50
New London	26, 81
Norwalk (see Stamford)	
Norwich	67, *63
Stamford-Norwalk	27
Waterbury	53

DELAWARE

Dover	40
Wilmington	12, 53, *59

DISTRICT OF COLUMBIA

Washington	4, 5, 7, 9, 20, *26
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FLORIDA

Belle Glade	25
Bradenton	28
Clearwater	32
Daytona Beach	2
De Land	44
Fort Lauderdale	17, 23
Fort Myers	11
Fort Pierce	19
Gainesville	4, *7, 12, 30, 36
Jacksonville	4, *7, 12, 30, 36
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lake Wales	14
Leesburg	26
Marianna	17
Miami	*2, 4, 7, 10, 27, 33
Ocala	15
Orlando	6, 9, 18, *24
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21

GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35

	Channel No.
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	16
Fitzgerald	23
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	13, *41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	20
Tifton	14
Thomasville	6, 27
Tooeva	35
Valdosta	37
Vidalia	26
Waycross	16

IDAHO

Blackfoot	33
Boise	*4, 7, 9
Burley	15
Caldwell	2
Coeur d'Alene	12
Emmett	26
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moosew	*15
Nampa	6, 12
Payette	14
Pocatello	6, 16
Preston	41
Rexburg	27
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20

ILLINOIS

Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24
Carbondale	34, *61
Centralia	32, 50
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23
De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
ML Vernon	38
Olney	16
Pekin	49
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, *26
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

INDIANA

Anderson	61
Angola	15
Bedford	39
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	31, *27, 33
Gary	50, *66
Hammond	56
Indianapolis	6, 8, 13, *29, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63
Vincennes	44
Washington	60

IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	46
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	29
Otwein	28

	Channel No.
Oskaloosa	52
Ottumwa	15
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22
Webster City	27

KANSAS

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	31
Great Bend	2, 28
Hays	7, 20
Hutchinson	12, 18
Independence	20
Iola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

KENTUCKY

Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	36
Hazard	19
Hopkinsville	20
Lexington	27, 33
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	49
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43
Pikeville	14
Princeton	45
Richmond	60
Somerset	22
Winchester	37

LOUISIANA

Abbeville	42
Alexandria	5, 62

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Bastrop	53
Baton Rouge	10, 28, *34, 40
Bogalusa	39
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	51
Houma	30
Jackson	18
Jennings	48
Lafayette	38, 67
Lake Charles	7, *19, 25
Minden	30
Monroe	8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	*2, 4, 6, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

MAINE

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

MARYLAND

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 30
Cambridge	22
Cumberland	17
Frederick	62
Hagerstown	52
Salisbury	16

MASSACHUSETTS

Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	40, 46
Greenfield	42
Holyoke (see Springfield)	
Lawrence	38
Lowell	32
New Bedford	28, 34
North Adams	15
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

MICHIGAN

Alma	41
Alpena	9, 30
Ann Arbor	20, *26

	Channel No.
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	66
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	12
Ironwood	31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	5, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	24
Brainerd	12
Cloquet	44
Cookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatoma	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Willmar	31
Winona	61
Worthington	32

MISSISSIPPI

Biloxi	13, *44, 50
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* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	28
Cornith	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	38
University	*20
Vicksburg	41
West Point	8, 56
Yazoo City	49

MISSOURI

Cape Girardeau	12, 18
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	14, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monnett	14
Nevada	18
Poplar Bluff	15
Rolla	31
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Glendive	18
Great Falls	3, 5, *23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16

	Channel No.
Miles City	3, *6, 21
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

NEBRASKA

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Grand Island	11, 21
Freemont	52
Hastings	5, 27
Kearney	13, 19
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
Norfolk	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

NEW HAMPSHIRE

Berlin	26
Claremont	37
Concord	27
Durham	*11
Hanover	*21
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	19
Rochester	51

NEW JERSEY

Andover	*69
Ashbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	*80
Frehold	*74
Hammonton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

NEW MEXICO

	Channel No.
Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	20
Lovington	27
Portales	22
Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

NEW YORK

Albany-Schenectady-Troy	6, *17, 23, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59
Cortland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39
Gloversville	29
Hornell	50
Ithaca	*14, 20
Jamestown	58
Kingston	66
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-Niagara Falls)	
Ogdensburg	24
Olean	54
Oneonta	62
Oswego	31
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake	18
Schenectady (also see Albany)	35
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, 19, *25
Watertown	48

NORTH CAROLINA

Ahoskie	53
Albemarle	20
Ashville	13, *56, 62
Burlington	63
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46
Elizabeth City	31
Fayetteville	18
Gastonia	48

Channel No.

Goldsboro	34
Greensboro	2, *51, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30
High Point	15
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	5, *22, 28
Roanoke Rapids	30
Rocky Mount	50
Salisbury	53
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	6, 29, *35
Wilson	56
Winston-Salem	12, 26, *32

NORTH DAKOTA

Bismarck	5, 12, 18, *24
Bottineau	16
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 13, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	23
Minot	*6, 10, 13
New Rockford	20
Rugby	38
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

OHIO

Akron	49, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *16, 22
Defiance	43
Findlay	53
Gallipolis	18
Hamilton-Middletown	65
Lancaster	28
Lima	35, 41
Lorain	31
Mansfield	36
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	46, 52
Steubenville (see Wheeling, W. Va.)	
Tiffin	47

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OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Toledo	11, 13, *30
Warren	21
Youngstown	27, 33, 73
Zanesville	50

OKLAHOMA

Ada	50
Allus	36
Alva	30
Anadarko	58
Ardmore	55
Bartlesville	62
Blackwell	51
Chickasha	64
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	12, 15
El Reno	56
Enid	5, 21, *27
Frederick	44
Guthrie	48
Guymon	20
Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *28, 34
McAlester	47
Miami	58
Muskogee	8, *45, 66
Norman	31, *37
Oklahoma City	4, 9, *13, 19, 25
Okmulgee	26
Pauls Valley	61
Ponea City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	53
Stillwater	29, *69
Tulsa	2, 6, *11, 17, 23
Vinita	28
Woodward	8

OREGON

Albany	55
Ashland	14
Astoria	30
Baker	37
Bend	15
Burns	16
Corvallis	*7, 49
Eugene	*9, 13, 20, 26
Grants Pass	30
Klamath Falls	2
La Grande	13
Lebanon	43
McMinnville	46
Medford	4, 5
North Bend	16
Pendleton	28
Portland	6, 8, *10, 12, 21, 27
Roseburg	28
Salem	3, *18, 24
Springfield	37
The Dalles	32

PENNSYLVANIA

Allentown	39, 45
Altoona	10, 19, 25
Bethlehem	51
Bradford	48
Butler	43
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42

	Channel No.
Erie	12, 35, *41, 66
Harrisburg	27, 33, 71
Hazleton	63
Johnstown	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	38
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	55, 61
Scranton	16, 22, 73
Sharon	39
State College	*44
Sunbury	65
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

RHODE ISLAND

Providence	10, 12, 16, *22
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SOUTH CAROLINA

Aiken	54
Anderson	58
Camden	14
Charleston	2, 5, *13
Clemson	*68
Columbia	10, *19, 25, 67
Conway	23
Florence	8
Georgetown	27
Greenville	4, 23, *29
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	37
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17
Sumter	47
Union	65

SOUTH DAKOTA

Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 20
Mobridge	37
Pierre	6, 10, *22
Rapid City	7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41
Watertown	3, 35
Winner	18
Yankton	17

TENNESSEE

Athens	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Covington	19
Dyersburg	46
Elizabethton	40
Fayetteville	27
Gallatin	48
Harriman	67
Humboldt	25
Jackson	9, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 5, 8, 30, 36
Oak Ridge	32
Paris	51
Pulaski	44
Shelbyville	62
Springfield	42
Tullahoma	65
Union City	55

TEXAS

Abilene	9, 33
Alice	34
Alpine	12
Amarillo	*2, 4, 7, 10
Athens	25
Austin	7, 18, 24, *30
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4, 5

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20
Corpus Christi	6, 10, *16, 22
Corsicana	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	46
Fort Stockton	22
Fort Worth	5, 10, 20, *26
Gainesville	49

	Channel No.
Galveston	11, 35, 41, *47
Gonzales	64
Greenville	62
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	8, 13, *15
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 26
Lufkin	9, 46
McAllen	20
McKinney	65
Marfa	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38
Mission	14
Monahans	9
Mount Pleasant	35
Nacodoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearsall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	6, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19
Uvalde	20
Vernon	18
Victoria	19
Waco	11, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville-Harlingen-Weslaco)	
Wichita Falls	3, 6, *16, 22

UTAH

Brigham	36
Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6

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OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Provo	11, 22, *28
Richfield	13
St. George	18
Salt Lake City	2, 4, 5, *7, 20, 26
Tooele	44
Vernal	3

VERMONT

Bennington	33
Brattleboro	58
Burlington	*16, 22
Montpelier	3, 40
Newport	46
Rutland	49
St. Albans	34
St. Johnsbury	30

VIRGINIA

Blacksburg	*60
Bristol (see Bristol, Tenn.)	
Charlottesville	*45, 64
Covington	44
Danville	24
Emporia	25
Farmville	19
Fredericksburg	47
Front Royal	39
Harrisonburg	3, 34
Lexington	54
Lynchburg	13, 16
Marion	50
Martinsville	35
Newport News (see Norfolk- Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth- Newport News (also see Norfolk-Portsmouth)	3, 10, 15, *21, 33
Norton	52
Petersburg	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth- Newport News)	
Pulaski	37
Richmond	6, 12, *23, 29
Roanoke	7, 10, 27, *33
South Boston	14
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12, 18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick- Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview	33
Olympia	60
Omak-Okanogan	*35
Okanogan (see Omak)	
Pasco (also see Kennewick- Richland-Pasco)	19
Port Angeles	16
Pullman	*10, 24
Richland (also see Kennewick- Richland-Pasco)	31

	Channel No.
Seattle	4, 5, 7, *9, 20, 26
Spokane	2, 4, 6, *7
Tacoma	11, 13, *56, 62
Walla Walla	5, 8, *22
Wenatchee	*45, 55
Yakima	23, 29, *47

WEST VIRGINIA

Beekley	6, 21
Bluefield	41
Charleston	8, *43, 49
Clarksburg	12, 22
Elkins	40
Fairmont	35
Hinton	31
Huntington	3, 13, *53
Logan	23
Martinsburg	58
Morantown	*24
Parkersburg	15
Welch	25
Weston	32
Wheeling (also see Wheeling- Steubenville, Ohio)	*57
Wheeling-Steubenville, Ohio	7, 9, 51
Williamson	17

WISCONSIN

Adams	*58
Appleton	42
Ashland	15
Beaver Dam	37
Beloit	57
Chilton	*24
Eau Claire	13, *19, 25
Fond du Lac	54
Green Bay	2, 6
Janesville	63
Kenosha	61
La Crosse	8, *32, 38
Madison	3, *21, 27, 33
Manitowish	65
Marinette	11, 32, *38
Milwaukee	4, *10, 12, 19, 25, 31
Oshkosh	48
Park Falls	*18
Portage	17
Prairie du Chien	54
Racine	49, 55
Rhinclander	22
Rice Lake	21
Richland Center	15, *66
Sheboygan	59
Shell Lake	*30
Sparta	50
Stevens Point	20, 26
Sturgeon Bay	44
Superior (see Duluth, Minn.)	
Wausau	7, 16, *46
Wisconsin Rapids	14

WYOMING

Buffalo	29
Casper	2, 6
Cheyenne	3, 5
Cody	24
Douglas	14
Evanston	14
Gillette	31
Green River	16
Greybull	40
Lander	17
Laramie	*8, 18
Lovell	36
Lusk	19
Newcastle	28
Powell	30
Rawlins	11

* Denotes Channel reservation for non-commercial educational use.

OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Riverton	10
Rock Springs	13
Sheridan	9, 12
Thermopolis	15
Torrington	27
Wheatland	24
Worldand	34

U. S. TERRITORIES AND POSSESSIONS

ALASKA

Anchorage	2, *7, 11, 13
Fairbanks	2, 4, 7, *9, 11, 13
Juneau	*3, 8, 10
Ketchikan	2, 4, *9
Seward	4, 9
Sitka	13

HAWAIIAN ISLANDS

	Channel No.
Lihue, Kauai	3, *8, 10, 12
Honolulu, Oahu	2, 4, *7, 9, 11, 13
Wailuku, Maui	3, 8, *10, 12
Hilo, Hawaii	2, *4, 7, 9, 11, 13

PUERTO RICO

Arecibo	13
Caguas	11
Mayaguez	3, 5
Ponce	7, 9
San Juan	2, 4, *6

VIRGIN ISLANDS

Christiansted	8
Charlotte Amalie	10, 12

* Denotes Channel reservation for non-commercial educational use.

The following table compiled by the Associated Press on April 14, shows, state by state, the number of television stations now on the air, the total possible under channel allocations and the number of applications awaiting action:

State	Now in Operation	Channels Assigned	Pending Applications	State	Now in Operation	Channels Assigned	Pending Applications
Alabama	2	45	7	New Hampshire	0	13	1
Arizona	1	30	5	New Jersey	1	15	5
Arkansas	0	38	5	New Mexico	1	38	3
California	11	87	35	New York	13	60	21
Colorado	0	40	9	North Carolina	2	51	16
Connecticut	1	16	7	North Dakota	0	33	2
District of Columbia	4	6	0	Ohio	12	59	22
Delaware	1	4	1	Oklahoma	2	55	12
Florida	2	58	19	Oregon	0	33	5
Georgia	3	54	9	Pennsylvania	7	58	36
Idaho	0	28	4	Rhode Island	1	4	1
Illinois	5	60	16	South Carolina	0	29	9
Indiana	2	48	15	South Dakota	0	30	1
Iowa	2	59	16	Tennessee	2	53	18
Kansas	0	49	7	Texas	6	179	62
Kentucky	2	34	4	Utah	2	22	5
Louisiana	1	42	12	Vermont	0	10	0
Maine	0	29	6	Virginia	2	39	15
Maryland	3	12	3	Washington	1	48	9
Michigan	6	70	10	West Virginia	1	25	10
Massachusetts	2	23	16	Wisconsin	1	51	15
Minnesota	2	48	13	Wyoming	0	27	3
Mississippi	0	39	5	Alaska	0	19	0
Missouri	2	54	17	Hawaii	0	20	0
Montana	0	40	2	Puerto Rico	0	9	0
Nebraska	2	34	4	Virgin Islands	0	3	0
Nevada	0	22	3	Totals	108	2,053	521

TV COVERAGE MAPS

— Present —

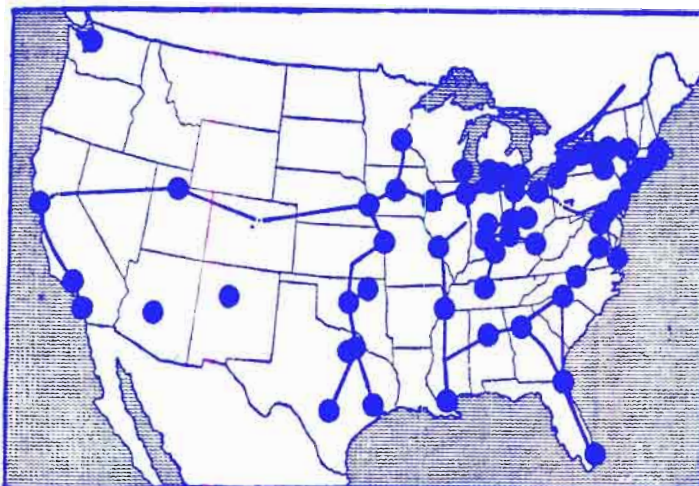
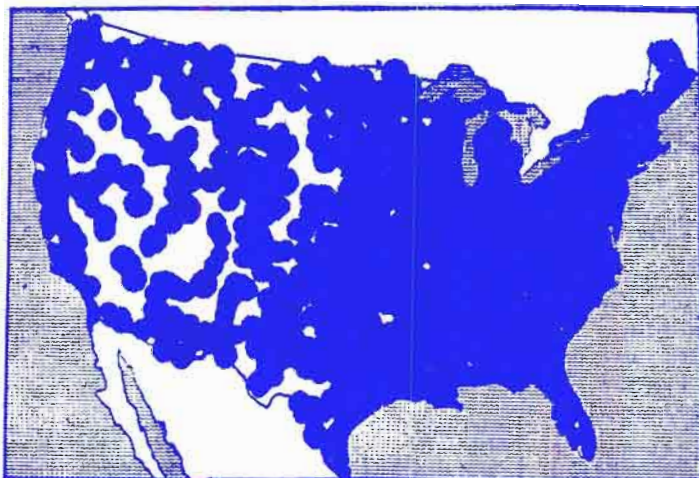


Chart shows extent of current television coverage



— Future —



How new stations are expected to affect coverage

A. B. C. TELEVISION NETWORK

ROBERT E. KINTNER *President*

At age 41, ROBERT E. KINTNER is the youngest President to sit at the helm of a major broadcasting network. In the span of seven short years since he first joined ABC as a Vice President in 1944, with immediate supervision of programming, public services, public relations and advertising, the American Broadcasting Company has expanded and assumed a ranking position in the broadcasting industry under his able and far-sighted guidance.



KINTNER

A native of Stroudsburg, Pa., and a graduate of Swarthmore College, his career previous to joining ABC, included work as a staff member on the editorial department of the New York Herald-Tribune, where he specialized in financial reporting. Subsequently, he became Washington correspondent for the same paper and later, with Joseph Alsop, was author of a nationally syndicated Washington newspaper column.

ALEXANDER STRONACH, JR. *Vice President for the ABC Television Network*

A former free-lance writer for magazine and motion pictures, ALEXANDER (SANDY) STRONACH, JR., came to the American Broadcasting Company in September, 1948 as Manager of Television Programs of the network. In January, 1951 he was named National Director of Television Program Operations for ABC-TV and subsequently in May, 1951, was named Vice President for the ABC-TV Network. His varied background includes a



STRONACH, JR.

stint as writer on "We, the People," a radio program which he helped script while with Young & Rubicam, Inc.; producer and director of this program, as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, manager of the talent department and program manager for Young & Rubicam, Inc.

JOHN B. LANIGAN *Vice President in Charge of Television Sales*

JOHN B. LANIGAN came to the ABC network in February of this year as Vice President in charge of Television Sales.

Lanigan was previously a specialist in consumer advertising for Time Magazine, having served with that publication for three years prior to his association with ABC. In addition, his extensive background includes advertising and sales in several media.

Prior to joining Time, he was sales manager for the Eureka Williams

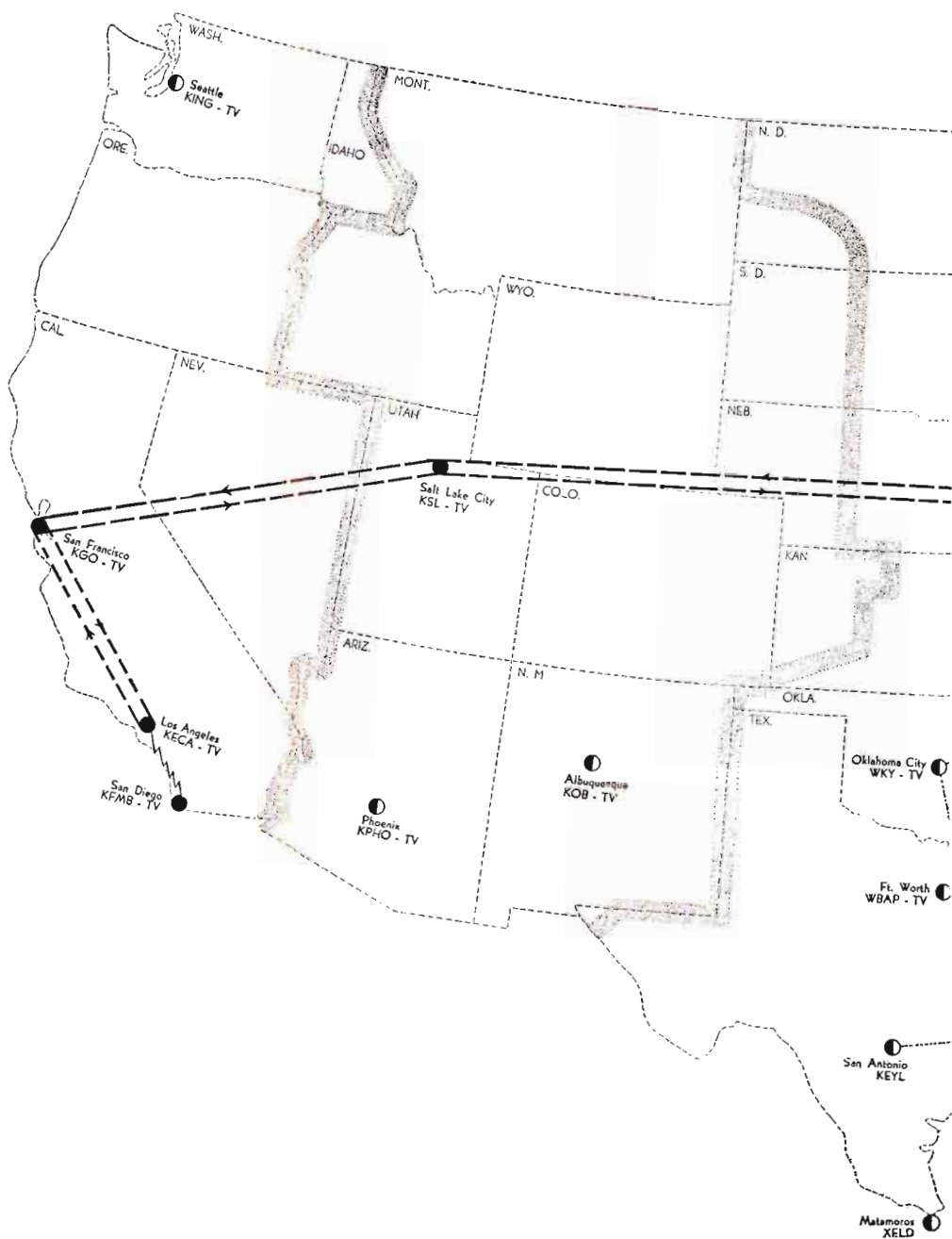


LANIGAN

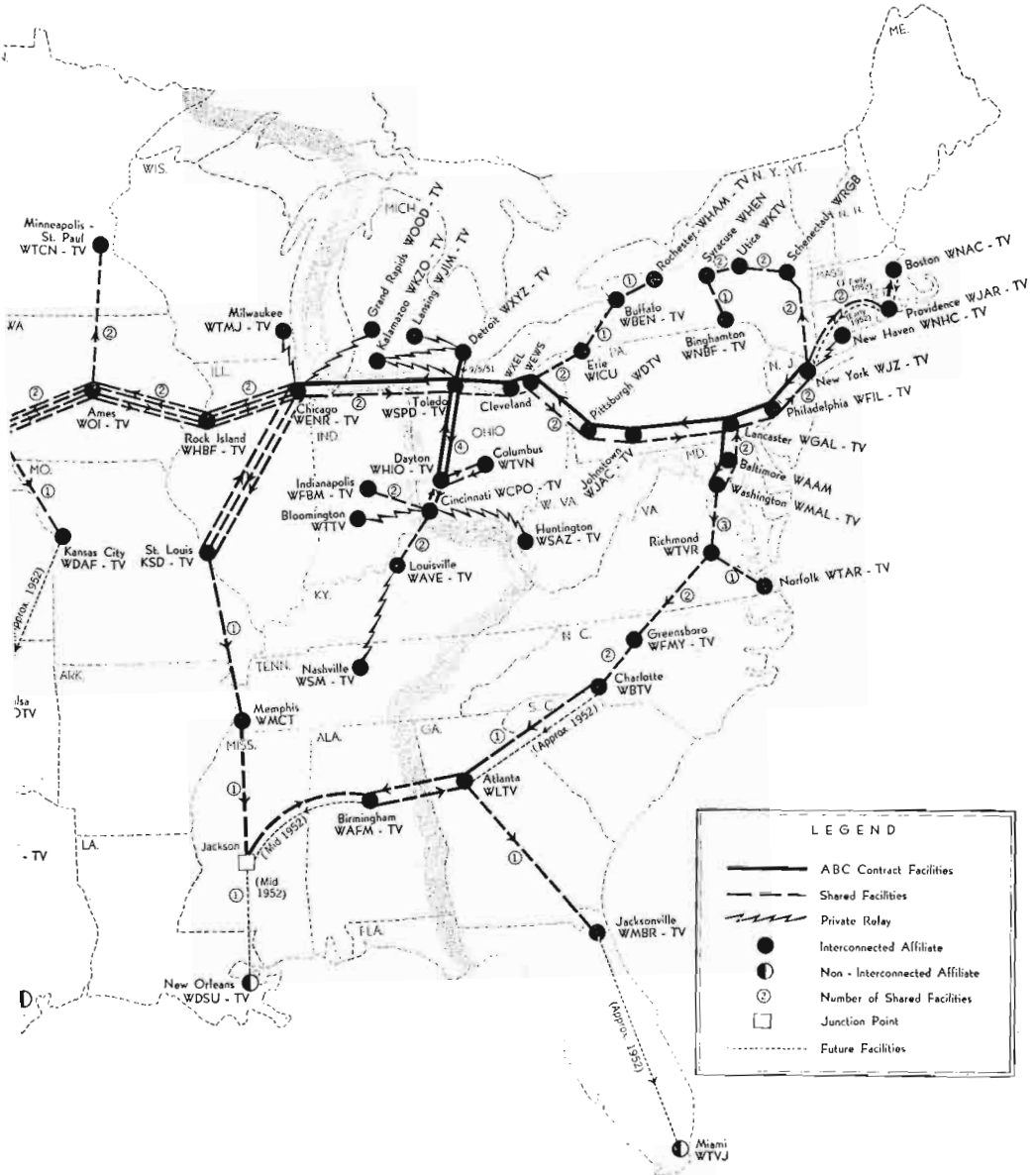
Corporation, a position to which he was advanced following his duties as West Coast sales manager for the company over a period of a year and a half.

From 1943 to mid-1946, he was a space salesman working for the Chicago and Detroit offices of Time, having previously served for six years with Good Housekeeping magazine, where he was manager of the Detroit sales office from 1941 to 1942 and before that a member of the sales force in the Chicago office.

AMERICAN BROADCAST



CASTING COMPANY



AMERICAN BROADCASTING COMPANY, INC.

*R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.
(Telephone Number: Circle 7-5700)*

BOARD OF DIRECTORS

Earl E. Anderson	Edward J. Noble, Chairman	
Alger B. Chapman	Robert H. Hinckley	C. Nicholas Priaulx
	Robert E. Kintner	Franklin S. Wood
	Owen D. Young	

OFFICERS

Edward J. Noble.....Chairman of the Board	John H. Norton.....Vice-President
Robert E. Kintner.....President	C. Nicholas Priaulx.....Vice-Pres. & Treasurer
Earl E. Anderson.....Vice-President	Leonard Reeg.....Vice-President
Charles Ayres.....Vice-President	Alexander Stronach, Jr.....Vice-President
Slocum Chapin.....Vice-President	Thomas Velotta.....Vice-President
James Connolly.....Vice-President	Paul Whiteman.....Vice-President
Robert H. Hinckley.....Vice-President	Ernest Felix.....Assistant Treasurer
Ernest Lee Jahncke, Jr.....V.P. & Asst. to Pres.	Aaron Rubin.....Assistant Treasurer
John B. Lanigan.....Vice-President	Walter C. Tepper.....Controller
Frank Marx.....Vice-President	Geraldine B. Zorbaugh.....Acting Gen. Attorney and Secretary
Harold L. Morgan, Jr.....Vice-President	

TELEVISION

Alexander Stronach, Jr.....
Vice President for the ABC-TV Network

Engineering & General Services

Frank Marx.....Vice President in Charge
Clure Owen.....Administrative Assistant
John Preston.....Director of Engineering Facilities &
General Services
William Trevarthen.....Director of Engineering
Operations
Merle Worster.....Eastern Television Operations
Manager

Special Services

C. Nicholas Priaulx.....Vice President and
Treasurer
Alfred Beckman.....Director of Operations for
Sales and Station Traffic
Thomas F. Foy.....Purchasing Agent
Malcolm B. Laing.....Manager of Station
Clearance—Television
Aaron Rubin.....Assistant Treasurer
Lawrence A. Ruddell.....Recording Director
Joseph J. Spagnola.....Office and Studio Service
Director
Alice Stamatis.....Manager of Order Processing
Walter C. Tepper.....Controller
Drew Van Dam.....Director of Personnel
Reginald Willcocks.....Traffic Manager

Legal

Geraldine B. Zorbaugh.....Acting General
Attorney and Secretary
Felix H. Kent.....Attorney
James A. Stabile.....Attorney

News and Special Events

Thomas Velotta.....Vice President in Charge
John Madigan.....Director of News and Special
Events—Television

Program

Harold L. Morgan, Jr.....Vice President of the
Television Program Department
Ward Byron.....Executive Producer
Nat Fowler.....Film Director
Henry Hede.....Business Manager
Anthony Henning.....Production Manager
Charles Holden.....Assistant National Director
of Television Program Production
Robert Holland.....Manager of Film Service
Harold Hough.....Program Director of WJZ-TV
Ruth Kiersted.....Operations Manager
James McNaughton.....Art Director
Charles Underhill.....National Director of the
Television Program Department
Mortimer Weinbach.....National Director of
TV Operations
Bertha Williams.....Broadcast Coordinator

Public Relations

John W. Pacey.....Director of Public Affairs

Mary Ahern.....Executive Producer of Public Affairs Department
 Ruth Crawford.....Librarian
 Mitchell DeGroot.....Manager of Advertising and Promotion
 Arthur B. Donegan.....Manager of Publicity
 Ellen Heagerty.....Supervisor Audience Information
 Grace Johnsen.....Director of Continuity Acceptance
 Ruth Trexler.....Manager of Religious and Educational Activities
 Oliver Treyz.....Director of Research and Sales Development
 Ernest E. Stern.....Trade News Editor
Sales

John B. Lanigan.....Vice President in Charge of Television Sales
 Charles Abry.....Eastern Television Sales Manager
 Edwin Friendly, Jr.....National Director of Television Sales
 Thomas P. Robinson.....Business Manager for Television Network Sales
Stations

Slocum Chapin.....Vice President in Charge of Owned TV Stations
 Richard B. Rawls.....Manager of Television Stations Department
 Trevor Adams.....Manager of WJZ-TV
 Mary Connell.....Local and Spot Sales Service Manager—Television
 Don L. Kearney.....National Manager of TV Spot Sales
 Bernard Paulson.....Operations Manager of WJZ-TV
 Henry Worthington.....Manager of Co-operative Program Sales—Television

WASHINGTON, D. C.
1703 K Street

Robert H. Hinckley.....Vice-President

CENTRAL DIVISION
WENR-TV

20 North Wacker Drive,
Chicago 6, Illinois

John H. Norton.....Vice President of Central Division
 Robert L. Anderson.....Research Supervisor
 Kenneth Christiansen.....Manager of Traffic & Communications
 Francis J. Coveney.....Auditor
 Francis Dixon.....Program Booking & Operations Supervisor
 Walter L. Emerson.....Legal Counsel
 Joe Fisher.....TV Sales Manager of WENR-TV
 Monte Frassnecht.....Manager of TV Program Department
 John Fitzpatrick.....TV Production Manager
 Elliott Henry, Jr.....Publicity Manager
 E. C. Horstmann.....Engineering Manager
 Dean Linger.....Manager of Sales Promotion
 Jack McCord.....TV Program Business Manager
 Roy McLaughlin.....Manager for ABC-TV Spot Sales, Chicago
 Francis McNulty.....Music Rights Supervisor
 John J. Manley.....Manager of Office & Studio Services
 Cornelius O'Dea.....News Supervisor

Patric Rastall.....Sales Service Manager
 Robert M. Savage.....Continuity Supervisor
 James L. Stirton.....Director of TV Network for Central Division
 Floyd Timberlake.....TV Engineering Operations Supervisor
 Gerald R. Vernon.....Manager of TV Sales

WESTERN DIVISION

Hollywood
KECA-TV

ABC Television Center,
Hollywood 27, California

William Phillipson, Director of Western Division

Cecil W. Barker.....TV Program Production Director of Western Division & KECA-TV
 Dorothy Brown.....Continuity Acceptance Editor, Western Division
 Philip G. Caldwell.....Western Division Manager of Technical Operations
 Dresser M. Dahlstead.....Program Manager, Western Division
 Henry Daugherty.....General Traffic Supervisor
 Ernest Felix.....Assistant Treasurer
 Paul Gates.....Evening Program Manager
 John S. Hansen.....Sales Promotion Manager
 Philip Hoffman.....Manager of KECA-TV
 Edward B. Hullinger.....Manager, Stations Relations, Western Division
 Frank King.....TV Sales Manager of KECA-TV
 Bill Laramie.....Manager, ABC-TV Spot Sales, Los Angeles
 Francis D. La Tourette.....Western Division News Editor
 Robert Laws.....Western Division TV Sales Manager & Sales Manager of KECA-TV
 Adolph Lefler.....Sales Service Manager
 Cameron G. Pierce.....TV Engineering Operations Supervisor
 Darrell Ross.....Production Manager of KECA-TV
 Victor Rowland.....Manager, Hollywood Publicity Department
 Florence Shiro.....Personnel Director
 Donn B. Tatum.....Director of TV, Western Division
 John Wagner.....Controller, Western Division

KGO-TV—SAN FRANCISCO

155 Montgomery Street,
San Francisco 2, California

James Connolly.....Vice-President
 A. E. Evans.....Engineering Manager
 Gladys Ferguson.....TV Sales Service Manager
 Vincent Francis.....Manager of KGO-TV
 Gordon Grannis.....Promotion & Publicity Manager
 Edith Kirby.....Traffic Manager
 Dexter Nichols.....Continuity Acceptance Editor
 Victor Reed.....News Editor
 Dave Sacks.....Manager, ABC-TV Spot Sales
 Blyce Wright.....TV Program Manager

Stations Owned By ABC

WIZ-TV.....New York
 WXYZ-TV.....Detroit
 WENR-TV.....Chicago
 KECA-TV.....Los Angeles
 KGO-TV.....San Francisco



America is
SOLD
on ABC

American Bakeries
Anthracite Institute
Arrow Shirts
Arthur Murray
Bendix
Bristol-Myers
Brown Shoe
Canada Dry
Carter Products
Celanese
Chuckles
Clorox
Cory
Crosley
Frigidaire
General Mills
Goodyear Tire & Rubber
Dr. Billy Graham
Green Giant
Hazel Bishop
Hollywood Candy
Ironrite Ironers
Jacques Kreisler
Kellogg
Lever Brothers
Lucky Strike
M & M Candy
Masland Carpets
Minute Maid
Nash-Kelvinator
Old Gold
Peters Shoe
Procter & Gamble
Prom & White Rain
Ralston-Purina
Sterling Drug
C. A. Swanson
Sundial Shoe
Voice of Prophecy
Word of Life Fellowship
Warner-Hudnut
Young People's Church of the Air

A network is known by the company it keeps . . .

and today most of the leading names in American industry send their goods to market via ABC Television. One reason these advertisers choose ABC Television is because it is the only network that owns and operates television stations in five of the nation's seven top retail markets. Also, because ABC has gigantic production facilities that no other network can match—Television Centers in both New York and Hollywood.

ABC TELEVISION

American Broadcasting Company

TELEVISION, 1951—REVIEWED

By J. L. VAN VOLKENBURG, President, CBS Television

TELEVISION did a lot of things in 1951: It spanned the continent, so people in New York could see the Japanese peace treaty being signed, and people in California could watch the National League playoffs—at 10 o'clock in the morning! It made the hands of a gambler into the picture of the year, and brought the American people up sharp against the realities of organized crime and political corruption with a sense of urgency that's still detonating all over the country today, and promising that the 1952 political campaigns will be the show to watch. It looked on attentively as a general revived the ancient garrison ballad, "Old Soldiers Never Die." It was hard for commercial programming to top the pyrotechnics provided by the daily news; but nevertheless, 1951 brought forth some of the best, liveliest and most mature television shows seen to date. And one more thing television did: it Arrived, as a practical, dollars-and-cents, competitive advertising buy. The cost-per-thousand of reaching network television's audience began the swift descent that always tells knowledgeable advertising men a medium's ready to be reckoned with on a straight comparative, competitive basis. CBS Television wound up the year with its average cost-per-thousand more than 20 per cent below the 1950 figure. With the number of U. S. television sets estimated at 19 million by the end of '52, plus the prospect of new markets opening up at the lifting of the construction freeze, the circulation costs will look even better this time next year.

We look to 1952 also for the extension of two important operations that appeared in clear focus during the past year: daytime television, and the emergence of all-year television, with the consequent fading of the "summer-hiatus" feature. Daytime television developed a lot during the year, and provided considerable scope in programming, with emphasis on daytime variety, with full show-business values and



Van Volkenburg

top stars, in addition to the customary daytime serial and music and news features. Prophets had said that woman could not take time from their daily tasks to watch television; but once again television (and the women!) threw the rule-book out the window, and as one noted advertiser said, "Gentlemen, I have news for you. It appears that the American housewife has time to do just about *anything* she wants to do." And what she wants to do, it appears, is watch television. By mid-1951, the daytime percentage of sets-in-use had nearly doubled over the preceding year, and the average housewife viewer was watching daytime shows ten hours a week, Monday through Friday. This happy trend brought a lot of new television advertisers into the fold, and has created a demand, during the last few months, for an ever earlier start on network daytime programming, with the result that most networks plan early morning programming for the coming year. Once again we are seeing daytime programming, with its multiple-impression and low cost-per-impression features, making a substantial appeal to advertisers.

Perhaps the outstanding trail-blazing accomplishment of television operations in '51 was the success-story of summer television. Even the most optimistic and television-happy of us could hardly have predicted that the drop in viewing over the summer would be negligible; that many CBS Television advertisers who stayed on through the summer (and most of them did) would actually be winning audiences at lower cost than their October-April average. Once again we are obliged to hang our heads and admit that television can always do more than is expected of it; and that our thinking must be adjusted to the fact that television is *not* a seasonal medium, but a year-round necessity for viewers and a year-round selling force for advertisers.

As for CBS Television, we move into 1952 confident that we can continue to supply audiences with the best in television entertainment, news, and information; and supply advertisers with top value. 1951 saw a number of notable CBS Television program achievements: the magnificent news program, See It Now, and television's most extensive and detailed coverage of United Nations.

C. B. S. TELEVISION NETWORK

J. L. VAN VOLKENBURG

President

A member of the CBS family for 20 years, J. L. VAN VOLKENBURG, has risen through a number of executive posts with the network to his present position as CBS-TV 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 manager of



VAN VOLKENBURG

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 in 1951 was named to his present position. Van Volkenburg was born in Sioux City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.

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.

FRED M. THROWER

Vice-President in Charge of Network Sales

Today's TV Personality: FRED M. THROWER, vice-president in charge of sales for the CBS television network, was formerly vice-president in charge of television sales for the American Broadcasting Company. Before World War II, Fred was associated with the National Broadcasting Company. From 1942 to 1945 he served as a lieutenant in the U. S. Navy and saw service in both Europe and China. Back in 1942,



THROWER

Fred was appointed a vice-president of the American Broadcasting Company when that network was launched independently. His service with the National Broadcasting Company extended from 1929 through the time the Red and Blue networks were separated. While at NBC, Fred served for some years as an account executive. Previously he had been associated with the network's program department.

COLUMBIA BROADCAST



C O L U M B I A BROADCASTING SYSTEM, INC.

Executives and Staff

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

Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

BOARD OF DIRECTORS

Prescott S. Bush	J. A. W. Inglehart
Frederick L. Chapman	Leon Levy
Bruce A. Coffin	Edward R. Murrow
Lloyd H. Coffin	Samuel Paley
David H. Cogan	William S. Paley
Ralph F. Colin	Joseph H. Ream
James B. Conkling	Dorsey Richardson
	Frank Stanton
William S. Paley	Chairman of the Board
Frank Stanton	President
Joseph H. Ream	Executive Vice President
Bruce A. Coffin	Vice President
Lloyd H. Coffin	Vice President
David H. Cogan	Vice President
James B. Conkling	Vice President
Earl H. Gammons	Vice President
William C. Gittinger	Vice President
Lawrence W. Lowman	Vice President
Howard S. Meighan	Vice President
Adrian Murphy	Vice President
Daniel T. O'Shea	Vice President
J. L. Van Volkenburg	Vice President
Julius F. Brauner	Secretary
Samuel R. Dean	Treasurer
Arthur S. Padgett	General Auditor
Edward L. Saxe	Controller
Edgar Batchelder	Assistant Secretary
William J. Flynn	Assistant Treasurer
Ned Marr	Assistant Secretary

CBS TELEVISION DIVISION

OFFICERS

J. L. Van Volkenburg	President
Fred M. Thrower	Vice President in Charge of Network Sales
Hubbell Robinson, Jr.	Vice President in Charge of Network Programs
Harry S. Ackerman	Vice President in Charge of Network Programs—Hollywood
H. Leslie Atlass	Vice President in Charge of Central Division

Frank B. Falknor	Vice President in Charge of Operations
Merle S. Jones	Vice President in Charge of CBS-Owned Stations and General Services
I. S. Becker	Vice President in Charge of Business Affairs
Herbert V. Akerberg	Vice President in Charge of Station Relations
William B. Lodge	Vice President in Charge of General Engineering
Charles L. Glett	Vice President in Charge of Network Services—Hollywood

Network Sales

Fred M. Thrower	Vice President in Charge of Network Sales
William H. Hylan	Eastern Sales Manager
George J. Arkedis	Central Sales Manager
Kingsley F. Horton	Pacific Coast Sales Manager
William J. Fagan	Business Manager
T. D. Connolly	Program Sales Manager
Lorin S. Myers	Sales Research Counsel
Robert F. Jamieson	Sales Service Manager
George A. Kolpin	Contract Manager

Programs

Hubbell Robinson, Jr.	Vice President in Charge of Network Programs
Harry S. Ackerman	Vice President in Charge of Network Programs, Hollywood
Russell Furse	General Manager
Henry S. White	Business Manager
William Dozier	Executive Producer, Dramatic Shows
Edgar Peterson	Story and Script Dept. Mgr.
Marlo Lewis	Executive Producer, Music and Variety Programs
James C. Shattuck	Director of Editing
Harry G. Ommerle	Program Director
	News and Public Affairs
Sig Mickelson	Director of News and Public Affairs
Paul Levitan	Producer of Special Events

William A. Wood..... Director of News and
Public Affairs, Washington
Judson Bailey..... Director of Sports

Operations

Frank B. Falknor..... Vice President in Charge
of Operations
Henry Grossman..... Assistant to Vice President
in Charge of Operations
E. Carlton Winckler..... Manager of Production
Gilbert DeStafano..... Manager of Stage Lighting
Don Darcy..... Manager of Production Specialists
Anthony Boschetti..... Manager of Procurement
Richard Hopkins..... Manager of Scenic Design
and Construction
H. C. Meier..... Manager of Network Operations
H. Grant Theis..... Manager of Film Service
Operations
Walter R. Pierson..... Manager of Theatre and
Stage Operations
Paul Wittlig..... New Effects Development
James Connors..... Manager of Cost Control
R. G. Thompson..... Manager of Technical
Operations
R. J. Young..... Manager of Building Construction

Business Affairs, Network Programs

I. S. Becker..... Vice President in Charge
of Business Affairs
Merritt H. Coleman..... Director of Business Affairs
Martin N. Leeds..... Director of Business Affairs,
Hollywood

Station Relations

Herbert V. Akerberg..... Vice President in
Charge of Station Relations
Fritz Snyder..... Director of Station Relations

Advertising and Sales Promotion

William Golden..... Creative Director
John P. Cowden..... Operations Director
Carroll Whedon..... Copy Chief
Alex Kennedy..... Director of Program Promotion
Robert Meyer..... Director of Program Promotion,
Hollywood
Gordon Hellmann..... Director of Presentations
David Luhmann..... Director of CBS-Owned
Station Promotion Services
Edward Side..... Production Manager

Public Relations

David J. Jacobson..... Director

Press Information

Michael J. Foster..... Director
Robert Meyer..... Director, Hollywood

Research

Oscar Katz..... Director
Philip Eisenberg..... Director of Coverage and
General Surveys
Rose Marie O'Reilly..... Director of Ratings
Tore Hallonquist..... Director of Program Analysis

General Engineering

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

Legal

W. Spencer Harrison..... Senior Attorney

Accounting

Norman C. Hadley..... Comptroller

Network Services, Hollywood

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

CBS, Inc., Broadcast Service Departments

Building Operations and Tickets

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

General Purchasing

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

Office Services

A. H. Bryant..... Manager
Maude Stubner..... Supervisor, Program Typing
Emily Schiener..... Supervisor, Ediphone

Personnel Relations

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

Photography

Walter I. Seigal..... Manager

Reference

William C. Ackerman..... Director
May Dowell..... Manager, General Information
Agnes Law..... Librarian

CBS Television Spot Sales

Thomas H. Dawson..... Director of CBS Television
Spot Sales
Sam Cook Digges..... Eastern Sales Manager
MacLean Chandler..... Western Sales Manager
Ben Margolis..... Business Manager

CBS Television Film Sales

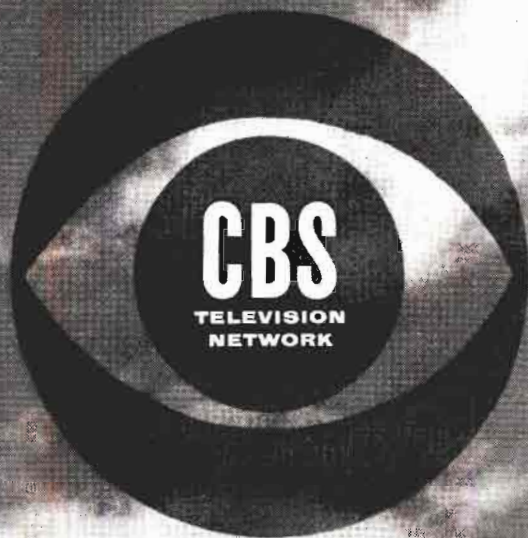
Fred Mahlstedt..... Director

CBS Owned Stations WCBS-TV, 485 Madison Avenue, New York 22, New York

Craig Lawrence..... General Manager
George R. Dunham..... Sales Manager
Richard K. Doan..... Program Manager
Robert Patt..... Promotion Manager

KNXT, 1313 North Vine Street, Los Angeles 28, California

Wilbur S. Edwards..... General Manager
James T. Aubrey, Jr..... Sales Manager
William J. F. Brennan..... Program Director
Tony Moe..... Promotion Manager



The sign of good television

When this symbol shines out from a television screen, it identifies, for viewers and advertisers alike, the network where they're most likely to find what they're looking for:

- ...where television's most successful package programs come from
- ...chosen by 103 national advertisers in 1951... including 9 of America's 10 biggest
- ...reaching its audiences at a cost-per-thousand homes over 20% less than in 1950
- ...and reaching its audiences at a lower cost-per-thousand than any other network.

"This is The CBS Television Network"

TV'S PROBLEMS IN 1952

By CHRIS J. WITTING, Director and General Manager, Du Mont Television Network

TELEVISION has two vital jobs cut out for it in 1952:

One is to put the brakes on soaring costs, to keep the medium within reach of the sponsors whose support is essential.

The other is to meet the public clamor for wider video coverage of historic events as they unfold—and in particular, for full, dramatic and fair coverage of the coming political conventions, the national election campaigns and the election itself.

The industry's achievements in 1951 leave no doubt that television is rolling along handsomely. Its gross billings climbed from a little over \$45 million to an estimated \$129 million during the year. Its list of advertisers jumped impressively. The growth of its audience was spectacular—TV sets in use rose from 10½ million to around 15 million by the year-end, and may well top 18 million or more during the coming year.

But while the medium has been flourishing all along the line, its fast-rising costs have been causing increasing concern—and not a few cutbacks or cancellations by some of the sponsors who had been among television's earliest and most enthusiastic supporters.

"If the trend continues at the present rate, TV is going to leave the average-sized advertiser behind, no matter how good the medium is," said one top agency official recently.

And one of TV's biggest advertisers was quoted as saying: "Television costs have reached the point where action must be taken. Expenditures are getting so high even a big-time sponsor can't afford to handle a show for 39 weeks."

Some in the trade have predicted that \$50,000 and \$100,000 shows are going to be the vogue of the future. Perhaps they are right—but we believe the obviously growing cost-consciousness by sponsors, and the lengthening list of exits from expensive shows, calls for a sober appraisal of the near-term outlook.



Witting

We believe there's little question that costs-per-thousand will be trimmed sharply, barring unforeseen overall economic developments, during the next couple of years. Promising gains in this direction already have been made, but such trimming on a substantial scale will follow only when the Federal Communications Commission freeze on new station permits is lifted, allowing the industry to provide a truly nationwide circulation.

But meantime television must check its production costs and time charges so it can compete successfully with other media for the advertiser's dollar. Network operators cannot in 1952 go along presuming that the men who foot the bills will accept the sort of price rises that came in 1951.

So far, as the industry's billings figures show, other advertisers generally have stepped in to take the places of those who have dropped out along the rocky road of steeper prices. Good time still is so urgently in demand that an abandoned spot usually is picked up quickly by someone else. The disquieting question is—how long can the new sponsors hang on unless costs are curbed?

We are confident the young and energetic industry can handle this cost-control job in 1952. Its ingenuity in finding ways to meet sponsors' budget limitations has been demonstrated with such devices as its multiple and revolving sponsorship plans. Wider use of films and tele-transcriptions will help in many directions. Enlarged and improved studio facilities and new developments in equipment are constantly finding short cuts as the industry matures.

There even is some evidence that costly competitive bidding for high-priced talent from other entertainment media is quieting down—that television is putting more stress on developing its own fresh new stars. Advertisers and telecasters alike are becoming increasingly aware that a consistently high-rated show need not be a big-budget show.

For television's other prime job in '52—that of extending its coverage of special events in the public service—the national election will provide the greatest challenge yet presented to the medium.

DuMONT TELEVISION NETWORK

CHRIS J. WITTING *Director and General Manager*

Youngest among major network chiefs, CHRIS J. WITTING, director and general manager of the Du Mont Television Network, joined Du Mont in 1947. Active in formulating the web's policies, he brought to it wide experience in industrial management and business affairs gained as an executive of Price, Waterhouse Company, for whose clients he installed operating systems and internal procedures. When Price, Waterhouse was assigned to help set up USO



Camp Shows, Witting initiated the business organization to administer Camp Shows' worldwide activities. After 18 months with the U. S. Maritime Service, he was asked to set up operating procedures for the Allen B. Du Mont telecasting division. Named general manager of the network in 1949, his position has included responsibility for the success of Du Mont's owned and operated stations.

WITTING

TED BERGMANN *Director of Sales*

TED BERGMANN was the Du Mont Television Network's top salesman before becoming the web's director of sales in July, 1951. Joining the organization in June, 1947, he had had an effective hand in signing most of the major contracts for time bought by national advertisers. These sales coups included "Cavalcade of Stars" and "Cavalcade of Bands," as well as the "Captain Video" deal—TV's first half hour across-the-board network time sale



to a single sponsor. New York City-born, Bergmann entered broadcasting by joining NBC in 1941, leaving shortly for wartime duty. A commissioned officer, he was second in command of radio public relations on General Eisenhower's staff. Leaving the service, he rejoined NBC and later went to a radio production organization as creator and salesman, resigning that position to join Du Mont's network sales department as an account executive.

BERGMANN

JAMES L. CADDIGAN *Director of Programs and Production*

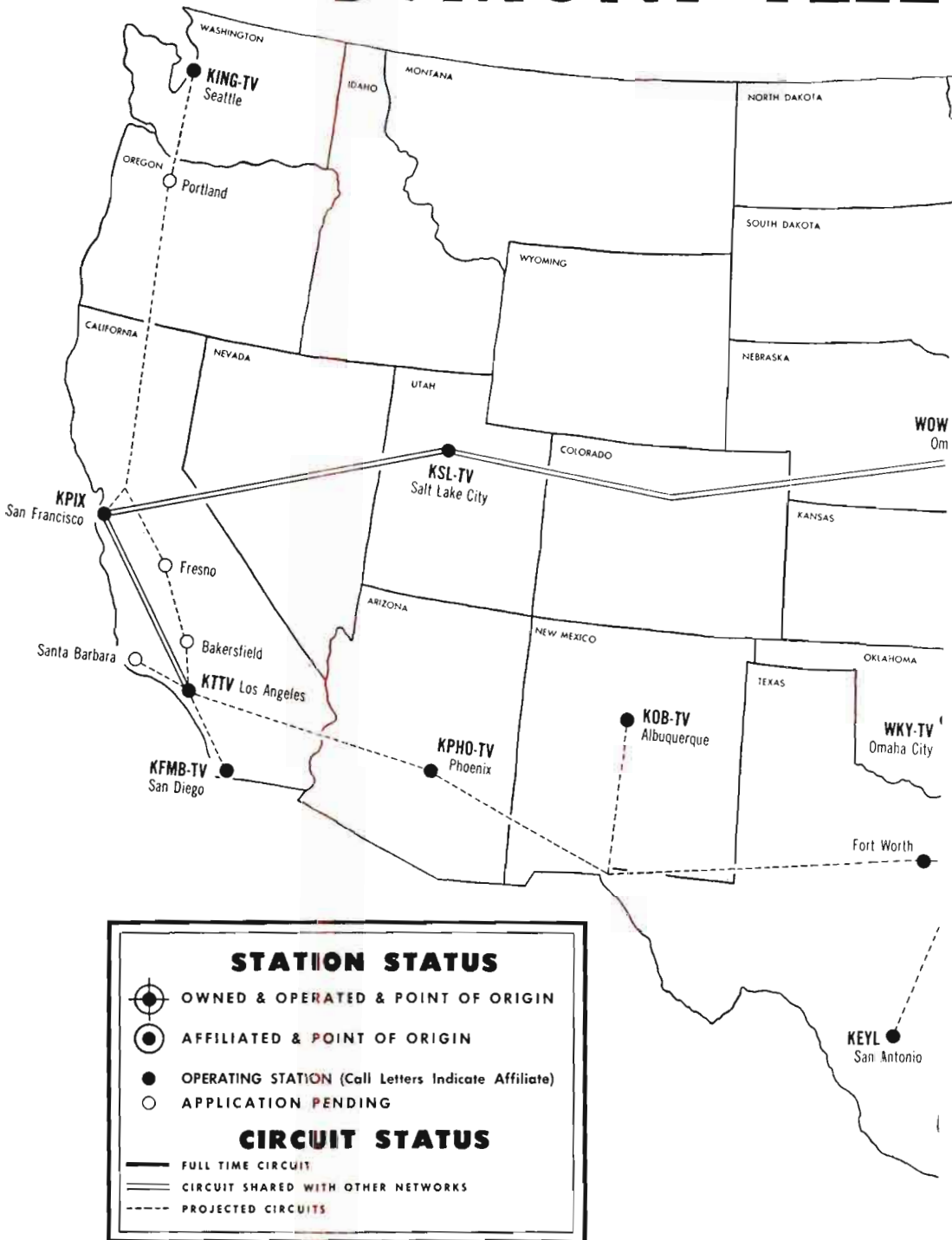
JAMES L. CADDIGAN, director of programming and production for the Du Mont Television Network, is a pioneer in network television programming. Embracing motion pictures, radio and the legitimate stage, Caddigan's background has enabled him to give the television industry an unusual slant on programming. Responsible for TV's first full daytime schedule—on WABD, Du Mont's flagship station—he is con-



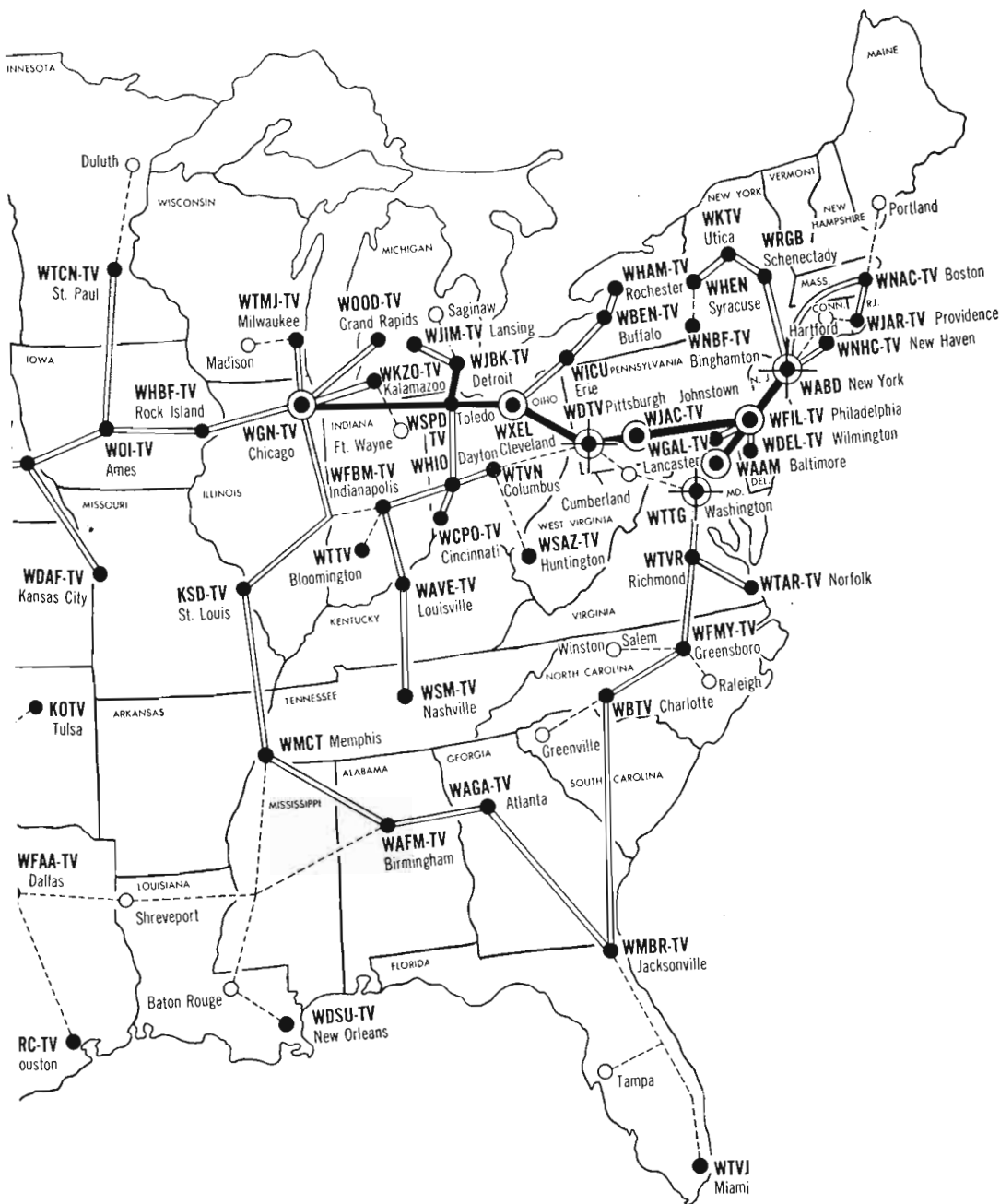
stantly experimenting with new ideas, different techniques. He also has been a leader in creating programs of a public service nature. During the war, Caddigan served as a colonel on the staff of the adjutant general assigned to G2. A native of Boston, and former vice president of that city's Junior Chamber of Commerce, Caddigan is an active member of ATS and the Society of Motion Picture Engineers.

CADDIGAN

DUMONT TELE



VISION NETWORK



DuMONT

TELEVISION NETWORK

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

515 Madison Avenue, New York 22, New York

Telephone: MU 8-2600

Network Executives

Chris J. Witting... Director and General Manager
Norman W. Drescher... Admin. Asst. to the Dir.
Ted Bergmann... Director of Sales
John H. Bachem... Assistant Director of Sales
James L. Caddigan... Dir. of Prog. and Production
Elmore B. Lyford... Director of Station Relations
Richard E. Jones... Mgr. Owned & Operated Stations
Clarence G. Alexander... Director of Network Operations
Edward Kletter... Director of Merchandising and Sales Development
Rodney D. Chipp... Director of Engineering
Tom S. Gallery... Director of Sports
Joseph Hess... Director of Budget
Gerald Lyons... Director of Public Relations and Publicity
Melvin A. Goldberg... Manager, Sales Planning and Research Department
Donald A. Stewart... Manager, Film Dept.
Walter Compton... Manager of WTTG, Washington, D. C.
Harold G. Lund... Manager of WDTV, Pittsburgh, Pa.
Milton Morel... Manager, New York Operations

Sales

Ted Bergmann... Director of Sales
John H. Bachem... Asst. Director of Sales
Lynn Cleary... Manager of Sales Service

David Lasley... Manager, Central Div., Chi.
Robert H. Miller... Chicago Sales Office, 919 N. Mich. Ave., Chi. 11, Ill.
Richard S. Railton... West Coast Sales Reps., Monadnock Bldg., San Fran. 5, Calif.
William Koblenzer... Account Exec., Network Sales
Harry Pertka... Account Exec., Network Sales
James F. Owens... Account Exec., Network Sales
Duncan R. Buckham... Account Exec., Network Sales
Richard C. Dawson... Account Exec., Network Sales
William Walters... Mgr., Account Mgrs. Group
Richard Geismar... Account Manager
Lawrence H. Buck... Account Manager

Operations

Clarence G. Alexander... Dir. of Network Operations
Saul Abraham... Supervisor, Adelphi Theatre
Samuel Spachner... Supervisor, Ambassador Theatre

Programming and Production

James L. Caddigan... Dir. of Programming and Production
Leslie G. Arries, Jr... Asst. Dir. of Programming and Production
Paul Rosen... Supervisor of Program Planning
A. L. Hollander... Production Facilities Manager
Duncan MacDonald... Supr. of Women's Programs
Don Russell... Chief Announcer

Elizabeth Mears.....Casting Supervisor
 Charles Mann.....Script Editor
 Edward Saulpaugh.....Supr. of Continuity Acceptance
 Dominick Celintano.....Supr. of Music Acceptance
 Sam Posner.....Asst. Program Administrator
 Marian Glick.....News Editor
 Ted Hammerstein.....Supervising Producer
 Charles Parsons.....Supervising Producer
 Roger Gerry.....Supervising Producer
 Frank Bunetta.....Director
 Harry Coyle.....Director
 Pat Fay.....Director
 H. Wesley Kenny.....Director
 David Lowe.....Director
 William Marceau.....Director
 Arnold Nocks.....Director
 William Seaman.....Director
 Keith Thomas.....Director

Engineering Department

Rodney D. Chipp.....Director of Engineering
 Robert F. Bigwood.....Chief Facilities Engineer

S. Patremio.....Special Projects Engineer
 H. C. Milholland.....Technical Operations Engineer
 Eric Herud.....Asst. Technical Operations Engineer
 Arthur Deneke.....Propagation Engineer

Station Relations

Elmore B. Lyford.....Director of Station Relations
 Edwin G. Koehler.....Asst. Mgr., Station Relations
 Robert S. Woolf.....Mgr., Teletranscription Dept.
 Roylance H. Sharp.....Manager, Traffic Dept.

Budget and General Services

Joseph Hess.....Director of Budgets
 R. M. Skaar.....Purchasing Agent

Public Relations and Publicity

Gerald Lyons.....Director of Public Relations
 and Publicity

Research

Melvin A. Goldberg.....Director of Sales Planning
 and Research

Advertising and Promotion

Walter E. Brown.....Sales Promotion Manager
 Norman S. Ginsburg.....Stations Promotion Mgr.

DU MONT OWNED AND OPERATED STATIONS

WABD, New York

Richard E. Jones.....Manager
 Milton Morel.....Mgr. of N. Y. Operations
 William Seaman.....Supr., Studio D, 515 Madison
 Avenue
 Ralph Robbins.....Supr., Studio A, Wanamaker's

LOCAL SALES ACCOUNT EXECUTIVES

Ralph Baruch.....Account Executive
 Richard C. Dawson Robert F. Adams
 Lawrence Wynn John B. Soell
 Arthur C. Elliott Richard Hamburger

WDTV, Pittsburgh

Harold C. Lund.....General Manager
 A. Donovan Faust.....Assistant General Manager
 Larry Israel.....Sales Manager

William A. Krough.....Sales Service Manager
 Paul P. Palangi.....Personnel Manager
 Dick Fortune.....Public Relations Manager
 Jimie Spanos.....Sales Promotion and Merchandising
 Byron Dowty.....Program Manager
 Mary McKay.....Traffic Manager
 Peter Barker.....Executive Producer
 Dave Murray.....News and Special Events
 Richard Dreyfuss.....Film Manager
 Nick Perry.....Chief Announcer
 Raymond Rodgers.....Chief Engineer

WTTG, Washington, D. C.

Walter Compton.....General Manager
 Roger M. Coelos.....Program Operations Manager
 Perry Walders.....Sales Manager
 Jules Huber.....Film Supervisor
 M. M. Burleson.....Chief Engineer




ADVERTISERS* WHO FIND TELEVISION

 American Chicle Company	Bigelow-Sanford Carpet Company	 Anahist Co., Inc.	Brewing Corporation of America	 Atlantic Refining Company
Allen B. Du Mont Laboratories, Inc.	 Carter Products	Eversharp- Schick Company	 Crawford Clothes	Food Store Productions
 Emerson Drug Company	Holeproof Hosiery Company	 Gerber Food Products	Industrial Tape Corporation	 Gruen Watches
Landers, Frary and Clark, Inc.	 Mennen Company	Francis H. Leggett Company	 Miller Brewing Company	Local Pittsburgh Chevrolet Dealers
 Personna Blade Co., Inc.	International Shoe Company	 Pharma-Craft Corp., Inc.	Larus and Brother Company, Inc.	 Serutan Company

... USE DU MONT FOR VALUE

*1951 Du Mont Television Network Advertisers

VALUABLE IN SELLING

 Bond Clothes	Chesebrough Manufacturing Company	 Hazel Bishop, Inc.	Consolidated Cigar Company	 Bymart— Tintair, Inc.
General Foods Corporation	 Curtis Publishing Co.	General Tire and Rubber Company	 Doeskin Products	Hamilton Watch Company
 Johnson and Johnson	Walter H. Johnson Candy Company	 P. Lorillard Company	Kaiser-Frazier Sales Corporation	 Luden's, Inc.
Arthur Murray Dance Studios	 Motorola, Inc.	National Distillers Inc.	 Pepsodent Division	Rosefield Packing Company
 Sterling Drug Company	Tidewater Associated Oil Company	 Stoppers, Inc.	U. S. Armed Forces	 Admiral Corp.

IN TELEVISION

DU MONT

TELEVISION NETWORK

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

THE YEAR OF THE AWAKENING

By HAL DAVIS, Vice Pres., Kenyon & Eckhardt, Inc.

NINETEEN FIFTY-TWO is the year that sees agencies, networks, clients and local stations, both radio and TV, awake to the basic fact of programming—sales.

What put the picture into perspective was the industry's realization that radio and television are only parts of the selling pattern for any client. Clients are funny people. They aren't as hypnotized with the glamor of a sponsor's booth as they were in the dear dead days of institutional selling. Today they listen to the sales force, headed by a sales V-P who has little patience with any property which doesn't ring the cash registers.



Davis

Check out counters have somehow taken over the appeal of luncheons at "21." And the agencies, networks and stations not recognizing the fact are in for trouble.

However, it is apparent that many efforts are being made to strengthen the sales effects of radio and television programs. The new NBC merchandising set-up, headed by Fred Dodge, is an excellent step in the right direction. Agencies are waiting to see this service extended to television advertisers.

CBS countered the NBC merchandising organization with their announced A & P deal. Whether they pay off in money or airplugs, CBS is whetting the appetite of many an advertiser who would dearly love that A & P display space. Of course, in this deal, CBS is selling display space and not programming. It would be interesting to check on the number of agencies or clients who could recall the name of the program!

"Operation Chain Lightning," or the trade of spots for display space, is sweeping the country like the Florida boom of the twenties. Every day, another station checks in with a merchandising plan aimed at giving a store display plus to the advertiser's dollar. And don't think that these programs aren't being carefully

considered as good buys. Of course, the stations which put on a good program will be ahead in the long run of the stations which run dog programs with a merchandising hook.

Interestingly enough, artists, or "talent" as they are called in budgets, are beginning to find the facts of sales life. You don't have to tell it to Arthur Godfrey, who takes the palm as America's number one salesman in radio-TV ranks. But you do have to explain it to many other stars.

One television luminary who understands the art of selling is Ed Sullivan, of Lincoln-Mercury and "Toast of the Town." No other TV show has had the local promotion made possible by Sullivan and his personal appearances. This year, he worked into a major department store promotion in key areas, promoting the Lincoln, its Modern-Living advertising theme, and the program. Lincoln-Mercury dealers say that Monday is their big traffic day—and "Toast" is seen on Sunday nights.

That's the kind of selling which clients appreciate.

Local stations know how their retailers respond to selling goods on their programs. And they are beginning to apply that knowledge to national accounts.

Incidentally, as an agency man who has had considerable dealings with stations the country over, I know they deserve considerable credit for their operations in one very important field.

We have always found that stations will do terrific jobs for us on personal appearances of network talent which appears on that station. Station managers and promotion men go out of their way to be of service and help in every respect. Additionally, they'll always try to be of help on odd assignments which we may have in their cities from time to time, even though it may not be a direct station benefit.

All in all, with promotion, publicity and programming becoming vitally important as a package, it looks like 1952 will mark major advances in the use of radio and television as selling tools for advertisers.

So far as client and agency are concerned, that's the pay-off that counts.

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*

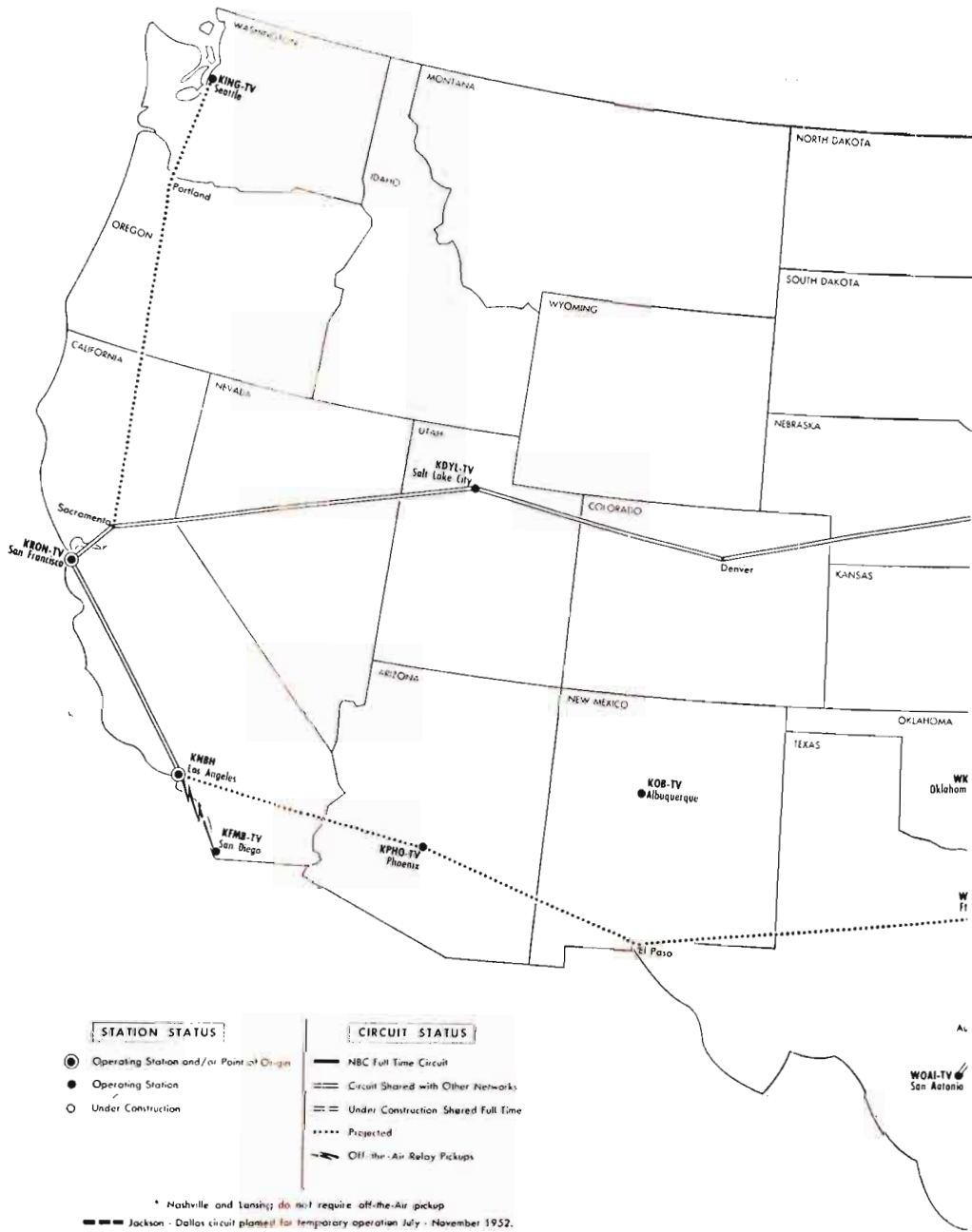
CHARLES R. DENNY, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, he remained there until 1941. While in the department he served as special assistant to the Attorney General and was later promoted to



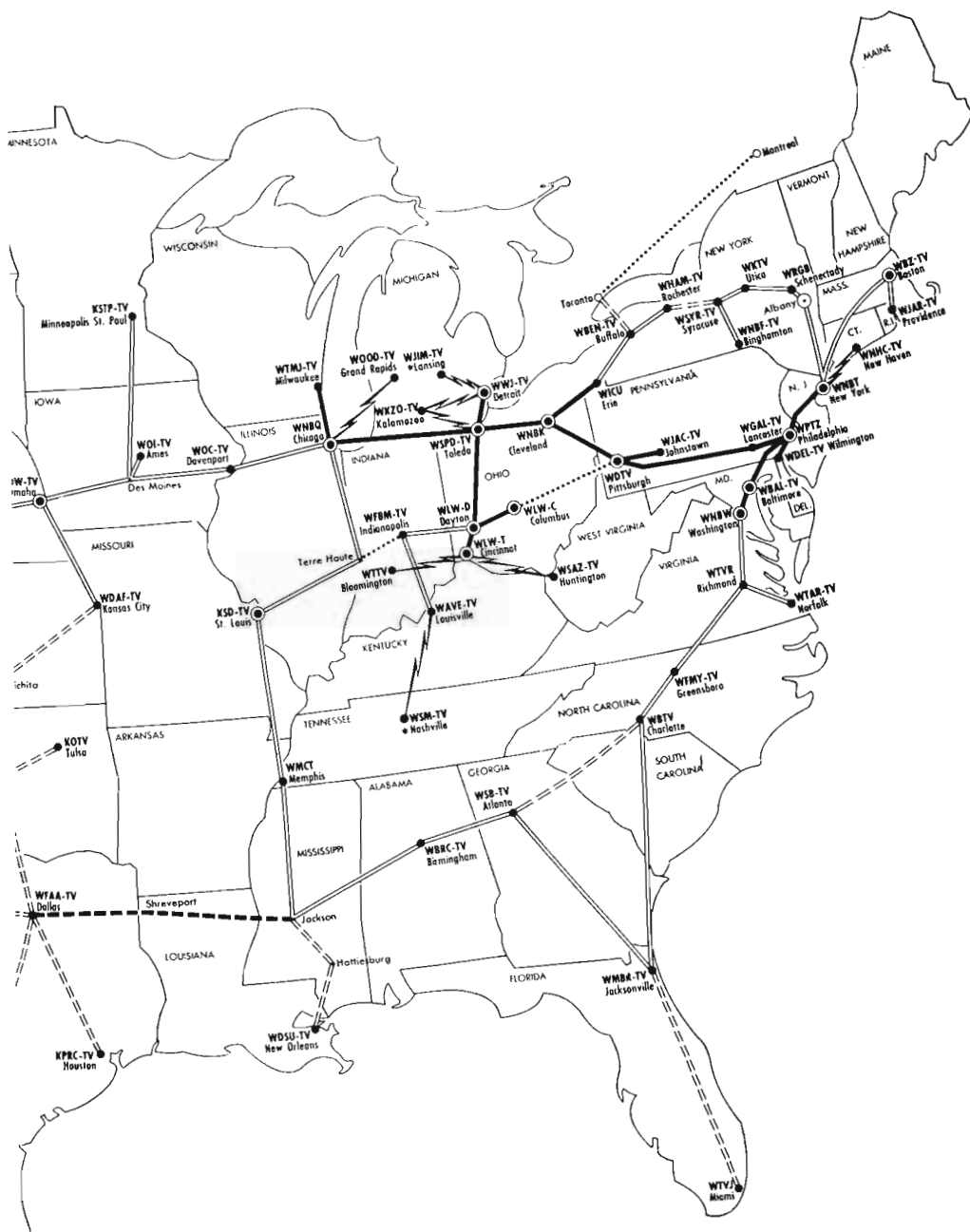
DENNY

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.

NATIONAL BROADCAST



CASTING COMPANY



NATIONAL BROADCASTING COMPANY, INC.

30 Rockefeller Plaza, New York 20, N. Y.

Telephone: Circle 7-8300

Registered Telegraphic Address:
NATBROADCAST NEW YORK

BOARD OF DIRECTORS

	Niles Trammell, Chairman	
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Frank Folsom	Charles B. Jolliffe	Sylvester L. Weaver, Jr.

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Edward D. Madden.....Vice President in Charge	Richard A. R. Pinkham.....Manager of Planning for the Television

Controllers Departments

Charles J. Cresswell... Controller for Television Network
Francis X. O'Shea... Manager of the Accounting Department
William V. Sargent... Manager of Planning & Auditing Department

Operations Departments

E. Lyman Munson... Director of TV Network Operations
Stanton Osgood... Assistant to the Director of TV Network Operations & Manager of Theatre TV
William Roden... TV Personnel Supervisor
J. Robert Myers... Manager of Television Purchasing Department
James A. Glenn... Manager of Special Effects Department

Production Services Department

Robert Wade... Executive Coordinator of Production Development
Ernest T. Heiss... Mgr. Prod. Operations
Benjamin Webster... Manager of Staging Services Division
Anthony Hennig... Mgr. TV Network Studio & Bldg. Ops.

Film & Kinescope Operations Department

Frank Lepore... Manager of TV Film & Kinescope Operations Department

Technical Operations Department

Robert Shelby... Director of TV Technical Operations Department
F. A. Wankel... Manager of TV Technical Operations
Reid R. Davis... Television Operations Supervisor

Production Departments

Frederic W. Wile, Jr. ... Vice President & Director of TV Network Production
Robert W. Sarnoff... Vice President & Director of TV Production Units
Carl M. Stanton... Manager of Commercial Program Planning
Thomas A. McAvity... Director of Talent & Program Procurement
Davidson Taylor... General Production Executive
Leonard Hole... TV Production Manager
Ernest Walling... TV Program Manager
William McAndrew... Director of Public Affairs

Station Relations Department

Harry Bannister... Vice President in Charge
Sheldon B. Hickox, Jr. ... Director of TV Sta. Rel.

Public Relations Department

William F. Brooks... VP in Charge
Frank Young... Public Rel. Rep.

Press Department

Sydney H. Eiges... VP in Charge of Press & Information
Anita L. Barnard... Mgr. of Information
Allan H. Kalmus... Mgr. of TV Network Publ.
Samuel Kaufman... Editorial Director
William A. J. Lauten... Trade Press Editor

News, Special Events and Sports Department

Frank McCall... Director of TV News & Special Events
Adolph Schneider... Manager of TV News & Special Events Operations
James Dolan... Assistant Director of TV Sports

Sales Departments

George H. Frey... Vice President & Director of TV Network Sales
Edward R. Hitz... TV Network Eastern Sales Manager
Frank Reed... Manager of TV Sales Service Department
John Cron... Manager of Film Syndicated Sales

Sales Development Department

Ruddick C. Lawrence... Director of TV Sales Development

Advertising and Promotion Department

James H. Nelson... Manager of TV Advertising & Promotion

Sales Planning & Research Department

Robert McFadyen... Manager of TV Sales Planning & Research

TELEVISION SALES OFFICE— DETROIT

622 Lafayette, West,
Detroit, Michigan

Tel.: Woodward 2-2000

Walter Gross... Manager of TV Network Sales—Detroit
Eugene Hoge... Manager of TV Network Sales—Chicago
John T. Williams... Manager of TV Network Sales—Hollywood

Owned & Operated Stations

James M. Gaines... Vice President for the Owned & Operated Stations
Thomas Rowe... Assistant Controller

National Spot Sales Department

Thomas B. McFadden... Director of National Spot Sales
John H. Reber... National Mgr. for TV
Richard H. Close... National Mgr. for Rep. Stations
H. Norman Neubert... Manager of Sales Development, Advertising & Promotion
WNBT—New York

Ted Cott... General Manager of WNBC, WNBC-FM, WNBT
Charles Philips... Exec. Admin. & Sales Mgr., WNBT
Theodore Zaer... Controller for WNBC, WNBC-FM, WNBT
Jay Smolin... Director of Radio & Television Advertising & Promotion
Philip Dean... Director of Publicity, WNBC-WNBT
George Wallach... Supervisor of News & Special Events, WNBC-WNBT
Richard Pack... Manager of Television Program Department (WNBT)

WMAQ, WMAQ-FM, WNBQ—CHICAGO

Merchandise Mart, Chicago 54, Illinois

Tel.: Superior 7-8306

Harry C. Kopf.....	Vice President and General Manager	George Gilbert.....	Supervisor of Guest Relations & Night Operations
John Whalley.....	Controller	William Ray.....	Manager of News, Press & Public Affairs Department
Thomas Compere.....	Attorney—Labor Consultant	Jules Herbeuoux.....	Director of Television Operations (WNBQ)
Gienn Uhles.....	Supervisor of Personnel & Office Services	George Heinemann.....	Television Program Manager (WNBQ)
Robert Kendall.....	Supervisor of Package Programs & Talent Contracts	John McPartlin.....	Manager of TV Sales Department (WNBQ)
Everett Mitchell.....	Agricultural Program Director	Howard Luttgens.....	Engineer in Charge
Judith Waller.....	Director of Education	Paul Moore.....	Supervisor of TV Technical Operations (WNBQ)
John Keys.....	Supervisor of Radio & Television Advertising & Promotion (WMAQ-WNBQ)	Eugene Hoge.....	Manager of Television Network Sales
Leonard Anderson.....	Manager of Integrated Services Department		
Harry Ward.....	Supervisor of Continuity Acceptance		

WTAM, WTAM-FM, WNBK—CLEVELAND

815 Superior Avenue, Cleveland 14, Ohio

Tel.: Cherry 1-0942

Hamilton Shea.....General Manager

KOA, KOA-FM—DENVER

1625 California Street, Denver 2, Colorado

Tel.: Main 6211

Charles C. Bevis.....General Manager

HOLLYWOOD OFFICE & STATION KNBH

Sunset Blvd. & Vine St., Hollywood 28, Calif.

Tel.: Hollywood 9-6161

John K. West.....	Vice President—Hollywood	Paul Gale.....	Manager of Stations and Traffic Department
Lewis Frost.....	Asst. to the Vice President & Director of Integrated Services Dept.	Carol P. Ewing.....	Controller, Station KNBH
Donald Norman.....	General Manager of Station KNBH	Albert Cole.....	Manager of Television Program Department
Norman Blackburn.....	Director of Television Network Operations	Richard Eisiminger.....	Supervisor of Television Advertising & Promotion
John T. Williams.....	Manager of Television Network Sales	Robert Clark.....	Manager of Television Technical Operations
Frank Dellett.....	Controller	Robert Pelgram.....	Manager of Television Press Department
Donald Honrath.....	Manager of Continuity Acceptance	Earl Rettig.....	Television Network Operations Manager
Roger Sprague.....	Manager of News, Special Events & Sports	Howard Ross.....	Talent Buyer

KNBC, KNBC-FM—SAN FRANCISCO

Taylor & O'Farrell Sts., San Francisco 2, Calif.

Tel.: Graystone 4-8700

Lloyd Yoder.....General Manager

WRC, WRC-FM, WNBW—WASHINGTON

Trans Lux Building, 14th St. & New York Ave.

Washington 5, D. C.

Tel.: Republic 4000

Eugene Juster.....General Manager

Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBT.....	New York (Television)
WNBW.....	Washington (Television)
WNBK.....	Cleveland (Television)
WNBQ.....	Chicago (Television)
KNBH.....	Hollywood (Television)

SELLING IN TELEVISION

By ALFRED J. SCALPONE, Vice President in Charge of Radio-Television Production
McCann-Erickson, Inc.

TELEVISION is the printed page, the spoken word, plus a dimension all its own.

With television you know a product is beautiful because you see what it does. You know how it works because you see it work. And there's the spoken word to support, explain and reinforce what you see! Television brings you pictures in action. Many of the things we have long hoped to do with advertising, we can now do in television.



Scalpone

Television selling can be newsworthy . . . exciting, dramatic . . . immediate. No wonder selling in television can really make the word impact mean so much.

Selling in television wears a thousand faces. It's the live commercial. The man who says, while he demonstrates, "Just look at this handy-dandy little potato peeler. It's sharper than the eye of a Peeping Tom! It not only gives you french-fried potatoes in a jiffy — but it's great for cole slaw, hot slaw, pot slaw — any kind of slaw . . . it's magic for a dollar!"

That's the pitchman.

Then there's the young lady who makes washing clothes the easiest job in the whole world. There's the cajoler, the pleader, and also the statesman type.

There are the dramatic vignettes, the ballet dancers who jump for joy because you can get their wonderful product, the hillbillies, the typical housewives, and thousands of actors, acting like doctors, dentists, nurses, scientists. There are the cute animated cartoons — the cut-a-way action drawings of the product, puppets, moppets, cowboy actors who pull up their horses to tell you about somebody's bread. Then there are stop-motion films showing products unwrapping themselves, taking themselves apart, or putting themselves together. There are all the optical effects: objects turning into other objects, wipes, dissolves, superimposition, all kinds of film tricks — used to hold attention . . . to make a point.

Which of these faces should the product

assume on television? Should it be live action, film, or a combination of both?

It depends upon the kind of product and the simplicity of the selling message. It depends upon how much money can be spent for commercials. It also depends upon the aura, the atmosphere wanted around the product, the company.

The experts — or the should-be experts — for recommending how to sell a product in television are the members of the advertising agency's commercial department, those responsible for creating commercials.

The commercial department must have a knowledge of advertising, of marketing, merchandising, sales promotion, because a good commercial is written only when there is a complete understanding of the client's advertising objectives.

And, obviously, since commercials are often integrated into programs, since they sometimes use entertainment personalities, and further, since they very often depend upon entertainment factors to hold the attention of the audience, the agency's commercial department must know something about show business.

Television is primarily a visual medium. Words share importance with pictures.

Three basic fundamentals.

First. We've learned that the greatest opportunity television offers is the opportunity to demonstrate. Demonstrate to sell!

Demonstrate by showing the product. Show it big. Show it often. Show how it is used. Show what it does, how it works.

The second fundamental we've learned is that of simplicity.

Don't make the television commercial a catalog of all the advantages of the product. If the product has two dozen advantages, hurray for the company, hurray for the product. But it won't be hurray for the commercial if two dozen selling points are crammed into one television message. That means the selling story must be boiled down.

Now the third fundamental we've learned. The best salesmen in the world are people.

How many times have you said, "if he'd just give me a chance to talk to him — If I could just see him face to face, I'd sell him." So, in television, use a personal salesman to sell potential customers face-to-face.

Success Story board

Camera Directions and Script Outline for Mr. Television



Establish shot on Camera 1: Berle reiterating fact that television today can be the most profitable medium for advertising ever evolved



Move in for close-up: or one **super** example in the automotive field . . .



Hold on close-up: Texaco gained a 94% customer increase with viewers of "hot show" it sponsors.



Cut to close-up, Camera 2: And in today's daytime TV, there's a great **new** opportunity for advertisers who want those **extra** customers - at a low, low budget.



Zoom on Camera 1: It's "TODAY" - the startling morning operation that's revolutionizing television's daytime position.



Hold on close-up: That dollar for dollar, studies show it delivers more audience . . . more customers . . . and more **results** than any other means of advertising.



Dissolve to Camera 3: Take the 37% sales increase among viewers for all TV-advertised packaged goods --



Move in on Camera 2: Another fact? There are one-third more TV viewers reached **per dollar** today than a year ago.



Fade to Camera 3: Today, TV delivers 18.6 **extra** customers per dollar in the evening -- 18.7 in daytime.



Cut to long shot: And of course, it's on NBC -- where advertisers get the biggest stars on the biggest shows . . . the biggest audiences to the biggest network . . . for the biggest results.

Poses by Mr. Television.
Photography by Philippe Halsman.

The sales facts noted here are taken from "Television Today," the remarkable NBC-Hofstra study which will influence your advertising plans for years to come. Copies available from NBC-TV Sales, 30 Rockefeller Plaza, New York

NBC

television

The network where success is a habit

***IF** . . . you plan to operate
 . . . you already operate
 a television station*

THEN you know that your station must be functional . . . your business and management policies realistic. That requires careful, informed planning. The **PETER R. LEVIN** Organization offers a unique combination of skills and abilities to serve your needs for today while anticipating your requirements of tomorrow . . . with

COORDINATED . . .

- **ARCHITECTURAL SERVICE**
- **STATION DESIGN**
- **BUSINESS PLANNING**
- **MARKET STUDIES**
- **OPERATIONS BUDGETING**
- **SALES ANALYSIS**

For details on these and many other comprehensive or specific services, we invite your inquiry.

PETER R. LEVIN

Management Counsel in Radio and TV

425 East 53rd Street

New York 22, N. Y.

ELdorado 5-3857

1056



TELEVISION STATIONS



*Alphabetically Listed
by Cities — Call Letters*

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•

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TV STATIONS IN THE UNITED STATES



ALABAMA

WAFM-TV

BIRMINGHAM—1949—ABC-CBS
DUM

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... 99½ hours weekly
News Service... INS
Representative... CBS TV Spot Sales
Membership... NARTB
Ch. of the Board... Ed Norton
Pres., Treas... Thad Holt
Gen., Sta., Comm. Mgr... C. P. Persons, Jr.
Chief Engineer... Jimmy Evans
Manager of Operations... E. H. Mitchell
Consulting Engr... A. D. Ring & Co.

WBRC-TV

BIRMINGHAM—1949—NBC

Channel: 4... AP: 7.25... VP: 14.25 Kw.
Owned-Oper. By... Birmingham Bcastg. Co.
Bus.-Studio Address... 1727 Second Ave. N.
Phone Number... 4-7741
Transmitter Location... Red Mountain
Air Time... 115 hours weekly
News Service... AP, INS
Representative... Paul H. Raymer Co.
President... Eloise Smith Hanna
General Manager... G. P. Hamann

ARIZONA

KPHO-TV

PHOENIX—1949
ABC-CBS-NBC-DuM

Channel: 5... AP: 8.75 Kw... VP: 17.5 Kw.

Owned-Oper. By... Phoenix Television, Inc.
Studio Address... 631 North First Ave.
Phone Number... 4-7367
Transmitter Location... Westward Ho Hotel
Air Time... 70 hrs. weekly
News Service... AP
Representative... Petry & Co.
Pres. & Gen. Mgr... John C. Mullins
Sales Manager... Julian Kaufman
Traffic Manager... Ann Rush
Program Director... William Burton
Chief Engineer... George L. McClanathan

CALIFORNIA

KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7... AP: 14.7 Kw... VP: 29.4 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... 87½ hours weekly
News Service... AP, INS
Representative... ABC Spot Sales
President... Robert E. Kintner (ABC)
Board Chairman... Edward Noble
Asst. Treasurer... Ernest Felix
Sta. Mgr., Western Div. TV Dir... Donn B. Tatum
Sales Manager... Robert F. Laws
TV Pgm., Prod. Dir... Cecil W. Barker
TV Program Manager... Alvin G. Flanagan
Sales Promotion Dir... John S. Hansen
Dir. of News & Special Events... F. La Tourette
Production Manager... Darrell E. Ross
Publicity Director... Victor E. Rowland
Film Director... Eloise Reeves
Manager TV Engr... Cameron G. Pierce
Tech. Operations Mgr... Philip G. Caldwell
Consulting Engineers... Kear & Kennedy

KLAC-TV

HOLLYWOOD—1948

Channel: 13... AP: 15.75 Kw... VP: 31.4 Kw.
Owned-Oper. By... KMTR Radio Corp.

CHANNEL 5

KTLA

LOS ANGELES

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN



Here is a comparison of 3 different TV rating services for Los Angeles, 6:00-10:00 p. m., Sunday through Saturday, November 1951.

KTLA leadership is built on community service.

KTLA has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!



KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363
 Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA - THE BEST ADVERTISING BUY IN LOS ANGELES

U. S. TELEVISION STATIONS

Bus.-Studio Address...1000 N. Cahuenga Blvd.
 Phone Number.....HUDson 2-7311
 Transmitter Location.....Atop Mt. Wilson
 Air Time.....98 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.....Joe Coffin
 Dir. of News & Special Events.....Fred Henry
 Production Manager.....Don Forbes
 Publicity Director.....Mickey Freeman
 Director of Film, Remotes.....Fred Henry
 Chief Engineer.....Robert W. Conner
 Consulting Engr....Craven, Lohnes & Culver

K N B H

HOLLYWOOD—1949—NBC

Channel: 4...AP: 13.32 Kw...VP: 25.25 Kw.
 Owned-Oper. By...National Broadcasting Co.
 Bus.-Studio Address.....Sunset & Vine St.
 Phone Number.....Hollywood 9-6161
 Transmitter Location.....Mt. Wilson
 Air Time.....88 hours weekly
 News Service.....AP, INS, UP
 General Manager.....Thomas B. McFadden
 Commercial Manager.....Donald A. Norman
 Program Director.....Albert V. Cole
 Promotion Director.....Richard Eisiminger
 Dir. of News & Spec. Events.....William Park
 Publicity Director.....Robert Pelgram
 Film Director.....Robert Guggenheim
 Director of Remotes.....William Bennington
 Chief Engineer.....Robert W. Clark

K N X T

HOLLYWOOD—1948—CBS

Channel: 2...AP: 12.5 Kw...VP: 25 Kw.
 Owned-Oper. By.....CBS Inc.
 Business-Studio Address.....1313 N. Vine St.
 Phone Number.....Hollywood 9-1212
 Transmitter Location.....Mt. Wilson
 Air Time.....90 hours weekly
 Representative.....CBS TV spot Sales
 President (CBS).....Frank Stanton
 Pres. (CBS TV Div.).....J. L. Von Volkenburg
 Vice-Pres. (Net. Pqms.).....Harry S. Ackerman
 General Manager.....Wilbur S. Edwards
 Sales Manager.....James T. Aubrey Jr.
 Sales Prom. Dir.....Tony Moe
 Program Director.....Bill Brennan
 Chief Engineer.....Lester H. Bowman

K H J - T V

LOS ANGELES—1948

Channel: 9...AP: 15.7 Kw...VP: 30.2 Kw.
 Owned-Oper. By...Thos. S. Lee Enterprises Inc.
 Business-Studio Address.....1313 N. Vine St.

Phone Number.....HUDson 2-2133
 Transmitter Location.....Mt. Wilson
 Air Time.....70 hours weekly
 News Service.....AP, INS
 Program Director.....Kenneth Higgins
 National Adv. Mgr.....John Bradley
 Operations Director.....Tony LaFranc

K T L A

LOS ANGELES—1947
 PARAMOUNT

Channel: 5...AP: 15 Kk...Vp: 30 Kw.
 Owned-Oper...Paramaunt TV Productions, Inc.
 Business Studio Address....5451 Marathon St.
 Phone Number.....HOLLYwood 9-3181
 Transmitter Location.....Mt. Wilson
 Air Time.....70 hours weekly
 News Service.....UP, Acme & Telenews
 Representative.....Paul H. Raymer
 Membership.....NARTB
 Gen. Mgr. & V-P, Paramount

T-V Prods.....Klaus Landsberg
 Sales Manager.....Harry Maynard
 Publicity Director.....Howard Wormser
 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 T T V

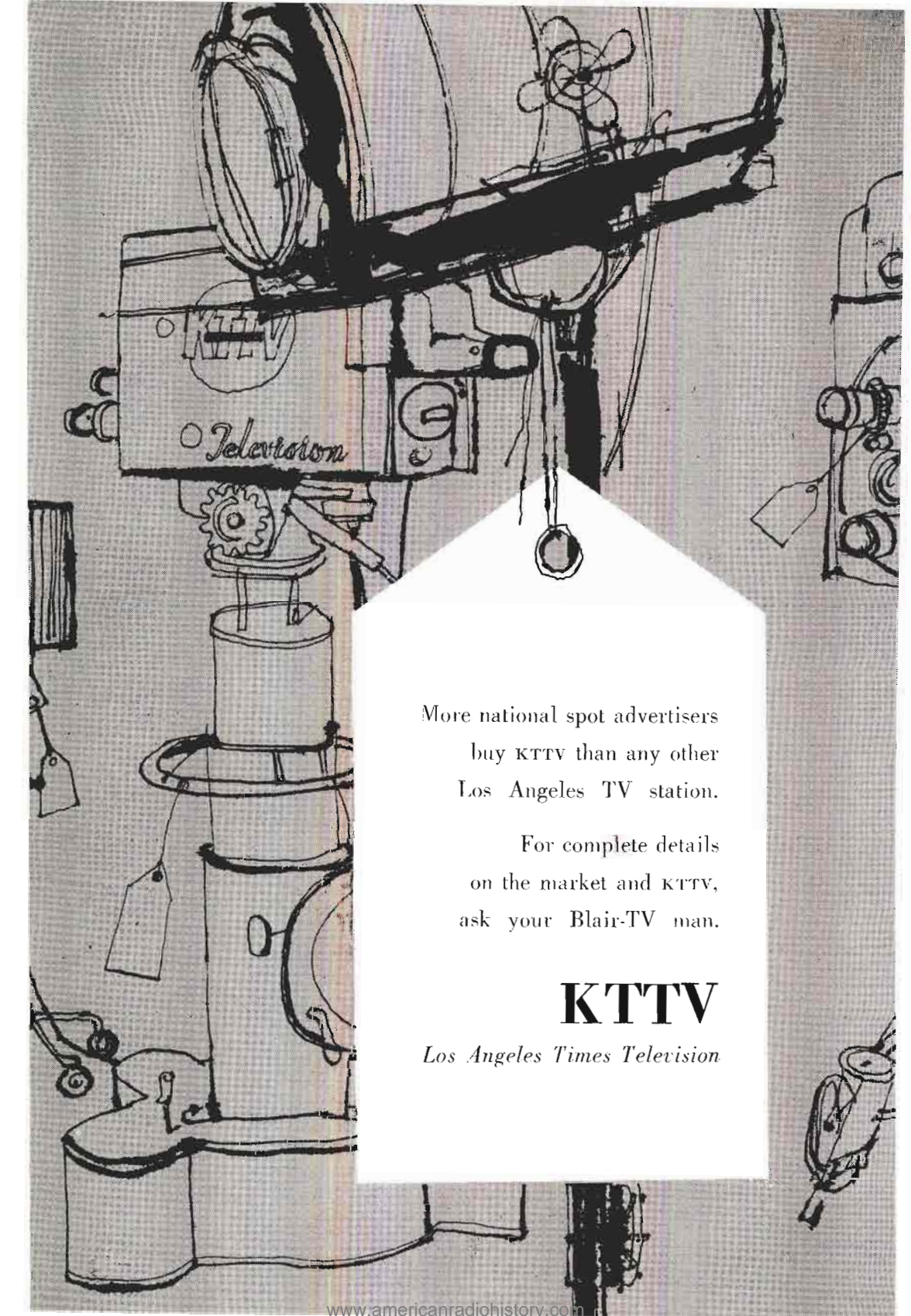
LOS ANGELES—1949—DuM

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.....76 $\frac{3}{4}$ hours weekly
 News Service.....AP
 Representative.....Blair-TV, Inc.
 President.....Norman Chandler
 General Manager.....Richard A. Moore
 Commercial Manager.....Frank G. King
 Operations Director.....Robert Purcell
 Prom., Pub. Dir.....John R. Vrba
 Dir. of Production.....Bob Breckner
 Film Director.....Tom Corradine
 Chief Engineer.....Edward Benham
 Consulting Engineer.....Caven, Lohnes and
 Culver, Washington, D. C.

K F M B - T V

SAN DIEGO—1949—ABC-CBS-NBC
 DUMONT

Channel: 8...AP: 12.7 Kw...VP: 27 Kw.
 Owned-Oper. By.....Kennedy Bcstg. Co.
 Business Address.....1405 Fifth Ave.
 Phone Number.....Main 2114



KTTV

Television

More national spot advertisers
buy KTTV than any other
Los Angeles TV station.

For complete details
on the market and KTTV,
ask your Blair-TV man.

KTTV

Los Angeles Times Television

U. S. TELEVISION STATIONS

Transmitter Location.....Mount Soledad
 Air Time.....95 hours weekly
 Representative.....Branham
 News Service.....AP
 Membership.....NARTB
 Chairman of Board.....John A. Kennedy
 General Manager.....Howard L. Chernoff
 Commercial Manager.....William Edholm
 Prom., Pub. Rel.....Lisle F. Shoemaker
 Program Manager.....Bill Fox
 Chief Engineer.....Thornton Chew

Business Studio Address.....901 Mission St.
 Phone Number.....GA-field 1-1112
 Transmitter Location..TV Peak, San Bruno Mt.
 Air Time.....70 hours weekly
 News Service.....AP
 Representative.....Free and Peters
 General Manager.....Charles Thieriot
 Director of Television.....Harold P. See
 Commercial Manager.....Norman Louvau
 Program Director.....A. H. Constant
 Chief Engineer.....R. A. Isberg

KGO-TV

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.....85 hours weekly
 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.....Gordon Grannis
 Dir. of News and Spe. Events.....Vic Reed
 Production Manager.....Bill Hollenbeck
 Publicity Director.....Gordon Grannis
 Film Director.....Phyllis Townner
 Director of Remotes.....Bill Hollenbeck
 Chief Engineer.....A. E. Evans
 Consulting Engineer....Keary & Kennedy

KPIX

SAN FRANCISCO—1948—CBS
 DUMONT

Channel: 5....AP: 16.2 Kw....VP: 30.5 Kw.
 Owned-Oper. By.....KPIX, Inc.
 Bus. Studio Address.....Mark Hopkins Hotel
 Phone Number.....PRospect 6-6200
 Trans. Location.....Roof, Mark Hopkins Hotel
 Air Time.....85 hours weekly
 News Service.....INS, UP
 Representative.....Katz
 Membership.....NARTB
 President.....Wesley I. Dumm
 Sta., Gen. Mgr.....Philip G. Lasky
 Commercial Manager.....Lou Simon
 Program Director.....Sanford Spillman
 Production Manager.....George Mathiesen
 Promotion Dir.....Kay Mulvihill
 Film Director.....William Ray
 Dir. of Engineering.....A. E. Towne
 Consulting Engineer Universal Research Labs

KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4....AP: 7.7 Kw....VP: 14.5 Kw.
 Owned-Oper. By.....The Chronicle Pub. Co.

CONNECTICUT

WNHC-TV

NEW HAVEN—1948
 ABC-CBS-NBC-DuM

Channel: 6....AP: 7.5 Kw....VP: 15.1 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.....100 hours weekly
 News Service.....AP, INS
 Representative.....Katz
 Membership.....NARTB
 President.....Patrick J. Goode
 Sec.-Treas.....Aldo De Dominicis
 General Manager.....James T. Milne
 Commercial Manager....Vincent J. Callanan
 Production Manager.....David K. Harris
 Dir. of News &
 Special Events.....W. Rockwell Clark
 Publicity Director.....William Dukeshire
 Chief Engineer.....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.....85 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

*of the people
by the people
for the people*



WE'VE borrowed a few phrases from Old Abe to illustrate what Washingtonians already know . . . that WTTG is a station dedicated to the service of our community.

For six years, Washington's first television station has carried more locally produced programs than any other station in this area.

Six years of outstanding local programs, outstanding local personalities, creative program ability and production know-how.

If you've an eye for Washington business—place your sales message on WTTG, Washington's first and most locally-minded television station.

WTTG

CHANNEL 5 IN WASHINGTON

Owned and Operated by Allen B. DuMont Laboratories, Inc.

Represented by

Harrington, Righter & Parsons, Inc.
New York • Chicago

Richard Raitlon Company
San Francisco

NOW IN OUR 6TH YEAR

• • U. S. TV STATIONS • •

**DISTRICT OF
COLUMBIA**

WNBW

WASHINGTON—1947—NBC

Channel: 4 . . . AP: 10.5 Kw. . . . VP: 20.5 Kw.
Owned-Oper. By . . . National Bcstg. Co., Inc.
Business-Studio Address . . . Translux Bldg.,
14th & N. Y. Ave. N.W.

Phone Number REpublic 4000
Transmitter Location . . . Wardman Park Hotel
Air Time 91½ Hours Weekly
News Service AP, INS, UP
Representative . . . NBC Television Spot Sales
Membership NARTB, TBA
Wash. Vice-Pres. Francis Russell
General Manager Eugene Juster
Business Manager George Sandeier
Commercial Manager . . . Charles de Lozier
Program Director Ralph Burgin
Promotion Director John E. Ghilain
Dir. News & Spe. Events . . Julian Goodman
Production Manager George Dorsey
Chief Engineer Charles Colledge

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
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
Director of News & Spec. Events . Bryson Rash
Publicity Director Mary Pauline Perry
Film Director Charles Bloomquist

WTOP-TV

WASHINGTON—1949—CBS

Channel: 9 . . . AP: 14.4 Kw. . . . VP: 27.3 Kw.
Owned-Oper. By WTOP, Inc.
Business Address Warner Building
Phone Number Me. 3200
Transmitter Location . . . 40th and Brandywine
St., N.W.
Air Time 100 hours weekly
Newspaper Affiliation . . . Washington Post
News Service AP, INS, UP
Membership NARTB
Pres., Gen. Mgr. John Hayes
Commercial Manager George Hartford
Prod. Manager E. I. Halbert

U. S. TV STATIONS

Pub. & Prom. Director.....Cody Pfanstiehl
 Film Director.....C. D. Dyatt
 Chief Engineer.....Clyde Hunt

WTTG

WASHINGTON—1947—DuM

Channel: 5....AP: 10.5 Kw....VP: 17.5 Kw.
 Owned-Oper. By..Allen B. DuMont Labs., Inc.
 Business-Studio Address.....Hotel Raleigh
 Phone Number.....STerling 5300
 Transmitter.....5217 19th Rd., N.; Arlington
 Air Time.....100 hours weekly
 News Service.....UP
 Representative...Harrington, Righter, Parsons
 President.....Dr. Allen B. DuMont
 General Manager.....Walter Compton
 Commercial Manager.....Perry Walders
 Program Director.....Roger Coelos
 Film Director.....Jules Huber
 Chief Engineer.....Malcolm M. Burleson

FLORIDA

WMBR-TV

JACKSONVILLE—1949
 ABC-CBS-NBC

Channel: 4....AP: 7.4 Kw....VP: 14.8 Kw.
 Owned-Operated By.....Florida Bcstg. Co.
 Business Address.....B. O. Box 5187
 Phone Number.....9-4475
 Transmitter Location.....Southampton & Vine
 Air Time.....95 hours weekly
 News Service.....INS
 Representative.....Avery-Knodel
 General Manager.....Glenn Marshall, Jr.
 Pgm., Prom. Director.....Bernie Adams
 News Dir., Prod. Mgr.....Bill Terry
 Chief Engineer.....Ernest Vordermark
 Consulting Engineer.....Andrew Ring

WTVJ

MIAMI—1949—ABC-CBS-NBC-DuM

Channel: 4....AP: 8.25 Kw....VP: 16.5 Kw.
 Owned-Oper. By.....Wometco Theatres
 Business-Studio Address.....17 3rd St., N.W.
 Transmitter Location.....Everglades Hotel
 Air Time.....105 hours weekly
 News Service.....UP
 Representative.....Free & Peters
 President.....Mitchell Wolfson
 Vice-Pres., Gen. Mgr.....Lee Ruwitch
 Business & Sales Mgr.....John S. Allen
 Program Director.....Lee Phillips
 Pub. & Prom. Director.....Burt Toppan
 Film Director.....Labe B. Mell
 National Sales Mgr.....Arthur L. Gray
 Dir. of News & Special Events...Ralph Renick
 Program Coordinator.....John A. Shay
 Chief Engineer.....Earl W. Lewis

W N B W . . .

your best TV buy

IN WASHINGTON

The WNBW coverage area includes the District of Columbia, nine Virginia counties, six in Maryland and one in West Virginia—an area with a population of 1,717,200 and an effective buying income of \$2,588,621,000.

WNBW IS IN ITS FIFTH YEAR OF OPERATION IN THE NATION'S CAPITAL.

WNBW has such outstanding news commentators as Morgan Beatty and Leaf Eid, such unique women's shows as "Inga's Angle"—and originates such distinguished network programs as "Battle Report," "American Forum," "Meet the Press" and "Richard Harkness and the News."

WNBW IS FIRST IN 178 OUT OF 363 QUARTER-HOUR PERIODS ON THE AIR, WITH THE REMAINING 185 DIVIDED AMONG THREE OTHER LOCAL TV STATIONS.

Out of 70 quarter-hour segments between 3:30 and 7 p.m., Monday through Friday, WNBW is first in 57.

WNBW — FIRST IN FILM SHOWS, CHILDREN'S PROGRAMS, SPORTS AND SPECIAL EVENTS!

(Ratings)—American Research Bureau, Nov. 1-8, 1951
 (Market data)—Sales Management Survey of Buying Power, 1951

W

N

B

W N B W

channel 4

REPRESENTED BY NBC SPOT SALES

THE FACTS ABOUT JACKSONVILLE

- It's a One-Station-Market
- It has 52,000 TV families
- This means 43.3% penetration
- WMBR-TV has 100% share of audience

- You can reach this audience for only 72¢ per thousand
- WMBR-TV is Florida's only interconnected station
- The station beams 162 live network shows and 32 live local shows each week.

WMBR-TV CIRCULATION

JANUARY 1, 1952

62,900 TV Sets In Total Coverage Area
 52,000 TV Sets In 0.1 MV/m (60 mi. Radius)
 43.3% TV Penetration
 43,472 TV Sets In Duval County
 50.6% TV Penetration

	COUNTIES	FAMILIES*	TV SETS**
FLORIDA	Baker	1,600	202
	Bradford	3,000	638
	Clay	4,800	900
	Duval	85,900	43,472
	Nassau	3,700	1,315
	Putnam	7,900	2,250
	St. Johns	7,900	1,920
GEORGIA	Union	2,200	58
	Camden	1,900	695
	Charlton	1,200	550
	TOTALS	120,100	52,000

*Sales Management—1951 **RTMA and Dealers Estimates

CURRENT AVAILABILITIES

"Come Into the Kitchen" Monday thru Friday

Conducted by Nell Smith who has 20 years experience lecturing on and demonstrating foods and appliances. She speaks with authority to the women of Jacksonville as an expert on food and food products.

"Money Talks" Monday thru Friday

A telephone quiz with accumulative jack-pot. Musical films, a charcoal artist and rear-view projection gives the clues; viewers are called and asked to identify the song.

Live, Film or Slide copy accepted

**WMBR
TV**

CBS
NBC
DuM
ABC

JACKSONVILLE, FLORIDA CHANNEL 4

VERY KNÜDEL

U. S. TELEVISION STATIONS

GEORGIA

WAGA-TV

ATLANTA—1949—CBS-DuM

Channel: 5... AP: 13.5 Kw... VP: 26.5 Kw.
 Owned-Operated By... Fort Industry Co.
 Bus.-Studio Address. 1018 W. Peachtree, N.W.
 Phone Number... Emerson 2541
 Trans. Location... 1018 W. Peachtree, N.W.
 Air Time... 105 hours weekly
 News Service... AP
 Representative... Katz
 President... George B. Storer
 Commercial Manager... John W. Collins, Jr.
 News Director... Dale Clark
 Chief Engineer... George B. Smith
 Consulting Engineer... A. Earl Cullum, Jr.

WLTV

ATLANTA—1951—ABC

Channel: 8... AP: 12.5 Kw... VP: 23.8 Kw.
 Owned-Oper. By... Broadcasting Inc.
 Address... 15 Forsyth St. S.W.
 Phone Number... Cypress 6676
 Transmitter Location... 1601 W. Peachtree St.
 Air Time... Varies
 News Service... AP
 Representative... Harrington, Righter & Parsons
 President... Walter C. Sturdivant
 Vice-Pres. & Gen. Mgr... William T. Lane
 Commercial Manager... George P. Moore
 Program Director... Roger O. Van Duzer
 Technical Director... Harvey J. Aderhold
 Traffic Manager... Ann Hutcheson
 Film Director... John Barry

WSB-TV

ATLANTA—1948—NBC

Channel: 2... AP: 25 Kw... VP: 50 Kw.
 Owned-Oper. By... The Atlanta Newspapers
 Address... 1801 W. Peachtree
 Phone Number... Atwood 3827
 Air Time... 98 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 Tolson
 Publicity Director... Wayne Anderson
 Film Director... Jean Hendrix
 Chief Engineer... C. F. Daugherty

ILLINOIS

WBKB

CHICAGO—1941—CBS

Channel: 4... AP: 12.7 Kw... VP: 25.4 Kw.
 Owned-Operated By... Balaban & Katz Corp.
 Bus.-Studio Address... 175 North State St.
 Phone Number... RAndolph 6-8210
 Transmitter Location... 33 North LaSalle St.
 Air Time... 110 hours weekly
 News Service... UP, INS
 Representative... Weed
 Membership... TBA
 Gen. Sta. Manager... John H. Mitchell
 Comptroller... Mathew E. Vieracker
 Program Manager... S. C. Quinlan
 Dir. of News & Spec. Events... Ulmer Turner
 Publicity Director... Lee Salberg
 Production Manager... William Ryan
 Film Director... Carl Russell
 Chief Engineer... William P. Kusack

WENR-TV

CHICAGO—1948—ABC

Channel: 7... AP: 14.0 Kw... VP: 28.3 Kw.
 Owned-Operated By... American Bcastg. Co.
 Business-Studio Address... 20 N. Wacker Dr.
 Phone Number... ANdover 3-0800
 Transmitter Location... Atop Opera Bldg.
 Air Time... 94½ hours weekly
 News Service... AP, INS
 V.P. in Chg... John H. Norton, Jr.
 Sta. Sales Mgr... Roy McLaughlin
 Program Director... James S. Pollak
 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

WNBQ

CHICAGO—1949—NBC

Channel: 5... AP: 12.29 Kw... CP: 23.25 Kw.
 Owned-Operated By... National Bcastg. Co.
 Business-Studio Address... Merchandise Mart
 Phone Number... SUperior 7-8300
 Transmitter Location... Civic Opera Bldg.
 Air Time... 94 hours weekly
 News Service... AP, INS, UP
 Representative... NBC Spot Sales
 Membership... NARTB
 President of NBC... Joseph McConnell
 V.P. & Gen. Mgr... Harry Kopf
 TV Manager... Jules Herbuveaux
 Commercial Manager... John J. McPartlin
 Program Director... George Heinemann
 Promotion Director... John Keys

... HERE'S **TV** COVERAGE

... A WGN-TV advertiser made an introductory offer on his first program... a one minute announcement at 11:45 p. m. Sunday night. Within 24 hours, more than 2300 cards were received from

- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

Early or late ... if you want results ...

call your WGN-TV representative for availabilities



U. S. TELEVISION STATIONS

Dir. of News & Spec. Events... William B. Ray
 Publicity Director..... Jack Ryan
 Film Procurement..... Isabel Cooney
 Chief Engineer..... Howard C. Luitgens

WGN-TV

CHICAGO—1948—DuM

Channel: 9.... AP: 14.5 Kw.... VP: 29.0 Kw.
 Owned-Operated By..... WGN, Inc.
 Business Address... 441 N. Michigan Ave
 Phone Number..... SUperior 7-0100
 Transmitter Location..... Tribune Tower
 Air Time..... 95-100 hours weekly
 Newspaper Affiliation..... Chicago Tribune
 News Service..... AP, UP, AP
 Representative..... George P. Hollingbery
 President..... Col. Robert R. McCormick
 Station Manager..... Frank P. Schreiber
 Commercial Manager... William A. McGuineas
 TV Sales Manager..... Ted Weber
 Program Director..... Jay E. Faraghan
 Newsreel Director..... Spencer Allen
 Operations Director..... George E. Petterson
 Promotion Director..... Charles A. Wilson
 Publicity Director..... James Hanlon
 Film Director..... Elizabeth Bain
 Director of Remotes..... Donald Cook
 Chief Engineer..... Carl J. Meyers

WHBF-TV

ROCK ISLAND—1950—ABC-CBS
DuM

Channel: 4.... AP: 11.7 Kw.... VP: 23.5 Kw.
 Owned-Oper. By..... Rock Island Bcstg. Co.
 Bus.-Trans. Address... Telco Bldg., 231 18th St.
 Phone Number..... R. I. 6-5441
 Air Time..... 80 hours weekly
 News Service..... INS
 Representative..... Avery-Knodel, Inc.
 Membership..... NARTB
 President..... Ben H. Potter
 Gen., Sta. Mgr..... Leslie C. Johnson
 Commercial Manager..... Maurice Corken
 Program Director... Forest W. Cooke
 Promotion Director..... (Miss) Fern Hawks
 Prod., News, Spe. Ev. Dir.. Charles F. Harrison
 Publicity Director..... (Miss) Fern Hawks
 Chief Engineer..... Robert J. Sinnett
 Consulting Engineer..... E. C. Page

INDIANA

WTTV

BLOOMINGTON—1949
ABC-CBS-NBC-DuM

Channel: 10.... AP: 17.5 Kw.... VP: 35 Kw.
 Owned-Oper. By..... Sarkes Tarzian, Inc.
 Address..... 535 S. Walnut St.

Phone Number..... 2-3366
 Air Time..... 80 hours weekly
 News Service..... AP
 Representative..... Robert Meeker Assoc.
 General Manager..... Glenn Van Horn
 Sta., Comm. Mgr..... Robert Lemon
 Program Director..... Robert Petranoff
 Promotion Director..... Jim Ratcliffe
 Film Director..... Al Fiscus
 Dir. of Spec. Events..... Maurice Latimer
 Chief Engineer..... Morton L. Welgel
 Consulting Engineer..... Kear & Kennedy

WFBM-TV

INDIANAPOLIS—1949
ABC-CBS-NBC-DuM

Channel: 6.... AP: 18.1 Kw.... VP: 30.8 Kw.
 Owned-Operated By..... WFBM, Inc.
 Bus. Studio Address... 1330 N. Meridian St.
 Phone Number..... Lincoln 8506
 Transmitter Location... Merchants Bank Bldg.
 Air Time..... 105 hours weekly
 News Service..... AP, INS
 Representative..... Katz
 Membership..... NARTB
 Pres., Gen., Sta. Mgr.... Harry M. Bitner, Jr.
 Comm. Manager..... William F. Kiley
 Program Director..... Hugh Kibbey
 Promotion Director..... David F. Milligen
 Dir. of News..... Gilbert Forbes
 Film Director..... Earl Johnson
 Chief Engineer..... Harold S. Holland

WHY IS AP THE BEST?

BECAUSE—**AP** is more experi-
 enced than any other
 news service... more
 than 100 years col-
 lecting and distribut-
 ing news.

First

*in
educational
television*

Telecasting . . .

Bringing to Central Iowa's quarter-million television viewers the vast resources of the Iowa State College in homemaking, agricultural and cultural information, plus selected programming from all four television networks.

Teaching . . .

The nation's only fully-licensed television station to be owned and operated by an educational institution offers specialized professional training for selected students in TV engineering, program and production. Facilities include related college departments together with the Television Theatre and workshop.

Program Development . . .

Research and experimental work in cooperation with the United States Department of Agriculture, the Fund for Adult Education, an Independent organization established by the Ford Foundation, and the Commission on Christian Education and Iowa Interchurch Council.

**WOI - TV
IOWA STATE COLLEGE
AMES, IOWA**

NBC-TV

CBS-TV

ABC-TV

DuMont-TV

U. S. TELEVISION STATIONS

IOWA

W O I - T V

AMES—1950

Channel: 4 AP: 8 Kw VP: 15.6 Kw.
 Owned-Operated By Iowa State A & M
 Bus.-Studio Address Service Bldg., Iowa State
 College

Phone Number 2500 Extension 570
 Transmitter Location Ames
 Membership NARTB
 President Charles E. Friley
 General Manager Richard B. Hull
 Sta., Comm. Manager Robert Mulhall
 Program Director Edward Wegener
 Production Manager Edward Wegener
 Film Director J. Wilson Dunlop
 Chief Engineer L. L. Lewis

W O C - T V

DAVENPORT—1949—NBC

Channel: 5 AP: 12.5 Kw VP: 22.9 Kw.
 Owned-Oper. By Central Bcastg. Co.
 Business Address 805 Brady St.
 Phone Number 3-3661
 Transmitter Location Bettendorf
 Air Time 85¼ hours weekly
 News Service UP
 Representative Free & Peters, Inc.
 Membership NARTB
 President Col. B. J. Palmer
 Vice-Pres. & Treas. D. D. Palmer
 Exec. Vice-Pres. Ralph Evans
 Secretary William D. Wagner
 Vice-President Paul Loyet
 Resident Manager Ernest Sanders
 Resident Sales Mgr. Mark Wodlinger
 Program Director Charles Freiburg
 Promotion Director Fred Reed
 Director of News Bob Frank
 Publicity Director Paul Ives
 Film Director Ken Wagner
 Chief Engineer Paul Arvidson
 Consulting Engineer A. D. Ring & Co.

KENTUCKY

W A V E - T V

LOUISVILLE—1948—ABC-NBC-DuM

Channel: 5 AP: 12.1 Kw VP: 24.1 Kw.
 Owned-Operated By WAVE, Inc.
 Address 334 East Broadway
 Phone Number Wabash 2201
 Air Time 89 hours weekly
 News Service AP, INS
 Membership NARTB

Representative Free & Peters
 President George W. Norton, Jr.
 Gen., Sta. Manager Nathan Lord
 Commercial Manager Ralph Jackson
 Program Director George Patterson
 Director of Television John Boyle
 Prom., Pub. Dir. Cyrus D. Crites
 Director of News Hugh Sutton
 Production Manager Burt Blackwell
 Film Director Irving Lively
 Dir. of Remotes Walter K. Witherbee
 Chief Engineer Wilbur Hudson
 Consulting Engineer Ring & Clark

W H A S - T V

LOUISVILLE—1950—CBS

Channel: 9 AP: 50 Kw VP: 25 Kw.
 Owned-Oper. By WHAS, Inc.
 Address 6th & Broadway
 Phone Wabash 2211
 Representative Harrington, Righter, Parsons
 News Service AP, UP
 President Barry Bingham
 Vice-Pres., Director Victor A. Sholis
 Sales Director Neil D. Cline
 Chief Engineer Orrin W. Towner

LOUISIANA

W D S U - T V

**NEW ORLEANS—1948
 ABC—CBS—NBC—DuM**

Channel: 6 AP: 15.0 Kw VP: 31.0 Kw.
 Owned-Operated By WDSU Bcastg. Services
 Business-Studio Address 520 Royal St.
 Phone Number Tulane 4371
 Transmitter Location Hibernia Bank Bldg.
 Air Time 112 hours weekly
 News Service AP, UP
 Representative Blair
 Membership NARTB, BAB
 President Edgar B. Stern, Jr.
 Exec. V.P., Gen. Mgr. Robert D. Swezey
 Commercial Manager A. Louis Read
 Program Director John Muller
 Prom., Pub. Dir. Marion Annenberg
 Dir. of News & Spec. Events Mel Leavitt
 Film Director Rose Wetzel
 Chief Engineer Lindsey Riddle
 Consulting Engineer E. C. Page

MARYLAND

W A A M - T V

BALTIMORE—1948—ABC-DuM

Channel: 13 AP: 13.8 Kw VP: 26.1 Kw.

**SOLD
DOWN THE RIVER**

**UP THE RIVER
ACROSS THE RIVER**

When Advertised on **WOC-TV**

WOC-TV Sells!

In fact, WOC-TV's reputation as a *Selling Medium* is growing so rapidly that this station is approaching the **SOLD OUT** stage. There are a few good program and announcement availabilities left, so you'd **BETTER ACT NOW**.

Better act now . . . if you want to reach WOC-TV's 23 county good viewing area. Better act now . . . and get on the station with the "know how" to stimulate the buying urge of people in the Quint-City area . . . people with a per capita effective buying power 30.2% above the national per capita average (Sales Management 1951 "Survey of Buying Power").

Let us or your nearest **F & P** office hear from you . . . and shortly you'll hear from a vast TV audience that responds to sales messages carried by **WOC-TV** . . . the station that **SELLS!**

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives



**The
QUINT CITIES**

Col. B. J. Palmer, *President*
Ernest C. Sanders, *Resident Manager*



U. S. TELEVISION STATIONS

Owned-Operated By...WAAM, Incorporated
 Business Address.....3725 Malden Ave.
 Phone Number.....MOhawk 7600
 Transmitter Location.....3725 Malden Ave.
 Air Time.....95 hours weekly
 News Service.....AP
 Representative.....Harrington, Righter and
 Parsons, Inc.

President.....Ben Cohen
 Exec. Vice-Pres.....Norman C. Kal
 General Manager.....Kenneth Carter
 Asst. Gen. Mgr.—Sales.....Armand Grant
 Prog., Film Dir.....Herbert Cahan
 Pgm. Operations Supr.....Harriet George
 Dir. of News and Pub.....Joel Chaseman
 Production Manager.....Paul Kane
 Director of Engineering.....Benjamin Wolfe
 Chief Engineer.....Glenn Lahman
 Consulting Engineer.....Kear and Kennedy

WBAL-TV

BALTIMORE—1948—NBC

Channel: 11....VP: 13 Kw....AP: 27 Kw.
 Owned-Operated By.....Hearst Radio, Inc.
 Business-Studio Address.....2610 N. Charles
 Phone Number.....Hopkins 3000
 Transmitter Location..Violet and Cottage Ave.
 Air Time.....103 hours weekly
 News Service.....INS, UP, AP
 Representative.....Edward Petry
 Membership.....NARTB
 President.....Charles B. McCabe
 Vice-Pres. & Gen. Mgr.....D. L. Provost
 Vice-Pres. (Engineering).....John T. Wilner
 Station Manager.....Leslie H. Peard, Jr.
 Dir. Public Affairs & Education..Arnold Wilkes
 Program Director.....Victor F. Campbell
 Program Manager.....Jerre Wyatt
 Sales Manager.....Willis K. Friert
 News & Publicity Mgr.....Thomas J. White, Jr.
 Film Buyer.....John Frankenfield
 Dir. Women's Programs.....Mollie Martin
 Chief Engineer.....William C. Bareham

WMAR-TV

BALTIMORE—1947—CBS

Channel: 2....AP: 8 Kw....VP: 16 Kw.
 Owned-Operated By.....The A. S. Abell Co.
 Bus.-Studio Address..Baltimore & Charles Sts.
 Phone Number.....MUIberry 5670
 Transmitter Location.....Mathieson Bldg.
 Air Time.....105 hours weekly
 News Service.....AP
 Representative.....Katz
 President.....William F. Schmick
 V.P., Dir. of Radio.....Ewell K. Jett
 Commercial Manager.....Ernest A. Lang
 Program Director.....Robert B. Cochran
 Promotion Director.....Ralph T. Braun
 Film Director.....David V. R. Stickle
 Chief Engineer.....Carlton G. Nopper

MASSACHUSETTS

WBZ-TV

BOSTON—1948—NBC

Channel: 4....AP: 7.70 Kw....VP: 15.61 Kw.
 Owned-Oper. By...Westinghouse Radio Sta-
 tions, Inc.
 Address.....1170 Soldiers Field Rd.
 Phone Number.....ALgonquin 4-5670
 News Service.....INS
 Representative.....NBC Spot Sales
 President.....Walter Evans
 Sales Manager.....C. Herbert Masse
 Station Manager.....W. C. Swartley
 Program Manager.....W. Gordon Swan
 Film Librarian.....Carl Lawton
 Chief Engineer.....W. H. Hauser

WNAC-TV

BOSTON—1948—ABC-CBS-DuM

Channel: 7....AP: 13.3 Kw....VP: 26.6 Kw.
 Owned-Oper. By..Thomas S. Lee Enterprises
 Inc.
 Business-Studio Address....21 Brookline Ave.
 Phone Number.....COMmonwealth 6-0800
 Transmitter Location.....Medford
 Air Time.....105 hours weekly
 News Service.....UP
 Representative.....H-R Reps. Inc.
 President.....William O'Neill
 Exec. V.P. & Gen. Mgr.....Linus Travers
 V.P. in chg. TV.....George Steffy
 Publicity Director.....Paul Keyes
 Film Director.....James Pike
 Technical Director.....Harry Whittemore

MICHIGAN

WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2....AP: 8.3 Kw....VP: 16.5 Kw.
 Owned-Operated By.....Fort Industry Co.
 Business-Studio Address.....500 Temple
 Phone Number.....Temple 3-7900
 Transmitter Location.....8009 Lyndon
 Air Time.....110 hours weekly
 News Service.....INS, UP
 Membership.....NARTB
 Representative.....Katz
 President.....George B. Storer
 V.P., Managing Dir.....Gayle V. Grubb
 General Manager.....Richard E. Jones
 Production Manager.....Lanny Pike
 Prom. Mgr., Pub. Dir.....Joyce M. Chapman
 Dir. of News & Special Events..Larry Ruppel



Gateway to
Greater TV Sales
In New Orleans!

WDSU-TV
CHANNEL 6
New Orleans

• • U. S. TV STATIONS • •

Film Director.....Bob Striker
Director of Remotes.....Ted Belmel
Chief Engineer.....Paul Frincke
Consulting Engineer.....Earl Cullum

W W J - T V

DETROIT—1947—NBC

Channel: 4...AP: 10.25 Kw...VP: 20.5 Kw.
Owned-Operated By...Evening News Assoc.
Business-Studio Address...615 W. Lafayette
Phone Number.....Woodward 2-2000
Transmitter Loc.....Eight Mile & Myers Rd.
Newspaper Affiliation.....The Detroit News
News Service.....UP, AP
Representative.....Hollingbery
Membership.....NARTB
Sta. Mgr.....Willard E. Walbridge
Program Director.....Melvin C. Wissman
Promotion Director.....Jake Albert
News Producer.....Tom Sutton
Production Manager.....Walter Koste
Publicity Director.....Fran Harris
Film Director.....Douglas Wright
Chief Engineer.....Edgar J. Love
Consulting Engineer.....William L. Foss

W X Y Z - T V

DETROIT—1948—ABC

Channel: 7...AP: 13.9 Kw...VP: 27.9 Kw.
Owned-Operated By.....WXYZ, Inc.
Business Address.....1700 Mutual Bldg.
Phone Number.....Woodward 3-8321
Studio-Transmitter Location...Maccabees Bldg.
Air Time.....126 hours weekly
News Service.....AP, UP
Representative.....ABC Spot Sales
President.....James G. Riddell
Commercial Manager.....Harold Christian
Station Manager.....John Pival
Promotion Director.....William Morgan
Dir. of Spec. Events & News...Richard Fimmel
Film Director.....Ken Simms
Chief Engineer.....Charles Kocher

W O O D - T V

GRAND RAPIDS—1951

ABC-CBS-NBC-DuM

Channel: 7...AP: 10 Kw...VP: 20 Kw.
Owned-Oper. By.....Grandwood Bcstg. Co.
Address.....Grand Rapids Nat'l Bank Bldg.
Phone Number.....9-4211
Air Time.....84 hours weekly
News Service.....AP
Representative.....Katz
Membership.....NARTB
President.....Harry M. Bitner, Sr.
General Manager.....Willard Schroeder
Program Director.....Franklin Sisson
Promotion Director.....Howard Silbar
Dir. News & Spe. Events.....Bob Runyon
Production Manager.....Hal Kaufman
Film Director.....Clark Grant
Chief Engineer.....Robert Wilson
Consulting Engineer.....Harold M. Holland

U. S. TELEVISION STATIONS

WKZO-TV

KALAMAZOO—1950
ABC-CBS-NBC-DuM

Channel: 3... AP: 8.0 Kw.... VP: 16.0 Kw.
Owned-Operated By.....Fetzer Bcstg. Co.
Address.....124 W. Michigan Ave.
Phone Number.....3-1223
Transmitter Location..Mr. Nr. Plainwell, Mich.
Air Time.....89 hours weekly
Representative.....Avery-Knodel, Inc.
Membership.....NARTB
Pres., Gen. Sta. Mgr.....John E. Fetzer
Commercial Manager..Donald W. DeSmit, Jr.
Pgm., Prom., Film Dir.....Harry E. Travis
Pub. Affairs Adviser...Dr. Willis F. Dunbar
Chief Engineer.....Carl E. Lee
Consulting Engineer.....Paul F. Godley

WJIM-TV

LANSING—1950—ABC-CBS-DuM
NBC

Channel: 6... AP: 20.6 Kw.... VP: 10.3 Kw.
Owned-Oper. By.....WJIM, Inc.
Address.....Bank of Lansing Bldg.
News Service.....INS
Phone.....2-1333
Representative.....H-R Representatives
Pres., Gen. Mgr.....Harold F. Gross
Station Manager.....Howard K. Finch
Commercial Manager....Roger S. Underhill
Film Director.....Emil Popke

MINNESOTA

KSTP-TV

ST. PAUL-MINNEAPOLIS—1948
NBC

Channel: 5... AP: 17.3 Kw.... VP: 24.7 Kw.
Owned-Operated By.....KSTP, Inc.
Bus., Trans. Lo. 3415 University Ave., St. Paul
Phone Number.....Prior 2717
Air Time.....101½ hours weekly
News Service.....AP, UP
Representative.....Edward Petry
Membership.....NARTB
Pres., Gen. Mgr.....Stanley E. Hubbard
V.P., Treas., Asst. Mgr.....K. M. Hance
V.P. in Chg. Sales.....Miller C. Robertson
Program Director.....Del Franklin
Promotion Director.....Joseph C. Cook
Chief Engineer.....John McMahon
Consulting Engineer.....Andrew D. Ring

WTCN-TV

MINNEAPOLIS—1949
ABC-CBS-DuM

Channel: 4... AP: 9.2 Kw.... VP: 17.9 Kw.
Bus.-Studio Address..Radio City—50 S. 9th St.
Phone Number.....Lincoln 0552
Owned-Oper. By...Mid-Continent Radio-TV Inc.
Transmitter Location.....Foshay Tower
Air Time.....112 hours weekly
News Service.....AP, UP, INS
Representative.....Free & Peters
President.....W. J. McNally
General Manager.....F. Van Konyenburg
Sales Manager.....Robert N. Ekstrum
Prom., Sales Director.....Robert N. Wold
Film Director.....Harry C. Jones
Director of TV.....Sherman Headley
Chief Engineer.....John M. Sherman

MISSOURI

WDAF-TV

KANSAS CITY—1949
ABC-CBS-NBC-DuM

Channel: 4... AP: 11 Kw.... VP: 22 Kw.
Owned-Oper. By.....Kansas City Star Co.
Business Address.....1729 Grand Ave.
Phone Number.....Harrison 1200
Studio-Trans. Location...31st & Summit Sts.
Air Time.....85 hours weekly
Newspaper Affiliation..The Kansas City Star
News Service.....AP
Representative..Harrington, Righter, & Parsons
President.....Ray A. Roberts
Managing Director.....Dean Fizer
Commercial Manager.....E. M. Russo
Station Manager.....Bill Bates
Chief Engineer.....Joseph Flaherty

KSD-TV

ST. LOUIS—1947
ABC-CBS-NBC-DuM

Channel: 5... AP: 8.0 Kw.... VP: 16.0 Kw.
Owned-Oper. By...The Pulitzer Publishing Co.
Address.....1111 Olive St.
Phone Number.....MAin 1111
Air Time.....110 hours weekly
Newspaper Affiliation..St. Louis Post-Dispatch
News Service.....AP, INS
Representative.....Free & Peters
Membership.....NARTB
President.....Joseph Pulitzer
Gen., Sta. Mgr.....George M. Burbach
Program Director.....Harold Grams
Chief Engineer.....J. E. Risk
Sales Manager.....Guy E. Yeldell
Promotion Director.....David Pasternak

375 MILES OF FILM

have recorded the Maryland Scene for Television's Pioneer Newsreel

Translated into feet, this is staggering newsreel film footage of 1,980,000 on The Sunpapers Television News since its inception. But even this **does** not tell the complete story. It's a story of the recording of some 7000 separate news events; the story of a newsreel, appearing twice daily, which has never missed an edition; the story of Marylanders sitting in front of more than 350,000 television sets in the Baltimore community watching local news events almost as soon as they happen.

And still the story is not all told. The full sense of it cannot be appreciated without some knowledge of the importance of the community service rendered. For longer than four years, the Sunpapers Television News has done a job dedicated to public service, accuracy and integrity.

Spot availabilities
7 days a week



**IN MARYLAND
MOST PEOPLE WATCH**

Represented by **THE KATZ AGENCY, INC.**
NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO • CHICAGO • ATLANTA •
DALLAS • LOS ANGELES • TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

WMAR-TV
SUNPAPERS TELEVISION

CHANNEL 2
BALTIMORE 3 MARYLAND

WMAR-TV
UNPAID

U. S. TELEVISION STATIONS

NEBRASKA

K M T V

OMAHA—1949—ABC-CBS-DuM

Channel: 3... AP: 8.4 Kw... VP: 16.7 Kw.
 Owned-Oper. By.....May Bcstg. Co.
 Bus.-Trans. Address..TV Ctr., 2615 Farnam St.
 Phone Number.....Webster 9800
 Air Time.....93 hours weekly
 News ServiceUP
 RepresentativeKatz Agency
 President.....Edward W. May
 V.P., Gen. Sta. Mgr.....Owen Saddler
 Commercial Manager.....Howard Peterson
 Program Director.....Glenn Harris
 Promotion Director.....Joe Baker
 Dir. of News and Spe. Events....Floyd Kalber
 Production Director.....Lew Jeffrey
 Film Director.....Bill Witt
 Chief Engineer.....R. J. Schroeder
 Consulting Engineer.....Wm. L. Foss

W O W - T V

OMAHA—1949—NBC

Channel: 6... AP: 9.0 Kw... VP: 17.2 Kw.
 Owned-Oper. By...Radio Station WOW, Inc.
 Business Address.....3509 Farnam St.
 Phone Number.....Webster 3400
 Studio-Transmitter Location..3509 Farnham St.
 Air Time.....98 hours weekly
 News Service.....AP, UP
 RepresentativeBlair TV
 MembershipNARTB
 President.....E. T. Meredith, Jr.
 General Manager.....Frank P. Fogarty
 National Sales Mgr.....Robert M. Dooley
 Program Director.....Lyle DeMoss
 Promotion, Publicity Director...Bill Wiseman
 Dir. of News & Spec. Events....Ray Clark
 Production Manager.....Soren Munkhof
 Chief Engineer.....Wm. J. Kotera

NEW JERSEY

W A T V

NEWARK—1948

Channel: 13... AP: 15.3 Kw... VP: 30.5 Kw.
 Owned-Oper. By.....Bremer Bcstg. Corp.
 Business-Studio Address.....1020 Broad St.
 Phone Number.....Mitchell 2-6400
 Transmitter Location.....West Orange, N. J.
 Air Time.....100 hours weekly
 RepresentativeWeed
 Pres., Gen. Mgr.....Irving R. Rosenhaus
 Vice-President.....Edward S. Lennon

Program Director.....George Green
 Film Director.....Robert Paskow
 Vice-President.....Frank V. Bremer

NEW MEXICO

K O B - T V

ALBUQUERQUE—1948

ABC-CBS-NBC-DuM

Channel: 4... AP: 2.5 Kw... VP: 5 Kw.
 Owned-Oper. By.....Albuquerque Bcstg. Co.
 Bus.-Studio Address.....234 So. 5th
 Phone Number3-4411
 Transmitter.....905 So. Buena Vista Blvd.
 Air Time.....45 hours weekly
 News ServiceAP
 Pres., Gen. Mgr.....T. M. Pepperday
 Sta. Mgr., Chief Engineer..George S. Johnson
 Program Director.....Dorothy B. Smith
 Program Manager.....Dorothy B. Smith

NEW YORK

W N B F - T V

BINGHAMTON—1949

ABC-CBS-NBC-DuM

Channel: 12... AP: 11.7 Kw... VP: 23.5 Kw.
 Owned-Oper. By.....Clark Associates, Inc.
 Business Address.....P. O. Box No. 48
 Phone Number2-3461
 Transmitter Location.....Ingraham Hill
 Air Time.....85 hours weekly
 News ServiceUP
 RepresentativeBolling
 President.....John C. Clark
 General Manager.....C. D. Mastin
 Station Manager.....L. L. Rogers
 Commercial Manager.....Stanley N. Heslap
 Radio, Pgm. Dir.....E. M. Scala
 Promoton Director.....E. R. McCloskey
 Chief Engineer.....L. H. Stantz
 Consulting Engineer.....Jansky & Bailey

W B E N - T V

BUFFALO—1948—ABC-CBS-NBC

DuM

Channel: 4... AP: 10.2 Kkw... VP: 16.2 Kw.
 Owned-Oper. By.....WBEN, Inc.
 Phone Number.....MOhawk 0930
 Studio, Transmitter Location.....Hotel Statler
 Air Time.....82 hours weekly
 News Service.....AP, INS
 Representative.....Harrington, Righter & Parsons, Inc.

U. S. TELEVISION STATIONS

President.....Edward H. Butler
Vice-President.....Alfred H. Kirchofer
General Manager.....C. Robert Thompson
Sales Manager.....Nicholas J. Malter
Program Director.....George R. Torge
Promotion Director.....Joseph A. Haeffner
News and Spec. Events, Asst. Pgm. Dir.
 Edward J. Wegman
Film Director.....Quintin P. Renner
Executive Producer.....Frederick A. Keller
Technical Director.....Ralph J. Kingsley
Asst. Technical Dir......R. Glenn Beerbower

Air Time.....94 hours weekly
News Service.....UP
Representative.....ABC TV Spot Sales
President (ABC).....Robert E. Kintner
General Manager.....Trevor Adams
Program Director.....Hal Hough
Promotion Director.....Phil Bernstein
Dir. News & Spec. Events.....John Madigan
Production Manager.....Anthony Hennig
Film Director.....Nat Fowler
Chief Engineer.....William Trevarthen
Consulting Engineer.....Kear & Kennedy

W A B D

NEW YORK—1944—DuM

Channel: 5.....AP: 8.4 Kw.....VP: 16.7 Kw.
Owned-Oper. By.....Allen B. Du Mont
 Laboratories, Inc.
Business Address.....515 Madison Ave.
Phone Number.....MUrray Hill 8-2800
Air Time.....64 hours weekly
Transmitter Location.....Empire State Bldg.
News Service.....INS
Membership.....NARTB
President.....Dr. Allen B. DuMont
General Manager.....Chris J. Witting
Director of Sales.....Ted Bergmann
Pgm., Prod. Dir......James L. Caddigan
Engineering Director.....Rodney D. Chipp
Director of News.....Marian Glick
Pub. Rela. & Pub. Dir......Gerald Lyons
Film Dept. Mgr......Donald A. Stewart

W C B S - T V

NEW YORK—1941—CBS

Channel: 2.....AP: 8.7 Kw.....VP: 17.3 Kw.
Owned-Oper. By.....Columbia Bcstg. System
Business Address.....485 Madison Ave.
Phone Number.....PLaza 5-2000
Transmitter Location.....Empire State Bldg.
Air Time.....95 hours weekly
News Service.....AP, INS, UP
Representative.....CBS TV Spot Sales
President (CBS TV).....J. L. Van Volkenburg
President (CBS Inc.).....Frank Stanton
General Manager.....Craig Lawrence
Asst. to Gen. Mgr......Clarence Worden
Sales Manager.....George Dunham
Program Director.....Richard Doan
Promotion Manager.....Robert G. Patt
Chief Engineer.....Robert G. Thompson

W J Z - T V

NEW YORK—1948—ABC

Channel: 7.....AP: 8.15 Kw.....VP: 16.3 Kw.
Owned-Oper. By.....American Broadcasting Co.
Business Address.....7 W. 66th St.
Phone Number.....SUsquehanna 7-5000
Transmitter Location.....Empire State Bldg.

W N B T

NEW YORK—1941—NBC

Channel: 4.....AP: 4.27 Kw.....VP: 5.2 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....30 Rockefeller Plaza
Phone Number.....Circle 7-8300
Transmitter Location.....Empire State Bldg.
Air Time.....115 hours weekly
News Service.....AP, INS, UP
Representative.....NBC Spot Sales Dept.
President.....Joseph H. McConnell
General Manager.....Ted Cott
Commercial Manager.....John H. Reber
Program Director.....Dick Pack
TV Prod. Supervisor.....Ivan Rainer
Film Director.....Beulah Jarvis
Chief Engineer.....F. A. Wankel

W O R - T V

NEW YORK—1949—MBS

Channel: 9.....AP: 11.0 Kw.....VP: 22.0 Kw.
Owned-Oper. By.....General Teleradio, Inc.
Business Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Transmitter Location.....N. Bergen, N. J.
Air Time.....100 hours weekly
News Service.....UP
Station Representative.....Carter-Kettell,
 Keenan & Eckelberg
Membership.....NARTB
President.....Theodore C. Streibert
V.P. Chg. of Sales.....R. C. Maddux
TV Operations Mgr......Eugene S. Thomas
V.P., Pgm. Dir......Julius F. Seebach, Jr.
Promotion Director.....Joseph Creamer
Dir. of News & Special Events.....Dave Driscoll
TV Program Manager.....Harvey Marlowe
Publicity Director.....Robert Blake
Film Director.....Melvin Fenster
Chief Engineer.....J. R. Poppele
Consulting Engineer.....George C. Davis

W P I X

NEW YORK—1948

Channel: 11.....AP: 10.4 Kw.....VP: 21.7 Kw.
Owned-Oper. By.....WPIX, Inc.
Address.....220 E. 42nd St.

U. S. TELEVISION STATIONS

Phone Number.....MU 2-1234
 Transmitter Location....Empire State Bldg.
 Air Time.....87-90 hours weekly
 News Service.....AP, UP
 Newspaper Affiliation....N. Y. Daily News
 Station Representative.....Free & Peters
 Membership.....NARTB
 President.....F. M. Flynn
 V.P., Gen. Mgr.....G. Eennett Larson
 Comm. Manager.....John Noone
 Program Manager.....Louis B. Ames
 Publicity Director.....L. A. Hollingsworth
 Promotion Director.....Adrien Rodner
 Chief Engineer.....Tom Howard
 Film Director.....Tony Azzato

W H A M - T V

ROCHESTER—1949
ABC-CBS-NBC-DuM

Channel: 6....AP: 8.65 Kw....VP: 21.3 Kw.
 Owned-Oper. By.....Stromberg Carlson Co.
 Business Address.....201 Humboldt St.
 Phone Number.....Culver 7240
 Transmitter Location..Pinnacle Hill, Brighton
 Air Time.....90-95 hours weekly
 News Service.....UP
 Representative.....Hollingbery
 Membership.....NARTB
 Vice-Pres., Gen. Mgr.....William Fay
 Commercial Manager...John W. Kennedy, Jr.
 Program Director.....Carles W. Siverson
 Promotion Pub. Director...Armin N. Bender
 Director of News.....David E. Kessler
 Production Manager.....John Crosby
 Film Director.....David Manning
 Director of Remotes.....George Driscoll
 Chief Engineer.....Kenneth Gardner

W R G B

SCHENECTADY—1942
ABC-CBS-NBC-DuM

Channel: 4....AP: 8.16 Kw....VP: 16.32 Kw.
 Owned-Oper. By.....General Electric Co.
 Business-Studio Address.60 Washington Ave.
 Phone Number.....Schenectady 7-2261
 Transmitter Location.....New Scotland
 Air Time.....103 hours weekly
 News Service.....Telenevs, AP, UP, INS
 Representative.....NBC Spot Sales
 Membership.....NARTB
 V.P., Asst. Mgr. of Bcstg....Bartlett J. Rowan
 Station Manager.....R. B. Hanna, Jr.
 Supervisor of Sales.....Robert F. Reid
 Program Director.....Albert G Zink
 Asst. Station Manager.....R. W. Welpott
 Dir. of News & Spec. Events..Wm. T. Meenam
 Production Managers.T. A. Baughn, Ted Beebe
 Dir. of Prom. & Pub.....George L. Peck
 Chief Engineer.....Willard J. Purcell

W S Y R - T V

SYRACUSE—1950—NBC

Channel: 5....AP: 12.5 Kw....VP: 26.0 Kw.
 Owned-Oper. By....Central N. Y. Bcstg. Corp.
 Business Address....Syracuse Kemper Bldg.
 Phone Number.....3-7111
 Transmitter Location.....Sentinel Heights
 Air Time.....90 hours weekly
 News Service.....UP
 Representative...Headley-Reed, Kettell-Carter
 Membership.....NARTB
 President.....H. C. Wilder
 V.P., Gen. Mgr.....E. R. Vadeboncoeur
 Commercial Manager.....W. R. Alford, Jr.
 Program Director.....William V. Rothrum
 Prom., Pub. Director.....Caley Augustine
 Production Manager.....Ed Donaldson
 V.P. & Chief Engineer...Armand G. Belle Isle
 Consulting Engr....Crown, Lohnes and Culver

**WHY IS AP
 THE BEST?**

BECAUSE—AP has more news
 correspondents, more
 news bureaus, more
 miles of news wire
 than any other news
 service.



THE GREAT SYRACUSE MARKET
CONTINUES TO GROW MORE AND
MORE DESIRABLE WITH AREA IN-
DUSTRY AND BUYING POWER AT
NEW HIGHS!

WHEN TELEVISION

CONTINUES TO RANK FIRST
IN THE SYRACUSE MARKET

- Central New York's only TV station with complete studio and remote facilities.
- The Empire State's only BASIC CBS-TV Network Station.*
* N.Y.C. excluded
- Tops in local programs.
- Now in its Fourth year of continuous service.
- Also airing top TV programs from ABC and DUMONT.
- First in Public Service.

Represented by
THE KATZ AGENCY

Say WHEN
TELEVISION

SYRACUSE

Say WHEN
TELEVISION

SYRACUSE

A MEREDITH TV STATION

U. S. TELEVISION STATIONS

W H E N

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8....AP: 13 Kw....VP: 27 Kw.
 Owned-Oper. By Meredith Syracuse TV Corp.
 Address.....101 Court St.
 Phone Number.....3-1126
 Air Time.....102 hours weekly
 News ServiceUP
 RepresentativeKatz
 MembershipNARTB
 President.....E. T. Meredith, Jr.
 V.P., Gen. Mgr.....Paul Adanti
 Commercial Mgr.....W. H. Bell
 Promotion Director.....E. F. Ryan
 Program Director.....Gordon J. Alderman
 Production Manager.....Albert Rein
 Chief Engineer.....H. E. Crow

W K T V

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13....AP: 12.5 Kw....VP: 25 Kw.
 Owned-Oper. By Copper City Bcstg. Corp.
 Business Address.....P. O. Box 386
 Phone Number.....3-0404
 Transmitter LocationDeerfield
 Air Time.....93 hours weekly
 News ServiceAP
 Representative.....Donald Cooke, Inc.
 President.....Myron J. Kallet
 Gen., Sta. Manager.....Michael C. Fusco
 Comm., Prom. Mgr.....John J. MacDavitt
 Program Director.....Jack Fredericks
 Production Manager.....Edwin Whittaker
 Film Director.....Joseph Casaletta
 Chief Engineer.....DeForest T. Layton, Jr.
 Consulting Engineer.....George P. Adair

NORTH CAROLINA

W B T V

**CHARLOTTE—1949
 ABC-CBS-NBC-DuM**

Channel: 3....AP: 8.2 Kw....VP: 16.3 Kw.
 Owned-Oper. By Jefferson Standard Bcstg. Co.
 Business-Studio Address.....Wilder Bldg.
 Phone Number.....3-8833
 Transmitter Location...Spencer Mt., Gastonia
 Air Time.....85 hours weekly
 News Service.....INS, UP, AP, Transradio
 Representative.....TV Spot Sales
 MembershipNARTB
 President.....Joseph M. Bryan
 General Manager....Charles H. Crutchfield
 Station Manager.....Charles E. Bell
 Commercial Manager...Wallace J. Jorgenson
 Promotion Director.....J. R. Covington

Publicity Director.....Louise Walker
 Film Director.....William Quinn
 Chief Engineer.....M. J. Minor
 Consulting Engineer.....A. D. Ring

W F M Y - T V

GREENSBORO—1948

Channel: 2....AP: .84 Kw....VP: 16.72 Kw.
 Owned-Operated By Greensboro News Co.
 Address.....212 N. Davie St.
 Phone Number3-8611
 Air Time.....78 hours weekly
 News Service.....UP
 Representative Harrington, Righter & Parsons
 MembershipNARTB
 President.....E. B. Jeffress
 General Manager.....Gaines Kelley
 Commercial Manager.....Virgil V. Evans
 Program Director.....Gomer R. Lesch
 Chief Engineer.....William E. Neill
 Consulting Engineer.....Craven, Lohnes, & Calver

OHIO

W C P O - T V

CINCINNATI—1949—ABC-DuM

Channel: 7....AP: 24 Kw....VP: 12 Kw.
 Owned-Oper. By Scripps-Howard Radio, Inc.
 Business Address.....2345 Symmes St.
 Phone Number.....CApital 0777
 Studio-Transmitter Location...2345 Symmes St.
 Air Time.....127 hours weekly
 News ServiceUP
 Representative.....The Branham Co.
 President.....Jack R. Howard
 V.P., Gen. Mgr.....M. C. Watters
 Station Manager.....Harry LeBrun
 Commercial Manager.....J. P. Smith
 Pgm., Prod. Dir.....Ed Weston
 Prom., Pub. Dir.....Jack Sebastian
 Dir. of News & Spec. Events.....Bob Otto
 Film Director.....Dolores Jennings
 Director of Remotes.....M. Bowden
 Chief Engineer.....Paul Adams

W K R C - T V

CINCINNATI—1949—CBS

Channel: 11....AP: 12.3 Kw....VP: 24.5 Kw.
 Owned-Oper. By Radio Cincinnati, Inc.
 Business Address.....Times-Star Bldg.
 Phone Number.....Garfield 1331
 Trans. Location..Highland & Dorchester Aves.
 Air Time.....117½ hours weekly
 News ServiceAP
 Representative.....The Katz Agency, Inc.
 MembershipNARTB

WNBK CHANNEL 4

"THERE'S MORE
ON FOUR"

MORE MUSIC
MORE COMEDY
MORE DRAMA
MORE COWBOYS



YES—and MORE
VIEWERS—too!

Here's looking at
YOU—

For looking at
US

WNBK CHANNEL 4
NBC TELEVISION
IN CLEVELAND

• • U. S. TV STATIONS • •

Exec. Vice-Pres. Hulbert Taft, Jr.
General Manager U. A. Latham
Local Comm. Mgr. Don L. Chapin
Program Manager Lloyd Smithson
Promotion Director William B. Hines
Director of News David L. Nichols
Production Manager Bob Huber
Film Director Warren F. Warner
Director of Remotes Paul Wagner
Chief Engineer George A. Wilson

WLW - T

CINCINNATI—1948—NBC

Channel: 4 . . . AP: 19.5 Kw. . . . VP: 23.5 Kw.
Owned-Operated By . . . Crosley Bcstg. Corp.
Address 140 W. Ninth St.
Phone Number Cherry 1822
Air Time 115-130 hours weekly
News Service UP
Representative WLW Sales
Chairman of the Board . . . James D. Shouse
President R. E. Dunville
Dir. of TV Oper. & V.P. . . . John T. Murphy
Adm. Asst. to V.P. William J. McCluskey
Program Director Lin Mason
Sales Manager George Moore
Gen. Sales Mgr. David E. Patridge
Chief Engineer Howard Lepple
Consulting Engineer Weldon & Carr

WEWS

CLEVELAND—1947—ABC-CBS

Channel: 5 AP: 8.15 Kw. . . . VP: 16.0 Kw.
Owned-Oper. By . . . Scripps-Howard Radio, Inc.
Business-Studio Address . . . 1816 E. 13th St.
Phone Number Tower 1-5454
Transmitter 7080 State Rd., Parma, O.
Air Time 106 hours weekly
News Service UP
Representative Branham
President Jack R. Howard
Vice-Pres., Gen. Mgr. . . James C. Hanrahan
Station Director J. Harrison Hartley
Advertising Manager . . . Floyd E. Weidman
Dir. of News & Spec. Events.
Publicity Director Donald L. Perris
Director of Remotes Ernest E. Sindelar
Technical Director Joseph B. Epperson

WNBK

CLEVELAND—1948—NBC

Channel: 4 . . . AP: 20.26 Kw. . . VP: 39.22 Kw.
Owned-Oper. By . . . National Bcstg. Co.
Business-Studio Address . . . 815 Superior Ave.
Phone Number CHerry 1-0942
Transmitter Location Brecksville, O.
Air Time 91½ hours weekly
News Service AP, UP

U. S. TV STATIONS

Representative.....NBC Spot Sales
 Membership.....NARTB
 President (NBC).....Joseph H. McConnel
 General Manager.....John McCormick
 Comm. Manager.....Harold L. Gallagher
 Program Manager.....Philip L. Worcester
 Di. of News & Spec. Events.....Edward E. Wallace
 Promotion Director.....Albert M. Henderson
 Film Director.....Albert L. Odeat
 Engineer-in-Charge.....S. E. Leonard
 Oper. Sup.....Andrew L. Hammerschmidt

WXEL
CLEVELAND—1949
ABC-CBS-DuM

Channel: 9... AP: 13.0 Kw... VP: 25 Kw.
 Owned-Oper. By.....Empire Coil Co., Inc.
 Address.....Pleasant Valley & State Rds.
 Phone Number.....Victory 3-8400
 Air Time.....100 hours weekly
 News Service.....UP, AP
 Representative.....Katz
 President.....Herbert Mayer
 Sta., Gen. Mgr.....Franklin C. Snyder
 Publicity Director.....Barbara Snyder
 Asst. Comm. Mgr.....R. C. Wright
 Dir. of News & Spec. Events.....Robert Rowley
 Film Director.....Nicholas Boris
 Director of Remotes.....Clap Dopp
 Chief Engineer.....Thomas Friedman

WBNS - TV
COLUMBUS—1949—CBS

Channel: 10... AP: 12.15 Kw... VP: 24.3 Kw.
 Owned By.....Dispatch Printing Co.
 Business Address.....33 N. High St.
 Phone Number.....Fletcher 2611
 Transmitter Location.....495 Olentangy Blvd.
 Air Time.....100 hours weekly
 Newspaper Affiliation.....Columbus Dispatch
 News Service.....Columbus... AP
 Station Representative.....Blair
 Membership.....NARTB
 Dir. of Television.....Richard A. Borel
 Sta. Mgr., Film Dir.....Edward H. Bronson
 Sales Director.....Robert D. Thomas
 Program Director.....Jerome R. Reeves
 Dir. of News and Spec. Events... Chester S. Long
 Chief Engineer.....Leste: H. Nafzger
 Consulting Engineer.....Jansky & Bailey

WLW - C
COLUMBUS—1949—NBC

Channel: 3... AP: 7.6 Kw... VP: 15.2 Kw.
 Owned-Operated By.....Crosley Bcstg. Corp.

*Drumming up sales
 for WTVN advertisers
 in Central Ohio*



5 *Reasons*

WHY WISE BUYERS CHOOSE WTVN

1. Because of programming the desires of the audience:
-WTVN SELLS!
2. Because of unique and clever promotion:
-WTVN SELLS!
3. Because of superior merchandising:
-WTVN SELLS!
4. Because of technically perfect production:
-WTVN SELLS!
5. Because it has the newest, most modern TELEVISION CENTER in the country:
-WTVN SELLS!

Affiliated with ABC and DuMont



Closely associated with Television Station WICU, Erie, Pa;
 Radio Stations WTOD, Toledo, Ohio, and WHOO, Orlando, Fla.;
 and The Erie Dispatch, Erie, Pa.

Represented by Headley-Reed Company

U. S. TELEVISION STATIONS

Business Address...3165 Olentangy River Rd.
 Phone Number.....Jefferson 5441
 Trans. Location....3165 Olentangy River Rd.
 Air Time.....125 hours weekly
 News ServiceUP
 Station Representative...WLW Sales Offices
 President.....Robert E. Dunville
 Gen., Sta. Mgr.....James Leonard
 Commercial Mgr.....C. George Henderson
 Promotion Director.....Juanita Wilcox
 Production Manager.....Walter S. Jacobs
 Publicity Director.....Juanita Wilcox
 Film Director.....Nicholas Luppino
 Chief Engineer.....Charles Sloan

RepresentativeHeadley-Reed
 PresidentEdward Lamb
 Gen., Station Manager.....John Rossiter
 Commercial Manager.....Roger J. LaReau
 Director of News & Special
 EventsWallace Schneider
 Production Director.....William Wagner
 Film Director.....R. L. Dickendasher
 Chief Engineer.....Joseph Gill
 Consulting Engineer.....MacIntosh & Ingalls

WTVN

COLUMBUS—1949—ABC-DuM

Channel: 6....AP: 10.0 Kw....CP: 19.7 Kw.
 Owned-Oper. By.....Picture Waves, Inc.
 Address.....50 W. Broad St.
 Phone Number.....Fletcher 1529
 Trans. Location.....LeVeque-Lincoln Tower
 Air Time.....90 hours weekly
 News ServiceAP

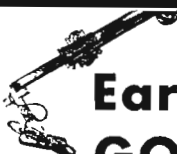
WHIO-TV

DAYTON—1949—ABC-CBS-DuM

Channel: 13....AP: 13 Kw....VP: 24 Kw.
 Business Address.....45 S. Ludlow St.
 Owned-Oper. By...Miami Valley Bcstg. Corp.
 Phone Number.....ADams 2261
 Transmitter Location...1414 Wilmington Ave.
 Air Time.....110 hours weekly
 News Service.....INS, AP
 President.....James M. Cox, Jr.
 Managing Director.....J. Leonard Reinsch
 General Manager.....Robert H. Moody
 Commercial Manager.....Harry Young, Jr.



Eyes and



**Ears of a
GOOD CITIZEN**



Eyes and



**Ears of a
LIVE SALESMAN**

**Ask National Representative
 George P. Hollingbery Co. for
 Data, Details and Availabilities**



U. S. TELEVISION STATIONS

Pgm., Film Dir. Don R. Lyons
 Chief Engineer. Ernest L. Adams
 Consulting Engineer. McIntosh & Inglis

WLW - D

DAYTON—1949—NBC

Channel: 5 AP: 8 Kw. VP: 16 Kw.
 Owned-Oper. By Crosley Bcstg. Corp.
 Business-Studio Address Television Square,
 4595 S. Dixie Highway

Phone Number Walnut 2103
 Transmitter W. Carrollton & Frytown Rd.
 Air Time 117 hours weekly
 News Service UP
 Representative WLW Offices, New York,
 Chicago, Hollywood

Membership NARTB
 Station Manager H. Peter Lasker
 Commercial Manager Wm. J. Williamson
 Program Manager Neal Van Ells
 Prom. Pub. Dir. Dorothy A. Sanders
 Dir. of News & Spec. Events Omar Williams
 Film Director John Spofford
 Production Manager Robert Head
 Chief Engineer Lester Sturgill

WSPD - TV

TOLEDO—1948

ABC-CBS-MBS-NBC-DuM

Channel: 13 AP: 14.4 Kw. VP: 27.4 Kw.
 Owned-Oper. By The Fort Industry Co.
 Business-Studio Address 136 Huron St.
 Phone Number Adams 3175
 Transmitter Location 26 Superior St.
 Air Time 92 hours weekly
 News Service AP, INS, UP

Representative Katz
 Membership TBA, NARTB
 President George B. Storer
 (New Centre Bldg., Detroit, Mich.)
 Gen., Sta., Comm. Mgr. Allen L. Haid
 Program Director Robert B. Evans
 Promotion-Publicity Dir. Rick Gowrley
 Dir. of News & Spe. Events. James Uebelhart
 Film Director Elaine Phillips
 Chief Engineer William Stringfellow

OKLAHOMA

WKY - TV

OKLAHOMA CITY—1949

ABC-CBS-NBC-DuM

Channel: 4 AP: 6.2 Kw. VP: 12.1 Kw.
 Owned-Oper. By WKY Radiophone Co.

Phone Number Britton 2161
 Studio Address 500 E. Britton Rd.
 Air Time 95 hours weekly
 News Service AP, UP
 Representative Katz
 Pres., Gen. Mgr. E. K. Gaylord
 V.P., Sta. Mgr. P. A. Sugg
 Asst. Manager Hoyt Andres
 Program Director Robert Olson
 Promotion Director Ray Scales
 Adm. Assistant Eugene B. Dodson
 Film Director Kieth Mathers
 Chief Engineer H. J. Lovell

KOTV

TULSA—1949

ABC-CBS-NBC

Channel: 6 AP: 8.5 Kw. VP: 16.6 Kw.
 Owned-Oper. By Cameron Television, Inc.
 Business Address 302 S. Frankfort St.
 Phone Number 2-9233
 Transmitter Location National Bank of Tulsa
 Bldg.

Air Time 98 hours weekly
 News Service UP
 Station Representative Petry
 President George E. Cameron, jr.
 General Manager Maria Helen Alvarez
 Commercial Manager John B. Hill
 Program Director G. Don Thompson
 Dir. of Publicity Robert Freeland
 Film Director Bill Dicks
 Chief Engineer George Jacobs

PENNSYLVANIA

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12 AP: 1.75 Kw. VP: 3.4 Kw.
 Owned-Oper. By Dispatch Incorporated
 Bus. Trans. Address 3515 State St.
 Phone Number 4-6371
 Air Time 120 hours weekly
 News Service AP
 Representative Headley-Reed
 President Edward Lamb
 General Manager Herbert S. Stewart
 Program Director Don Leik
 Film Director John W. Cook
 Chief Engineer Michael Csop
 Consulting Engineer MacIntosh & Inglis

U. S. TELEVISION STATIONS

WJAC-TV

JOHNSTOWN—1949
ABC-CBS-NBC-DuM

Channel: 13.....AP: 4.7 Kw.....VP: 9.3 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Phone Number.....9-1965
Transmitter Location.....Laurel Hill Mountain
Air Time.....92 hours weekly
Newspaper Affiliation.....The Johnstown Tribune
News Service.....AP
Representative.....Katz
Membership.....NARTB
President.....Walter W. Krebs
Station Manager.....Alvin D. Schrott
Program Director.....Frank P. Cummins
Chief Engineer.....Theodore Campbell
Consulting Engineer.....McNary

WGAL-TV

LANCASTER—1949
ABC-CBS-NBC-DuM

Channel: 4.....AP: 1 Kw.....VP: 1 Kw.
Owned-Operated By.....WGAL, Inc.

BUY 1 • GET 3

A Spot Buy on WJAC-TV

Will Put Your Story in

JOHNSTOWN - PITTSBURGH - ALTOONA

Check the KATZ Agency NOW

WJAC-TV — Channel 13

The Johnstown Tribune
Publishing Co. Station

Business-Transmitter Address.....8 King St.
Phone Number.....5246
Studio Address.....24 S. Queen St.
Air Time.....106 hours weekly
News Service.....UP
Representative.....Meeker
Membership.....NARTB
President.....Clair R. McCollough
Station Manager.....Harold E. Miller
Gen. Sales Mgr.....J. Robert Gulick
Program Director.....Paul Rodenhauser
Technical Director.....J. E. Mathiat

WCAU-TV

PHILADELPHIA—1948—CBS

Channel: 10.....AP: 14 Kw.....VP: 25 Kw.
Owned-Operated By.....WCAU, Inc.
Business-Studio Address.....1622 Chestnut St.
Phone Number.....LOcust 7-7700
Transmitter Location.....12 S. 12th St.
Newspaper Affiliation.....The Evening Bulletin
News Service.....AP, UP
Representative.....CBS TV Spot Sales
President.....Donald W. Thornburgh
Asst. General Manager.....Joseph L. Tinney
V.P. & TV Director.....Charles Vanda
Film Director.....Thomas Freebairn-Smith
V.P. & Prom. & Pub. Dir.....Robert N. Pryor
Director of News.....Alfred T. Ringler
V.P. & Technical Director.....John G. Leitch

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3.....AP: 8.0 Kw.....VP: 16.0 Kw.
Owned-Oper. By.....Philco Television Bcstg. Corp.
Business Address.....1600 Architects Bldg.
Phone Number.....LOcust 4-2244
Transmitter Location.....1300 E. Mermaid Lane.
Wyndmoor
Air Time.....115 hours weekly
News Service.....UP
Station Representative.....NBC Spot Sales
Vice-Pres., Gen. Mgr.....Ernest B. Loveman
Asst. Gen. Mgr.....Rolland V. Tooke
Comm. Mgr.....Alexander W. Dannenbaum, Jr.
Mgr. of Pgm. Operations.....Preston Stover
Pub., Prom. Dir.....John J. Kelly
Chief Engineer.....Raymond J. Bowley
Consulting Engineer.....George C. Davis

U. S. TELEVISION STATIONS

WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6 AP: 13.5 Kw. VP: 27 Kw.
 Owned-Oper. By Philadelphia Inquirer Div.
 of Triangle Publications, Inc.
 Business Address 46th & Market Sts.
 Phone Number EVERgreen 2-4700
 Transmitter Location Roxborough
 Air Time 110 hours weekly
 Newspaper Affiliation The Philadelphia
 Inquirer

News Service AP
 Station Representative Katz
 Membership TBA, NARTB, TV Assn. of Phila.
 General Manager Robert W. Clipp
 Cper. Asst. to Gen. Mgr. John D. Scheuer, Jr.
 Admin. Asst. to Gen. Mgr. Donald W. Kelleit
 TV Sales Mgr. Kenneth W. Stowman
 Program Director Jack Steck
 Promotion Director George A. Koehler
 Director of News Charles J. Keys
 Mgr. of Operations Felix Meyer
 Publicity Director Joseph E. Dooley
 Film Director Walter Tillman
 Chief Engineer Louis E. Littlejohn
 Consulting Engineer Millard Garrison

WDTV

**PITTSBURGH—1949
 ABC-CBS-NBC-DuM**

Channel: 3 AP: 8.3 Kw. VP: 16.6 Kw.
 Owned-Operated By Allen B. Du Mont
 Laboratories, Inc.
 Business Address Chamber of Commerce
 Bldg.

Phone Number Express 1-1071 to 1078
 Transmitter Location 4101 Grizella St.
 Air Time 108½ hours weekly
 News Service UP
 Representative DuMont Network
 Membership TBA
 President Dr. Allen B. Du Mont
 Gen. Sta. Mgr. Harold C. Lund
 Sales Director Larry Israel
 Film Manager Richard Dreyfuss
 Chief Engineer Raymond Rodgers

RHODE ISLAND

WJAR-TV

**PROVIDENCE—1949
 ABC-NBC-CBS-DuM**

Channel: 11 AP: 15 Kw. VP: 30 Kw.
 Owned-Operated By The Outlet Co.

Business-Studio Address 176 Weybosset St.
 Phone Number Gaspee 7000
 Transmitter Location Rehoboth, Mass.
 Air Time 90 hours weekly
 News Service UP
 Representative Weed
 Transcription Service SESAC
 V.P. & Treas. George O. Griffith
 General Manager John J. Boyle
 Sales & Program Dir. Norman Gittleson
 Production Manager Lewis I. Shwartz
 Chief Engineer Thomas C. J. Prior

TENNESSEE

WMCT

**MEMPHIS—1948
 ABC-CBS-NBC-DuM**

Channel: 4 AP: 7.12 Kw. VP: 13.6 Kw.
 Owned-Operated Memphis Publishing Co.
 Business-Studio Address Goodwyn Institute
 Bldg., P. O. Box 311

Phone Number 8-7464
 Transmitter Location Thomas Rd.
 Air Time 24 hours weekly
 News Service INS, UP
 Representative Branham
 Membership NARTB
 President Enoch Brown
 Gen. Station Mgr. H. W. Slavick
 Commercial Manager Earl Moreland
 Program Director Wilson Mount
 Prom., Pub. Dir. Walter E. Frase
 Dir. of News & Spec. Events Edwin White
 Production Manager Jay Scott
 Film Director Charles Caldwell, Jr.
 Director of Remotes Wilson Mount
 Chief Engineer E. C. Frase, Jr.

WSM-TV

**NASHVILLE—1950
 ABC-CBS-DuM-NBC**

Channel: 4 AP: 11.9 Kw. VP: 23.8 Kw.
 Owned-Oper. By Natl. Life & Accident
 Ins. Co.

Business Address 301 7th Ave.
 Phone Number 6-7181
 Transmitter Location 14th Ave., S., & Compton
 Ave.

Air Time 76 hours weekly
 News Service AP, INS, UP
 Representative Edward Petry
 Membership NARTB
 President John H. DeWitt, Jr.

XELD-TV

brings you
America's newest
television market

...the rich Rio Grande Valley



America's newest television station . . . XELD-TV, Brownsville, Texas, and Matamoras, Mexico, has created a new television market of unusual importance to advertisers.

XELD-TV's 2.8 kilowatts will cover the entire Rio Grande Valley, where television is eagerly awaited by 310,400 United States citizens and, below the border, by 200,000 Mexican citizens who buy United States products. This market, the third largest in Texas, is actually larger than Rochester, Memphis or Dayton. Its wealth produced more than \$217,707,000 in retail sales during 1950.

A CBS affiliate represented by Blair-TV, XELD-TV is managed and staffed by veterans in Southwest advertising.

Spot clients are assured saturation of this productive market through use of both Spanish and English on local programming. Currently there are 11,100 TV sets, with hundreds more being installed daily throughout the rich, home-loving Rio Grande Valley.

Advertisers who establish their franchises now will profit most from this unusually heavy interest in television among people with money to spend. Call Blair-TV today!

XELD-TV

Brownsville, Texas, and Matamoras, Mexico

CBS Affiliate

Channel 7 2.8 Kilowatts ERP MONTE KLEBAN, General Manager

Sales Office: 1111 S. E. Leyer St., Brownsville

Nationally Represented by



NEW YORK • CHICAGO • ST. LOUIS

DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • JACKSONVILLE

U. S. TV STATIONS

Commercial Manager.....Irving Waugh
 Program Director.....Jack Stapp
 Pub., Publ. Relns., Prom. Dir.
 William R. McDaniel
 News & Spec. Events Dir.....Harold Baker
 Production Manager.....Shelton Weaver
 Film Director.....Elmer Cartwright
 Chief Engineer.....Aaron Shelton

TEXAS

XELD-TV

BROWNSVILLE—1951
ABC-NBC-CBS-DuM

Channel: 7....AP: 1.4 Kw....VP: 2.8 Kw.
 Owned-Operated By.....Romulo O'Farril Sr.
 Address.....1111 S. E. Levee St.
 Phone Number.....Brownsville 2-6953
 Transmitter Location.....Matamoros, Tams.
 Air Time.....60 hours weekly
 News Service.....INS
 Representative.....Blair-TV Inc.
 President.....Romulo O'Farril Sr.
 General Manager.....Bert Harris
 Program Manager.....Bert Metcalf
 Commercial Manager.....Jack Rathbun
 Traffic Manager.....Betty Pitt
 Chief Engineer.....Bill Sloat

KRLD-TV

DALLAS—1949—CBS

Channel: 4....AP: 13.6 Kw....VP: 27.3 Kw.
 Owned-Operated By.....KRLD Radio Corp.
 Business Address.....Herald Square
 Phone Number.....Randolph 6811
 Transmitter Location.....Herald Square
 Air Time.....94½ hours weekly
 Newspaper Affiliation...Dallas Times Herald
 News Service.....AP, INS, UP
 Representative.....Branham
 Membership.....NARTB
 President.....J. W. Runyon
 Gen. Sta. Mgr.....Clyde W. Rembert
 Commercial Manager....William A. Roberts
 Program Director.....Roy S. George
 Promotion Director.....A. J. Putman
 Dir. of News and Spec. Events..Wilson Shelley
 Production Manager.....Ves Box
 Film Director.....Nick Mueller
 Chief Engineer.....Roy M. Flynn
 Consulting Engineer....Craven, Lohnes and
 Culver



CHANNEL 4 DALLAS

**TEXAS' MOST
 POWERFUL
 TELEVISION
 STATION**

VIDEO 27,300 watts—AUDIO 13,600 watts

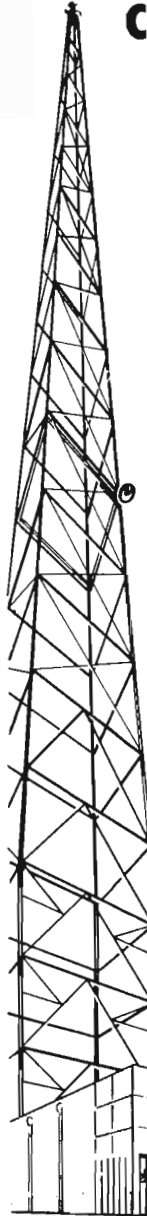
**Exclusive DALLAS-Ft. WORTH outlet
 for CBS TELEVISION PROGRAMS!**

*Serving the Southwest's
 largest metropolitan market..*

More than a Million Urban Dwellers
 within the 50 mile radius. More than
 TWO million population within the
 100-mile area.



JOHN W. RUNYON, President
 CLAUDE W. REMBERT, General Manager



The Branham Company
 Exclusive Representative

HOUSTON

the fastest growing market
in the Great Southwest

INCREASED ITS POPULATION 8.3%

IN A SINGLE YEAR . . .

The Houston Chamber of Commerce Research and Statistics Committee release of January 1, 1952 shows 43,837 people increased the City of Houston's population to an estimated total of 640,000 living within the city's incorporated area. METROPOLITAN HOUSTON added 67,299 people to its population, for a total of 874,000 people living in Harris County.

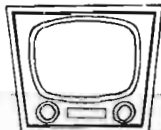
KPRC-TV

the fastest growing television station
in the Great Southwest

INCREASED TV SET OWNERS 96.6%

IN A SINGLE YEAR . . .

KPRC-TV has NEARLY DOUBLED its number of TV Set owners in 1951. As of January 1, 1952, KPRC-TV has been reaching over 116,000 families in METROPOLITAN HOUSTON. Each day that passes brings increased totals in both population and TV Sets. NO MARKET offers greater possibilities - NO STATION offers greater factual percentages to prove it's FIRST in the SOUTH'S FIRST MARKET!



96.6%

KPRC-TV

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.



8.3%

FIRST in Radio and Television

CHANNEL 2 • HOUSTON

POPULATION

SET OWNERS

U. S. TELEVISION STATIONS

W F A A - T V

DALLAS—1949—ABC-NBC-DuM

Channel: 8.....AP: 13 Kw.....VP: 27.1 Kw.
 Owned-Operated By.....A. H. Belo Corp.
 Business Address.....1122 Jackson St
 Phone Number.....Riverside 3316
 Transmitter Location.....3000 Hines Blvd.
 Air Time.....90 hours weekly
 Newspaper Affiliation.....The Dallas Mornine
 News
 News Service.....UP, AP
 Representative.....Petry
 President.....E. M. (Ted) Dealey
 Sup. of Radio & TV.....Martin B. Campbell
 Manager.....Ralph W. Nimmons
 Program Director.....Lawrence E. DuPont
 Sales Prom. Dir.....Mrs. Wynona Portwood
 Production Manager.....E. Ashley Dawes
 Publicity Director.....Harry L. Koenigsberg
 Film Director.....Howard Anderson
 Chief Engineer.....William C. Ellis
 Technical Supervisor.....Carlos Dodd
 Consulting Engineer.....A. Earl Cullum

W B A P - T V

FORT WORTH—1948—ABC-NBC

Channel 5:.....AP: 16.4 Kw.....VP: 8.2 Kw.
 Owned-Operated By...Carter Publications, Inc.
 Address.....3900 Barnett St.
 Phone Number.....L0ckwood 1981
 Air Time.....95 hours weekly
 News Service.....AP
 Newspaper Affiliation.....Fort Worth Star-
 Telegram
 Representative.....Free & Peters
 Membership.....NARTB
 President.....Amon Carter
 Director.....Harold Hough
 General Manager.....George Cranston
 Commercial Manager.....Roy Bacus
 Program Director.....Bob Gould
 Prom., Pub. Dir.....Thaine Engle
 Dir. of News & Spec. Events...James A. Byron
 Production Manager.....Tommy Thompson
 Film Director.....Lynn Trammell
 Director of Remotes.....Sid Smith
 Chief Engineer.....R. C. Stinson
 Consulting Engineer.....A. D. Ring

K P R C - T V

**HOUSTON—1949—ABC-CBS
 NBC-DuM**

Channel: 2.....AP: 7.5 Kw.....VP: 15 Kw.

Owned-Oper. By.....Houston Post Co.
 Address.....Lamar Hotel
 Air Time.....100 hours weekly
 Representative.....Petry
 President.....W. P. Hobby
 Commercial Manager.....Jack McGrew
 Program Director.....Bert Mitchell
 Chief Engineer.....Paul Huhndorf
 General Manager.....Jack Harris
 Promotion Director.....Marsh Callaway
 Dir. of News & Spec. Events....Pat Flaherty
 Publicity Director.....Fredora Alexander
 Film Director.....Mathalu Brooks
 Consulting Engineer.....MacIntosh & Inglis

K E Y L

**SAN ANTONIO—1950
 ABC-CBS-DuM**

Channel: 5.....AP: 9.0 Kw.....VP: 17.9 Kw.
 Owned-Oper. By...San Antonio TV Company
 Business Address.....Transit Tower
 Phone Number.....Garfield 8151
 Transmitter Location.....Transit Tower
 Air Time.....Approx. 55 hours weekly
 News Service.....UP
 Representative.....Blair-TV Inc.
 President.....George B. Storer
 Commercial Manager.....W. E. Kelley
 Exec. Vice-Pres.....Lee B. Wailes
 Managing Director.....George B. Storer Jr.

W O A I - T V

SAN ANTONIO—1948—NBC

Channel: 4.....AP: 10.8 Kw.....VP: 21.6 Kw.
 Owned-Oper. By...Southland Industries, Inc.
 Address.....1031 Navarro St.
 Phone Number.....Garfield 4221
 Air Time.....52 hours weekly
 News Service.....AP, INS, UP
 Representative.....Petry
 President.....Hugh A. L. Half
 Gen., Sta. Mgr.....Arden X. Pangborn
 Prom. Mgr.....Dallas Wyant
 Program Manager.....W. Perry Dickey
 Film, Prod. Mgr.....Edward D. Hyman
 Dir. of News & Spec. Events...Austin Williams
 Publicity Director.....Imogene Stanley
 Director of Remotes.....Ed Hyman
 Director of Engineering.....C. L. Jeffers
 Consulting Engineer.....A. D. Ring

U. S. TELEVISION STATIONS

UTAH

K D Y L - T V

SALT LAKE CITY—1948—NBC

Channel: 4.....AP: 4 Kw.....VP: 2 Kw.
 Owned-Oper. By. Intermountain Bcstg. & TV Corp.
 Business Address.....143 S. Main
 Phone Number.....5-2991
 Studio Address...TV Playhouse, 68 Regent St.
 Transmitter Location.....2nd South & Main
 Air Time.....84 hours weekly
 Station Representative.....Blair-TV
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....S. S. Fox
 Director of TV.....John Baldwin
 Commercial Manager.....George A. Proval
 Program Director.....Dan Rainger
 Promotion Director.....Del Leeson
 Film Director.....C. W. Eckhardt
 Director of Remotes.....Wal Lambourne
 Chief Engineer.....Alan Gunderson

K S L - T V

**SALT LAKE CITY—1949
 ABC-CBS-DuM**

Channel: 5.....AP: 9.6 Kw.....VP: 18.4 Kw.
 Owned-Oper. By. Radio Service Corp. of Utah
 Business Address.....145 Motor Ave.
 Phone Number.....5-4641
 Transmitter Location.....Union Pacific Bldg.
 Air Time.....157 hours weekly
 News Service.....AP, UP
 Representative.....CBS TV Spot Sales
 Membership.....NARTB
 President.....J. Reuben Clark, Jr.
 General Manager.....C. Richard Evans
 Station Manager.....D. Lennox Murdoch
 Program Director.....Wayne Richards
 Promotion Director.....A. Richard Robertson
 Director of News.....Paul Alexander
 Production Manager.....Scott R. Clawson
 Publicity Director.....A. Richard Robertson
 Film Director.....Richard V. Thiriat
 Director of Remotes.....Wayne Richards
 Chief Engineer.....Vincent Clayton
 Consulting Engineer.....A. Ring

VIRGINIA

W T A R - T V

**NORFOLK—1950
 ABC-CBS-NBC-DuM**

Channel: 4...AP: 12.124 Kw...VP: 24.248 Kw.

Owned-Operated By.....WTAR Radio Corp.
 Business Address.....720 Boush St.
 Phone Number.....56711
 Air Time.....90 hours weekly
 Transmitter Location...720 Boush St., Norfolk
 Newspaper Affiliation..Norfolk Newspapers, Inc.

News Service.....AP
 Representative.....Petry
 Membership.....NARTB, BAB
 Pres., Gen. Mgr.....Campbell Arnoux
 Gen. Sales Mgr.....Robert M. Lambe
 Prod., Pgm. Dir.....Winston Hope
 Pub., Prom. Dir.....Fred Lowe
 Director of News.....Gilbert McLeod
 Film Director.....Harry L. Nicholas
 Chief Engineer.....Dick Lindell
 Consulting Engineer.....Jansky & Bailey

W T V R

RICHMOND—1946—NBC

Channel: 6.....AP: 10 Kw.....VP: 20 Kw.
 Owned-Oper. By.....Havens & Martin, Inc.
 Address.....3301 W. Broad St., P. O. Box 5229
 Phone Number.....5-8611
 Transmitter Location.....Staples Mill Rd.
 Air Time.....90 hours weekly
 News Service.....Transradio
 Station Representative.....Blair TV
 Pres., Gen., Sta. Mgr.....Willbur M. Havens
 Comm. Mgr., Prom. Dir., Walter A. Bowry, Jr.
 Program Director.....Conrad Rianhard, Jr.
 Dir. of News & Spec. Events.....John Shand
 Chief Engineer.....James Kyle
 Consulting Engineer....McNary & Wrathall

WASHINGTON

K I N G - T V

**SEATTLE—1948
 ABC-CBS-NBC-DuM**

Channel: 5.....AP: 3 Kw.....VP: 5 Kw.
 Owned-Operated By.....King Bcstg. Co.
 Business Address.....Smith Tower
 Phone Number.....MUtual 1090
 Transmitter Location.....301 Galer
 Air Time.....92 hours weekly
 News Service.....AP, UP, INS
 Representative.....Blair-TV
 President.....Mrs. A. Scott Bullitt
 V.P., Gen. Mgr.....Otto P. Brandt
 Commercial Manager.....Al Hunter
 Program Director.....Lee Schulman
 Director of Remotes.....John J. Shawcroft
 Dir. of Engineering.....James L. Middlebrooks
 Consulting Engineer.....William Fass

U. S. TELEVISION STATIONS

WEST VIRGINIA

WSAZ-TV

**HUNTINGTON—1949
ABC-CBS-NBC-DuM**

Channel: 5 AP: 8.4 Kw VP: 16.8 Kw.
Owned-Operated By WSAZ, Incorporated
Address W. Virginia Bldg.
Phone Number 3-9441
Transmitter Location Eighth Street Road
Air Time 90 hours weekly
Newspaper Affiliation. Huntington Advertiser
News Service AP
Station Representative Katz
President Col. J. H. Long
Gen., Comm., Sta. Mgr. Lawrence H. Rogers II
Program Director James H. Ferguson
Promotion Director Harold W. Shriber
Dir. of News and Spec. Events Nick Basso
Film Director Ned R. Brooke
Traffic Director Elizabeth Conaty
Director of Remotes John P. Clay
Chief Engineer Leroy E. Kilpatrick
Consulting Engineer William L. Foss

WISCONSIN

WTMJ-TV

**MILWAUKEE—1947—ABC-CBS
NBC-DuM**

Channel: 3 AP: 10.2 Kw VP: 16.1 Kw.
Owned-Oper. By The Journal Co.
Business-Trans. Address 720 E. Capitol Drive
Phone Number MARquette 8-6000
News Service AP
Air Time 105 hours weekly
Representative Harrington, Righter &
Parsons, Inc.
Membership NARTB
V.P., Gen. Mgr. of Radio, The Journal Co.
Walter J. Damm
Asst. Gen. Mgr. L. W. Herzog
Station Manager R. G. Winnie
Sales Manager Neale V. Bakke
Asst. to the Manager George Comte
Asst. to the Mgr. George Nicoud
Program Manager James Robertson
Mgr. Radio & TV Engng. Phillip Laeser
News Editor Jack Krueger

WSAZ-TV

Delivers an EXCLUSIVE 63 County Market area of Over:

2,418,300* population

in VA. — W. VA. — KY. — OHIO

BUYING INCOME: \$2,203,252,000

RETAIL SALES: \$1,412,323,000

FAMILIES: 609,600

* All figures courtesy Sales Management
"Survey of Buying Power" 1951

ABC — CBS — NBC — DTN
National Representative:
THE KATZ AGENCY

**WSAZ-TV
CHANNEL 5**

THE TELEVISION CODE OF THE NARTB



PREAMBLE

TELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

THE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

THE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

TELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

IN ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (see V, Section 3, page 25) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.

TELEVISION CODE — NARTB

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (Reference, Contests, page 18.)

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not stimulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

- t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.
- u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.
- v) Suicide as an acceptable solution for human problems is prohibited.
- w) The exposition of sex crimes will be avoided.
- x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

- a) In affording opportunities for cultural growth as well as for wholesome entertainment.
- b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.
- c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.
- d) In eliminating reference to kidnapping of children or threats of kidnapping.
- e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.
- f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

TREATMENT OF NEWS AND PUBLIC EVENTS

News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such

4. Good taste should prevail in the selection handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of

such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests of individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b. Programs, devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since tele-

vision is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable

to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups are not acceptable.

g) The Advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

Advertising of Medical Products

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on

TELEVISION CODE — NARTB

the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

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

Length of Program (minutes)	Length of Advertising Message (minutes and seconds)		
	News Programs	All Other Programs	
	Day and Night	Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided, that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs

in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

I

Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.*

II

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

III

Subscribers

Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Approval", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days

* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).*

after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming which, including commercial copy, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV

Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board

Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

A. Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two years.

Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

- (1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB;
- (2) to receive, screen and clear complaints concerning television programming;
- (3) to define and interpret words and phrases in the Television Code;
- (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions;
- (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers

concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

B. Meetings

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

* * * * *

APPENDIX A

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

I

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

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

Section 1—Preferring of Charges — Conditions Precedent

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

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

A. Notice of Intent

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

B. Time

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

Section 2 Confidential Status

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

Section 3 The Charges

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

II

HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

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

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

Section 1—Notice

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

Section 2—Presentation; Representation

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

Section 3—Intervention

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

Section 4—Transcript

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

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

Section 5—Television Code Review Board; Counsel

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

Section 6—Order of Procedure

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

Section 7—Cross Examination

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

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

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

Section 9—Films, Transcriptions, etc.

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

Section 10—Continuances and Extensions

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

Section 11—Findings and Conclusions

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

Section 12—Reconsideration or Rehearing

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

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

Section 13—Time for Filing

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

Section 14—Penalty, Suspension of

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

Section 15—Disqualification

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

TV PRODUCTION FORECAST

By Dr. Allen B. DuMont

(Continued from Page 1021)

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

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

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

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

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

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

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

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

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



TV PERSONALITIES 1951-1952

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

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McPartlin, John	1129	Stowmann, Kenneth W.....	1135
Madden, Edward D.....	1129	Streibert, Theodore C.....	1139
Mapes, H. Pierson.....	1134	Sugg, P. A.....	1139
Mastin, Cecil D.....	1117	Swartley, William C.....	1135
Meade, Everard W.....	1117	Swezey, Robert D.....	1139
Mestre, Goar	1124	Tarzian, Sarkes	1139
Moore, Richard	1126	Theriot, Charles deYoung.....	1139
Morgan, Harold L., Jr.....	1125	Thompson, C. Robert.....	1138
Norman, Donald A.....	1123	Titterton, Lewis H.....	1139
Norton, John Hughes, Jr.....	1129	Travers, Linus	1138
Nussbaum, Col. Howard.....	1128	Tuttle, Wilson M.....	1135
Outler, John M., Jr.....	1128	Vadeboncoeur, E. R.....	1137
Paley, William S.....	1123	Van Konyenburg, F.....	1130
Palmer, Col. B. J.....	1128	Von Zehle, William.....	1135
Pangborn, Arden X.....	1129	Warwick, William Paul.....	1137
Poppele, Jack	1130	Watters, M. C.....	1131
Provost, Tony	1127	Weaver, Sylvester L.....	1136
Pryor, Roger	1127	Weddell, William L.....	1137
Pumphrey, Preston H.....	1127	West, Herbert B.....	1138
Railbourn, Paul	1128	Wheeler, Clinton F., Jr.....	1136
Rembert, Clyde W.....	1130	Wight, Read Hamilton.....	1137
Riddell, James G.....	1127	Winnie, R. G.....	1136
Rigrod, A. Carl.....	1127	Wolff, Nat	1136

TV PERSONALITIES

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



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



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



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



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



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



TV PERSONALITIES

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



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



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



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



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



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



TV PERSONALITIES

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



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

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



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

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



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

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



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



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

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



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

TV PERSONALITIES

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



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

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



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

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



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

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



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

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



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

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



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

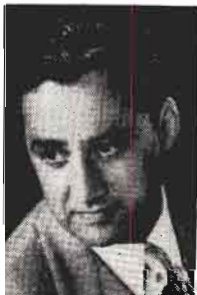
TV PERSONALITIES

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



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

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



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



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

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



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



MARK H. HAWLEY, supervisor of television production at N. W. Ayer & Son, Inc., began his career in radio at the age of 17 as an announcer at WMAK, Buffalo. At 19, he came to New York as a CBS staff announcer, and in the years prior to World War II, handled news broadcasts. Following a period with the Navy, he returned to found Hawley-Lord, specializing in 16mm shorts. He next became a TV producer at NBC and then switched to Sherman-McQuette agency before joining N. W. Ayer in 1950.



TIME TABLE ON FCC TV DECISION

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

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

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

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

SEPT. 1949—Hearings on color television begin.

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

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

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

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

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

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

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

CHANGES IN PRESENT ASSIGNMENTS

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

TV PRODUCTION FORECAST

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

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

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

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

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

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

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

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

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

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

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

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

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

(Continued on Page 1110)



Du Mont

HOLLYWOOD & A.B.C. TELEVISION

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

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

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

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

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

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

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



Stronach, Jr.

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

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

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

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

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

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

TV PERSONALITIES

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

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



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

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



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

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



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



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

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



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



TV PERSONALITIES

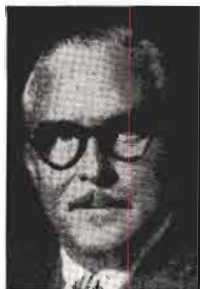
WALTER J. DAMM, v.p., and gen. mgr. of the



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

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

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



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

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

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



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

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

EDWARD C. HORSTMANN, chief engineer of



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

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

STANLEY E. HUBBARD, general manager and



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

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

HAROLD FAIR, director of radio and TV for



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

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

TV PERSONALITIES

HAL GROSS, owner and gen. mgr. of WJIM-TV, Lansing, Mich., pioneered in Michigan radio by establishing Lansing's first radio station, WJIM, 15 yrs. ago, and scored another first with WJIM-TV, established in 1950. After graduation from the Univ. of Michigan, Hal was associated with the Butterfield Theatre Corp. During World War II, he served with the Navy and was instrumental



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

JACK HARRIS, general manager of KPRC and KPRC-TV (Houston), is a comparative newcomer to TV, but one of the older hands in radio. Included in the latter is a period as director of new and special events at WSM, Nashville, Tenn., and a war-time hitch as deputy to Ed Kirby, in setting up the Army's first broadcasting activities. Later he took over Radio Tokyo facilities for General MacArthur.



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

RICHARD A. BOREL, dir. of TV for the Dispatch Printing Co., owners of WBNS-TV, Columbus, Ohio entered the radio field in 1933, first serving as business mgr. for WBNS, assuming the title of gen. station mgr. in 1935. In 1949, Dick was named mgr. of WBNS-TV and later became a director and exec. v.p. of Radiochic, Inc., owners of WBNS and WELD-FM. He was a member of the board of directors of Tele-



vision Broadcasters Asso. and now serves on the affiliates board of CBS. He is an Ohio State U graduate.

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



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

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



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



1931, he became musical director for NBC's Central division. By 1939, Jules was program manager for the division.

TV PERSONALITIES

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



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

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

EVERETT N. CROSBY, president of Bing Crosby



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

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

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



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

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

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



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

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

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



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

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

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



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

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

TV PERSONALITIES

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



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



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



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



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



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



TV PERSONALITIES

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



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



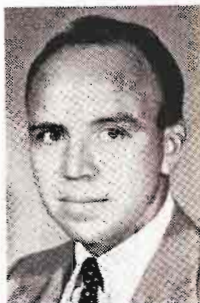
VICTOR A. SHOLIS, vice president and director of WHAS and WHAS-TV (Louisville), is a native Scotsman who came to this country in his youth. A degree from the University of Illinois completed his formal education. Since his school days, he has been with the Chicago Daily Times, an assistant to Commerce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



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



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



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



TV PERSONALITIES

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

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

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

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

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

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

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

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

TV PERSONALITIES

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



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



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



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



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



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



TV PERSONALITIES

ROGER PRYOR, director of television for the



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

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

PRESTON H. PUMPHREY, in charge of tele-



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

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

TONY PROVOST, vice president and member



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

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

OWEN SADDLER, general manager of KMTV



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

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

A. CARL RIGROD, radio and TV executive at



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

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

JAMES G. RIDDELL, president of WXYZ, Inc.

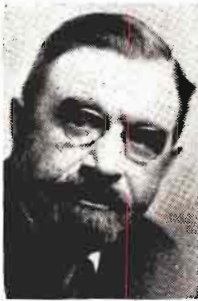


(Detroit), is a native of Glasgow, Scotland, coming to the U. S. at an early age and residing in Detroit. Radio struck his fancy and he got his beginning at WXYZ as an office boy in 1931. Successively he became traffic manager, sales manager and commercial manager and when in 1942, WXYZ was sold to ABC,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

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

TV PERSONALITIES

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



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

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

WILLIAM S. PALEY, chairman of the board



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

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

JOHN M. OUTLER, JR., general manager of



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

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

PAUL RAIBOURN, vice president of Paramount



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

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

IRVING ROBERT ROSENHAUS, president and general manager of



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

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

COL. HOWARD NUSSBAUM, radio and TV



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

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

TV PERSONALITIES

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

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



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



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

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



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

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



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



TV PERSONALITIES

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

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



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



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

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



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

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



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

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



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

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



TV PERSONALITIES

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



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

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



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

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



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

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



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

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



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

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



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

TV PERSONALITIES

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



agency in 1941 as director of radio and later became v.p. in charge of radio and television.

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



1945 to study TV, and later originated the first daily TV news program. He was appointed gen. mgr. of WTTG in 1948.

LYLE DeMOSS, program director of WOW-TV, Omaha, Neb., started his career as an announcer and singer in 1923 on the Anthony, Kansas, experimental station 9DXH. In 1926 he joined the staff of KGBZ, York, Neb., and later while attending the University of Nebraska at Lincoln, Lyle began his broadcast chores at KFAB, WOW was his next stop where he became production manager in



1937. His early start in radio makes him an honored member of the Radio Pioneers. Lyle is married and has two sons.

GEORGE CRANSTON, mgr. of WBAP, AM-FM-TV, Fort Worth, was born in Edinburgh, Scotland. Sixteen when he landed in Canada, George attended the Univ. of Manitoba. He served in World War I and then studied concert singing. Returning to Canada he participated in one of the first radio programs in Nov. 1919. Next he went to Chicago and freelanced around WLS, WEBH, and



WGN. In 1928 he joined CKY, Winnipeg as dir., producer, and writer. He moved to Texas to become mgr. of WBAP in 1930.

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



of WMCA, N. Y., and in Nov., 1942, joined Benton & Bowles. At present he is handling many of the agency's top shows.

ANDREW V. CHRISTIAN, TV producer with McCann-Erickson, Chicago, broke into radio at WGY (Schenectady), as writer, actor and director while attending Union College. Then came years in Summer stock, Broadway productions and network radio shows, interrupted by service in WW II. Directly after, he went to CBS-TV (Chicago), as writer-producer-director. In



1950, he joined McCann-Erickson. For the 1951 campaign of the Community Fund of Chicago, Andy produced a 2-hr. TV show on 3 stations.

TV PERSONALITIES

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

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



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



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

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



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

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



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



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

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



TV PERSONALITIES

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



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

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



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

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



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



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

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



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



TV PERSONALITIES

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



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



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



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



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



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



TV PERSONALITIES

HY M. STEED, mgr.



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

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

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



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

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

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



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

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

CLINTON F. WHEELER, JR., director of radio



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

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

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



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

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

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



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

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

TV PERSONALITIES

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



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

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



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



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



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



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



TV PERSONALITIES

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

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



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



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



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

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



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



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



TV PERSONALITIES

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



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

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



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

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



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

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



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

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



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

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



year later and president in 1945.

Play and Story



BROKERS



Los Angeles, Calif.

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

New York, N. Y.

American Play Co. 522 Fifth Ave.....	MUrray Hill 2-0156
Bartsch, Hans 522 Fifth Ave.....	MUrray Hill 2-0156
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FILMS' PLACE IN TELEVISION

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

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



Shupert

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

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

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

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

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

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

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

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

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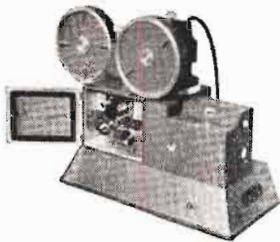
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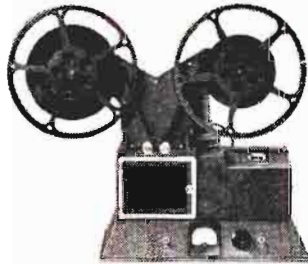
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Services Offered—TV pictures made to order. TV subjects for sponsors, rent and out-right sale.

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Phone: NOrmandic 2-9181

President.....William F. Broidy
Vice-President.....Wesley Barry
Treasurer.....Earl Rivoir
Secretary.....Barnett Skapiro

Services Offered—We produce films for television. We will film for others supplying our motion-picture trained personnel and know-how, and we package shows.

The Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.
Phones: Circle 5-4582-3

President.....J. R. Bray
Vice-Pres. & Secy.....Paul A. Bray

Treasurer.....M. Bray
Director.....L. G. Lambert
Film Distribution Mgr.....B. D. Hess

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library of films available for TV.

Al Buffington Productions

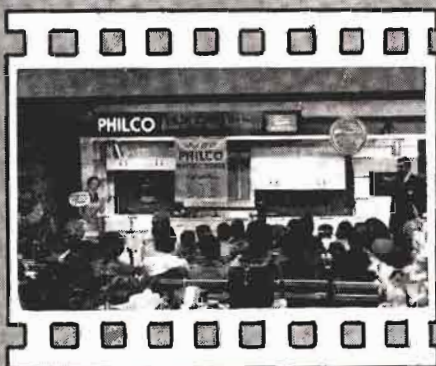
6711 Sunset Blvd., Hollywood 28, Calif.
Phone: HOllwood 9-8367

Sales & Program Mgr...Albert B. Buffington
Staging Mgr.....Milford Capman
Script Editor.....Donna Kellogg

Services Offered—Live package show, both national and local, AM and TV. Filming of commercial film for TV. Making of radio transcriptions.

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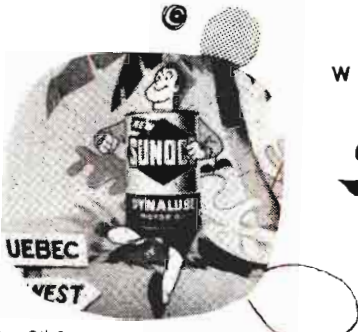


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Producer-Director.....William S. Kent
Sound Engineer.....Howard Kaiser
Talent and Scripts.....Robert K. Adams
Art Director.....Larry Hotcaveg
Film Editor.....Lottie Schaler
Sales Manager.....William Hyer
Public Relations Director.....Jack Petrill

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

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

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

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

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Services Offered—Industrial and TV films to order.

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Vice-Pres. in Charge.....Merle S. Jones
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Phone: WH 4-6000

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

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

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

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

OUR OWN STUDIO is unsurpassed for television film production. Acoustics

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

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

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

Archer Productions, Incorporated

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

Judson 8-2690

TV FILM PRODUCERS

Geo. W. Colburn Laboratory Inc.

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 Supervising Editor.....Roy Robert Luce
Services Offered—16mm film technical and laboratory services. Photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording, titling, animation, printing.

Commonwealth Film & Television, Inc.

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

Compagnie Francaise De Films

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

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

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 A Division of Consolidated
 Television Productions, Inc.**

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 President.....W. B. Clum
 National Sales Manager....Peter M. Robeck
 Eastern Sales Manager....Halsey V. Barrett
 Sales Promotion Manager....John M. Asher
 Midwest Representative...Stuart V. Dawson
Services Offered—National distribution and sale of television films, including films produced by other companies as well as those produced in our studios.

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Services Offered—Personal management of talent and writers as well as the production of radio and television shows.

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

Bing Crosby Enterprises, Inc.

9336 Washington Blvd., Culver City, Calif.

Phone: Vermont 8-2174

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

Crysta! Pictures, Inc.

1564 Broadway, New York 19, N. Y.

Phone: Plaza 7-5130

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

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

Phone: Murray Hill 2-2243

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

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

D. P. M. Productions, Inc.

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

Phone: MU 2-0040

President Dorothy P. Maulsby

De Frenes Co.

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Phone: RIttenhouse 6-1686

Pres., Gen. Mgr. Joseph De Frenes

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

Depicto Films, Inc.

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

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Phone: HOLLYWOOD 9-2281

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

Sherman H. Dryer Productions

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

Phone: TEmpleton 8-7827

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

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927 21st St., Denver 2, Colo.

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 Secretary.....L. E. Turner
Services Offered—TV Shorts, Newsreels, Commercial Shorts, complete TV films, excepting cartoons and animation.

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Phone: CR 1-7258

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

Phone: EL 5-1076

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

Dynamic Films, Inc.

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

Phone: TR 3-6221

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

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Phone: PEnnsylvania 6-1780

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Phone: Sunset 2-1121

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

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Phone: Crestview 6-1272
 500 Fifth Ave., New York 36, N. Y.
Phone: Chickering 4-7257

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 Vice-Pres.Dr. Harold S. Wadro
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 V-P. (W. Coast).....Stella Ross

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

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PresidentWalter Bibo
Services Offered—Rent various features and shorts.

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Services Offered—Motion picture films for TV, feature and half hour length.

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

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

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

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 Hollywood 28, Calif.

Phone — Hempstead 6844

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

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

Federated Television Productions, Inc.

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

President..... Hubert V. Chain
 Vice-President..... William Haussler
 Secretary Robert Bell
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President-Dir..... Paul J. Fennell
 Technical Dir..... John E. Burks
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Services Offered—Specialty—Films for TV with emphasis on Animation.

Filmack Corp.

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Filmcraft Productions

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 Phone: WEBster 3-9281

President Isidore Lindenbaum
 Production Director..... Ferenz H. Fodor
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 Head Editor..... Norman Colbert
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Phone: REgent 7-5549

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

Films For Industry, Inc.

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

Pres., Prod. Mgr. Joseph McCaffery

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

Films of the Nations, Inc.

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

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

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

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Production Dir. Chet Glassley
Technical Dir. Taylor Byars
Dir. Creative Copy Charles F. Chaplin
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Phone: MUrray Hill 8-0230

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 TreasurerBernard Samuels
 SecretaryFluff Blome

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

Gainsborough Associates

(See Program Producers)

William J. Ganz Co.

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

Phone: ELdorado 5-1443

PresidentWilliam J. Ganz
 TV Consultant &

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

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

General Television Corp.

1501 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8234

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

Glenar Productions

6618½ Sunset Blvd., Hollywood 28, Calif.

Phone: Hillside 0406

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

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Phone: JUdson 6-1700

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

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 THE BIG STORY

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John Guedel Radio Productions

(See Program Producers for detailed listing)

Guerin Enterprises, Inc.

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

Phone: Rosedale 5592

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

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

Hack Productions

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

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

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Phone: TR 5-2450

N. Y. Phone: JUDson 2-4060

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

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

Hannum Television Productions

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

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

PresidentBob Hannum

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Hawley-Lord, Inc.

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

Phone: JUDson 6-3750

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“BETTER EFFECTS WITH TELEFEX”

• • • **TV FILM PRODUCERS** • • •

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

•

Sam Hayes Productions

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

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

•

Leslie Helhena

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

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

•

Hile-Damroth, Inc.

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

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

Paul Hoefler Productions

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

Phone: Hollywood 9-2001

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

•

Hoffberg Productions Inc.

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

Phone: Circle 6-9031

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

•

Hollywood At Work, Inc.

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

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

Since 1936

Specializing . . .

16^M/_M B/W RELEASE PRINTING
 TELEVISION
 COMMERCIAL
 EDUCATIONAL

DEVELOPING ☆ PRINTING ☆ OPTICAL REDUCTIONS

MODERN MOVIES LABORATORIES

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TV FILM PRODUCERS

Hour Glass Productions

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

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

Lucille Hudiburg Productions

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

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

Hurrell Productions Inc.

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

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

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

Illustrate, Inc.

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

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

IMPS, Inc. International Movie Producers' Service

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

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

International Film Foundation, Inc.

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

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

**WHITEHEAD
 TV PICTURES INC.**

TV FILM
 COMMERCIALS
 INDUSTRIALS
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MANUFACTURING SPECIALISTS
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 COMPLETE MANUFACTURING
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 NEW & USED EQUIPMENT
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 630 NINTH AVE.
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International Geographic Pictures

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

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

International News Service

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

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

International 16mm. Corp.

(See Program Producers)

International Tele-Film Productions, Inc.

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

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

The Jaffe Agency, Inc.

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

General Manager..... Paul Radin
Branch Office

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

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

Jason Comic Art

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

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

Jewell Radio and Television Productions

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

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

Lalley and Love, Inc.

film spots and programs

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

ELDORADO 5-1382-3

TV FILM PRODUCERS

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

Junior Programs, Inc.

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

Phone: MArket 2-0770

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

Bernard E. Karlen Productions

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

Phone: PL 9-3107

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

Roger Kay Enterprises, Inc.

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

Phone: MU 8-2164

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

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

Victor Kayfetz Productions

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

Phone: MUrRay Hill 8-1707

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

Herbert Kerkow, Inc.

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

Phone: ELdorado 5-0683

President Herbert Kerkow
Services Offered—TV films.

F. W. Kline Productions, Inc.

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

Phone: PLaza 8-2000

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

Selling Shoes?

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

WILBUR STREECH PRODUCTIONS

1697 BROADWAY, N. Y. 19, N. Y.

* These and some more: Thom McAn, Sinclair, Harriet Hubbard Ayer, Philip Morris, Celanese, Cities Service, Abolene, Army Reserve Corps, 4-Way Cold Tablets, Cameo Curtains.

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NEWS

**SPORTS • BACKGROUNDS
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Over 2,000,000 feet of film

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TV FILM PRODUCERS

Kling Studios, Inc.

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

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

Knickerbocker Productions, Inc.

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

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

Larry Kurtze

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

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

Lalley & Love Inc.

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

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

Albert Lang Productions Inc.

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

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

Lawrence & Lee, Inc.

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

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

Serving
 the best
 in film fare
 to stations
 everywhere!

—○—
 Television Film Booking Office
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**A Complete
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 specializing in serving
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 . . . Shamus Culhane . . . Peter Elgar
 . . . American Film Producers . . . Van
 Praag . . . Louis deRochemont . . .
 Filmwright . . . Willard Pictures . . .
 Science Pictures . . . National Screen
 Service . . . Lalley & Love

MOTION PICTURE STAGES, INC.
 3 EAST 57 STREET NEW YORK, N. Y.
 PLAZA 3-4840

TV FILM PRODUCERS

Les Lear Productions Corp.

Hotel Sherman, Chicago 1, Ill.

Phone: FRanklin 2-2100

President Les Lear
 Account Executives Milt Parlow,
 Jack Curran

Services Offered—Radio, TV and film production, Personal Management.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.

Phone: Hillside 7287

Producer-Director Gene Lester
 Cameraman John S. Nash
 Comptroller Albert J. Silverman
 Production Manager Martin Sperber
 Sound Robert Ernst

Services Offered—Complete facilities for production of 10 sec. to feature length films.

Edward Lewis Productions

Motion Picture Center Studios

846 No. Caluenga Blvd., Hollywood 38, Calif.

Phone: HO 9-5981, Ext. 43

Producer Edward Lewis
 Assistant Producer Paul Gerchik
 Production Manager William Stephens

Services Offered—Production of motion picture film for TV.

Jack Currier Lewis

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

Phone: ELdorado 5-0257

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

Libra Film Distributors & Producers

6255 Sunset Blvd., Hollywood 28, Calif.

Phone: GL 7960; HE 1161

President Miss Loy Lester
 V.-P., in Ch. of Prod. Charles M. McCoy
 Sec.-Treas. M. Briese
 Exec. Director C. Mandell
 Exec. Producer Charles M. McCoy
 Producer John Leslie Hamilton
 Producer Robert Smigel

Services Offered—Extensive TV Film Production and Distribution. Complete professional Motion Picture Facilities, Classifications—Technical, Advertising, Education, Public-Relations, Documentary Films. Pilot Films complete (series). Live Show scripts available (series).

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

Charles Curran
 Steve Fitzgibbon
 Don Langan
 or Fred Kelly

**Times Square
 Productions, Inc.**

145 West 45th St. New York

Phone Circle 6-4443

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THE FILM BUYING SERVICE
 FOR TELEVISION STATIONS

- 1 Acts as your station's resident film buyer in New York.
- 2 Obtains film to fit your programming, at your budget price.
- 3 Inspects prints, arranges shipping, follows through.
- 4 Checks invoices against your telecast performance report.
- 5 Keeps you informed of latest developments in the film market.

**MALLARD SERVICE
 IS AVAILABLE TO
 ONLY ONE STATION
 IN EACH MARKET**

MALLARD



120 Wall Street
 New York 5

Digby 4-3182

TV FILM PRODUCERS

Lion Television Pictures Corp.

1501 Broadway, New York 18, N. Y.

Phone: PEnnsylvania 6-1780

President.....E. W. Hammons

Vice-President.....Robert M. Savini

Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

Loucks-Norling Studios

245 W. 55th St., New York 19, N. Y.

Phone: CO 5-6974

PartnersJ. A. Norling & Wil Marcus

Services Offered—The production of industrial sales promotional, public relations, personnel training and educational motion pictures and slide films.

Major-Minor Productions

5927 Sunset Blvd., Hollywood 28, Calif.

Phone: GL 9268

Producer and Director...Stuart M. Nathanson

Producer and Director...Ronald L. Stanton

Musical Director.....Ruby Raksin

Services Offered—Production, packaging, and Merchandising of Juvenile Television shows.

Mallard TV, Inc.

120 Wall Street, New York 5, N. Y.

Phone: DIgby 4-3182

President.....S. Mukamal

Services Offered—Film Brokers for TV stations.

Mannon Sound Stages

112 W. 89th St., New York, N. Y.

Phone: TR 3-1800

Owner, Gen. Studio Mgr.....James Pagliaro

Services Offered—Sound studios for rental for TV pictures.

Arnold Marquis Productions, Inc.

6404 Hollywood Blvd., Hollywood 28, Calif.

Phone: HO 9-5119

President.....Arnold Marquis

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

Mercury International Pictures, Inc.

2330 W. Third St., Los Angeles 5, Calif.

Phone: Dunkirk 9-3876

THE TEEVEE CO.

Producers of

THE BIG

“LITTLE THEATRE”

TV SHOW

The Short-Short-Story Sensation

Now On the Air

Coast to Coast

211 So. Beverly Drive

CRestview 5-1076 Beverly Hills, Calif.



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

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

THE PRINCETON FILM CENTER, INC.
300 PARK AVE. PL. 5-0322

TV FILM PRODUCERS

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

Charles Michelson, Inc.

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

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

Carlton E. Morse Productions

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

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

Motion Picture Productions Inc.

(See Program Producers)

Motion Pictures Stages, Inc.

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

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

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

Movie Advertising Bureau

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

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

Murphy-Lillis Productions, Inc.

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



Live Photography
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Stop Motion
Slide Films
Animatic Strips
Slides
Telops

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254 W. 54th ST. NEW YORK 19, N.Y.
 COlumbus 5-7621

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FILMS FOR TELEVISION

FIFTEEN WEST FORTY-FOURTH STREET
 NEW YORK, N. Y.
 MURRAY HILL 7-5535

HENRY BROWN—President

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

- **FEATURES**
AMERICAN AND BRITISH
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HALF AND FULL HOUR VERSIONS
- **COMEDY SHORTS**
SPECIALLY PREPARED FOR YOUR TIME SLOT
- **COMEDY CARNIVALS**
A TREASURY OF HUMOR — IN ONE HOUR PROGRAMS
- **TEVE-ETTES**
AN EXTENSIVE LIBRARY OF COMEDY AND MUSICAL VIGNETTES 3-5 MINUTES

TV FILM PRODUCERS

PresidentOwen Murphy
 Vice-Pres. & Treas.....James M. Lillis
 Production Chief.....Elwood Siegel
 Chief Editor.....Joseph Josephson

Services Offered—Complete motion picture production services; Commercial, advertising, and institutional films especially made for TV; Scripts, photography art and animation facilities.

Murphy-Thomas Productions

General Service Studios, Hollywood, Calif.

Nation Wide Television Corp.

1501 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8234

PresidentIrvin Shapiro
 TreasurerM. Mermelstein

Services Offered—Feature films, streamliners.

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.

Phone: CIrcle 6-5700

Adv., Publ. Director.....Melvin L. Gold

Services Offered—Television film commercials, TV trailers, weather spots, station breaks, openings, titles, etc.

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.

Phone: CIrcle 5-5147-8

Production Director.....Ted Nemeth
 Art Dir.—Dir.....M. E. Bute

Services Offered—Producers, distributors of film made specifically for TV producers of TV film spots and commercial films.

Official Films, Inc.

(Official Television Inc.)

25 West 15th St., New York 19, N. Y.

Phone: PLaza 7-0100

President... William R. Goodheart, Jr.

Chairman of the Board.....Isaac D. Levy

Services Offered—Producer and distributor of 8mm and 16mm sound and silent films for home, institutions, television.

Newsreel Service

5 Centre Market Place, New York 13, N. Y.

Phone: CAAnal 6-3284

Production Manager.....Howard Smythe

General Manager.....Charles Beckman

Chief Cameraman.....Larry Racies

Services Offered—Spot news coverage, 16 or 35 mm sound—24 hour service. Film inserts for live TV shows. Complete production facilities for TV shows on film.

TEL RA PRODUCTIONS

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

- TOUCHDOWN • TELESPORTS DIGEST
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- IDEAS ON PARADE • BASEBALL BRIEFS
- DOWN THE STRETCH
- DICK DUNKEL'S FOOTBALL RATINGS

(Complete production and programming facilities)

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

TEL RA PRODUCTIONS

1518 Walnut Street, Philadelphia 2, Pa.
Kingsley 5-8540

WHY IS AP THE BEST?

BECAUSE—**AP** is faster,
more complete,
more accurate
than any other
news service.

TV FILM PRODUCERS

Nothing New Under the Sun Productions

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

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

Olio Video Television Productions, Inc.

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

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

Paramount Television Productions Inc.

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

Vice-President George T. Shupert
Branch Office

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

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

Paul Parry Productions

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

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

Pathescope Productions

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

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

Ray Patin Productions

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

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

Peerless Film Processing Corp.

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

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

West Coast Branch

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

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

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

Polaris Pictures, Inc.

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

President Juan C. Hutchison
Vice-President Perry King

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

Post Pictures Corp.

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

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

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

Primrose Productions Co.

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

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

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

The Princeton Film Center, Inc.

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

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

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

Chief Editor Robert Webb
Distrib. Mgr. Lash Bauman

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

TV FILM PRODUCERS

Producers Representatives, Inc.

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

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

Rao Video, Inc.

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

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

Radio Features of America (See Program Producers)

Radiovision Corp.

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

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

Reid H. Ray Film Industries, Inc.

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

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

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

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

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

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

Roland Reed Productions, Inc.

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

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

Reeves Sound Studios Inc.

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

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

Regal Television Pictures Corp.

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

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

Regency Productions, Inc.

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

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

RKO Pathe, Inc.

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

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

Hal Roach Studios, Inc.

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

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

R. S. Robbins

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

TV FILM PRODUCERS

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

Bob L. Roberts Productions

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

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

Rocket Pictures, Inc.

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

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

Frederick E. Rockett Co.

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

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

Rogell Productions Inc.

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

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

Roland Reed Productions

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

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

Rollow-Clark & Co.

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

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

Rosamond Productions, Inc.

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

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

Danny Rouzer Studio

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

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

Ruby Film Company

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

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

Sack Television Enterprises

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

Phone: STerling 3069

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

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

Bernard L. Sackett Television Productions

(See Program Producers)

Sanft-Costa Television Features

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

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

Sarra, Inc.

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

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

TV FILM PRODUCERS

Branch Office

16 East Ontario St., Chicago 11, Ill.

Phone: WHitchall 4-5151

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

Screen Gems Inc.

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

Phone: CIRCLE 5-5044

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

Screen Televideo Prod.

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

Phone: CRestview 6-1721

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

Seaboard Studios

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

Phone: REgent 7-9200

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

Seidel Films

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

Phone: PL 7-1597

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

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

(See Program Producers)

Skibo Productions, Inc.

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

Phone: PLaza 7-2265

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

The Charles E. Skinner Productions

1600 Broadway, New York, N. Y.

Phone: SU 7-5672

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

Stephen Slesinger, Inc.

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

Phone: ELdorado 5-2544

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

Snader Telescriptions Corp.

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

Phone: CR 5-4451

N. Y. Phone: LOngaere 4-3971

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

Special Purpose Films, Inc.

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

Phone: JUDson 6-0020

President.....John Fox

Specialty Television Films, Inc.

1501 Broadway, New York 36, N. Y.

Phone: LO 4-5592

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

TV FILM PRODUCERS

Al Stahl Productions

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

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

Standard Television Corp.

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

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

Station Distributors, Inc.

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

President Walker Stuart
Services Offered—Package programs.

Sterling Television Co., Inc.

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

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

Wilbur Streech Productions

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

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

Irvin Paul Sulds, Inc.

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

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

Taylor Productions, Inc.

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

The TeeVee Company

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

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

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

Tel-Air Associates

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

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

Tele-America Inc.

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

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

Telecast Films, Inc.

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

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

Teleflex Productions

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

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

New York Branch

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

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

Telemated Cartoons

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

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

TV FILM PRODUCERS

Telemount Pictures, Inc.

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

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

Telepak Inc.

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

Telepix Corporation

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

Phone: PENNSYLVANIA 6-1821-2

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

Television Arts Productions, Inc.

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

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

Television Cartoons, Inc.

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

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

Television Exploitation Inc.

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

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

Television Guild Productions Inc.

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

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

Television Screen Productions, Inc.

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

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

Tel Ra Productions

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

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

Times Square Productions Inc.

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

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

Time for Beany

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

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

Transfilm Inc.

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

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

TV FILM PRODUCERS

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

Transvideo Corp. of America

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

Phone: LU 2-1280

President.....Theodore A. Parisi

Tri-Video Productions, Inc.

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

Phone: COLUMBUS 5-0060

President.....Jack Goldstein

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUNKIRK 8-1323

President.....Doria Balli

Sales Manager.....Gene Grant

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

TV-Programs, Inc.

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

Phone: CHICKERING 4-1374

President.....Edward Roberts, Jr.

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

Treasurer.....William Mills, III

Director of Sales.....David Horwich

Director of Advertising &

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

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

United Artists Television Corp.

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

Phone: CIRCLE 5-6000

Director of Television....John H. Mitchell

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

East Coast Sales Rep.....Robert Brahm

West Coast Sales Rep....Miss Becky Barnes

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

Services Offered—Production and distribution of television films.

United Press Associations

(See Program Producers)

United Productions of America

4440 West Olive Ave., Burbank, Calif.

Phone: CHARLESTON 0-7171

New York Division— 670 Fifth Ave.,

New York 19, N. Y.

Phone: PLaza 3-1672

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

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

Edward F. Cullen

Vice-President.....John Hubley

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

Vice-President.....Robert Cannon

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

United Television Programs Inc.

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

Phone: CENTRAL 6-0041

Co-owner.....Milton Blink

Branch Offices

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

Phone: PLaza 3-4620

Manager.....Aaron Beckwith

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

Phone: WEBSTER 8-9181

Co-Owner.....Gerald King

Services Offered—TV package programs.

Unity Television Corp.

1501 Broadway, New York 8, N. Y.

Phone: LONGACRE 4-8234

President.....Arthur A. Mayers

Treasurer.....Martin Mermelstein

TV Director.....C. Lazar

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

Vallee Video Inc.

6611 Santa Monica, Hollywood 36, Calif.

Phone: HILLSIDE 6118

President.....Rudy Vallee

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

Secretary.....D. Hall

Manager.....John W. Swallow

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

Van Praag Productions

1600 Broadway, New York, N. Y.

Phone: PLaza 7-2857

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

Video Drama Productions

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

Phone: MU 2-0326

TV FILM PRODUCERS

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

Video Varieties Corp.

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

President.....George W. Goman
 Vice-Pres. chg. of Prod.....Martin Henry
 Treasurer.....A. W. Manchee
 Vice-Pres. & Film Editor..Leonard Anderson
 Sales Manager.....Otis P. Williams
Services Offered—Motion picture producers, TV program films and commercials. Owners, of West Coast sound studios. Latest 35mm. camera and sound equipment.

Vidicam Pictures Corp.

240 East 39th St., New York 17, N. Y.
 Phone: MU 6-3310

President.....Alfred Justin
 Vice-President....Edward Roberts Carroll
 Sales Director.....Otto H. Sutter
 Production Chief.....Richard Grey
 Continuity Director.....Harry Doolittle
 Studio Chief.....William B. Shriner
 Staff Director.....James Rose
 Chief Sound Engineer..Peter Protopappas
 Editor.....Lloyd Ball
 Publicity Director.....Sherel Udell
 Executive Secretary.....Nancy Gould
Services Offered—Producer of television film commercials and television film programs. Both 16 and 35mm. projection facilities. Complete sound recording equipment. Air checks. Instantaneous recordings. Pressings.

Visual Media, Inc.

17 E. 45 St., New York 17, N. Y.
 Phone: MUrray Hill 2-2060

President.....William M. Nelson
 Art Director.....Robert Dunne
 Production Manager.....Robert J. Asherman
 Film Director.....H. Lionel Miller
 Advertising Consultant.....Weston Hill
 Office Manager.....Margaret M. Maxwell
Services Offered—Specialists in analysis and creation of TV programs and program material, both live and on film. Production of package television programs. Creation and "doctoring" of program formats.

Roger Wade Productions

15 West 46th St., New York 36, N. Y.
 Phone: Circle 7-6797

Owner.....Roger W. Wade
Services Offered—TV commercials, animation, slide films, color slides, commercial motion pictures.

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
 Phone: WEBster 5287

Producer.....Adrian Weiss
 Exec. in Chg. of Production....Louis Weiss
Services Offered—Production organization geared to produce all types of TV films from 20 minute spots to one hour shows.

Louis Weiss & Co.

655 No. Fairfax Ave., Los Angeles 36, Calif.
 Phone: WEBster 5287

Distribution Director.....Adrian Weiss
 Asst. Distr. Director.....Louis Weiss
Services Offered—Distribution organization, geared to distribute all types of television shows throughout the country.

West Coast Sound Studios

510 W. 57th St., New York 19, N. Y.
 Phone: Circle 7-2062

V.-P. & Manager.....Martin Henry
Services Offered—Full 35mm. and 16mm. film production facilities: 35mm. RCA sound equipment; Fairchild sync. disc recording. Division of Video Varieties Corp.

Whitehead TV Pictures, Inc.

630 Ninth Avenue, New York, N. Y.
 Phone: Circle 5-7240

President.....Charles G. Whitehead
Services Offered—Producers of TV film commercials, industrials, features and short subjects.

Frank Wisbar Productions Inc.

7324 Santa Monica, Hollywood 36, Calif.
 Phone: 2-2286

Owner.....Frank Wisbar
Services Offered—Film productions.

Wolff-Feldman Enterprises, Inc.

21 W. 42 St., New York 18, N. Y.
 Phone: LA 4-3450

President.....Max Wolf
 Secretary-Treas.Robert Feldman
 Exec. Producer.....Les Wintz
Services Offered—Talent representatives, casting, production, and packaging of films.

World Video, Inc.

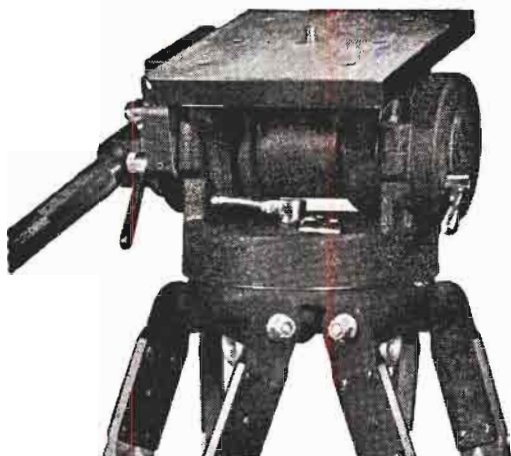
(See Program Producers)

Young America Films, Inc.

18 E. 41 St., New York 17, N. Y.
 Phone: LE 2-4111

President.....Stuart Scheftel
 Exec. Vice-Pres.....Godfrey Elliott
Services Offered—Offers educational films for TV rental.

Floating Action!



FOR ALL "TV" CAMERAS "BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Below: 3 wheel portable dolly with balanced TV Tripod mounted.



Sales • Service • Rentals
— 35 mm. • 16 mm. —
Cameras • Moviolas • Dollies

*Complete Line of Equipment for
Production Available for Rental*

*Mitchell: Standard - Hi-Speed - NC -
BNC - 16 mm.*

*Bell & Howell: Standard - Shiftover -
Eyemos*

*Maurer: 16 mm. Cameras
Moviola: Editing Machines -
Synchronizers*

SPECIALISTS IN ALL TYPES OF CAMERA REPAIR WORK. LENSES MOUNTED.

FRANK C. ZUCKER

CAMERA EQUIPMENT CO.

1600 BROADWAY NEW YORK CITY

SERVICES TO TV PRODUCERS

Large Screen



Lenses



Projectors



Spot and Flood Lamps



Draperies and Fabrics



Storage Vaults



Laboratories



Raw Stock



Stock Shot Libraries



Cartoon Producers



Costumes

TV SERVICE FIRMS

(Also see Equipment Manufacturers)



Large Screen

General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.

Radio Corporation of America, Camden, N. J.

S.O.S. Cinema Supply Corp., 602 West 52nd St., New York 19, N. Y.

United Paramount Theatres, Television Div., 1501 Broadway, New York 18, N. Y.

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.

Century Projector Corp., 729 7th Avenue, New York, N. Y.

DeVry Corp., 1111 Armitage Ave., Chicago, Ill.

Kollmorgen Optical Co., 2 Franklin Avenue, Brooklyn 11, N. Y. (Also focussing scopes)

National Theatre Supply, 92 Gold St., New York, N. Y.

Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.

Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.

Brenkert Light Projection Co., 6545 St. Antoine Ave., Detroit, Mich.

Century Projector Corp., 729 7th Ave., New York, N. Y.

Color Service

COMPANY, INC.

115 WEST 45TH STREET

NEW YORK 36, N. Y.

FOREMOST COLOR LABORATORY

IN THE EAST

COMPLETE SERVICE IN COLOR PRINTING

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- REVERSAL • NEGATIVE — POSITIVE

16mm REVERSAL B&W • COLOR SLIDE FILM PRINTING

TV Service Firms

SPOT AND FLOOD LAMPS

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.
 Amplex Corp., 111 Water St., Brooklyn 1, N. Y.
 Ariel Davis Supply Co., 373 West South Temple, Salt Lake City, Utah.
 Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.
 Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
 Compeo Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
 Display Lighting, Inc., 417 E. 61st St., New York, N. Y.
 Durio-Test Corp., North Bergen, N. J.
 General Electric Co., Nela Park, Cleveland, O.
 GoldE Mfg. Co., 1214 W. Madison St., Chicago, Ill.
 Kleigl Bros., 321 W. 50th St., New York 19, N. Y.
 Lustra Corporation of America, 36 Washington St., Brooklyn 1, N. Y.
 Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.
 National Theater Supply, 92 Gold St., New York, N. Y.
 Radiant Lamp Corp., 300 Jeliff Ave., Newark 8, N. J.
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
 Strong Electric Corp., 87 Park Avenue, Toledo, O.
 Sylvania Electric Products Co., 500 Fifth Avenue, New York 18, N. Y.
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.
 Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
 DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
 International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
 Kleigl Bros., 321 W. 50th St., New York 19, N. Y.
 Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
 Motiograph, Inc., 4431 W. Lake St., Chicago 24, Ill.
 National Theater Supply, 92 Gold St., New York, N. Y.
 Radio Corp. of America, Camden, N. J.
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.

CARPET

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
 Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
 Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.
 A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.
 James Lees & Sons Co., Bridgeport, Montgomery County, Pa.
 C. H. Masland & Sons, Carlisle, Pa.
 Radio Corp. of America, Camden, New Jersey.
 Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

BACKGROUND PROCESSES

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
 1161 N. Highland Ave. (38).....Hillside 7471
 Anderson, Howard A.
 General Service Studios.....GRanite 3111
 1611 Cosmo St.....HUDson 2-1247
 Cinecolor, Inc.
 2800 S. Olive St., Burbank....STanley 7-1126
 Cinema Research
 7000 Romaine, Hollywood (38) HUDson 2-7464
 Consolidated Films Industries, Inc.
 959 Seward St.....HOLLYwood 9-1441
 Dunningcolor Corp.
 932 N. La Brea Ave.....GRanite 3174
 Filmeffects of Hollywood
 1153 N. Highland Ave.....HOLLYwood 9-5808
 Hansard, R. L.
 8822 W. Washington Blvd., Culver City
 TEXas 02761
 Mercer, Ray
 4241 Normal Ave.....OLympia 8436
 Pacific Title & Art Studio
 6350 Santa Monica Blvd...HEmpstead 5611
 Pathe Industries, Inc.
 6828 Santa Monica Blvd...HOLLYwood 9-3961
 Rabin, Jack
 7324 Santa Monica.....HUDson 2-5463
 Schmid, Al
 1041 N. Formosa Ave.....GRanite 5111
 Smallwood Process
 7324 Santa Monica Blvd...HOLLYwood 9-5060
 Technicolor Motion Picture Corp.
 6311 Romaine St.....GRanite 1101
 Telefax
 5732 Sunset Blvd.....PL. 7-0780
 Williams Lab
 1040 N. McCadden Place.....Hillside 8131

STORAGE VAULTS

LOS ANGELES, CALIF.

Bekins Van & Storage Co.
 1025 N. Highland Ave.....HOLLYwood 9-8181
 Lyons Van & Storage Co.
 6372 Santa Monica Blvd...HOLLYwood 9-1401

NEW YORK, N. Y.

Bonded Film Storage Corp.
 630 Ninth Ave.....JUDson 6-1030
 Consolidated Film Industries,
 Div. of Republic Pictures Corp.
 1740 BroadwayJUDson 6-1700
 Lloyds Film Storage Corp.
 729 Seventh Ave.....COLumbus 6-5400
 Miles, Joseph R., Film Storage
 729 Seventh Ave.....JUDson 6-4954
 United Storage Corp.
 630 Ninth Ave.....JUDson 6-1030

LABORATORIES



LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38).....Hillside 7471
Art Craft Screen Service
4019 W. 60th St.....AXminster 5423
Associated Film Laboratories
5631 Hollywood Blvd., Hollywood (28)
Hillside 8195
Cinecolor Corp.
2800 S. Olive Ave., Burbank.....ROlleyb 9-1126
Cinema Research
7000 Romaine St. (38).....Hollison 2-7164
Color Reproduction Co.
7936 Santa Monica Blvd. (46).....Hillside 8225
Columbia Pictures Laboratory
1443 N. Beachwood Drive (28)
GLadstone 5123
Consolidated Film Industries
959 Seward St. (38).....Hollywood 9-1141
Lab: 959 Seward St. (38).....Hollywood 9-1441
Dunnlodge Process Co., Inc.
932 La Brea Ave., (38).....GRanite 3174
Eastman Kodak Research Laboratory
1017 N. Las Palmas Av., (38)
GLadstone 7151
Film Effects of Hollywood
1153 N. Highland (38).....HOLLYWOOD 9 5808
Flora Color
1103 N. El Centro Ave., Hollywood
GRanite 9559
Hollywood Film Enterprises, Inc.
6060 Sunset Blvd. (28).....Hillside 2181
Houston Color Film Co.
230 W. Olive, Burbank.....CHarleston 0-8188
Hungerford Film Lab.
6327 Santa Monica, Hollywood
Hollywood 2-3237
Merzer, Ray
4241 Normal Ave. (27).....OLympia 8436
Modern Movies, Inc.
6018 Fountain Ave., Hollywood (28)
HEmpstead 1144
Pathe Laboratories, Inc.
6823 Santa Monica Blvd., (38)
Hollywood 9-3961
Precision Film Laboratories, Inc.
1107 S. Robertson Blvd. (35).....BRAdshaw 2-2310
Producers Photographic Laboratory, Inc.
860 N. Fairfax (46).....WHitney 4962
Richters Film Lab.
1715 N. Mariposa Ave., (27).....OLympia 3215
Technicolor Motion Picture Corp.
6311 Romaine St., (38).....GRanite 1101
Telefilm, Inc.
6039 Hollywood Blvd. (28).....HOLLYWOOD 9-7205
Williams Film Laboratories
1040 N. McCadden Pl. (36).....Hillside 8131

SAN FRANCISCO, CALIF.

Ball Film Laboratory
1256 Howard St.....UNderhill 1-8638
Commercial Film Enterprises
125 Hyde St.....ORdway 3-9182
Motion Picture Service Co.
125 Hyde St.....ORdway 3-9182
Multichrome Laboratories
760 Gough St.....HEmlock 1-6567
Palmer, W. A., Films, Inc.
611 Howard St.....YUco 6-5961
Skinner, C. R., Manufacturing Co.
294 Turk St.....ORdway 6909

COLORADO SPRINGS, COLO.

Alexander Film Co.
Alexander Film Bldg.....4200

WASHINGTON, D. C.

Byron, Inc.
1226 Wisconsin Ave., N. W.....DUpont 1800

ATLANTA, GA.

Paramount News Laboratory
154 Walton St., N. W.....CYpress 1636
Strickland Film Co.
220 Pharr Rd., N.E.....CHerokee 5317

CHICAGO, ILL.

Atlas Film Corp.
1111 S. Blvd., Oak Park.....AUstin 7-8620
Bell and Howell Co.
7100 McCormick Lincolnwood
Ambassador 2-1600
Chicago Film Laboratories, Inc.
1333 Belmont Ave.....Bittersweet 8-6780
Crescent Film Labs.
7510 N. Ashland.....AMBassador 2-5000
Filmmack Laboratories
1327 S. Wabash Ave.....Harrison 7-3395
Wilding Picture Productions, Inc.
1345 W. Argyle St.....LONgbeach 1-8410

DES MOINES, IA.

General Pictures Productions
Kempto Rd.....3-8275

NEW ORLEANS, LA.

Harfilms, Inc.
600 Barrone St.....MAGnolia 1744
Motion Picture Advertising Service Co., Inc.
1032 Carondelet St.....MAGnolia 4545

BALTIMORE, MD.

Alpha Film Laboratories
6000 Pimlico Road.....LIBerty 6216

BOSTON, MASS.

Ambuter Motion Picture Co.
42 Melrose Ave.....HANcock 6-1158
Master Motion Picture Co.
50 Piedmont St.....HANcock 6-3592
Paramount Laboratories
123 Heath St.....GARrison 7-4830

DETROIT, MICH.

Jam Handy Organization
2821 E. Grand Blvd.....TRinity 2-2450
Metropolitan Motion Picture Co.
121 Fisher Bldg.....TRinity 5-4266
Wilding Picture Productions, Inc.
4925 Cadieux St.....TUxedo 2-4600

ST. PAUL, MINN.

Reid H. Ray Film Industries
2269 Ford Parkway.....EMerson 1393

KANSAS CITY, MO.

The Calvin Co.
1105 Truman Rd.....HARRison 6446

FORT LEE, N. J.

Consolidated Film Industries
Main St.....FORT Lee 8-3400

NEW YORK, N. Y.

Acc Film Laboratories (Warner Bros.)
1277 E. 14th St., Bklyn.....ESplanade 7-8700
Circle Film Laboratories, Inc.
33 W. 60th St.....Columbus 5-6433
Consolidated Film Industries,
Div. of Republic Pictures Corp.
1740 Broadway.....JUdson 6-1700
Fort Lee, N. J.....FORT Lee 8-3400
DeLuxe Laboratories, Inc. (20th Century-Fox)
850 Tenth Ave.....CIRCLE 7-3220
Du-Art Film Laboratories, Inc.
245 W. 55th St.....PLaza 7-4580
Filmlab, Inc.
126 W. 46th St.....LUXemburg 2-2863
Gulfam Film Laboratories, Inc.
630 Ninth Ave.....Columbus 5-5530
Major Film Laboratories, Inc.
653 Eleventh Ave.....CIRCLE 6-6950

• • • Laboratories • • •

Malcolm Laboratories Corp CIrele 6-8150
 244 W. 49th St.

Mecca Film Laboratories, Inc. CIrele 6-5290
 630 Ninth Ave.

Mercury Film Laboratories, Inc. CIrele 5-4930
 723 Seventh Ave.

Movielab Film Laboratories JUDson 6-0360
 619 W. 54th St.

National Screen Service Corp. CIrele 6-5700
 1600 Broadway

Paramount Laboratory RAvenswood 8-8000
 Sixth & Pierce Sts., Astoria

Paramount News Laboratory LOnGaere 3-4300
 Office: 544 W. 43rd St.

Pathe Industries, Inc. TRafalgar 6-1120
 105 E. 106th St.

Precision Film Laboratories JUDson 2-3970
 21 W. 46th St.

Producers Laboratories, Inc. CIrele 6-5232
 457 W. 46th St.

Rainbowlab, Inc. JUDson 6-0360
 619 W. 45th St.

Star Safety Film CIrele 6-0888
 630 Ninth Ave.

Tri Art Color Corp. PLaza 7-4500
 245 W. 55th St.

CLEVELAND, O.

Escar Motion Picture Service, Inc. ENdicott 1-2707
 7315 Carnegie Ave.

Motion Picture Productions, Inc. PProspect 1-4900
 620 W. Superior Ave.

PORTLAND, ORE.

Western Color Films EMpire 2139
 1536 S. E. 11th

PHILADELPHIA, PA.

Beswick, Harold W. SAgamore 2-7534
 1017 W. Allegheny Ave.

Hausman, Ward B. RAdeliff 5-2964
 1029 W. Rising Sun

News Reel Laboratory RIttenhouse 6-3892
 1733 Sansom St.

Welsh, Charles E. SAratoga 9-8884
 2661 S. Felton Ave.

DALLAS, TEX.

Jamieson Film Co. TEusin 3-8158
 3825 Bryant

Southwest Film Laboratory, Inc. PProspect 0153
 2015 Young

Variety Pictures, Inc. TEasin 8158
 3825 Bryant

SALT LAKE CITY, UTAH

Artis Studios 5-5592
 David Keith Bldg.

MILWAUKEE, WISC.

Film Arts Corp. DAly 8-5670
 1032 N. 6th St.

RAW STOCK

Anso

Anso Division of General Aniline & Film Corp.,
 Binghamton, N. Y.; 405 Lexington Ave.,
 Murray Hill 6-0555, New York 19, N. Y.; 6424
 Santa Monica Blvd., Hollywood 9-2918, Holly-
 wood 38, California.

DuPont

I. E. du Pont de Nemours and Co. (Inc.),
 Photo Products Division, Wilmington, Del.;
 6856 Santa Monica Blvd., Hollywood 9-5147,
 Hollywood 38, Calif. Factories: Parlin, N. J.

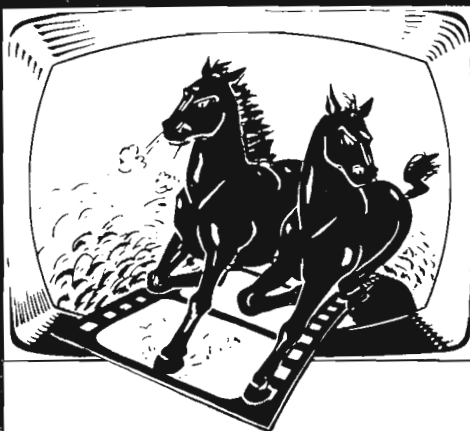
Eastman

See W. J. German, Inc., Factories: Eastman
 Kodak Co., Rochester, N. Y.

German, W. J., Inc.

Distributor of Eastman motion picture film.
 John St., Fort Lee, N. J., Fort Lee 8-5106;
 6700 Santa Monica Blvd., Hillside 6131, Holly-
 wood 38, Calif.; 6040 N. Pulaski Rd., Irving
 8-4064, Chicago, Ill.

HAMMER, HAMMER, HAMMER, ON THE HARD HIGHWAY...



- PRODUCERS
- SPONSORS
- AGENCIES
- STATIONS

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toughens the emulsion to resist scratches, lubricates prints to ease projection, and stabilizes moisture content to avoid green and tacky film. Especially now...when replacements are difficult, give all your prints triple PEERLESS protection against use-damage.

Write for free literature.

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18 YEARS EXPERIENCE IN SAFEGUARDING FILM

TV Service Firms

CARTOON PRODUCERS

LOS ANGELES, CALIF.

Disney, Walt
2400 W. Alameda, Burbank...Rockwell 9-3461

Glenar (Sid) Productions
6618 1/2 Sunset Blvd. (38)...Hillside 0406

Lantz, Walter
861 N. Seward St. (38)...Hollywood 9-2907

Metro-Goldwyn-Mayer
Culver City...TEXAS 0-3311

United Productions of America
4440 Lakeside Dr., Burbank...CHarleston 0-7171

Warner Bros. Cartoons, Inc.
1351 N. Van Ness Ave....GLadstone 4131

NEW ROCHELLE, N. Y.

Terry, Paul
271 North Ave....NEW Rochelle 2-3467

NEW YORK, N. Y.

Disney, Walt, Productions
1270 Ave. of Americas...JUDson 6-3442

Eshbaugh, Ted, Studios, Inc.
109 W. 64th St....TRAfalgar 3-0720

Famous Studios
25 W. 45th St....LUXemburg 2-4500

Smith, Fletcher, Studios, Inc.
321 E. 44th St....MURray Hill 5-6626

VENTILATION EQUIPMENT

Carrier Corp., 300 South Geddes St., Syracuse,
New York.

Frigidaire Division, General Motors Corp., 300
Taylor St., Dayton, Ohio.

General Electric Co., 5 Lawrence St., Bloomfield,
N. J.

General Elec. Co., 1 River Road, Schenectady,
N. Y.

Governair Corp., 513 N. Blackwelder, Oklahoma
City, Okla.

McQuay, Inc., 1600 Broadway, N. E., Minneapolis
13, Minn.

National Theatre Supply, 92 Gold St., New York,
N. Y.

S.O.S. Cinema Supply Corp., 602 W. 52nd St.,
New York 19, N. Y.

Trane Company, LaCrosse, Wis.

Typhoon Air Conditioner Co., Inc., 794 Union St.,
Brooklyn, N. Y.

United States Air Conditioning Corp., Como Ave.,
S.E., at 33rd Minneapolis 14, Minn.

Westinghouse Electric Corp., B. F. Sturtevant Div.,
420 Lexington Ave., New York, N. Y.

Worthington Pump & Machinery Corp., Harrison,
N. J.

York Corp., York, Pa.

STOCK SHOT LIBRARIES

LOS ANGELES, CALIF.

Camera Craft Audio Visual Sales & Rentals Co.
1153 N. Highland Ave....HOLLYwood 9-5808

Ideal Pictures Corp.
2408 W. 7th St....DUNKirk 7-8228

General Film Library
1426 N. Beachwood Drive (28)
HEmpstead 1191

Independent Film Library
c/o Hal Roach Studios, Culver City
TEXAS 0-2761

Mercer, Ray & Co.
4241 Normal Ave., (27)...OLympia 8436

Wild Life Film Co.
5151 Strohm, N. Hollywood...STANley 7-5845

NEW YORK, N. Y.

Advance Film Libraries
729 Seventh Ave....Circle 5-8873

Lloyds Film Library
729 Seventh Ave....COLumbus 5-5400

Miles Film Library
729 Seventh Ave....COLumbus 5-5400

KKO Pathe, Inc.
105 E. 106th St....SACramento 2-2800



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TELEVISION

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Television's Official Costumer

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1150 AVENUE OF THE AMERICAS
(6th Ave. bet. 44th and 45th Streets)
NEW YORK CITY
Telephone VAnDerbilt 6-5060

TV Service Firms

COLOR PROCESSES

- Acme Film Labs**
1181 N. Highland, Hollywood 38, Calif.; Hillside 7471.
- Anderson, Howard A.**
1611 Cosmo St., Hollywood 28, Calif.; Hudson 2-1247.
- Anseo Color**
Anseo Division of General Aniline & Film Corp., 2229 Vaux Hall Rd., Union, N. J.; 405 Lexington Ave., N. Y.; Murray Hill 6-0555; N. Highland Ave., Hollywood 28, Calif.; Hudson 2-3229.
- Cinecolor, Inc.**
2800 W. Olive St., Burbank, Calif.; Rockwell 9-1126.
- Cinema Research**
7000 Romaine, Hollywood 38, Calif.; Hudson 2-7464.
- Color Research Corp.**
165 E. 106th St., New York, N. Y.; SAramento 2-7830.
- Color Reproduction Co.**
7936 Santa Monica Blvd., Hollywood 46, Calif.; Hillside 8225.
- Dunningcolor Corp.**
Laboratory, 922 N. La Brea Ave., Hollywood, 38, Calif.; GRanite 3174.
- Eastman Kodak Co.**
Rochester, N. Y.
- Film Effect**
1153 N. Highland Ave., Hollywood 38, Calif.; Hollywood 9-5808.
- Flora Color**
1103 El Centro Ave., Hollywood, Calif.; GRanite 9559.
- Kodachrome**
Eastman Kodak Co., Rochester, N. Y. (16 and 8 mm. for motion pictures; 35 mm. cartridges for stills only.)
- Monopack**
Technicolor's color negative system for use with regular black and white cameras.
- Polacolor Process**
Polaroid Corp., Cambridge 39, Mass.
- Technicolor Motion Picture Corp.**
6311 Romaine St., Hollywood 38, Calif.; GRanite 1101; Laboratories: 1006 N. Cole Ave., Hollywood, Calif.; Office: 30 Rockefeller Plaza, New York, N. Y.; CRele 7-7934.
- Trucolor**
Republic Pictures Corp., 1740 Broadway, New York 19, N. Y.; JUDson 6-1700.

BACKGROUND MUSIC COMPOSERS

- Applebaum, Louis**
National Film Board of Canada, Ottawa, Ottawa 2-8211
- Associated Music, Inc.**
9032 Burton Way, Beverly Hills, Calif. CRestview 4-6151

- Cain-Schumann Music Service**
4606 N. Radford Ave., N. Hollywood, Calif. STanley 7-3732
- Filmusic, Inc.**
245 W. 55th St., New York, N. Y. JUDson 6-4155
- Shaindlin, Jack**
245 W. 55th St., New York, N. Y. JUDson 6-4155
- Velazco Emil**
723 Seventh Ave., New York 19, N. Y. Plaza 7-8530

SCREENING ROOMS

LOS ANGELES, CALIF.

- Consolidated Film Industries, Inc.**
959 Seward St. HOLLYWOOD 9-1441
- Eastman Kodak Co.**
6706 Santa Monica Blvd. HOLLYWOOD 9-3101
- Hollywood Film Enterprises, Inc.**
6060 Sunset Blvd. HILLSIDE 2181
- Pathe Industries, Inc.**
6823 Santa Monica Blvd. HOLLYWOOD 9-3961
- RCA**
1016 N. Sycamore Ave. HILLSIDE 5171

NEW YORK, N. Y.

- Advance Projection Theaters**
729 Seventh Ave. JUDSON 6-4954
- Audiograph Studios**
846 Seventh Ave. PLAZA 7-6208
- Bonded's Film Center Theater**
630 Ninth Ave. JUDSON 6-1030
- Johnny Victor Theater**
40 W. 49th St. CRele 6-4030
- Lloyds**
729 Seventh Ave. COLUMBUS 5-5400
- Miles Public Projection Theaters**
729 Seventh Ave. CRele 5-6873
- Preview Theater**
1600 Broadway CRele 6-0865

COSTUMES

NEW YORK, N. Y.

- Bally-Hoo Theatrical Costume Co.**
160 W. 48th St. CRele 5-5634
- Berthe, Mme.**
110 W. 47th St. PLAZA 7-4170
- Brooks Costumes**
1150 6th Ave. VANDERBILT 6-5060
- Eaves Costume Co., Inc.**
151 W. 46th St. PLAZA 7-3730
- Fhair Theatrical Costume Co.**
1658 Broadway PLAZA 7-3638
- Lillian Costume Co.**
1658 Broadway CRele 5-5199
- Variety Costume Exchange**
1658 Broadway COLUMBUS 5-8789

WHAT HAPPENS TO TV FILMS

By CHARLES B. BROWN, Vice-President, Bing Crosby Enterprises, Inc.

IT is only fair to begin by stating that a great improvement in TV film handling has come about in the past year, yet much still remains to be done. Now for a few examples.

The shipping department was about to rush ship, without sufficient check-up, a "Royal Playhouse" film. The can which had come in from a station was imprinted with the title "Royal Playhouse," but a last minute impulse to peek inside revealed a print of a Laurel & Hardy comedy.



Brown

Another evil event, is the decision of the station film man to cut in a local commercial in a spot other than set up by the studio after a long study of the dramatic script and the pace of the story itself as filmed. With the nonchalance of a one armed butcher making an off hand cut, our friend cuts right through the heart of a situation and the plot almost bleeds to death, while the viewer wishes the sponsor had.

Sometimes too, for the sake of a too lengthy local commercial, done live by the cousin of the sponsor's third wife, a section of the film is neatly sliced out and beautifully spliced right through a portion of a scene, the offending section of "The Hired Girl" coming back months later in a can with "The Celebrated Mrs. Rowland." Mrs. Rowland doesn't like it and we don't either, to say nothing of the viewer who after seeing the back of a character going out when he hadn't obviously quite gotten in, was faced with the horns of a dilemma; should he stop drinking or television? In the meantime, the mutilated print with the missing section, had of necessity been replaced with a new copy. Multiply this by the right quotient of fifty-two programs in forty markets or so and the cost is considerable.

We sometimes receive return shipments with the film loose on the reel. Some of the actors in the coiled up mess must surely suffer from strangulated hernia. The emulsion, of course, is scratched and a new print often required.

Another difficulty, is that of the lost program. It goes on the air and then into thin air. For example, how to account for one print of "Man Without a Country" turning up eight months after it went out over Station A and comes back from Station B, where it never was scheduled, and spliced into a section of "Canterville Ghost." It's really uncanny and unbelievable, except to our shipping clerk who fortunately has astigmatism and is not too surprised at visual incongruity.

Yet another and very real problem, is that of running film A when B was scheduled, promoted, merchandised and publicized. For example, imagine the embarrassment to all concerned when we had built up a lady in her home town where the picture featuring her was to be shown. She was unfortunately divorced the week of the showing midst much local publicity, but to cap it off, instead of her picture, one set for two weeks hence was run, believe it or not Ripley, entitled "No Strings Attached." We have tried to cut to a minimum the number of days between arriving shipments, but in winter months we are sometimes forced to play it safe and ship two to three weeks at a time. The station film department, in its all too busy schedule, at times grab any can marked "Royal Playhouse" and on it goes.

One of the most irritating of all irritants is the situation where a local advertiser requests his title or introduction over and above a normal identification and opening or closing commercial. Inasmuch as thirty minutes ever remains inelastic, out comes the cleaver and up comes the hodge podge of elements. Sometimes too, the whole story has been shortened or normal credits chopped off to a point where the show irritates the viewer instead of soothing him to a point where the commercial is accepted and effective.

The situation, as a whole, today is far better than a year ago, yet I believe that at all NARTB conventions there should be a discussion meeting, not a panel, between representatives of distribution organizations and station film department heads, in which film handling methods should be discussed. Out of such group meetings would come many ideas which both sides and, for that matter, producers as well could apply to bring about smoother, more efficient operation.

**PROGRAMS
1951**

TV AM

Titles



Sponsors



Products



Networks



TV Stations



Advertising Agencies

COMMERCIAL TV PROGRAMS—1951

(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1951. The programs listed are for the 12-month period ending Dec. 31, 1951. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

A

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Academy Award Theatre	Rose Jewelers	WXYZ-TV	W. B. Doner Agency
Academy Theatre	Jose Escalante	KECA-TV	Guenther-Bradford
Action Theatre	Cloyd Rice Car Dealer	WXYZ-TV	Powell-Grant Adv.
Actor's Hotel	Ronzoni	WJZ-TV	Emil Mogul Co.
Acrobat Ranch	Acrobat Shoe Co. Shoes	ABC-TV	Ruthrauff & Ryan, Inc.
Adventure Call	Ashburn Furniture Company	KTLA	Ross, Gardner & White
Adventures in Sewing	Graybar Elec. Co. Sewing Machines	KMTV	
Adventures of Ellery Queen	Kaiser Frazer Sales Corp. Automobiles	ABC-TV	Wm. H. Weintraub & Co.
Adventures of Ellery Queen	Kaiser-Frazer Sales Corp. Kaiser-Frazer Cars	DuMont	Wm. H. Weintraub & Co.
Adventures of Kit Carson	Coca Cola	WAVE-TV	D'Arcy, St. Louis
A Hair Raising Tale	Chas. Antell	WSPD-TV	
Alan's Midnight Showboat	Alan Radio & Appliance Co., Inc.	WNBQ	Dickson & Wiebe
Alan Young Show	Esso Standard Oil	CBS-TV	Marschalk Pratt Co.
Alan Young Show	Kroger Co.	CBS-TV	Ralph H. Jones Co.
Alex Dreier & the Sunday News	Home Federal Savings & Loan Assn.	WNBQ	Advertising Div., Inc.
Alice Weston	Frigidaire	WXEL	
All-Star Revue	Kellogg Co. Cereals	NBC-TV	Kenyon & Eckhardt
All-Star Revue	Pet Milk Sales Corp. Evaporated Milk	NBC-TV	Gardner Adv.
All-Star Revue	Snow Crop Marketers Frozen Foods	NBC-TV	Maxon, Inc.

Al Pearce Show			CBS-TV	
Amateur Hour			WENR-TV	Ruthrauff & Ryan
Amazing Mr. Malone, The	Morris B. Sachs		ABC-TV	Meldrum & Fewsmith, Inc.
	Seiberling Rubber Co.			
	Tires			
America at Church	Bethany Reformed Church		WENR-TV	Walter Bennett
American Back to God	American Back to God, Inc.		WXYZ-TV	
American Forum of the Air	Bohn Aluminum & Brass Co.		NBC-TV	Zimmer-Keller, Inc.
	Aluminum			
American Legion Wrestling	Graybar Elec. Co.		KMTV	
	Appliances			
Amos 'N' Andy	Blatz Brewing Co.		CBS-TV	Wm. H. Weintraub
Animal Fare	Kasco Mills		WJBL-TV	
Animal Fair	Kasco Mills		WSPD-TV	
	Dog Food			
Ann Alden	Stripling's Department Store		WBAP-TV	Howard Caraway
Anniversary Party	Tony's Bakery		WSPD-TV	
Armchair Shopper	Blum's Dept. Store		WAAM	L. E. Schechter
Armchair Theatre	Participation		WBNS-TV	
Armchair Theatre	Will Sales		WAVE-TV	
Armstrong Circle Theatre	Armstrong Cork Co.		NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
	Linoleum, Floor Coverings, Bldg. Materials			
Around the House With Ken Ward	Central Natl. Bank of Cleveland		WNBK	Fuller & Smith & Ross
Arrow Beer Sports	Arrow Beer		WAAM	Joseph Katz Agency
Art Museum Show	Art Museum of Toledo		WSPD-TV	
Arthur Brown & Bros. Show	Arthur Brown & Bros.		WABD	Huber Hoge & Sons
	Artist's Supplies			
Arthur Godfrey and His Friends	Liggett & Meyers		CBS-TV	Cunningham & Walsh
Arthur Godfrey and His Friends	Pillsbury Mills		CBS-TV	L. Burnett Co.
Arthur Godfrey and His Friends	Toni, Inc.		CBS-TV	Foote, Cone & Belding
Arthur Godfrey Morning Show	Lever Bros.		CBS-TV	Ruthrauff & Ryan
Arthur Godfrey's Talent Scouts			CBS-TV	
Arthur Murray Dance Party	Arthur Murray Studios		WAAM	Joseph Katz Agency
Arthur Murray Show	Arthur Murray Dance Studios		DuMont	Ruthrauff & Ryan, Inc.
Arthur Murray Show	Arthur Murray Products		ABC-TV	Ruthrauff & Ryan, Inc.
	Dancing Lessons			
Ashland Serenade	Ashland Oil & Refining Co.		WSAZ-TV	Byar & Bowman
A's—Phillies Baseball, 1951 Season	Atlantic Refining Co.		WFIL-TV	N. W. Ayer & Son, Inc.
Ask the Colonel	Ethyl Gasoline		WAVE-TV	Batten, Barton, Durstine & Osborne, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
At Bat With Bradley	Ashland Oil & Refining Co.	WSAZ-TV	Direct
At Home Show	C. H. Masland & Sons Masland Carpets	ABC-TV	Anderson & Cairns, Inc.
At Home Show	D. H. Holmes	WDSU-TV	
At Home With Holley	Participating	WKY-TV	
At Kingside With the Rasslers	Adam Scheidt Brewing Co.	WFIL-TV	Ward Wheelock Co.
Audition Ambition	Arthur Murray	WXEL	
Austin Kiplinger	Chicago Natl. Bank	WENR-TV	J. R. Pershall
A Woman Speaks	Newman's Women's Apparel	WHBF-TV	
B			
Backgrounds for Living	Barker Bros.	KTLA	Mays & Company
Backstage	Chock Full O' Nuts Restaurant	WABD	Fairfax
Bandstand Revue	Acme Brewing Company	KTLA	Foote, Cone & Belding
Bandstand Revue	Chrysler Dealers of So. Calif.	KTLA	McCann-Erickson, Inc.
Barbershop Harmony	Diehle Beer	WSPD-TV	
Bar-5 Ranch	Chuckles Candy	WIBK-TV	
Bar-5 Ranch	Chuckles Candy Co.	WXEL	
Barn Dance	Bewley Mills	WBAP-TV	Glenn Adv.
Baseball	Falls City Beer	WAVE-TV	Prater
Baseball Previews	Student Prince Cigars	WXEL	
	Crawford Door Sales	WXEL	
Baseball Scoreboard	General Electric Supply Corp.	WXEL	
Beat the Champ	Urich's Serve Yourself Stations, Inc.	KTLA	George Patton Co.
Beat the Clock	Sylvania Electric Products	CBS-TV	Cecil & Presbrey, Inc.
Behind Your Telephone	Southwestern Bell Telephone Co.	WKY-TV	Lowe Runkle
Bert Parks Show	General Foods	CBS-TV	Young & Rubicam
Bert Parks Show	General Foods Corp.	NBC-TV	Young & Rubicam
	Let O, Bird's Eye, Swansdowns	WABD	Huber Hoge & Sons
Bess Myerson Show	Lydia O'Leary Sootstik	ABC-TV	J. Walter Thompson Co.
Better Home Show, The	Anthracite Institute Pa. Anthracite Coal	ABC-TV	
Better Living Electrically	Utah Power & Light Co.	KSL-TV	Gillham Adv. Agency
Betty Crocker Star Matinee	General Mills, Inc. Bisquick, Cheerios, Softasilk Cake Flour	ABC-TV	Dancer-Fitzgerald-Sample, Inc.

Beulah	Procter & Gamble Dreft & Oxydol	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Bigelow Theatre	Bigelow-Sanford Carpet Co.	DuMont	Young & Rubicam
Big Game Hunt	Beckwith Evans Rugs	WXYZ-TV	Harry Strandhagen
Big N Little Club Party	Dr. Posner's Shoes	WPIX	Posner-Zabin Adv.
Big Ten Football	Phillips "66" Gasoline	WENR-TV	Lambert & Feasley
Bill Goodwin Show	General Electric Co. Refrigerator, Dishwashers	NBC-TV	Young & Rubicam
Bill Gwinn Show	A. C. Weber & Co.	KECA-TV	Al Carmona Adv.
Bill Pepper & the News	Geo. Byers Sons Plymouth, DeSoto	WBNS-TV	Kelly & Lamb Agency
Bill Post's Telemart	Fisher Baking Co. Bakery Products	KSL-TV	
Bill Stullia's Parlor Party	Participating	KNBH	
Bill Zipt's Farmtime	Participation	WBNS-TV	
Billy Rose Show, The	Hudson Motor Car Co. Hudson Motor Cars	ABC-TV	Brooke, Smith, French & Dorrance, Inc.
Birthday Club	Buckan's Baking Co.	KING-TV	MacWilkins, Cole & Weber Agency
Black Spider	State Sample Furniture	WXYZ-TV	Luckoff, Wayburn & Frankel Adv.
Blind Date	Gruen Watch Co. Watches	ABC-TV	McCann & Erickson Co.
Bob Murphy	Hudson Dealers	WXYZ-TV	Brooke, Smith, French & Dorrance Agency
Bob Murphy	U. S. Rubber	WXYZ-TV	Fletcher Richards Agency
Bookshop Man	Ohio Oil Co.	WAVE-TV	Stockton, West & Burkhart
Bookshop Man	Ohio Oil Marathon Products	WSPD-TV	
Boston Blackie	Buckeye Brewing	WSPD-TV	
Boston Blackie	C V Beer	WTTV	
Boston Blackie	Erin Brew	WXEL	
Boston Blackie	Ford Dealers of Washington, D. C.	WNBW	J. Walter Thompson Co. Marketers, Inc.
Boston Blackie	Milani Foods	KNBH	
Boston Blackie	Standard-Humpty-Dumpty	WKY-TV	Doherty, Clifford, Shenfield
Break the Bank	Bristol Myers Co.	CBS-TV	Doherty, Clifford, Shenfield
Break the Bank	Bristol Myers Co. Mum, Ipana, Sal Hepatica	NBC-TV	
Bride and Groom	Hudson Pulp and Paper	CBS-TV	Duane Jones Co.
Bride and Groom	Lehn & Fink Hinds Honey & Almond Cream	CBS-TV	McCann-Erickson

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Broadway Open House	Anchor-Hocking Glass Corp. Beer Bottles	NBC-TV	Wm. H. Weintraub
Bubble Up Scoreboard Buddies	Bubble Up Beverage Co.	WLW-C	
Buddy Cotter	Craines Furniture Co.	WHBF-TV	
Burns & Allen	Schiff's Shoes Garnation Co.	WBNS-TV CBS-TV	Erwin Wasey & Co.
Cafe Prior	Adam Scheidt Brewing Co.	WFIL-TV	Ward Wheelock Co.
Calling All Women	Winston Stores	WPIX	Albert Black, Inc.
Camel Movie Hour	R. J. Reynolds Tobacco Co.	WNBQ	William Esty Co.
Camel News Caravan	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	William Esty Co.
Cameo Theatre	Noxzema Chemical Co. Noxzema	NBC-TV	S. S. C. & B.
Candid Camera	Phillips & Buttorff	WSM-TV	Marvin Smith Adv.
Candid Camera	Ruppert Brewing	WJZ-TV	Blow Co.
Can You Top This	Wine Corp. of America Wine	ABC-TV	Weiss & Geller, Inc.
Captain Video	General Foods Posts Cereals	DuMont	Benton & Bowles, Inc.
Carousel	General Electric—Home Appliances	WSM-TV	
Carrot Top Anderson	American Vitamin	WLW-C	
Cartoon Parade	Keuhman Potato Chips	WSPD-TV	
Case of Eddie Drake	Drewry's Limited	WJBK-TV	
Case of Eddie Drake	Schoening Beer	WLW-C	
Cavalcade of Bands	Drug Store Television Productions Drugs	DuMont	Product Advertising Corp.
Cavalcade of Girls	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Cavalcade of Sports	Gillette Safety Razor Co. Razors & Blades	NBC-TV	Maxon, Inc.
Cavalcade of Stars	Drug Store Television Products	DuMont	Product Advertising Corp.
CBS News With Douglas Edwards	General Motors	CBS-TV	D. P. Brother, Inc.
CBS Television Workshop		CBS-TV	
Celanese Theatre	Celanese Corp. of America Institutional	ABC-TV	Ellington & Co.
Celebrity Time	B. F. Goodrich	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.

Celluloid Playhouse	Vitamin Corp. of America	WNBK	Harry B. Cohen Adv. Co.
Chance of a Lifetime	Bendix Home Appliances Ranges, Washers, Dryers & Ironers	ABC-TV	Tatham-Laird, Inc.
Charlie Chase Films	Karl's Shoe Store, Ltd.	KTLA	Irwin Company, Inc.
Charlie Chase Films	Murphy Motors	KTLA	Chas. Stahl Adv.
Charlie Wild, Private Detective	Wine Corporation of America Mogen David Wine	ABC-TV	Weiss & Geller, Inc.
Cheer Corner	Neumode Shop	WTTV	
Chef Milani Show	Participating	KNBH	
Chester the Pup	Mason, Au & Magenheimer Confectionery Mason Candy Products	ABC-TV	Turner & Dyson, Inc.
Chet Huntley & News	Clinton Clothing Mfg.	KECA-TV	M. Weinberg Adv.
Chicago Playhouse	Demet Pontiac, Inc.	WNBQ	Sander Rodkin Adv.
Chicago Symphony Chamber Orch.	Chicago Title & Trust Co.	WENR-TV	Earle Ludgin
Children Should Be Seen	McLevy Salons	WPIX	Assoc. Adv. Service
Chronoscope	Longines Wittnauer Watch Co.	CBS-TV	Victor A. Bennett Co.
Chuck Wagon	Participating	WKY-TV	
Cincinnati Reds Baseball	Burger Beer	WLW-C	
Cinema 11:30	Mawson DeMany, Inc.	WFIL-TV	Solis C. Cantor Adv. Agency
Circuit Rider, The	America for Christ Institutional	ABC-TV	Turner & Dyson, Inc.
Cisco Kid	Frito Company	WBAP-TV	Glenn Adv.
Cisco Kid	Interstate Bakeries Bread	WDAF-TV	R. J. Potts, Calkins & Holden Agency
Cisco Kid	Interstate Bakeries	WENR-TV	Caikens & Holden
Cisco Kid	Sealtest Milk	WAVE-TV	Zimmer & McClasky
Cisco Kid	Ward Baking Co.	WNBK	J. Walter Thompson
Cisco Kid	Wrigley Markets	WXYZ-TV	Luckoff, Wayburn & Frankel Adv.
City at Night	Atchison, Topeka & Santa Fe	KTLA	Leo Burnett Co., Inc.
City Hall	Vim Stores	WPIX	William Warren, Jackson & Delaney
City Hospital	Carter Products Arnd, Nair, Carter's Pills	ABC-TV	Ted Bates & Co.
Claire Mann's Glamour Show	Buitoni	WJZ-TV	Astral Adv. Co.
Cleve. Browns Quarterback Club	Carlings Beer	WXEL	
Cleve. Indians' Home Baseball Games	Leisy Bewing Co.	WXEL	
Clifton Utley & the News	Chicago Rand Shoes	WNBQ	Henri, Hurst & McDonald
Clifton Utley & the News	Englander Co.	WNBQ	Leo Burnett

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Clifton Utley & the News	First National Bank of Chicago	WNBQ	Foote, Cone & Belding
Clifton Utley & the News	Kroehler Furniture Dealers of Chicago	WNBQ	Henri, Hurst & McDonald
Clifton Utley & the News	Peabody Coal Co.	WNBQ	Fitzmorris & Miller
Clifton Utley & the News	Sidney Wanzer & Sons	WNBQ	George H. Hartman
Clifton Utley & the News	Temperature Equipment Co.	WNBQ	Herbert S. Laufman
Clifton Utley & the News	Webster-Chicago Corp.	WNBQ	Fuller, Smith & Ross
Clipper Capers	Clipper Oil Co.	KING-TV	Western Agency
Clock, The	Rhodes Pharmacal Co. Imlrin	ABC-TV	O'Neil, Larson & McMahon
Cloverleaf Film Theatre	Cloverleaf Dairy Milk, etc.	KSL-TV	Gillham Adv. Agency
Coaches Corner	Bresee Chevrolet Chevrolet	WHEN	Coolican Agency
Coaches Corner	Rusterholts & Rossell Plymouth	WHEN	
Coffee and Cakes	Dow-Corning	WXYZ-TV	Don Wagnitz Agency
Coffee and Cakes	Farm Crest Bakeries	WXYZ-TV	Grant Adv.
Coffee and Cakes	Michigan Macaroni	WXYZ-TV	Rolfe Spinning Agency
Coffee and Cakes	Michigan Sugar	WXYZ-TV	Zimmer Keller Adv.
College Bowl, The	American Safety Razor Corp. Razor Blades & Lighters	ABC-TV	Ruthrauff & Ryan
College Bowl, The	Pharma-Craft Corp. "Head" Deodorant Soap	ABC-TV	Ruthrauff & Ryan
Columbus Red Birds	Burger Brewing Co.	WLW-C	
Comedy Cameos	Cameo Shirr-Back Curtain Co.	WABD	Product Services, Inc.
Comedy Classics	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Comedy Hour	Colgate-Palmolive-Peet Co. Ajax, Palmolive Soap, Halo, Dental Cream	NBC-TV	Sherman & Marquette
Comedy Hour	Frigidaire Div., General Motors Corp. Refrigerators	NBC-TV	Foote, Cone & Belding
Community Leaders	Loveman, Berger & Teitlebaum	WSM-TV	
Cooking Can Be Fun	Franklin Vess Co.	WSM-TV	Noble-Dury
Cook's Book	Participating	WKY-TV	
Cook's Champagne Party	Schenley Industries, inc. Cook's Champagne & Dubonnet Wine	ABC-TV	Biow Co., Inc.
Coolerator Theatre	A. A. Schneiderhahn Co.	WHBF-TV	
Cosmopolitan Theatre	Drug Store Television Productions Drug Products	DuMont	Product Advertising Corp.

Courtesy Hour	Courtesy Motors	WENR-TV	Malcolm-Howard Agency
Cowboy Thrills	Everybody's Department Store	WBAP-TV	McBride-Holmes
Cowboy Thrills	Smart & Final	KTLA	Dan B. Miner Co.
Cowboy Thrills	Victory Packing Company	KTLA	McNeill, McCleery & Creamer
Crime Photographer	Toni, Inc.	CBS-TV	Foote, Cone & Belding
Crime Syndicated	Schick, Inc.	CBS-TV	Kudner Agency, Inc.
Crime With Father	Block Drug Co.	ABC-TV	Cecil & Presbrey
Crusade for Christ	Amm-i-Dent Tooth Powder, Minipoo	WXYZ-TV	
Crusade in Europe	Crusade for Christ, Inc.	WKZO-TV	
Crusade in Pacific	GE Dealers	WDSU-TV	Walker-Saussy Agency
Crusade in Pacific	American Brewing Co.	WSPD-TV	
Crusade in the Pacific	Miller High Life Beer Distributor	WENR-TV	George H. Hartman
Crusade in the Pacific	City Natl. Bank & Trust Co.	WOAI-TV	Mathisson Agency
Crusade in the Pacific	Miller Brewing Co.	WNBK	Griswold-Eshleman
Crusade in the Pacific	Miller's High Life Beer	WAVE-TV	
Crusade in the Pacific	Society for Savings	WJZ-TV	Al Paul Lefton Co.
Crusade in the Pacific	Stewarts Drug Goods Co.	WNBQ	Erwin Wasey
Crusade in the Pacific	Weich Wine	WNBQ	Allied Enterprises
Crusader Rabbitt	Garnation Co.	WAAM	AWL
Curiosity Club	Jewel Food Stores		
Custom Studio Theatre	Custom Upholstering		

D

Dance Party	Manchester Hosiery Mills	WNBK	Bahn Advertising Co.
Dancing School	I. G. A. (Independent Grocers Assn.)	WKY-TV	
Danger	Block Drug Co.	CBS-TV	Cecil & Presbrey, Inc.
Danny Williams	Participating	WKY-TV	
Darts for Dollars	Ward Baking Co.	WXEL	
Date With Judy, A	McKesson & Robbins	ABC-TV	J. D. Tarcher & Co.
Day-Time Shopper	Tartan, Yodora, Calox Tooth Powder, Vitamins	WHEN	
Decorators Workshop	Dey Bros. Dept. Store	WPIX	William Warren, Jackson & Delaney
Dick Dunkle Football	Sach's Quality Stores	WLW-C	
Dick Duniel's Football Ratings	White Rock Beverage Co.	WPIX	Ward Wheelock Adv.
Dinah Shore Show	Adam Hat Stores	NBC-TV	Campbell-Ewald Co.
Dining Out With Dana	Chevrolet Motor Div., General Motors Corp. Chevrolet Dealers	WJZ-TV	J. M. Mathes Co.
	Canada Dry		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Dinner Winner	Ward Baking Co.	WXEL	
Dixie Showboat	Los Angeles Brewing Co.	KTLA	Warwick & Legler, Inc.
Dixie Showboat	Louis Milani Foods, Inc.	KTLA	Marketers, Inc.
Dizzy Dean Show	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	WABD	Biow Co.
Dr. Carlo, Magician	Kuehmans Potato Chips	WSPD-TV	
Dr. Fixum	Harvey Lumber Co.	WENR-TV	M. M. Fisher
Dollar Derby	American Stores, Inc.	WHEN	
Dollar Derby	Big Bear Stores	WLW-C	
Dollar Derby	UBC Groceries—Food Products	WAVE-TV	
Dollar Talks to Fans	Dollar Federal Savings & Loan	WLW-C	
Don Ameche's Musical Playhouse	Cluett, Peabody & Co., Inc. Arrow Shirts & Ties	ABC-TV	Young & Rubicam
Don Ameche's Musical Playhouse	Packard Motor Co. Motor Cars & Trucks	ABC-TV	Young & Rubicam
Don Barksdale Sports Quiz	Archway Motors	WAAM	Dundon & Rosenbush
Don McNeil TV Club	Philco Corp. Refrigerators, Freezers, Air Conditioning Units	ABC-TV	Hutchins Adv. Agency
Dorsey Connors	Dean Milk Co.	WNBQ	Leo Burnett
Dorsey Connors	Fannie May Candy Co.	WNBQ	C. Wendel Muench & Co.
Dorsey Connors	First Federal Savings & Loan Assn.	WNBQ	Advertising Div., Inc.
Dorsey Connors	Helene Curtiss Industries, Inc.	WNBQ	Gorden Best Co.
Dorsey Connors	Joanna Western Mills	WNBQ	George H. Hartman
Dorsey Connors	John M. Smyth & Co.	WNBQ	Herbert S. Laufman
Dorsey Connors	O'Connor & Goldberg	WNBQ	Dade B. Epstein
Dorsey Connors	Sawyer Biscuit Co.	WNBQ	George H. Hartman
Double "C" Canteen	Coca Cola Bottling Co. of N. Y. Coca Cola	WABD	Wm. Esty Co., Inc.
Double Thriller Movies	Maier Brewing Company	KTLA	Biow Co., Inc.
Double Thriller Movies	Taylor Motors	KTLA	Bishop & Associates
Down at Dulaney's	Dulaney Mfg. Co.	WKY-TV	Lowie Runkle
Down You Go	P. Lorillard Co. Old Gold Cigarettes	DuMont	Lennen & Mitchell
Dragnet	Liggitt & Myers Tobacco Co. Fatima Cigarettes	NBC-TV	Cunningham & Walsh
Draw With Me	Arthur Brown & Bros., Inc.	WNBQ	Huber Hoge & Sons

Dugout Dope
 Dugout Interviews
 DuMont News

Bennett Distributors for Philco
 Watkins Furniture Co.
 A. C. Harrison Co.
 Preen

WLV-C
 WXEL
 WABD

Calkins & Holden, Carloch, McClinton & Smith



Eastside Kids Film
 East Side-West Side
 Ed Hayes Sports
 Eddie Mann Trio
 Electric Theatre
 11:00 P.M. News
 11:00 P.M. News
 11:00 P.M. News
 11:00 P.M. News
 11:00 P.M. News
 11:00 P.M. News
 Elmer Peterson and the News
 Eloise Salutes the Stars
 Eloise Salutes the Stars
 Eloise Salutes the Stars
 Enchanted Well
 Eva Gabor Show

Big Four Appliance Dealers
 Pastene Products
 Vitamin Corp. of America
 United Moving & Storage
 Detroit Edison
 Friden Calculator Machine Co.
 Jandel Furs, Inc.
 Mazor Furniture Co.
 Occidental Restaurant
 Perpetual Building Assn.
 Young Men's Shop
 Carnation, Mpls. Honeywell
 Doeskin Products
 Doeskin Tissues
 Doeskin
 Doeskin Tissues
 MacLevy Dance Studio System
 Gaylord Products

KTLA
 WPIX
 WJKB-TV
 WLW-C
 WXY-TV
 WNBW
 WNBW
 WNBW
 WNBW
 WNBW
 WNBW
 WNBW
 KNBH
 DuMont

Irwin Company, Inc.
 J. Franklin Viola
 Campbell-Ewald Adv.
 J. Walter Thompson Co.
 Robert J. Enders, Inc.
 Kronstadt Advertising Agency
 Robert J. Enders, Inc.
 Kal, Ehrlich & Merrick, Inc.
 Kronstadt Advertising
 Erwin, Wasey & Co., Inc.
 Federal Advertising



Fairmeadow, U. S. A.
 Fairmont Sat. Movie Matinee
 Faith Baldwin Theatre of Romance
 Faith for Today
 Family Film Theatre
 Family Showtime
 Family Theatre
 Family Theatre

Johns-Manville Corp.
 Building Materials & Industrial Products
 Fairmont Foods Co.
 Frozen Foods, etc.
 Maiden Form Brassiere Co.
 Maiden Form Brassiere
 Voice of Prophecy, Inc.
 Institutional
 Royal Crest
 Sears Roebuck & Co.
 Bonded Oil
 Burger Brewing Co.

NBC-TV
 KMTV
 ABC-TV
 ABC-TV
 WPIX
 WENR-TV
 WLW-C
 WLW-C

J. Walter Thompson
 Buchanan-Thomas
 Wm. H. Weintraub & Co.
 Western Advertising Agency, Inc.
 Product Service, Adv.
 J. Walter Thompson

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Family Theatre	Hazel Bishop Lipstick	WLW-C	
Famous Jury Trials	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Famous Jury Trials	National Distillers Corp. Italian-Swiss Colormy Wines	DuMont	Honig, Cooper
Fantastick Studios, Ink	Penick & Ford, Ltd., Inc.	KTLA	Batton, Barton, Dursstine & Osborn, Inc.
Farm Reporter	Participating	WKY-TV	
Fashions in Your Home	Participating	WAVE-TV	
Fashions in Your Life	Participating	WAVE-TV	
Fay Ann Show	Ozmun & Co.	WKY-TV	George Knox
Faye Emerson Show	Pepsi-Cola Co.	KECA-TV	Biow Co.
Faye Emerson's Wonderful	Pepsi-Cola Co.	CBS-TV	Biow Co.
Faygo Comedy Time	Faygo Beverages	WXYZ-TV	W. B. Doner & Co.
Feature Film	Busch's Kredit Jewelers	WABD	Dorland, Inc.
Feature Film	Frost Refrigerators	WABD	Gettschal & Richards, Inc.
Feature Film	Sachs Quality Stores Furniture	WABD	Dorland
Feature Story	General Electric	KNBH	Ross, Gardner and White
Features for Women	Philadelphia Inquirer	WFIL-TV	Direct
Final Edition	Benson & Hedges	KTLA	Kudner Agency
Fire Fighters	International Show	WLW-C	
Fireside Theatre	Procter & Gamble Co.	KTLA	Compton Adv.
Fireside Theatre	Procter & Gamble Co. Ivory, Crisco, Duz	NBC-TV	Compton Adv.
First Hundred Years	Procter & Gamble Co. Tide Products	CBS-TV	Benton & Bowles
Flash Gordon	Gordon Bread Company	KTLA	Mayers Co., Inc.
Flash Gordon	Variety Club Beverages	WSPD-TV	
Flavor to Taste	Participating	WAVE-TV	
Flip the Frog	Chicago Seven-Up	WENR-TV	Guenther-Bradford
Florascope	August Wagner Brewing Co.	WBNS-TV	Byer & Bowman Agency
Flying Tigers	Walter H. Johnson Candy Co. Powerhouse Candy	DuMont	Franklin Bruck
Foodini the Great	Bristol Myers Co. Ipana Tooth Paste	ABC-TV	Doherty, Clifford & Shenfield, Inc.
Foodini the Great	Sundial Shoe Co. Shoes	ABC-TV	Hoag & Provandie

Foods for Thought	Participating	KNBH	
Football Fax	Jax Brewing Co.	WKY-TV	Fitzgerald Advertising
Football—College Games Highlights	Thom McCan Shoes	WENR-TV	Neff Rogow
Football—College Games Highlights	Thom McCan Shoes	WPIX	Neff-Rogow Adv.
Football College Highlights	Thom McCan Shoes	WXEL	
Football Highlights	Westinghouse Distributor	WSPD-TV	
Football Review	Andrew Murphy & Son Cars	KMTV	Bozell & Jacobs
Football Roundup	Wood-Nesbitt Chrysler-Plymouth	WBNS-TV	
Ford Festival	Ford Motor Co. Automobiles, Trucks, Parts & Service	NBC-TV	J. Walter Thompson
Ford Film Playhouse	Ford Dealers	WAAM	J. Walter Thompson
Foreign Intrigue	Drewry's Limited	WJBK-TV	
Foreign Intrigue	P. Ballantine & Sons Ale & Beer	WNBW	J. Walter Thompson
Foreman Phillips Show	Vitamin Corp. of America	KECA-TV	M. Weinberg
Four O'Clock Frolic	Maison Blanche	WSDU-TV	Fitzgerald Adv. Agency
Four Star Review	Motorola, Inc. Radios, TV Sets	NBC-TV	Ruthrauff & Ryan
Four Star Review	Norge Div., Borg-Warner Home Appliances	NBC-TV	J. Walter Thompson
Four Star Review	Pet Milk Sales Corp. Evaporated Milk	NBC-TV	Gardner Adv.
Frank Brookhouser Show	Motorola	WFIL-TV	Silver Advertising Agency
Frank Sinatra Show	EKCO Products	CBS-TV	Earle Ludgin
Fred Waring Show	General Electric	CBS-TV	Young & Rubicam
Freddy Martin Show	Hazel Bishop, Inc. Lipstick	NBC-TV	Raymond Spector Co.
Friendly Theatre	State Sample	WJBK-TV	
Front Line Camera	First National Bank of Chicago	WNBQ	Foote, Cone & Belding
Front Page Detective	American Brewing Co.	WDSU-TV	Walker-Saussy Agency
Front Page Detective	Feld Motor Co. Motor Cars	WDAF-TV	Merritt Owens Adv. Co.
Front Page Detective	Guild Wine	WENR-TV	Guild Bascom & Bon Figli
Front Page Detective	Guild Wine	WXEL	
Front Page Detective	Wine Growers Guild Guild Wine	WABD	Guild Bascom & Bon Figli

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Front Page News	Burkhardt Brewing Co.	WNBK	Fuller & Smith & Ross
Frosty Frolics	American Vitamin Associates, Inc. Thyvals, Orvita & 621	ABC-TV	Schwimmer & Scott, Inc.
Furniture Trends	Sagenkahn Furniture Galleries	WHEN	
Gabby Hayes Show	Peter Paul, Inc. Candy	NBC-TV	Maxon, Inc.
Gabby Hayes Show	Quaker Oat Co. Cereals, Pancake and Cake Mixes	NBC-TV	Sherman & Marquette
Garroway At Large	Congoleum-Nairn, Inc. Floor & Wall Covering	NBC-TV	McCann-Erickson
Garry Moore Show	Corn Products	CBS-TV	C. L. Miller Co.
Garry Moore Show	E. I. Du Pont	CBS-TV	Batton, Barton, Durstine & Osborn, Inc.
Garry Moore Show	General Electric	CBS-TV	Young & Rubicam
Garry Moore Show	Procter & Gamble	CBS-TV	Compton Adv. Agency
Garry Moore	Quaker Oats	CBS-TV	Price, Robinson & Frank
Garry Moore Show	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Garry Moore Show	Stokely-Van Camp, Inc.	CBS-TV	Calkins & Holden, Carlock, McCintion & Smith
Gaylord Hauser Show	Minute Maid Corp. Frozen Orange Juice & Frozen Lemon Juice	ABC-TV	Ted Bates & Co.
Gem Theater	Max's Jewellers	WJBL-TV	
Gene Autry	Brach Candy	WLW-C	
Gene Autry	Brach Candy	WAVE-TV	
Gene Autry	Metropolitan Dealers Assn.	KECA-TV	W. Gregory, Inc.
Gene Autry	Wrigleys	CBS-TV	Ruthrauff & Ryan
Gene Autry Show	Crescent Electric Co.	WHBF-TV	
Gene Norman Show	Toni Home Permanent—Participating	KNBH	Foote, Cone & Belding
Giant Movie No. 2	White Rock Company	KTLA	Davis & Company
Giant Movie No. 3	Hoffman Motor Company	KTLA	Davis & Company
Giant Movie No. 3	Payne Furnace Company	KTLA	Hixson & Jorgenson
Giant Movie No. 4	International Harvester	KTLA	Noble Advertising Co.
Gismo Goodkin Theatre	Grapette-General Beverage Co.	WKY-TV	Henri, Hurst & McDonald
Give and Take	Cannon Mills, Inc.	CBS-TV	Young & Rubicam, Inc.
Going Places With Betty Betz	Edgewood Shoe Co. Friendly Teen Shoes	ABC-TV	Anderson, Davis & Platte, Inc.

Grand Marquee	Hauser Nash Sales, Inc.	WNBQ	Guenther-Bradford
Greatest Fights of the Century	Chesebrough Mfg. Co.	WSM-TV	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co.	KTLA	Cayton, Inc.
Greatest Fights of the Century	Chesebrough Mfg. Co.	NBC-TV	Cayton, Inc.
	Vaseline Cream Hair Tonic		
Greatest Fights of the Century	Chesebrough Mfg. Co.	WAVE-TV	Cayton, Inc.
	Vaseline Hair Tonic		
Croucho Marx—You Bet Your Life	DeSoto Div., Chrysler Corp.	NBC-TV	Batton, Barton, Durstine & Osborn, Inc.
	Automobiles		
Gruen Guild Theatre	Gruen Watch Co.	ABC-TV	McCann-Erickson, Inc.
	Wrist & Pocket Watches		
Gruen Theatre	Gruen Watches	DuMont	McCann-Erickson, Inc.
Guest Room	Participating	WKY-TV	

H

Hail the Champ	American Vitamin	WLW-C	
Hail the Champ	Fred W. Amend Co.	ABC-TV	Henri, Hurst & McDonald, Inc.
	Chuckles		
Half Pint Party	Sam Smith Shoe Co.	ABC-TV	Dancer-Fitzgerald-Sample
	Little Yankee Shoes		
Hands of Destiny	Coca Cola Bottling Co. of N. Y.	WABD	Wm. Esty Co., Inc.
	Coca Cola		
Hands of Destiny	Wiss Shears	WABD	Ellington & Co.
Hands of Mystery	Bond Clothes	DuMont	Grey Advertising
Happiness Exchange	White Rock Sparkling	WABD	Kenyon & Eckhardt
Happy Valley Folks	Hays Super Market	WTTV	
Harmony for Happiness	Brain Stationery & Sporting Goods Co.	KMTV	Anderson & Roll
Harry Owens	Servel, Inc.	KTLA	Batton, Barton, Durstine & Osborn, Inc.
Harry Owens	United Air Lines	KTLA	N. W. Ayer & Son
Hawkins Falls	Lever Bros.	NBC-TV	N. W. Ayer & Son
	Surf		
Hayride	Hoffman Radio Corp	WOAI-TV	Walter McCreery
	Radios & TV Sets		
Headline Clues	Tidewater Associated Oil Co.	DuMont	Lennen & Mitchell, Inc.
	Tydol		
Healthy, Wealthy & Wise	Honey Kurst Bread	WAVE-TV	Doe-Anderson
Heart of America Newsreel	Home Federal Savings & Loan Assn.	WDAF-TV	Merritt Owens Adv. Co.
Heart of America Newsreel	Parkview Drug Stores	WDAF-TV	
	Drugs, etc.		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Henry Morgan Show	Campbell Soup Co. Soup	NBC-TV	Ward-Wheelock Co.
Herb Shriner Time	Cluett, Peabody & Co. Arrow Shirts & Ties	ABC-TV	Young & Rubicam Co., Inc.
H. Greer's Fashion Time	Raichert Sewing Machine	KECA-TV	W. B. Geissinger
Higgins Weatherman	Higgins Corporation	WDSU-TV	Fitzgerald Advertising Agency
Hit the Road	Hudepohl Beer	WLW-C	
Hobby Lane	Dairymen's Ohio Farmers Milk Co.	WXEL	
Hockey	Graybar Electric Co. Appliances	KMTV	
Hoffman Hayride	Hoffman Radio Corp.	WKY-TV	Walter McCreery, Inc.
Hollywood Film Favorites	Consolidated Royal Chemical	WLW-C	
Hollywood jewels	Lord Jewelers	WXYZ-TV	Luckoff, Wayburn & Frank
Hollywood Junior Circus	Hollywood Candy Co. Hollywood Candy Bars	ABC-TV	Ruthrauff & Ryan, Inc.
Hollywood Junior Circus	Hollywood Candy Co. Candy	NBC-TV	Ruthrauff & Ryan, Inc.
Hollywood Newsreel	Meyer Jewelry Co.	WIBK-TV	
Hollywood on the Line	Industrial Bank	WXYZ-TV	Stockwell-Marcuse
Hollywood on the Line	Kobacker Furniture	WSPD-TV	
Hollywood Opportunity	Belvedere Sewing Machine Co., Inc.	KTLA	Ross Roy, Inc.
Hollywood Opportunity	White Rock Co.	KTLA	Kenyon & Eckhardt, Inc.
Hollywood Playhouse	Helzberg Jewelry Stores Jewelry	WDAF-TV	Schwimmer & Scott, Inc.
Hollywood Reel	Pacific Wine Company	KTLA	Calkins & Holden, Carlock, McClinton & Smith
Hollywood Screen Test	Ironite Ironers Corp. Ironing Machines	ABC-TV	Brooke, Smith, French & Dorrance
Hollywood Spotlight Revue	Crown Jewelers	WSAZ-TV	Friedmann & Rich
Hollywood Theatre Time	Harry Green, Inc.	KECA-TV	Arthur V. Jones
Hollywood Wrestling	Graybar Electric Co. Appliances	KMTV	
Home Theatre	General Electric	WIBK-TV	
Homemaker's HobNob	Participation	WBNS-TV	
Hopalong Cassidy	Beatrice Foods	WNBQ	
Hopalong Cassidy	General Foods Corp. Grape Nuts Flakes, Post Toasties, Sugar Crisp	NBC-TV	Young & Rubicam Co., Inc.
Hopalong Cassidy	Langendorf United Bakeries, Inc.	KTLA	Scholtz Advertising Service

Hopalong Cassidy	Stewarts Dry Goods Co.	WAVE-TV
Hospitality Kitchen	Seattle Post-Intelligencer	KING-TV
Hotpoint House of the 50's	Graybar Electric Co. Appliances	KMTV
Hot Rod Races	Floyd Rice Car Dealer	WXYZ-TV
Hour of Adventure	Murphy Motors	KECA-TV
Hour of Decision	Bill Graham Evangelistic Assn., Inc. Institutional	ABC-TV
House Hunting	Housemart	WXEL
House Party	Pillsbury Mills, Inc.	CBS-TV
Housewares Fair	Brandeis Dept. Store	KMTV
Howdy Doody	Colgate-Palmolive-Peet Co. Colgate Dental Cream	NBC-TV
Howdy Doody	Kellogg Co. Kix Crispies, Cereals	NBC-TV
Howdy Doody	Mars, Inc. Candy	NBC-TV
Howdy Doody	International Shoe Co. Shoes	NBC-TV
Howdy Doody	The Wander Co. Ovaltine	NBC-TV
Howdy Doody	Welch Grape Juice Co. Grape Juice	NBC-TV

I

I Cover Times Square	Seeman Bros. Air Wick	ABC-TV
I Love Lucy	Philip Morris & Co.	CBS-TV
Ina Ray Hutton	Altes Brewing Co.	KTLA
Ina Ray Hutton	American Vitamin Company	KTLA
It's Delicious	Sego Milk Canned Milk	KSL-TV
It's Your Life	Medical Arts Pharmacy	WJBC-TV

J

Jack Benny Show	American Tobacco Co.	CBS-TV
Jack Carter Show	Bymart, Inc. Tintair	NBC-TV
Jack Carter Show	Eversharp, Inc. Pens, Pencils, Razors	NBC-TV

Leo Burnett Co.	Leo Burnett Co.
Leo Burnett Co.	Leo Burnett Co.
Henri, Hurst & McDonald, Inc.	Henri, Hurst & McDonald, Inc.
Grant Adv.	Grant Adv.
Doherty, Clifford & Shenfield	Doherty, Clifford & Shenfield
Wm. H. Weintraub & Co., Inc.	Wm. H. Weintraub & Co., Inc.
Blow Co.	Blow Co.
Ross Roy, Inc.	Ross Roy, Inc.
Milton Weinberg Adv. Co.	Milton Weinberg Adv. Co.
Gillham Adv. Agency	Gillham Adv. Agency
Watson, Barton, Durstine & Osborn, Inc.	Batton, Barton, Durstine & Osborn, Inc.
Cecil Presbrey	Cecil Presbrey
The Biow Co.	The Biow Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Jack Carter Show	Lehn & Fink Products Co. Hinds Honey & Almond Cream, Lysol Disinfectant	NBC-TV	Lennen & Mitchell
Jack Carter Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	Wm. Esty Co., Inc.
Jack Eigen Show	Ansonia De Luxe Shops, Inc. Ansonia Shoes	WABD	Lane Advertising
Jackson & Perkins Show	Jackson & Perkins Mt. Rainier Bulbs	WABD	Huber Hoge
Jamboree	Columbus General Electric Dealers	WBNS-TV	
Jane Hall Trio	Dulany's Mfg. Co.	WKY-TV	Lowe Runkle
Jean's Kitchen Fair	Participation	WBNS-TV	
Jerry Colonna Show	Goebel Brewing Co.	KECA-TV	Brooke, Smith, French & Dorrance
Jessie DeBoth TV Notebook	Beatrice Foods La Choy Food Products	ABC-TV	Foote, Cone & Belding
Jessie DeBoth TV Notebook	Clorax Chemical Co. Clorax Bleach	ABC-TV	Honig-Cooper Co.
Jessie DeBoth TV Notebook	Crosley Div. , Radios, Phonographs, Freezers, Television Sets	ABC-TV	Benton & Bowles, Inc.
Jim Crowley Show	Onondaga County Savings Bank	WHEN	
Jim Crowley Show	Wilson's Leading Jewelers	WHEN	
Jimmy Dudley Sports Page	Paterson & Jackson Motors Used Cars	WABD	Moss Associates
John Daly News	Pontiac Dealers	WJZ-TV	McManus, John & Adams Agency
John Kieran	Safeway Stores	WKY-TV	
John Keiran's Kaleidoscope	First Security Bank	KSL-TV	Francom Adv. Agency
John Keiran's Kaleidoscope	Rogers & Co.	WLW-C	
Jon Gnagy Art Show	Lewis Bros.	WJBK-TV	
Joyce Mathews Show	Ansonia De Luxe Shops, Inc. Ansonia Shoes	WABD	Lane Advertising
Jungle Adventure	General Electric Appliances	KTLA	Mays & Company
Junior Charades	Carvel Dari-Freeze	WPIX	Mann-Ellis Adv.
Juvenile Jury	Minnesota Mining & Mfg. Co. Scotch Cellophane Tape	NBC-TV	Batton, Barton, Durstine & Osborn, Inc.
Kaiser Frazer Theatre	Kaiser Frazer Sales Corp. Automobiles	ABC-TV	Wm. H. Weintraub & Co.
Kate Smith Evening Hour	B. T. Babbitt, Inc. Bab-O Cleanser	NBC-TV	Wm. H. Weintraub & Co.

K

Kate Smith Evening Hour	Congoleum-Nairn, Inc. Floor & Wall Covering	NBC-TV	McCann-Erickson
Kate Smith Evening Hour	Norge Div.—Borg-Warner Corp. Home Appliances	NBC-TV	J. Walter Thompson
Kate Smith Evening Hour	Revlon Products Corp. Nail Enamel & Lipstick	NBC-TV	Wm. H. Weintraub
Kate Smith Evening Hour	Reynolds Metals Co. Aluminum & Aluminum Products	NBC-TV	Buchanan & Co.
Kate Smith Show	American Home Products Corp. Aerowax, Duff's Mixes, Clapp's Baby Foods	NBC-TV	W. Earl Bathwell, Inc.
Kate Smith Show	Andrew Jergens Co. Hand Lotion	NBC-TV	R. W. Orr & Associates
Kate Smith Show	Cannon Mills, Inc. Sheets, Towels, Hosiery	NBC-TV	N. W. Ayer & Son
Kate Smith Show	Chesebrough Mfg. Co. Vaseline Hair Tonic	NBC-TV	McCann-Erickson
Kate Smith Show	Durkee Famous Foods, Inc. Foods	NBC	Leo Burnett Co.
Kate Smith Show	Gerber Products Co. Baby Foods	NBC-TV	Federal Adv. Agency
Kate Smith Show	Glidden Co. Paints	NBC-TV	Meldrum & Fewsmith
Kate Smith Show	Hunt Foods, Inc. Foods	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	Johnson & Johnson Surgical Dressings & Baby Products	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	Knemark Mfg. Co. Esquire Boot Polish	NBC-TV	Emil Mogul Co.
Kate Smith Show	Minute Maid Corp. Orange Juice	NBC-TV	Ted Bates & Co.
Kate Smith Show	Pillsbury Mills, Inc. Food Products	NBC-TV	Leo Burnett Co.
Kate Smith Show	Procter & Gamble Co. Oxydol & Dreet	NBC-TV	Dancer-Fitzgerald-Sample
Kate Smith Show	Singer Sewing Machine Co. Sewing Machines	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	Simmons Co. Bedding	NBC-TV	Young & Rubicam Co., Inc.
Kate Smith Show	The Simoniz Co. Self-Polishing Simoniz	NBC-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Keep Posted	Curtis Publishing Co. Saturday Evening Post	DuMont	Batton, Barton, Durstine & Osborn, Inc.
Kelley-Moran Show	Participating	KNBH	
Ken Murray Show	Anheuser Busch	CBS-TV	D'Arcy Adv., Inc.
Ken Wright	Jenkins Music Co.	WKY-TV	
Kids & Company	International Shoe Co. Red Goose Shoes	DuMont	D'Arcy Adv., Inc.
Kieran's Kaleidoscope	Bonded Oil	WLW-C	
Kieran's Kaleidoscope	D. H. Holmes	WDSU-TV	
Kieran's Kaleidoscope	First National Bank	WAVE-TV	Griswold-Eschelmann
Kieran's Kaleidoscope	Wilson's Leading Jewelers C.E. Appliances	WHEN	Collican Agency
King's Camera	Participating	KING-TV	Participating
King's Community Workshop	Sustaining	KING-TV	
King's Crossroads	Citizens Fidelity Bank	WAVE-TV	Mulligan
King's Queen	Participating	KING-TV	Participating
Kit Carson	Coca-Cola Bottling Co.	WBAP-TV	McBride-Holmes
Kit Carson	Coca Cola of La.	WDSU-TV	Wisdom Agency
Kit Carson	Coca Cola Co.	WENR-TV	D'Arcy
Kit Carson	Coca Cola	WJBK-TV	
Kit Carson	S. A. Coca Cola Bottling Co.	WOAI-TV	By Station
Kit Carson	Coca Cola Bottling Co.	WSM-TV	
Kit Carson	Coca Cola Distributor	WSPD-TV	
Kitchen Close-Ups	Participating	WKY-TV	
Kitchen Kapers	Bramwell's Super Market	WSM-TV	
Komey Klub	Participating	KNBH	
Korla Pandit	Belvedere Sewing Machine Co., Inc.	KTLA	Ross Roy, Inc.
Kousin Kay	Red Goose Merry Co-Round Red Goose Shoes	WXEL	
Kraft Television Theatre	Kraft Foods Co. Cheeses	NBC-TV	J. Walter Thompson
Kreisler Bandstand	Jacques Kreisler Mfg. Corp. Watch Bands & Men's Jewelry	ABC-TV	Hirshon Garfield, Inc.
Kukla, Fran & Ollie	Ford Motor Div., Ford Motor Co. Automobiles, Trucks, Parts, Service	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	National Biscuit Co. Baked Goods, Cereal, Dog Food	NBC-TV	McCann-Erickson

Kukla, Fran & Ollie	Procter & Gamble Co. Tide, Camay, Drene	NBC-TV	Benton & Bowles
Kukla, Fran & Ollie	Radio Corp. of America Records, TV Sets, Records & Players	NBC-TV	J. Walter Thompson
Kukla, Fran & Ollie	Seatest, Inc. Ice Cream	NBC-TV	N. W. Ayer
Kukla, Fran & Ollie	Time, Inc. Life Magazine	NBC-TV	Young & Rubicam Co., Inc.
L			
Ladies Before Gentlemen	Crosley Corp.	WABD	Gettschal & Richard
Ladies Before Gentlemen	Friendly Frost Stores	WABD	Gettschal & Richard
Lamp Unto My Feet		CBS-TV	
Langford-Ameche Show	Cliquot Club Co. Ginger Ale & Soft Drinks	ABC-TV	Frank Weston Advertising
Langford-Ameche Show	Cory Corp. Coffee Brewers, etc.	ABC-TV	Dancer-Fitzgerald-Sample
Langford-Ameche Show	Dupont DeNemours Co. Orlon Curtains	ABC-TV	Batton, Barton, Durstine & Osborn, Inc.
Langford-Ameche Show	Warner-Hudnut, Inc. Richard Hudnut Products	ABC-TV	Kenyon & Eckhardt
Lairaine Day Show	Northam Warren Corp. Cutex, Manicure Specialties, Odorono	ABC-TV	J. M. Mathes, Inc.
Latin Carnival	Zenith Products	WJZ-TV	Albert Black Associates
Laugh With the Ladies	Stokely-Van Camp	WLW-C	
Laurel & Hardy	Royal Baking Co.	KSL-TV	Gillham Advertising Agency
Lazy H. Ranch	Grayson's Department Store	WAAM	
Leave It to Lloyd	Kroger Stores	WSPD-TV	
Leave It to Papa	Torino Brand Foods	WPIX	Carlo Vinti Agency
Leave It to the Girls	Riggio Tobacco Corp. Regent Cigarettes	NBC-TV	McCann-Erickson
Lee Hogan Presents	Participating	KNBH	
Leif Eid—News	Beal Motors Dodge, Plymouth Dealer	WNBW	Cohen-Miller Advertising
Leo Carillo Dude Ranch	American Vitamin	WLW-C	
Let's Go Shopping	Leonard's Department Store	WBAP-TV	Direct
Let's Look at Sports	Benson & Rixon Co.	WNBQ	Dade B. Epstein
Let's Look at Sports	Gard Industries, Inc.	WNBQ	Henri, Hurst & McDonald
Let's Look at Sports	General Cigar Company	WNBQ	Federal Advertising

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Let's Look at Sports	Lucky Tiger Manufacturing Co.	WNBQ	Grant Advertising, Inc.
Let's Look at Sports	Mallernee's, McEwen Laundry	WSM-TV	
Life Begins at 80	Arnold Bakeries Bread, Rolls, Cakes	ABC-TV	Benton & Bowles, Inc.
Life With Linkletter	Green Giant Co. Niblets & Peas	ABC-TV	Leo Burnett Co.
Lifetime Theatre	Dye Home Improvements	WJBC-TV	
Lights Out	Admiral Corp. TV & Radio Sets, Refrigerators, Ranges	NBC-TV	Erwin Wasey & Co.
Linton TV Glee Club	Linton's Restaurants	WFIL-TV	
Let's Have Fun at the Zoo	Lit Brothers	WFIL-TV	Lamb & Keen, Inc.
Live It Again	Continental Baking	WLW-C	Al Paul Lefton Co., Inc.
Live It Again	Red Top Brewing	WLW-C	
Live Like a Millionaire	Grove Laboratories	CBS-TV	Gardner Adv. Co.
Live Wrestling	Grant's Home & Hardware Co.	WOAI-TV	By Station
Live Wrestling	South Texas Appliance Co. Admiral Appl.	WOAI-TV	Bernard M. Brooks
Local News	Lofgren Motorola Co.	WHBF-TV	
Lola & Circle Star Ranch Boys	Participating Sponsorship	WSPD-TV	
Lone Ranger, The	American Bakeries Bread & Bakery Products	ABC-TV	Tucker Wayne Co.
Lone Ranger, The	General Mills, Inc. Bisquick, Mixes	ABC-TV	Dancer-Fitzgerald-Sample
Lone Ranger, The	General Mills	WNBK	Dancer-Fitzgerald-Sample
Look to Lazarus	F. & R. Lazarus Dept. Store	WBNS-TV	
Looking With Long	Ohio Fuel Gas Co.	WBNS-TV	Byer & Bowman Agency
Lorraine Cugat Show	Vitamin Corp. of America	KECA-TV	M. Weinberg
Lorraine Cugat Show	Vitamin Corp. of America	WENR-TV	H. B. Cohen
Love of Life	American Home Products	ABC	Biow Co.
Lux Video Theatre	Lever Bros. Lux Soap	CBS-TV	J. Walter Thompson
Madison Square Garden	Onondage County Savings Bank	WHEN	
Madison Square Garden	Sidles Co. Appliances	KMTV	Anderson & Roll
Maida's Kitchen	Tri-State Appliance	WSAZ-TV	Direct

M

Mainline Theatre	Mainline Distributor	WNBK	
Make It and Take It	Floyd Rice Car Dealer	WXYZ-TV	Powell-Grant Agency
Mama	General Foods	CBS-TV	Benton & Bowles
Man About Music	Rabson's Stores	WABD	Lester Loeb
Man About Town	Erin Brew	WXEL	
Man Against Crime	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Man of the Week	CBS-TV		
Man's Best Friend	Kendall Foods, Inc.	KTLA	Kan B. Miner Co.
Man's Best Friend	Dr. Ross Company	KTLA	Rockett-Lauritzen
March of Time	Citizen's Fidelity Bank	WAVE-TV	Mulligan
March of Time	Citizen's National Trust	KECA-TV	Hixson-Jorgensen
March of Time	Detroit Bank	WXYZ-TV	Grant Adv.
Margaret Arlen	Participating	CBS-TV	
Martin Kane, Private Eye	United States Tobacco Co.	NBC-TV	Kudner Agency, Inc.
Mary McAdoo at Home	Model, Old Briar, Dill's Best		
Master Showroom	Security First National Bank	KECA-TV	Foote, Cone & Belding
	Sidles Co.	KMTV	
	Appliances		
Matinee Playhouse	Oscar Mayer & Co.	WNBQ	Sherman & Marquette
Matinee Theatre	Snowcrop	WLW-C	
Meet Corliss Archer		CBS-TV	
Meet the Press	Revere Copper & Brass, Inc.	NBC-TV	St. Georges & Keyes
	Copper, Brass, Steel Products		
Meet Your Children	Mode O'Day Corp.	KECA-TV	Caples Co.
Meet Your Community	New York Store	WHBF-TV	
	General Merchandise		
Meetin' Time at Moores	Moores Stores	WLW-C	
Mel Torme	CBS-TV		
Melody Man	Schiff Shoes	WLW-C	
Melody Time	Zephyr Ventilated Awning Co.	WDAF-TV	Merritt Owens Adv. Co.
	Permanent Awnings		
Melody Showcase	Crosley Corp.	WLW-C	
Michigan Outdoors	Altes Brewing	WSPD-TV	
Midnight Revue	Gretz Brewing Co.	WFIL-TV	Seberhagen, Inc.
Midwestern Hayride	Bavarian Brewing Co.	WLW-C	
Mike and Buff	CBS-TV		
Miniature Theatre	Dr. Beauchamp Dentist	KTLA	Chas. Stahl Adv. Agency

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Miss Susan	Colgate-Palmolive-Peet Co. Fab	NBC-TV	Wm. Esty Co.
Miracle Power	AP Parts	WNBK	Clark & Rickard
Mr. District Attorney	Bristol Myers Co. Drugs & Sundry Products	ABC-TV	Young & Rubicam Co., Inc.
Mr. I. Magination		CBS-TV	
Mohawk Showroom	Mohawk Carpet Mills, Inc. Rugs & Carpets	NBC-TV	Geo. R. Nelson, Inc.
Money In Action	Merrill Turben & Co.	WXEL	
Monroe County Ramblers	Livingstons Super Market	WTTV	
Monty Margetts	Participating	KNBH	
Moonlight Movie Time	Lee Pharmacal Co.	KECA-TV	M. Weinberg
Morgan Beatty & the News	Cherner Motor Co. Ford, Lincoln & Mercury Dealer	WNBW	Kal, Ehrlich & Merrick, Inc.
Morgan Beatty & the News	Chr. Heurich Brewing Co. Old Georgetown Beer	WNBW	Henry J. Kaufman & Associates
Most Important People	Gerber Food Products Gerber's Baby Foods	DuMont	Federal Advertising
Motion Picture Academy	Rose Jewelers	WJBK-TV	
Motion Picture Classics	Stag Beer	WKY-TV	Maxon, Inc.
Movie Classics	Chrysler Dealers	KTLA	Chas. Stahl Adv. Agency
Movie Classics	Ford Motor Company	KTLA	Chas. Stahl Adv. Agency
Movie Party	Twin Pines Dairy	WJBK-TV	
Movies for Kids	International Shoe Co.	WSM-TV	Henri, Hurst & McDonald
Movies for Kids	Red Goose Shoes	WJBK-TV	
Movietime	First American National Bank	WSM-TV	C. P. Clark & Co.
Movietone News	Hudson Motor Co.	WXYZ-TV	Brooke, Smith, French & Dorrance Adv.
Movietown	Rexall Drug Company	KTLA	Batton, Barton, Durstine & Osborn, Inc.
Mummers Parade	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Music City, U.S.A.	Happy Day Laundry Service	WSM-TV	Noble-Dury & Associates
Music for You	Reeve Paint Co. Wallpaper & Paint	WHEN	Osborn-Propst
Musical Manor	Ohio Radiant Glass Heat Co.	WXEL	
Musical Motor Mart	Markel Motors Cars	KMTV	Anderson & Roll
My Friend Irma	R. J. Reynolds	CBS-TV	Wm. Esty Co.
Mystery Theatre	Sterling Drug Co. Bayer Aspirin, Phillips Milk of Magnesia	ABC-TV	Dancer-Fitzgerald-Sample

Name the Star	Hudson Dealers Association	WFIL-TV	Ed Shapiro Advertising
Name the Star	Regina Cigar Company	WFIL-TV	Gresh & Kramer
Name's the Same, The	Bendix Home Appliances Washers, Dryers, etc.	ABC-TV	Tatham Laird, Inc.
Name's the Same, The	C. A. Swanson & Sons Canned & Frozen Poultry	ABC-TV	Tatham Laird, Inc.
Nash Theatre Hour	Nash Dealers	WXYZ-TV	Geyer, Newell & Ganger Adv.
Nature Trails	Dr. Kenaga Optometrist	WSPD-TV	
NBC Sports Review	Union Co.	WLW-C	
NBC Weekly Newsreel	General Electric Supply	WNBK	Lang, Fisher & Stashower
NCAA Football	Westinghouse Electric Corp. Electrical Appliances	NBC-TV	Ketchum, MacLeod & Grove
Neighborhood Theatre	Specialties Distributor	WJKB-TV	
New Orleans Cookbook	Participating	WDSU-TV	
New York Close-ups	Curtis Publishing Co.	KTLA	Barton, Barton, Durstine & Osborn, Inc.
News	Cadillac Tank Plant	WXEL	McCann-Erickson
News	Fehrs Beer	WAVE-TV	
News	Rock Island Argus Newspaper	WHBF-TV	
News	Rock Island Bank & Trust	WHBF-TV	
News and Sports Roundup	DeSoto-Plymouth Dealers	WAAM	Batten, Barton, Durstine & Osborn, Inc.
News Final	Haltom's Jewelers	WBAP-TV	T. L. Yates Adv.
News Headlines	Diamond Milk Co.	WLW-C	
News of the Night	Chevrolet Cars and Trucks	CBS-TV	Campbell-Ewald Co., Inc.
News of the Night	Chevrolet Dealers Associates, Inc.	CBS-TV	
News Program	Hanna Print Co.	WLW-C	
News Program	Tums	WLW-C	
News Room	Central State Bank	WKY-TV	Thomas F. Conroy By Station
Newsdesk	Ormsby Chevrolet Co.	WOAI-TV	Jeffrey Wade
Newsdesk	Sears Roebuck & Co.	WOAI-TV	Barton, Barton, Durstine & Osborn, Inc.
Newspaper of the Air	Miles Laboratory	KNBH	Benton & Bowles Agency
Night Owl Varieties	Rexall Drug Company	KTLA	Bozell & Jacobs
Nightcap News	Brewing Corp. of America	WJZ-TV	
Nighthawk Movies	Metropolitan Utilities Dist.	KMTV	
Nocturne	Harbour-Longmire	WKY-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Nord Playhouse	R. C. Cola	WDSU-TV	Whitlock-Swigert Agency
Norman Ross' Varieties	Sears Roebuck & Co.	WNBQ	Guenther Bradford
O			
Ohio National Bank Theatre	Ohio National Bank	WBNS-TV	Dancer-Fitzgerald-Sample, Inc.
Okay Mother	Sterling Drug Co. Drugs	DuMont	
Old American Barn Dance	American Snuff Co.	WSM-TV	Simon & Gwynn
Old Colony Adventure Theatre	Orange Crush	WENR-TV	Fitzmorris & Miller
Old Fashioned Meeting	Gospel Broadcasting Assn. Institutional	ABC-TV	R. H. Alber
Omaha Fashion Corner	Berg Clothing Co.	KMTV	Anderson & Roll
Omaha Fashion Corner	The Aquila	KMTV	
On Stage	Participating	WKY-TV	
On the Line With Considine	Mutual Benefit Health & Accident Assn. of Omaha Insurance	NBC-TV	Bozell & Jacobs, Inc.
One Man's Family	Manhattan Soap Co.	NBC-TV	Scheidler, Beck & Werner, Inc.
One Man's Family	Sweetheart Soap, Blu-White Flakes	NBC-TV	Geoffrey Wade Adv.
Opera Cameos	Miles Laboratories, Inc. Vitamins & Alka Seltzer	WPIX	Carlo Vinti Agency
Original Amateur Hour	Progresso Brand Foods	NBC-TV	Lennen & Mitchell
OSU Football Films	P. Lorillard Co. Old Gold Cigarettes	WBNS-TV	
OSU Football Films	Borden Co.	WBNS-TV	
	Pure Oil Co.		
P			
Pacific Coast League Baseball	Ford Dealers	KING-TV	J. Walter Thompson Agency
Pacific Coast League Baseball	P. Lorillard Old Gold Cigarettes	KING-TV	Lennen & Mitchell Agency
Page One News & Sports	Corina—Cigars	WENR-TV	Guenther—Bradford
Page One News & Sports	Jose Escalante	KECA-TV	Guenther-Bradford
P.A.L. Fights	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Panorama Shop	Carson Pirie Scott & Co.	WNBQ	Guenther Bradford
Parade of Homes	Manhard Realty, Knuettel & Co., Reporter Agency	WHBF-TV	
Paradox	College Inn Foods	WJBK-TV	
Party Line	Everybody's Department Store	WBAP-TV	Direct

Party Line	Federal Department Stores	WJ&K-TV
Party Sweet Roundup	Cherrin-Bros. Candy	WXYZ-TV
Paul Dixon Show	Jene Sales Corp. Jene Home Permanents & Pink Love Lotion	ABC-TV
Paul Harvey News	Burton-Dixie Corp. Mattresses	WENR-TV
Paul Pierce	Participating	KNBH
Paul Whiteman Goodyear Revue	Goodyear Tire & Rubber Co. Tires & Tubes	ABC-TV
Paul Whiteman TV Teen Club	American Dairy Assn. Milk	ABC-TV
Paul Whiteman TV Teen Club	Nash-Kelvinator Corp. Nash Automobiles, Kelvinator Electric Products	ABC-TV
Paul Winchell-Jerry Mahoney Show	Crosley Div., Avco Mfg. Corp. Electrical Appliances	NBC-TV
Paul Winchell-Jerry Mahoney Show	Speidel Corp. Watch Bands	NBC-TV
Pee Wee King Show	Taylor Drug Stores	WAVE-TV
Peggy Wilson, Shopper	Joske's of Texas Dept. Store	WOAI-TV
Penny Auction	Paramount Radio Shop Appliances	KMTV
Penthouse Party	Best Foods, Inc. Shinola Shoe Polish, Rit Tint Dyes	ABC-TV
Peoples Playhouse	Peoples Drug Stores	WNBW
Perry Como Show	Liggett & Myers Tobacco	CBS-TV
Person to Person	Pacific Tel. & Tel.	KNBH
Personality Parade	Johnson Creamery	WTTV
Planning for Tomorrow	Riggs-Warfield-Rolosen	WAAM
Play Time	Fred Astaire Studios	WAAM
Polka Penthouse	Simms Bros. Furniture	WXEL
Polka Revue	Krantz Brewery	WSPD-TV
Polly Pickens	Pic 'n Pay Stores	WXEL
Pop Handy	Beatrice Foods Co.	WKY-TV
Pop the Question	Participating	WAVE-TV
Postman Bill	New Model Laundry	KING-TV
Premiere Playhouse	Kingsley Furs	WJ&K-TV
Prize Performance	MacLevy Salons	WPIX
		W. B. Doner & Co.
		Sherwin Robert Rodgers
		Turner
		Young & Rubicam Co., Inc.
		Campbell Mithum, Inc.
		Geyer, Newell & Ganger, Inc.
		Benton & Bowles
		Sullivan, Stauffer, Colwell & Bayles, Inc.
		Pitluk Advertising Co.
		Allen & Reynolds
		Earle Ludgin & Co.
		William D. Murdock Adv.
		Cunningham Walsh, Inc.
		Batten, Barton, Durstine & Osborn, Inc.
		Hanrihan
		Advertising Counselors
		Associated Artists Adv.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Pro-Football Games	Eagles Markets	WHBF-TV	
Pro Football Highlights	Drewrys Beer	WSPD-TV	
Pro-Football H.-Lites	Sinclair Products	WHBF-TV	
Prudence Penny Cooks	Detroit Times	WJBK-TV	
Public Life of Cliff Norton	Procter & Gamble	WNBQ	H. W. Kaster & Sons
Public Prosecutor	American Vitamin	WLW-C	
Public Prosecutor	American Ace Coffee	WSM-TV	Simon & Gwynn
Public Prosecutor	Bartley Co. Grocery Dist.	WSPD-TV	
Public Prosecutor	Besingers-Furniture	WAVE-TV	
Public Prosecutor	C. Schmidt & Sons	WFIL-TV	
Public Prosecutor	Crawford Clothes	WABD	Al Paul Lefton Co., Inc.
Public Prosecutor	Weidemann Brewing Co.	WLW-C	Al Paul Lefton Co., Inc.
Pulitzer Prize Playhouse	Frigidaire	ABC-TV	Foote, Cone & Belding
Pulitzer Prize Playhouse	Div. of Gheera, Victrola Schlitz Brewing Co. Beer	ABC-TV	Young & Rubicam Co., Inc.

Q

Quarterback Club	Grove & Co. T.H. Maener Real Estate	KMTV	
Quarterback Club	TCU Pharmacy	WBAP-TV	McBride-Holmes
Queen for a Day	P. Lorillard Co.	KECA-TV	Lennen & Mitchell
Quiz Kids	Miles Laboratories, Inc.	CBS-TV	
Quiz Kids	Vitamins & Aika Seltzer	NBC-TV	Geoffrey Wade Adv.
Quiz of Two Cities	Gunther Beer	WAAM	Biow Co.
Racket Squad	Philip Morris	CBS-TV	Biow Co.
Radio-TV Critics	American Vitamin	WLW-C	
Rainier Ranch	Sick's Rainier Brewery	KING-TV	Western Agency
Ralston Roundup	Ralston Purina Co.	WLW-C	
Range Rider	Holsum Division C. J. Patterson, Inc.	WDAF-TV	Allen Reynolds, Adv.
Range Rider	Illinois Meat Co.	WIBK-TV	

R

Range Rider	Stewarts Dry Goods Co.	WAVE-TV
Range Rider Film	Peter Pan Bakery	WHBF-TV
Ranger Joe	Ranger Joe, Inc.	CBS-TV
Ranger Joe	Ranger Joe, Inc. Ranger Joe Cereal	ABC-TV
Raving Beauty Doll Shop	Artisan	WXEL
Raving Beauty Doll Shop	Artisan Novelty Shop	WAVE-TV
RCA Victor Show	Radio Corp. of America Radio, TV Sets, Records & Players	NBC-TV
Red Skelton Program	Procter & Gamble Co. Tide	NBC-TV
Remember When	H. G. Hill Stores	WDSU-TV
Reisman's Magic Show	Reisman & Sons, Inc.	WFIL-TV
Relaxin' With Jackson	Dulaney Mfg. Co.	WKY-TV
Reserved for Drama	American Vitamin	WLW-C
Reserved for Drama	Wholesale Beverlee Co.	WLW-C
Reuben & Rachel	Participating	WAVE-TV
Richard Hayes Show	Winston Radio & TV Radio and TV Sets	WABD
Ring the Bell	Bedford Radio & Sales Service	WABD
Ringside	Buckeye Brewing	WSPD-TV
Robin Chandler Show	Lydia O'Leary Spotstik	WABD
Rocky King, Detective	Clorets Chlorophyll Gum	DuMont
Rocky King, Detective	Emerson Drug Company Bromo Seltzer	DuMont
Rocky King, Detective	Industrial Tape Corp. Texcel	DuMont
Robert Montgomery Presents Your Lucky Strike Theatre	American Tobacco Co. Lucky Strike Cigarettes	NBC-TV
Roller Derby	American Tobacco Co. Lucky Strike Cigarettes	ABC-TV
Roller Derby	Blatz Brewing Co. Blatz Beer	ABC-TV
Roller Derby	Marlon Confections	CBS-TV
Rolling Rhythm	Schmidt Pies	WXYZ-TV
Rosalie Show	Michigan Wineries	WJBC-TV
Rossi Reports	Jackson M. Potter Real Estate	WHEN
		Lamb & Keen, Inc. Lamb & Keen, Inc.
		C. R. Grimalbi J. Walter Thompson Agency Benton & Bowles, Inc.
		Fitzgerald Agency H. M. Dittman Adv., Inc. Lowe Runkle Sternfield-Godley, Inc.
		Judson Advertising Huber Hoge & Sons Dancer-Fitzgerald-Sample, Inc. Batten, Barton, Durstine & Osborn, Inc. Kenyon & Eckhardt, Inc.
		Batten, Barton, Durstine & Osborn, Inc. Batten, Barton, Durstine & Osborn, Inc. Kastor, Farrell, Chesley & Clifford, Inc. Zlowe Co. Otto and Abbs Agency

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Roundup Time	Pressel Sausage Co.	WXYZ-TV	W. B. Doner & Co.
Roving Camera	Sav-On Drugs	KTLA	
Roving Cameras	Gross Photo	WSPD-TV	
Roy Rogers Show	General Foods Corp. Grape Nuts Flakes, Post Toasties, Sugar Crisp	NBC-TV	Young & Rubicam Co., Inc.
Royal Brougham Show	Fahey-Brockman	KING-TV	MacWilkins, Cole & Weber Agency
Royal Crest Theatre	Royal Sales Co. Royal Crest Dinnerware	WABD	Product Services, Inc.
Royal Playhouse	Allen B. Du Mont Laboratories, Inc. Du Mont Telesets	DuMont	Campbell-Ewald
Royal Playhouse	Bank of America	KECA-TV	Chas. R. Stuart
Royal Playhouse	Falls City Beer	WAVE-TV	Prater
Royal Playhouse	Kroger	WSM-TV	Ralph H. Jones Co.
Royal Playhouse	Leonard's Dept. Store	WBAP-TV	Direct
Royal Playhouse	Oklahoma Gas & Electric Co.	WKY-TV	
Rumpus Room	California Fruit Growers Sunkist Oranges	WABD	Guild, Bascom & Bonfigli
Rumpus Room	Francis H. Leggett Co. Premier Foods	DuMont	Peck Advertising
Russ Hodges Sports Show	Sun Oil	WJZ-TV	Hewitt, Agilvy, Benson & Mathers Agency
Ruth Lyons 50 Club	Campana Sales Co. Ayd's Vitamin Candy	NBC-TV	H. W. Kastor & Sons
Ruth Lyons 50 Club	Corn Products Refining Co. Mazola Salad Oil	NBC-TV	C. L. Miller Co.
Ruth Lyons 50 Club	G. F. Heublein & Bros. A-1 Sauce and Mustard	NBC-TV	Scheidler, Beck & Werner
Ruth Lyons 50 Club	Penick & Ford Ltd., Inc. My-T-Fine Desserts	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Rybutol Saturday Cinema	Vitamin Corp. of America	KECA-TV	M. Weinberg
Safeway Theatre	Safeway Stores, Inc. Meats & Coffee	WNEW	J. Gordon Manchester Adv.
Sam Levenson Show	General Motors	CBS-TV	D. P. Brother Co.
Sammy Kaye Variety Show	Lambert Pharmacal Co. Listerine Toothpaste	CBS-TV	Lambert & Feasley, Inc.
Sandy Strong	Wander Co. Ovaltine	ABC-TV	Grant Advertising

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TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Shopping With Prissy	Participating	WKY-TV	
Short Story Theatre	Arnold Bakers	WJZ-TV	Benton & Bowles Agency
Short Story Theatre	Picadilly Tobacco Co. Picadilly Cigarettes	WABD	Hilton & Riggio, Inc.
Showcase	Participating	WKY-TV	
Showtime—U.S.A.	Chrysler Corp. Dodge Div.	ABC-TV	Ruthrauff & Ryan
Six-Gun Theatre	South Carolina Mills	WJBK-TV	
Skinner's Breakfast Meeting	Skinner Mfg. Co. Breakfast Foods	KMTV	Bozell & Jacobs
Sky King Theatre	Derby Foods, Inc. Derby Peanut Butter Salted Peanuts	NBC-TV	Necdham, Louis & Brorby, Inc.
Skylark Safety Circus	Fairfax Bread Div. of Safeway Stores, Inc.	WNBW	Foote, Cone & Belding
Smilin' Ed's Gang	Brown Shoe Co.	CBS-TV	Leo Burnett Co.
Smilin' Ed McConnell & Say It With Acting	Brown Shoe Co. Shoes	NBC-TV	Leo Burnett Co.
Snack Time	Wm. Oakley Food Distributor	WSPD-TV	
Snow Crop Matinee	Snow Crop Marketeers Food Distributor	WABD	Maxon, Inc.
Snow Crop Matinee Theatre	Snow Crop Frosted Foods	WNBQ	Maxon, Inc.
So You Know Sports	Snowcrop Marketeers, Inc.	WJBK-TV	
Sohio Reporter	Plymouth Dealers	WLW-C	
Sohio Reporter	Standard Oil Co.	WSPD-TV	
Sohio Reporter—Warren Guthrie	Standard Oil Co.	WXEL	
Solo Drama	Standard Oil of Ohio	WJZ-TV	Silberstein-Goldsmith Agency
Somerset Maugham TV Theatre	Regens Lighters	NBC-TV	Cecil & Presbrey
Songs for Sale	Bymart, Inc. Tintair	CBS-TV	Sullivan, Stauffer, Colwell & Bayles, Inc.
Songs for Sale	Carter Products, Inc.	CBS-TV	Dancer-Fitzgerald-Sample, Inc.
Songtime	Sterling Drug, Inc.	ABC-TV	Walter F. Bennett & Co.
Sooner Shindig	Word of Life Fellowship Institutional	WKY-TV	Lowe Runkle
Southern Shindig	O. K. Storage	WSM-TV	
Southwest Conference Football	Southern Electric Co.	WOAI-TV	Wilkinson-Schweitz & Tip
Space Cadet, Tom Corbett	Humble Oil Co.	ABC-TV	Kenyon & Eckhardt, Inc.
Space Patrol	Kellogg Co. Corn Flakes, Pop, Other Cereals	KECA-TV	Rockett-Lauritzen
	Lewis Food Co.		

Space Patrol	Ralston Purina Wheat Chex, Rice Chex	ABC-TV	Gardner Advertising Co.
Space Patrol	Ralston Purina	WJZ-TV	Gardner Advertising Co.
Spade Cooley	Cepral Chevrolet	KTLA	Hunter Advertising Agency
Sport Show	Cherry Motor Co.	WHBF-TV	
Sports Camera	Pepsi Cola	WJ&K-TV	
Sports Desk		WXEL	
Sports Desk	Cl. Pneumatic Tool Co.	WXEL	
Sports Final	Cole Motors	WTTV	
Sports Look	Sullivan Clothiers	WKZO-TV	
Sports on Parade	Jewelry Co.	WSPD-TV	
Sports Page	Edgewater Appliance	WBAP-TV	Grant Adv. Agency
Sports Previews	Skillern's Drug Stores	WXEL	Fitzgerald Adv. Agency
Sports Quiz	John C. Robert Shoes	WOAI-TV	
Sports Scholar	Jackson Brewing Co. Jax Beer	WSPD-TV	
Sports Scholar	VJ McGranahan TV Sets	WAVE-TV	
Sports Slants	Participating	KING-TV	Seattle Radio & TV
Sports Special	Lundquist-Lilly	WJ&K-TV	Batten, Barton, Durstine & Osborn, Inc.
Sports Spotlight	Cole & Erwin Jewelers	WNBQ	Batten, Barton, Durstine & Osborn, Inc.
Sports Star Time	Ethyl Corp.	WNBQ	
Sports Star Time	Refiners Distributing Co.	WSPD-TV	Direct
Sports Views	Athletic Supply	WBAP-TV	
Sports With Sherman	Clyde Burns-Nash	WHEN	
Sportman's Club	Strodel-Genesec Beer	WXEL	
Sportscholar	Ethyl Corp.	WJ&K-TV	
Sportscholar	Ethyl Corp.	WSM-TV	Walter Speight
Sportsman Club	Jim Reed Chevrolet Co.	WNBW	Meldrum & Fewsmith, Inc.
Stage 5.	Willard Storage Batteries	WFIL-TV	Al Paul Lefton Co., Inc.
Star Maker Revue	C. Schmidt & Sons	WLW-C	
Star of the Family	Schiff Shoes	CBS-TV	Grey Adv.
Star Time	Ronson Art Metal Works, Inc.	DuMont	Franklin Bruck
Starlight Film Theatre	Food Store Productions Food Stores	WFIL-TV	Otis Advertising Co.
Starlit Stairway	Stern & Company	WXYZ-TV	W. B. Doner & Co.
	Delsoy Whipped Cream		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Starring the Editors	Grand Union Co.	WABD	Badger, Browning & Hersey
Stars of Tomorrow	Tommy Thompson Studio Children's Shop	WHBF-TV	
Stars Over Hollywood	Armour & Co. Meals	NBC-TV	Foote, Cone & Belding
Steve Allen Show	Procter & Gamble	CBS-TV	Compton Adv.
Stop the Music	Admiral Corp. Radios, Television Sets, Refrigerators	ABC-TV	Kudner Agency, Inc.
Stop the Music	Hazel Bishop Hazel Bishop Lipstick	ABC-TV	Raymond Spector Co.
Stop the Music	P. Lorillard Co. Old Gold Cigarettes	ABC-TV	Lennen & Mitchell
Stop the Music	Toni Co. White Rain	ABC-TV	Foote, Cone & Belding
Stork Club	Liggett & Myers Fatima Cigarettes	CBS-TV	Cunningham & Walsh
Story Theatre	Black Lumber Co.	WTTV	
Story Theatre	Durkee Foods	KECA-TV	Meldrum & Fewsmith
Story Theatre	Huntington Wholesale Furniture Co.	WSAZ-TV	Direct
Story Theatre	Sally Mattress Co.	WXEL	
Story Theatre	Straus-Frank Co. RCA Victor	WOAI-TV	By Station
Strange Adventure	Meyer Jewelry	WJBK-TV	
Strange Adventure	Uddo & Taormina	WDSU-TV	
Stranger Than Fiction	Gallant Lumber	WSPD-TV	
Strike It Rich	Colgate-Palmolive-Peet Co.	CBS-TV	Sherman & Marquette, Inc.
Stu Erwin Show	General Mills, Inc. V/heaties, Gold Medal Kitchen Tested Flour	ABC-TV	Dancer-Fitzgerald-Sample, Inc.
Stu Erwin Show	General Mills	WENR-TV	Dancer-Fitzgerald-Sample, Inc.
Stu Erwin Show	General Mills	WJZ-TV	Dancer-Fitzgerald-Sample, Inc.
Studebaker Tele-Movie Time	Chicagoland Studebaker Dealers	WNBQ	Roche, Williams & Clear
Studio One	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson
Stud's Place	Manor House Coffee	WENR-TV	Earle Ludgin
Stumpus	Heckman Biscuit Co.	WZYZ-TV	George Hartman Adv.
Success Story	International Sterling Co. Sterling Silver	ABC-TV	Young & Rubicam Co., Inc.
Summer Theatre	General Electric Supply Corp.	WXEL	

Summers Serenade	Summers & Son Co.	WLW-C	
Sunday Matinee	Best Foods, Inc. H. O. Quick Oat Cream Farina, Presto Self-Rising Cake Flour	WABD	Benton & Bowles, Inc.
Sunday Matinee	General Electric Products	WXEL	
Sunday Matinee	Studebaker Dealers	WXYZ-TV	W. B. Doner & Co.
Sunday Movies	Chrysler Dealers	KTLA	Chas. Stahl Adv.
Sunday Night Movie	French Sardine Company	KTLA	Rhodes & Davis
Sunday Night Movie	Langendorf United Bakeries	KTLA	Scholts Advertising Service
Super Circus	Bauer & Black Curly Bandages	ABC-TV	Leo Burnett Co.
Super Circus	Canada Dry Cinger Ale	ABC-TV	J. M. Mathes, Inc.
Super Circus	M & M Ltd. Candy Coated Chocolate	ABC-TV	Wm. Esty Co.
Super Circus	Peters Shoe Co. Weatherbird Shoes	ABC-TV	Henri, Hurst & McDonald, Inc.
Supply Sales Show	Supply Sales Co. Prolaters	WABD	Newton Advertising
Susan Adams	Clinton Foods	WABD	Maxon, Inc.
Susan Adams	Flako Baking Products	WABD	Blatt-Forbes
Suspense	Electric Auto-Lite Co.	CBS-TV	Cecil & Presbrey
Swift's Movie-Time	Swift & Co.	WPIX	Free & Peters, Adv.
Swing Shift Theatre	Yeakel Bros.	KTLA	Irwin Company, Inc.
Talent Shop	Chunky Candy Corp. Chunkies	WABD	Peck Advertising
Talent Tussle	Baltimore News-Post	WAAM	
Tales of the Hawk	Famous Furniture	WXYZ-TV	W. B. Doner & Co.
Tales of Tomorrow	Jacques Kreisler Mfg. Watch Bands, Men's Jewelry	ABC-TV	Hirshon-Garfield, Inc.
Ted Mack Family Hour	C. A. Swanson & Sons Margarine, Poultry	ABC-TV	Tatham-Laird, Inc.
Ted Mack Family Hour	General Mills, Inc. Cereals, Flours, Mixes, Electric Irons	ABC-TV	Tatham-Laird, Inc.
Teen Time Varieties	Schiff Shoe Stores	WSAZ-TV	King & Cofferman
Tele-Bid	Sidles Co. Appliances	KMTV	

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TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Telebuys, Inc.	Participating	KING-TV	Participating
Telenews	Dixie Brewing Co.	WDSU-TV	
Telenews	Joske's of Texas Frigidaire	WOAI-TV	Pitluk Advertising Co.
Telenews Ace	Cunningham Drugs	WJBC-TV	
Telenews Daily	International Harvester Co. Trucks, Refrigerators, Farm Machinery & Parts	WOI-TV	Aubrey, Moore & Wallace, Inc.
Telenews Weekly	Denver & Rio Grand R. R.	KSL-TV	Axelsen Adv. Agency
Telenews Weekly	Meyer Jewelry	WJBC-TV	
Telenews Weekly	Syracuse Savings Bank	WHEN	
Telenews Weekly Newsreel	Wynn Oil Co.	KECA-TV	Batten, Barton, Durstine & Osborn, Inc.
Telesports Digest	Buick Dealers Assn.	WFIL-TV	Jos. Lowenthal Adv. Agency
Telesports Digest	Ethyl Corp. Lias	WOAI-TV	Batten, Barton, Durstine & Osborn, Inc.
Telesports Digest	Reynolds Metals Co.	WAVE-TV	Zimmer & McClaskey
Telesports Digest	Seitzer Motors Auto	WSPD-TV	
Telesports Digest	Sidles Co. Appliances	KMTV	Anderson & Roll
Television Newsreel	Raymond Rosen & Co., Inc.	WFIL-TV	Al Paul Lefton Co., Inc.
Television Playhouse	Goodyear Tire & Rubber Co. Tires		Young & Rubicam Co., Inc.
Television Playhouse	Philco Corp. Radio, TV Sets, Refrigerators	NBC-TV	Hutchins Adv.
Ten Minute Movie	Western Federal Savings & Loan Assn.	KTLA	Elwood J. Robinson Adv. Agency
10 P.M. News	Bloomington Lincoln-Mercury	WTTV	
Tennessee Jamboree	Logan Super Markets Philco, Admiral, Youngstown Kitchens	WSM-TV	Walter Speight, Noble-Dury & Assocs.
Texaco Star Theatre	The Texas Co. Gasoline, Oil, Grease	NBC-TV	Kudner Agency, Inc.
Texas News	Texas Electric Service Co.	WBAP-TV	Rowland Broiles
Theatre Hour	Vitamin Corp. of America	WJBC-TV	
Theatre 79	Speedway Petroleum	WJBC-TV	
The Aldrich Family	Campbell Soup Co. Soup	NBC-TV	Ward-Wheelock Co.
The Aldrich Family	General Foods Corp. Jell-O, Corn Starch, Tapioca	NBC-TV	Young & Rubicam Co., Inc.
The Big Picture	Federation Bank & Trust Co.	CBS-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
The Plainclothes Man	Larus & Brother Co., Inc. Holiday Cigarettes, Holiday & Edgeworth Tobaccos	DuMont	Kenyon & Eckhardt, Inc.
The Ramblers	Joe M. Offil Motor Co. Nash Automobiles	WDAF-TV	Merritt Owens Adv. Co.
The Ruggles	Kraft Foods Co.	KECA-TV	J. Walter Thompson Agency
The Show Goes On	Superior Feed Mills	CBS-TV	James Reece
The Singing Pastor	W. Va. Beer & Ale	WKY-TV	King & Cofferman
The Sports Almanac	General Mills	WSAZ-TV	Dancer-Fitzgerald-Sample, Inc.
The Stu Erwin Show	Stag Beer	WJZ-TV	Maxon, Inc.
The Weather Tonight	Purity Products	WKY-TV	Young & Rubicam Co., Inc.
The Weatherman	P. Lorillard Co. Embassy Cigarettes	WPIX	Geyer, Newell & Ganger Agency
The Web	Intentional Harvester Co.	CBS-TV	Aubrey, Moore & Wallace, Inc. Participating
The Week in Sports	Participating	WOI-TV	Al Paul Lefton Co.
The World Today	Crawford Clothes	KING-TV	Batten, Barton, Durstine & Osborn, Inc.
They Stand Accused	American Tobacco Co.	DuMont	H. W. Buddmeier
This Is Show Business	Hauswald Bakery	CBS-TV	Fitzgerald Advertising Agency
This Is Your Zoo	Covert Ohio Sporting Goods	WAAM	Evans Advertising
This Week in Sports	Jackson Brewing Co. Jax Beer	WSPD-TV	Anderson & Roll
This Week in Sports	Les Taylor Co.	WOAI-TV	Benton & Bowles
This Week in Sports	Mobray Finch Ford Dealer	KSL-TV	Arnold Cohan
This Week in the News	Foster-Barker Co. Insurance	WJBK-TV	Leo Burnett Co., Inc.
This Week in the News	Ted Hicks Co. Insurance	KMTV	Chas. Stahl Adv. Agency
Those Two	Procter & Gamble Co. Tree, Camay, Drene	KMTV	
Three City Final	Ted Top Brewing Co.	NBC-TV	
Three Sentinels	Moores Stores	WLW-C	
Thursday Night Boxing	Sunset Appliance Corp.	WLW-C	
Tiger Wives	People's Outfitting	WABD	
Tim McCoy	Kellogg Company	WJBK-TV	
Tim McCoy Film	Murphy Motors	KTLA	
		KTLA	

Time for Beany	Bell Brand Foods, Ltd.	KTLA	McCann-Erickson, Inc.
Time for Beany	Cloverland Dairy	WAAM	St. Georges & Keyes
Time for Beany	Joliet 7-Up	WHBF-TV	
Time for Beany	Leigh Foods, Inc.	CBS-TV	Warwick & Legler, Inc.
Time for Beany	Maryland Co-Op Milk Producers	WAAM	
Time for Beany	Nehi Beverage Company	KTLA	Raymond Morgan Co.
Tip the Scales	South Texas Appliance Co.	WOAI-TV	Bernard M. Brooks
	Admiral Appliances		
Tips for Tinkers	T. G. & Y.	WKY-TV	George Knox
Toast of the Town	Lincoln-Mercury	CBS-TV	Kenyon & Eckhardt, Inc.
Today's News	Central Cadillac	WNBK	Meldrum & Fewsmith
Today's Teens	Hotpoint, Inc.	WENR-TV	Maxon, Inc.
Today's Top Story	National City Bank	WXEL	
Toledo Theatre Time	Foodtown Super Markets	WSPD-TV	
Tom Manning Sport Show	P. Ballantine & Sons	WNBK	J. Walter Thompson Agency
Tomorrow's News	Vim Stores	WPXI	William Warren, Jackson & Delaney
Tonight's Attractions	Dr. Kenaga	WSPD-TV	
	Optometrist		
Top Views in Sports	August Wagner Breweries	WLW-C	
Top Views in Sports	Sterling Beer	WAVE-TV	Smith, Benson & McClure
Touchdown	Falls City Beer	WAVE-TV	Prater
Touchdown Prevue	Mallenee's	WSM-TV	
Town and Country Quiz	Staley Milling Co.	WDAF-TV	Bozell-Jacobs, Inc.
	Feeds		
Trading Post	Moore's Stores	WLW-C	
Travels in Space	Lane Drug Co.	WSPD-TV	
Treasury Men in Action	The Borden Co.	NBC-TV	Doherty, Clifford & Schenfield
	Instant Coffee		
Triple Feature Theatre	Chevrolet Dealers Service	KECA-TV	Campbell-Ewald
Tuesday Feature Film	Four Friendly Appliance Dealers	KTLA	Irwin Co., Inc.
Tuesday Movie	Pontiac Dealers Club of So. Calif.	KTLA	Taggart & Young
Tuesday Night Movie	Raichert Sewing Machine Corp.	KTLA	W. B. Geissinger & Co.
TV Auction	Sun Ray Drug Co.	WFIL-TV	Philip Klein Advertising, Inc.
TV Department Store	TV Department Store	WABD	Ben Sackheim, Inc.
TV Magazine	Lanes Drug Stores	WSPD-TV	
TV Ranch	Jersey Bread & Driggs Dairy Farm	WSPD-TV	
TV Rangers	Borden Co.	WLW-C	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
TV Shopper's Revue	John A. Brown Co.	WKY-TV	Enders Advertising Agency
TV Theatre	Falstaff Brewing Co. Beer	KMTV	Dancer-Fitzgerald-Sample, Inc.
TV Theatre	Falstaff Brewing Co. Falstaff Beer	WOAI-TV	Dancer-Fitzgerald-Sample, Inc.
TV Travelogue	Butler Travel Service	WLW-C	
TV Weatherman	Omar Baking Co.	WBNS-TV	Fitzmorris & Simmons Agency
TWA Show	TWA	WABD	Batten, Barton, Durstine & Osborn, Inc.
Twenty Questions	The Mennen Company	DuMont	Kenyon & Eckhardt, Inc.
Twenty Questions	Mennen Products for Men	ABC-TV	Grey Advertising
Twin Movie Features	Ronson Art Metal Works Ronson Lighters	KTLA	Jack Vaughn Adv Agency
	Shopping Bag Food Stores		

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Uncle Amby's General Store	Royal Barry Carter Mills	WSM-TV	James F. Simons Co.
Uncle Mistletoe	Marshall Field Dept. Store	WENR-TV	Calkins & Holden
Uncle Roscoe's Playtime Party	Hotel Utah Coffee Shop	KSL-TV	R. T. Harris
Uncle Wip	Gimbels Dept. Store	WFIL-TV	Direct
Uebelhart & the News	Ohio Fuel Gas Co.	WSPD-TV	Gould, Tierney
Universal Homemaking	Landers, Frary & Clark Universal Appliances	DuMont	
U. of D. Football Films	Plymouth Dealers	WJBK-TV	

V

Vacation Land	Gerlinger Appliances	WSPD-TV	
Vanderbilt Football	Jamison Bedding Co.	WSM-TV	Max Beck
Versatile Varieties	Bonafide Mills Floor Coverings	ABC-TV	Gibralter Advertising Agency
Victor Borge Show	Kellogg Co.	NBC-TV	Kenyon & Eckhardt
V-I-D-E-O	Co-op. P. & C. Food Markets	WHEN	
Video Chef	Associated Food Stores	WPIX	Furman, Feiner & Co.
Views of the News	Murfree Mortgage Co., First American Natl. Bank	WSM-TV	George Doyne
Vincent Lopez Show	Lakewood Hotel & Land Assn.	WABD	Vincent Zepal
Voice of Firestone	Firestone Tire & Rubber Co. Tires, Tubes & Batteries	NBC-TV	Sweeney & James Co.

Wake Up & Live	Lowell Cosmetics	WLW-C	Steiner Adv.
Wally Jackson Show	Wally Jackson Studios	WPIX	Ward Wheelock Co.
Walsh Looks 'Em Over	Adam Scheidt Brewing Co.	WFIL-TV	George H. Hartman
Walt's Workshop	Edward Hines Lumber Co.	WNBQ	Elmer Free
Washington Senators Baseball	American Beer	WAAM	McCann-Erickson
Wayne King Program	Standard Oil Co. of Indiana Oil, Gasoline	NBC-TV	Young & Rubicam Co., Inc.
We the People	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires	NBC-TV	
Weather Report	P & G Shasta Shampoo	WJBK-TV	Buchanan-Thomas
Weather Sketches	Paxton & Gallagher Coffee	KMTV	
Weather Tele-Facts	The Fair	WBAP-TV	Julian Read
Weatherchart	Gulf Brewing Co. Grand Prize Beer	WOAI-TV	Foote, Cone & Belding
Weatherman	Paxton-Gallagher Co. Coffee	WDAF-TV	Buchanan, Thomas Co.
Weatherman	Purity Taystee	WJBK-TV	Leo Burnett
Weatherman—Clint Youle, Atchison, Topeka & Santa Fe Railway Sys.	Atchison, Topeka & Santa Fe Railway System	WNBQ	
Weatherman—Clint Youle	Campbell Cereal Co.	WNBQ	Campbell-Mithum
Weatherman—Clint Youle	Commonwealth Edison Co.	WNBQ	J. R. Pershall Co.
Weatherman—Clint Youle	Home Gas Industries	WNBQ	Herbert S. Laufman
Weatherman—Clint Youle	Jewel Food Stores	WNBQ	Herbert S. Laufman
Weatherman—Clint Youle	R. Cooper, Jr.	WNBQ	Maxon, Inc.
Weatherman—Clint Youle	Standard Milling Co.	WNBQ	J. W. Shaw Advertising
Weatherman—Clint Youle	Swift & Co.	WNBQ	J. Walter Thompson Agency
Weatherwane	McCullough Chevrolet	WJBK-TV	
Weatherwane	DeSoto Dealers	WJBK-TV	
Webber Motor Sportlog	Webber Motor Co. Dodge Cars	KMTV	Allen & Reynolds
Wednesday Feature Film	General Electric Appliance Co.	KTLA	Mays & Co.
Wednesday Move No. 2	Fletcher Jones	KTLA	Chas. Stahl Adv. Agency
Weekly Newsreel	Kurtz Furniture Co.	WNBK	Ed Hibshman & Associates
Western Adventure Film	Friedman-Shelby Div. of International Shoe Co.	KTLA	Henri, Hurst & McDonald

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Western Corral	Duckhead Overalls, Sealtest Milk	WSM-TV	Noble-Dury R. C. Fields
Western Feature Film	Murnat Motors	KTLA	Jack Vaughn Adv. Agency
Western Film Theatre	Quaker City Chocolate Co.	WPIX	Free & Peters
Western Jamboree	Belle Furniture Co.	WSAZ-TV	Direct
Western Roundup	Participation	WBNS-TV	
Western Theatre	Swan Cleaners	WLW-C	
What in the World	CBS-TV	WBAP-TV	Direct
What's Cooking	Participating	CBS-TV	Earle Ludgin & Co.
What's My Line	Jules Montenier Stoppette	WOI-TV	Fitzmorris and Miller
What's the Weather	Omar Bakeries	WFIL-TV	Al Paul Lefton Co., Inc.
What's the Weather	Raymond Rosen & Co., Inc.	WKY-TV	
What's Your I.Q.?	Standard Life & Accident Insurance Co.	KECA-TV	M. Weinberg
Whelan's Motion Picture Cavalcade	Vitamin Corp. of America	WFIL-TV	Campbell-Mithun, Inc.
Whistling Wizard	Vitamin Corp. of America	KTLA	Leo Burnett Co., Inc.
Whiz TV Theatre	CBS-TV	WENR-TV	Leo Burnett Co., Inc.
Wild Bill Hickok	R. M. Hollingshead Corp.	WJKB-TV	Leo Burnett Co., Inc.
Wild Bill Hickok	Kellogg Company	WKY-TV	James Reece
Wild Bill Hickok	Kellogg-Cereal	WLW-C	Frederick L. Clinton
Wild West Theatre	Kellogg	WABD	Bernard M. Brooks
Wiley Gene	Allied Music Corp.	WOAI-TV	
Willie Fishers Fun Factory	Superior Feed Mills	WSM-TV	Ralph Jones
Wilson, Glickman & Lee	Arlington Motors	WXYZ-TV	Dancer-Fitzgerald-Sample, Inc.
Winters' Wonderland	Adler Shoes	WBNS-TV	Rex Adv. Agency
Women's Supplement	Wolff & Marx Westinghouse	WOAI-TV	
Woods & Waters	Nu-Maid Margarine	WMLW-TV	
Woody Hayes—Football	P & G Shasta Shampoo	WXYZ-TV	
World Adventure Series	Harvey Mack Pontiac	WBNS-TV	
World News	Philco Dealers	WOAI-TV	Thomas F. Conroy
World of Sports	Earl Bring—Mutual of Omaha	WDSU-TV	Fitzgerald Adv. Agency
World of Yesterday	Ormsby Chevrolet Co.	WXEL	
World Tonight	Jackson Brewing Co.	KSL-TV	
Wrestling	Hudson Dealers	WLW-C	
Wrestling	Deseret News	KTLA	The Edwards Adv. Agency
Wrestling	American Vitamin		
Wrestling	Buick Dealers		

Wrestling	Clinton Clothing	KTLA	Milton Weinberg Adv. Co.
Wrestling	Columbia Breweries	KING-TV	How Ryan & Associates
Wrestling	Falstaff	WDSU-TV	
Wrestling	Falstaff Brewing Co.	WKY-TV	Dancer-Fitzgerald-Sample, Inc.
Wrestling	General Electric Appliances, Inc.	KTLA	Mays & Company
Wrestling	Hazel Bishop & Pin Up	WJBK-TV	
Wrestling	Hudepohl Beer	WLW-C	
Wrestling	Hudson Dealers of Chicago	WENR-TV	Malcolm-Howard
Wrestling	Jerry Lynch Nash Dealer	WJBK-TV	
Wrestling	Maison Blanche	WDSU-TV	
Wrestling	Motorola Dealer	WKZO-TV	
Wrestling	Oertels Brewing Co.	WAVE-TV	Kopmeyer
Wrestling	Philco Dealer	WKZO-TV	
Wrestling	Red Top Brewing Co.	WLW-C	
Wrestling	Regal Amber Brewing Co.	KTLA	Abbott Kimball Co.
Wrestling	University Chevrolet	WTTT	
Wrestling	Walker Motors	WXYZ-TV	Clark & Rickard Adv.
Wrestling From Chicago	C. Schmidt & Sons	WFIL-TV	Al Paul Lefton Co., Inc.
Wrestling From Hollywood	National Premium Beer	WXEL	
Wrestling From Hollywood	The Electric Company	WSM-TV	Thomas F. Conroy
Wrestling Personalities	Bohnet Baking Co.	WOAI-TV	
	Mrs. Bohnett's Bread	WABD	Grey Adv.
Wrestling With Dennis James	Bond Clothes	WABD	Earl Bothwell
Wrestling With Dennis James	Boyle-Midway, Inc.		
	Auto-Brite		

Y

Yankee Baseball Games	P. Ballantine Sons Co.	WABD	J. W. Thompson
Yellow Cab Revue	Ballantine's Beer & Ale	WFIL-TV	Al Paul Lefton Co., Inc.
Yesterday's Newsreel	Yellow Cab Co.	WOAI-TV	Pitluk Advertising Co.
Yesterday's Newsreel	Handy Andy Supermarkets	KMTV	
Yesterday's Newsreel	Miller-Pontiac		
Yesterday's Newsreel	Cars	WSAZ-TV	Direct
Yesterday's Newsreel	Pancake Realty Company	WKY-TV	
Yesterday's Newsreel	Standard-Humpty-Dumpty	WTTT	
Yesterday's Newsweek	Eberle Hardware	ABC-TV	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Skippy Peanut Butter		
	Peanut Butter		

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
You Asked for It	Rosefield Packing Co. Skippy Peanut Butter	DuMont	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Rosefield Packing Co.	WJBK-TV	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Rosefield Packing Co. Skippy Peanut Butter	WOAI-TV	Guild, Bascom & Bonfigli, Inc.
You Asked for It	Skippy Peanut Butter	WSM-TV	Guild, Bascom & Bonfigli, Inc.
Young Mr. Bobbin	General Foods Corp. Jell-O, Corn Starch, Tapioca	NBC-TV	Young & Rubicam Co., Inc.
Your Big Moment	Westinghouse Dealers	KNBH	The Tullis Co.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Your Junior Revue	George's Radio & TV Corp. Radios, TV Sets, and Appliances	WNBW	Robert J. Enders, Inc.
Your National Theatre	National Credit Clothiers	WENR-TV	Charles Temkin
Your Pet Parade	Ralston Purina Co. Ralston Wheat Flakes, Ry-Krisp, Shredded Ralston	ABC-TV	Gardner Agency
Your Show of Shows	Benrus Watch Co. Watches, Clocks	NBC-TV	J. D. Tarcher & Co.
Your Show of Shows	Eversharp, Inc. Pens, Pencils & Razors	NBC-TV	Biow Co.
Your Show of Shows	Lehn & Fink Products Corp. Lysol, Hind's Honey and Almond Cream	NBC-TV	Lennen & Mitchell
Your Show of Shows	Libby, McNeill & Libby Pineapple Juice	NBC-TV	Foote, Cone & Belding
Your Show of Shows	R. J. Reynolds Tobacco Co. NBC-TV	NBC-TV	Wm. Esty Co.
Your Show of Shows	S. O. S. Co. S. O. S. Cleanser	NBC-TV	McCann-Erickson
Your Television Shopper	W. T. Grant Dept. Store	WHEN	
You're On Your Own	Courtly Foods	WABD	Fairfax
Youth On the March	Young People's Church Institutional	ABC-TV	J. M. Camp & Co.
Youth On the March	Young People Church of the Air, Inc.	WFIL-TV	J. M. Camp & Co.
Zoo Parade	Jewel Food Stores	WNBQ	Allied Enterprises
Zoo Parade	Quaker Oats Co. Ken-L Rations	NBC-TV	Ruthrauff & Ryan

COMMERCIAL AM PROGRAMS OF 1951

(NETWORK)

The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1951. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS, and NBC. Abbreviations: PC, Pacific Coast.

A

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Adv. of Ozzie and Harriet	H. J. Heinz Co. 57 Varieties	ABC	Maxon, Inc.
Against the Storm	Philip Morris & Co., Ltd. Cigarettes	ABC	Cecil & Presbrey
A. L. Alexander's Mediation Board	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherton Adv. Agency
A Life in Your Hands	H. J. Heinz & Co. 57 Varieties	ABC	Maxon, Inc.
Aldrich Family	General Foods Corp. Jell-O, Cornstarch	NBC	Young & Rubicam, Inc.
Alex Dreier—This Farming Business	Skelly Oil Co. Petroleum Products	NBC	Henri, Hurst & McDonald
Alias Jane Doe	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Toni Creme Shampoo	CBS	Foote, Cone & Belding
Allen Jackson and the News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam
All-Star Baseball Game	Gillette Safety Razor Co. Razor Blades & Gillette Razors	MBS	Maxon, Inc.
All-Star Football Game	Admiral Corp. Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.
A Memo From Molly	Lucerne Milk Co. Div. of Safety Stores Inc.—All Products	CBS	J. Walter Thompson Co.
American Album of Familiar Music	Sterling Drug Co. Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder	ABC	Dancer, Fitzgerald-Sample, Inc.
American Forum of the Air	American Trucking Assn. Institutional	NBC	Biow Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
American Medical Assn. Presidential Inauguration Ceremonies	American Medical Assn. Institutional	MBS	Campaigns, Inc.
American Radio Warblers	American Bird Products Inc. American 3 Vee Bird Food	MBS	Weston-Barnett Inc.
Amos 'n' Andy	Rexall Drug Co. All Products	CBS	Batten, Barton, Durstine & Osborn, Inc.
Armstrong of the S.B.I.	General Mills, Inc. Wheaties	ABC	Knox Reeves Advertising Agency
Armstrong Theatre of Today	Armstrong Cork Co. Armstrong Quaker Rugs, Linoleum, Floor Coverings	CBS	Batten, Barton, Durstine & Osborn, Inc.
Army-Navy Football Game	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
Arthur Godfrey Show	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Toni Creme Shampoo	CBS	Foote, Cone & Belding Co.
Arthur Godfrey Show	Lever Brothers Co. Kinso	CBS	Ruthrauff & Ryan, Inc.
Arthur Godfrey Show	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Arthur Godfrey Show	National Biscuit Co. All Products	CBS	McCann-Erickson, Inc.
Arthur Godfrey Show	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake Mix, Pie Crust Mix, Hot Roll Mix, Cake Mix	CBS	Leo Burnett, Inc.
Arthur Godfrey	Reid-Murdoch Div. of Consolidated Grocers Corp.—Canned Fruits, Vegetables, Juices, Jams, Fish, etc.	CBS	Weiss & Geller, Inc.
Arthur Godfrey's Talent Scouts	Lever Brothers Co. Thomas J. Lipton, Inc. Div. Lipton's Tea, Soup Mixes, Frostee	CBS	Young & Rubicam
Aunt Jenny	Lever Brothers Co. Spry	CBS	Ruthrauff & Ryan, Inc.
Bab-O-News	B. T. Babbitt Inc. Bab-O & Glim	MBS	Wm. H. Weintraub Co., Inc.
Back to the Bible	Good News Broadcasting Assn. Institutional	ABC	J. M. Camp & Co.
Back to God	Christian Reformed Church Institutional	MBS	Glenn-Jordan-Sotetzel, Inc.

B

Backstage Wife	Procter & Gamble Co. Dreft	NBC	Dancer-Fitzgerald-Sample
Bekins Hollywood Music Hall	Bekins Van & Storage Co. Storage & Moving	CBS	Brooks Advertising Agency
Benson, Bobby	Kraft Foods Co. Caramels, Dinners & Malted Milk	MBS	J. Walter Thompson Co.
Betty Crocker Magazine of the Air	General Mills, Inc. Cold Medal Flour, Soup Ingredients, Cereals	ABC	Dancer-Fitzgerald-Sample, Inc.
Beulah	Procter & Gamble Co. Dreft, Lava, Oxydol, Spic & Span	CBS	Dancer-Fitzgerald-Sample, Inc.
Big Show	Reynolds Metals Co. Aluminum & Aluminum Products	NBC	Buchanan & Co., Inc.
Big Sister	Procter & Gamble Crisco, Ivory Soap, Dreft, Spic & Span	CBS	Compton Advertising, Inc.
Big Story	American Cigarette & Cigar Co. Pail Mall Cigarettes	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Big Town	Lever Brothers Co. Lifebuoy	NBC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Bill Adams—Talk on Gardening	Jackson & Perkins Co. New Patented Roses, Fruits, Perennials	CBS	Huber, Hoge & Sons
Bill Downs	Wildroot Co., Inc. Wildroot Cream, Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Bill Henry & the News	Johns-Manville Corp. Industrial Products	MBS	J. Walter Thompson Co.
Bill Lang—News	Airways Corp. Rose Bushes & Dutch Bulbs	MBS	Dorland, Inc.
Bill Lang—Profiles in the News	Kipling Washington Agency Newsletter	MBS	Leo Burnett Co., Inc.
Bill Lang Show	Greystone Press Books	CBS	Huber, Hoge & Sons
Bing Crosby Show	Liggett & Myers Tobacco Co. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Blatz Reporter	Blatz Brewing Co. Blatz Beer	ABC	Wm. H. Weintraub & Co.
Blue-Gray Football Game	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
Bob Marclay, American Agent	Mars, Inc. Mars, Milky Way, Three Musketeers, Forever Yours	ABC	Leo Burnett Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Bob Bryar & Recorded Music	Airways Corp. Rose Bushes	MBS	Dorland, Inc.
Bob Carred and the News	Ben Hur Products Ben Hur Coffee, Tea, Extracts, Spices & Jell-A-Teen	ABC	Mogge-Privet, Inc.
Bob Hawk Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS	Wm. Esty & Co., Inc.
Bob Hope Show	Liggitt & Myers Tobacco Co. Chesterfield Cigarettes	NBC	Cunningham & Walsh, Inc.
Bobby Benson	American Chicle Co. Dentyne, Beeman's Pepsin & Chiclets Chewing Gum	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Bill Shadel	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuels	CBS	Joseph Katz Co.
Bill Shadel	Animal Foundation, Inc. Hunt Club Dog Food	CBS	Moser & Cotins, Inc.
Bill Shadel	Campana Sales Co. Solitair Cake Makeup, Lotion, DDD, Ayd's Vitamin Candy, Coolies	CBS	Wallace, Ferry, Hanly Co.
Bill Shadel	General Foods Corp. Log Cabin Syrup	CBS	Foote, Cone & Belding Co.
Bill Shadel	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Bill Shadel	Sterling Drug, Inc. Phillips Toothpaste, Haley's M-O	CBS	Dancer-Fitzgerald-Sample, Inc.
Bill Shadel	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Botany Song Shop	Botany Mills, Inc. Botany 500 Men's Suits & Ties	ABC	Silberstein & Goldsmith, Inc.
Break the Bank	Bristol Myers Co. Ipana Toothpaste, Sal Hepatica Trushay, Bufferin, Mum, Vitalis	ABC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	Bristol-Myers Co. Ipana, Trushay, Sal Hepatica	NBC	Doherty, Clifford & Shenfield, Inc.
Break the Bank	Philip Morris & Co., Ltd. Cigarettes	ABC	Cecil & Presbrey, Inc.
Breakfast Club	General Foods Corp. Jello	ABC	Young & Rubicam
Breakfast Club	General Mills, Inc. Kix, Gold Medal Kitchen Tested Flour, Softasilk	ABC	Tatham-Laird, Inc.

Breakfast Club	Philco Corp. Refrigerators, Radios, Home Freezers, Ranges	ABC	Hutchins Advertising Co., Inc.
Breakfast Club	Swift & Co. Meat, Shortening, Edible Dairy Products, Poultry	ABC	J. Walter Thompson Co.
Brighter Day	Procter & Gamble Co. Cheer, Ivory Flakes, Spic & Span	CBS	Compton Advertising, Inc. Young & Rubicam
Broadway Is My Beat	General Motors Corp. Pontiac Motor Division—Pontiac Cars	CBS	MacManus, John & Adams, Inc.
C			
Cal Tinney's On	General Mills, Inc. Cold Medal Kitchen-Tested Flour	ABC	Dancer-Fitzgerald-Sample, Inc.
California Around the World	Bank of America, National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Advertising
Camel Football Scoreboard	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.
Can You Top This?	Mars, Inc. Mars, Milky Way, Three Musketeers, Forever Yours	ABC	Leo Burnett Co., Inc.
Carl Smith	Kellogg Co. Cold Medal Spaghetti & Macaroni	CBS	Leo Burnett Co., Inc.
Carl's Takes You to the Races	Brewing Corp. of America Carl's Red Cap Ale	MBS	Benton & Bowles, Inc.
Carroll Alcott	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Carroll Alcott	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Cavalcade of America	E. I. duPont de Nemours & Co. Automobiles	NBC	Batten, Barton, Durstine & Osborn, Inc.
CBS Football Round-up	General Electric Co. All Products	CBS	Maxon, Inc.
CBS Newsroom—Sunday Desk	Chemicals, Inc. Vano, Household Chemical	CBS	Sidney Garfield & Associates
CBS Newsroom—Sunday Desk	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
CBS Newsroom—Sunday Desk	Nic-L-Silver Battery Co. Auto Batteries	CBS	Anderson-McConnell Adv. Agency

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Cecil Brown—Commentary	State Farm Mutual Auto Insurance Co. Auto Insurance	MBS	Needham, Louis & Brorby, Inc.
Cecil Brown—News	Harrison Products, Inc. Shut-Eye	MBS	Sidney Garfield & Associates
Cedric Adams	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake Mix, Pie Crust Mix, Hot Roll Mix, Cake Mix	CBS	Leo Burnett Co., Inc.
Cedric Foster & the News	Murine Co., Inc. Eye Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc.
Challenge of the 50s—Years of Crises	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Challenge of the 50s—Years of Crises	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Champion Roll Call	Champion Spark Plug Co. Spark Plugs	ABC	MacManus, John & Adams
Charlie McCarthy Show	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Charlie Wild, Private Detective	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Charles Collingwood	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Chemical Engineering Society Dinner	Phillips Petroleum Co. Gasoline & Oil	MBS	Lambert & Feasley, Inc.
Chet Huntley and the News	Glorion Corp. Cosmetics	ABC	Milton Weinberg Adv. Co.
Chet Huntley	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Chet Huntley, News	Lee Pharmal Co. "Shadow Wave" Home Permanent	ABC	Milton Weinberg Co.
Chet Huntley and the News	MJB Co. Coffee, Tree Tea, and Rice	ABC	Batten, Barton, Durstine & Osborn, Inc.
Chet Huntley, News	Sealy Mattress Co. Mattresses	ABC	Alvin Wilder Adv. Co.
Chet Huntley, News	VCA Laboratories Rybutol	ABC	Milton Weinberg Adv. Co.
Chicago Finals of Golden Gloves Bouts	Admiral Corp. Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.

Choralists	Longines-Wittnauer Watch Co., Inc. Wittnauer Watches	CBS	Victor A. Bennett Co.
Christian Science Monitor Views the News	Christian Science Publishing Society Newspaper	ABC	Walton Butterfield Adv.
Christmas Carol With Lionel Barrymore	A. O. Smith Corp. Hot Water Heaters	MBS	Henri, Hurst & McDonald
Christmas in the Air	Bank of America, National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Adv.
Cities Service Band of America	Petroleum Advisers, Inc. Petroleum Products	NBC	Ellington & Co., Inc.
City Hospital	Carter Products, Inc. Arrid, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Club 15 With Bob Crosby	Campbell Soup Co. Campbell Soup	CBS	Ward Wheelock Co.
Clubtime	Club Aluminum Products Co. Aluminum Household Utensils	ABC	Leo Burnett Co., Inc.
Clyde Beatty	Kellogg Co. Rice Krispies	MBS	Leo Burnett Co., Inc.
Contented Hour	Carnation Co. Evaporated Milk	CBS	Erwin, Wasey & Co., Ltd.
Corliss Archer	Electric Companies Adv. Program Program—Institutional	CBS	N. W. Ayer & Son, Inc.
Counterspy	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires, Insecticides	NBC	Young & Rubicam
Curt Massey Time	Miles Labs., Inc. Alka Seltzer & One-A-Day Vitamins	MBS	Geoffrey Wade Advertising
Curt Massey Time With Martha Tilton	Miles Laboratories, Inc. Alka Seltzer, One-A-Day Vitamins	CBS	Geoffrey Wade Advertising

D

Dan Cubberly—News	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Advertising, Inc.
David Amity	Procter & Gamble Camay, Dreft and Oxydol	ABC	Pedlar & Ryan, Inc.
David Lawrence	American Dairy Assoc. Dairy Products	NBC	Campbell-Mithun, Inc.
David Vaile—News	Manhattan Soap Co., Inc. All Products	CBS	Duane Jones Co., Inc.
David Vaile—News	Mennen Co. All Products	CBS	Duane Jones Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
David Vaile—News	Peter Paul, Inc. Candy Bars	CBS	Maxon, Inc.
Defense Attorney	American Chiclé Co. Clarets	ABC	Dancer-Fitzgerald-Sample, Inc.
Dennis Day Show	Colgate-Palmolive-Peet Co. Palmolive Soap	NBC	Ted Bates & Co.
Dial Dave Garroway	Armour & Co. Dial Soap	NBC	Foote, Cone & Belding Co.
Dick Haymes Tune Time	Procter & Gamble Ivory Soap	ABC	Compton Advt., Inc.
Dick Joy—News	Washington Cooperative Farmer's Assn. Lyden Chicken	CBS	Pacific National Adv. Agency
Dr. Christian With Jean Hersholt	Cheshbrough Mig. Co. Consolidated Vaseline Hair Tonic, Lip Ice, Petroleum Jelly	CBS	McCann-Erickson, Inc.
Dr. Paul	Wesson Oil & Snowdrift Sales Co. Wesson Oil & Snowdrift	NBC	Fitzgerald Adv. Agency
Don Hollenbeck	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Don Hollenbeck	Theo. Hamm Brewing Co. Hamm's Beer	CBS	Campbell-Mithun, Inc.
Don Hollenbeck	Household Finance Corp. Personal Loans	CBS	Needham, Louis, Brorby, Inc.
Double Or Nothing	Campbell Soup Co. Campbell Soups, Pork & Beans, Franco-American Spaghetti	NBC	Ward Wheelock Co.
Douglas Edwards—News	Metropolitan Life Insurance Co. Institutional	CBS	Young & Rubicam, Inc.
Dragnet	Liggett & Myers Tobacco Co. Fatima Cigarettes	NBC	Cunningham & Walsh, Inc.
Drew Pearson	Adam Hat Stores Adam Hats	ABC	Wm. H. Weintraub & Co.
Drew Pearson	Carter Products Carter's Pills	ABC	Ted Bates Co.
Dulany Daily Double	John H. Dulany & Son, Inc. Frozen Foods	ABC	Foote, Cone & Belding
East-West Football Game	Motorola, Inc. Radios, TV Sets	MBS	Ruthrauff & Ryan

F

East-West Football Game	Shrine East-West Football Committee	MBS	Direct
Eddie Cantor Show	Philip Morris & Co., Ltd. Philip Morris Cigarettes	NBC	Blow Co.
Edward Arnold, Story Teller	General Mills, Inc. Kix	ABC	Tatham-Laird, Inc.
Edward P. Morgan and the News	American Safety Razor Corp. Silver Star Blades	CBS	McCann-Erickson, Inc.
Edwin C. Hill and the Human Side of the News	Belton Hearing Aid Co. "Belton Mono-Pac" Hearing Aid	CBS	Olian Advertising Co.
Edward R. Murrow and the News	American Oil Co. Amoco Gas, Lubricants, Tires, Batteries, Anti-Freeze, Heating Fuel Oils	CBS	Joseph Katz Co.
Edward R. Murrow and the News	Green Giant Co. Canned Foods	CBS	Leo Burnett Co., Inc.
Edward R. Murrow and the News	Theo. Hamm Brewing Co. Hamm's Beer	CBS	Campbell-Mithun, Inc.
Edward R. Murrow and the News	Household Finance Corp. Personal Loans	CBS	Needham, Louis & Brorby, Inc.
Edward R. Murrow and the News	Pan-Am Southern Corp. Lubricants	CBS	Fitzgerald Adv. Agency
Edward R. Murrow and the News	Planters Nut & Chocolate Co. Planters Peanuts & Peanut Oil	CBS	Raymond R. Morgan Co.
Eric Sevareid and the News	Chamberlain Sales Corp. Chamberlain's Lotion	CBS	Batten, Barton, Durstine & Osborn, Inc.
Ezzard Charles vs. Jersey Joe Walcott	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Fanny Brice—Baby Snooks	Lewis-Howe Co. Tums	NBC	Dancer-Fitzgerald-Sample, Inc.
Fat Man, The	American Chiclo Co. Clorox	ABC	Dancer-Fitzgerald-Sample, Inc.
Father Knows Best	General Foods Corp. Maxwell House Coffee	NBC	Benton & Bowles
Faultless Starch Time	Faultless Starch Co. Starch	NBC	Bruce B. Brewer & Co.
F.B.I. in Peace and War	General Mills, Inc. Bisquick, Wheaties	CBS	Knox Reeves, Adv., Inc.
F.B.I. in Peace and War	Procter & Gamble Co. Lava Soap	CBS	The Blow Co., Inc.

F

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
F. B. I. in Peace and War	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Family Party	Carnation Co.	CBS	Erwin Wasey & Co., Ltd.
Fibber McGee & Molly	Pet Milk Sales Corp. Pet Evaporated Milk	NBC	Gardner Advertising Co.
Flying Feet	Dr. Hiss Shoe Stores Dr. Hiss Shoes	ABC	Hal Stebbins, Inc.
Frances Scully Show, The	Lee Pharmaceutical Co. "Shadow Wave" Home Permanent	ABC	Milton Weinberg Adv. Co.
Frank & Ernest	Dawn Bible Students Assn. Institutional	MBS	Wm. Gleeson & Co.
Frank Edwards—News	American Federation of Labor Institutional	MBS	Furman, Feiner Co., Inc.
Frank Goss—News	American Safety Razor Corp. Silver Star Blades	CBS	McCann-Erickson, Inc.
Frank Goss—News	Chemicals, Inc. Vano, Household Chemical	CBS	Sidney Garfield & Associates
Frank Goss—News	Manhattan Soap Co., Inc. All Products	CBS	Duane Jones Co., Inc.
Frank Goss—News	Mennen Co. All Products	CBS	Duane Jones Co., Inc.
Frank Goss—News	Peter Paul, Inc. Candy Bars	CBS	Maxon, Inc.
Frankie Lane Show	U. S. Army & U. S. Air Force Recruiting Service	CBS	Grant Advertising, Inc.
Front Page Farrell	Whitehall Pharmaceutical Co. Div. of American Home Products Corp.	NBC	John F. Murray Adv. Agency
Fulton Lewis At Home	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherton Adv. Agency & McCreery, Quick & McElroy
Gabriel Heatter	American School Home Study Courses	MBS	Olian Adv. Co.
Gabriel Heatter	Amuro Products Co. Inc. Tooth Powder	MBS	O'Neil, Larson & McMahan
Gabriel Heatter	Beltone Hearing Aid Co. Hearing Aids	MBS	Olian Adv. Co.
Gabriel Heatter	Noxema Chemical Co. Noxema Products	MBS	Sullivan, Stauffer, Colwell & Bayles, Inc.

Gabriel Heatter	Pearson Pharmacal Co. Ennds & Eyegene	MBS	Harry B. Cohen, Adv. Co.
Gabriel Heatter	Personna Blade Co. Razor Blades	MBS	J. D. Tarcher
Gabriel Heatter	Rhodes Pharmacal Co. Indrin	MBS	O'Neil, Larson & McMahon
Gabriel Heatter—News	VCA Labs. Rybutol	MBS	Harry B. Cohen Adv. Co., Inc.
Galen Drake	Economics Laboratory, Inc. Soilax	CBS	Cunningham & Walsh, Inc.
Galen Drake	Sonotone Corp. Sonotone Hearing Aid	CBS	Lloyd, Chester & Dillingham, Inc.
Gangbusters	General Foods Corp. Grape Nuts	CBS	Young & Rubicam
Garden Gate	Ferry-Morse Seed Co. Seeds	CBS	MacManus, John & Adams, Inc.
Gene Autry Show	Wm. Wrigley, Jr. Co. Doublemint Gum	CBS	Ruthrauff & Ryan, Inc.
George Fisher, Hollywood Reporter	La Maur, Inc. Modart Creme Shampoo	CBS	Hilton & Riggio, Inc.
Georgia Crackers	Airways Corp. Dutch Bulbs	MBS	Dorland, Inc.
Get More Out of Life	Wm. H. Wise & Co. Books	CBS	Thwing & Altman, Inc.
Get More Out of Life	Wm. H. Wise & Co. Books	MBS	Thwing & Altman, Inc.
Giant in a Snare	Time, Inc. Time Magazine	CBS	Young & Rubicam
Giants-Dodgers Playoff Games	R. J. Reynolds Tobacco Co. Camel Cigarettes	MBS	Wm. Esty Co.
Gillette Fights	Gillette Safety Razor Co. Gillette Blue Blades Brushless & Lather Creams	ABC	Maxon, Inc.
Gillette Warm-Up Time	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
Gillette Warm-Up Time	Toni Co. Toni Home Permanent & Shampoo	MBS	Foote, Cone & Belding Co.
Give and Take	Cannon Mills, Inc. Cannon Hosiery, Sheets, Towels	CBS	Young & Rubicam
Give and Take	Gillette Safety Razor Co.—Toni Div. Toni Home Permanent, Cream Shampoo	CBS	Foote, Cone & Belding Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Godfrey Digest	Reddi-Wip, Inc. "Reddi-Wip" Cream	CBS	Ruthrauff & Ryan, Inc.
Golden West Trotting	Reynolds Metals Co. Institutional	CBS	Buchanan & Co., Inc.
Grady Cole	General Foods Corp. Calumet	CBS	Foote, Cone & Belding Co.
Grady Cole	Quaker Oats Co. Quaker Corn Meal	CBS	Needham, Louis & Brorby, Inc.
Grand Central Station	Gillette Safety Razor Co.—Toni Div. Palm Home Permanent, White Rain	CBS	Foote, Cone & Belding Co.
Grand Central Station	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake, Pie Crust, Hot Roll and Cake Mix	CBS	Leo Burnett, Inc.
Grand Ole Opry	R. J. Reynolds Tobacco Co. Prince Albert Tobacco	NBC	William Esty Co.
Grand Slam	Sylvania Electric Products, Inc. "Sylvania" Television Sets	CBS	Roy S. Durstine, Inc.
Grantland Rice—Sport News	Sylvania Electric Products, Inc. "Sylvania" Television Sets	CBS	Roy S. Durstine, Inc.
Great Gildersleeve	Kraft Foods Co. Parkay, Velveeta, Kraft DeLuxe Sliced Cheese	NBC	Needham, Louis & Brorby
Greatest Story Ever Told	Goodyear Tire & Rubber Co. Institutional	ABC	Kudner Agency
Griffin Bancroft	Sealy Mattress Co. Mattresses	CBS	Alvin Wilder
Griffin Bancroft	Wildroot Co., Inc. Wildroot Cream Oil, Liquid Cream Shampoo, Hair Tonic	CBS	Batten, Barton, Durstine & Osborn, Inc.
Guiding Light	Procter & Gamble Co. Ivory Flakes, Duz	CBS	Compton Advertising, Inc.
Guy Lombardo Time	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn, Inc.

H

Hal Peary Show	Chrysler Corp. Plymouth Motor Div.—Plymouth Cars	CBS	N. W. Ayer & Son, Inc.
Hal Peary Show	U. S. Army & U. S. Air Force Recruiting Service—Recruiting Services	CBS	Grant Advertising, Inc.
Hallmark Playhouse	Hall Brothers Co. "Hallmark" Greeting Cards	CBS	Foote, Cone & Belding Co.

Halls of Ivy	Joseph Schlitz Brewing Co. Beer	NBC	Young & Rubicam
Hambletonian Stakes	Reynolds Metals Co. Institutional	CBS	Buchanan & Co., Inc.
Harry Babbitt Show	American Home Products Corp. (Whitehall Pharmaceutical Co. Div.) Anacin	CBS	John F. Murray Adv. Agency
Harry Babbitt Show	American Home Products Corp. (Whitehall Pharmaceutical Co. Div.) Anacin	CBS	Duane Jones Co., Inc.
Harry Babbitt Show	S. & W. Fine Foods, Inc. Foods & Coffee	CBS	Foote, Cone & Belding Co.
Headline News	S. C. Johnson & Son, Inc. Waxes & Finishes	MBS	Needham, Louis & Brorby
Headlines in the News	Serutan Co. Serutan, Nutrex, Lemel, Histaline, RDX, Hi-V	ABC	Roy S. Durstine, Inc.
Health Quiz	American Protam Corp. Protam, A Food Supplement	MBS	Dowd, Redfield & Johnstone, Inc.
Heartbeat in the News	Serutan, Inc.	ABC	Roy S. Durstine, Inc.
Hearthstone of the Death Squad	General Motors Corp. Serutan, Nutrex, RDX, Hi-V, Sedagel, Lemel Pontiac Motor Div.—Pontiac Cars	CBS	MacManus, John & Adams, Inc.
Henry J. Taylor	General Motors Cars and Services	ABC	Kudner Agency
High Life Revue	Miller Brewing Co. Beer	ABC	Mathison & Associates, Inc.
Hilltop House	Miles Laboratories, Inc. Alka-Seltzer	CBS	Geoffrey Wade Advertising
Hollywood Gold Cup Handicap	Apple Valley Inn Hotel	CBS	Swafford & Co.
Hollywood Party	The LeBlanc Corp. Hadacol	MBS	Majestic Adv. Agency
Hollywood Star Playhouse	Emerson Drug Co. Bromo-Seltzer	CBS	Batten, Barton, Durstine & Osborn, Inc.
Hollywood Stars on Stage	Ronson Art Metal Works Lighters & Accessories	ABC	Grey Advt. Agency
Hopalong Cassidy	General Foods Corp. Grape Nuts	CBS	Young & Rubicam, Inc.
Horace Heidt Show	Philip Morris & Co., Ltd. Philip Morris Cigarettes	CBS	The Biow Co., Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Hour of Decision	Billy Graham (Evangelistic Assn.) Institutional	ABC	Walter F. Bennett Co.
House Party	Pillsbury Mills, Inc. Pillsbury's Best Flour, Pancake, Pie Crust, Hot Roll, and Cake Mix	CBS	Leo Burnett Co., Inc.
Hudson Coal Miners	Hudson Coal Co. Coal	NBC	Clements Co., Inc.
Human Side of the News, The	Pan American Coffee Bureau Coffee	ABC	Federal Advt. Agency
Human Side of the News, The	Serutan Co. Serrano Nuts, I.D.X., Hi-V, Sdagell, Lomet	ABC	Roy S. Durstine, Inc.
Ice Follies of 1952	Shipstad & Johnson Institutional	MBS	Walter McCreery, Inc.
Inner Sanctum	Mars, Inc. Mars, Milky Way, Tasty Treats, Fruit & Nut Lipstick	ABC	Leo Burnett Co.
Inside News of Hollywood	Hazel Bishop, Inc.	ABC	Raymond Spector Co.
Inside the Doctor's Office	Wafex, Inc. Wafex Reducing Tablets	MBS	Grady & Wagner Co., Inc.
International Finals of Golden Gloves Bouts	Admiral Corp. Radios, TV Sets & Refrigerators	MBS	Erwin, Wasey & Co.
Ira Blue Sports	Lucky Lager Brewing Co. Beer and Ale	ABC	McCann-Erickson, Inc.
It Happens Every Day	Gillette Safety Razor Co. Toys, Discs, From Home Permanent, White Hair	CBS	Foote, Cone & Belding Co.
Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	CBS	Batten, Barton, Durstine & Osborn Inc.
Jack Berch Show	Prudential Insurance Co. of America Insurance	ABC	Calkins & Holden, Carlock, McClinton & Smith
Jack Berch Show	Prudential Insurance Co. of America Insurance	ABC	Calkins & Holden, Carlock, McClinton & Smith
Jacques Fray and His Piano	Book Associates Books	MBS	Huber Hoge & Sons
Jay Stewart Fan Mail	North American Van Lines, Inc. Transportation of Household Goods	CBS	Castor & Associates

Jay Stewart Fan Mail	North American Van Lines Dealers and Services	ABC	Joseph Castor & Associates
Jergens-Woodbury Journal	Andrew Jergens Co. Hand Lotion, Face Cream, Face and Body Powders	ABC	Robert W. Orr & Associates
Joe Emerson's Hymn Time	General Mills, Inc. Red Band Flour	ABC	Knox Reeves Adv.
Joey Maxim vs. Bob Murphy Bout	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
John B. Kennedy	Serutan Co. Scrutan, Nutrex, KDX, H.V., Sedagel, Central	ABC	Roy S. Durstine, Inc.
John Cameron Swayze	Belmont Radio Corp. Raytheon Television Sets	NBC	Henri, Hurst & McDonald
Johnny Dollar	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Joyce Jordan, M.D.	Lever Bros. Surf	ABC	N. W. Ayer & Son
Judy Canova Show	Colgate-Palmolive-Peet Co. Halo Shampoo	NBC	Ted Bates
Julian Bentley	Puritan Co. of America Foods, Food Packers, Importers	CBS	Schwimmer & Scott, Inc.
Just Plain Bill	Whitehall Pharamcal Co. Div. of American Home Products Corp.	NBC	John F. Murray Adv. Agency
Juvenile Jury	General Foods Sales Corp. Games, Dog Food	MBS	Benton & Bowles, Inc.
K			
Kenneth Banghart and the News	American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine & Osborn, Inc.
Kentucky Club, Lineup Time & Football Scoreboard	Mail Pouch Tobacco Co. Kentucky Club Pipe Tobacco	MBS	Chas. W. Hoyt
Kentucky Derby	Gillette Safety Razor Co. Gillette Safety Razors, Blades, Shaving Cream	CBS	Maxon, Inc.
Kid Gavilan vs. Billy Graham	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Kings Row	Colgate-Palmolive-Peet Co. Fab	CBS	Wm. Esty & Co., Inc.
Kings Row	Colgate-Palmolive-Peet Co. Fab	NBC	Wm. Esty & Co., Inc.

L

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Ladies Fair	Sterling Drug, Inc. Bayer Aspirin, Phillips Milk of Magnesia, Dr. Lyons Tooth Powder, Double Dandarine, Energine & Ionized Yeast	MBS	Dancer-Fitzgerald-Sample, Inc.
Lanny Ross	Curtis Circulation Co. Ladies Home Journal	MBS	Batten, Barton, Dursstine & Osborn, Inc.
Larry Lesueur and the News	Procter & Gamble Co. Ivory Bar Soap	CBS	Compton Advertising, Inc.
Larry Lesueur and the News	Richfield Oil Corp. of N. Y. Richfield Gas & Oil	CBS	Morey, Humm & Johnstone, Inc.
Les Griffith and the News	Procter & Gamble Ivory Soap	ABC	Compton Adv.
Les Higbie and the News	American Tobacco Co. Lucky Strike Cigarettes	MBS	Batten, Barton, Dursstine & Osborn, Inc.
Let's Go With Ralph Flanagan	U. S. Army & U. S. Air Force Recruiting	ABC	Grant Adv.
Let's Pretend	Cream of Wheat Corp. Cream of Wheat Cereal	CBS	Batten, Barton, Dursstine & Osborn, Inc.
Life Can Be Beautiful	Procter & Gamble Co. Tide	NBC	Benton & Bowles, Inc.
Life of Riley	Pabst Sales Co. Pabst Blue Ribbon Beer	NBC	Warwick & Legler, Inc.
Life With Luigi	Wm. Wrigley, Jr. Co., Inc. Spearmint Chewing Gum	CBS	Ruthrauff & Ryan, Inc.
Light and Life Hour	Free Methodist Church of North America	ABC	Walter F. Bennett & Co.
Light Crust Dough Boys	Burrus Mill & Elevator Co. Light Crust Flour	MBS	Tracy-Locke Co., Inc.
Live Like a Millionaire	General Mills Bisquick, Grape-Nuts, Wheatena	NBC	Knox Reeves Adv., Inc.
Lone Journey	Lever Bros. Surf Detergent	ABC	N. W. Ayer & Son
Lone Ranger, The	American Bakeries Co. Menta Bread, Cake, Soda Crackers	ABC	Tucker Wayne & Co.
Lone Ranger, The	General Mills, Inc. Cheerios, Cake Mixes	ABC	Dancer-Fitzgerald-Sample, Inc.
Lorenzo Jones	Procter & Gamble Co. Cheer	NBC	Young & Rubicam

Lou Childre	Quaker Oats Co. Quaker Grits, Aunt Jemima, Corn Meal	CBS	Needham, Louis & Brorby, Inc.
Louis-Walker Fight	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Lowell Thomas	Procter & Gamble Co. Ivory Soap	CBS	Compton Advertising Inc.
Lucky U Ranch	Planters Nut & Choc. Co. Planter's Salted Peanuts	ABC	Raymond R. Morgan Co.
Luncheon Club	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Lutheran Hour, The	Lutheran Laymen's League Institutional	ABC	Gotham Adv. Co., Inc.
Lutheran Hour	Lutheran Laymen's League Institutional	MBS	Gotham Adv. Co., Inc.
Lux Radio Theatre	Lever Brothers Co. Lux Toilet Soap, Lux Flakes	CBS	J. Walter Thompson Co.

M

Ma Perkins	Procter & Gamble Co. Oxydol	CBS	Dancer-Fitzgerald-Sample, Inc.
Man Next Door	U. S. Tobacco Co. Copenhagen, Banjo Snuff, Rooster Red Seal Snuff	MBS	Kudner Agency
Man on the Farm	Quaker Oats Co. Mother's Premium Oats & Full-O-Pep Feed	MBS	Sherman & Marquette, Inc.
Maria Webster	Bank of America National & Savings Association Banking Services	CBS	Chas. R. Stuart Adv., Inc.
Mario Lanza Show	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Advertising Co., Inc.
Mario Lanza Show	Coca-Cola Company Coca-Cola	NBC	D'Arcy Advertising Co., Inc.
Mark Trail	Kellogg Co. Cereals, Dog Foods, Spaghetti, Macaroni	ABC	Kenyon & Eckhardt
Mark Trail	Kellogg Co. All Products	MBS	Kenyon & Eckhardt, Inc.
Martin Kane—Private Eye	U. S. Tobacco Co. Old Briar, Model, Tweed & Dill's Best	MBS	Kudner Agency
Martin Kane—Private Eye	United States Tobacco Co. Tobacco & Tobacco Products	NBC	Kudner Agency, Inc.
Mary Lee Taylor	Pet Milk Sales Corp. Pet Milk	NBC	Gardner Advertising Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Meet Frank Sinatra	Bymart, Inc. Tintair	CBS	Cecil & Presbrey, Inc.
Meet Frank Sinatra	Luden's, Inc. Cough Drops, Candy Bars	CBS	J. M. Mathes, Inc.
Meet the Missus	Leslie Sale Co. Salt	CBS	Long Adv. Service
Mel Allen's Popsicle Clubhouse	Joe Lowe Corp. Popsicles & Other Frozen Confection Products	MBS	B'aine-Thompson Co.
Memory Book	Book Associates Books	CBS	Huber Hoge & Sons
Metropolitan Opera	Texas Co. Gasoline and Motor Oils	ABC	Kudner Agency
Mr. and Mrs. Blandings	Trans World Airlines, Inc. Institutional	NBC	Barton, Barton, Durstine & Osborn, Inc.
Mr. and Mrs. North	Colgate-Palmolive-Peet Co. Halo Shampoo, Palmolive Shave Cream	CBS	Snerman & Marquette
Mr. Chameleon	Sterling Drug Inc. Bayer Aspirin, Phillips Milk of Magnesia Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.
Mr. District Attorney	Bristol Myers Sal Hepatica, Vitals, Ipana Toothpaste	ABC	Young & Rubicam, Inc.
Mr. District Attorney	Bristol-Myers Co. Ipana, Trushay, Sal Hepatica	NBC	Young & Rubicam, Inc.
Mr. Keen, Tracer of Lost Persons	American Home Products Corp. (Whitehall Pharmacal Co. Div.) Anacin, Kolynos, Kriptin	CBS	John F. Murray Adv. Agency, Inc.
Mr. Mercury	General Mills, Inc. Cheerios, Cake Mixes	ABC	Knox Reeves Adv.
Modern Romances	Norwich Pharmacal Co. Pepto-Bismol, Unguentine	ABC	Benton & Bowles
Modern Romances	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Monday Morning Headlines	Seeman Bros. Air Wick	ABC	Wm. H. Weintraub & Co.
Music With the Hormel Girls	George A. Hormel Co. Hormel Meat Products	NBC	Batten, Barton, Durstine & Osborn, Inc.
Musical Merry-Go-Round	Radio Corp. of America Radios and Television Sets	NBC	J. Walter Thompson
Mutual Newsreel	Acousticon Div. of Dictograph Products Inc. Hearing Aids	MBS	Atherten Adv. Agency

Mutual Newsreel	Blatz Brewing Co. Blatz Beer	MBS	Wm. H. Weintraub Co., Inc.
Mutual of Omaha Calling	Mutual Benefit Health & Accident Assn. Insurance	MBS	Bozell & Jacobs, Inc.
My Friend Irma	Lever Brothers Co. Pepsodent Toothpaste	CBS	Foote, Cone & Belding Co.
My True Story	Sterling Drug, Inc. Phillips Milk of Magnesia, Bayer Aspirin	ABC	Dancer-Fitzgerald-Sample, Inc.
Mystery Singer	Gillette Safety Razor Co. Toni Div.—Toni Home Permanent, Creme Shampoo	CBS	Foote, Cone & Belding Co.
Mystery Theatre	Sterling Drug, Inc. Bayer Aspirin, Dr. Lyon's Tooth Powder	ABC	Dancer-Fitzgerald-Sample, Inc.

N

National Farm & Home Hour	Allis-Chalmers Mfg. Co. Farm Equipment	NBC	Bert S. Gittins Adv.
News of the World	Miles Laboratories, Inc. Alka-Seltzer	NBC	Geoffrey Wade Adv.
News of Tomorrow	Sterling Drug, Inc. Molle, Bayer Aspirin, Phillips Milk of Magnesia	ABC	Dancer-Fitzgerald-Sample, Inc.
Nick Carter	Cudahy Packing Co. Old Dutch Cleanser	MBS	Grant Advertising, Inc.
Nick Carter	Pontiac Motor Div.—General Motors Corp. Pontiac Autos	MBS	MacManus, John & Adams, Inc.
No School Today	Block Drug Co. Amm-i-dent Tooth Paste & Powder	ABC	Cecil & Presbrey
Nona From Nowhere	B. T. Babbitt, Inc. Bab-O-Clim	CBS	Duane Jones Co., Inc.

O

Old Fashioned Revival Hour	Gospel Broadcasting Assn. Institutional	ABC	R. H. Alber Co.
On the Line With Bob Considine	Mutual Benefit Health & Accident Assn. of Omaha Insurance	NBC	Bozell & Jacobs
One Man's Family	Miles Laboratories, Inc. Bactine, Alka-Seltzer, Tabacin, One-A-Day Vitamins	NBC	Geoffrey Wade Adv.
One Man's Opinion	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Orange Bowl Game	Gillette Safety Razor Co. Gillette Safety Razor, Blades, Shaving Cream	CBS	Maxon, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Our Gal Sunday	American Home Products Corp. (Whitehall Pharnacal Co. Div.) Anacin	CBS	John F. Murray Adv. Agency, Inc.
Our Miss Brooks	Colgate-Palmolive-Peet Co. Colgate Dental Cream Palmolive Shave Cream	CBS	Ted Bates & Co.
Pabst Blue Ribbon Bouts	Pabst Sales Co. Pabst "Blue Ribbon" Beer	CBS	Warwick & Legler, Inc.
Paul Harvey—News	Burton-Dixie Corp. Mattresses & Pillows	ABC	Turner Adv. Agency
Peggy Lee Show	Rexall Drug Co. All Products	CBS	Batten, Barton, Durstine & Osborn, Inc.
People Are Funny	Brown & Williamson Tobacco Co. Raleigh Cigarettes	NBC	Russel M. Seeds Co., Inc.
People Are Funny	Mars, Inc. Mars Candy Bars	CBS	Leo Burnett Co.
People, Places & Things	Acousticon Div. of Dictograph Products, Inc. Hearing Aids	MBS	Atherton Adv. Agency
Pepper Young's Family	Procter & Gamble Camay Soap	NBC	Peldar & Ryan, Inc.
Perry Mason	Procter & Gamble Co. Tide	CBS	Benton & Bowles, Inc.
Phil Harris & Alice Faye	Radio Corp. of America Radios, Television Sets, Phonographs, Records	NBC	J. Walter Thompson Co.
Phil Regan Show	Pepsi-Cola Co. Pepsi-Cola	CBS	The Biow Co., Inc.
Philip Morris Playhouse	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
Philip Morris Playhouse on Broadway	Philip Morris & Co., Ltd. Philip Morris Cigarettes	NBC	The Biow Co., Inc.
Piano Book	Book Associates Books	CBS	Huber Hoge & Sons
Portia Faces Life	General Foods Corp. Corn Starch, Tapioca, Jell-O	NBC	Young & Rubicam, Inc.
Protam Quiz	Protam Corp. Protam	CBS	Dowd, Redfield & Johnstone, Inc.

P

Preakness Stakes	Gillette Safety Razor Co. Gillette Safety Razors, Blades, Shaving Cream		Maxon, Inc.
Pursuit	Sterling Drug Inc. Double Dandarine, Ironized Yeast, Phillips Milk of Magnesia	CBS	Dancer-Fitzgerald-Sample, Inc.
Pursuit	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.

Q

Queen for a Day	Kraft Foods Co. Various Kraft Products	MBS	J. Walter Thompson Co.
Queen for a Day	P. Lorillard Co. Old Gold Cigarettes	MBS	Lennen & Mitchell, Inc.
Quick as a Flash	Block Drug Co. Amm-i-dent Tooth Paste and Powder, Nimpoo	ABC	Cecil & Presbrey
Quiz Kids	Miles Laboratories, Inc. Alka-Seltzer	NBC	Wade Advertising Agency

R

Radio Bible Class	Radio Bible Class Institutional	MBS	Stanley G. Boynton Co.
Ralph Story Show	Bank of America National Trust & Savings Assn. Banking Services	CBS	Chas. R. Stuart Adv.
Rate Your Mate	Wm. Wrigley, Jr. Co. Doublemint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Red Skelton Program	Borg-Warner Corp. Norge Div.—Norge Refrigerators, Washers, Water Heaters, Gas & Electric Ranges & Freezers	CBS	Russel M. Seed Co., Inc.
Red Skelton Program	Packard Motor Car Co. Packard Cars	CBS	Young & Rubicam, Inc.
Red Skelton Program	Procter & Gamble Co. Tide	CBS	Benton & Bowles, Inc.
Refreshment Time With Morton Downey	Coca-Cola Co. Coca-Cola	CBS	D'Arcy Adv. Co., Inc.
Renfro Valley Sunday Morning Gatherin'	General Foods Corp. Post's Cereals, Sure-Jell, Maxwell House Tea, Baker's Coconut	CBS	Benton & Bowles, Inc.
Renfro Valley—Country Store	General Foods Corp. Post's Cereals, Sure-Jell, Maxwell House Tea, Baker's Coconut	CBS	Benton & Bowles, Inc.
Rex Allen Show	Phillips Petroleum Co. "Phillips 66" Gasoline & Motor Oil	CBS	Lambert & Feasley, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Richard Diamond, Private Detective	R. J. Reynolds Camel Cigarettes, Prince Albert Tobacco	ABC	Wm. Esty Co.
Right to Happiness	Procter & Gamble Co. Ivory Soap, Duiz	NBC	Compton Advertising, Inc.
Road of Life	Procter & Gamble Co. Crisco	NBC	Compton Advertising, Inc.
Robert Hurleigh—News	Miller Brewing Co. Miller "High Life" Beer	MBS	Mathison & Associates, Inc.
Robert Montgomery Speaking	Frank H. Lee Co. Lee Hats	ABC	Grey Adv.
Robert Q. Lewis Show	Gillette Safety Razor Co. Toni Div.—Toni Hair Cream, Pomade, Cream Shampoo	CBS	Foote, Cone & Belding Co.
Robert Q. Lewis Show	Lever Brothers Co. Rinso	CBS	Ruthrauff & Ryan, Inc.
Robert Q. Lewis Show	Liggett & Myers Tobacco Co., Inc. Chesterfield Cigarettes	CBS	Cunningham & Walsh, Inc.
Robert Q. Lewis Show	National Biscuit Co. All Products	CBS	McCam-Erickson, Inc.
Robert Q. Lewis Show	Pillsbury Mills, Inc. Pillsbury's Best Flour, Panakes, Pie Crust, Hot Roll & Cake Mix	CBS	Leo Burnett Co., Inc.
Rod & Gun Club of the Air	Pal Blade Co., Inc. Pal Razor Blades	MBS	Al Paul Lefton Co., Inc.
Romance	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff & Co.
Romance of Helen Trent	American Home Products Corp. Whitehall Pharmaceutical Co. Div.	CBS	John F. Murray Adv., Inc.
Romance of Helen Trent	American Home Products Corp. Whitehall Pharmaceutical Co. Div.	CBS	W. Earl Bathwell, Inc.
Romance of Helen Trent	American Home Products Corp. Whitehall Pharmaceutical Co. Div.	CBS	Duane Jones Co., Inc.
Rose Bowl Game	Gillette Safety Razor Co. Gillette Safety Razors, Blades, Shave Cream	CBS	Maxon, Inc.
Rosemary	Procter & Gamble Co. Ivory Snow, Prell	CBS	Benton & Bowles, Inc.
Ross, Lanny	Acousticon Div. of Products, Inc. Hearing Aids	MBS	Atherton Adv. Agency
Roy Rogers	General Foods Corp. Post Cereals	NBC	Benton & Bowles, Inc.

Sammy Kaye Sunday Serenade	Sylvania Electric Products Television Receivers and Radius	ABC	Roy S. Durstine, Inc.
Sanka News Roundup	General Foods Sanka Coffee	ABC	Young & Rubicam, Inc.
Second Mrs. Burton	General Foods Corp. Post's Cereals, Postum, Swans Down Flour, Pectin	CBS	Young & Rubicam, Inc.
Sergeant Preston of the Yukon	Quaker Oat Co. Quaker Puffed Grains and/or Other Products	MBS	Sierman & Marquette, Inc.
Sheriff, The	American Chicle Co. Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Sheriff, The	Pacific Coast Borax Co. Mule Team Borax and Boraxo	ABC	McCann-Erickson, Inc.
Sheriff, The	Procter and Gamble Ivory Soap	ABC	Compton Adv.
Sid Walton Show	Niresk Industries "Baby Blue Eyes" Doll	CBS	Huber Hoge & Sons, Inc.
Sidney Walton	Airways Corp. Dutch Bulbs	MBS	Dorland, Inc.
Sidney Walton—News	Book Associates Books	MBS	Huber Hoge & Sons
Silver Eagle, The	General Mills, Inc. Cheerios, Cake Mixes	ABC	Knox Reeves Adv.
Silver Sports Edition	Nic-L-Silver Battery Co. Auto Batteries	CBS	Anderson-McConnell Adv. Agency
Sing It Again	Carter Products, Inc. Arnid, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Sing It Again	Luden's, Inc. Cough Drops, Candy Bars	CBS	J. M. Mathes, Inc.
Sing It Again	Sterling Drug Inc. Bayer Aspirin, Phillips Milk of Magnesia Tablets	CBS	Dancer-Fitzgerald-Sample, Inc.
Sky King	Derby Foods, Inc. Peter Pan Peanut Butter & Peanut Products	MBS	Needham, Louis, & Brorby, Inc.
Smilin' Ed McConnell and His Buster Brown Gang	Brown Shoe Co. Buster Brown Shoes	NBC	Leo Burnett Co.
Soap Box Derby	General Motors Corp. Chevrolet Motor Div.—Chevrolet Cars	CBS	Campbell-Ewald Co., Inc.
Somerset Maugham Theatre	Bymart, Inc. Timair	CBS	Cecil & Presbrey, Inc.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Somerset Maugham Theatre	Byarmt-Tintair, Inc. Tintair, Lightening Change	NBC	Cecil & Presbrey, Inc.
Songs for Sale	Carter Products, Inc. Arrid, Rise Shave Cream	CBS	Sullivan, Stauffer, Colwell & Bayles, Inc.
Songs for Sale	Chrysler Corp. Plymouth Motor Div.—Plymouth Cars	CBS	N. W. Ayer & Son, Inc.
Space Patrol	Ralston Purina Co. Wheat Chex, Rice Chex, Instant Cereal	ABC	Gardner Adv. Agency
Stars Over Hollywood	Armour & Co. Canned Meats, Sausages, Franks, Dial Soap	CBS	Foote, Cone & Belding Co.
Stars Over Hollywood	Carnation Co. Evaporated Milk	CBS	Erwin Wasey & Co., Ltd.
Stella Dallas	Sterling Drug, Inc. Phillips' Tooth Paste, Bayer Aspirin, Haley's M-O	NBC	Dancer-Fitzgerald-Sample, Inc.
Stop the Music	American Chicle Co. Clorets	ABC	Dancer-Fitzgerald-Sample, Inc.
Stop the Music	P. Lorillard Co. Old Gold Cigarettes	ABC	Lennen & Mitchell, Inc.
Stop the Music	Mars, Inc. Milky Way, Forever Yours, Mars	ABC	Leo Burnett, Inc.
Stop the Music	Procter & Gamble Ivory Soap	ABC	Compton Adv.
Straight Arrow	National Biscuit Co. Nabisco Shredded Wheat	MBS	McCann-Erickson, Inc.
Strange Romance of Evelyn Winters, The	Philip Morris & Co. Cigarettes	ABC	Cecil & Presbrey
Strike It Rich	Colgate-Palmolive-Peet Co. Palmolive Soap, Vel, Colgate Dental Cream, Halo	CBS	Wm. Esty & Co., Inc.
Strike It Rich	Colgate-Palmolive-Peet Co. Vel, Halo, Colgate Dental Cream	NBC	Wm. Esty & Co., Inc.
Sunoco Three Star Extra	Sun Oil Company Oil, Fuel Oil, Sunoco Gas	NBC	Hewitt, Ogilvy, Benson & Mather, Inc.
Suspense	Electric Auto-Lite Co. Spark Plugs, Batteries, Ignition Systems	CBS	Cecil & Presbrey, Inc.
Symphonette	Longines-Wittnauer Watch Co. Longines Watches	CBS	Victor A. Bennett Co.
Talent Scouts With Herb Shriner	Lever Brother Co. Thomas J. Lipton, Inc.—Div. Lipton's Tea, Soup Mixes, Frosting	CBS	Young & Rubicam, Inc.

Talk Back With Happy Felton	American Tobacco Co. Lucky Strike Cigarettes	MBS	Batten, Barton, Durstine & Osborn, Inc.
The Bickersons	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	The Biow Co., Inc.
The Bill Lang Show	Book Associates Books	MBS	Huber Hoge & Sons
The Falcon	Kraft Foods Co. Kraft DeLuxe Slices	NBC	J. Walter Thompson Co.
The Gabby Hayes Show	Quaker Oat Co. Quaker Oats, Mother's Oats and/or Other Products	MBS	Sherman & Marquette, Inc.
The Green Hornet	Orange-Crush Co. Orange-Crush & Old Colony Beverages	MBS	Fitzmorris & Miller Adv.
The Law and You	Book Associates Books	CBS	Huber Hoge & Sons
The Law and You	Book Associates Books	MBS	Huber Hoge & Sons
The Lineup	Chrysler Corp. Plymouth Motor Div.—Plymouth Cars	CBS	N. W. Ayer & Son, Inc.
The Lineup	U. S. Army & U. S. Air Force Recruiting Service—Recruiting Services	CBS	Grant Advertising Inc.
The Lineup	Wm. Wrigley, Jr. Co. Spearmint Chewing Gum	CBS	Arthur Meyerhoff Co.
The Magic of Believing	Book Associates Books	CBS	Huber Hoge & Sons
The Magic of Believing	Book Associates Books	MBS	Huber Hoge & Sons
The Railroad Hour	Association of American Railroads Institutional	NBC	Benton & Bowles
The Red Foley Show	Swift & Company Jewel Shortening & Salad Oil	NBC	J. Walter Thompson Co.
The Roy Rogers Show	Quaker Oats Co. Oatmeal	MBS	Sherman & Marquette, Inc.
The Shadow	U. S. Army & U. S. Air Force Recruiting	MBS	Grant Adv. Agency
The Shadow	Wildroot Co., Inc. Wildroot Toilet Preps, & "Frostilla" Hand Lotion	MBS	Batten, Barton, Durstine & Osborn, Inc.
The \$64 Question	Radio Corporation of America Radio and Television Sets	NBC	Biow Co., Inc.
The Telephone Hour	Bell Telephone System Institutional	NBC	N. W. Ayer & Son

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
The Tide Show Starring Jack Smith, Dinah Shore, Ginny Simms The Whistler	Procter & Gamble Co. Tide Gasoline & Oil	CBS	Benton & Bowles, Inc.
The Woman in My House	Manhattan Soap Co., Inc. Sweetheart Soap	CBS	Barton A. Stebbins Adv. Agency
Theatre Guild on the Air	United States Steel Corp. Institutional	NBC	Schneideler, Beck & Werner
Theatre of Famous Radio Players	Lewis Food Co. Dog & Cat Food Products	NBC	Batten, Barton, Dursline & Osborn, Inc.
This Is Nora Drake	Gillette Safety Razor Co. Tom Day—Tom Home Automator, Groene Shampoo	CBS	Rockett-Lauritzen
This Is Nora Drake	Seeman Brothers, Inc. Air Wick	CBS	Foote, Cone & Belding Co.
This Is Your FBI	Equitable Life Assurance Society of the U. S. Insurance	ABC	Wm H. Weintraub Co., Inc.
This Thing Called Life	Institute of Religious Science Institutional	ABC	Warwick & Legler
This Was 1951	Emerson Drug Co. Prono-Seltzer	ABC	Raymond R. Morgan Co.
Today in Hollywood	General Mills, Inc. Kix	CBS	Batten, Barton, Dursline & Osborn, Inc.
Tom Hanlon's Press Box	Apple Valley Inn Hotel	ABC	Tatham-Laird
Tom Harmon's Sports Taps	Bank of America National Trust & Savings Assn. Banking Services	CBS	Swafford & Co.
Top Guy, The	American Chicle Co. Cherets	ABC	Chas. R. Stuart Advertising
Top of the Week	Bank of America National Trust & Savings Assn. Banking Services	CBS	Dancer-Fitzgerald-Sample, Inc.
Tom Harmon's Pigskin Predictions	Brewing Corp. of America Carling's Ale, Coors Ale, Black Label Beer	CBS	Chas. R. Stuart Advertising
Tom Harmon—Sports	Nic-L-Silver Battery Co. Auto Batteries	CBS	Benton & Bowles, Inc.
Trotting Races, The	Reynolds Metals Co. Institutional	ABC	Anderson-McConnell Adv. Agency
True Detective Mysteries	Williamson Candy Co. Oh Henry Candy Bars	MBS	Buchanan & Co.
Truth or Consequences	Philip Morris & Co., Ltd., Inc. Philip Morris Cigarettes	CBS	Aubrey, Finlay, Marley & Hodgson, Inc. The Biow Co., Inc.

Tums Hollywood Theatre
 Twenty Questions
 Lewis-Howe Co.
 Turns
 Ronson Art Metal Works
 Ronson Lighters & Ronsonol Fuel

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Under Arrest
 Under Arrest
 Acousticon Div. of Dictograph Products Inc.
 Hearing Aids
 Airways Corp.
 Pose Garden
 Atherton Adv. Agency
 Dorland, Inc.

V

Vandeventer and the News
 Vaughn Monroe Show
 Victor Borge
 Victor Borge
 Victor H. Lindlahr
 Visitin' Time
 Voice of Firestone
 Voice of Prophecy, The
 Voice of Prophecy, The
 Capehart-Farnsworth Corp.
 Television Sets
 R. J. Reynolds Tobacco Co.
 Camel Cigarettes
 Kellogg Co.
 Cora's, Spaghetti, Mararoni
 Kellogg Co.
 Gro-Pup & Gold Medal Spaghetti & Macaroni
 Serutan Co.
 Morton Salt Co.
 Morton Salt
 Firestone Tire & Rubber Co.
 Tires & Tubes
 The Voice of Prophecy, Inc.
 Institutional
 Voice of Prophecy, Inc.
 Institutional
 J. M. Mathes, Inc.
 Wm. Esty Co., Inc.
 Kenyon & Eckhardt
 Kenyon & Eckhardt, Inc.
 Leo Burnett Co.
 Roy S. Durstine, Inc.
 Kalu-Van Pieteron-Dunlap Associates, Inc.
 Sweeney & James Co.
 Western Adv. Agency
 Western Advertising, Inc.

W

Waiter Winchell
 War Front, Home Front
 We Love and Learn
 Welcome Travelers
 Warner-Hudnut, Inc.
 Richard Hudnut Products
 Acousticon Div. of Dictograph Products, Inc.
 Hearing Aids
 Manhattan Soap Co., Inc.
 Sweetheart Soap
 Procter & Gamble Co.
 Lava, Spic & Span, Joy, Prett
 Kenyon & Eckhardt
 Atherton Adv. Agency
 Duane Jones Co., Inc.
 Biow Co.

PROGRAM	ADVERTISER AND PRODUCT	NETWORK	ADVERTISING AGENCY
Wendy Warren and the News	General Foods Corp. Maxwell House Coffee, Instant Coffee	CBS	Benton & Bowles, Inc.
When a Girl Marries	General Foods Instant Maxwell House Coffee	ABC	Benton & Bowles, Inc.
When a Girl Marries	General Foods Corp. Calumet, Regular Swansdown	NBC	Benton & Bowles, Inc.
Wild Bill Hickok	Kellogg Co. All Products	MBS	Leo Burnett Co., Inc.
Wildroot Sports Summary	Wildroot Co., Inc. Wildroot Cream Oil Hair Tonic	MBS	Batten, Barton, Durstine & Osborne, Inc.
Will Rogers	American Chiclo Co. Dentifrice, Chiclets and Beardman's Cream	ABC	Sullivan, Stauffer, Colwell & Bayles, Inc.
Wisner's Wildroot Scoreboard	Wildroot Co. Wildroot Hair Preparation	ABC	Batten, Barton, Durstine & Osborne, Inc.
Witness Time	American Soul Clinic Institutional	ABC	J. M. Camp & Co.
World News Roundup	Greystone Press Books	CBS	Huber Hoge & Sons
World Series of 1951	Gillette Safety Razor Co. Razors & Blades	MBS	Maxon, Inc.
World Today	Seaman Brothers, Inc. Air Wick	CBS	Wm. H. Weintraub & Co., Inc.

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You Bet Your Life	De Soto-Plymouth Dealers Automobiles	NBC	Batten, Barton, Durstine & Osborn, Inc.
Young Dr. Malone	Procter & Gamble Co. Crisco Joy	CBS	Compton Advertising, Inc.
Young Widder Brown	Sterling Drug Inc. Bayer Aspirin, Dr. Lyon's Tooth Powder	NBC	Dancer-Fitzgerald-Sample, Inc.
Your Hit Parade	American Tobacco Co. Lucky Strike Cigarettes	NBC	Batten, Barton, Durstine & Osborn, Inc.
Your Home Beautiful	Benjamin Moore & Co. Paints & Varnish	MBS	St. Georges & Keyes, Inc.
Your Legal Adviser	Book Associates Books	MBS	Huber Hoge & Sons

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Zeke Manners	Western Stove Co. Western Holly Gas Ranges	ABC	Brooks Adv. Agency
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