



The BIGGEST

KITCHEN IN CENTRAL NEW YORK

WHEN
SYRACUSE

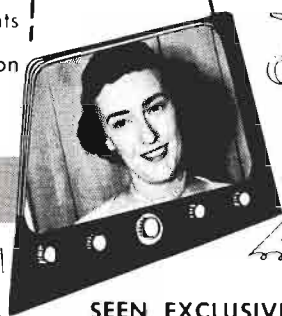
KAY'S KITCHEN

HAS TO BE BIG TO HOLD ALL ITS
FRIENDS

Thousands of her friends gather each morning in Kay's Kitchen to visit with her, and join in 15 minutes of recipes, household hints and old-fashioned philosophy. A spot on Kay's Kitchen means a product sold!

REACHING OVER 225 COMMUNITIES

- | | |
|-----------------------|----------------------|
| Broome County (6) | Ontario County (10) |
| Cayuga County (14) | Oswego County (22) |
| Chenango County (6) | St. Lawrence Co. (4) |
| Cortland County (6) | Schuyler County (6) |
| Delaware County (4) | Seneca County (7) |
| Jefferson County (18) | Steuben County (6) |
| Lewis County (5) | Tioga County (3) |
| Madison County (16) | Tompkins County (5) |
| Monroe County (6) | Wayne County (11) |
| Oneida County (33) | Yates County (5) |
| Onondaga Co. (34) | |



SEEN EXCLUSIVELY OVER

WHEN TELEVISION

SYRACUSE, N. Y.
A MEREDITH STATION

Asst. Station Manager.....R. W. Welpott
 Production Supervisor.....Merl Galusha
 Dir. of Prom. & Pub.....George L. Peck
 Chief Engineer.....Willard J. Purcell

W H E N

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8 VHF.....AP: 24.062 Kw.
 VP: 48.125 Kw.

Owned-Oper. By Meredith Syracuse TV Corp.
 Address.....101 Court St.
 Phone Number.....3-1126
 Air Time.....102 hours weekly
 News Service.....UP
 Representative.....Katz
 Membership.....NARTB
 President.....E. T. Meredith, Jr.
 V.P., Gen. Mgr.....Paul Adanti
 Commercial Mgr.....W. H. Bell
 Promotion Director.....Robert G. Peel
 Program Director.....Gordon J. Alderman
 TV Dir.....Payson Hall
 Chief Engineer.....H. E. Crow

(See Page 901)

W S Y R - T V

SYRACUSE—1950—NBC

Channel: 5 VHF...AP: 12.8 Kw...VP: 26.0 Kw.
 Owned-Oper. By...Central N. Y. Bcstg. Corp.
 Business Address.....224 Harrison St.
 Phone Number.....3-7111
 Air Time.....12 hours daily
 News. Affil...Post & Standard. Herald-Journal
 News Service.....UP
 Representative...Headley-Reed, Kettell-Carter
 Membership.....NARTB, BAB
 President.....H. C. Wilder
 Pres., Gen. Mgr.....E. R. Vadeboncoeur
 Dir. of Sales.....W. R. Alford, Jr.
 Prog. Dir., Film Mgr.....William V. Rothrum
 Prom., Pub. Director.....Caley Augustine
 Dir. of News & Spec. Events....Fred Hillegas
 Production Manager.....James McDonald
 Chief Engineer.....A. B. Isle
 Consulting Engineer. Craven, Lohnes & Culver

W K T V

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13 VHF...AP: 12.5 Kw...VP: 25 Kw.
 Owned-Oper. By...Copper City Bcstg. Corp.
 Business Address.....P. O. Box 386
 Phone Number.....3-0404
 Air Time.....17 hours daily
 News Service.....UP
 Representative.....Donald Cooke, Inc.
 President.....Myron J. Kallet
 General Manager.....Michael C. Fusco
 Commercial Mgr.....John J. MacDavitt
 Program Director.....Jack Fredericks
 Promotion Director.....Martin Kovacs
 Prod. Mgr., Dir. News &
 Spec. Events.....Edwin Whittaker

Film Director.....Joseph Casaletta
 Chief Engineer.....DeForest T. Layton, Jr.
 Consulting Engineer.....George P. Adair

NORTH CAROLINA W I S E - T V

ASHEVILLE—1953—NBC

Channel: 62.....AP: 13 Kw.....VP: 23 Kw.
 Owned-Operated By.....WISE, Inc.
 Address.....89 College St.
 Representative.....Bolling
 Consulting Engineer.....George C. Davis

W B T V

**CHARLOTTE—1949
ABC-CBS-NBC-DuM**

Channel: 3VHF...AP: 8.2 Kw...VP: 16.3 Kw.
 Owned-Oper. By...Jefferson Standard Bcstg. Co.
 Business-Studio Address.....Wilder Bldg.
 Phone Number.....3-8833
 Air Time.....14 hours daily
 News Service.....UP, AP
 Representative.....TV Spot Sales
 Membership.....NARTB
 President.....Joseph M. Bryan
 General Manager...Charles H. Crutchfield
 Operations Director.....Ken Tredwell
 Station Manager.....Charles E. Bell
 Commercial Manager...Wallace J. Jorgenson
 Promotion Director.....J. R. Covington
 Dir. of News & Spec. Events.....J. Knell
 Production Manager.....Sam Zurich
 Publicity Director.....Nelson Benton
 Film Manager.....Lacy Sellars
 Director of Remotes.....T. G. Callahan
 Chief Engineer.....M. J. Minor
 Program Dir.....William Quinn
 Consulting Engineer.....A. D. Ring

W F M Y - T V

GREENSBORO—1948

Channel: 2 VHF...AP: 8.4 Kw...VP: 16.72 Kw.
 Owned-Operated By...Greensboro News Co.
 Address.....212 N. Davie St.
 Phone Number.....4-0114
 Air Time.....14½ hours daily
 News Service.....UP
 News. Affil.....News, Record
 Representative. Harrington, Righter & Parsons
 Membership.....NARTB
 President.....E. B. Jeffress
 Gen., Sta. Manager.....Gaines Kelley
 Commercial Manager.....Virgil V. Evans
 Program Director.....Gomer R. Lesch
 Promotion Director.....A. C. Stringer, Jr.
 Film Manager.....Daniel W. Shields
 Chief Engineer.....William E. Neill
 Consulting Engineer.....Craven, Lohnes, &
 Culver

OHIO
WCPO-TV

CINCINNATI—1949—ABC-DuM-CBS
Channel: 7 VHF...AP: 24 Kw...VP: 12 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Business Address.....2345 Symmes St.
Phone Number.....Capital 0777
Air Time.....17½ hours daily
News Service.....UP
News. Affil.....The Post
Representative.....The Branham Co.
Membership.....NARTB
President.....Jack R. Howard
V.P., Gen. Mgr.....M. C. Watters
Station Manager.....Harry LeBrun
Program Director.....Ed Weston
Promotion Director.....Phil Haynes
Production Manager.....Jim McGuire
Publicity Director.....Phil Haynes
Flim Manager.....Sid Barger
Dir. of News & Spec. Events.....Bob Otto
Director of Remotes.....M. Bowden
Chief Engineer.....Paul Adams

WKRC-TV
CINCINNATI—1949—CBS

Channel: 12 VHF...AP: 125 Kw...VP: 250 Kw.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business Address.....Times-Star Bldg.
Phone Number.....Garfield 1331
Air Time.....17½ hours daily
News Service.....AP
Newspaper Affiliation.....Times-Star
Representative.....The Katz Agency, Inc.
Membership.....NARTB
Exec. Vice-Pres.....Hubert Taft, Jr.
General Manager.....U. A. Latham
Asst. Gen. Mgr.....Don L. Chapin
Prom. Mgr., Pub. Dir.....Fred Thomas
Nat'l Sales Mgr.....Kenneth Church
Promotion Director.....Lila Lambert
Director of News.....George Palmer
Production Manager.....Bob Huber
Film Co-ordinator.....Barry Hersh
Comm., Prod. Mgr.....Paul Wagner
Chief Engineer.....George A. Wilson

WLW-TV
CINCINNATI—1948—NBC

Channel: 5 VHF...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
Program Director.....Lin Mason

Sales Manager.....John H. Bone
Gen. Sales Mgr.....David E. Patridge
Dir. of Promotion.....James E. Allen
Chief Engineer.....Howard Lepple
Consulting Engineer.....Weidon & Carr

WEWS
CLEVELAND—1947—CBS

Channel: 5 VHF...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
Air Time.....15 hours daily
News Service.....UP
Newspaper Affiliation.....The Press
Representative.....Branham
President.....Jack R. Howard
General Manager.....James C. Hanrahan
Station Director.....J. Harrison Hartley
Advertising Manager.....Floyd E. Weidman
Dir. of News & Spec. Events.....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
Air Time.....91½ hours weekly
News Service.....AP, UP
Representative.....NBC Spot Sales
Membership.....NARTB
President (NBC).....Frank White
General Manager.....Hamilton Shea
Dir. of Sales.....Charles Phillips
Program Manager.....Norman Cloutier
Dir. of News & Spec. Events.....Edward R.
Wallace
Promotion Director.....Clement G. Scerback
Dir. of Pgm. Op.....Carl Freeborn
Film Director.....Albert L. Odeal
Engineer-in-Charge.....S. E. Leonard
Oper. Sup.....William A. Howard
(See Page 904)

WXEL
CLEVELAND—1949
ABC-CBS-DuM

Channel: 9 VHF...AP: 13.0 Kw...VP: 25.6 Kw.
Owned-Oper. By.....Empire Coil Co., Inc.
Address.....1630 Euclid Ave.
Phone Number.....Tower 1-8989
Air Time.....15 hours daily
News Service.....UP, AP, INS
Representative.....Katz
Membership.....NARTB
President.....Herbert Mayer



Who

is NUMBER ONE IN CLEVELAND?

A **GOOD** question and a
fair question.

*Here's your television
answer . . .*

1

WNBK Cleveland delivers a larger audience from 7 a. m. to 1 a. m. throughout the week than any other television station, local newspaper or national magazine.

2

WNBK Cleveland, *Your Community Station*, offers the greatest number of preferred local programs. WNBK viewers are not "switch happy" . . . they stay on Channel 4.

3

WNBK increases the value of your advertising dollar through the services of a complete Advertising, Promotion and Merchandising Department.

**Always Buy WNBK CHANNEL
4**

**when looking for results
in the Cleveland-Northern Ohio market**

Sta., Gen. Mgr. Franklin C. Snyder
 Publicity Director Barbara Snyder
 Asst. Comm. Mgr. R. C. Wright
 Program Director Harry Black
 Dir. of News Robert Rowley
 Film Director Sidney Nadler
 Director of Remotes Clap Dopp
 Chief Engineer H. A. Brinkman
 Consulting Engineer Benjamin Adler

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 3538
 Air Time 15½ hrs. daily
 Newspaper Affiliation . . . Columbus Dispatch
 News Service AP
 Station Representative Blair
 Membership NARTB
 Dir. of Television Richard A. Borel
 Pgm., Film Director Jerome R. Reeves
 Sales Director Robert D. Thomas
 Promotion Director Barbara Haddox
 Dir. News & Spe. Events Chester S. Long
 Production Dir. John Haldi
 Public Serv. Dir. Charles S. Cady
 Merchandising Dir. Morton Sherman
 Chief Engineer Lester H. Natzger
 Consulting Engineer Jansky & Bailey

WLW-C

COLUMBUS—1949—NBC

Channel: 3 VHF . . . AP: 7.6 Kw. . . VP: 15.2 Kw.
 Owned-Operated By Crosley Bcstg. Corp.
 Business Address 3165 Olentangy River Rd.
 Phone Number Jefferson 5441
 Air Time 18 hours daily
 News Service UP
 President Robert E. Dunville
 Gen., Sta. Mgr. James Leonard
 Commercial Mgr. C. George Henderson
 Program Director Gene Ragle
 Promotion Director Juanita Wilcox
 Dir. of News & Spec. Events Bill Hindman
 Production Manager Walter S. Jacobs
 Publicity Director Juanita Wilcox
 Film Manager Nicholas Luppino
 Director of Remotes Walter Jacobs
 Chief Engineer Charles Sloan

WTVN

COLUMBUS—1949—ABC-DuM

Channel: 6 VHF . . . AP: 10.0 Kw. . . CP: 19.8 Kw.
 Owned-Oper. By Picture Waves, Inc.
 Address 753 Harmon Ave.
 Phone Number Fletcher 4361
 Air Time 13 hours daily

News Service AP
 Representative Headley-Reed
 Membership NARTB
 President Edward Lamb
 General Manager Frank Oswald
 Commercial Manager J. W. McGough
 Prog. Dir., Film Mgr. Warren Warner
 Prom., Pub. Dir. Ruth Sherman
 Dir. of News & Spec. Events D. Nichols
 Chief Engineer Joseph Gill
 Consulting Engineer MacIntosh & Ingalls

WHIO-TV

DAYTON—1949—ABC-CBS-DuM

Channel: 13 AP: 13 Kw. VP: 24 Kw.
 Owned-Oper. By Miami Valley Bcstg. Corp.
 Business Address 45 S. Ludlow St.
 Phone Number ADams 2261
 Air Time 125 hours weekly
 News Service UP, Movietone
 President James M. Cox, Jr.
 Managing Director J. Leonard Reinsch
 General Manager Robert H. Moody
 Commercial Manager Harvey R. Young, Jr.
 Pgm., Film Dir. Don R. Lyons
 Dir. TV Op. Jack L. Hodgkinson
 Chief Engineer Ernest L. Adams
 Dir. News & Spec. Events Don Wayne

WLW-D

DAYTON—1949—NBC

Channel: 2 VHF . . . AP: 8 Kw. VP: 16 Kw.
 Owned-Oper. By Crosley Bcstg. Corp.
 Business-Studio Address 4595 S. Dixie Hwy.
 Phone Number Walnut 2101
 Air Time 17½ hours daily
 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 Eells
 Prom. Pub. Dir. Dorothy A. Sanders
 Dir. of News & Spec. Events Omar Williams
 Film Manager Ken Sanders
 Production Manager Robert Head
 Chief Engineer Lester Sturgill

WSPD-TV

TOLEDO—1948—ABC-CBS-NBC-DuM

Channel: 13 VHF . . . AP: 14.4 Kw. . . VP: 27.4 Kw.
 Owned-Oper. By Storer Bdcstg. Co.
 Business-Studio Address 136 Huron St.
 Phone Number ADams 3175
 Transmitter Location 26 Superior St.
 Air Time 100 hours weekly
 News Service AP, INS, UP
 Representative Katz
 Membership TBA, NARTB, BAB

President.....George B. Storer
 Commercial Manager.....W. F. Shannon
 Gen., Sta. Mgr.....Allen L. Haid
 Program Director.....Les Dana
 Promotion-Publicity Dir.....Rick Gourley
 Dir. of News & Spe. Events.....James Uebelhart
 Production Manager.....Al Ruehfel
 Film Director.....Elaine Phillips
 Chief Engineer.....William Stringfellow
 Consulting Engineer.....Glenn Boundy

WFMJ-TV

YOUNGSTOWN—1952—NBC

Channel: 73 UHF. AP: 89 Kw. VP: 175 Kw.
 Owned-Operated By.....Vindicator Printing Co.
 Address.....101 W. Boardman Street
 Phone Number.....3-4121
 Newspaper Affil.....The Youngstown Vindicator
 News Service.....AP, UP
 Representative.....Headley Reed
 Membership.....NARTB
 President.....W. O. Brown
 V. P., Gen. Mgr.....William F. Maag, Jr.
 Comm. Mgr., Prom. Publ. Dir.
 Leonard E. Nasman
 Program Director.....Ronald Richards
 Production Manager.....Peter J. Frommert
 Film Manager.....David Davies
 Chief Engineer.....Frank A. Dieringer

WKBN-TV

YOUNGSTOWN—1953—ABC-CBS
 DuM

Channel: 27 UHF. AP: 95 Kw. VP: 160 Kw.
 Owned-Operated By.....WKBN Bcstg. Co.
 Address.....17 N. Champion St.
 Representative.....Raymer
 General Manager.....J. L. Bowden
 Consulting Engineer.....Millard M. Garrison

OKLAHOMA KSWO

LAWTON—1953

Channel: 7 VHF. AP: 5 Kw. VP: 10 Kw.
 Owned-Operated By.....Oklahoma Quality Bcstg. Co.
 Address.....P. O. Box 699
 Representative.....Everett-McKinney

WKY-TV

OKLAHOMA CITY—1949
 ABC-CBS-NBC-DuM

Channel: 4 VHF. AP: 8.5 Kw. VP: 16.9 Kw.
 Owned-Oper. By.....WKY Radiophone Co.
 Studio Address.....500 E. Britton Rd.
 Phone Number.....TRinity 8-2161
 Air Time.....17½ hours daily

News Service.....AP, UP
 News. Affil.....Oklahoman, Times
 Representative.....Katz
 Membership.....NARTB
 President.....E. K. Gaylord
 Manager.....P. A. Sugg
 Asst. Manager.....Hoyt Andres
 Program Director.....Robert Olson
 Promotion Director.....Ray Scales
 Dir. of News & Spec. Events.....Grant Foster
 Production Manager.....Robert Doty
 Adm. Assistant.....Eugene B. Dodson
 Film Director.....Kieth Mathers
 Chief Engineer.....H. J. Lovell
 Consulting Engineer.....A. D. Ring Co.

KOTV

TULSA—1949
 ABC-CBS-NBC

Channel: 6. AP: 8.5 Kw. VP: 16.6 Kw.
 Owned-Oper. By.....Wrather-Alvarez, Inc.
 Business Address.....302 S. Frankfort St.
 Phone Number.....2-9233
 Air Time.....126 hours weekly
 News Service.....UP
 Station Representative.....Petry
 Membership.....NARTB
 President.....Jack D. Wrather, Jr.
 Gen., Sta. Manager.....Maria Helen Alvarez
 Commercial Manager.....John B. Hill
 Program Director.....Don Thompson
 Promotion Dir.....Robert Freeland
 Film Director.....Glenn White
 News Director.....Cy Tuma
 Chief Engineer.....George Jacobs

OREGON KPTV

PORTLAND—1952—ABC-CBS-DuM
 NBC

Channel: 27 UHF. AP: 44 Kw. VP: 88 Kw.
 Address.....Portland
 Owned-Operated By.....Empire Coil Co.
 Representative.....NBC Spot Sales
 Station Manager.....Herb Mayer
 Program Manager.....Frank Opra
 Consulting Engineer.....Adler Comm. Lab.

PENNSYLVANIA WFBG-TV

ALTOONA—1953—NBC

Channel: 10 VHF. AP: 160 Kw. VP: 316 Kw.
 Owned-Operated By.....The Gable Co.
 Address.....1320 Eleventh Ave.
 Representative.....H-R Reps
 Gen., Sales, Prom. Mgr.....Jack Snyder
 Consulting Engineers.....Craven, Lohnes & Culver

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12 AP: 15 Kw: VP: 30 Kw.
 Owned-Oper. By: Dispatch Incorporated
 Bus.-Trans. Address: 3514 State St.
 Phone Number: 4-6371
 Air Time: 120 hours weekly
 News Service: AP
 Representative: Headley-Reed
 President: Edward Lamb
 Vice President: Paul Albracht
 General Manager: Ben McLaughlin
 Program Director: Dan Lick
 Film Director: John W. Cook
 Comm. Mgr.: Don Boyce
 Prom. Dir.: Jack Schumacher
 Chief Engineer: Michael Csop

WJAC-TV

JOHNSTOWN—1949
 ABC-CBS-NBC-DuM

Channel: 6 VHF AP: 35 Kw VP: 70 Kw.
 Owned-Operated By: WJAC, Inc.
 Business Address: 329 Main St.
 Phone Number: 9-1965
 Air Time: 14½ hours daily
 Newspaper Affiliation: The Johnstown Tribune
 News Service: UP
 Representative: Katz
 Membership: NARTB
 President: Walter W. Krebs
 Gen., Sta. Mgr.: Alvin D. Schrott
 Sales Manager: John H. Hepburn
 Prog. Dir., Film Mgr.: Frank P. Cummins
 Chief Engineer: Theodore Campbell
 Consulting Engineer: McNary

WGAL-TV

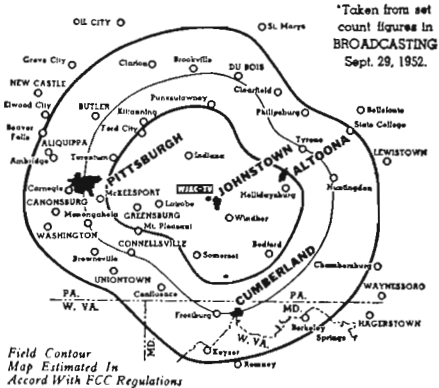
LANCASTER—1949
 ABC-CBS-NBC-DuM

Channel: 8 VHF AP: 7.2 Kw VP: 3.6 Kw.
 Owned-Operated By: WGAL, Inc.
 Business-Transmitter Address: 24 S. Queen St.
 Phone Number: 5246
 Studio Address: 24 S. Queen St.
 Air Time: 116 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 Rodenhauer
 Technical Director: J. E. Mathiat

... the biggest buy in Television!

4 Big Markets Covered by One Station!

... 8th Largest TV Market In The United States*



★ POPULATION - 3,503,200
 ★ 1951 RETAIL SALES - \$3,377,035,000

Metropolitan coverage . . . but not metropolitan rates. Here's a big chance for covering all of Southwestern Pennsylvania with one television station. Study this map . . . make inquiries in the market . . . in the end you'll turn for best coverage to —

WJAC-TV
CHANNEL 6 • 70 KW VISUAL 35 KW AURAL

Represented by THE KATZ AGENCY, Inc.

Serving Millions From Atop the Alleghenies

DuMont's
Great Station in a Great Market

W D T V



The Finest
Entertainment from
Four Networks

Serving an Area
With More Than
550,000 TV Sets

Keeping in Step
With Pittsburgh's
Fabulous Progress

For

BEST SHOWS --- and --- BEST RESULTS

It's

DuMont **W D T V** Channel 2

Pittsburgh's *first* Television Station

Harold C. Lund, Gen. Mgr. - C. of C. Building - Pittsburgh 30, Pa.

WCAU-TV

PHILADELPHIA—1947—CBS

Channel: 10 VHF... AP: 14 Kw... VP: 25 Kw.
 Owned-Operated By.....WCAU, Inc.
 Address.....City Ave. & Monument Ave.
 Phone Number.....GR 7-8300
 Air Time.....16 hours daily
 Newspaper Affiliation..The Evening Bulletin
 News Service.....AP, UP
 Representative.....CBS TV Spot Sales
 Pres., Gen. Mgr.....Donald W. Thornburgh
 V.P., Asst. Gen. Mgr.....Joseph L. Tinney
 V.P. & TV Director.....Charles Vanda
 Commercial Manager.....Robt. McGredy
 Program Director.....John McClay
 V.P. & Prom. & Pub. Dir.....Robert N. Pryor
 Dir. News & Spec. Events.....Charles Shaw
 Production Manager.....Richard Schlegle
 V.P. & Technical Director.....John G. Leitch

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3... AP: 8.0 Kw... VP: 16.0 Kw.
 Owned-Oper. By..Tele. Bcstg. Div. of Philco.
 Corp.
 Business Address.....1600 Architects Bldg.
 Phone Number.....LOcust 4-5500
 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

WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6 VHF... 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
 Air Time.....16 hours daily
 Newspaper Affiliation.....The Philadelphia
 Inquirer
 News Service.....UP
 Station Representative.....Katz
 Membership..TBA, NARTB, TV Assn. of Phila.
 General Manager.....Robert W. Clipp
 Comm. Mgr.....Kenneth W. Stowman
 Program Director.....Jack Steck
 Promotion Dir.....Joe Zimmerman
 Dir. of News & Spec. Events..Charles Harrison
 Production Mgr.....Edmund Rogers
 Publicity Dir.....John J. Hyland
 Film Director.....Walter Tillman
 Chief Engineer.....Henry Rhea

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
 Air Time.....155 hours weekly
 News Service.....UP
 Representative.....DuMont Network
 Membership.....NARTB
 President.....Dr. Allen B. Du Mont
 Gen. Mgr.....Harold C. Lund
 Sales Dir.....George Baren Bregge
 Publ. Dir.....Dick Fortune
 Operations Mgr.....Don Menard
 Film Manager.....Richard Dreyfuss
 Chief Engineer.....Raymond Rodgers

WHUM-TV

READING—1953

Channel: 61 UHF... AP: 135 Kw... VP: 260 Kw.
 Owned-Oper. By.....Eastern Radio Corp.
 Address.....Skyline Drive
 Phone Number.....4-4805
 Air Time.....Unlimited
 News Service.....INS
 Representative.....H R Television, Inc.
 Pres., Gen. Mgr.....Humboldt J. Greig
 Vice President.....Richard G. Fichthorn
 Operations.....Jack Schuler
 Natl. Sales Mgr.....Robert W. Reuschle
 Program Director.....Alan Lane
 Promotion Director.....Arthur Heim
 Dir. of News & Spec. Events...John Deegan
 Dir. of Rem., Prod. Mgr.....James A. Ketcham
 Publicity Director.....James D. Lindemuth
 Film Manager.....Louis De Luca
 Chief Engineer.....Joseph E. McCormack
 (See Page 910)

WBRE-TV

WILKES-BARRE—1953—NBC

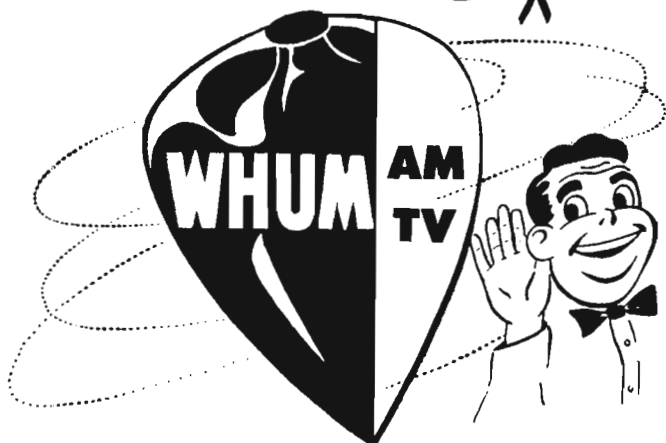
Channel: 29 UHF... AP: 500 Kw... VP: 1000 Kw.
 Owned-Operated By.....Louis G. Baltimore
 Address.....62 S. Franklin St.
 Representative.....Headley-Reed
 General Manager.....L. G. Baltimore
 Program Director.....F. D. Coslett
 Sales Manager.....A. C. Baltimore
 Consulting Engineer.....Millard M. Garrison

WSBA-TV

YORK—1953—AEC

Channel: 43 UHF... AP: 86 Kw... VP: 170 Kw.
 Owned-Operated By..Susquehanna Bcstg. Co.
 Address.....53 N. Duke St.

We've Got Reading **WHUM**ming!



In One of the Nation's Top Markets

WHUM-AM

- Serving the Pennsylvania Dutch Country.
- WHUM is the most listened to station in the Reading Metropolitan Area.
- The WHUM audience exceeds the other two Reading stations combined . . . Pulse.
- WHUM is the only CBS station in Berks, Schuylkill, Lebanon, Lancaster, Chester and Montgomery Counties (4243 square miles).
- The WHUM Market is a Billion Dollar Market.

WHUM-TV CHANNEL 61

- Serving one of the nation's top 10 television markets with 2.7 million population in the Reading-Allentown - Harrisburg - York - Lancaster - Wilkes-Barre area.
- World's most powerful television station with 260,000 watts.
- Antenna height of 2680 feet above sea level (actual antenna height: 1050 feet), nearly twice the height of the antenna on the Empire State Building.
- Only General Electric Klystron transmitting equipment in the nation.
- On the air February 22, 1953.

READING, PA.

CBS Radio and Television Networks Affiliate • Represented Nationally by H-R Representatives

Representative Radio-TV Reps
 General Manager W. Rothenseis
 Sales Manager Philip Eberly
 Consulting Engineer George C. Davis

RHODE ISLAND
WJAR-TV
 PROVIDENCE—1949
 ABC-NBC-CBS-DuM

Channel: 10 AP: 100 Kw. VP: 200 Kw.
 Owned-Operated By The Outlet Co.
 Business-Studio Address 176 Waybosset St.
 Phone Number Gayspee 1-8255
 Air Time 125 hours weekly
 News Service AP
 Representative Weed
 Transcription Service SESAC, World
 Program Manager Seymour Horowitz
 Mgr. TV Op. Norman Gittleson
 Production Coordinator Manning Tesser
 Film Director William Cooper
 Promotion Manager Frank J. Howard
 Chief Engineer Thomas C. J. Prior

TENNESSEE
WMCT
 MEMPHIS—1948
 ABC-CBS-NBC-DuM

Channel: 5 AP: 30 Kw. VP: 60 Kw.
 Owned-Operated Memphis Publishing Co.
 Business-Studio Address Goodwyn Institute
 Bldg., P. O. Box 311
 Phone Number 8-7464
 Air Time 114 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 7th Ave. at Union
 Phone Number 6-7181
 Air Time 76 hours weekly
 News Service AP, INS, UP

Representative Edward Petry
 Membership NARTB
 President John H. DeWitt, Jr.
 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
KGNC-TV
 AMARILLO—1953

Channel: 4 VHF AP: 50 Kw. VP: 100 Kw.
 Owned-Oper. By Plains Radio Bcstg. Co.
 Address Box 751
 Phone Number 3-4242
 Air Time 6 hours daily
 News. Affil. Globe-News Publ. Co.
 News Service AP, UP
 Membership NARTB
 President B. E. Walker
 Gen. Sta. Mgr. Tom Kritser
 Commercial Manager Bob Watson
 Prog. Dir., Dir. of Rem. Kelly Maddox
 Promotion Director Marianne Johnson
 Dir. of News & Spec. Events Wes Izzard
 Publicity Director Beverly Smith
 Film Manager Max Ewing
 Chief Engineer W. H. Torrey
 Consulting Engineer A. Earl Cullum

KTBC-TV
 AUSTIN—1953—ABC-CBS-NBC

Channel: 7 VHF AP: 51.45 Kw. VP: 102.9 Kw.
 Owned-Operated By Texas Bcstg. Corp.
 Address P. O. Box 717
 Representative O. L. Taylor
 General Manager J. C. Kellam
 Consulting Engineer A. Earl Cullum, Jr.

XELD-TV
 BROWNSVILLE—1951
 ABC-NBC-CBS-DuM

Channel: 7 VHF AP: 1.4 Kw. VP: 2.8 Kw.
 Owned-Operated By Romulo O'Farril Sr.
 Address 1014 E. Washington St.
 Phone Number Brownsville 6-6953
 Air Time 60 hours weekly
 News Service INS
 Representative Adam Young
 President Romulo O'Farril Sr.
 General Mgr. Monte Kleben
 Comm. Mgr. L. W. Smith
 Traffic Mgr. Terry Frizzell
 Chief Engineer Juan Suarez

**TEXAS' MOST
POWERFUL
TELEVISION
STATION**

KRLD-TV

CHANNEL 4

**Covering the South's Largest
Metropolitan Market...**

DALLAS—FT. WORTH

More than 1 million population
within a 50 mile radius. More
than 2 million within 100 mile
radius...largely urban dwellers.

★★★★

KRLD

**50,000 WATTS—FULL TIME
Exclusive CBS Outlet
for**

DALLAS—FT. WORTH

**Covering the Great
SOUTHWEST
Market Area**

***The Southwest's
No. 1 Stations!***

National Representative
THE BRANHAM COMPANY

*** U. S. TV STATIONS ***

KRLD-TV

DALLAS—1949—CBS

Channel: 4 VHF... AP: 13.6 Kw... VP: 27.3 Kw.
Owned-Operated By... KRLD Radio Corp.
Business Address... Herald Square
Phone Number... RAndolph 6811
Air Time... 15 hours daily
Newspaper Affiliation... Dallas Times Herald
News Service... INS. UP
Representative... Branham
Membership... NARTB
President... Clyde W. Rembert
Comm. Mgr... William A. Roberts
Program Dir... Ves Box
Promotion Dir... A. J. Putman
Dir. of News & Spec. Events... Jay Hogan
Film Director... Nick Mueller
Chief Engineer... B. B. Honeycuff
Consulting Engineer... Craven, Lohnes and
Culver

WFAA-TV

DALLAS—1949—ABC-NBC-DuM

Channel: 8 VHF... AP: 13.5 Kw... VP: 27 Kw.
Owned-Operated By... A. H. Belo Corp.
Business Address... Young & Houston
Phone Number... Riverside 3315
Air Time... 16 hours daily
Newspaper Affiliation... Morning News
News Service... UP
Representative... Petry
Membership... NARTB
President... E. M. (Ted) Dealey
Sup. of Radio & TV... Martin B. Campbell
Manager... Ralph W. Nimmons
Prog., Remotes Dir... Jay Watson
Promotion Dir... Jack Saunders
Dir. of News & Spec. Events... Michael Hinn
Prod., Film Mgr... Howard Anderson
Publicity Dir... Jane Cockrell
Chief Engineer... William C. Ellis
Technical Supervisor... George E. Krutilek
Consulting Engineer... A. Earl Cullum

KROD-TV

EL PASO—1952—CBS-DuM

Channel: 4 VHF... AP: 28 Kw... VP: 56 Kw.
Owned-Operated By... Roderick Bcstg. Co.
Address... Wyoming & Walnut Sts.
Representative... O. L. Taylor
General Manager... Val Lawrence
Sales Manager... Dick Watts

KTSM-TV

EL PASO—1953—NBC

Channel: 9 VHF... AP: 29 Kw... VP: 58 Kw.
Owned-Operated By... Tri-State Bcstg. Co.
Address... 801 N. Oregon St.
Representative... Hollingbery
General Manager... Karl O. Wyler

Sales Manager.....Roy Chapman
 Program Director.....Jack Chapman
 Consulting Engineer.....George P. Adair

W B A P - T V

FORT WORTH—1948—ABC-NBC

Channel: 5 VHF..AP: 16.4 Kw...VP: 8.2 Kw.
 Owned-Operated By...Carter Publications, Inc.
 Address.....3900 Barnett St.
 Phone Number.....LOckwood 1981
 Air Time17
 News ServiceAP
 Newspaper Affiliation.....Fort Worth Star-
 Telegram
 Representative.....Free & Peters
 MembershipNARTB
 PresidentAmon Carter
 DirectorHarold 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 D U B - T V

LUBBOCK—1953—CBS-DuM

Channel: 13 VHF..AP: 15.5 Kw...VP: 31 Kw.
 Owned-Operated By...Texas Telecasting, Inc.
 Address.....3601 Ave. H
 RepresentativeAvery-Knodel
 General Manager.....W. D. Rogers
 Sales Manager.....Mike Shapiro
 Consulting Engineers.....McIntosh & Inglis

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.
 AddressLamar Hotel
 Phone Number.....Fairfax 7101
 Air Time.....100 hours weekly
 RepresentativePetry
 General Manager.....Jack Harris
 Commercial Manager.....Jack McGrew
 Program Director.....Bert Mitchell
 Promotion Director.....Marsh Callaway
 Publicity Director.....Edna Forester
 Traffic Director.....Pat Breech
 Chief Engineer.....Paul Huhndorf

You'll Sell More On Channel 4 because . . .

KROD-TV

blankets EL PASO'S Fabulous Southwest



More people watch KROD-TV because

1. More area coverage and better picture
2. Transmitter tower 1,585 feet above city
3. 56,300 watts on Channel 4
4. Unrivalled studio facilities and equipment
5. CBS and Dumont TV Networks
6. Unequalled local and spot programming
7. Newspaper affiliation; promotion-minded staff

RODERICK BROADCASTING CORP.

D. D. Roderick Val Lawrence Dick Watts
 Chairman Vice-Pres. & Gen. Mgr. TV Sales Mgr.

KROD-TV and KROD-AM

Represented Nationally by The O. L. Taylor Co.

KEYL

SAN ANTONIO—1950
ABC-CBS-DuM

Channel: 5 VHF...AP: 17.5 Kw...VP: 35 Kw.
Owned-Oper. By...San Antonio TV Company
Business Address...Transit Tower
Phone Number...Garfield 8151
Air Time...13½ hours daily
News Service...UP
Representative...Katz
Membership...NARTB
President...George B. Storer
Commercial Manager...W. E. Kelley
Exec. Vice-Pres...Lee B. Wailes
Managing Director...George B. Storer Jr.
Program Dir...William B. Robb
Prom., Pub. Dir...Ardyce Pfanstiel
Dir. of News & Spec. Events...Pat Boyette
Production Mgr...James C. Wells
Film Mgr...John Meaney
Chief Engineer...William Jackson

WOAI-TV

SAN ANTONIO—1949—NBC

Channel: 4 VHF...AP: 10.8 Kw...VP: 21.6 Kw.
Owned-Oper. By...Southland Industries, Inc.
Address...1031 Navarro St.
Phone Number...Garfield 4221
Air Time...9 hours daily
News Service...AP, INS, UP
Representative...Petry
Membership...BAB
President...Hugh A. L. Halff
Gen., Sta. Mgr...Arden X. Pangborn
Comm. Mgr...Edward V. Cheviot
Prom. Mgr...Dallas Wyatt
Program Manager...W. Perry Dickey
Film. Prod. Mgr...Edward D. Hyman
Dir. of News...Henry Howell
Publicity Director...Imogene Stanley
Director of Engineering...C. L. Jeffers
Consulting Engineer...A. D. Ring

KFDX-TV

WICHITA FALLS—1953

Channel: 3 VHF...AP: 36 Kw...VP: 60 Kw.
Owned-Operated By...Wichtex Radio & Tele. Co.
Address...801 Scott St.
Transmitter Location...Old Seymour Rd.
President...Darrold A. Cannan
Consulting Engineer...George C. Davis

KWFT-TV

WICHITA FALLS—1953—CBS

Channel: 6 VHF...AP: 11.3 Kw...VP: 22.3 Kw.
Owned-Operated By...Wichita Falls Tele., Inc.
Address...P. O. Box 420
Representative...Blair-TV
President...Kenyon Brown
Consulting Engineer...Comm. Radio Equip. Co.

UTAH

KDYL-TV

SALT LAKE CITY—1948—NBC

Channel: 4 VHF...AP: 15 Kw...VP: 30 Kw.
Owned-Oper. By...Intermountain Bcstg. & TV Corp.
Business Address...143 S. Main
Phone Number...5-2991
Air Time...16 hours daily
Station Representative...Blair-TV
News Service...UP
Membership...NARTB
Pres., Gen., Sta. Mgr...S. S. Fox
V.P., Tech. Dir...John M. Baldwin
Comm. Mgr...George Provol
Production Mgr...Allen Frank
Program Director...Dan Rainger
Promotion Director...Del Leeson
Film Director...C. W. Eckhardt
Director of Remotes...Wal Lambourne
Chief Engineer...Alan Gunderson
Consulting Engineer...George Davis

KSL-TV

SALT LAKE CITY—1948
ABC-CBS-DuM

Channel: 5 VHF...AP: 9.6 Kw...VP: 18.4 Kw.
Owned-Oper. By...Radio Service Corp. of Utah
Business Address...10 S. Main St.
Phone Number...5-4641
Air Time...13 hours daily
News Service...AP, UP
Representative...CBS TV Spot Sales
Membership...NARTB
Exec. Vice Pres...Ivor Sharp
Comm. Mgr...Edward B. Kimball
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

WLVA-TV

LYNCHBURG—1953—CBS

Channel: 13 VHF...AP: 14 Kw...VP: 28 Kw.
Owned-Operated By...Lynchburg Bcstg. Corp.
Address...925 Church St.
Representative...Hollingbery
General Manager...Phil Allen
Sales Manager...Joseph F. Wright
Consulting Engineers...Craven, Lohnes & Culver

WTAR-TV
NORFOLK—1950
ABC-CBS-NBC-DuM

Channel: 4 VHF...AP: 12.124...VP: 24.248 Kw.
 Owned-Operated By.....WTAR Radio Corp.
 Business Address.....720 Boush St.
 Phone Number.....56711
 Air Time.....17 hours daily
 Newspaper Affiliation..Norfolk Newspapers,
 Inc.

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

WTVR
RICHMOND—1947—NBC

Channel: 6 VHF...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
 Air Time.....17 hours daily
 News Service.....UP
 Station Representative.....Blair TV
 Membership.....NARTB, BAB
 Pres., Gen., Sta. Mgr.....Wilbur M. Havens
 Comm. Mgr.....Walter A. Bowry, Jr.
 Prog. Dir., Film Mgr., G. Conrad Rianhard, Jr.
 Prom., Pub. Dir.....Robert Montgomery
 Dir. of News & Spec. Events.....Jack Tucker
 Production Mgr.....Edward Allen
 Chief Engineer.....James Kyle
 Consulting Engineer.....McNary & Wrathall

WROV-TV
ROANOKE—1953—ABC

Channel: 27 UHF...AP: 62 Kw...VP: 105 Kw.
 Owned-Operated By.....Radio Roanoke, Inc.
 Address.....Mountain Trust Bldg.
 Representative.....Burn-Smith
 General Manager.....Frank Koehler
 Program Manager.....Gordon Philips
 Consulting Engineers.....Jansky & Bailey

WSLS-TV
ROANOKE—1953—NBC

Channel: 10 VHF...AP: 125 Kw...VP: 250 Kw.
 Owned-Operated By
 Shenandoah Life Stations

Address.....301 1st St.
 Representative.....Avery-Knodel
 Commercial Manager.....H. Fitzpatrick
 Program Director.....George Chernault

WASHINGTON
KING-TV
SEATTLE—1948
ABC-CBS-NBC-DuM

Channel: 5 VHF...AP: 10 Kw...VP: 19 Kw.
 Owned-Operated By.....King Bcstg. Co.
 Business Address.....Smith Tower
 Phone Number.....MUtual 1090
 Air Time.....14 hours daily
 News Service.....UP
 Representative.....Blair-TV
 Membership.....NARTB
 President.....Mrs. A. Scott Bullitt
 V.P., Gen. Mgr.....Otto P. Brandt
 Commercial Manager.....Al Hunter
 Dir. of News & Spec. Events...Charles Herring
 Production Mgr.....Thomas Rogstad
 Prom., Pub. Dir.....Melvin Anderson
 Program Director.....Lee Schulman
 Director of Remotes.....John J. Shawcroft
 Dir. of Engineering.....James L. Middlebrooks
 Consulting Engineer...Craven, Lohnes & Culver

KHQ-TV
SPOKANE—1953—NBC

Channel: 6 VHF...AP: 55 Kw...VP: 100 Kw.
 Owned-Operated By.....KHQ, Inc.
 Address.....700 Radio Central Bldg.
 Representative.....Katz
 General Manager.....R. O. Dunning
 Program Director.....William A. Neilson
 Consulting Engineer.....George C. Davis

KXLY-TV
SPOKANE—1953—CBS-DuM

Channel: 4 VHF...AP: 28.5 Kw...VP: 48 Kw.
 Owned-Operated By.....KXLY-TV
 Address.....315 W. Sprague
 Representative.....Walker
 General Manager.....E. B. Craney
 Consulting Engineer.....Robert M. Silliman

KTNT-TV
TACOMA—1953—CBS-DuM

Channel: 11 VHF...AP: 15 Kw...VP: 29.5 Kw.
 Owned-Operated By...Tribune Publishing Co.
 Address.....711 St. Helens Ave.
 Representative.....Weed
 Transmitter Location.....1701 S. 11th St.
 President.....Frank S. Baker
 Engineer.....Alvin H. Barnard

WEST VIRGINIA
WSAZ-TV

HUNTINGTON—1949
ABC-CBS-NBC-DuM

Channel: 3 VHF... AP: 42 Kw... VP: 84 Kw.
Owned-Operated By... WSAZ, Incorporated
Address... W. Virginia Bldg.
Phone Number... 3-9441
Air Time... 15 hours daily
Newspaper Affiliation... Huntington Advertiser
News Service... AP
Station Representative... Katz
Membership... NARTB
President... Col. J. H. Long
V.P., Gen. Mgr... Lawrence H. Rogers, II
V.P., Tech. Dir... Leroy E. Kilpatrick
Sales Mgr... James H. Ferguson
Program Dir... Ted A. Eiland
Promotion Dir... Charles W. Dinkins
News Director... Nicholas A. Basso
Production Mgr... Thomas I. Berdenkircher
Nat. Sales Mgr... Elizabeth Conaty
Film Mgr... Ned R. Brooke
Studio Engineer... John P. Clay

WISCONSIN

WTMJ-TV

MILWAUKEE—1947—ABC-CBS
NBC-DuM

Channel: 3 VHF... AP: 10.2 Kw... VP: 16.1 Kw.
Owned-Oper. By... The Journal Co.
Business-Trans. Address... 720 E. Capitol Drive
Phone Number... B'way 1-6000
News Service... AP
Air Time... 16 hours daily
Representative... Harrington, Righter & Parsons, Inc.
Membership... NARTB
V.P. and Gen. Mgr. of Radio and TV.
The Journal Co... Walter J. Damm
Asst. Gen. Mgr... R. G. Winnie
Station Mgr... George Comte
Asst. Sta. Mgr... George Nicoud
Res., Devel. Co-ordinator... L. W. Herzog
Sales Mgr... Neale V. Baake
Program Manager... James Robertson
Mgr. Radio & TV Engng... Phillip Laeser
News Editor... Jack Krueger

• EXCLUSIVE!

ONLY WSAZ-TV CAN GIVE TO YOUR
CLIENTS *Exclusive* COVERAGE IN

103 COUNTIES OF

- WEST VIRGINIA
- OHIO
- KENTUCKY

MARKET DATA*
RETAIL SALES
\$1,828,557,000
FAMILIES
812,000
EFF. BUYING INCOME
\$2,873,118,000

*Sales Management —
"Survey of Buying Power" 1952

CHANNEL 3
84,000 WATTS

WSAZ-TV

Represented by: THE KATZ AGENCY, INC.

HAWAII

U. S. TERRITORY

KGMB-TV

HONOLULU—1952—ABC-CBS-NBC

Channel: 9 VHF..AP: 17.4 Kw...VP: 34.8 Kw.
Owned-Operated By

Hawaiian Bestg. Syst., Ltd.

Address1534 Kapiolani
Phone Number9-0914
Air Time.....8 Hrs. Daily
News Service.....INS, UP
Representative.....Free & Peters
President.....J. Howard Worrall
General Manager.....C. Richard Evans
Asst. Gen. Mgr. Chg. Sales....Wayne Keari
Program Director.....Robert Costa
Promotion Director.....Faye Johnson
Dir. News & Spec. Events.....Robert Costa
Production Director.....Sheridan Reid
Publicity Dir.....Meg Thompson
Merchandising Dir.....Melvin B. Wright
Chief Engineer.....C. Richard Evans

KONA

HONOLULU—1952—DuM

Channel: 11 VHF..AP: 74 Kw...VP: 123 Kw.
Owned-Operated By.....Radio Honolulu, Ltd.

Address.....1071 Bishop St.
Phone Number6-2366
Air Time.....5½ Hrs. Daily
News Service.....INS, UP
Representative.....Forjoe & Co.
Membership.....NARTB
President.....Walter H. Dillingham
General Manager.....George H. Bowles
Asst. Mgr., Prog. Dir.....William V. Ray
Nat'l Sales Dir.....Craig Maudsley
Local Sales Dir.....Bun Clapperton
Public Relations Dir.....Vic Rowland
Dir. News & Spec. Events....Webly Edwards
Film Mgr.....Margaret S. Bowles
Dir. of Remotes.....Young O. Kang
Dir. of Engineering.....Robert W. Clark

FOR LISTINGS OF IMPORTANT

ADVERTISING AGENCIES

AND

PERSONNEL

SEE PAGE 153

TV STATIONS IN LATIN AMERICA

COUNTRY	CITY	CALL LETTERS	CHANNEL	DATE		
ARGENTINA	Buenos Aires	LR3-TV	7	Oct. 17, 1951		
		LR1-TV	5	Under Const.		
BRAZIL	Bello Horizonte		4	Under Const.		
	Rio De Janeiro	PRF8-TV	6	Dec., 1951		
	Sao Paulo	PRF3-TV	3	Sept. 18, 1950		
	Sao Paulo	RT Paulista	5	Dec. 24, 1951		
COLOMBIA	Bogota			Under Const.		
CUBA	Havana	CMQ-TV	6	Dec. 14, 1950		
		CMUR-TV	4	Oct. 24, 1950		
		CMA-TV	2	April 1, 1952		
			3	Under Const.		
	Camaguey	CMBF-TV	7	Feb. 1, 1953		
		CMQ-TV	6	Dec., 1951		
		CMQ-TV	5	Under Const.		
		CMQ-TV	9	Jan. 25, 1952		
		CMQ-TV		Under Const.		
		Santa Clara	CMQ-TV	5	Jan. 1, 1952	
		Santa Clara	CMUR-TV		Under Const.	
		Santiago	CMQ-TV	2	Feb. 20, 1952	
		DOM. REPUBLIC	C. Trujillo	HIT-TV		Aug. 1, 1952
		MEXICO	Acapulco		6	Under Const.
Guadalajara			10	Under Const.		
Guadalajara			3	Under Const.		
Guanajuato			3	Under Const.		
Guanajuato			12	Under Const.		
Hermosillo			6	Under Const.		
Juarez			2	Under Const.		
Laredo			3	Under Const.		
Matamoros	XELD-TV		7	Sept., 1951		
Merida			4	Under Const.		
Mexicali			3	Under Const.		
Mexico City	XH-TV		4	Aug. 31, 1950		
	XEW-TV		2	March, 1951		
	XEQ-TV		9	Under Const.		
	XEGC-TV		5	Aug., 1951		
Monterrey			6	Under Const.		
Monterrey			2	Under Const.		
Nogales			2	Under Const.		
Paso De Cortes	XEQ-TV		9	Under Const.		
	XE-TV		7	Under Const.		
Rio Piedras			2	Under Const.		
Reynosa			9	Under Const.		
Tampico			6	Under Const.		
			3	Under Const.		
Tijuana	XEAZ-TV		6	Mar. 1, 1953		
Torreón			3	Under Const.		
Vera Cruz			10	Under Const.		
			12	Under Const.		
URUGUAY	Montevideo			Under Const.		
VENEZUELA	Caracaslan		4	Oct. 6, 1952		
	Caracaslan	Venezuelan Gvt.	5	Under Const.		
	Caracaslan		7	Under Const.		

TV EXPANDS IN MEXICO

... *Leader Evaluates New Service*

By **MIKE JABLONS**

Special Correspondent, RADIO-TELEVISION DAILY

Mexico City—"Television will be operating in the black by the end of this year," declared Don Emilio Azcarraga during an interview held at his office in Mexico City's imposing new Televiscentro. "We are building up set circulation and viewing audiences steadily and we hope to be able to revise our rate schedule by the end of the summer so that we may pass the break-even point sometime before the end of 1953," he added. The present rate structure at XEW-TV lists a half-hour of "A" time at 800 pesos, or about \$100, plus a small additional facilities charge. However, lest Madison Avenue time-buyers hop the next plane for Mexico City, the rate is exactly double for shows produced outside the borders of the country. Thus a filmed or kinescoped show produced in the States and shown down here on XEW-TV, plus being relayed across the country by XEQ-TV for the same time charge, will command a tariff of 1,600 pesos per half-hour. Even so, a half-hour of "A" time costing around \$250 is an advertiser's dream buy in this thriving metropolis which already boasts 40,000 receivers.



AZCARRAGA

Don Emilio, "El Hombre Fuerte" of Mexico's radio and television industry, also revealed that he plans to inaugurate an "Art House Movie Theater" on TV both here in Mexico City on XEW-TV, and on his new outlet XETV, channel 6, in the Tijuana-San Diego area. The "Art House Movie Theater" will run important domestic and foreign feature-length movies.

"We plan to run this film feature after 10 o'clock in the evening," Don Emilio explained. "At that time the children will, or should be, in bed, and if these fine adult French, Italian, British, and Mexican films can be shown in theaters, there is no reason why people demanding good movies on television should not be able to see these pictures." Recently as an experiment, XEW-TV telecast the Italian movie hit, "Bitter Rice," and did not receive any unfavorable comment.

"They do a lot to help popularize the new medium," Don Emilio explained.

Station XEW-TV, channel 2, has its transmitter site atop Televiscentro at Avenida Chapultepec 26 in the heart of Mexico City. The 320 foot TV tower resembling a miniature Eiffel Tower has rapidly become a landmark in the city;

having a transmitter and tower atop the studio building results in considerable savings for Senor Azcarraga's television operation. Zoning and aviation regulations make this one of the few cities in the world where such tower construction is permissible.

But the transmitter site that would make the eyes of any U. S. TV broadcaster pop is that enjoyed by XEQ-TV, channel 9. XEQ-TV is Don Emilio's relay station to carry the programs of XEW-TV to the country outside of Mexico City. Exclusively a relay station—it picks up XEW-TV's signal via microwave relay—XEQ-TV originates no programs of its own. The XEQ-TV transmitter is situated in Paso Cortes, 14,500 feet high in Cortes Pass between the twin volcanos that have become the trade mark of Mexico, Popocatepetl and Ixtaccihuatl (try pronouncing that on your precocious ten-year-old). From this vantage point XEQ-TV retransmits XEW-TV's programs with a clear signal as far as the city of Vera Cruz, almost 300 miles away on the Gulf of Mexico.

NEW TV STATIONS SET FOR OPENING IN 1953

On this page, and the three pages following, we list geographically the television station organizations planning to begin operations in 1953, together with channel numbers and, where possible, date for start of broadcasting.

City	Call Letters	Licensee	Channel	Expected Date On The Air
ALABAMA				
Birmingham	WSGN-TV	Birmingham News Co.	42	*
Birmingham	WJLN-TV	Johnston B'eg. Co.	48	*
Decatur	WTVS	Tennessee Valley B'eg. Co., Inc.	23	*
Gadsden	WGOV-TV	Jacob A. Newborn, Jr.	21	May
Montgomery	WGOV-TV	Capitol B'eg. Co.	20	*
ARIZONA				
Mesa		Harkings Bestg.	12	†
Tucson	KVOA-TV	Ariz. B'eg. Co.	4	*
Tucson	KCNA-TV	Catalina B'eg. Co.	9	*
ARKANSAS				
El. Smith	KESA-TV	Southwestern Publ. Co.	22	May
Little Rock	KRTV	Little Rock Telecasters	17	*
Little Rock	KETV	Great Plains TV Properties	23	*
CALIFORNIA				
Bakersfield	KAFX-TV	Bakersfield B'eg. Co.	29	April
Chico		Golden Empire B'eg. Co.	12	*
Eureka	KIEM-TV	Redwood Bestg. Co.	3	*
Los Angeles	KPIK	John Poole B'eg. Co.	22	August
Monterey		Monterey Radio-Tele. Co.	8	†
Salinas		Salinas Bestg. Corp.	8	*
Salinas	KICU-TV	Salinas-Monterey Tele. Co.	28	*
Santa Barbara	KEYT	Santa Barbara B'eg. & Tele. Corp.	3	October
San Bernardino	KITQ-TV	KITQ, Inc.	18	May
San Francisco		Lawrence A. Harvey	20	*
San Luis Obispo		The Valley Electric Co.	6	†
Stockton	KTVU	San Joaquin Telecasters	36	September
Yuba City		John Steventon	52	†
COLORADO				
Colorado Springs	KRDO-TV	Pikes Peak B'eg. Co.	13	April
Denver	KDEN	Empire Coil Co.	26	April
Denver	KIRV	Mountain States Tele. Co.	20	*
Pueblo	KCSJ	Star B'eg. Co.	5	*
Pueblo	KDZA-TV	Pueblo Radio Co.	3	†
CONNECTICUT				
Bridgeport	WSHL	Harry Liffig	49	*
New London	WNLC-TV	Thomas B'eg. Corp.	26	July
Waterbury	WATR-TV	WATR, Inc.	53	*
DELAWARE				
Dover		Rollins Bestg., Inc.	10	*
FLORIDA				
Fl. Lauderdale	WFTL-TV	Gore Publishing Co.	23	*
Fl. Lauderdale	WFTV	Gerico Investment Co.	17	*
Fort Myers		Fort Myers Bestg. Co.	11	†
Lakeland	WONN-TV	WONN-TV, Inc.	16	*
Panama City		J. D. Manley	7	†
Pensacola	WPFA	Southland Telecasters	15	June
St. Petersburg	WSUN-TV	City of St. Petersburg	38	May
West Palm Beach	WTRK-TV	WTRK-TV, Inc.	21	*
GEORGIA				
Columbus		Television Columbus	28	*
Macon	WTWV	Macon Tele. Co.	47	†
Macon		Southeastern Bestg. Co.	13	*
Rome	WROM-TV	Coosa Valley Radio Co.	9	*
Valdosta	WGOV-TV		37	†
IDAHO				
Boise	KIDO-TV	KIDO-TV, Inc.	7	July
Boise	KTVI	Idaho B'eg. & Tele. Co.	9	Fall
Idaho Falls		Idaho Falls Television, Inc.	8	†
Idaho Falls		Idaho Radio Corp.	3	†
Nampa		Frank E. Hurt & Sons, Inc.	6	*
Pocatello		Eastern Idaho Bestg. & Tele. Co.	10	†
Pocatello		Tribune-Journal Co., Inc.	6	†

*Information not available.

City	Call Letters	Licensee	Channel	Expected Date	
				On	The Air
ILLINOIS					
Belleville	WTVI	Signal Hill Telecasting Corp.	51	May	15
Bloomington		Cecil W. Roberts	15		*
Champaign		Midwest Television, Inc.	3		*
Chicago	WHFC-TV	WHFC, Inc.	26		*
Danville	WDAN-TV	Northwestern Publishing Co.	21	December	
Deatur	WTVP	Prairie Television Co.	17	July	
Harrisburg		Turner-Farrar Assn.	22		*
Peoria	WTVH-TV	Hilltop B'eg. Co.	19		*
Rockford	WTVQ	Winneshago Tele Corp.	39		*
Springfield		Plains Television Co.	20		*
INDIANA					
Lafayette	WFAM-TV	WFAM, Inc.	59	May	
Marion		Chronicle Publishing Co.	29		*
Muncie	WLBC-TV	Tri-City Radio Corp.	49		*
Princeton		Princeton Bestg. Co.	52		*
Davenport		Mel Foster-Harold Hoersch	36		*
IOWA					
Fl. Dodge	KQTV	Northwest Television Co.	21	October	
Sioux City	KATV	Great Plains Television Properties	36		*
Sioux City	KVTV	Cowles Bestg. Co.	9		*
KANSAS					
Hutchinson	KTVH	Hutchinson TV, Inc.	12		*
Pittsburg		Pittsburg Bestg. Co., Inc.	7		*
Wichita		C.W.C. Co.	16		*
KENTUCKY					
Ashland	WPTV	Polan Industries	59	July	
Henderson	WEHT	Ohio Valley Tele. Co.	50		*
Louisville	WLOU-TV	Robert W. Rounsaville	41		*
Louisville	WKLO-TV	Mid-America B'eg. Corp.	21	April	
LOUISIANA					
Baton Rouge		Modern Bestg. Co.	28		*
Baton Rouge	KHTV	Capital Television & B'eg. Co.	10		*
Lake Charles	KTAG	Southland Telecasters	25	June	
Monroe	KNOE-TV	James A. Noe	8	April	
Monroe	KFAZ	Delta Television	43	May	
New Orleans		Supreme Bestg. Co.	61		*
New Orleans		New Orleans Television Co.	20		*
MAINE					
Portland		Portland Telecasting Corp.	53		*
MARYLAND					
Baltimore	WTH-TV	WTH-TV, Inc.	60		*
Frederick	WFMJ-TV	Monocacy B'eg. Co.	62		*
Salisbury		Peninsula Broadcasting Co.	16		*
Cambridge		Middlesex Bestg. Co.	56		*
MASSACHUSETTS					
Fall River	WSEE-TV	New England Tele. Co.	46	May	
Holyoke	WHYN-TV	Hampden-Hampshire Corp.	55		*
New Bedford	WNBH-TV	E. Anthony & Sons	28		*
North Adams		Greylock Bestg. Co.	71		*
Northampton		Regional Tele. Corp.	36		*
Springfield	WWLP	Springfield Tele. Bestg. Corp.	61		*
MICHIGAN					
Ann Arbor	WPAG	Washtenaw B'eg. Co.	20	April	
Battle Creek	WBCK-TV	Michigan B'eg. Co.	58	August	
Battle Creek	WBKZ-TV	Booth Radio & Tele. Stations	61	May	
Benton Harbor		Palladium Publishing Co.	42		*
East Lansing	WKAR-TV	Michigan State Bd. of Agriculture	60	August	
Flint	WTAC-TV	Trendle-Campbell B'eg. Corp.	16		*
Flint	WCTV	Trans-American Television Corp.	28		*
Jackson	WIBM-TV	WIBM, Inc.	48		*
Kalamazoo	WKMI-TV	Howard D. Steere	36		*
Lansing	WLS-TV	Lansing B'eg. Co.	51	Fall	
Muskegon	WTVM	Versluis Radio & Tele.	35		*
MINNESOTA					
Duluth	WFTV	Great Plains Tele. Properties	38		*
Rochester	KROC-TV	Southern Minn. B'eg. Co.	10	April	
St. Cloud	WJON-TV	Granite City B'eg. Co.	7	May	
St. Paul	WCOW-TV	WCOW Telecasting Co.	17		*
MISSISSIPPI					
Meridian	WCOC-TV	Mississippi B'eg. Co.	30		*
Columbus		Birney Innes, Jr.	28		*
Gulfport	WGCM-TV	WGCM Television Corp.	56		*
MISSOURI					
Columbia	KOMU-TV	Curators of the Univ. of Mo.	8	July	
Festus	KACV	Ozark Television Corp.	11	June	
Hannibal		Courier-Post Publ. Co.	7		*
Kansas City	KCTV	Empire Coil Co.	25		*
St. Joseph	KFEQ-TV	KFEQ, Inc.	2	April	

*Information not available.

City	Call Letters	Licensee	Channel	Expected Date On The Air
St. Louis	KSTM-TV	Broadcast House	36	April
St. Louis		Missouri Bestg. Co.	42	
Sedalia		Milton J. Hinlein	6	
Springfield	KATV	Springfield Tele.	3	July
Springfield	KTTS-TV	Independent B'eg. Co.	10	May
		MONTANA		
Billings		Rudman-Hayutin Tele. Corp.	8	*
Billings	KOOK-TV	The Montana Network	2	*
Butte	KPOR-TV	Copper B'eg. Co.	4	*
Butte		Television Montana	6	*
Great Falls	KFBB-TV	Buttery Broadcast	5	*
Missoula		Mosby's, Inc.	15	*
		NEBRASKA		
Lincoln	KFOR-TV	Cornbelt B'eg. Corp.	10	April
		NEVADA		
Reno	KZTV	Nevada Radio-Television	8	
		NEW JERSEY		
Asbury Park	WCEE	Atlantic Video Corp.	58	October
Atlantic City		Matta Enterprises	52	*
Albuquerque		New Mexico Bestg. Co.	13	*
Clovis		Telepolitan Bestg. Co.	12	*
		NEW MEXICO		
Roswell	KSWI-TV	John A. Barnett	8	*
Sante Fe		Greer & Greer	2	*
		NEW YORK		
Buffalo	WBES	Buffalo-Niagara TV Corp.	59	*
Buffalo	WBUF	Chautauqua B'eg. Corp.	17	April
Elmira	WTFE	Elmira Television	24	
Elmira		El-Cor Television, Inc.	18	*
Ithaca	WHCU-TV	Cornell Univ.	20	November
Jamestown	WJTN-TV	James B'eg. Co.	58	*
Kingston	WKNY-TV	Kingston B'eg. Corp.	66	*
Poughkeepsie	WEOK-TV	Mid-Hudson Bestrs.	21	December
Rochester		Veterans Bestg. Co., Inc.	10	*
Rochester	WHBC-TV	WHBC, Inc.	10	*
Watertown	WWNY-TV	Brookway Co.	18	*
		NORTH CAROLINA		
Charlotte		Inter-City Adv. Co. of Charlotte, Inc.	36	*
Durham		T. E. Allen & Sons, Inc.	16	*
Greensboro	WCOG-TV	Inter-city Adv. Co.	57	*
Greenville		Carolina Bestg. System, Inc.	9	*
Hendersonville		Radio Hendersonville	27	*
Mount Airy		Ralph D. Epperson	55	*
Raleigh	WETV	Sir Walter TV & B'eg. Co.	28	*
Winston-Salem		Winston-Salem B'eg. Co.	26	*
		NORTH DAKOTA		
Bismarck		Meyer Broadcasting Co.	5	*
Bismarck		Rudman Television Co.	12	*
Fargo	WDAV-TV	WDAV, Inc.	6	*
Minot		Rudman Tele. Co.	10	*
Minot	KCJB-TV	North Dakota Bestg. Co.	13	*
		OHIO		
Akron	WAKR-TV	Summit Radio Corp.	19	April
Ashtabula	WICA-TV	WICA, Inc.	15	*
Dayton	WFE	Skyland B'eg. Corp.	22	July
Lima	WLOK-TV	WLOK, Inc.	23	*
Lima	WTMA-TV	NW Ohio B'eg. Corp.	35	*
Massillon	WMAO-TV	Midwest TV Co.	23	April
Sandusky	WLEC-TV	Lake Erie B'eg. Co.	42	December
Warren	WHHH-TV	Warren Tribune Radio Sta.	67	*
Youngstown	WUTV	Polan Industries	21	*
Zanesville	WHIZ-TV	Southeastern O. TV Syst.	50	April
		OKLAHOMA		
Oklahoma City	KLPR-TV	KLPR Television	19	*
Oklahoma City		Okla. County Tele. & Bestg. Co.	25	*
Tulsa		Eldred Beck	23	*
		OREGON		
Eugene		W. Gordon Allen	20	*
Medford		South Oregon Bestg. Co.	5	*
Salem		Lawrence A. Harvey	24	July
		PENNSYLVANIA		
Bethlehem	WLEV-TV	Associated Bestrs., Inc.	51	*
Chambersburg		Chambersburg Bestg. Co.	16	*
Easton	WGLY	Easton Publ. Co.	57	April
Harrisburg	WTPA	Harrisburg Bestrs., Inc.	71	*
Harrisburg	WHPT-TV	WHPT, Inc.	55	*
Hazleton	WAZL-TV	Hazleton B'eg. Co.	63	*
Johnstown		Rivoli Realty Co.	56	*
New Castle	WKST-TV	WKST, Inc.	15	*

* Information not available.

City	Call Letters	Licensee	Channel	Expected Date On The Air
Philadelphia	WIP-TV	Penna B'eg Co.	29	*
Pittsburgh	WTVQ	J. Frank Gallaher, et al	17	*
Pittsburgh	WENS	Telesensing Co. of Pittsburgh	16	July
Pittsburgh	WKJE-TV	Agnes J. Reeves Greer	53	*
Reading	WEEU-TV	Hawley B'eg Co.	33	
Seranton	WTVU	Appalachian Co.	73	
Seranton		Union Bestg. Co.	16	*
Seranton	WGBI-TV	Seranton B'estrs., Inc.	22	
Wilkes-Barre	WILK-TV	Wyo. Valley B'eg Co.	31	April 1
Williamsport	WRAC-TV	WRAC, Inc.	36	*
York	WNOW-TV	He'm Coat Co.	19	April
SOUTH CAROLINA				
Charleston	WCSC-TV	WCSC, Inc.	5	April
Columbia	WCOS-TV	Radio Columbia	25	
Columbia	WIS-TV	WIS-TV Corp.	10	
Columbia	WNOK-TV	Palmetto Radio Corp.	67	April
Greenville	WGVL	Greenville Tele Co.	23	*
SOUTH DAKOTA				
Sioux Falls	KELO-TV	Midcontinent B'eg Co.	11	
TENNESSEE				
Chattanooga	WOUC	Chattanooga T-V, Inc.	19	*
Chattanooga	WTVT	Tom Potter	13	*
Johnson City	WJHL-TV	WJHL, Inc.	11	*
Memphis	WHBQ-TV	Harding College	13	August
Amarillo	KFDA-TV	Amarillo Bestg. Co.	10	*
TEXAS				
Austin	KCTV	Capital City Tele Co.	18	*
Austin	KTVA	Tom Potter	21	July
Beaumont	KBMT	Television Bestrs.	31	May
Dallas		Trinity Bestg. Corp.	29	
Dallas		UHF Television Co.	23	*
El Paso	KEPO-TV	KEPO, Inc.	13	
Fort Worth		Tarrant County Television Co.	20	*
Galveston	KTVR	Rudman Tele Co.	11	*
Galveston	KGUL-TV	Gulf Tele Co.	11	*
Houston		UHF Television Co.	23	*
Houston	KNUZ-TV	KNUZ Tele Co.	39	July
Longview		East Texas TV Co.	32	*
Lubbock	KLBD-TV	Bryant Radio & Tele	11	
Lufkin		Forest Capital Bestg. Co.	9	*
McAllen		Texas State Network	20	
Midland		Permian Basin Tele. Co.	2	
San Angelo	KTXL-TV	Westex Tele Co.	8	*
San Angelo	KGKL-TV	KGKL, Inc.	3	*
Sherman		Sherman Television Co.	16	*
Temple	KCEN-TV	Bell Publ. Co.	6	*
Texarkana	KCMC-TV	KCMC, Inc.	6	*
Tyler	KETX	Jacob A. Newborn, Jr.	19	
Waco	KANG-TV	Central Texas Tele Co.	31	June
Wichita Falls	KTVW	White Tele Co.	22	April
VIRGINIA				
Charlottesville	WCHV-TV	Barham & Barham	61	*
Danville	WBTM-TV	Piedmont B'eg Corp.	21	*
Harrisonburg		Shenandoah Valley Bestg. Corp.	3	*
Lynchburg	WWOD-TV	Old Dominion B'eg Corp.	16	*
Newport News	WHVU-TV	Eastern B'eg Corp.	33	*
Norfolk		Peninsula B'eg Corp.	15	*
WASHINGTON				
Bellingham	KVOS-TV	KVOS, Inc.	12	May
Tacoma	KMO-TV	KMO, Inc.	13	May
Yakima	KIMA-TV	Cascade B'eg Co.	29	
Yakima	KIT-TV	KIT, Inc.	23	August
WEST VIRGINIA				
Charleston		Joe L. Smith, Jr., Inc.	19	*
Parkersburg		West Va. Enterprises	15	
Wheeling		Polan Industries	51	
WISCONSIN				
Beloit	WGEZ-TV	Beloit Bestg. Co.	57	
Eau Claire		Central Bestg. Co.	13	*
Green Bay	WBAY-TV	Norbertine Fathers	2	*
Madison	WKOW-TV	Monona B'eg Co.	27	July
Madison	WMTV	Bartell Tele. Corp.	33	*
Milwaukee	WCAN-TV	Midwest B'eg Co.	25	*
Neenah	WNAM-TV	Neenah-Menasha B'eg Co.	12	Autumn
Oshkosh	WOSH-TV	Oshkosh B'eg Co.	18	April
WYOMING				
Cheyenne	WFBC-TV	Frontier B'eg Co.	5	*
PUERTO RICO				
San Juan	WKAQ-TV	El Mundo B'eg Corp.	2	1951

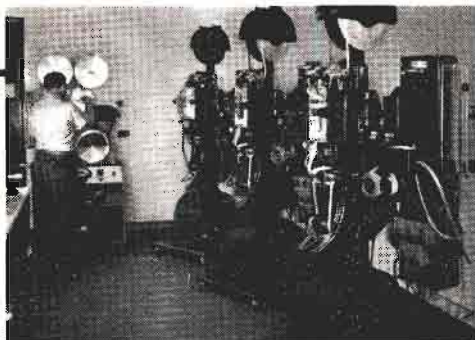
*Information not available.

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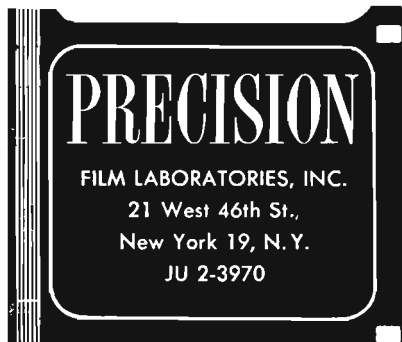
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AND
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Advance Film Productions, Inc.

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Phone: Circle 5-6873

President Chas. A. Alicoate
Executive Vice-President Chg. of
Production Wm. E. Wild
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1600 Broadway, New York 19, N. Y.
Phone: Circle 7-2850

President Nicolas Bongard
Director Rosalind Kossoff
Services Offered — Distribution of short films internationally produced, TV films for distribution in U. S. and Canada.

Aladdin Television Productions, Inc.

165 N. La Brea Ave., Los Angeles 36, Cal.
Phone: Webster 3-9437

President Harry M. Popkin
V.P., Assoc. Producer Julius F. Tuchler
Secretary Kenneth N. Chantry
Treasurer Jack Y. Berman
Producer Harold Helvenston
Director Erle C. Kenton
Production Mgr. William Persons
Services Offered — Producer of films in series form for TV.

Alexander Film Co.

3200 N. Nevada Ave., Colorado Springs, Colo.
Phone: MAin 4200

President J. Don Alexander
V.P. in Chg. Prod. Don M. Alexander
V.P. Don Alexander, Jr.
Sec'y-Treas. E. B. Foster
V.P. in Chg. Sales M. J. McInaney

Production Mgr. James Anderson
Dir. Advtg., Pub. Rel. R. H. Geddy
Services Offered—Producer of TV commercials.

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7525 Beverly Blvd., Hollywood 36, Calif.
Phone: WYoming 1128

President Gordon S. Mitchell
Vice-President C. D. Owens
Secretary-Treasurer L. B. Mitchell
Chairman of Bd. Gordon S. Mitchell
Services Offered—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second spot commercials for TV. Have very fine animation department.

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Allen & Allen Productions

3947 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-3314

Directing Mgr. George E. Allen
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American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WALnut 2-1800

Mgr. Ben Harris
Services Offered—Serving 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. Also handle any form of advertising.

American Film Producers

1600 Broadway, New York 19, N. Y.
Phone: PLaza 7-5915

Executive Producers Robert Gross,
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Production Control Sheldon Abramowitz
Editorial Chief Robert C. Jacques
Photography Supervisor J. C. Townsend
Animation Supervisor Al Stahl
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Vice-PresidentIrwin Stahl
V.P. in Chg. Sales.....Otto Sutter
V.P. in Chg. Production....Edwin Rehberg

Services Offered—Complete motion picture production service—live action—animation—film illusions. Producer of television film commercials, television shows, cartoons, training, industrial and public relations motion pictures. 35mm and 16mm, black and white, or color.

Evan J. Anton Productions, Ltd.

60 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-0113

President.....Evan J. Anton
Vice-Pres.Vera Kay

Services Offered—Producers of industrial and documentary films and slides, TV commercials and spots.

Leonard Anderson

115 W. 45th St., New York, N. Y.
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Services Offered—Motion pictures, production planning, supervision, direction, film editing, complete facilities, personal service.

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Phone: HIllside 3118
N. Y. Phone: LOngacre 3-4180

Exec. Producer.....Leon Fromkess
ProducerRudolph Flothow
V.P., Gen. Sales Mgr.....Arthur Sachson

Services Offered: produce, distribute half-hour TV dramas—“Ramar of the Jungle” series.

Argyle Television Films, Inc.

60 W. 46th St., New York 36, N. Y.
Phone: CIrcle 6-4347

President.....Louis Goldstein
Vice President.....Bob Seidelman
Treasurer.....Jerome S. Hines

Services Offered—Quality feature films, including “Night Train,” “Young Mister Pitt,” “Shipyard Sally,” “A Girl Must Live,” “The Girl In The News,” “Kipps,” “Inspector Hornleigh,” and others.

Association Films, Inc.

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Circle 5-6456

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 Treasurer.....A. L. Fredrick
 Director Adv. & Prom.....Robert Finehout
Services Offered—National distributors of industrial, educational, entertainment, religious and television films; library of 1,400 films, including 130 industrial (free-loan) films, 35 of which are cleared for TV use. Four regional libraries are maintained in Ridgefield, N. J., Chicago, San Francisco and Dallas.

Astor Pictures Corp.

130 W. 46th St., New York 36, N. Y.

Phone: LUXemburg 2-1287

Pres.-Treas.....Robert M. Savini
 Exec. V.P.....Jacques Kopfstein
 Secretary.....Fred Bellin
 Adv. Mgr.....Cy Eichman
 Comptroller.....Anthony Tarrell
Services Offered—Producer and distributor of films for TV.

Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y.

Phone: LUXemburg 2-1287

President.....R. M. Savini
 Exec. V.P., Sls. Mgr.....Jacques Kopfstein
Services Offered—Producer and distributor of features and short subjects.

Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.

Phone: AUstin 7-8620

Vice-Pres. & Gen. Mgr.....L. P. Mominee
 V.-P. Chg. Sales.....Edward Schager
 V.-P. Chg. Adv. & Prom.....Frederick K. Barber
 V.P. & Dir. of TV.....Norman C. Lindquist
 V.P., Prod. Mgr.....Albert S. Bradish

Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Experienced creative staff for TV commercials and programs. Laboratory and editing services.

Atlas Television Corp.

15 West 41th St., New York, N. Y.

Phone: MU 7-5335

President.....Henry Brown
 Dir. of Sales.....Pete Rodgers
 Film Director.....Joe M. Wolff
 Booker.....Jean Thomson

Services Offered—American and British features; half- and full-hour Westerns; Comedy shorts; one hour comedy programs; an extensive library of comedy and musical vignettes, 3-5 minutes.

Cineffects, Inc.

115 West 45th Street

New York 36, N. Y.

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 Vice-Pres. & Secy.....Paul A. Bray
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Phone: HOLlywood 9-8367

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 Staging Mgr.....Milford Capman
 Script Editor.....Donna Kellogg

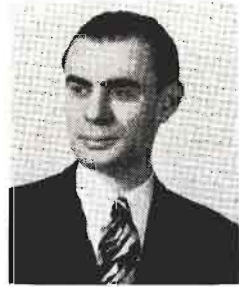
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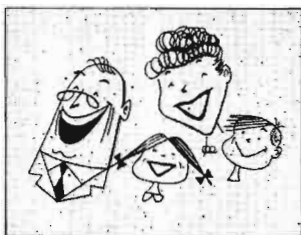
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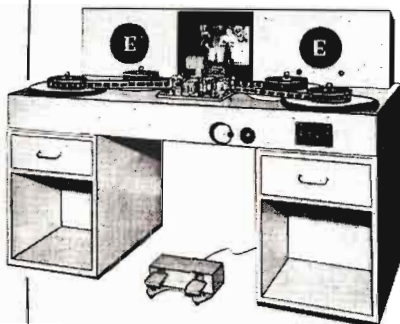
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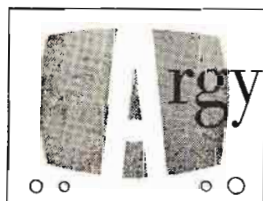
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Art Director.....James Sullivan
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Phone: HU 2-4448

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Phone: Granite 5920

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Production Mgr..... James Fleming
Scripts Bob Bennett
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 Exec. V.P.....Basil F. Grillo
 V.P. Chg. Sales.....Charles B. Brown
 Treasurer-Controller.....Homer O. Duerr
Services Offered—Development of program ideas for film and actual completion from idea to film production.

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 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 designers and cameramen.

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 Director, Producer.....Carol Bulkley
 Production Mgr.....Edith Adelson
 Treas.....Leo Reich
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 Acct. Supervisor Hunter W. Smith
 Film Editor Myron L. Broun
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Phone: HOllywood 9-2281

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Sales Manager.....Herbert H. Jacobs
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Services Offered—Distributor and syndicator of features and TV series.

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Treas., Ch. of Board.....Nathan Zucker
Production Manager.....Carson Davidson
Editorial Chief.....Luke Bennett
Sound Engineer.....John DeBlau
Public Relations.....Lee R. Bobker

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TV Script.....Henry Marcuse
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Exec. Producer..H. Alexander MacDonald
V.P., Treas.....Fred Hoar
ProducerWarren Lewis
Services Offered—Producer of TV series.

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Vice Pres.....Julius Edelman
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 Sec.-Treas.Hazel F. McCabe
 Chg. Prod.F. Richard Mansfield
 Mgr., Chicago.....L. Perrigo
 Mgr., Hollywood.....Bob Kaufman

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Phone: Circle 5-6157

PresidentWalter Bibo

Services Offered—Rent various features and shorts.

Explorers Pictures Corp.

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V.P. Chg. of Studio Operations....Sid Rogell

V.P. Gen. Sales Mgr.B. N. Darling

Production Manager.....Raoul Pagel

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.

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1041 N. Formosa Ave., Hollywood 46, Calif.

Phone: GR5111

N. Y. Phone: MURray Hill 8-0940

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Vice President.....Harry Joe Brown

Member Bd. of Dir.....Randolph Scott

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N. Y. Phone: LExington 2-2384

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V.P. Chg. Eastern

Operations.....M. R. "Mickey" Dubin

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Writer-Art Dir.....Donald B. Driscoll

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Dir. of Programing.....Al Gannaway

Production Mgr.....Glenn Miller

Dir. of Public Rel.....Reavis Winckler

Technical Manager.....Paul Schmutz, Jr.

Film Distribution Mgr.....Hamilton Warren

Services Offered—TV films of all types.

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 Phone: HEmpstead 4807

Exec. Producer Harry Wayne McMahan
 Production Dir. Chet Glassley
 Technical Dir. Taylor Byars
 General Mgr. John J. Glavin
 Casting Judy McMahan
 Secretary-Treas. Bernice C. McQuown
Services Offered—Motion picture and TV film spots.

Flying A Pictures, Inc. and

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6920 Sunset Blvd., Hollywood 28, Calif.
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TreasurerBernard Samuels
SecretaryFluff Blome
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Gainsborough Associates
(See Program Producers)

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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.

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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 PresidentJamison Handy
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 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.

Hawley-Lord, Inc.

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

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 V.P. Treas.....Lewis D. Abbott
 SecretaryGordon Shadwick
Services Offered—Production of 16 mm. color motion picture shorts on hunting and fishing.

Sam Hayes Productions

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: Hempstead 1515

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Phone: WO 4-2478

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Phone: Hollywood 9-2001

Producer.....Paul L. Hoefler
Business Manager.....E. M. Bennett
Secretary.....Ruby 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.

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Phone: Circle 6-9031

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Services Offered—Motion pictures for television.

Hour Glass Productions

810 N. Highland Ave., Hollywood 38, Cal.
Phone: CR 19111

President.....Wanda Tuchock
Vice-President.....George de Normand
Services Offered—Youth series, "Man of Tomorrow."

Lucille Hudiburg Productions

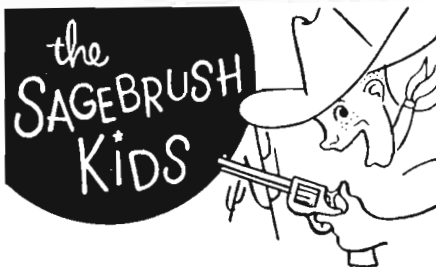
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Partner.....Victor M. Ratner
Editorial Supervisor.....Julius Goldstein
Production Supervisor.....Walter Sachs

Studio Manager.....Irving Sachs
Dir. of Sales.....Ezra R. Baker, Jr.

Services Offered—IMPS produces documentary, commercial TV spots, and industrial films. Feature films for theatrical release; slide films.

**International Film
Foundation, Inc.**

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

Executive Dir.....Julien H. Bryan

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

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Phone: Circle 6-4486

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

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235 E. 45th St., New York, N. Y.
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General Mgr.....Seymour Berkson
Editor-in-Chief.....Barry Faris

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 Phone: ELdorado 5-6620
 Studios: Ben Gradus Studios, Ltd.,
 321 W. 56th St., New York 19, N. Y.
 Phone: PLaza 7-4823

PresidentBen Gradus
 Partner.....Victor M. Ratner
 Production Supervisor.....Walter Sachs
 Production Coordinator....Edmund Stevens
 Studio Manager.....Arnold Heller
 Editorial Supervisor.....Julius Goldstein
 Director of Sales.....Ezra R. Baker
Services Offered—Producer of TV com-
 mercial, industrial, PR, educational, sales,
 personnel training and filmed shows for TV.

International 16mm. Corp.
 (See Program Producers)

**International Tele-Film
 Productions, Inc.**

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

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 Vice President.....Thelma Schnee
Services Offered—TV live and film pack-
 age shows, recordings, talent.

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

Dir. of Radio & TV.....Don A. Davis
Branch Office
 38 E. 57th St., New York, N. Y.
 Phone: PLaza 9-6693

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

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

DirectorLeon 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
 Promotion Dir.....Ned E. Williams
 Treas.Lincoln Douglass
 Musical Dir.....Richard Dix
Services Offered—A complete radio and
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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 chil-
 dren's audiences, also scripts, and consultant
 service for TV.

**Bernard E. Karlen
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270 Park Ave., New York 17, N. Y.
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 Associate Producer.....Roland N. Karlen
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Phone: PL 3-0549

Executive ProducerRoger 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. Snody
Animation Dept. Dir.....Abe Blashko
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.

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PresidentHerbert Kerkow
Services Offered—TV films produced.

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601 N. Fairbanks Court, Chicago 11, Ill
Phone: DeLaware 7-0400
N. Y. Phone: PLaza 9-4770
Hollywood Phone: Hudson 2-1147

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

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

Larry Kurtze

1230 Washington Blvd., Chicago 7, Ill.
Phone: MonROe 6-6271

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
Script Dir.....Ardis Smith
Animation Dir.....Alex Geiss
Services Offered—TV spots and programs, also industrial films.

Productions—“Professor Yes ‘N’ No,” consecutive 15-min. TV series.

(See Page 950)

Ely Landau, Inc.

101 W. 55th St., Suite 1-A, New York 19, N.Y.
Phone: COlumbus 5-8646

President.....Ely A. Landau
Services Offered—Television programs on film for national, regional and local sponsorship.

Productions—“The Bill Corum Sports Life Program,” “The Betty Furness Movie Life Program,” “The Passerby,” “Man’s Heritage.”

Albert Lang Productions

KTTV, Sunset Blvd., Hollywood 28, Cal.
Phone: HU 2-7111

Pres., Gen. Mgr.....Albert Lang
Vice-Pres., Sec’y.....Olga Haney
Services Offered: Writing, producing, distributing TV commercial films.

Lawrence & Lee, Inc.

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

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

Robert Lawrence Productions, Inc.

118 W. 54th St., New York 19, N. Y.
Phone: JUdson 2-5242

President.....Robert L. Lawrence
TreasurerPhilip Kornblum
Studio Mgr.....Louis Mucciolo
Chief Film Editor.....Henry Traiman
Services Offered—Film—to order—television commercial announcements and television package programs.

Leichter, Mitchell

1842 N. Cherokee, Hollywood 28, Calif.
Pres., Head of Prod.....Mitchell Leichter
General Mgr.....Dick Peterson
Services Offered—Producer, distributor of films for television.

Gene Lester Productions

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

Producer-DirectorGene Lester
 Chief Technician.....Robert Ernst
 Comptroller.....Albert J. Silverman
 Production Manager.....Martin Sperber
 SoundRobert Ernst

Services Offered—TV film packages and commercials.

Productions—“Hollywood on the Line.” “Assignment Unknown” and others.

Edward Lewis Productions

846 No. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HO 9-1673

ProducerEdward Lewis
 Assoc. Producer.....Paul Gordon
 Production Manager.....William Stephens
Services Offered—Production of motion picture film for TV. Half-hour dramatic programs.

Jack Currier Lewis

P. O. Box 255, Riverside, Conn.
Phone: Old Greenwich 7-9474

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 Producers & Distributors

6525 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 7960; HE 1161

PresidentMiss Loy Lester
 V.-P., in Ch. of Prod.....Charles M. McCoy
 Sec.-Treas.M. Briese
 Exec. DirectorC. Mandell
 Exec. Prod. & Ch. Eng....Charles M. McCoy
 Producer.....John Leslie Hamilton
 ProducerRobert Smigel

Services Offered—Motion picture facilities; technical, advertising, educational, public relations and documentary films. Live and package shows.

Productions—“Kitchen Note Book” series and “spots” for civil defense.

Lion Television Pictures Corp.

1501 Broadway, New York 36, 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, Inc.

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 Television Productions, Inc.

9336 W. Washington Blvd., Culver City, Cal.
Phone: TEXas 0-2931

1270 Ave. of the Americas, New York 20
Phone: PLaza 7-6990

PresidentIrving Lesser
 Vice President.....Seymour Poe
 General Manager.....Robert Guggenheim
Services Offered—Distributors of feature length pictures—half-hour Series and film shorts.

Mannon Sound Stages

112 W. 89th St., New York, N. Y.
Phone: SU 7-5100

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

Mark VII, Ltd.

2400 W. Alameda, Burbank, Calif.
Phone: RO 9-2461

Exec. Producer.....Stanley Meyer
 ProducerMichael Meshekoff
 DirectorJack Webb
Services Offered—Produce half-hour TV film & radio dramatic series—“Dragnet.”

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; sales and service.

Mercury International Pictures, Inc.

6611 Santa Monica Blvd., Hollywood 38, Cal.
Phone: Gladstone 1101

PresidentV. E. Ellsworth
 Vice-President.....D. L. Monahan
 Sec.-Treas.....G. C. Cable
 General Mgr.....Olivia Eastus
Services Offered—Complete production of films for television from script to final print including mediums of animation, live action, sound in 16mm and 35mm.

Productions—Mike Stokely's “Hollywood Guest Stars,” Tim McCoy Show, “Ski Boots.”

MCA, TV, Ltd.

598 Madison Ave., New York, N. Y.
Phone: PLaza 9-7500

Exec. in Charge.....David Sutton

Branch Offices

Union Commerce Bldg., Cleveland, O.

Phone: CHerry 6010

Exec. in charge.....De Arv Barton
430 N. Michigan Ave., Chicago, Ill.

Phone: DELaware 7-1100

Exec. in charge.....M. B. Lipsey
Northwestern Bank Bldg., Minneapolis,
Minn.

Phone: LIncoln 7863

Exec. in charge.....Charles Richter
2102 N. Akard St., Dallas, Tex.

Phone: PRospect 7536

Exec. in charge.....Edwin Greene
837 Bock Tower, Detroit, Mich.

Phone: WOODward 2-2604

Exec. in charge.....Verle Bogue
105 Montgomery St., San Francisco, Calif.

Phone: EXbrook 2-8922

Exec. in charge.....Don Mulford
9370 Santa Monica Blvd., Beverly Hills, Cal.

Phone: CRestview 6-2001

Exec. in charge.....Mickey Rockford
Services Offered—Producer, distributor TV
series.

Charles Michelson, Inc.

15 W. 47th St., New York 36, N. Y.

Phone: Plaza 7-0695

President.....Charles Michelson
Divisional Sales Mgr.....Ray Linton

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 Center Studios

846 N. Caluenga Blvd., Hollywood 38, Calif.

Phone: HO 9-5981

Pres., Gen. Mgr.....Joseph Justman
Assistant-Secretary.....Joseph A. Schwall
Studio Mgr. & Comptroller.....John K. Brent

Services Offered—Television rental studio—9 stages and complete facilities.

Productions—Irene Dunne Series—China Smith Series.

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
Secretary.....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.

Movietoneys, Inc.

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

Phone: COlumbus 5-7200

President.....W. C. Michel
Producer.....Edmund Reek

General Manager.....Jack Haney
Commercial Dept. Mgr.....Frank Barry

Editors.....Harry Lawrenson, Louis Tectonic
Associate Prods.....Jack Gordon, Jack Kuhne

Director of Scripts.....Dan Doherty
Assignment Director.....Burt Reinhart

Asst. Assignment Dir.....Art Sorenson
Services Offered—Produce, distribute newsreels, short subjects, commercials, documentaries, novelties.

Owen Murphy Productions, Inc.

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

Phone: PLaza 7-8144

President.....Owen Murphy
General Manager.....Elwood Siegel

Production Mgr.....Charles L. Turner
Chief Editor.....Edward F. Boughton

Services Offered—Complete motion picture production services; Commercial, advertising, institutional films, package shows on film especially made for TV; Scripts, photography art and animation facilities.

Nation Wide Television Corp.

1501 Broadway, New York 18, N. Y.

Phone: LOngacre 4-8234

President.....Irvin Shapiro
Services Offered—Feature films, streamliners.

National Screen Service Corp.

1600 Broadway, New York 19, N. Y.

Phone: Clrele 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; TV film
 spots and commercial films.

**Stanley Neal Productions,
Inc.**

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

Branch Offices

Hal Roach Studios, Culver City, Calif.

Phone: TEexas 0-2716

1809 Tribune Tower, Chicago, Ill.

Phone: WHitehall 4-3360

President.....Stanley Neal
 V.P. in Charge of Sales.....D. J. Lane
 Dir., Prod. Devel.....Charles W. Cromer
 V.P. in Charge of Pub. Rel.....B. G. Kohn
 Midwest Sls. Director.....C. P. Goetz
 V.P. in Charge of Prod.....Sobey Martin
 In Charge of Scripts.....Edith Martin
 Production Mgr.....Charles L. Smith
Services Offered—Producer of TV film;
 distributor.

Newsreel Service

5 Centre Market Place, New York 13, N. Y.

Phone: CAnal 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 in-
 serts for live TV shows. Complete production
 facilities for TV shows on film.

Nola Studios Inc.

1657 Broadway, New York 19, N. Y.

Phone: PLaza 7-4870

President.....Vincent J. Nola
 Vice President.....Vincent T. Nola
 Chief Engineer.....Stanley J. Bumbly
 Film Prod. Facilities Mgr.....Peter Wilde
Services Offered — Complete production
 facilities to the independent producer. Film-
 Sync Tape, 1¼", 16mm, 17½mm-Disc re-
 cording. Re-recording Tape to Film. Shoot-
 ing and Scoring facilities.

**Nothing New Under the Sun
Productions**

240 S. Beverly Dr., Beverly Hills, Calif.

Phone: CRestview 4-5491

Producer.....Mitchell Gertz
 Secretary.....Harold Bernson
Services Offered — Producer of 5-minute
 film features.
Productions — Nothing New Under the
 Sun.

Official Films, Inc.

(Official Television Inc.)

25 West 45th St., New York 36, N. Y.

Phone: PLaza 7-0100

President.....William R. Goodheart, Jr.
 Chairman of the Board.....Isaac D. Levy
 Secretary.....Herbert J. Siegel
 Sales Mgr. (Nat'l Sls.).....Bud Austin
 Assistant to President.....Herman Rush
 Treasurer.....Seymour Reed
Services Offered—Producer and distributor
 of 8mm and 16mm sound and silent films.

**Olio Video Television
Productions, Inc.**

20 East 42nd St., New York 17, N. Y.

Phone: MU 2-3218

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

**Paramount Television Pro-
ductions Inc.**

1501 Broadway, New York 36, N. Y.

Phone: BRyant 9-8700

President.....Paul Raibourn
 Prog., Prod. Dir.....Burt Balaban
 Sales & Mds. Dir.....John F. Howell
Branch Office

5451 Marathon St., Los Angeles 38, Calif.

Phone: HOLlywood 9-6363

Vice-President.....Klaus Landsberg
Services Offered—TV package programs,
 production, video transcription service, sales
 distribution.
Productions — "Time Out for Beany,"
 "Wrestling from Hollywood," Erskine John-
 son's "Hollywood Reel."

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.

Phone: Granite 4774

Exec. Producer.....Paul Parry
 Production Supervisor.....Betty Sinclair
 Dir. of Photography.....Ray Foster
Services Offered—Production of Commer-
 cials, program films, sales promotion and
 training films.

**Parsonnet TV Film Studios,
Inc.**

46-02 5th St., Long Island City, N. Y.

Phone: STillwell 4-6163-4-5

President.....Marion Parsonnet
 Treasurer.....Walter Blake
 Secretary.....Andrew Weinberger
Services Offered: Producer of films; pro-
 duction facilities for rent; films for syndica-
 tion.

Lindsley Parsons Productions, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: Hudson 2-7111

PresidentLindsley Parsons
TreasurerSam Wallis
SecretaryLeonard W. Herman
Associate ProducerWarren Douglas
Services Offered—All types of TV films including commercials.
Productions "Files of Jeffrey Jones."

Pathescope Productions

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

PresidentEdward J. Lamm
Sales ManagerRobert Rubin
Services Offered—Television commercial and program production.

Ray Patin Productions

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

Exec. ProducerRay Patin
Asst. ProducerGus Jekel
Sls. & Studio Mgr.Lee R. Blevins
Services Offered—Complete production of animated television commercial films with live action sequences.

Pictorial Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: PENnsylvania 6-3756

PresidentJ. Milton Salzburg
Chairman of the BoardFrank Soule V.P., TreasurerHyman Rosner
Sales ManagerDavid B. Dash
Advertising ManagerS. J. Krumholz
ComptrollerPaul Kern
Services Offered—Produce & distribute features & shorts.

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.
Phones: YORk 8058; WEBster 3-4608

PresidentJuan C. Hutchison
Vice-PresidentPerry King
Services Offered—Complete production facilities; live action and animation. 16 and 35 mm.

Post Pictures Corp.

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

PresidentHarry A. Post
SecretaryEli W. Post
TV SalesAlan 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 ProducerJ. P. Lane
ProducerRichard L. Morley
Production ManagerVal Lindberg
Services Offered—Producers of television series or individual films, commercial and industrial films.

The Princeton Film Center, Inc.

270 Park Ave., New York 21, N. Y.
Phone: PLaza 5-0322
Carter Road, Princeton, N. J.
Phone: Princeton 3550

Executive DirectorGordon Knox
Vice-PresidentJack Barlass
TreasurerAlbert Califano
Prod. Mgr.L. H. Holton
WritersJohn Capsis, Sumner Lyon, Ardis Smith.
Chief EditorRobert Webb
Distrib. Mgr.Sherman Price
Services Offered—Production and distribution facilities for television films of all types.

Producers Representatives Inc.

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

PresidentIrving M. Lesser
Secy. Treas.Seymour Poe
Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts.

Radiovision Corp.

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

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

Reid Ray Television Productions, Inc.

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

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

8762 Holloway Dr., Hollywood, Calif.
Phone: CRestview 1-4080

PresidentReid H. Ray
Vice-PresidentFrank J. Havlicek
Secretary-TreasurerWilliam H. Ringold
Vice-PresidentR. V. Jeffrey
Vice-PresidentFrank Balkin
Vice-PresidentJohn Lang
ProducerSaul Elkins
Ass't. DirectorE. H. Polsfuss
Services Offered—Production of television 26 and 13 minute films for local, regional and national sponsor-ship; TV commercials.

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

35 W. 45th St., New York 36, N. Y.
Phone: LU 2-1440

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

Reeves Sound Studios Inc.

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

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

Regal Television Pictures Corp.

151 W. 46th St., New York 36, N. Y.
Phone: LU 2-1877

President Moe Kerman
Vice-Pres. Joc 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.

Stuart Reynolds Productions

321 S. Beverly Dr., Beverly Hills, Cal.
Phone: CRestview 1-6155

President Stuart Reynolds

RKO Pathe, Inc.

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

Vice-Pres. & Gen. Mgr. Jay Bonafield
Treasurer James H. Herries
Secretary Joseph Laub
Comptroller Garrett VanWagner
Production Mgr. J. Douglas Travers
Television Consultant ... Robert H. Johnson
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers of TV films on contract.

Hal Roach Studios, Inc.

8822 W. Washington Blvd., Culver City, Calif.
Phone: VERmont 8-2185

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

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

Bob L. Roberts Productions

152 W. 54th St., New York 19, N. Y.
Phone: PLaza 7-4314-5

President Bob Levitt Roberts
Services Offered—Radio and TV live or film Package Productions.

Rocket Pictures, Inc.

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

President J. Richard Westen
V.P. in Chge. Sales Parker Stough
Exec. Vice-President Harlow Wilcox
Production Manager Don Bartelli
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV programs.

Frederick E. Rockett Co.

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

General Manager Fred K. Rockett
Production Supervision Alfred Higgins
Photographic Department Jay Adams
Editorial Dept. Paul Lord
Stage Mgr. 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.

Roy Rogers Productions

Samuel Goldwyn Studio
1041 N. Formosa Ave., Hollywood 46, Calif.
Phone: GRanite 5111

Executive Producer Roy Rogers
Producer Jack Lacey
Director Robert G. Walker
Cameraman Joe Novak
Services Offered—Produces TV western films.

Rogell Productions Inc.

8949 Sunset Blvd., Los Angeles 46, Calif.
Phone: CR 4-5217

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

Roland Reed Productions

8822 W. Washington Blvd., Culver City, Cal.
Phone: TExas 0-2761

President.....Roland D. Reed
Vice-President.....Guy V. Thayer, Jr.
Secy.-Treas.....Hazel Hall
Production Manager.....Dick L'Estrengue
Casting Dir.....William Tinsman
Services Offered—Producers of commercial, industrial and television films.

Rosamond Productions, Inc.

8913 Sunset Blvd., Hollywood 46, Calif.
Phone: CRestview 4-5401

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

Leslie Roush Productions, Inc.

333 W. 52nd St., New York 19, N. Y.
Phone: COlumbus 5-6430

Studios: 130 Herricks Rd., Mineola, N. Y.
President.....Leslie M. Roush
Vice-President.....Jules K. Sindhie
General Manager.....John Fox
Production Manager.....James DiGangi
Services Offered—Make TV films, commercials.

Danny Rouzer Studio

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

President & Owner.....Danny Rouzer
Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects and titling.

Ruby Film Company

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

Production Mgr.....Edward Ruby
Office Manager.....Bernice Maultasch
Services Offered—Film Production. Editing Rooms, projection apparatus, camera rental.

Sack Television Enterprises

Film Exchange Bldg., 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.
Services Offered—Producers, distributors; representatives for independent producers.

Barnard L. Sackett Television Productions

(See Program Producers)

Sarra, Inc.

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

President.....Valentino Sarra
Sales Prod. Mgr.....Jack Henderson
Branch Office
16 East Ontario St., Chicago 11, Ill.
Phone: WHitehall 4-5151

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

Scandia Films, Inc.

220 W. 42nd St., New York 36, N. Y.
Phone: WISconsin 7-7059

President.....Ernest Mattsson
Services Offered—Distributor and representative of foreign TV producers.

Screen Gems, Inc.

(A subsidiary of Columbia Pictures Corp.)
233 W. 49th St., New York, N. Y.
Phone: CIrcle 5-5044

V.P. & Gen. Mgr.....Ralph M. Cohn
V.P. in Chge. Sales.....John Mitchell
Business Manager.....Burton Hanft
Dir. Advtg., Pub. Rel. Harry K. McWilliams
Eastern Prod. Mgr.....M. Peter Keane
Staff Prod. Dir.....John Gilmour.
Ben Berenberg

Casting Director.....Nancy Kassel
Film Editorial Chief.....Dan Heiss
West Coast: 1438 N. Gower St.,
Hollywood 28, Calif.

V.P. Chge. Prod.....Irving Briskin
Producers.....Jules Bricken, Irving Starr
Production Executive.....Fred Briskin
Story Editor.....Margaret Wilder
Services Offered—produce, distribute TV films; produce animated or regular TV film commercials.

Screen Televideo Prod.

328 So. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-1721

Production Manager.....Rudy E. Abel
Auditor.....Frances Wilkinson
Services Offered—Custom production and distribution of television films.

Al Simon Productions

General Service Studios

1040 N. Las Palmas, Hollywood 28, Calif.
Phone: GRanite 3111

Services Offered—Productions of filmed shows and commercials.
Productions: Burns & Allen Show, Joan Davis Show, Mickey Rooney Show.

Skibo Productions, Inc.

165 W. 46th St., New York 36, N. Y.
Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
 SecretaryGeorge Blake
Services Offered—16mm. 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: CI 6-6915

Executive Producer.....Charles E. Skinner
 Associate Producer.....Robert Sloan
 Production Manager.....Jack Aichele
 Film Music Editor.....Alphonse Corelli
 Musical Director.....Skitch Henderson
 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 for television and theatres, 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

PresidentStephen Slesinger
Services Offered—TV films, based on the following properties: "Red Ryder," "King of the Royal Mounted," "Ozark Ike," "Blondie," and "Winnie-the-Pooh."

Fletcher Smith Studios, Inc.

321 E. 44th St., New York 17, N. Y.
 Phone: MUrray Hill 5-6626

PresidentFletcher Smith
 Vice-PresidentCharles Schettler
 Secretary-TreasurerPeter Caldera
Services Offered—Producers of programs and spots.

Snader Telescriptions Corp.

177 So. Beverly Dr., Beverly Hills, Calif.
 Phone: CR 5-4451
 N. Y. Phone: LOngacre 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 films for TV; own organization for syndication and distribution of features produced by others.
Productions: Dick Tracy Series.

Sound Masters, Inc.

165 W. 46th St., New York 36, N. Y.
 Phone: PLaza 7-6600

Chairman of Brd.....W. F. Githens
 President.....Harold E. Wondsel
 V.P., Sect.....F. C. Wood, Jr.
 TreasurerWalter Kullberg
Services Offered—Producers of commercial spots and industrial films.

Southwest Film Productions, Inc.

4040 Westheimer Rd., Houston 6, Tex.
 Phone: Linden 3171

Chairman.....Howard T. Tellepsen
 President.....John Paul Goodwin
 SecretaryEmory Gose
 Treasurer.....W. D. Woodroof, Jr.
 Exec. V.P., Gen. Mgr.....Harlan Mendenhall
Services Offered—Producers of TV package programs, TV commercials, and industrial films; News; animation; complete production and laboratory facilities.

Sovereign Productions, Inc.

7324 Santa Monica Blvd., Hollywood, Cal.
 PresidentStuart Reynolds
 Producers.....Arthur Ripley, Gil Ralston
 Secretary-TreasurerRudolph Monter
Services Offered—Production of ½-hour dramatic films.
Productions—"Cavalcade of America."

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.

Al Stahl Productions

1600 Broadway, New York 19, N. Y.
 Phone: COlumbus 5-2942

PresidentAl Stahl
 Vice-PresidentIrwin Stahl
 V.P. chge. of Sales.....Otto Sutter
 V.P. chge. of Prod.....Edwin Rehberg
Services Offered—Complete production facilities and service for filming live action, animation, TV shows and commercials; also produce training, industrial and public relations films in black-white & color.

Standard Television Corp.

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

PresidentIrvin Shapiro
Services Offered—Major feature films and shorts.

Star Entertainment Corp.

214 W. 42 St., New York 36, N. Y.
Phone: LA 4-3450

President Max Wolf
Vice-President Robert Feldman
Secretary Al Roth
Services Offered—Talent representatives,
casting, production, and packaging of films.

Station Distributors, Inc.

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

President Walker Stuart
Sales Director Jay Williams
Services Offered—Film production for TV;
sales & distribution of package shows.

William Stephens Co.

Motion Picture Center Studios
846 N. Cahuenga Blvd., Hollywood 38, Calif.
Phone: HOLlywood 9-5981

Production Super. Wm. Stephens
Assistant Ralph Slosser
Sales Edward Conner
Story Editor John Stephens
Services Offered—TV film series.

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
V.P. chge. of Station Sales ... Bernice S. Coe
Mgr. of Agency Sales Richard Carlton
Branch Office
6715 Hollywood Blvd., Hollywood 28, Calif.
Phone: Granite 2886
Services Offered—Producer and distributor
of TV features, shorts and film series. TV
stock shots. Distributor for independent pro-
ducers.

Mike Stokey Productions

6123 Selma Ave., Hollywood 28, Cal.
Phone: HUDson 2-1241

President Mike Stokey
Assoc. Producer Gene Colton
Assoc. Producer John Hueners
Service Offered: Producers of live and
filmed television productions. General tele-
vision packaging.

Wilbur Streech Productions

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

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

Swift-Chaplin Productions, Inc.

1316 W. Jefferson Blvd., Los Angeles 16, Cal.
Phone: REpublic 2-4492

President Charles F. Chaplin
Vice-President Howard Swift
Secretary-Treasurer Harry Hinkle
Production Manager Miles E. Pike
Services Offered—The production of
custom-built television commercials.

T-bar-V Productions, Inc.

5919 Hollywood Blvd., Hollywood 28, Calif.
Phone: HEmpstead 1088

Pres. Sls. Mgr. Donna Fargo
V.P., Gen. Mgr. Lois Landon
Sec'y., Treas. H. B. Baumeister
Services Offered: Specialize in westerns,
outdoor, animal packages.
Productions: "Trader Lee," "Window to
the West" (Visual Quiz Kids), and others.

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—Producers, distributors.
Productions: "Little Theatre."

Tele-America Inc.

364 No. Camden Dr., Beverly Hills, Calif.
Phone: CR 4-5381

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

Telecast Films, Inc.

112 W. 48th St., New York 36, N. Y.
Phone: JUDson 6-5480

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

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.

Telemount Pictures, Inc.

P. O. Box 4555, Los Angeles 24, Calif.
 President.....Henry B. Donovan
 Secretary-Treasurer.....John Chesley
 Dir. of Films.....R. Browne, G. Cahan
 Asst. Producer.....Russ Hayden
Services Offered—Producers of TV films and live programs and commercial films.

Telenews Productions, Inc.

630 Ninth Ave., New York 36, N. Y.
 Phone: JUlson 6-2450
 President.....Herbert Scheftel
 Exec. Vice President.....Alfred G. Burger
 General Manager.....Charles N. Burris
 Editor-in-chief.....Edward P. Genock
 Production Manager.....Marshall Davidson
 Chief Film Editor.....William Sofio
 Dir. Comm. Film Dept.....Robert W. Schofield
 Adv. & Prom. Mgr.....Robert Kirsten
Services Offered—Producers of television news film, film commercials, film programs; film stock shot library.
Productions: Telenews Daily, Telenews Weekly, This Week in Sports, Beat The Experts, Adventures in Sport.

Telepak Inc.

8428 Melrose Pl., Los Angeles 46, Calif.
 President.....C. Robert Longenecker
Services Offered—Production of programs, both film and live for TV. 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 Exploitation Inc.

1450 Broadway, New York 18, N. Y.
 Phone: WlSconsin 7-2055, BRyant 9-6332
 President.....Milton M. Gettinger
 Exec. Vice-President.....Oliver O. Unger
 Sales Representative.....Harold Goldman
Services Offered—In the television field, distributes, purchases, and produces full length features and short subjects.

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 6-4140
 Producer.....W. Wallace Orr
 Director of Programming &
 Sales.....George J. Kerrigan, Jr.
 Director of Production.....Dan Wise
 Film Editors.....Joe Arnold, Dan Endy,
 Marvin Fisher, William Friel
Services Offered—Complete facilities for producing TV film shows and commercials. Largest producers of film TV sports programs in the country.

**FOR EXCLUSIVE FILM COVERAGE
 OF MAJOR LEAGUE BASEBALL...**

TEL RA

America's leading producer of
 TV sports films

Famous TEL RA shows include

- TOUCHDOWN
- DOWN THE STRETCH
- SPORTS SPOTLIGHT
- BASEBALL BRIEFS
- TELESPORTS DIGEST
- NATIONAL PRO HIGHLIGHTS
- DICK DUNKEL'S FOOTBALL RATINGS

TEL RA PRODUCTIONS
 1518 WALNUT STREET
 PHILADELPHIA 2, PA.
 Kingsley 6-4140

Ed Thorgersen

245 West 55th St.

Phone: Circle 6-8935

Exec. Producer.....Ed Thorgersen
Services Offered—Producer, Editor and Commentator. Package programs, (news & sports). Industrial motion pictures for institutional advertising and sales promotion.

Times Square Productions Inc.

145 West 45th St., New York 36, N. Y.

Phone: Circle 6-4443

President.....Chas. W. Curran
 Vice-President.....Stephen E. Fitzgibbon
 Production Assistants.....Diana Kemble.

Freda Godfrey

Associate Producer.....Fred Kelly
Services Offered—Specializing in the production of live-action, live-sound motion picture subjects for TV commercials and programs, for business, training and entertainment.

Productions: Fu Manchu.**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 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.

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.

Phone: DUnkirk 8-1323

President.....Doria Balli
 Sales Manager.....Charlie Larrain

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

TV Movie Club, Inc.

1501 Broadway, New York, N. Y.

Phone: BRyant 9-6734

President.....Dr. Arthur M. Epstein
 Exec. Supervisor.....Richard F. O'Connell

Services Offered—Series of half-hour, open-end TV films for children.

TV-Programs, Inc.

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

Phone: CHickering 4-1374

Executive Producer.....Edward Roberts, Jr.

Director of Sales.....Leonard Beckman
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 producers.

TV-Unlimited Inc.

341 Madison Ave., New York 17, N. Y.

Phone: MURray Hill 3-3881

President.....Herbert Rosen

Services Offered—Producers of complete films to order, package shows, full-length feature films, mood and bridge music library service for TV and 16 mm. productions, sound effect records.

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

Traffic Manager.....Sidney Dash
 East Coast Sales Rep.....Robert Brahm

Mid-West Sales Rep.....Robert O'Brian
 Mid-Atlantic Sales Rep.....Milton E. Olin

Services Offered — Distribution of television films.

United Film and Recording Studios

301 East Eric Street

Chicago 11, Illinois

Services Offered—Production facilities for motion pictures, television films and commercials, sound slide films and recordings of every type.

United Press Associations

(See Program Producers)

United Productions of America

1140 Lakeside Dr., 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.....Robert Cannon

V.P. in chg. Pub. Rel.....Charles Daggett

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

United Television Programs Inc.

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

Phone: CEntal 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.

United World Films, Inc.
(Subsidiary of Universal Pictures)

445 Park Ave., New York 29, N. Y.
Phone: PLaza 9-8000

P. O. Box 183, Universal City, Cal.

President..... J. M. Franey
V.P. in Chg. Production..... N. E. Gluck
West Coast Producer..... Morrie Weiner
Coast Prog. Production..... George Bole
Producer (New York)..... Steve Allen
Services Offered—Producer and distributor of programs and spot commercials.

Van Praag Productions

1600 Broadway, New York, N. Y.
Phone: PLaza 7-2857

Executive Producer..... William Van Praag
Production Chief..... Gilbert M. William
Art Director..... Sidney Kupfershmidt
Chief Cameraman—Unit A.... Sidney Zucker
Chief Cameraman—Unit B.... Sol Roizman
Casting Director..... Joan Topper
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

President..... Henri E. Marcuse
Partner Guy Calandrea
Script Supervisor..... Charles Cinnamon
Assoc. Supervisor..... Raymond Foucher
Services Offered—Live and film services for TV film series; script packages.

Video Pictures, Inc.

Executive & Sales Offices
41 E. 50th St., New York 22, N. Y.
Phone: MURray Hill 8-1162

STUDIO: Video Pictures, Inc.

510 W. 57th St., New York 19, N. Y.
Phone: CIrcle 7-2062

President..... William R. Deering
Vice-President Martin Henry
Vice-President..... George W. Goman
Secretary..... Elsie M. Rice
Supervisor of Sales..... Frank B. Woodruff
Services Offered—Complete facilities for production of motion pictures, television, commercials, programs, industrial and other.

Video Pictures, Inc.

1515 No. Western Ave., Hollywood 28, Calif.
Phone: HU 2-3030

President Hank McCune
Assoc. Producer..... Charles Maxwell
Production Manager Jack Caldwell
Merchandising & Promotion... B. A. Bahb
Services Offered—Producers of theatrical and commercial television subjects.

Vidicam Pictures Corp.

240 East 39th St., New York 17, N. Y.
Phone: MU 6-3310

President Alfred Justin
Studio Chief..... William B. Shriner
Staff Director..... James Rose
Chief Sound Engineer... Peter Protopappas
Editor Gladys Brothers
Services Offered—Producer of television film commercials and television film programs. Both 16 and 35mm. projection facilities. Complete sound recording equipment.

Visual Media, Inc.

17 E. 45 St., New York 17, N. Y.
Phone: MURray Hill 2-2060

President..... William M. Nelson
Art Director..... Raymond Keane
Advertising Consultant..... Weston Hill
Office Manager..... Marguerite K. Lee
Services Offered—Specialists in analysis and creation of TV programs and program material, both live and on film.

Volcano Productions Inc.

1040 N. Las Palmas, Hollywood 38, Calif.
Phone: Granite 3111
N. Y. Phone: VAnderbilt 6-5661

President Robert Angus
Vice President..... William Lewis, Jr.
Production Manager..... Leo Pepin
Services Offered—Producer of feature and commercial films for TV.

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, telops, balops, slides, commercial motion pictures.

Adrian Weiss Productions

655 No. Fairfax Ave., Los Angeles 36, Calif.
Phone: WEbster 8-5287

ProducerAdrian 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 8-5287

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
(Division of Video Pictures,
Inc.)**

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

President.....William R. Deering
Vice Pres.....Martin P. Henry
Secretary.....E. M. Rice
Services Offered—Producers of TV commercials and program films.

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.

Wilding Picture Prods., Inc.

Studios: 1345 Argyle St., Chicago, Ill.
Phone: LOngacre 1-8410

5981 Venice Blvd., Hollywood, Cal.
Phone: LUcas 0986

Branches:

385 Madison Ave., New York, N. Y.
Phone: PL 9-0854

Vice Pres.....J. W. Inglefield
Dime Bldg., Detroit, Mich.
Phone: Woodward 3-9311

Vice Pres.....L. S. Thompson
Sweetland Bldg., Cleveland, O.
Phone: TOWer 1-6440

Vice Pres.....Jack Rheinstrom
Engineer Bldg., Cincinnati, O.
Phone: GARfield 0477

Exec. in Charge.....R. L. McMillan
1378 Lindell Blvd., St. Louis, Mo.
Phone: LUcas 0986

Exec. in Charge.....James DUTST
President.....C. H. Bradfield, Jr.
Vice Pres.....H. W. Fish
Sec'y-Treas.....V. A. Burg
V.P. (Production).....J. A. Kellock
Hollywood Mgr.....John Oser
Services Offered—Film Production.

**Frank Wisbar Productions
Inc.**

Eagle-Lion Studios, Los Angeles, Calif.
Phone: HUDson 2-2286

President.....Frank Wisbar
Vice-President.....Benjamin H. Kline
Sec't-Treas.....Arnold Leader
Services Offered—Film productions for TV.
Productions: "Fireside Theater."

World Video, Inc.

(See Program Producers)

Emerson Yorke Studio

245 W. 55th St., New York 19, N. Y.
Phone: LUxemburg 2-2216

Owner, Exec. Producer....Emerson Yorke
Services Offered—Producer of TV and other types of films.

Windsor Films, Inc.

119 W. 57th St., New York 19, N. Y.
Phone: JUDson 2-4813

President.....Ed Woodruff
Services Offered: distributor of films for TV.

Young & Rubicam, Inc.

6253 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-2731

N. Y. Phone: MUrray Hill 9-5000
V.P. chge. Radio & TV
(Hlyd. off.).....Walter Bunker
V.P. chge. Gen. Adv.

(Hlyd. off.).....Eldon E. Smith
Services Offered—General advertising on various accounts; radio and TV show advertising; publicity and public relations.

Productions: Bing Crosby Show, Bob Hope Show, Four Star Playhouse, Our Miss Brooks—TV, I Married Joan.

**Ziv Television Programs,
Inc.**

488 Madison Ave., New York, N. Y.
Phone: MUrray Hill 8-4700

Chairman of the Board....Frederic W. Ziv
President.....John L. Sinn
V.P. in Chge. Sales.....Maurice J. Rifkin
West Coast Office Mgr.....Maurice Unger
Eastern Div. Sales Mgr.....Albert Goustin
Central Div. Sales Mgr....Edward J. Broman
Western Div. Sales Mgr....Walter Kingsley
Services Offered—Production, sales and distribution of television films for syndication.

Productions: Boston Blackie, Cisco Kid, The Unexpected, Favorite Story, Yesterday's Newsreel, Sports Album, Story Theatre, Your TV Theatre, The Living Book.



TELEVISION
PERSONALITIES
1952-1953

*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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HUGH L. KIBBEY, film buyer of WFBM-TV, Indianapolis, has been with the station for 11 years. He has served as announcer, writer, editor and director. Prior to joining WFBM, Hugh served as staff announcer for WIBC, Indianapolis. He is a graduate of Indiana Business College and Arthur Jordan Conservatory of Music. WFBM-TV has been on the air since May 30, 1949, and his role as film



buyer began in September of that year. Hugh is married and has one child.

GEORGE A. HEINEMANN, program manager of WNBQ, Chicago, started with NBC in 1937 as a page boy, leaving for CBS as Special Events Editor. He entered the U. S. Navy as an aviator, serving in the Pacific. A civilian again, he entered his own business of commercial photography in New York and Phoenix, Ariz., photographing fashions and doing mail order work, then became production manager of Aldens, Inc. He returned to NBC in New York, and moved to Chicago when WNBQ opened.



JEAN HENDRIX, film buyer at WSB-TV, has been in the newspapers, theater, radio and TV. She attended high school in Charlotte, N. C., and joined the Charlotte Observer. She later left to assume the duties of advertising director for the Wilby Kincy theaters. Jean went on to the D. C. War Finance Committee of the Treasury Dept. where she was named director of radio and advertising. She



joined WSB in 1946 as publicity director, was transferred two years later to WSB-TV.

ELIZABETH BAIN, film buyer of WGN-TV, Chicago, is a graduate of Clarke College, maxima cum laude. She was director and solo violinist of a string ensemble over WKBB, Dubuque, and also taught band and orchestra. Following her teaching career she became music librarian of KFI-KECA, Los Angeles, and joined WCFL, Chicago, a year later, then went to WGN in 1948, a month before WGN-TV went on the air, to build a music library for TV. Choosing between music and film, she chose the latter.



GEORGE PATTERSON joined WAVE-TV, Louisville, Ky., in 1934 as an announcer, and was made program director the next year. He helped direct the station's active relief role during the disastrous Ohio River flood in 1937, when "send a boat" was heard throughout the nation on network broadcast. When WAVE-TV was established in 1948, he was made program manager of Kentucky's



first TV station. Both WAVE-AM and TV have won numerous program awards under his supervision.

WARREN F. WARNER, program director of WTVN, Columbus, Ohio, is also film buyer for Midwest TV, which buys films for WTVN, WICU, Erie, Pa., and WMAC, Massillon, O. Warren was born and educated in New York. He was production manager for Brewster Aeronautical Corp. before entering service. Warren was Civil Affairs officer in the Philippines and Military Government officer in the Korean Occupation. As a civilian again, he worked for Lever Bros., went to WKRC-TV, Cincinnati, and on to his present post.



BERNARD C. BARTH, film buyer of WLW-TV, Cincinnati, Ohio, is assistant to the director of TV operations for Crosley Broadcasting Corporation. He was born and educated in South Dakota. Bernard has been associated with KOBH, Rapid City, S. D., WKRC, Cincinnati, and WFIL, Philadelphia, as writer, producer and newscaster. Joining the staff of WLW-TV in 1948, he rose quickly from producer to program director and assumed his present post in the Fall of 1950.



H. PETER LASKER, manager of the Crosley Broadcasting Corporation's TV outlet in Dayton, WLW-D, was born and educated in Switzerland. His first job was working in transportation advertising in France and England, which gave him the experience to take on the duties of director of transportation advertising for WLW, when he came to this country. Pete held that post for ten years before heading up WLW-D's sales staff. Now Pete bosses the entire Dayton setup of Crosley.



HOWARD ANDERSON, film director of WFAA-TV, Dallas, Texas joined the NBC-TV affiliate in February, 1951 as a director, and took his present post a few months later. Howard graduated in radio-speech from the University of Utah. While attending the university, he did free lance writing, directing, and acting as well as amateur radio work. Howard joined KDYL-TV from the time the station went on the air, and was responsible for all remote telecasts until he left the station.



NED R. BROOKE, film director of WSAZ-TV, Huntington, West Va., joined WCMI as a staff announcer, after graduation from college, and was station director when he left. Ned opened an electrical contracting business in Huntington, which he operated until he joined the staff of a local contracting company. In February 1951 he joined the staff of WSAZ-TV as a member of the film department, and was later promoted to the position of film director, the post which he holds today.



GEORGE A. DORSEY, film director and program operations supervisor of WNBW, Washington, D. C., is a graduate of Duke University, with a Bachelor of Science degree in electrical engineering. Following his graduation he joined the sales department of the Westinghouse Electrical Manufacturing Company, and was on a five-year leave of absence during the war. George was a member of the station's staff when it first went on the air in June 1947.



WILLIAM L. COOPER, JR., film director of WJAR-TV, Providence, R. I., started his career in the Visual Education Department of the Providence public schools. With the outbreak of World War II he served in the southwest Pacific with the Army Signal Corps. After release, he became southern New England manager of the Audio Visual Corporation. Leaving this to form his own corporation, he produced a series of documentary and public relations films for theatrical release.



DERRICK DYATT, film director of WTOP-TV, Washington, D. C.,



was born and educated in Pa. Upon graduation from high school his interest in show business grew, and he joined the Allentown Little Theatre, later joining WSAN as an announcer. He entered the Navy and completed his stint in 1946, when he returned to WSAN. Two years later Derrick left

to attend George Washington University, where in his senior year he joined WTOP-TV, and worked in production until 1951 when he was made film director.

FRELON M. FOWLER, film manager of



WABC-TV, N. Y., started at NBC on the guest relations staff, when promoted to the ticket division. While affiliated with NBC, he was engaged by ABC as program assistant in the all-night news operations. His next stint was with CBS to assist Worthington Miner in the development of TV programs. In 1948 he joined the staff of WIZ-TV (now WABC-TV) before

the station hit the air. Three years later he was named manager of film programming for the outlet and the ABC-TV network.

KEITH GUNTHER, film buyer of KSD-TV, St. Louis, Mo., has been in



TV since 1939 when he was assigned by NBC to work in the network's infant TV department in N. Y. with video pioneers such as Captain Bill Eddy and Warren Wade. When NBC curtailed its TV activities because of World War II, Keith became night manager of WHN. He served as an officer in the U. S. Navy, principally

aboard aircraft carriers in the South Pacific. Keith joined KSD-TV a month before the station went on the air, Feb. 8, 1947.

RICHARD C. DREYFUSS, film director of

WDTV, Pittsburgh, Pa., first broke into radio when he joined NBC, Chicago, after being educated at the University of North Carolina. At the outbreak of World War II, he entered the U. S. Army Air Force. At the War's end he joined WAGM, Presque Isle, Maine, as program director. Three years later found him associated with the CBS-TV film operations.



Dick is said to have the distinction of being the only film director in the country handling an all night TV film operation.

F. C. ECKHARDT, film buyer of KDYL-TV, Salt

Lake City, Utah, attended the University of Montana, where he was active in the band and spent plenty of time in theaters as an m.c. With the outbreak of World War II he enlisted in the U. S. Navy in the aviation branch. Returning to Helena, Montana, after the war, Connie kept a watchful eye on the development of TV, and in January 1949 joined KDYL-TV, the first station to go on the air in the intermountain west.



BILL FOX, film buyer and program director for

KFMB-TV, San Diego, Calif., is the film buyer for San Diego's first and only TV station. He was formerly with the staff of KALB, Alexandria, La., then KSYL, and later moved to WLSU, the Louisiana State University station. In World War II, Bill joined the U. S. Air Force and was stationed in the Pacific Theater, participating in many of the big raids over Tokyo. Bill joined KFMB-TV in 1948 and became program director two years later.



CARL LAWTON, film buyer of WBZ-TV, Boston, Mass., started his career in radio as a staff announcer for WHYN, Holyoke, Mass. In 1942 he left the station to enter the U. S. Marine Corps and served overseas in the South Pacific. Following his discharge from the service, he joined WFCI, Providence, R. I., as an announcer. Carl left to join the Northeast Airlines where he was engaged in general sales



office and public relations, until January 1950 when he joined WBZ-TV as film librarian.

JULIAN M. KAUFMAN, film buyer, has been executive sales manager of KPHO-TV, Phoenix, since 1950. Prior to that he was with ABC-TV in San Francisco as account executive where he established a national sales record in 1949. He established the TV department for the Tolle Co., advertising agency, in San Diego. Recognized as an authority on TV station management, his recent



article "TV Tips for Medium Size Station Operation," was published in trade magazines, and won nation-wide recognition.

HARRY JONES, film buyer of WCCO-TV, Minneapolis, Minn., worked for the Wichita (Kans.) Beacon as combination stockyards-police reporter. Following this, he was with the Minneapolis Star-Tribune in the promotion department. In April of 1949, Harry joined WTCN-TV, Minneapolis, as a staff member, the second member to be hired specifically for TV at this station. WTCN-TV hit the air



later that year, and Harry took his present post. In August 1952 WTCN-TV became WCCO-TV, CBS affiliate.

NORM LOUVAU, film buyer and sales manager of KRON-TV, San Francisco, Calif., developed an interest in music at an early age. This soon led him to become a band leader. In this capacity he toured most of the Western States. In 1941 Norm entered the U. S. Army. After his discharge from service, he turned to advertising, leaving that field to join the staff of KRON-FM. When KRON-TV first went on the air, he went over to TV and has been with the station ever since.



WILLIAM C. LACEY, manager of the film department at WCBS, N. Y., joined the station this Spring following four years at WABD, where he was film buyer before being named to his present post. At WCBS, Will works under Hal Hough, program director of the station. Before entering the industry, William earned the rank of ensign with U. S. Navy, while at the same time studying at St. Lawrence University and Holy Cross, from which institution he graduated with a B. S. degree.



ED HYMAN, film buyer and program director of WOAI-TV, San Antonio, Texas, joined the station as sports director in November, 1949. Ed started his career in radio as a staff announcer. He served in the U. S. Air Force during World War II. Returning to civilian life, he completed his education at Trinity University in San Antonio, Texas, where he majored in psychology and speech. His commentary and interviews are a weekly feature of local wrestling matches televised by WOAI-TV.



WINSTON HOPE, film buyer of WTAR, Norfolk, Virginia, attended the University of Virginia, where he was prominent in the Glee Club, and later attended the Juilliard School of Music in New York. He sang in numerous network programs as a member of several choruses and did solo work in churches from N. Y. to Ala. He entered the Army in 1941 as a private and emerged a



captain. Winston joined WTAR as staff announcer and disc jockey and became production manager for WTAR-TV when it opened in April 1950.

BARRY HERSH, of WKRC-TV, Cincinnati, O., is perhaps the youngest film coordinator in the TV business, having reached his 21st birthday in October, 1952. His ambition always had been to enter the field of TV, and he took the most menial job at WKRC-TV to get his foot in the door. From that point on, it has been the story of rapid progression upward to his present position. Barry



attended the University of Cincinnati for two years, and is a member of the United States Naval Reserve.

LABE B. MELL, film director of WTVJ is also general manager of its subsidiary corporation, Reela Films, Inc. Mell has been associated with WTVJ since 1948 when he transferred to the station from his theatre manager's position with the parent organization, Wometco Theatres, Inc. Upon his transfer he was sent to New York where he gained six month's TV experience with the Du-



Mont television network. In 1949 when WTVJ went on the air, Mel was named film director. Mell is married and has two daughters.

JULES HUBER, film buyer of WTTG, DuMont Washington, D. C., was born and educated in New York. He joined WTTG's film department six years ago, when Washington's first TV outlet was in its acorn days. During World War II, Jules spent four years in the Merchant Marine. At the present time, when he's not buying film, he's buying building supplies and actually constructing a home for himself and family, which he's hoping to occupy this summer. He is married and has two daughters.



JAY HICKS, program director and film buyer of KDUB-TV, Lubbock, Texas, joined the station when it hit the air in October 1952. He is a graduate of Texas Western University, having majored in history. Jay got his start in radio at WBML, Macon, Ga., in 1944 after his discharge from the Army. Returning to his native El Paso, Texas, he took the position of program director at KEPO, spending four years there before going to KDUB-TV. Jay is married and has two children.



GLENN HARRIS, film buyer of KMTV, Omaha, Neb., is also program manager for the May Broadcasting Co. Glenn started his career with KYSM in Mankato, Minn., leaving to join KMBC in Kansas City, returning to Minnesota, when he joined the KSTP announcing staff. There he developed many of his audience-participation shows, and he was soon getting all of the emcee assignments. When KMTV went on the air in Sept. 1949, Harris found himself solely responsible for the programming on the new TV station.



NICK MUELLER, film director of KRLD-TV, Dallas, Texas, was a member of the staff orchestra of KRLD, Dallas, CBS network affiliate. During World War II, Nick served as a sergeant in the U. S. Army. Following his discharge, he joined KRLD as record librarian. That job lead to his position as film librarian with KRLD-TV at the time the station made its bow in December 1949. His suggestions for film operation were adopted, and he was named film director in August 1952.



BERT MITCHELL, program director and film buyer of KPRC-TV, Houston, Texas, started as an actor, but turned to directing. After studying at the Pasadena Playhouse in Calif., Bert came back to his native state, Texas, to help direct the Cavalcade of State of the 1936 Centennial. He joined ABC on the West Coast, where he stayed for four and a half years before he was called into the Army. Bert was associated with WFAA-TV before coming to KPRC-TV in 1951 when he took his present post.



EDWARD G. MURRAY, film buyer of WPTZ, Philadelphia, Pa., is a graduate of Yale University. He served with the 63rd Division during World War II. Following conclusion of hostilities Ed joined Monogram International Corporation and was sales manager of the non-theatrical sales division. In 1950 he joined the staff of WPTZ as film buyer handling such nationally known local shows as "Frontier Playhouse" and "Hollywood Playhouse." Ed is a member of the Yale Club of New York City.



LELAND MULLER, film buyer of KTLA, Los Angeles, Calif., known to his intimates as Jerry, is a graduate of the University of Southern California, where he majored in cinematography. Jerry joined KTLA's film department in 1946, when the station was known as WXYZ. He was formerly production assistant at 20th Century-Fox. Jerry was a First Lieutenant in the Army Air Force in World War II, a veteran of 85 bombing missions in the China-Burma-India theatre of operations.



WILLIAM G. MULVEY, film buyer of WNHC-TV, New Haven, Conn., was born in Albany, N. Y. Following graduation from Fordham University in New York City, where he earned a Degree in English and a BS, William joined the Elm City Broadcasting Corp. Shortly thereafter he was appointed to his present position, where he now supervises all program activities together with TV film purchasing. While at Fordham, he was promotion manager, sports-writer and announcer for the University FM station WFUV.



SIDNEY NADLER, film director of WXEL, Cleveland, O., joined the staff of WXEL, in September, 1951, as assistant film director. He attained his present post a year later. His previous experience includes being film editor for WOR-TV in N. Y. and account executive for WPTR, Albany, N. Y. Sidney was a sound motion picture technician for the U. S. Marine Corps for three and a half years, serving both in the U. S. and overseas. Returning to civilian life, Sidney still maintained his interest in the film business.



ELAINE S. PHILLIPS, film buyer of WSPD-TV, Toledo, O., had her first exposure to television as a member of the all-girl wartime staff of Chicago's WBKB. She worked in all phases of studio and control room operations. Specializing in film programming, Elaine left WBKB in Dec. of 1946 to become film director of WWJ-TV in Detroit. Two years later she returned for a short period to Chicago

as film programming consultant for WGN-TV, and later that year assumed her present post at WSPD-TV.



ROBERT M. PASKOW, film buyer of WATV, Newark, N. J., comes to TV after twenty years in the motion picture industry with Warner Brothers. Following graduation from New York University, he was employed with the Oxweld Acetylene Co., in Newark, as an industrial engineer, and later joined the Bremer Broadcasting Corp. Bob, as he is popularly known, was active in organizing the National Film Council in 1948 and served as vice-president-treasurer and chairman of the Television Station Committee.



WILLIAM B. ROBB, JR., film buyer and program manager of KEYL, San Antonio, Texas, started his career with a dramatic stock company on the West Coast. Going to New York City, Will joined the singing personnel which led to tenor solo work at the Radio City Music Hall. With outbreak of the war he joined the Armed Forces, returning to Radio City upon his release. Going

West, Will joined KEYL as senior director before the station went on the air in 1940, and six months later attained his present post.



JOHN F. PIVAL, station manager and film buyer of WXYZ-TV, Detroit, Mich., became interested in radio as an advertising medium for theaters, while general manager of Schreiber's theaters. He finally launched his own program on Detroit's WMBC. His theater-radio interests were interrupted in 1942 when he entered the Coast Guard. Upon leaving the service, he returned to WXYZ. When WXYZ-TV hit the air in 1948, John was made program manager and three years later took his present post.



QUINTIN P. RENNER, film supervisor of WBEN-TV, Buffalo, N. Y., was born and educated in Buffalo. After high school he taught piano and organ, playing the organ in downtown and suburban theaters in pre-talkie days. Quint was associated with the Buffalo Schools Department in the audio-visual division, taking charge of maintenance and film distribution in the public elementary and high

schools. He joined WBEN-TV in 1948, two months prior to the formal inauguration of the station.



CARL A. RUSSELL, film buyer of WKBK, Chicago, Ill., took his present position in May of 1950, as it was the desire of the company to have someone who had knowledge of film as well as background and experience in judging the public's film desires. Prior to joining WKBK, Carl was with Balaban and Katz Corporation, one of the nation's top theater circuits. He started with the company as an usher and then moved up to chief of service, assistant manager, and finally to manager.



DAVID VAN RENSSLAER STICKLE, film buyer and news director of WMAR-TV, Baltimore, Md., attended Syracuse University. He went to the Baltimore Sunpapers from the Cleveland News. On the latter paper, he was a general assignment reporter. For the Sun he covered the political beats. During the war he rose from private to captain in the Infantry. After discharge he returned to



the Sun as a rewrite man, joining the Sunpapers TV outlet in 1947, at the time of its inception.

ED WESTON, film buyer and program manager of WCPO-TV, Cincinnati, O., started in radio as assistant news editor at WMCA, New York City, leaving to join WSAV, Savannah, Georgia, as announcer. His next stint was with the Armed Forces Radio Service in the Army. He was with WXML on Okinawa. Leaving the service, Ed joined WCCC, Hartford, as news editor. His TV career began in 1949



when he left for Cincinnati to open Scripps-Howard's TV outlet as program director with overall operational duties.

RICHARD V. THIRIOT, film buyer of KSL-TV, Salt Lake City, Utah, has been in his present post at the station since 1950. Prior to that time he was an advertising agency executive. Richard had been active in production of industrial and commercial motion pictures, when his hobby became his vocation and he accepted a position with the Eastman Kodak Company. Several of his pictures have won national acclaim. He was an Air Force bomber pilot during World War II, flying missions from England to various parts of the Continent.



national acclaim. He was an Air Force bomber pilot during World War II, flying missions from England to various parts of the Continent.

LYNN TRAMMELL, film buyer of WBAP-TV, Fort Worth, Texas, is a native Texan, graduating from Baylor University. Lynn joined WBAP in 1944 as a secretary in the newsroom, being placed in charge of transcription later that year. Coming to New York a few years later, she attended the NBC Television School for two months in preparation for her TV film duties which were considerably enlarged in September of 1948, the date on which WBAP-TV signed on the air.



ROGER VAN DUZER, film director of WLTW, Atlanta, Ga., was born in 1911, and was educated at Brown University. His first radio appearance, as a pianist, took place in 1927. He started announcing a few years later. For eight years he led his own orchestra in the New York area, then returned to radio announcing. Later he was made general manager of WALB, Albany, Ga., going later to WMBR, Jacksonville, Fla., as program director, where he prepared and shot film commercials. In 1951 was made program dir. of WLTW.



WALTER L. TILLMAN, film buyer of WFIL-TV, Phila., Pa., is a graduate of the U. of P. He began his career in the production department of N. W. Ayer & Son. He was associated with Warner Brothers in the publicity and advertising departments, leaving to operate a chain of neighborhood theaters. During the war years, he was active in war production while employed by the La-Francia Sugar Co., which produced by-products used by the government in production of gun powder. He joined WFIL-TV in 1948.



FRED J. MAHLSTEDT, director of operations for CBS-TV film sales, is a pioneer in the TV film industry, having a long, successful record in advertising and network operations. Before joining the CBS network he was associated with the Arthur Kudner and Erwin Wasey advertising agencies. Prior to June 1950, when Fred was singled out for the job of organizing a film syndication unit for the



Columbia network, he was general sales manager for CBS spot radio and TV sales.

BOB MULHALL, WOI AM-FM TV, Ames, Iowa, operations manager, is a graduate of Loras College in Dubuque. He was an announcer and newsmen with KDTH in Dubuque before coming to WOI as news director in 1943. When television arrived in Iowa, Bob took his news and announcing chores and shifted to his position as operations manager, in charge of the station's business activities, serving also in the film department. The Mulhalls have four children, two boys and two girls, all TV fans.



KIETH MATHERS, film director of WKY-TV, Oklahoma City, Okla., took the NBC Institute course at Northwestern University, after attending Marshalltown College. He worked as an announcer at KFJB, Marshalltown; KGLO, Mason City, Ia., and WMT, Cedar Rapids. Prior to joining the promotion department of WKY in April, 1947, he was promotion director at KIDO, Boise, Idaho. When WKY-TV went

on the air in June of 1949, Kieth was named to his present post.



SANFORD SPILLMAN, film buyer and program director of KPIX, San Francisco, Calif., is a graduate of the University of California. Sandy then joined KSFO as a page boy, progressing to script writer. During the war he served as a naval lieutenant in the Pacific theater of operations, returning to KSFO as news editor. When KPIX began telecasting in 1948, he was transferred to the TV operation as a producer and writer, filling in as director. Spillman was named to his present post in 1949.



EDWARD A. CALLAHAN, film director of KSTP-TV is a former producer-director of KSTP-TV. He joined the Minneapolis-St. Paul station in 1948 in the television production department, and handled telecasts of football, baseball and hockey games. While in the U. S. Marine Corps, Edward managed nine theaters at Camp Pendleton, Calif. Previous to that he acted as advance man for the Dick Jergens Band. In February 1952 Ed was named to his present post.



WILLIAM V. ROTHNUM, film buyer of WSYR-TV, Syracuse, N. Y., is also program director. A native of Pittsburgh, Pa., Bill went to Syracuse in 1930 to join the announcing staff of WMBO, Auburn, and a few years later joined WSYR. Since that time he has worked as an announcer, sports director, and finally program director. With television added, he also took over the program director's job in that medium. Bill was recently made a V.P. in the Central N. Y. Broadcasting Corp. which operates WSYR and WSYR-TV.



WILLIAM R. DEERING, president of Video Pictures, Inc., formerly Video Varieties, has been associated with MGM pictures on the East and West Coast. He entered the U. S. Navy during World War II, emerging as lieutenant commander. Upon discharge, he returned to MGM in N. Y., leaving to form the Hartford Agency. Simultaneously he was on the board of directors of Video Varieties,

remaining at the same time with the agency as V.P. and gen. mgr. until Jan. 1953. Will took his post as president in Jan. 1952.



HERBERT B. CAHAN, film buyer and program manager of WAAM, Baltimore, was born and educated in Phila. His first stint was as advertising manager for a Harrisburg department store. In 1941, Herb entered the Army Air Corps as a flying cadet and was mustered out as a major. He then joined the Food Fair supermarket in Phila., in the advertising department, and left to join the Forward Adv. Agency, then on to WFIL-TV. In 1948 he came to WAAM as operations manager and took his present post a year later.



WILBUR S. EDWARDS, general sales manager of CBS-TV film sales, has been associated with the Columbia network for the past sixteen years in offices on the East and West Coasts. Prior to his present appointment, Bill was manager of KNXT, CBS TV owned station in Hollywood. His first association with Columbia was as student announcer at WBT, the CBS affiliate in Charlotte, N. C. He

joined the station's sales staff in 1937 upon graduation from Davidson College.



FRANK P. CUMMINS, program director and film buyer of WJACTV, Johnstown, Pa., took his present post in May 1949, three months before the station began commercial operations. A native of Johnstown, he joined the Pennsylvania Electric Co. after graduation from high school. During the war Frank entered the Air Force and was separated from the service with the rank of captain. Upon release, he returned to the Pennsylvania Electric Co. remaining until he joined WJACTV.



GILBERT S. CANFIELD, film buyer of WEWS, Cleveland, O., was an early staff member of Muzak Corporation. This was followed by a season with the Cleveland Community Fund, after which he spent a summer season at the N. Y. World's Fair with a marionette group. In 1941 he joined WHYN, Holyoke, Mass., as an announcer, and next went with WSPR, Springfield. In December, 1947, Gil

joined WEWS as an FM announcer, and a few days later when TV called he transferred, and took his present post two years ago.



CARL KING, Vice President of Sterling Television Co., N. Y., has had a dual career in video, as announcer-narrator and executive with the makers and distributors of films for TV. He is a graduate of the University of Chattanooga, followed by a semester of law at Georgetown in Washington, D. C. Carl has been newscaster, disc jockey and executive in many cities. Since June, 1949, he has worked exclusively in television and films. At Sterling, his duties include production and management details.



ROBERT L. LAWRENCE, President of Robert Lawrence Productions, Inc., N. Y. is a graduate of the U. S. Military Academy at West Point. He was formerly Vice President of Jerry Fairbanks, Inc. and prior to that was with RKO Pathe in N. Y. Robert Lawrence Productions are producers of TV and non-theatrical motion pictures, and are currently producing "Vacationland America," TV program featuring John Cameron Swayze, in addition to TV film commercials for Colgate-Palmolive-Poet Co. and others.



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ALBERT G. ZINK, program manager of WRGB, Schenectady, N. Y., is a graduate of Hobart College. Following graduation, Albert became an announcer before joining WGY. He entered the Army in 1942 as a private and rose to the rank of captain. A civilian again, he returned to WGY where he was placed in charge of science broadcasting and program supervision. In 1947 he was made



supervisor of programs at WRGB, and a few years later was named manager of all General Electric's broadcasting stations.

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FRANK FERRIN, owner of the television, radio and film production company bearing his name, in Hollywood, produces "Smilin' Ed's Gang" on CBS TV and radio. He entered radio via WRHM (now WTCN) in his native city of Minneapolis, doing the lead in a comedy act at night and selling time for the station during the day. Frank was formerly vice president for Leo Burrell Co., Inc., until



he organized his own firm. He has just completed production on his first theatre film, "The Hindu," filmed in India.

ARTHUR A. MAYERS, president of Unity Television Corporation, was at one time general manager of Colorfilm. While in that post he helped to establish the present Cinecolor Company. His next move was to become sales manager of Atlas Cinephone. From there he joined World Pictures Corporation as sales manager staying there for twelve years. In 1942, Archie became assistant to Jules Levy, president of Mayfair Prods., remaining for eight years before heading Unity in 1950.



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HOMER DUERR, treasurer of Bing Crosby Enterprises, Inc., and budgeter of its TV film department, served as a member of the U. S. Air Force during World War II. He followed this with a term as special auditor for Arthur Anderson & Co., and later set up his own private accounting firm. Among many other firms, he served Enterprises. Homer is also comptroller of Bing's Things, Inc., director of Bing Crosby Ice Cream Sales, Inc., and auditor for Bing Crosby Minute Maid Corporation.



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JOHN MITCHELL, newly elected vice president of ABC, assumes supervision of WBKB, Chicago, ABC's owned video station. Upon graduation from Miami University in 1931, he joined Balaban & Katz Corporation, and was placed in charge of the Indiana Theaters operated by Great States Theatres, Inc., a B & K subsidiary. In 1948 John was transferred to the general managership of B & K's TV station in Chicago. Following the merger of ABC and UPT, Inc., he joined ABC in his present post.



FIBBER McGEE AND MOLLY

N B C

RADIO-TV ARTISTS

—their work during 1952



— A —

ABBOTT & COSTELLO
Colgate Comedy Hour
NBC-TV

ABBOTT, GEORGE
Royal Showense
NBC-TV

ACE, JANE
NBC

ACREE, CHUCK
Man on the Farm
Mutual

ADAMS, CEDRIC
Cedric Adams
CBS

ADAMS, MASON
Pepper Young's Family
NBC

ADIANTE, PATRICK
Kiddie Kollege
DuMont

ALAMPI, PHIL & RUTH
Home Gardener & Handyman
WABC-TV

ALBERT, EDDIE
Eddie Albert Show
CBS-TV

ALEXANDER, ROD
Your Show of Shows
NBC-TV

ALLEN, FRED
The Big Show
NBC

ALLEN, GRACIE
B. 1906, San Francisco, California; George Burns and Gracie Allen Show, CBS-TV

ALLISON, FRAN
Kukla, Fran & Ollie
NBC-TV

ALLEN, STEVE
What's My Line, CBS-TV; Talent Patrol, WABC-TV

AMSTERDAM, MOREY

Breakfast with Music, WNBT; Battle of the Ages, CBS-TV; Decca Records

ANDERSON, EDDIE "ROCHESTER"

B. Sept. 18, 1905, Oakland, California; The Jack Benny Show, CBS-TV

ANDERSON, WARNER
The Doctor
NBC-TV

ANDREWS, ANN
Man on the Farm
Mutual

ARDEN, EVE

B. Mill Valley, California; Our Miss Brooks, CBS and CBS-TV.

ARNAZ, DESI
I Love Lucy
CBS-TV

ARNO, SIG
My Friend Irma
CBS-TV

ARQUETTE, CLIFF

B. Dec. 28, 1905; Dennis Day Show, NBC-TV

ARTHUR, JON
No School Today
Big Jon & Sparkie
ABC

AUTRY, GENE
Gene Autry
CBS-TV

AYRES, MITCHELL
Perro Como Show
CBS-TV

On CBS Television Every Thursday Night

GEORGE BURNS and GRACIE ALLEN

CARNATION EVAPORATED MILK and B. F. GOODRICH

CHARLES MICHELSON, president of Charles Michelson, Inc., established his transcription program firm in 1938. He pioneered in the sale of network type dramatic programs on transcriptions for local station use. He has been identified with such programs as "The Shadow," "Nick Carter" and "Hopalong Cassidy." He pioneered in the development of bloc dramatic programming currently featured on hundreds of stations with as many as ten different mystery program series weekly.



EMANUEL DEMBY is president of Demby Productions, Inc., television and motion picture producers, and of the Demby Company, public relations firm. He is the author of the book titled "My Forty Year Fight For Korea," named by the New York Times and Herald Tribune as one of the outstanding biographies of last year. Since 1936, he has pioneered with such radio and television programs as "What's Playing?," the first TV show to wed the movie industry and TV on a regular basis.



GERALD (JERRY) KING, president of United TV Programs, Inc., is also president of Standard Radio Transcription Services, Inc. He entered the broadcasting field via the Los Angeles Daily News. When Jack Warner became interested in his radio articles Jerry was offered the managership of KFWB, Hollywood, remaining there for eleven years. In 1934 he and Milton Blink started Standard Radio. Jerry was the organizer and first president of the Southern California Broadcasters Assn.



BOB CLAMPETT, executive producer and creator of "Time for Beany," syndicated nationally through Paramount TV Prod., at the age of ten drew cartoons for the L. A. Times Junior section and won several prizes. When he was 16 he drew the sketches of the Mickey Mouse doll which was sold to Disney. He joined the Leon Schlesinger studios, starting as apprentice artist and progressed to director of "Merrie Melodies" and "Bugs Bunny." "Time For Beany" hit the air in Feb. 1949 on KTLA.



HARRY WAYNE McMAHAN, president of Five Star Productions, Inc., recently celebrated his 25th year in advertising. His book, "The Television Commercial," published in 1952, was one of the first texts on the subject. Harry was born in Indiana, raised in Texas where he became city editor of a country weekly at sixteen. He then went into advertising and wrote and produced more than 1,000 radio shows on ABC. In 1938 he established Five Star Productions, Inc., specializing entirely in advertising films.



JOHN B. CRON, national sales mgr. for the NBC film div., attended Princeton University before enlisting in the U. S. Air Force during World War II. Prior to NBC, he served as assistant film director of CBS TV after a year as gen. mgr. for Monogram Pictures in the West Indies. Prior to that he was a sales representative for Monogram International. John's responsibilities include the syndication of such TV film properties as "Hopalong Cassidy," "Douglas Fairbanks Jr. Presents" and others.



ISIDORE LINDENBAUM, president of Filmcraft Prods. in Hollywood, was formerly an attorney. In 1941 he was admitted to practice before the United States Supreme Court. It was shortly thereafter that he became interested in television, so interested that he soon began devoting his full time to the development of Filmcraft. His company films the Groucho Marx "You Bet Your Life" series for NBC



and is also producing "Small Wonder." He is known to clients and employees alike as "Lindy."

HERBERT SCHEFTEL, president of Telenews Productions, Inc., N. Y., is also head of the Great Plains TV Properties, Inc., having construction permits for stations in Duluth, Little Rock and Sioux City. Herb started out as a member of the Stock Exchange, but quickly became interested in the production of visual news. At present Telenews is servicing some 100 stations, in addition to such features



as "This Week in Sports," and "Sports Extra" distributed by INS.

JOHN F. HOWELL, director of sales and merchandising for Paramount TV Prod., Inc., joined the organization in 1950 with duties primarily involved in the exploitation of Paramount's "Time For Beany." During World War spent five years in the U. S. Marine Corps, attaining the rank of Major. Prior to joining the Paramount organization, John was vice president of Stephen Slesinger. John is national syndicator of



from Hollywood," and "Hollywood Re-l."

WILLIAM VAN PRAAG, head of Van Praag Prods., N. Y., produces and directs both film commercials and features for television. He has been associated with Bray Studios, Jerry Fairbanks, and was president of General Business Films. Prior to forming his own company, he did some pioneer film work for NBC TV. He served a three-year hitch with the U. S. Army during World War II. Some of Van's accounts are Ballantine Beer, Ford and many others. He is the holder of the International Film Festival Award.



CHARLES W. CURRAN, president of Times Square Productions, Inc., worked as a matinee projectionist in his high-school days in Auburn, N. Y. The first half of his business life was spent as copywriter and account executive with leading advertising agencies. He has been engaged in every phase of the movie business from production to exhibition. His play "Ad Man" was made into a feature by RKO-Radio. Charles is the writer and publisher of "The Handbook of Motion Pictures For Business Men."



LOUIS D. SNADER, president of Snader Telecriptions, Corp., Calif., started in the movie business via the real estate end of it. He bought and sold several small motion picture theaters, then expanded to the Midwest and the West Coast. Though he moved to California to retire, it was in 1948 that he started to finance motion pictures, then backed his original "Fireside Theatre" for television. Currently in production of a series of 117 half-hour musical TV films, starring Liberace.



PETER F. ELGAR, head of Peter Elgar Productions, Inc., of New York, is a Viennese and the holder of three Ph. D. degrees from well-known continental universities. His firm concentrates on the production of documentary, educational and industrial films, as well as spot commercials for use by television stations. He was associate producer and director of the famous "Madchen in Uniform," one



of the all-time greats of the motion picture industry. Peter has resided in Paris, Berlin, Rome and Hollywood.

MILTON BLINK, vice president and co-owner of Standard Radio Transcriptions, is also executive v. p. of United Television Programs. Educated at the University of Michigan, Milton was active in college dramatics. He acted in, and directed, the Wisconsin Players workshop series on WIMS, Milwaukee. In 1933 he established and became co-owner of Standard Radio Trans., and has been with the organization since. Early in 1951, together with Standard's Gerald King, he organized United TV Programs.



WILLIAM MIESEGAES, president of Transfilm, Inc., was born in London, and received his education at Harrow and in Switzerland. He was associated with the British firm of MacLaine, Watson & Co., for ten years, four of which were spent with the company's Far Eastern office in Indonesia. Filming a travelogue in Mexico, in 1940, led him into the motion picture business and eventually to the forming of Transfilm, Inc. In 1951 his company produced Gian-Carlo Menotti's "The Medium."



JOHN GUEDEL, producer and vice president of John Guedel Radio Prod., Calif., is only a v. p. because everyone in the organization holds the same title. There is no president. After various jobs, John decided he wanted to write and joined Hal Roach where he wrote "Our Gang" and "Lautel & Hardy" shorts. He was writing radio scripts for a Los Angeles agency and while there, worked out the formula for "Pull Over Neighbor," forerunner to "People Are Funny" on the air for over 10 years on NBC.



THE REV. JAMES K. FRIEDRICH, president of Cathedral Films, was quick to convert his backlog of 40 religious film productions for television presentation. His present plans call for a complete new series geared especially for the sight-and-sound medium. Frequent cross-country tours and participation in industry workshops have established him as an expert in the TV film field. "I Beheld His Glory," one of Dr. Friedrich's best known productions, was completed at a cost of \$100,000 for release during the Easter season.



ROBERT GROSS, executive producer and partner of American Film Producers, N. Y., was production chief for the U. S. Air Force Combat Service during World War II. In 1946 following the close of the war, he formed the present company with L. A. Glesnes. Prior to the war, Bob was regional supervisor of public relations for the New York State Education Department and later chief of photography for the N. Y. State Bureau of Publicity. He was one of the first to standardize packaging and labeling of TV commercials.



NORMAN C. LINDQUIST, vice president and director of TV of the Atlas Film Corp., Oak Park, Ill., is a graduate of De Paul University. He originally started on a professional musical career, but this was interrupted when he joined the Navy. Upon separation from Naval Service, Norman joined the TV advertising dept. of Commonwealth Edison Co. as copy writer. He left Edison to become V.P. and director



of TV Advertising Prods. He was associated with the Malcolm-Howard Adv. agency as director of TV.

PAUL PARRY, head of Paul Parry Productions in Hollywood, entered into production of TV feature and spot commercial films during the early days of the television industry. His background includes years of association with major studios in Hollywood and later in the filming of corporation training films. Presently, Paul Parry Productions is shaping for the TV market a series of TV program films of



a human interest-situation format titled "Cameras & Models In Action."

BOB LONGENECKER, president of Telepak and head of his own artist agency in Hollywood, joined the Kiewit Advertising Agency following his graduation from Penn State College. He joined CBS as producer-director for KNX in Hollywood, and later served as head of the radio-TV departments for both Myron Selznick Agency and Sam Jaffee. Radio's "Family Theatre" success story includes



credit for Bob's pioneer work and production with Father Patrick Peyton.

JACK H. HOFFBERG, president of Hoffberg Productions, Inc., is a pioneer in the motion picture business, starting his career in 1914 in the early days of the skyrocketing industry. He was export manager for Goldwyn Pictures Corporation until time of the merger with Metro in 1924, leaving to establish his own firm. He was one of the first to enter TV production and distribution, dating back to 1940. Jack is now contemplating production series of half hour adventure films in Europe.



DWIGHT W. WHITING, western sales manager of Consolidated Television Sales, took his present post in April of 1952. He entered television with KTTV, Los Angeles as an account executive. Prior to KTTV, he was associated with KAGH, Pasadena, and Cond Nast Publications, Inc. serving with both organizations as account executive. Dwight later served with the Army Air Force during World War II. Upon release from the Army, he graduated from the Babson Institute of Business Administration.



ROBERT H. REID, TV sales manager for International News Service, started the development of news tape for TV way back in 1946. Following graduation from Cornell University, Bob embarked on a Wall St. career with E. A. Pierce & Co. He organized Radio Chart in 1938, a radio log page for daily newspapers. Bob joined the INS sales staff, leaving two years later to enter the Army Signal Corps. Upon discharge, he returned to INS as assistant sales mgr. and two years later was named to his present post.



EDWARD J. LAMM, president of Pathscope Co. of America, Inc., entered the industrial film business by forming Advertising Film Associates in 1933, and six years later took over Pathscope. During the war years, he produced a great many training and orientation films for the Navy and other government agencies. The company produces industrial and educational films, TV commercials and TV programs. Ed has been active in the formation of the Film Producers Assn. of N. Y.



PAUL F. HEARD, president of Paul F. Heard, Inc., attended Lawrence College, (Appleton, Wisc.) and the University of Minnesota. He was production supervisor in the Visual Education Department of the University of Minnesota. Paul has been associated with Methodist Church Headquarters as director of films, and also served as film evaluator, United Nations Central Training Film Committee in Washington, D. C. He is a member of many film associations.



J. R. BRAY, president of Bray Studios, New York City, produces educational films for schools, hospitals, and the Armed Forces training programs. He began as an artist on the Detroit Evening News and later became associated with the Brooklyn Daily Eagle. In 1905 he invented and developed the animated motion picture cartoon processes and introduced the first animated cartoon in theaters. John produced a large number of training films for the U. S. Government during World War II.



DAVID I. PINCUS, president of Caravel Films N. Y., established the firm with two partners in 1923. He was set designer for the old Universal Studios in Coytesville, N. J. After a period as manager of the educational dept. for Fox, making films for Cunard and others, Dave joined Lejaren A. Hiller, and when Hiller's studio became part of Underwood & Underwood he went along. He is v.p. of the Film Producers Assn. and co chairman of the Film and TV committee of the N. Y. Board of Trade.



RALPH COHN, V.P. and general manager of Screen Gems, Inc., subsidiary of Columbia Pictures, received his initial training in the motion picture production field as executive producer at Darnour Studios and Columbia. He was associated with Mary Pickford and Buddy Rogers in Triangle Prods. prior to serving in the U. S. Army. Ralph returned to Columbia, remaining until he formed Telefilms, Inc. and Telespots. The following year he joined Screen Gems as gen. mgr. and was elected V.P. late in 1952.



CARL DUDLEY, president of Dudley TV Corp., and Dudley Pictures Corp., produces industrial, travel, education and television films for both commercial and entertainment use. While working as a writer in the shorts subjects department at Warner Brothers Studio, he obtained the Santa Fe Railroad as his first account and thus began to set himself up in business. Today Dudley TV Corp. does the commercials for the "I Love Lucy" show, "Judge Dunhill" and many others.



W. WALLACE ORR, president of Tel Ra Productions is a pioneer in the production of sports films for television. Prior to establishing Tel Ra, he was vice president of the N. W. Ayer Agency and acted in a supervisory capacity for several national accounts. Willy was responsible for the introduction of the Atlantic Refining Company sports broadcasting program in 1936, including the procurement of football, baseball and basketball rights for presentation on the air.



PHILIP N. KRASNE, co-owner of Gross-Krasne Inc., Calif., was formerly a barrister. He became engaged in independent motion picture production and began to produce the "Charlie Chan" series of movies. In association with Fred Ziv, he acquired the rights and began filming "The Cisco Kid." In 1950 as president of Cisco Kid Pictures, sold his interest in the company to Ziv TV. Gross-Krasne, Inc., have completed 26 "Big Town" pictures for TV under the sponsorship of Lever Bros.



MARC FREDERIC, general manager of the TeeVee Company, California, produces the quarter-hour show "Little Theatre." This is the program with the two O. Henry type vignettes, in which the real punchy climax comes at the very close. Marc joined forces with Gifford Phillips and Ludlow Flower, Jr., owners of this company and used his knowledge of merchandising gained in the retail business to successfully put this program on the air in 42 cities within two years.



HENRY USHIJIMA, head of motion picture and television services at George W. Colburn Laboratory, Inc., (Chicago) began working at M-G-M while still a student at the University of California. After graduating from UCLA's School of Business Administration, he was offered a full-time position in the M-G-M sound department. Later he became a cameraman, and joined the staff of Columbia Pictures. During the war he made films for the United States Navy and the OWI.



SAUL I. TURELL, president of Sterling Television Co., is a native New Yorker. He attended City College of N. Y. From 1942-46 he was in the Army and served in the South Pacific. After his discharge, Saul joined Official Films. He organized Sterling Films in 1946 in partnership with Robert Rhoades. The primary business was in the home movie, educational field, but in 1949 when Bernice Coe joined Sterling, a television department was set up, which proved a major factor in the Sterling progress.



HAL ROACH JR., vice president of Hal Roach Studio, Calif., is also president of the Academy of TV Arts & Sciences. He has been film editor, writer and director. Hal now produces "My Little Margie," "Racket Squad" and "Trouble With Father." Hal served with the Army Air Corps during World War II. The Hal Roach Studio is the only one in Hollywood still being operated by the man who built it, Hal Roach. The studio itself produces "Amos 'n' Andy" for CBS and "Life of Riley" for NBC.



VICTOR KAYFETZ, head of Victor Kayfetz Prods., Inc., N. Y. C., established the firm in 1946. He served with the U. S. Army Pictorial Service in India and Burma during World War II. Prior to the war, he was writer-photographer for picture magazines, which took him to India and the Virgin Islands. With the advent of TV, he moved to Hollywood, Cal., and produced one of the first films specially made for TV for Vallee-Video, Inc., subsequently returning to the East to continue TV production.



AL BUFFINGTON, was "campus commentator" on WJSV, Washington, D. C. (now WTOP) while attending the American University. After graduation Al joined WCAO, Baltimore, and later became associated with WFBR in the same city. He served as a lieutenant in the U. S. Navy during World War II. Upon discharge Al established his own radio production company in 1946, and syndicated the "Quiz of Two Cities" in 30 cities throughout the country. In 1948 Al opened a branch office in Hollywood, Calif.



NATHAN SOBEL, president of Cineffects, Inc., N. Y., is also part owner of Color Service, Inc., in association with Robert Crane. He has been associated with Consolidated Film Industries, Advance Trailer and Du-Art Film Labs. He became experienced in production problems, animation, special effects, with the firm of Audio Productions. In November of 1939 he started, and presently owns, his own special effects, animation, art title, and insert studio known as Cineffects, Inc.



JOHN A. NORLING, president of Loucks & Norling Studios, Inc., N. Y., established the firm with Arthur H. Loucks in 1923, and since that time has produced over a 1000 film subjects. He pioneered in stereoscopic motion picture research starting in 1921, and in 1933 produced three-dimensional anaglyph motion pictures released by MGM. He is the author of technical articles on cinematographic subjects in general, including animation, trick photography and three-dimensional photography.



BERNARD HOWARD, president of Academy Film Productions, Inc., Chicago, took his present post in 1950. He has been associated with Arthur Meyeroff & Co., W. E. Long Co., Malcolm-Howard and CBS as writer-producer-director. While he had his own radio-TV production firm, serving as packager and consultant to many agencies, he sold a network program idea, called "Name The Movie" to Roche, Williams & Cleary, which was aired for 26 weeks out of Hollywood.



SETH (TOM) BAILEY, president of Tom Bailey Prods., Inc., Tucson, Ariz., was formerly a newspaperman. He left the Chicago-Herald Tribune in 1939 to write for magazines, and since that time has sold over 700 short stories and novelettes. Three years ago Tom became interested in the making of films for TV, and together with Charles Herbert launched the Southwestern Motion Picture and TV Corp. In 1952, Tom organized his present company, currently producing "The Sagebrush Kids."



IRVING MACK, president of Filmack Trailer Co. of Chicago and New York, organized the company thirty-four years ago, at the age of 24, due to the lack of special trailer companies in the Midwest. He attended Wendell Phillips High School and while still in his teens became assistant publicity director of White City Amusement Park. Prior to Filmack, he was associated with the Universal Film



Company as publicity manager. His three sons are all part of Filmack Studios of Chicago.

LINDSLEY PARSONS, independent film producer who releases through Allied Artists Productions, Inc., is a former newspaperman. Following his graduation from the University of California, he joined the old Los Angeles City News Service. In 1931 he joined Monogram motion picture production organization, as a one man publicity department, later writing western films, and then producer. In his



career as producer, he has launched such stellar players as Marjorie Reynolds and Gale Storm.

HERMAN HACK, president of Hack Productions, Calif., has spent twenty seven years as an actor, stunt-man and double for many stars in motion pictures, prior to his producing religious youth films. He not only writes, produces, directs and stars in his pictures, he also edits, distributes and even presents his film before audiences on occasions. He teaches Sunday School in his spare time. Herman is widely



known as the "Frontier Parson," the cowboy who carries a Bible into action instead of a gun.

ROBERT ANGUS, president of Volcano Productions, Inc., Calif., and General Service Studios, has covered in his extensive experience nearly every facet of the industry. He was a script writer at Fox, until he joined the editorial department at Columbia and subsequently wrote "Armored Car Robbery" for RKO. During the war Angus served with the U. S. Army Signal Corps Photographic Center as film editor of "Army-Navy Screen Magazine," "G. I. Movie Weekly" and others.



FREDERICK A. NILES, vice president in charge of motion pictures and TV of Kling Studios, is a graduate of the U. of Wisconsin. During the war, Fred served in the Information Education Division of the War Dept. A civilian again, he joined WAAF, Chicago as news editor. Next step was to Kling, where he originated the video division in 1947. He steered the way from one account to more than a hundred, from TV spots to TV shows, and from a skeleton staff to one of the nation's largest.



BEN GRADUS, president of International Movie Producers' Service is also president of Ben Gradus Studios. He produced and directed the first important film about TV, "Television Today," for CBS in 1949. He is currently producing a series of films on the subject of tolerance projected for TV programs, regarding the Puerto Ricans in the U. S. Among the products for which he produces TV spots are Vitalis, Goodrich, Arrid and others. Ben is married and has a son and daughter.



GILBERT A. RALSTON, co-producer with Arthur Ripley of Sovereign Productions, Inc., Calif., was born and reared in the sunny state. He has been associated with the NBC network as writer-director, later joining Compton Advertising Inc., as manager of nighttime radio for the agency. He joined Procter & Gamble Productions, Inc., as executive producer, following with Screen Televideo Productions as producer. The year 1952 brought Gil to Sovereign Productions in his present post.



HARVEY CORT, president of Olio Video Productions, Inc., N. Y. C., is a graduate of New York University with a BA degree. He wrote and directed dramatic and special events programs for WNYC, later joining WHN as assistant station manager. While in the Army during the war, Harvey produced radio shows for the Sixth Service Command, and produced theatrical and athletic programs with amputee and paraplegic veterans. He formed Olio Video to distribute features and westerns to TV stations.



SHAMUS CULHANE, president of Shamus Culhane Prods., Inc., started as an animator in 1924. He has worked on more than 250 animated pictures for all of the major Hollywood movie studios. He was with the Walt Disney Studio for five years as a pantomime specialist on such pictures as "Snow White," "Pinocchio" and the "Pluto" series. He has credits on two Academy Award feature pictures.



Shamus established his own studio six years ago and is now primarily engaged in making TV commercials.

ARMAND L. SCHAEFER, president of Flying A Pictures, Inc., is also executive producer of Range Rider Productions, and S.H.A. Company. He entered the motion picture business with Mack Sennett, film comedy pioneer, as a property man. Rapid progress brought Armand to many movie studios as director. He became a producer on the first Gene Autry serial for Mascot, and wrote the original story for the picture, "Tumbling Tumbleweeds." Armand took his present post in 1950.



VINCENT J. NOLA, owner of Nola Studios, Inc., N. Y. C., studied voice in Buffalo, N. Y., as a youngster, later moving to N. Y. C., to resume his studies and establish himself as a vocal coach. He established 16 studios at Steinway Hall, equipping some of these with recording facilities. The operation was such a success, he acquired 17 more in the WMCA Bldg., six of which are fully equipped for production of tape and disc transcriptions. His latest venture is motion pictures for TV.



HENRY BROWN, president of Atlas Television Corporation, N. Y., established the organization in 1948. He is a native New Yorker and attended City College of N. Y. and Columbia University. He has been in the motion picture business over twenty-five years as an exhibitor, owner of a chain of theatres in N. Y. and N. J., and producer of motion pictures. Henry has collected a vast library of features, westerns and other subjects, which Atlas now distributes to most TV markets.



WILBUR STREECH, owner of Wilbur Streech Productions, N. Y., is a graduate of U.C.L.A. in his native Southern Calif. He entered the animation field as a member of Walt Disney's staff. Will entered the Army where he organized animation production as a captain in the Signal Corps. On release from service, he became a partner in Triangle Films, which was then producing a series of one-reel animated musicals for Universal. After completion of this series, he formed his present firm.



HALSEY BARRETT, eastern sales manager of Consolidated TV Sales, is a graduate of Harvard Business School. After a brief stint with a Wall Street brokerage firm, Halsey joined WOR as a sales promotion man. He has been associated with WNEW as promotion manager and in 1940 joined Tide magazine. He left there to join the Navy in December 1941. Following his discharge he joined CBS TV, later moved to DuMont, and a year ago was named to his present post with Consolidated.



FRED FELDKAMP, managing editor of The March of Time, did sports correspondence while in prep school and sold a short story to the New Yorker at the age of 17. After college, Fred worked for the Brooklyn Eagle and contributed to magazines ranging from Asia to Vogue. He served three years as a Marine combat correspondent. A civilian again, Fred joined Time, Inc., in 1945, as a Life text editor and to The March of Time, taking his present post last year.



BERNARD J. PROCKTER, president of Prockter Productions, Inc., attended the Universities of Chicago and Wisconsin. From 1929 to 1934 he was assistant national program director of CBS, where he developed and supervised the "Bing Crosby Show," "Morton Downey," "Kate Smith" program and many others. The next two years found him as supervisor of CBS owned stations, then he joined Biow Company as director of radio, resigning in 1944 to form his own company.



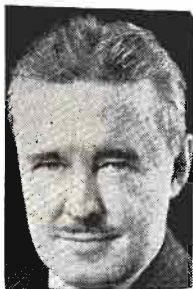
ROBERT GUGGENHEIM, JR., recently named gen. mgr. of Major Television Productions, Inc., Culver City, Calif., joined the company after four years as head of NBC TV's film dept. at KNBH, Hollywood. Prior to that he was in the U. S. Naval Reserve for 42 months and was discharged as a lieutenant commander. Before joining the Navy, he was associated with CBS at KNX, Twentieth Century Fox and David O. Selznick Productions. Before joining the entertainment field he was an ore buyer.



ROBERT W. SCHOFIELD, head of the TV lecture and commercial film department for Telenevs Productions, joined the company in February 1951. Since that time Bob has turned out commercials for numerous accounts, including Esso, Wheaties and Tintair, as well as sequences for "We the People," and others. Prior to joining Telenevs, he was with the March of Time, for whom he produced documentaries, and after a brief period was promoted to production manager.

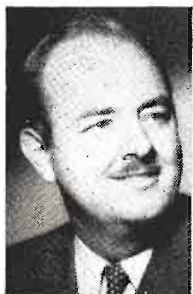


PAUL RAIBOURN, V.P. of Paramount Pictures Corporation, heads up the company's video interest as president of Paramount TV Productions, Inc. His early surveys of TV's potentialities led to Paramount's profitable 1938 investment in Du Mont Labs, as well as to the establishment of KTLA in 1942. Paul joined Paramount in 1921 and rapidly attained a reputation as an analyst of boxoffice values in relation to costs and public psychology in the entertainment industry.



relation to costs and public psychology in the entertainment industry.

LYLE DeMOSS, film buyer of WOW and WOW-TV, Omaha, is a pioneer of radio and TV, starting his radio career 30 years ago. Before joining the staff of WOW as production manager in 1937, Lyle served at several Nebraska stations. After joining WOW, he did a great deal of on-the-air work in addition to his duties, as a result of which his voice became well known to mid-western audiences. In 1949 when WOW-TV emerged, Lyle became its program director, and later became assistant general manager of WOW, Inc.



1949 when WOW-TV emerged, Lyle became its program director, and later became assistant general manager of WOW, Inc.

WILSON M. TUTTLE, has recently been made president and member of the board of directors of United Television Programs, Inc., newly associated with Gross-Krasne Prods., Inc., and Studio Films, Inc., under the UPI banner. Bill recently resigned as V. P. in charge of radio and TV and a member of the board of Ruthrauff & Ryan. Bill had been associated with A. & S. Lyons, Inc., as head



of the firm's N. Y. office, where his major job was creating, building and selling package shows.

REUB KAUFMAN, president of Guild Films is a veteran ad agency man of twenty-two years. He entered the TV film business in 1950 because his agencies "live" program headaches convinced him that films were the ultimate answer to profitable television programming. Reub resigned as president of Snader Telescriptions early in 1952 and organized Guild Films as a film packaging and distributing organization. He got into production with the "Liberace" show in January 1953.



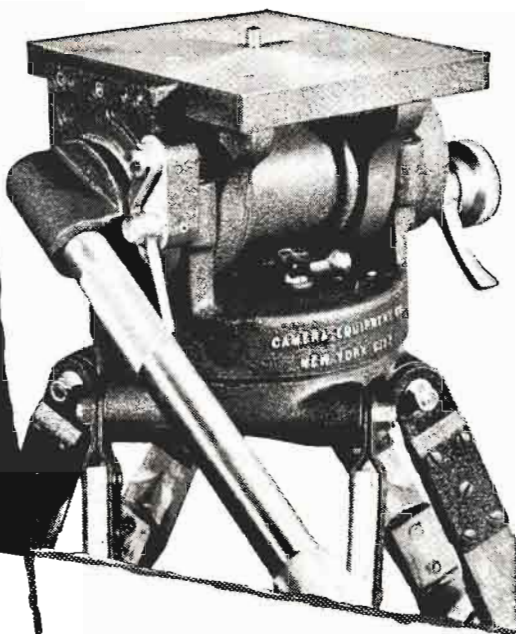
JACK J. GROSS, in partnership with Philip Krasne, of Gross-Krasne, Inc., Calif., has been a producer at Universal and RKO, producing some of Hollywood's biggest box-office successes. While a student in N. Y. C., the place of his birth, his desire was to be around show people. His family moved to the midwest where Jack joined Maupin's Chautauqua concert orchestra, later assuming the post of theatre manager in Eldorado, Kans. Still later he became western division mgr. of the RKO theatres.



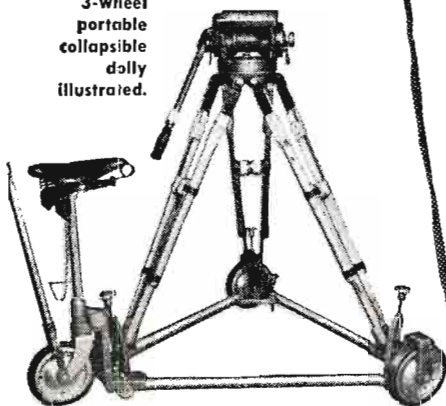
STUART REYNOLDS, head of Reynolds Productions, Calif., is one of the very few advertising men active in TV film production and sales. He was formerly with Lord & Thomas, B.B.D. & O., Erwin Wasey, General Mills, and the Don Lee Broadcasting System. Stuart has sold television film programs on a regional and local basis to such clients as Sunkist, Rainier Beer and many others. Headquartering on the West Coast, Stuart is a frequent commuter between New York City and Beverly Hills.



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Background Processes
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Stock Shot Libraries
Spot and Flood Lamps
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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, N. Y.

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.
Camera Equipment Co., 1600 Broadway, New York, N. Y.
Century Projector Corp., 729 7th Avenue, New York, N. Y.
DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
National Theatre Supply, 92 Gold St., New York, N. Y.
Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.
Raytone Screen Corp., 105 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Advance Projection Theaters, Inc., 729 Seventh Ave., New York 19, N. Y.
Ballantine Co., 1707 Davenport St., Omaha 2, Neb.
Brenkert Light Projection Co., 6515 St. Antoine Ave., Detroit, Mich.
Century Projector Corp., 729 7th Ave., New York, N. Y.
Camera Equipment Co., 1600 Broadway, New York, N. Y.

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.

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 Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
 Compeo Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
 DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
 General Electric Co., Nela Park, Cleveland, O.
 International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
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 Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.
 Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
 Motigraph, Inc., 4431 W. Lake St., Chicago 24, Ill.
 National Theater Supply, 92 Gold St., New York, N. Y.
 Radiant Lamp Corp., 300 Jelliff 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.
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 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.
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 Anderson, Howard A.
 1611 Cosmo St. Hudson 2-1247
 Cinecolor, Inc.
 2800 S. Olive St., Burbank Rockwell 9-1126
 Cinema Research
 7000 Romaine, Hollywood (38) Hudson 2-7161
 Consolidated Films Industries, Inc.
 959 Seward St. Hollywood 9-1447
 Dunningcolor Corp.
 932 N. La Brea Ave. Granite 3174
 Mercer, Ray
 4241 Normal Ave. Olympia 8436
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 6350 Santa Monica Blvd. Hempstead 5611
 Pathe Laboratories, Inc.
 6828 Santa Monica Blvd. Hollywood 9-3961
 Rabin, Jack
 7324 Santa Monica Gladstone 4126
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Hillside 8195

Cinecolor Corp.
2806 S. Olive Ave., Burbank...ROckwell 9-1126

Columbia Pictures Laboratory
1443 N. Beachwood Drive (28)
GLadstone 5122

Consolidated Film Industries
959 Seward St. (38).....HOLLYWOOD 9-1411

Dunningcolor Corp. Motion Pic. Lab.
932 La Brea Ave., (38).....GRanite 3174

Eastman Kodak Processing Laboratory
1017 N. Las Palmas Av., (38)
GLadstone 7151

Flora Color
1103 N. El Centro Ave., Hollywood
GRanite 9559

Hollywood Film Enterprises, Inc.
6060 Sunset Blvd. (28).....Hillside 2181

Hungerford Labs., Inc.
6327 Santa Monica, Hollywood...HUDson 2-3237

Mercer, Ray
4241 Normal Ave. (27).....OLympia 8436

Modern Movies, Inc.
6018 Fountain Ave., Hollywood (28)
HEmpstead 1714

Pathe Laboratories, Inc.
6823 Santa Monica Blvd., (38)
HOLLYWOOD 9-3961

Peerless Film Processing Corp. 959 Seward St.,
HOLLYWOODHillside 7156

Precision Film Laboratories, Inc.
1107 S. Robertson Blvd. (35).....BRadshaw 2-2340

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

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Ball Film Laboratory
1256 Howard St.....UNderhill 1-8638

Commercial Film Enterprises
125 Hyde St.....ORdway 3-9162

Motion Picture Service Co.
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Muffelshome Laboratories
760 Gough St.....HEmlock 1-6567

Palmer, W. A., Films, Inc.
611 Howard St.....YUko 6-5961

Skluner, C. R., Manufacturing Co.
294 Turk St.....ORdway 6909

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Alexander Film Co.
Alexander Film Bldg.....4200

WASHINGTON, D. C.

Byron, Inc.
1226 Wisconsin Ave., N. W.....DUpont 1800

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Paramount News Laboratory
154 Walton St., N. W.....CYpress 1636

Strickland Film Co.
229 Pharr Rd., N.E.....CHerokee 5317

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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

Crecent Film Labs.
7510 N. Ashland.....AMBassador 2-5000

Filmack 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
Kempton Rd.....3-8275

Parrot Films Studio
1700 Koss Way.....2-4211

NEW ORLEANS, LA.

Harfilms, Inc.
600 Barrone St.....MAGnolia 1744

Motion Picture Advertising Service Co., Inc.
1032 Carondelet St.....MAGnolia 4545

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Alpha Film Laboratories
6000 Pimlico Road.....LIBerty 6216

BOSTON, MASS.

Ambruter Motion Picture Co.
42 Melrose Ave.....HANcock 6-1158

Master Motion Picture Co.
50 Piedmont St.....HANcock 6-3592

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Jam Handy Organization
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Metropolitan Motion Picture Co.
121 Fisher Bldg.....TRinity 5-4266

Wilding Picture Productions, Inc.
4925 Cadieux St.....TUxedo 2-4600

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1277 E. 14th St., B'klyn.....ESplanade 7-8700

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1740 Broadway.....JUdson 6-1700

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850 Tenth Ave.....CIRcle 7-3220

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630 Ninth Ave.....COLumbus 5-5530

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653 Eleventh Ave.....CIRcle 6-8950