

NORTH CAROLINA-NORTH DAKOTA

President.....F. M. Smith
 Co. Gen. Mgr.....H. L. Duncan
Comm. Manager.....Mike Thompson
 Program Mgr.....Ernie Greup
 Prom., Publicity Dir.....C. Seabolt
 Chief Engineer.....Roy Fullen
 Owners of: WTEN-TV, WROW, both Albany,
 Buffalo, N. Y.

WFMY-TV—Greensboro—1949

Channel: 2 VHF...AP: 100 Kw...VP: 50 Kw.
 Owned-Operated By...Greensboro News Co.
 Business Address...Phillips Ave. at White St.
 Tel.: BR 4-0114...ABC-CBS
 News. Affil.....News, Record
 Representative...Harrington, Righter & Parsons
 President.....C. O. Jeffress
 General Manager.....Gaines Kelley
 Commercial Mgr.....William M. Alexander
 Station Mgr.....Gaines Kelley
 Program Dir.....T. J. Markham
 Film Manager.....Donald M. Causey
 Chief Engineer.....Doyle D. Thompson

WNCT—Greenville—1953

Channel: 9 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By...Roy H. Park Bcstg. Co.
 Address...Evans St. Extension
 Tel.: PL 2-6181...CBS
 Representative...Hollingbery
 President...Earl Westbrook
 General Manager...A. Hartwell Campbell
 Comm. Manager...John G. Clark, Jr.
 Promotion Director...Dave Mosier
 Program Director...Hank Tribley
 Film Manager...Mac Nicholsor
 Chief Engineer...Heber Adams

WRAL-TV—Raleigh—1956

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Capitol Bcstg. Co., Inc.
 Business Address...2619 Western Blvd.
 Tel.: VANCE 8-2511...ABC-NBC
 Representative...H-R
 President...A. J. Fletcher
 General, St. Mgr...Fred Fletcher
 Program Dir...Jesse Helms

Film Mgr.....James Riddle
 Prom., Pub. Dir.....David Witherspoon
 Chief Engineer.....Virgil Duncan
 Owners of: WRAL, AM-FM.

WITN—Washington—1955

Channel: 7 VHF...AP: 160 Kw...VP: 316 Kw.
 Owned-Oper. By...North Carolina TV, Inc.
 Business Address...P.O. Box 469
 Tel.: WH 6-3131...NBC
 Sta. Reps...Venard, Rintoul & McConnell; Ayers
 President, Gen. Mgr...W. R. Roberson, Jr.
 Exec. V.P...T. H. Patterson
 Sales Manager...G. Earle Broome
 Operations Director...Hal Wilson
 Sales Promotion Mgr...Helen S. O'Mary
 Production Mgr...Bob McCoy
 Chief Engineer...Harvey Mason

WECT—Wilmington—1954

Channel: 6 VHF...AP: 62.5 Kw...VP: 100 Kw.
 Owned-Oper. By...Atlantic Telecasting Corp.
 Address...205 W. Shipyard Blvd.
 Tel.: RO 3-4666...ABC-CBS-NBC
 Sta. Reps...Select Stations; Brown; Torbet, A. & C.
 President...Dan. D. Cameron
 General Manager...Claud O'Shields
 Program Dir...Wayne Jackson
 Film Manager...Daniel G. Brinson
 Publicity Dir...Ben McDonald
 Promotion Director...Betsy Everett
 Chief Engineer...Ed Herring

WSJS-TV—Winston-Salem 1953

Channel: 12 VHF...AP: 45 Kw...VP: 90 Kw.
 Owned-Oper. By...Triangle Bcstg. Corp.
 Business Address...419-21 N. Spruce St.
 Tel.: PA 5-2311...NBC
 Newspaper Aff...Journal & Twin City Sentinel
 Station Rep...Peters, Griffin, Woodward
 President, Gen. Mgr...Harold Essex
 Asst. General Manager...Richard Barron
 V. President, Sales...Harry Shaw
 V.P., Operations Mgr...Phil Hedrick
 V.P., Program Mgr...John A. Comas
 Promotion Director...Charles Clapp
 Film Manager...Carl Wiegold

Pop.: 637,000
 Families: 173,000

NORTH DAKOTA

TV Homes: 132,000
 TV Stas. in State: 9

KFYR-TV—Bismarck—1953

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Meyer Bcstg. Co.
 Business Address...Broadway at Fourth
 Tel.: CA 3-0900...NBC
 Representative...Blair-TV Assoc.
 President, Gen. Mgr...William Ekberg
 Production Mgr...C. Wayne Turner
 Comm. Manager...A. L. Anderson
 Chief Engineer...Ivar Nelson
 Owners of: KFYR, AM; KMOT-TV, Minot; KUMY-
 TV, Williston.

KXMB-TV—Bismarck—1955

Channel: 12 VHF...AP: 195 Kw...VP: 316 Kw.
 Owned-Oper. By...North Dakota Bcstg. Co.
 Business Address...1811 - 15th St.
 Tel.: CA 3-9197...CBS-ABC
 President...John W. Boler
 General, Sta. Mgr...D. J. Blackstead
 Chief Engineer...Tomas Ahaer

NORTH DAKOTA-OHIO

KDIX-TV—Dickinson—1956

Channel: 2 VHF...AP: 13 Kw...VP: 26 Kw.
 Owned-Oper. By.....Dickinson Radio Ass'n
 Business Address.....119 2nd Ave. West
 Tel.: 224-5133.....ABC-CBS
 Station Reps.....Forioe; Hurley
 President.....Dr. P. J. Weir
 General Manager.....Stanley T. Deck
 Commercial Manager.....Bob Weiler
 Program Director.....Lauren Haacke
 Film Manager.....LeRoy Krank
 Chief Engineer.....Benjamin Lockerd

KXGO-TV—Fargo—1959

Channel: 11 VHF...AP: 14.4 Kw...VP: 28.8 Kw.
 Owned By.....No. Dakota Bcstg. Co.
 Address.....4000 West Main
 Tel.: AD 5-4461.....ABC
 Sta. Representative.....Weed
 President, Gen. Mgr.....John W. Boler
 Operations Manager.....Constance Blackstead
 Commercial Mgr.....Jim McGuire
 Publicity, Pub. Relations Dir....Robert B. Weber
 Film Manager.....Steve Winter
 Chief Engineer.....Robert Ridgeway
 Owners of: KXGO, AM; KXJB-TV, Valley City;
 KBMB-TV, Bismarck; KXAB-TV, Aberdeen.

WDAY-TV—Fargo—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....WDAY, Inc.
 Business Address.....207 N. 5th St.
 Tel.: AD 2-3371.....NBC
 Newspaper Affiliation.....Forum
 Representative..Peters, Griffin, Woodward, Inc.
 Board Chairman.....E. C. Reineke
 President.....N. D. Black, Jr.
 Exec. V.P. & Gen. Mgr.....Tom Barnes
 Asst. Gen. Mgr.....Jack Dunn
 Sales.....Jack Lester
 Program Manager.....Ken Kennedy
 Promotion Mgr.....Roy Pedersen
 Film Director.....Buddy Nulph
 Technical Dir.....Julius Heland
 Owners of: WDAY-AM.

KNOX-TV—Grand Forks 1955

Channel: 10 VHF...AP: 14.1 Kw...VP: 28.2 Kw.

Owned-Oper. By.....Community TV Corp.
 Business Address.....State Mill Road
 Tel.: 77-44611.....ABC
 Station Rep.Meeker
 President.....H. F. Rice
 General Mgr.....R. C. Lukkason
 Operations Director.....Bill Hutton
 Production Director.....Lowell Johnson
 Film Mgr.....Johnny Ralston
 Advertising Mgr.....Jack French
 Chief Engineer.....David L. Chumley
 Owners of: KNOX-AM.

KXMC-TV—Minot—1953

Channel: 13 VHF...AP: 245 Kw...VP: 120 Kw.
 Owned-Oper. By.....KXMC-TV, Inc.
 Address.....KXMC-TV Bldg.
 Tel.: TE 8-2104.....ABC-CBS
 Station Reps.....Weed, Hurley
 President, Gen. Mgr.....Chester Reiten
 Commercial Mgr.....Henry Bewchler
 Program Dir.....Rod Romine
 Promotion Dir.....Lois Sibbey
 Chief Engineer.....Henry Haensler

KCND-TV—Pembina—1960

Channel: 12 VHF...AP: 10.5 Kw...VP: 23 Kw.
 Owned By.....Pembina Bcstg. Co.
 Address.....Box 523, Grand Forks, N. D.
 Tel.: 4-4611.....Independent
 Station Reps.....Meeker; Wayne Evans
 General, Sales Mgr....Robert C. Lukkason

KXJB-TV—Valley City—1954

Channel: 4 VHF...AP: 41.6 Kw...VP: 100 Kw.
 Owned-Oper. By...North Dakota Bcstg. Co.
 Bus. Ad.....400 W. Main, Fargo, N. D.
 Tel.: ADams 5-4461.....ABC-CBS
 Representative.....Weed
 Pres., Gen. Mgr.....John W. Boler
 Operations Director.....Constance Blackstead
 Commercial Mgr.....Jim McGuire
 Pub., Public Relations Dir....Robert B. Weber
 Film Manager.....Steve Winter
 Chief Engineer.....Robert Ridgeway
 Owners of: KXGO, AM-TV, Fargo; KBMB-TV, Bismarck; KXAB-TV, Aberdeen.

Pop.: 9,925,000
 Families: 2,998,500

OHIO

TV Homes: 2,850,000
 TV Stas. in State: 20

WAKR-TV—Akron—1953

Channel: 49 UHF...AP: 107 Kw...VP: 213 Kw.
 Owned-Oper. By.....Summit Radio Corp.
 Business Address.....853 Copley Road
 Tel.: PO 2-8811.....ABC
 Newspaper Affiliation.....Beacon Journal

Sta. Representative.....McGavren TV
 President.....S. Bernard Berk
 General, Station Mgr.....Roger G. Berk
 Commercial, Adv. Mgr.....Kenneth M. Keegan
 Prog., Prom. Dir.....Robert I. Boston
 Film Manager.....Jack Lotz
 Chief Engineer.....Irwin L. Knopp
 Owners of: WAKR-AM-FM.

WCPO-TV—Cincinnati—1949

Channel: 9 VHF..AP: 158 Kw..VP: 309 Kw.
 Owned-Oper. By..Scripps-Howard Radio, Inc.
 Business Address.....2345 Symmes St.
 Tel.: University 1-9000.....Independent
 Newspaper Affil....Cincinnati Post Times Star
 Representative.....Blair
 President.....Jack R. Howard
 V.P., General Mgr.....M. C. Watters
 Asst. General Manager.....Robert Gordon
 Nat. Sales Mgr.....Marian Finney
 Operations Mgr.....Earl Corbett
 Program Dir.....John Clark
 Prom. Dir.....Vera Schulte
 Film Manager.....Bernie Borden
 Chief Engineer.....Paul Adams

WKRC-TV—Cincinnati—1949

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Taft Broadcasting Co.
 Address.....1906 Highland Ave.
 Tel.: GA 1-1750.....ABC
 Station Representative.....Katz
 President.....Hubert Taft, Jr.
 V.P. of Operations.....L. H. Rogers II
 General Mgr.....Samuel T. Johnston
 Comm. Adv. Mgr.....George Rogers
 Program Operations Mgr.....Harry Mohr
 Promotion Manager.....Peggy Rogers
 Film Mgr.....John Hill
 Chief Engineer.....Ray Owen
 Owners of: WTVN, AM-TV-FM, Columbus; WKRC,
 AM-FM; WBRC, AM-TV-FM, Birmingham;
 WKYT, Lexington.

WLW-TV—Cincinnati—1948

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By...Crosley Bcstg. Corp.
 Address.....140 W. Ninth St.
 Tel.: CH 1-1822.....NBC
 Rep.....WLW Sales, NBC Spot Sales
 Chairman of the Board.....James D. Shouse
 President, General Mgr.....Robert E. Dunville
 V.P.-Television.....John T. Murphy
 V.P.-Treasurer.....John J. Heywood
 V.P.-Programming.....Al Bland
 V.P.-Pub. Relations.....Gil Kingsbury
 V.P.-Sales.....H. P. Lasker
 V.P.-Engineering.....R. J. Rockwell
 Sales Manager.....Dave Strubbe
 Sales Promotion Dir.....Jack Frazier
 Program Dir.....Abe Cowan
 Film Dir.....Tom Storey
 Publicity, Promotion Dir.....Marjorie Kemme
 Tech. Adm. Ass't.....Howard Lepple
 Owners of: WLW-AM; WJAW-C, Columbus, O.;
 WLW-A, Atlanta, Ga.; WLW-D, Dayton, O.;
 WLW-I, Indianapolis, Ind.

KYW-TV—Cleveland—1948

Channel: 3 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Westinghouse Bcstg. Co.
 Business-Studio Address.....1403 E. Sixth St.
 Tel.: SU 1-4500.....NBC
 Sta. Representative.....TvAR
 President.....Donald H. McGannon
 Vice President.....Frank Tooker

Station Manager.....George H. Mathiesen
 Commercial Manager.....Robert Schroeder
 Program, Film Manager.....Chet Collier
 Promotion, Adv. Manager.....Gene Godt
 Publicity Dir.....Charles Getz
 Chief Engineer.....Sidney V. Stadig
 Owners of: KPIN, San Francisco, Calif.; WQWO,
 Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-
 field, Mass.; WBZ-TV, Boston, Mass.; KYW,
 Cleveland, O.; KDKA, Portland, Ore.; KDKA, Pitts-
 burgh, Pa.; KDKA-TV, Pittsburgh, Pa.; WIND,
 Chicago, Ill.; WJZ-TV, Baltimore, Md.; WBZ-FM,
 Boston, Mass.; KDKA-FM, Pittsburgh, Pa.;
 KYW-FM, Cleveland, O.; KEX-FM, Portland, Ore.

WJW-TV—Cleveland—1954

Channel: 8 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned-Oper. By.....Storer Bcstg. Co.
 Address.....1630 Euclid Ave.
 Tel.: TO 1-6080.....CBS
 Station Rep.....Storer TV Sales Inc.
 President.....George B. Storer, Jr.
 General Manager.....Joseph Drilling
 Program Director.....Ralph Hansen
 Chief Engineer.....Gil Anderson
 Owners of: WJBK, AM-FM-TV, Detroit; WSPD-
 AM-FM-TV, Toledo; WAGA-TV, Atlanta;
 WJIN, New York, N. Y.; WGBS-AM-FM, Miami,
 Fla.; WJBG-AM-FM, Philadelphia, Pa.; KGBS,
 Los Angeles; WITI-TV, Milwaukee; WJW-AM-
 FM, Cleveland, O.

WEWS—Cleveland—1947

Channel: 5 VHF..AP: 60.3 Kw..VP: 93.3 Kw.
 Owned-Oper. By...Scripps-Howard Radio, Inc.
 Address.....3001 Euclid Ave.
 Tel.: HE 2-1500.....ABC
 Newspaper Affiliation.....E. W. Scripps Co.
 Representative.....Blair TV
 President.....Jack R. Howard
 V.P., General Mgr.....James C. Hanrahan
 Ass't Gen. Mgr.....Donald L. Perris
 Eng. V.P.....J. B. Epperson
 Pub. Dir.....Robert K. Doerr
 Pub. Service Dir.....John J. Moffitt
 Nat'l Adv. Mgr.....Jay S. Kerekes
 Film Director.....John J. Richards
 Ohio Sales Mgr.....Peter Hlinka
 Operations Dir.....Ernest E. Sindelar
 Prod. Supervisor.....James E. Kirkey
 Prog. Supervisor.....Earl W. Keyes
 Chief Engineer.....James E. Bloyd

WBNS-TV—Columbus—1949

Channel: 10 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned By.....Dispatch Printing Co.
 Business Address.....33 N. High St.
 Tel.: 224-7121.....CBS
 Newspaper Affiliation.....Dispatch
 Station Representative.....Blair TV
 President.....H. Preston Wolfe
 Station Manager.....Richard A. Borel
 Program Director.....John A. Haldi
 Sales Director.....Robert D. Thomas
 Sales Promotion Manager.....Mel Grossman
 Operations Director.....Paul Yoakum
 Prom., Publicity Dir.....Jack Dorr
 Film Buyer.....Betty Dixon
 Chief Engineer.....Lester H. Nafzger

WLW-C—Columbus—1949

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Operated By...Crosley Bcstg. Corp.
 Business Address...3165 Olentangy River Rd.
 Tel.: AM 3-5441.....NBC
 Station Reps.....Crosley; Bomar Lawrence
 President.....Robert E. Dunville
 General, Sta. Mgr.....Walter E. Bartlett
 Sales Mgr.....Richard E. Reed
 Program Director.....Mervin A. Durea
 Sales Service Director.....Larry Reinhart
 Promotion Publicity Director.....John Burpee
 Special Bcst Services Dir.....Bud Gillis
 Chief Engineer.....Charles Sloan
 Owners of: WLW-T-AM, Cincinnati, O.; WLW-A,
 Atlanta, Ga.; WLW-D, Dayton, O.; WLW-I, In-
 dianapolis, Ind.

WTVN-TV—Columbus—1949

Channel: 6 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By.....Taft Broadcasting Co.
 Business Address.....753 Harmon Ave.
 Tel.: CA 8-5801.....ABC
 Representative.....Katz
 President.....Hulbert Taft, Jr.
 V.P. of Operations.....L. H. Rogers, II
 General Mgr.....Robert C. Wiegand
 Sales Manager.....R. W. Ostrander
 Prog. Dir.....Joseph A. Jenkins
 Prom., Pub. Dir.....Shirley A. Dunham
 Film Manager.....Paul Lloyd
 Chief Engineer.....Ed Kopriver
 Owners of: WTVN, AM-FM; WKRC, AM-FM-TV,
 Cincinnati, O.; WBRC, AM-TV-FM, Birmingham;
 WKYT, Lexington.

WHIO-TV—Dayton—1949

Channel 7 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...Miami Valley Bcstg. Corp.
 Business Address.....1414 Wilmington Ave.
 Tel.: CL 4-5311.....CBS
 Newsp. Affil.....News, Journal Herald
 Representative.....Hollingsbery
 President.....James M. Cox Jr.
 General Manager.....Robert H. Moody
 Retail Manager.....Stanley G. Mouse
 Prog., Prom. Director.....Charles Gay
 Chief Engineer.....Ernest L. Adams

WLW-D—Dayton—1949

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By...Crosley Bcstg. Corp.
 Business-Studio Address...4595 S. Dixie Hwy.
 Tel.: AX 3-2101.....ABC-NBC
 Station Reps.....Crosley; NBC Spot Sales
 President.....R. E. Dunville
 V.P., General Manager.....George J. Gray
 Comm. Manager.....Dale A. Smith
 Program Dir.....Paul Law
 Prom., Pub. Director.....Dorothy A. Sanders
 Chief Engineer.....Robert Wehrmann
 Owners of: WLW, Cincinnati; WLW-T, Cincinnati;
 WLW-C, Columbus; WLW-I, Indianapolis; WLW-
 A, Atlanta.

WIMA-TV—Lima—1953

Channel: 35 UHF..AP: 117 Kw..VP: 219 Kw.
 Owned-Operated By.....WLOK, Inc.
 Business Address.....1424 Rice Ave.

Tel.: CA 5-3010.....ABC-NBC
 Station Representative.....Meeker Co.
 President.....G. E. Hamilton
 General Manager.....Robert W. Mack
 Sta., Comm. Mgr.....J. L. Spring
 Program Director.....Sam Fitzsimmons
 Chief Engineer.....M. J. Lamb
 Owners of: WIMA AM-FM.

WSTV-TV—Steubenville—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....WSTV, Inc.
 Business Address...Exchange Realty Bldg.
 Tel.: 282-6265.....ABC-CBS
 Representative.....Avery-Knodel
 Exec. Vice Pres., Gen. Mgr.....John J. Laux
 Asst. General, Comm. Mgr.....Joseph M. Troesch
 Prom., Publicity Dir.....George H. Wilson
 Prog. Supervisors.....Clyde Higgins, Tom Arim
 Technical Dir.....Charles Shepherd
 Chief Engineer.....William Chesnes
 Owners of: WSTV, AM-FM; WBOY, AM-TV,
 Clarksburg; KODE, AM-TV, Joplin; WRGP-TV,
 Chattanooga, Tenn.

WSPD-TV—Toledo—1948

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Oper. By.....Storer Bcstg. Co.
 Business-Studio Address...136 Huron St.
 Tel.: CH 8-6201.....ABC-NBC
 Station Rep.....Storer Television Sales
 President.....George B. Storer, Jr.
 Station Manager.....Keith T. McKenney
 Nat'l Sales Manager.....Robert Bailey
 Operations Manager.....Ralph R. Rust
 Promotion Director.....Patrick Kenney
 Film Manager.....Gene Williams
 Local Sales Manager.....Richard Fitzgibbons
 Chief Engineer.....George Fulop
 Owners of: WJBK, AM-FM-TV, Detroit; WJW,
 AM-FM-TV, Cleveland; WAGA-TV, Atlanta;
 WHN, New York, N. Y.; WGBS-AM-FM, Miami,
 Fla.; WHG-AM-FM, Philadelphia, Pa.; KGBS,
 Los Angeles, WTTI-TV, Milwaukee; WSPD-AM,
 Toledo, O.

WTOL-TV—Toledo—1958

Channel: 11 VHF..AP: 191 Kw..VP: 316 Kw.
 Owned By.....Community Bcstg. Co.
 Business Address.....604 Jackson St.
 Tel.: Cherry 4-7411.....CBS
 Station Representative.....H-R
 President.....Frazier Reams
 General Mgr.....Thomas S. Brotherton
 Gen. Sales Mgr.....George J. Kapel
 Program Dir.....Robert Krieghoff
 Production Manager.....Tom Rose
 Prom. Dir.....Steve Fayer
 Film Mgr.....Arthur Michaud
 Chief Engineer.....Harold Holmes
 Owners of: WTOL-AM-FM.

**WFMJ-TV—Youngstown
 1953**

Channel: 21 UHF...AP: 47 Kw...VP: 94 Kw.
 Owned-Operated By...Vindicator Printing Co.
 Address.....101 W. Boardman Street
 Tel.: RI 4-8611.....NBC
 Newspaper Affil...The Youngstown Vindicator

Station Rep. Bolling
 President William F. Maag Jr.
 Gen., Sta., Comm. Mitchell F. Stanley
 Program Director Jay A. Grier
 Chief Engineer Frank A. Dieringer

WKBN-TV—Youngstown—1953

Channel: 27 UHF... AP: 218 Kw... VP: 430 Kw.
 Owned-Operated By WKBN Bcstg. Corp.
 Address 3930 Sunset Blvd.
 Tel.: ST 2-1145 CBS
 Representative Raymer
 President, Gen. Mgr. W. P. Williamson, Jr.
 Station Mgr. Warren P. Williamson III
 Commercial Manager David V. Stewart
 Program Dir. Norman Berger
 Sales Promotion Dir. J. Harrison Hartley
 Publicity Director Gene Springer
 Film Manager Jack Beatty
 Chief Engineer B. T. Wilkens
 Owners of: WKBN, AM-FM.

WKST-TV—Youngstown—1957

Channel: 33 UHF... AP: 105 Kw... VP: 209 Kw.
 Owned By WKST-TV, Inc.
 Address 3800 Shady Run Road

Tel: STerling 8-2424 ABC
 Station Representative Young TV
 President Lazar Emanuel
 V.P., General Mgr. P. J. Richtscheidt
 Program, Promotion Dir. Charles DeVault
 Chief Engineer Ernest Retz
 Owners of: WKST; WEOK, Poughkeepsie, N. Y.;
 WACE, Springfield; WNTA, Newark, N. J.

WHIZ-TV—Zanesville—1953

Channel: 18 UHF... AP: 8.13 Kw... VP: 14.8 Kw.
 Owned-Oper. By... Southeastern Ohio TV Sys.
 Bus. Address Lind Arcade Bldg.
 Tel.: GL 2-6531 NBC
 Newspaper Affil. Zanesville Pub. Co.
 Representative Pearson
 President Clay Littick
 Gen., Station Mgr. Allan Land
 Comm., Adv. Mgr. Nate Milder
 Program Director Marty Howard
 Prom., Pub. Director Naomi Lorton
 Film Manager Ralph Young
 Chief Engineer William A. Hunt, Jr.
 Owners of: WTAP-TV, Parkersburg, W. Va.

Pop.: 2,380,000
 Families: 728,000

OKLAHOMA

TV Homes: 595,000
 TV Stas. in State: 10

KTEN—Ada—1954

Channel: 10 VHF... AP: 141 Kw... VP: 252 Kw.
 Owned-Oper. By... Eastern Okla. TV Co., Inc.
 Business Address P. O. Box 10
 Tel.: FE 2-4841 ABC-CBS-NBC
 Station Representative Weed; Brown
 Pres., Gen. Mgr. Bill Hoover
 V.P., Co-Ordinator Jack Hoover
 Program, Prom. Dir. Betty Burkhart
 Film Manager Bobby Lawson
 Chief Engineer Fred Smith

KXII—Ardmore—1956

Channel: 12 VHF... AP: 107 Kw... VP: 214 Kw.
 Owned-Oper. By Texoma Bcstrs., Inc.
 Address Box 1003, Sherman, Tex.
 Tel.: TW 2-8123 NBC
 Station Rep. Venard, Rintoul & McConnell
 General Mgr. C. H. Balding
 Commercial Manager Ulman McMullen
 Program Director Lee Lynch
 Film Manager Paul Smith
 Chief Engineer Russell Trevillian

KSWB—Elk City—1961

Channel: 8 VHF... AP: 13.2 Kw... VP: 26.3 Kw.
 Owned By Southwest Bcstg. Co.
 Address c/o KWOE, Clinton, Okla.
 Tel.: Clinton, Okla Independent
 President, Gen. Mgr. Lonnie J. Preston

Commercial Manager Harry Smith, Jr.
 Chief Engineer Art Vogt

KSWO-TV—Lawton—1953

Channel: 7 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned By Oklahoma Quality Bcstg. Co.
 Address 4 Mile East Hi Way 7
 Tel.: ELgin 5-7000 ABC
 Reps. Venard, Rintoul, McConnell; Brown
 President, Gen. Mgr. R. H. Drewry
 Station Mgr. Paul N. Goode
 Commercial Mgr. Al Hazelwood
 Program Director Harold Hunt
 Prom., Publicity Dir. Jeanette Sims
 Film Manager Jerry Hawkins
 Chief Engineer Jim Lockerd
 Owners of: KSWO, AM; KRHD, Duncan; KGWA,
 Enid; KMID-TV, Midland.

**KOCO-TV—Oklahoma City
 1954**

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned By Cimarron TV Corp.
 Address Box 7538
 Tel.: VI 2-6633 ABC
 Station Representative Blair TV
 V.P., General Mgr. Ben K. West
 Operations Manager Earl Hickerson
 Program Director J. B. Chase
 Film Manager Orville Mangus
 Sales Manager Alex Kolensky
 Chief Engineer Glenn Danely

OKLAHOMA-OREGON

KWTV—Oklahoma City—1953

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By...Oklahoma Television Corp.
Address7401 N. Kelley
Tel.: VI 3-6641.....CBS
RepresentativePetry
PresidentRoy Turner
Ex. V.P., General Manager.....Edgar T. Bell
Commercial Mgr.....Jack De Lier
Promotion, Pub. Dir.....Montez Tjaden
Program, Film Dir.....John Arville
Chief Engineer.....Morris W. Thomas

WKY-TV—Oklahoma City—1949

Channel: 4 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....WKY TV System, Inc.
Studio Address500 E. Britton Rd.
Tel.: TR 8-2161.....NBC
Newspaper Affil...Daily Oklahoman and Times
RepresentativeKatz
PresidentE. K. Gaylord
V.P. General Mgr.....Norman P. Bagwell
Asst. Station Mgr.....James R. Terrell
Commercial Mgr.....Tom Parrington
Program Director.....Joe Jerkins
Sale Prom., Adv. Mgr.....W. J. Willis
Chief Engineer.....Bob Hayward
Owners of: WKY, AM; WTVT, Tampa.

KOTV—Tulsa—1949

Channel: 6 VHF..AP: 60 Kw..VP: 100 Kw.
Owned-Oper. By.....KOTV, Inc.
Business Address.....302 S. Frankfort St.
Tel.: LU 2-9233.....CBS

Pop.: 1,825,000
Families: 596,000

OREGON

TV Homes: 475,000
TV Stas. in State: 9

KCBY-TV—Coos Bay—1960

Channel: 11 VHF..AP: 6.9 Kw..VP: 11.4 Kw.
Owned By.....Pacific Television Inc.
AddressP. O. Box 67
Tel.: 7-4209.....NBC
Stations Reps.....Hollingbery; Art Moore
President.....Robert P. Booth
General Manager.....S. W. McCready
Station Manager.....Harry Kirk
Chief Engineer.....Glynn McCready

KEZI-TV—Eugene—1960

Channel: 9 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Liberty TV, Inc.
Address2225 Coburg Road
Tel.: DI 3-3301.....ABC
Sta. Reps...Meeker; Day-Wellington; Jacobson
President.....Donald A. McDonald
General Station Mgr.....Marvin A. Krenk
Commercial Manager.....Gene Adams

President.....C. Wrede Petersmeyer
Gen., Sta. Mgr.....George Stevens
Prom., Pub. Dir.....Robert Freeland
Commercial Mgr.....Dale E. Hart
Prog. Dir., Film Mgr.....Art Elliott
Chief Engineer.....Lavoy Hooker
Owners of: WISH AM-TV, Indianapolis; WANE
AM-FM, Fort Wayne, Ind.; KHOU TV, Houston,
Tex.; KATV, Sacramento, Calif.

KTUL-TV—Tulsa—1954

Channel: 8 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Oper. By.....Tulsa Broadcasting Co.
Business AddressBox 9697
Tel.: HI 6-6184.....ABC
RepresentativeAvery-Knodel
President.....James C. Leake
V.P. General Manager.....Bill Swanson
Commercial Manager.....Jim Black
Program Director.....Ben Hevel
Chief Engineer.....R. Snider

KVOO-TV—Tulsa—1954

Channel: 2 VHF..AP: 60.3 Kw..VP: 100 Kw.
Owned By.....Central Plains Enterprises, Inc.
AddressBox 1349
Tel.: RI 2-5561.....NBC
Station Representative.....Edward Petry
President.....Harold C. Stuart
General Manager.....John Devine
Commercial Manager.....Tom Belcher
Program Dir.....Ray Klinge
Film Mgr.....Allen Cox
Promotion Director.....Gordon Gerhardt
Publicity Dir.....Ann Fellows
Chief Engineer.....John Bushnell

Program Director.....Ron Ogle
Promotion, Publicity Dir.....Robert Prescott
Film Manager.....Dave Woodward
Chief Engineer.....Leo Reetz

KVAL-TV—Eugene—1954

Channel: 13 VHF..AP: 33 Kw..VP: 56 Kw.
Owned-Oper. By.....Eugene Television, Inc.
Business AddressP. O. Box 548
Tel.: DI 3-2551.....NBC
Rep.....Hollingbery, Art Moore
PresidentBob Booth
Gen., Sta. Manager.....S. W. McCready
Commercial Manager.....Glenn E. Nickell
Prog. Dir.....Martin Jacobsen
Promotion Dir.....Paul Becker
Film Manager.....William Farmer
Chief Engineer.....T. C. Marchner
Owners of: KCBY-TV, Coos Bay; KPIC-TV, Rose-
burg.

KOTI-TV—Klamath Falls—1956

Channel: 2 VHF...AP: 6.76 Kw...VP: 13.5 Kw.
 Owned By.....Southern Oregon Bcstg.
 Business Address.....Box 732
 Tel.: TU 4-8131.....ABC-CBS-NBC
 Station Reps.....Young TV; Art Moore
 President.....William B. Smullin
 Station Mgr.....Richard Green
 Chief Engineer.....William Smith
 Owners of: WBES-TV, Medford; KIEM-TV, Eureka.

KBES-TV—Medford—1953

Channel: 5 VHF...AP: 5 Kw...VP: 29 Kw.
 Owned-Oper. By.....Calif.-Ore. TV Inc.
 Business Address.....Box 1189
 Tel.: SP 3-4581.....ABC-CBS
 Sta. Representatives.....Young TV; Moore
 President.....Earl Voorhies
 Commercial Mgr.....Bob Lindstrom
 Station Mgr.....Jerold R. Poulos
 Chief Engineer.....Del Cantrall
 Owners of: KIEM-TV, Eureka; KOTI-TV, Klamath Falls.

KGW-TV—Portland—1956

Channel: 8 VHF...AP: 191 Kw...VP: 316 Kw.
 Owned By.....Pioneer Bcstg. Co.
 Business Address.....1139 S. W. 13th Ave.
 Tel.: CA 3-6364.....NBC
 Representative.....Blair TV
 President.....Stimson Bullitt
 V.P. Broadcast Div.....Otto P. Brandt
 Station Manager.....Walter E. Wagstaff
 Commercial Manager.....John Pindell
 Program Director.....Tom Dargan
 Promotion, Publicity Dir.....Dick Wright
 Operations Manager.....Leroy Smith
 Chief Engineer.....Clare Hanawalt
 Owners of: KING-AM-FM-TV, Seattle; KGW-AM-TV, Portland, Ore.; KREM-AM-FM-TV, Spokane, Wash.

KOIN-TV—Portland—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned By...Mt. Hood Radio & TV Bcstg. Corp.
 Business Address.....140 S.W. Columbia St.
 Tel.: CA 8-3333.....CBS
 Newspaper Affil.....Oregonian
 Station Rep.....Harrington, Righter, Parsons
 President, General Mgr.....C. Howard Lane
 Station, Film Manager.....Ted Cooke
 National Sales Mgr.....John L. Palmer
 Program Director.....Luke Roberts
 Promotion, Publicity Dir.....Dick Kryder, Jr.
 Chief Engineer.....Louis S. Bookwalter
 Owners of: KOIN, AM-FM.

KPTV—Portland—1952

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Oregon TV Inc.
 Address.....735 S.W. 20th Pl.
 Tel.: CA 2-9921.....ABC
 Sta Representative.....Edward Petry
 President.....Alvin G. Flanagan
 General Mgr.....John Hansen
 Commercial Mgr.....Don Tykeson
 Program Dir.....George Sanders
 Publicity Dir.....Albert R. McLaughlin
 Chief Engineer.....Eugene Phelps

KPIC-TV—Roseburg—1956

Channel: 4 VHF...AP: 2.69 Kw...VP: 5.3 Kw.
 Owned By...Southwest Oreg. TV Bcstg. Corp.
 Address.....P. O. Box 1345
 Tel.: ORchard 2-1721.....NBC
 Station Rep.....Hollingbery
 President.....C. H. Fisher
 General Manager.....S. W. McCready
 Station Manager.....Aaron Boe
 Chief Engineer.....Dan Bridges

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 FOR RADIO AND TELEVISION STATIONS
 LISTED ON PAGES 651-656**

1962 YEAR OF PREMIERES



NIGHTLY... ON THE LATE SHOW! WEEKLY IN PRIME TIME ON PREMIERE THEATRE!

From the nation's biggest and best TV film library . . . premiere films . . . favorite stars . . . a year-round cavalcade of Box Office Blockbusters. Dynamic sales opportunity for every advertiser. A sales building offer that can only be made by a Triangle Station—pioneer-leader in motion pictures for television.



WFBG-TV
ALTOONA-JOHNSTOWN, PA.
ABC-TV • CBS-TV • BLAIR-TV

Operated by Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N.Y. / **WFBG-AM • FM • TV**, Altoona-Johnstown, Pa.
WNHC-AM • FM • TV, Hartford-New Haven, Conn. / **WLVH-TV**, Lebanon-Lancaster, Pa. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
www.americanradiohistory.com

Pop.: 11,500,000
Families: 3,318,000

PENNSYLVANIA

TV Homes: 3,088,000
TV Stas. in State: 20

WFBG-TV—Altoona—1953

Channel: 10 VHF...AP: 112 Kw...VP: 224 Kw.
Owned-Oper. By...Triangle Publications, Inc.
Address.....Commerce Park
Tel.: Windsor 4-2031.....ABC-CBS
Newspaper Affil. Phila. Inquirer, Phila. D. News
Representative.....Blair TV
President.....Roger Clipp
General Manager.....John Stilli, Jr.
Business Manager.....Joseph DiGiorgio
Program Director.....James Van de Velde
Prom., Publicity Dir.....Joseph Burns
TV Sales Manager.....John Brubaker
Production Director.....Karl Friedline
Chief Engineer.....Dick Kline
Owners of: WFIL-AM-FM-TV, Philadelphia;
WNEB-AM-FM-TV, Binghamton, N. Y.; WNHC-
AM-FM-TV, New Haven, Conn.; WLYH-TV,
Lebanon, Pa.; KFRE-AM-FM-TV, Fresno, Calif.;
WFBG-AM-TV-FM, Altoona.

WICU-TV—Erie—1949

Channel: 12 VHF...AP: 185 Kw...VP: 316 Kw.
Owned-Oper. By.....Gibraltar Ent. Inc.
Bus.-Trans. Address.....3514 State St.
Tel.: GL 4-5201.....ABC
Sta. Representative.....Blair TV
President.....Edward Lamb
General Manager.....Arthur Ingram
Comm. Manager.....Bob Lunquist
Film Dir.....John Cook
Sales Dev. Mgr.....Paul Whittingham
Chief Engineer.....Mike Csop

WSEE—Erie—1954

Channel: 35 UHF...AP: 68.7 Kw...VP: 137.5 Kw.
Owned-Oper. By...Great Lakes Television Co.
Address.....1220 Peach Street
Tel.: Glendale 5-7575.....CBS-NBC
Newspaper Affiliation.....Times-News
Station Reps.....Devney Organization
President.....George J. Mead
General Station Mgr.....Edward Zellefrow
Commercial Manager.....Arthur Grazier, Sr.
Program, Promotion Mgr.....Jean Caldwell
Advertising Manager.....Gloria Austin
Film Manager.....Frank Herrick
Chief Engineer.....James Penna

WHP-TV—Harrisburg—1953

Channel: 21 UHF...AP: 502 Kw...VP: 1,000 Kw.
Owned-Oper. By.....WHP, Inc.
Business Address.....216 Locust St.
Tel.: CE 4-3211.....CBS-NBC
Representative.....Blair TV
President.....E. J. Stackpole
General Manager.....Cecil M. Sansbury

Commercial Manager.....Jack Candioto
Prom., Pub., Prog. Dir.....Brod Seymour
Local Sales Mgr.....G. Gottschalk
Film Manager.....Charles Baddorf
Chief Engineer.....E. Daniel Leibensperger
Owners of: WHP-AM.

WTPA—Harrisburg—1953

Channel: 27 UHF...AP: 648 Kw...VP: 1030 Kw.
Owned-Oper. By.....Newhouse Bcstg. Corp.
Business Address.....3235 Hoffman St.
Tel.: CE 8-7171.....ABC
Newspaper Affiliation.....Patriot-News
Representative...Harrington, Righter, Parsons
President.....E. R. Vadeboncoeur
V.P., Gen. Mgr.....Donald D. Wear
Program Dir.....Mac McCauley
Sales Mgr.....Allen Solada
Promotion Dir.....Joe Bolton, Jr.
Film Mgr.....Glenn Hoerner
Chief Engineer.....Paul Gross

WARD-TV—Johnstown—1953

Channel: 56 UHF...AP: 79 Kw...VP: 189 Kw.
Owned-Oper. By.....Rivoli Realty Co.
Business Address.....235 Franklin St.
Tel.: 7-0761.....CBS-ABC
Representative.....Weed
President.....W. M. Thomas
Station Mgr.....William D. Conier
Program Director.....C. Akers

WJAC-TV—Johnstown—1949

Channel: 6 VHF...AP: 35.4 Kw...VP: 70.8 Kw.
Owned-Operated By.....WJAC, Inc.
Business Address.....329 Main St.
Tel.: 7-8711.....NBC
Newspaper Affil.....Tribune Publishing
Sta. Rep.....Harrington Righter Parsons
President.....Walter W. Krebs
Exec. V.P., Gen. Mgr.....Alvin D. Schrott
Comm. Manager.....John H. Hepburn
Prog., Film Director.....Frank P. Cummins
Chief Engineer.....Theodore Campbell
Owners of: WJAC, AM-FM.

WLYH-TV—Lebanon—1957

Channel: 15 UHF...AP: 69.2 Kw...VP: 130 Kw.
Owned.....Triangle Publications, Inc.
Address.....Lebanon, Pa.
Tel.: Crestview 3-4551.....ABC
Newspaper Affil. Phila. Inquirer, Phila. D. News
Sta. Representative.....Blair TV
Gen. Mgr.....Joe Zimmermann
Chief Engineer.....Ross Kaufman
Owners of: WFIL-AM-FM-TV, Philadelphia;
WNEB-AM-FM-TV, Binghamton, N. Y.; WFBG-
AM-FM-TV, Altoona, Pa.; WNHC-AM-FM-TV,
New Haven, Conn.; KFRE-AM-FM-TV, Fresno,
Calif

(See Page 810 for Ad)

1962 YEAR OF PREMIERES



NIGHTLY...ON WORLD'S BEST MOVIES! WEEKLY IN PRIME TIME ON PREMIERE THEATRE!

From the nation's biggest and best TV film library . . . premiere films . . . favorite stars . . . a year-round cavalcade of Box Office Blockbusters. Dynamic sales opportunity for every advertiser. A sales building offer that can only be made by a Triangle Station—pioneer-leader in motion pictures for television.




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WLYH-TV
 LEBANON - LANCASTER, PA.
 ABC-TV • Blair Television Associates, Inc.
 Channel 15

Operated by Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNSF-AM • FM • TV**, Binghamton, N.Y. / **WFBG-AM • FM • TV**, Altoona-Johnstown, Pa.
WNHC-AM • FM • TV, Hartford-New Haven, Conn. / **WLYH-TV**, Lebanon-Lancaster, Pa. / **KFRE-AM • TV • KRFM**, Fresno, Cal.

www.americanradiohistory.com

WGAL-TV—Lancaster—1949

Channel: 8 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Operated By.....WGAL, Inc.
 Address.....Lincoln Highway W.
 Tel.: EX 3-5851.....CBS-NBC
 Representative.....Meeker
 President, Gen. Mgr.....Clair R. McCollough
 Asst. Gen. Mgr. Sales.....J. Robert Gulick
 Station Manager.....Harold E. Miller
 Program Director.....Paul Rodenhauer
 National Sales Mgr.....Robert Dreher
 Business Manager.....Harry J. Shaub, Jr.
 Promotion Director.....Paul I. Woodland
 Technical Director.....J. E. Mathiot

WCAU-TV—Philadelphia—1948

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....CBS, Inc.
 Address.....City Line & Monument Aves.
 Tel.: TE 9-7000.....CBS
 Station Rep.....CBS Stations Nat'l Sales
 General Mgr.....John A. Schneider
 General Sales Mgr.....Frank Beazley
 Program Dir.....John O. Downey
 Dir. Prom. & Info.....Robert N. Pryor
 Film Manager.....Howard Wegbreit
 Engineer Director.....John G. Leitch
 Owners of: WCBS-AM-FM-TV, New York; WCAU-AM-FM, Philadelphia; WBBM-AM-FM-TV, Chicago; WEEL, Boston, Mass.; KCBS-AM-FM, KMOX-AM-FM-TV, St. Louis, Mo.; KNX-AM-FM, Los Angeles; KNXT-TV, St. Louis, Mo.

WFIL-TV—Philadelphia—1947

Channel: 6 VHF...AP: 37 Kw...VP: 74 Kw.
 Owned-Oper. By...Triangle Publications Inc.
 Business Address.....46th & Market Sts.
 Tel.: EV 2-4700.....ABC
 Newspaper Affil. Phila. Inquirer, Phila. D. News
 Representative.....Blair TV
 V.P., General Mgr.....Roger W. Clipp
 Exec. Program Manager.....Thomas B. Jones
 Station Mgr.....George A. Koehler
 Gen. Sales Manager...Kenneth W. Stowman
 Adv., Promotion Director.....Jack Hyland
 Program Director.....Lew Klein
 Business Mgr.....John C. Harlan
 Chief Engineer.....Henry Rhea
 Owners of: WNBZ-AM-FM-TV, Binghamton, N. Y.; WFBG-FM-AM-TV, Altoona, Pa.; WNHC-AM-FM-TV, New Haven, Conn.; WLYB-TV, Lebanon, Pa.; KFERE-AM-TV, Fresno, Calif.; WFIL-AM-FM, Philadelphia; KRFM-FM, Fresno, Calif.

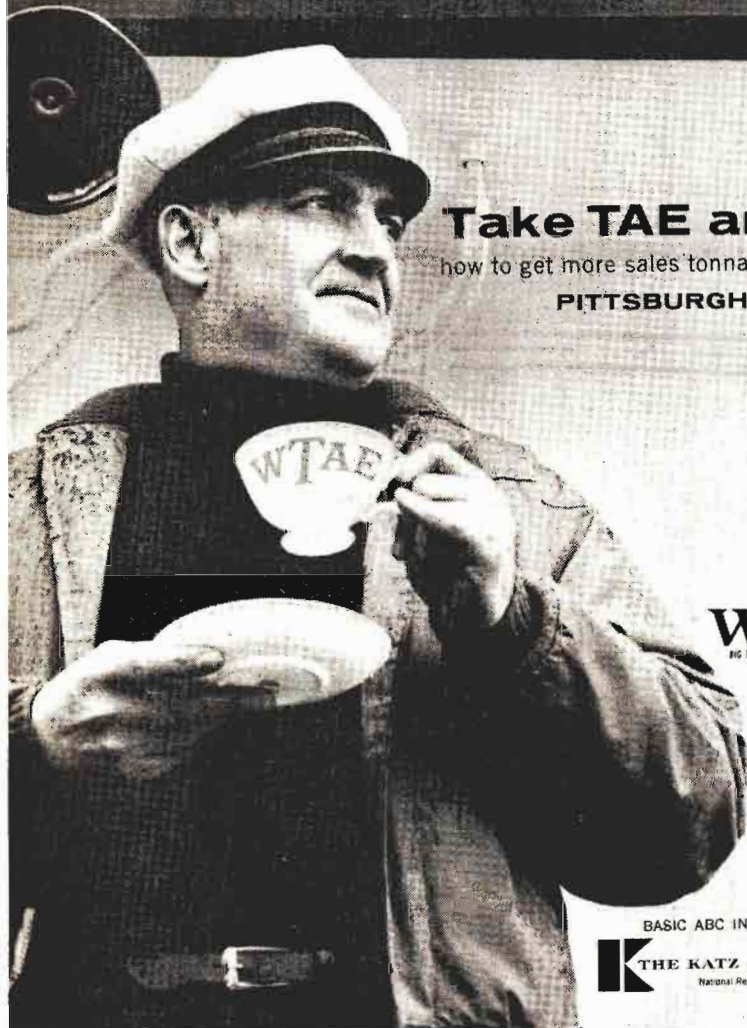
WPCA-TV—Philadelphia—1960

Channel: 17 UHF...AP: 6.46 Kw...VP: 12 Kw.
 Owned By..Young People's Church of the Air
 Address.....730 Chestnut St.
 Tel.: CHestnut Hill 8-3628.....Independent
 President.....Ruth D. Crawford
 Station Manager.....Donald Crawford

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CHANNEL **4**

BASIC ABC IN PITTSBURGH

K THE KATZ AGENCY, INC.
National Representatives

WRCV-TV—Philadelphia—1941

Channel: 3 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....National Bcstg. Co.
 Address.....1619 Walnut St.
 Tel.: LO 4-3700.....NBC
 Representative.....NBC Spot Sales
 V.P., Gen. Mgr.....Raymond Welpott
 Station Manager.....Arthur A. Watson
 Commercial Manager.....Frank Mangan
 Program Dir.....Frank Harms
 Prom., Adv. Mgr.....John P. Wiley
 Publicity Dir.....William M. Smith
 Film Co-ord.....Frank Hall
 Director of Operations.....George Lenfest
 Owners of: WNBQ, Chicago; WNBC-TV-AM-FM,
 New York; WRC-TV-AM-FM, Washington,
 D. C.; KRCA, Los Angeles; WRCV-AM-FM-TV,
 Philadelphia; WMAQ-AM-FM, Chicago; KNBC-
 AM-FM, San Francisco; WJAS-AM-FM, Pitts-
 burgh, Pa.

KDKA-TV—Pittsburgh—1949

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Westinghouse Brcstng. Co.
 Business Address.....1 Gateway Center
 Tel.: EX 1-3000.....CBS
 Sta. Representative.....TvAR
 President.....Donald H. McGannon
 General Manager.....Jerome R. Reeves
 Comm. Manager.....Henry V. Greene, Jr.
 Promotion Director.....David N. Lewis
 Program Director.....Robert Novak

Film Manager.....Ralph Cunningham
 Publicity Director.....Peter Thornton
 Chief Engineer.....Raymond Rodgers
 Owners of: KPIX, San Francisco, Calif.; WOWO,
 Fort Wayne, Ind.; WBZ-WBZA, Boston-Spring-
 field, Mass.; WBZ-TV, Boston, Mass.; KYW,
 Cleveland, O.; KYW-TV-AM-FM, Cleveland, O.;
 KEX, Portland, Ore.; KDKA, Pittsburgh, Pa.;
 WIND, Chicago, Ill.; WJZ-TV, Baltimore, Md.;
 WBZ-FM, Boston, Mass.; KDKA-FM, Pitts-
 burgh, Pa.; KYW-FM, Cleveland, O.; KEX-FM,
 Portland, Ore.

WTAE—Pittsburgh—1958

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned By.....Television City, Inc.
 Business Address.....400 Ardmore Blvd.
 Tel.: CHurchill 2-4300.....ABC
 Station Representative.....Katz
 President.....Earl F. Reed
 V.P., Gen. Mgr.....Franklin F. Snyder
 Exec. Vice Pres.....Leonard Kapner
 Commercial Mgr.....Alan Trench
 Program Manager.....Preston Stover
 Prom. Dir.....David Crantz
 Film Mgr.....Howard Reser
 Chief Engineer.....Louis P. Wagner, Jr.

WIIC—Pittsburgh—1957

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned.....WIIC, Inc.
 Address.....341 Rising Main Ave.

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 PITTSBURGH**

**KDKA
 RADIO**
 ESTABLISHED 1920
 Represented by AM Radio Sales

KDKA-TV
 ESTABLISHED 1949
 Represented by TvAR

PENNSYLVANIA-RHODE ISLAND

Tel.: FAirfax 1-8700.....NBC
 Newspaper Affil.....Post Gazette
 Representative.....Blair TV
 Chairman of Board.....C. M. Schloss
 President.....H. K. Brennen
 General Manager.....Robert A. Mortensen
 V.P., Sales.....Roger D. Rice
 Operations, Production Mgr....Shelton Weaver
 Dir. Pub. Relations, Prom....Caley Augustine
 Film Manager.....Jack Price
 Chief Engineer.....Henry Kaiser

WDAU-TV—Scranton—1953

Channel: 22 UHF...AP: 544 Kw...VP: 1000 Kw.
 Owned-Oper. By.....Scranton Bcstrs., Inc.
 Business Address.....1000 Wyoming Ave.
 Tel.: DI 2-7634.....CBS
 Representative.....H-R
 President.....Mrs. M. E. Megargee
 General Manager.....William P. Dix, Jr.
 Commercial Manager.....Francis H. Conway
 Program, Film Mgr.....George Cyr
 Promotion, Pub. Dir.....Doug Halcomb
 Chief Engineer.....K. R. Cooke

WNEP-TV—Scranton—1958

Channel: 16 UHF...AP: 8.5 Kw...VP: 17 Kw.
 Owned By.....N.E. Pa. Bcstg., Inc.
 Business Address.....333 Madison Ave.
 Tel.: DI 3-1245.....ABC
 Sta. Representative.....Edward Petry
 President.....Mitchell Jenkins
 General, Station Mgr.....Thomas P. Shelburne

Commercial Manager.....Malcolm W. Dale
 Prom., Pub. Director.....Mrs. Dorothy Mugford
 Program Director.....Hal Berg
 Film Manager.....Donald Shook
 Chief Engineer.....Roswell J. Parker

WBRE-TV—Wilkes-Barre—1953

Channel: 28 UHF...AP: 500 Kw...VP: 1000 Kw.
 Owned-Oper. By.....WBRE TV Inc.
 Address.....62 S. Franklin St.
 Tel.: VA 3-3101.....NBC
 Station Representative.....Katz
 President.....Louis G. Baltimore
 V.P., General Manager.....David M. Baltimore
 Commercial Mgr.....Franklin Coslett
 Program Dir.....Adrian Riso
 Promotion, Pub. Dir.....Fred Foerster
 Film Mgr.....Bob Gibson
 Chief Engineer.....Charles Sakoski, Sr.

WSBA-TV—York—1952

Channel: 43 UHF...AP: 86 Kw...VP: 170 Kw.
 Owned-Oper. By.....Susquehanna Bcstg. Co.
 Address.....P. O. Box 1868
 Tel.: 25531.....ABC
 Representative.....Blair TV
 President.....Louis J. Appell, Jr.
 Station Mgr.....Robert M. Stough
 Commercial Mgr.....H. David Berlin
 Program, Promo. Director...John D. Eisenhower
 Chief Engineer.....Jack M. Schuster
 Owners of: WSBA, AM; WARM, Scranton; WHLO,
 Akron.

Pop.: 875,000
 Families: 258,000

RHODE ISLAND

TV Homes: 241,000
 TV Stas. in State: 2

WJAR-TV—Providence—1949

Channel: 10 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Operated By.....The Outlet Co.
 Business-Studio Address...176 Weybosset St.
 Tel.: GA 1-8255.....ABC-NBC
 Representative.....Petry
 President, Gen. Mgr.....Joseph S. Sinclair
 Station Mgr.....David J. Shurtleff
 Program Dir.....Frederick R. Griffiths
 Sales Manager.....Edward Boghoslan
 Promotion Director.....Alfred Brassard
 Film Manager.....George Clark
 Chief Engineer.....Thomas Prior
 Owners of: WJAR.

WPRO-TV—Providence—1955

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By.....Capital Cities Bcstg. Corp.
 Address.....24 Mason St.
 Tel.: PL 1-9776.....CBS
 Representative.....Blair-TV
 President.....Frank M. Smith
 General Manager.....Joseph P. Dougherty
 Commercial Manager.....Al J. Gillen
 Program Director.....Richard Dreyfuss
 Promotion Director.....Jack Kavanagh
 Publicity Director.....Marge Mahoney
 Film Manager.....Mario Suacina
 Chief Engineer.....John V. Ferri
 Owners of: WTEN-TV, WROW-AM-FM, both Al-
 bany, N. Y.; WTVD, Raleigh-Durham, N. C.;
 WPRO-AM-FM; WPAT-AM-FM, Paterson, N. J.;
 WKBW-AM-TV, Buffalo, N. Y.

Pop.: 2,400,000
Families: 607,000

SOUTH CAROLINA

TV Homes: 465,000
TV Stas. in State: 9

WAIM-TV—Anderson—1953

Channel: 40 UHF. AP: 153.7 Kw.. VP: 207.5 Kw.
Owned-Oper. By.....Wilton E. Hall
Business Address.....321 Kingsley Rd.
Tel.: CA 6-1511.....ABC-CBS
Station Reps.....Devney Org.; Dora-Clayton
Owner.....Wilton E. Hall
General Mgr.....Glenn P. Warnock

WCSC-TV—Charleston—1953

Channel: 5 VHF. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By.....WCSC, Inc.
Business Address.....485 East Bay St.
Tel.: RAYmond 3-8371.....CBS, NBC
Representative.....Peters, Griffin, Woodward
President.....John M. Rivers
National, Commercial Mgr.. Virgil V. Evans, Jr.
Station Manager.....Roland Weeks
Program Director.....Charles Hall
Prom., Pub. Director.....Mrs. Lois Marshall
Film Manager.....Annie Laurie Quarterman
Chief Engineer.....Rudy Hughes

WUSN-TV—Charleston—1954

Channel: 2 VHF. AP: 53 Kw.. VP: 100 Kw.
Owned By.....Reeves Bcstg. & Develop. Co.
Address.....P. O. Box 879
Tel.: TU 4-4141.....CBS-ABC
Station Reps.....Young TV; Ayers
President.....J. Drayton Hastie
General Manager.....Doug M. Bradham
Nat'l Sales, Asst. Gen. Mgr.....A. Cohen
Production Manager.....Ed Webb
Promotion Director.....Ella Rhame
Film Manager.....Gray Carroll
Engineering Director.....Walter M. Nelson
Owners of: KBAK-TV, Bakersfield, Calif.; WHTN-TV, Huntington, W. Va.

WCCA-TV—Columbia—1961

Channel: 25 UHF. AP: 96.2 Kw.. VP: 192.4 Kw.
Owned By.....First Carolina Corp.
Address.....5902 Shakespeare Road
Tel.: SU 2-2525.....ABC
Station Representative.....Weed Television
President, General Mgr.....Harold E. Anderson
Commercial Manager.....Gerald Quick
Operations Director.....Arie Landrum
Film Manager.....Guy Brooks
Chief Engineer.....Jim Luttrell
Owners of: WCCB-TV, Montgomery, Ala.

WIS-TV—Columbia—1953

Channel: 10 VHF. AP: 158 Kw.. VP: 316 Kw.
Owned-Oper. By.....Bcstg. Co. of the South
Business Address.....1111 Bull St.
Tel.: ALpine 3-6431.....NBC
Representative.....Peters, Griffin, Woodward, Inc.
President.....B. Calhoun Hipp
Exec. Vice President.....G. Richard Shafto
Station Manager.....Charles A. Batson
Comm. Manager.....Law Epps
Program Director.....Dixon Lovvorn

Prom. Dir.....Thomas Cureton
Publicity Dir.....Martee Harden
Film Manager.....Bob Humphries
Chief Engineer.....Paul Welcome
Owners of: WIS, AM; WSFA-TV, Montgomery.

WNOK-TV—Columbia—1953

Channel: 19 UHF. AP: 122 Kw.. VP: 244 Kw.
Owned-Oper. By.....Palmetto Radio Corp.
Address.....1811 Main St.
Tel.: AL 2-7737.....CBS
Representative.....Raymer
V.P., Gen. Mgr.....H. Moody McElveen, Jr.
Comm. Mgr.....Dick Laughridge
Prog. Dir., Film Mgr.....Graham M. Thomas
Promotion Director.....Pat Conder
Chief Engineer.....Charlton W. Bowers

WBTW—Florence—1954

Channel: 8 VHF. AP: 191 Kw.. VP: 316 Kw.
Owned-Oper. By.....Jefferson Standard Bcstg. Co.
Address.....N. Irby St. Ext.
Tel.: 662-1565.....ABC-CBS
Station Rep.....Young Television Corp.
President.....Joseph M. Bryan
V.P., General Mgr.....Charles H. Crutchfield
Managing Director.....J. William Quinn
Sales Manager.....John H. Brock
Program Director.....George B. Burnette
Prom., Pub. Director.....Whiteford Smith
Film Manager.....Harry Hughes
Chief Engineer.....E. A. Sellars
Owners of: WBT, Charlotte.

WFBC-TV—Greenville—1953

Channel: 4 VHF. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By.....WMRC, Inc.
Business Address.....505 Rutherford St.
Tel.: CE 9-1321.....NBC
Newspaper Affiliation.....News-Piedmont
Station Rep.....Avery-Knodel
President.....R. A. Jolley
Exec. V.P., Station Mgr.....Wilson Wearn
General Sales Mgr.....R. Q. Glass, Jr.
Program Director.....Norvin C. Duncan
Prom., Pub. Dir.....Edna Seaman
Film Director.....Charles Howard
Chief Engineer.....W. E. Garrison
Owners of: WBIR-AM-FM-TV, Knoxville, Tenn.

WSPA-TV—Spartanburg—1956

Channel: 7 VHF. AP: 144 Kw.. VP: 257 Kw.
Owned-Oper. By.....Spartan Radiocasting Co.
Business Address.....123 N. Converse St.
Tel.: 583-3621.....CBS
Representative.....Hollingbery
Pres., Gen. Mgr.....Walter J. Brown
Commercial Manager.....Charles Warner
Prog. Operations Dir.....Charles Lineberger
Film Mgr.....Larry Wilson
Prom. Adv. Public Dir.....Bill Adams
Chief Engineer.....Bob Leach
Owners of: WSPA, AM-FM.

Pop.: 690,000
Families: 199,500

SOUTH DAKOTA

TV Homes: 142,500
TV Stas. in State: 6

KXAB-TV—Aberdeen—1958

Channel: 9 VHF... AP: 30 Kw... VP: 60 Kw.
Owned By... S. Dakota Television, Inc.
Address... Country Club Road
Tel.: 225-4350... ABC-NBC
Station Rep... Masla; Soderlund
President... John W. Boler
General, Comm. Manager... Neal Edwards
Program Dir... Dick Dunne
Promotion Director... Lila Brown
Chief Engineer... Comet Haroldson

KORN-TV—Mitchell—1960

Channel: 5 VHF... AP: 23.4 Kw... VP: 11.7 Kw.
Owned By... Mitchell Bcstg. Assoc. Inc.
Address... P. O. Box 736
Tel.: WYman 6-5621... NBC
President, Gen. Mgr... R. V. Eppel
Commercial Mgr... William Hoffman
Chief Engineer... J. Doherty

KOTA-TV—Rapid City—1955

Channel: 3 VHF... AP: 37.5 Kw... VP: 72.4 Kw.
Owned-Oper. By... Duhamel Enterprises, Inc.
Address... Duhamel Bldg.
Tel.: Fillmore 2-2000... ABC-CBS
Station Rep... Bolling; Wayne-Evans
Pres., Gen. Mgr... Helen S. Duhamel
Business, Comm. Mgr... William F. Turner
Program Director... William Goodhope
Operations Dir... Dan Lesmeister
Promotion Director... Sandra Keene
Chief Engineer... Elmer Nelson
Owners of: KOTA-AM; KDUH-TV, Hay Springs.

KRSD-TV—Rapid City—1958

Channel: 7 VHF... AP: 12.9 Kw... VP: 25.7 Kw.
Owned... Heart of Black Hills Stations

Address... 1438 Mt. View Road
Tel.: FI 2-6050... NBC
Station Rep... Masla
President, Ch. Eng... Eli Daniels
General Manager... Dan C. Palen
Program Director... Monte Loos
Promotion Director... Adeline Schmidt
Publicity Director... Audrey Weber

KELO-TV—Sioux Falls—1953

Channel: 11 VHF... AP: 123 Kw... VP: 220 Kw.
Owned-Oper. By... Midcontinent Bcstg. Co.
Business Address... Phillips Ave. & 13th St.
Tel.: EDison 8-9631... ABC-CBS-NBC
Station Representative... H.R.; Evans
President... Joseph L. Floyd
Exec. V.P., General Mgr... Evans A. Nord
Operations Mgr., Prog. Dir... Tom Sheeley
Chief Engineer... Les Froke
Owners of: KELO-AM; Sioux Falls; WLOL-AM-
FM, Minneapolis; WKOW-AM-TV, Madison;
KSO, Des Moines.

KSOO-TV—Sioux Falls—1960

Channel: 13 VHF... AP: 158 Kw... VP: 316 Kw.
Owned By... KSOO-TV, Inc.
Address... 8th St. & Phillips Ave.
Tel.: EDison 4-5601... ABC-NBC
Station Reps... Avery-Knodel; H. S. Hyett
President... Morton Henkin
Exec. Vice President... Tom Barnes
General Sales Manager... Pat Patterson
Production Director... John Kurtz
Promotion, Publicity Director... Ed Thomas
Film Director... Ken Moore
Technical Director... M. Pierce

Pop.: 3,625,000
Families: 998,000

TENNESSEE

TV Homes: 767,500
TV Stas. in State: 14

WDEF-TV—Chattanooga—1954

Channel: 12 VHF... AP: 158 Kw... VP: 316 Kw.
Owned-Oper. By... WDEF Broadcasting Co.
Address... 3300 Broad St.
Tel.: AM 7-3392... CBS
President... Carter M. Parham
Station Mgr... Otis H. Segler
Program Dir... Morris Quave
Promotion Dir... Joan Hamill
Film Mgr... J. L. Smith
Chief Engineer... Burford Young
Owners of: WDEF, AM.

WRGP-TV—Chattanooga—1956

Channel: 3 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Oper. By... Mountain City TV, Inc.
Business Address... 1214 McCallie Ave.
Tel.: OX 8-1505... NBC
Representative... H.R.
President... Jack Berkman
General Manager... Harry D. Burke
V.P., Sales Manager... George P. Moore
Film Manager... Art Betchel
Promotion Dir... Reg Stagmaier
Chief Engineer... B. B. Barnes
Owners of: WBOY, AM-TV, Clarksburg; KODE,
AM-TV, Joplin; WSTV, AM-TV, Steubenville;
WSOL, Tampa; WPIT, Pittsburgh; WRDW,
Augusta.

WTVC—Chattanooga—1958

Channel: 9 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned..... Martin Theatres of Georgia, Inc.
 Business Address..... Hotel Patten
 Tel.: AM 6-4151..... ABC
 Sta. Representative..... Young TV
 President..... E. D. Martin
 General Mgr..... R. R. Owen
 Commercial Manager..... Joe Windsor
 Program Director..... Tommy Reynolds
 Operations Director..... Leon Webb
 Owners of: WTVM-TV, Columbus, Ga.

WDXI-TV—Jackson—1955

Channel: 7 VHF... AP: 44 Kw... VP: 86.7 Kw.
 Owned-Oper. By..... Dixie Bcstg. Co.
 Business Address..... Williams Bldg.
 Tel.: 7-9611..... ABC-CBS
 Representative... Venard, Rintoul, McConnell
 President..... Aaron B. Robinson
 General Manager..... John E. North
 Prog. Dir., Film Mgr..... James W. Hoppers
 Publicity Dir..... Marge Borg
 Chief Engineer..... James Thomas

**WJHL-TV—Johnson City-
 Kingsport—1953**

Channel: 11 VHF... AP: 156 Kw... VP: 316 Kw.
 Owned-Oper. By..... WJHL, Inc.
 Business Address..... 137-145 W. Main St.
 Tel.: WALnut 6-2151..... ABC-CBS
 Representative..... Pearson
 Pres., Gen. Mgr..... W. Hanes Lancaster, Jr.
 Sales Mgr..... J. Will Hall
 Program Director..... Alfred Gregory
 Prom., Pub. Director..... Madge Rudolph
 Chief Engineer..... William C. Hunter

WATE-TV—Knoxville—1953

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper..... WATE, Inc.
 Business Address..... 612 S. Gay St.
 Tel.: 524-4651..... NBC
 Representative... Harrington, Righter & Parsons
 President..... Cowan Rodgers, Jr.
 Exec. V.P., Gen. Mgr..... W. H. Linebaugh
 Comm. Manager..... J. T. McCloud
 Program Director..... J. H. Reese
 Promotion Director..... Harold L. Ernest, Jr.
 Chief Engineer..... Fred M. Andrews
 Owners of: WATE.

WBIR-TV—Knoxville—1956

Channel: 10 VHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By..... WMRC, Inc.
 Business Address..... 1513 Hutchison Ave.
 Tel.: 525-8101..... CBS
 Newspaper Affil. Greenville News Piedmont
 Station Representative..... Avery-Knodel
 President..... R. A. Jolley, Sr.
 General. Sta. Mgr..... John P. Hart
 Commercial Manager..... Neal W. Branch

Prom., Pub. Dir. Alma Ward
 Prog. Dir., Film Mgr., Peter Fennelly
 Chief Engineer..... J. Rex Horton
 Owners of: WBIR-AM-FM, Knoxville; WFBC-AM-
 FM-TV, Greenville, S. C.

WTVK—Knoxville—1953

Channel: 26 UHF... AP: 158 Kw... VP: 316 Kw.
 Owned-Oper. By..... So. Central Bcstg. Co.
 Business Address..... P. O. Box 1388
 Tel.: 687-2312..... ABC
 Representative..... Pearson
 President, Gen. Mgr..... J. Engelbrecht
 Comm. Program Dir..... W. E. Eckstein
 Sales Promotion..... Florence Lawson
 Chief Engineer..... Carl Lawson

WHBQ-TV—Memphis—1953

Channel: 13 VHF... AP: 160 Kw... VP: 316 Kw.
 Owned-Oper. By..... RKO General, Inc.
 Address..... Hotel Chisca
 Tel.: BR 2-3441..... ABC
 Station Rep... Nat'l. Sales Div. RKO General
 President..... Thomas F. O'Neil
 Gen. Mgr..... D. A. Noel
 Local Sales Mgr..... Alex Bonner
 Nat. Sales Mgr..... Gordon Lawhead
 Program, Prom. Mgr..... Lance Russell
 Chief Engineer..... Roy Welton
 Owners of: WHBQ-AM; WNAC-AM-FM-TV, Bos-
 ton; KIJJ-AM-FM-TV, Los Angeles; KFRC, San
 Francisco; WOR-AM-FM-TV, New York; CKLW-
 AM-TV, Detroit-Windsor; WGMS, Washington,
 D. C.; WHCT, Hartford.

WMCT—Memphis—1948

Channel: 5 VHF... AP: 60 Kw... VP: 100 Kw.
 Owned-Operated..... WMC Bcstg. Co.
 Address..... 1960 Union Ave.
 Tel.: BRoadway 4-8515..... NBC
 Newspaper Affil..... Commercial Appeal
 Representative..... Blair TV
 President..... Mark Ferree
 General Manager..... H. W. Slavick
 Station, Comm. Mgr..... Earl Moreland
 Program, Film Mgr..... James Ferguson
 Prom., Publicity Dir..... Jack Agnew
 Chief Engineer..... E. C. Frase, Jr.
 Owners of: WMC, AM-FM.

WREC-TV—Memphis—1956

Channel: 3 VHF... AP: 60.3 Kw... VP: 100 Kw.
 Owned-Oper. By..... WREC Bcstg. Service
 Business Address..... Hotel Peabody Bldg.
 Tel.: JA 5-1313..... CBS
 Representative..... Katz
 President, Gen. Mgr..... Hoyt B. Wooten
 Commercial Mgr..... Charles E. Brakefield
 Program, Prom. Mgr..... Jack Michael
 Chief Engineer..... Wilson Raney

WLAC-TV—Nashville—1954

Channel: 5 VHF... AP: 50 Kw... VP: 100 Kw.
 Owned-Oper..... WLAC-TV Inc.
 Address..... 159 Fourth Avenue North



C'MON UNDER

Under the shelter of a single, all-embracing KPRC-TV sales plan. Programs, spots, participations—every kind of television you need, all through *one* source: KPRC-TV, Channel 2, In Houston, Texas. All through *one* man: Your Edward Petry & Co. representative. And all paid for with *one* easy-to-handle monthly payment. One station, one man, one payment—that's the *one* modern way to buy Houston television.

P.S. A friendly KPRC-TV representative is waiting for your call.

KPRC-TV
HOUSTON, TEXAS **CHANNEL 2**

"One station, one man, one monthly check to pay — that's the modern KPRC-TV way!"

Courtesy of Travelers Insurance Companies, Hartford 15, Connecticut

Tel: CH 2-4331.....CBS
 Representative.....Katz
 Exec. V.P. & Gen. Mgr.....T. B. Baker, Jr.
 Ass't to Mgr.....Ruth C. Talley
 Gen. Sls. Manager.....R. M. Reuschle
 Operations Mgr.....Roy A. Smith
 Chief Engineer.....Ralph L. Hucaby

WSIX-TV—Nashville—1953

Channel: 8 VHF..AP: 109 Kw..VP: 316 Kw.
 Owned-Oper. By.....WSIX Inc.
 Address.....441 Murfreesboro Road
 Tel: AL 5-5431.....ABC
 Station Rep.....Peters, Griffin, Woodward
 President.....Louis R. Draughon
 Sta., Gen. Mgr.....E. S. Tanne
 Commercial Manager.....J. McMurry

Operations Director.....Robert L. Chaudoin
 Prom., Pub. Dir.....W. A. Jones
 Chief Engineer.....C. R. Duke
 Owners of: WSIX, AM-FM.

WSM-TV—Nashville—1950

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned By.....WSM, Inc.
 Address.....7th & Union
 Tel: AL 4-5656.....NBC
 Representative.....Petry
 President.....John H. DeWitt, Jr
 V.P., Gen. Mgr.....Irving Waugh
 Comm. Manager.....Hi Bramham
 Operations Mgr., Film Mgr.....Brad Crandall
 Prom. Dir.....Chuck Olson
 Chief Engineer.....Aaron Shelton

Pop.: 10,050,000
 Families: 2,972,000

TEXAS

TV Homes: 2,405,000
 TV Stas. in State: 46

**KPAR-TV—Abilene—
 Sweetwater—1956**

Channel: 12 VHF..AP: 72.5 Kw..VP: 145 Kw.
 Owned By.....Texas Key Bcstrs.
 Bus. Address. 7400 College Ave., Lubbock, Tex.
 Tel: SH 4-2345.....CBS-ABC
 Station Representative.....Adv. Time Sales
 President.....Jimmy Isaacs
 General Sales Manager. R. S. "Bud" Nielsen
 National Sales Manager.....John Henry
 Program Dir.....Ray Trent
 Film Dir.....Dick Knerr
 Chief Engineer.....Rudy Starnes
 Owners of: KDUB, AM-TV, Lubbock; KVER-TV,
 Clovis, N. M.; KEDY, TV, Big Spring.

KFDA-TV—Amarillo—1953

Channel: 10 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned By.....Texas State Network
 Address.....P. O. Box 1400
 Tel: EV 3-2228.....CBS
 Station Representative.....Blair TV
 President.....Gene L. Cagle
 Gen., Sta. Mgr.....John Tyler
 Program Manager.....Dick Hall
 Film Mgr.....Edmund G. Belter
 Promoion, Pub. Dir.....Ray Knight
 Chief Engineer.....Bill Smith
 Owners of: KFJZ-AM-FM, Fort Worth, Tex.;
 KRIO, McAllen, Tex.

KRBC-TV—Abilene—1953

Channel: 9 VHF..AP: 72.5 Kw..VP: 14.5 Kw.
 Owned-Oper. By.....Abilene Radio & TV Co.
 Business Address.....4510 So. 14th St.
 Tel: OW 2-4242.....NBC
 Station Rep.....Bolling
 President.....Dale Ackers
 Station Mgr.....William C. Terry
 Program Director.....Normand Mann
 Chief Engineer.....Troy Mallon

KGNC-TV—Amarillo—1953

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned-Oper. By..Globe News Publishing Co.
 Business Address.....2000 N. Polk St.
 Tel: EVergreen 3-3321.....NBC
 Newspaper Affiliation...News, Times, Globe
 Representative.....Katz
 President.....Parker Prouty
 General Manager.....Bob Watson
 Station, Comm. Mgr.....Bill Clarke
 Prom. Dir.....John Banasik
 Prod. Mgr.....Bud Pursley
 Chief Engineer.....W. H. Torrey

KVLF-TV—Alpine—1961

Channel: 12 VHF..AP: .15 Kw..VP: .17 Kw.
 Owned By.....Big Bend Broadcasters
 Address.....Box 779
 Tel: TE 7-2144.....ABC
 Station Representative.....Clyde Melville
 President, Gen. Mgr.....Gene Hendryx
 Commercial Manager.....Bob Gaines
 Program Director.....Phil W. Ebensberger
 Chief Engineer.....Fritz Weyeris
 Owners of: KVLF, Alpine.

KVII-TV—Amarillo—1957

Channel: 7 VHF..AP: 100 Kw..VP: 316 Kw.
 Owned.....Southwest States, Inc.
 Business Address.....P.O. Box 925
 Tel: DR 3-1787.....ABC
 Station Representative.....Bolling
 President.....Cecil Trigg
 Gen. Mgr.....C. W. Keys
 Asst. Manager.....Bill Bailey
 Commercial Mgr.....Ross Newby
 Promotion Mgr.....Bill Harkins
 Chief Engineer.....C. L. Sweet
 Owners of: KOSA-TV, Odessa; KROD-TV, El Paso.

TEXAS

KTBC-TV—Austin—1952

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....The L-B-J Co.
 Address.....Box 1155
 Tel: GR 2-2424.....ABC-CBS-NBC
 Representative.....Raymer
 Pres., Gen. Mgr.....J. C. Kellam
 V.P., Station Relations.....Warren Woodward
 Vice President.....Paul Bolton
 Gen. Sales Manager.....O. P. (Bob) Bobbitt
 Administrative Asst.....Elmo Brown
 Program Directors.....D. Love, C. Pryor
 Promotion Mgr.....Larry Carothers
 Chief Engineer.....Ben Hearn
 Owners of: KTBC, AM-FM.

KBMT-TV—Beaumont—1961

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned By.....Television Broadcasters, Inc.
 Address.....1420 Calder Ave.
 Tel: TE 3-7512.....ABC
 Station Representative.....Hollingbery
 President.....Randolph Reed
 General, Comm. Mgr.....John H. Fugate
 Program, Film Mgr.....A. R. McCausland
 Promotion, Pub. Dir.....J. Arthur Pugh
 Chief Engineer.....Vernon L. Dillaplain

KFDM-TV—Beaumont—1955

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Beaumont Bcstg. Corp.

Address.....2955 Freeway W., T.V. Center
 Tel: TW 2-6622.....CBS
 Representative.....Peters, Griffin, Woodward
 President.....D. A. Cannan
 General Manager.....C. B. Locke
 Comm., Film Mgr.....Mott M. Johnson
 Program Dir.....Bob McManus
 Promotion, Pub. Dir.....Bill Hammond
 Chief Engineer.....Harold W. Bartlett
 Owners of: KFDM-AM.

KEDY-TV—Big Spring—1956

Channel: 4 VHF...AP: 6.3 Kw...VP: 12.9 Kw.
 Owned By.....Grayson Enterprises
 Address.....7400 College Ave., Lubbock, Tex.
 Tel: SH 4-2345 (Lubbock).....CBS-ABC
 Station Rep.....Advertising Time Sales
 President.....Sidney W. Grayson
 General Manager.....Nat Levine
 Station Mgr.....Jack Wallace
 Gen. Sales Mgr.....R. S. Nielsen
 Natl. Sales Mgr.....John Henry
 Program Director.....Ray Trent
 Film Director.....Dick Knerr
 Chief Engineer.....Rudy Starnes
 Owners of: KDUB, AM-TV, Lubbock; KFAR, Abilene.

KBTX-TV—Bryan—1957

Channel: 3 VHF...AP: 30.2 Kw...VP: 60.3 Kw.
 Owned.....Braozos Bcstg. Co.
 Business Address.....Box 3237

KRLD-TV
 CHANNEL **4**
 TEXAS' BIG PICTURE

**NO. 1
 STATION IN
 THE
 SOUTHWEST'S
 NO. 1
 MARKET**

Leading in market coverage... in TV Homes delivered...
 in highest program ratings.

Low-band channel, with maximum power, tower stands
 1,685 feet above average terrain... reaches more than
 750,000 TV Homes.

Clyde W. Rembert, President

Represented Nationally by Advertising Time Sales, Inc.,
 formerly the Branham Company.

Tel.: VI 6-7777.....ABC-CBS
 Station Rep.....Venard, Rintoul, McConnell
 President, Gen. Mgr.....M. N. Bostick
 Sta. Mgr.....Harry Lee Gillam
 Program Director.....Earl R. Greathouse
 Promotion Director.....John Scogin
 Advertising Manager.....Boyce Oliver
 Chief Engineer.....W. B. Cox

KRIS-TV—Corpus Christi—1956

Channel: 6 VHF..AP: 50 Kw., VP: 100 Kw.
 Owned-Oper. By.....Gulf Coast Bcastg. Co.
 Business Address.....409 S. Staples St.
 Tel.: TU 3-6511.....ABC-NBC
 Representative.....Peters, Griffin, Woodward
 Pres., Gen. Mgr.....T. Frank Smith
 Chief Engineer.....Jerry E. Smith

KZTV—Corpus Christi—1956

Channel: 10 VHF..AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By.....KSIX-Television, Inc.
 Business Address.....Show Room Bldg.
 Tel.: TULip 4-1616.....ABC-CBS
 Station Rep.....Advertising Time Sales
 Pres., Sta., Gen. Mgr.....Vann M. Kennedy
 Commercial Manager.....Bob Payne
 Program Director.....Gene Looper
 Promotion Director.....Mary L. Kennedy
 Chief Engineer.....D. Taylor

KRLD-TV—Dallas—1949

Channel: 4 VHF..AP: 50 Kw.. VP: 100 Kw.
 Owned.....Times Herald Printing Co.
 Business Address.....Herald Square
 Tel.: RI 2-6811.....CBS
 Newspaper Affiliation...Dallas Times Herald
 Station Rep.....Advertising Time Sales
 President.....Clyde Rembert
 V.P., Gen. Mgr.....Roy M. Flynn
 Comm. Manager.....Gene Cuny
 Asst. Gen. Mgr.....Ves Box
 Prom., Pub. Director.....J. W. Axtell
 Program Dir.....Fritz Kuler
 Film Manager.....Nick Mueller
 Chief Engineer.....B. B. Honeycutt
 Owners of: KRLD, AM-FM.

WFAA-TV—Dallas—1949

Channel: 8 VHF..AP: 158 Kw.. VP: 316 Kw.
 Owned-Operated By.....A. H. Belo Corp.
 Address.....Communications Center
 Tel.: RI 8-9631.....ABC
 Newspaper Affiliation.....Morning News
 Station Rep.....Petry
 President.....Joseph M. Dealey
 General, Sta. Mgr.....Ed Pfeiffer
 Asst. Mgr., Comm. Mgr.....Dick Drummy
 Prom., Pub. Dir.....Casey Cohlmla

"Communications Center"®



WFAA-TELEVISION



DALLAS



The Largest and Most Modern Custom-Built Independent
 Broadcasting and Telecasting Facility of its Kind!



40-FOOT VIDEOTAPE CRUISER

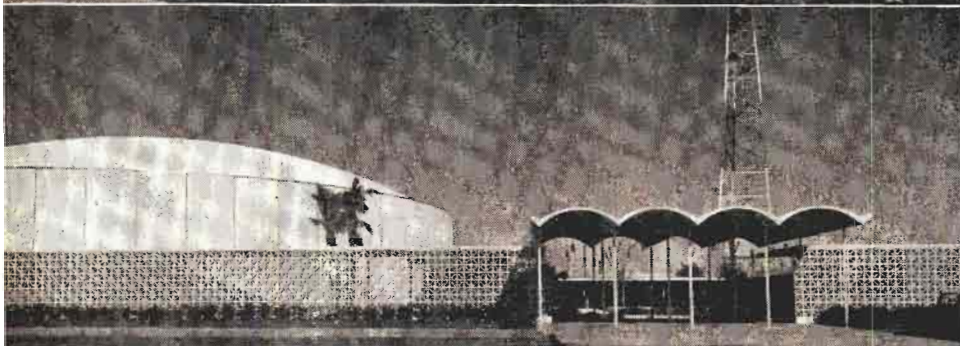
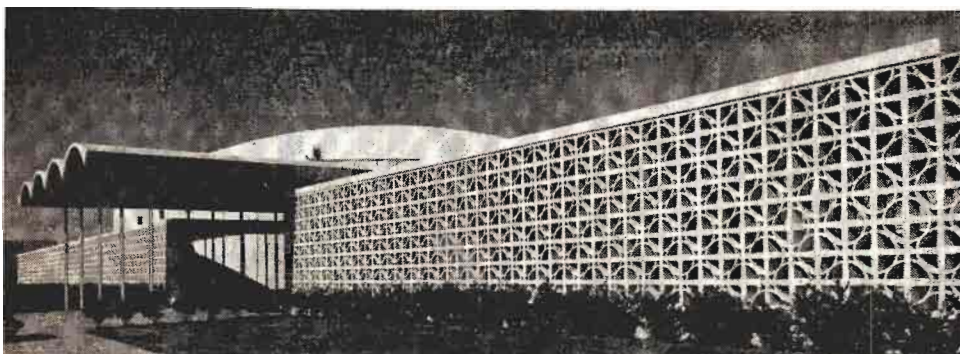
that can go anywhere! Has own power supply, 6 Marconi 4½" image Orthicon cameras and 2 Ampex Videotape machines.

- 3 LARGE STUDIOS
- FLOATING SOUND STAGE
- 9 MARCONI 4½" IMAGE ORTHICON CAMERAS
- 6 TRANSISTORIZED MULTI-CHANNEL AUDIO CONSOLES
- 5 AMPLEX VIDEOTAPE RECORDERS
- FILM PROJECTION SYSTEM DESIGNED ESPECIALLY FOR TV
- LATEST INTER-SYNC & INTER-SWITCH EQUIPMENT

You name it...
 WFAA-TV
 can produce it!

WFAA-TELEVISION channel 8

Serving the greater DALLAS-FORT WORTH market
 Television Service of The Dallas Morning News



The television station of tomorrow is in Houston today

From every angle--Rates, Ratings, Local Prestige--
KTRK-TV is the VITAL BUY in HOUSTON

KTRK-TV — Channel 13

P.O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC • HOUSTON CONSOLIDATED TELEVISION CO.
NATIONAL REPRESENTATIVES: GEO. P. HOLLINGBERRY CO., 500 FIFTH AVENUE, NEW YORK 36, N.Y.
GENERAL MANAGER, WILLARD E. WALBRIDGE; COMMERCIAL MANAGER, BILL BENNETT.



Production Manager.....Dick Gray
 Operations Manager.....Jim Pratt
 Film Manager.....Mary Gay Blackburn
 Chief Engineer.....Chris Irby
 Owners of: WFAA-AM-FM.

KELP-TV—El Paso—1956

Channel: 13 VHF...AP: 15.8 Kw...VP: 26.6 Kw.
 Owned-Oper. By.....KELP TV Corp.
 Business Address.....4530 Delta St.
 Tel.: KE 3-5911.....ABC
 Representative.....Young TV
 President.....Norman Alexander
 General Manager.....Gene Roth
 Program Dir.....Jerry Baker
 Film Mgr.....Dub Hartline
 Publicity Dir.....Otto Goessl
 Ch. Eng.....Michael Gaglio

KROD-TV—El Paso—1952

Channel: 4 VHF...AP: 31 Kw...VP: 62 Kw.
 Owned-Oper. By.....Southwest States, Inc.
 Address.....2201 Wyoming St.
 Tel.: KE 2-6551.....CBS
 Sta. Rep.....Bolling
 Chairman of Board.....Jack C. Vaughn
 President.....Cecil L. Trigg
 Sta. Mgr., Film Buyer.....Larry Daniels
 Nat. Sales Mgr.....George Collie
 Local Sales Mgr.....Sheldon Turner, Jr.
 Program Dir.....Bernie Bracher
 Promotion, Pub. Dir.....Jim Suggs
 Chief Engineer.....Frank Jordan
 Owners of: KROD, AM; KOSA-AM-TV, Odessa;
 KVII-TV, Amarillo.

KTSM-TV—El Paso—1953

Channel: 9 VHF AP: 90 Kw...VP: 45 Kw.
 Owned-Operated By.....Tri-State Bcstg. Co.
 Address.....801 N. Oregon St.
 Tel.: KE 2-5423.....NBC
 Representative.....Hollingbery
 President, Gen. Mgr.....Karl O. Wyler, Sr.
 Exec. V.P., Comm. Mgr.....Karl O. Wyler, Jr.
 Asst. V.P., Program Dir.....Jack Rye
 Prom., Pub. Dir.....Judy Freeman
 Chief Engineer.....Kenneth J. Walton
 Owners of: KTSM, AM.

KTVT-TV—Fort Worth—1955

Channel: 11 VHF...AP: 107 Kw...VP: 210 Kw.
 Owned-Oper. By.....NAFI Telecasting, Inc.
 Address.....4801 West Freeway
 Tel.: PE 8-1951.....Independent
 Station Rep.....Blair
 President, Gen. Mgr.....John D. Hopkins
 Commercial Manager.....Bill Andrews
 Program, Film Mgr.....Arno W. Mueller
 Prom., Pub. Dir.....Bill Comfield
 Chief Engineer.....W. E. Kessel
 Owners of: KCOF-TV, Los Angeles; KPTV-TV,
 Portland, Ore.

WBAP-TV—Fort Worth—1948

Channel: 5 VHF...AP: 60.3 Kw...VP: 100 Kw.
 Owned-Oper. By.....Carter Publications, Inc.
 Business Address.....3900 Barnett St.
 Tel.: JE 6-1981.....NBC
 Newspaper Affiliation.....Star-Telegram
 Representative.....Peters, Griffin, Woodward
 President.....Amon Carter, Jr.
 V.P. & Director.....Harold V. Hough
 Gen., Sta. Mgr.....Roy Bacus
 Commercial Manager.....Jack Rogers
 Program Dir., Film Buyer.....Robert Gould
 Prom., Pub. Dir.....Phil W. Wygant
 Chief Engineer.....Rupert Bogan
 Owners of: WBAP, AM-FM.

KGBT-TV—Harlingen—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By.....Harbenito Bcstg. Co.
 Address.....P. O. Box 711
 Tel.: GA 3-4880.....ABC-CBS
 Representative.....Venard, Rintoul, McConnell
 President, General Mgr.....McHenry Tichenor
 Commercial Mgr.....Joe Yowell
 Program Dir.....Mal Kasanoff
 Chief Engineer.....Al Beck

KHOU-TV—Houston—1953

Channel: 11 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By.....Gulf Television Corp.
 Address.....P. O. Box 11
 Tel.: JA 9-4811.....CBS
 Representative.....H. R. Television
 President.....C. Wrede Petersmeyer
 General, Sta. Mgr.....James C. Richdale, Jr.
 Comm. Manager.....Robert O. Paxson
 Film Mgr., Prog. Dir.....C. Calvin Jones
 Prom. Dir.....Roland Brazier
 Publicity Dir.....James Everhart
 Chief Engineer.....Art Biggs
 Owners of: WISH-AM-TV, Indianapolis, Ind.;
 WANE-AM-TV, Fort Wayne, Ind.; KOTV, Tulsa,
 Okla.; KXTV, Sacramento, Calif.

KTRK-TV—Houston—1954

Channel: 13 VHF...AP: 170 Kw...VP: 316 Kw.
 Owned-Oper...Houston Consolidated TV Co.
 Address.....P. O. Box 12
 Tel.: JA 6-1313.....ABC
 Newspaper Affiliation.....Chronicle
 Representative.....Hollingbery
 President.....John T. Jones, Jr.
 Exec. V.P., Gen. Mgr.....W. E. Walbridge
 Program Director.....John E. Hill
 Comm. Manager.....William F. Bennett
 Program Mgr.....Howard Finch
 Film Mgr.....M. B. Johnson
 Publicity Dir.....Lila Gordon
 Advertising Dir.....Paul Montague
 Chief Engineer.....Tom Hiner

TEXAS

KPRC-TV—Houston—1950

Channel: 2 VHF..AP: 100 Kw...VP: 50 Kw.
Owned-Oper. By.....Houston Post Co.
Address.....Box 1234
Tel.: MA 3-9271.....NBC
Newspaper Affiliation.....Post
Representative.....Petry
President.....Mrs. Oveta Culp Hobby
V.P., Gen. Mgr......Jack Harris
Sta., Comm. Mgr......Jack McGrew
Production Mgr......Ridge Radney
Prom., Adv. Mgr......Kirt Harriss
Film Mgr......Earl Corridon
Publicity Dir......Ednah Forester
Chief Engineer.....Paul Huhndorfi
 (See Page 818 for Ad)

KGNS-TV—Laredo—1956

Channel: 8 VHF...AP: 4.5 Kw....VP: 9.6 Kw
Owned By.....Southwestern Operating Co
Business Address.....820 Convent Ave.
Tel.: RAndolph 3-3674.....ABC-CBS-NBC
Newspaper Affil......Southwestern Publishing
Station Rep......Venard, Rintoul & McConnell
President.....Donald W. Reynolds
General. Sta. Mgr......Roy Bowman
Prog., Prom. Dir......Pat Miller
Film Manager.....Ernie Ramirez
Chief Engineer.....Irvn Simpson
Owners of: KFSA-TV-AM, Ft. Smith; KOLO-TV-AM, Reno; KLRJ-TV, Las Vegas; KGNS, Laredo; KBRS, Springdale, Ark.; KOKL, Okmulgee, Okla.; KORK, Las Vegas; KFOY, Hot Springs.

KCBD-TV—Lubbock—1952

Channel: 11 VHF..AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Bryant Radio & TV Inc.
Business Address.....5600 Ave. A.
Tel.: SH 4-1414.....NBC
Representative.....Raymer
Pres., Gen. Manager.....Joe H. Bryant
Asst. Gen. Manager.....Robert L. Snyder
National Sales Mgr......Ray Poindexter
Comm. Manager.....George L. Tarter
Program Director.....Bill Taylor
Film Mgr......Leon Feazell
Publicity Mgr......Joan Prigmore
Chief Engineer.....Frank Lee
Owners of: KCBD, AM.

KDUB-TV—Lubbock—1952

Channel: 13 VHF..AP: 158 Kw...VP: 316 Kw.
Owned By.....Grayson Enterprises
Bus. Address.....7400 College Ave.
Tel.: SH 4-2345.....CBS, ABC
Station Rep......Advertising Time Sales
President.....Sidney W. Grayson
General Manager.....Nat Levine
Gen. Sales Mgr......R. S. "Bud" Nielsen
National Sales Manager.....John Henry
Program Dir......Ray Trent
Film Director.....Dick Knerr
Chief Engineer.....Rudy Starnes
Owners of: KDUB, AM; KPAR, Abilene; KEDY, Big Spring.

1 BUY....

4 STATIONS

The West Texas Television Network serves the CBS signal to a 70 county area (62 of which are unduplicated by any W.T.T.N. stations),

"Sales Management," July 10, 1960

PEOPLE
1,140,500

RETAIL SALES
\$1,429,728,000

BUYING INCOME
\$2,043,234,000



KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER

KEDY-TV
BIG SPRING, TEXAS
KVER-TV
CLOVIS, NEW MEXICO



west texas television network

KTRE-TV—Lufkin—1955

Channel: 9 VHF...AP: 12.5 Kw...VP: 26 Kw.
 Owned-Oper. By...Forest Capital Bcstg. Co.
 Business Address...P. O. Box 701
 Tel.: NE 4-7771...NBC-CBS-ABC
 Sta. Rep..Venard, Rintoul, McConnell; Melville
 President...R. W. Wortham, Jr.
 Gen., Sta. Mgr.....Richman Lewin
 Director of Sales...Royce Christenson
 Film Mgr.....David Allen
 Program Dir.....Bill Carter
 Prom., Publicity Dir.....Pat Mathews
 Chief Engineer...Fred Clinton Hill
 Owners of: KTRE, AM.

KDCD-TV—Midland—1961

Channel: 18 UHF...AP: 760 Kw...VP: 470 Kw.
 Owned By...Midland Telecasting Co., Inc.
 Address...Box 5345
 Tel.: OX 4-4344...Independent
 President...Dalton H. Cobb
 General, Film Mgr.....Chet Darwin
 Commercial Manager...Paul Sanders
 Promotion Director...Vic Scarpelli
 Chief Engineer...Dick Deason

KMID-TV—Midland—1953

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Midessa Television Co., Inc.
 Business Address...P.O. Box 2758
 Tel.: MU 2-7321...NBC
 Rep....Venard, Rintoul & McConnell, Brown
 President...J. C. Dunagan
 General Manager...Roy Herndon
 Chief Engineer...Bill Buford

KVKM-TV—Monahans—1958

Channel: 9 VHF...AP: 10 Kw...VP: 5 Kw.
 Owned By...Tri-Cities Bcstg. Co.
 Address...Drawer K
 Tel.: WI 3-3231...ABC
 Sta. Rep...Melville; Masla
 General, Comm. Mgr...J. Ross Rucker
 Promotion Mgr...Pat Cullum
 Chief Engineer...Rubin L. Masters

KTES—Nacogdoches—1958

Channel: 19 UHF...AP: 9.12 Kw...VP: 16.6 Kw.
 Owned-Oper. By...G. P. Scoggins
 Business Address...Box 248
 Tel.: LOfan 4-4181...ABC
 Pres., Gen. Mgr...Lee Scarborough

KOSA-TV—Odessa—1956

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...Southwest States, Inc.
 Bus. Address...1211 N. Whitaker
 Tel.: FE 7-8301...CBS
 Representative...Bolling
 Pres., Gen. Mgr...Cecil L. Trigg
 Station Manager...John Vacca
 Sales Manager...Ed Costello
 Film Dir...George Duesler
 National Sales Manager...George Collie
 Chief Engineer...Bill Schock
 Owners of: KRQD-TV, El Paso; KRNO, San Bernardino; KVII-TV, Amarillo.

KPAC-TV—Port Arthur—1957

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned...Texas Goldcoast TV Inc.
 Address...Box 1059
 Tel.: YUkon 5-5557...NBC
 Station Rep...Bolling
 Pres., Gen. Mgr...Julius Gordon
 Sls. Mgr...Mack Newberry
 Operations Mgr...John Stegall
 Publicity Dir...Adeline Salter
 Chief Engineer...D. Daniels

KCTV—San Angelo—1953

Channel: 8 VHF...AP: 13.5 Kw...VP: 27.5 Kw.
 Owned-Oper. By...Westex Television Co., Inc.
 Business Address...Box 1941
 Tel.: 7183...CBS
 Rep...Melville, Venard, Rintoul & McConnell
 President...B. P. Bludworth
 Gen., Sta. Mgr...J. Harley Hubbard
 Prog. Dir...A. Cobb
 Advertising Mgr...Jerry Burns
 Film Manager...Charles Cathey
 Chief Engineer...Larry Charlesworth

KENS-TV—San Antonio—1950

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Express Publ. Co.
 Business Address...Ave. E & 4th St.
 Tel.: CA 5-7411...CBS
 Representative...Peters, Griffin, Woodward
 Newspaper Affil...Express & News
 President...Frank G. Huntress, Jr.
 General Mgr...Wayne Kearl
 Technical Supervisor...Buford R. McMillan

KONO-TV—San Antonio—1957

Channel: 12 VHF...AP: 158 Kw...VP: 316 Kw.
 Owned-Oper. By...Mission Tcstg. Corp.
 Business Address...1408 N. St. Mary's St.
 Tel.: CA 6-7611...ABC
 Station Representative...Katz
 President...Bob A. Roth
 Gen., Sta. Mgr...James M. Brown
 Program Director...Perry Dickey
 Prom., Pub. Dir...Katie Ferguson
 Film Manager...Sam Rocco
 Dir. of Engineering...George Ing
 Chief Engineer...Larry Beckmann

KWEX-TV—San Antonio—1955

Channel: 41 UHF...AP: 6 Kw...VP: 11 Kw.
 Owned By...Spanish Inter. Bcstg. Corp.
 Business Address...111 Martinez St.
 Tel.: CApiTal 7-4141...Independent
 Station Representative...Devney Organization
 President...Frank Fouce
 General Manager...Emiko Nicolas
 Station Manager...Sam Murray
 Commercial Manager...Lupe Rodriguez

WOAI-TV—San Antonio—1949

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned-Oper. By...Southland Industries, Inc.
 Address...1031 Navarro St.
 Tel.: CA 7-4221...NBC

TEXAS-UTAH

Representative Petry
Board Chairman Hugh Hall, Jr.
Pres., Gen. Mgr. James M. Gaines
Manager Edward V. Cheviot
Prog. Director Robert Reed
Promotion Dir. Charles Larkins
Film Manager Faye Leavitt
Chief Engineer Charles Jeffers

KCEN-TV—Temple-Waco 1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw
Owned By Channel 6, Inc.
Business Address 17 S. 3rd St
Tel.: PR 3-6868.....NBC
Newspaper Affiliation Telegram
Representative Blair TV Assoc.
President Frank W. Mayborn
General Manager Burton Bishop
Asst. Manager Doug Thompson
Film Mgr. John Schreiber
Promotion Director Drew Flora
Chief Engineer Curtis M. Casey

KTAL-TV—Texarkana- Shreveport—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw
Owned-Oper. By KCMC, Inc.
Address Summerhill Rd., Texarkana, Tex.
Tel.: 33-1133, Texarkana.....NBC
Newspaper Affil. Gazette & Daily News
Station Representative Blair TV
President Walter E. Hussman
General Manager Walter M. Windsor
Sales Director James S. Dugan
Program Director James T. Lynch
Prom., Pub. Dir. Carl V. Tibbetts
Film Manager Tom Finley
Chief Engineer Edward Covington

KLTV—Tyler—1954

Channel: 7 VHF...AP: 217 Kw...VP: 316 Kw
Owned-Oper. By Channel 7 Co.
Business Address Box 957
Tel.: LY 2-3873.....NBC-ABC-CBS
Station Rep Bolling
General Manager Marshall H. Pengra
Sales Mgr. John Lenox
Program Director Bonnie Lenox
Chief Engineer Hudson Collins

KWTX-TV—Waco—1955

Channel: 10 VHF...AP: 53.6 Kw...VP: 107.2 Kw
Owned-Operated By KWTX Broadcasting Co.
Address 4520 Bosque Blvd.
Tel.: PL 6-4451.....ABC-CBS
Station Rep. Venard, Rintoul & McConnell
President, Gen. Mgr. M. N. Bostick
Commercial Manager Pete McNee
Prom. Dir. Ralph G. Webb
Program Director Curtis B. Matties
Film Manager George Wallace
Chief Engineer Jesse H. Dove
Owners of: KWTX, Waco, Tex.; KNAL, Victoria, Tex.; KXII-TV, Sherman, Tex.; KBTX-TV, Bryan, Tex.

KRGV-TV—Weslaco—1954

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw
Owned By Kenco Enterprises
Business Address 309 S. Missouri Ave.
Tel.: WO 8-3131.....ABC-NBC
Representative Paul H. Raymer
President, Gen. Mgr. Stoddard P. Johnston
V.P., Station Mgr. Charles L. Brooks
Sales Manager T. Marshall Weaver
Prom., Pub. Dir. Hank Page
Operations Director Fred Noble
Chief Engineer Lewis Hartwig

KFDX-TV—Wichita Falls—1953

Channel: 3 VHF...AP: 70 Kw...VP: 100 Kw
Owned Wichtex Radio & TV Corp.
Address Box 2040
Tel.: 692-4530.....NBC
Representative Raymer
President Darrold A. Cannan
V.P., Comm. Film Mgr. Howard H. Fry
V.P., Prom., Pub. Dir. D. A. Cannan, Jr.
Chief Engineer John Adams

KSYD-TV—Wichita Falls—1953

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw
Owned-Oper. By KSYD-TV Co., Inc.
Address Box 2130
Tel.: 322-6957.....CBS
Representative Blair TV
Pres., Gen. Mgr. Syd Grayson
Station, Prog. Mgr. Stuart W. Klein
Commercial Manager Bob Cain
Promotion Director Mrs. Mary K. Norwood
Chief Engineer Herb Wiley
Owners of: KDUB-AM-TV, Lubbock, Tex.; KPAR-TV, Abilene, Tex.; KEDY-TV, Big Spring, Tex.

Pop.: 940,000
 Families: 268,500

UTAH

TV Homes: 240,000
 TV Stas. in State: 4

KVOG-TV—Ogden—1959

Channel: 9 VHF...AP: 12.5 Kw...VP: 25 Kw
Owned By United Telecast R & TV Co.
Address P.O. Box 325

Tel.: EXport 2-7535.....Independent
Station Rep. Grant Webb
President, Gen. Mgr. A. G. Webb
Program Dir. Lucille Webb
Chief Engineer Alvin Phillips

UTAH-VERMONT-VIRGINIA

KCPX-TV—Salt Lake City 1946

Channel: 4 VHF..AP: 14.5 Kw..VP: 27.1 Kw.
Owned By....Columbia Pict. Electronics Corp.
Business Address.....130 Social Hall Ave.
Tel.: DA 2-5681.....ABC
Representative.....Katz
General Manager.....Douglas Elleson
Promotion Director.....Betsy Vaught
Chief Engineer.....Wally Lambourne
Owners of: KCPX, AM-FM.

KSL-TV—Salt Lake City—1949

Channel: 5 VHF...18.2 Kw....VP: 33.1 Kw.
Owned-Oper. By..Radio Service Corp. of Utah
Business Address.....145 Social Hall Ave.
Tel.: EL 5-4641.....CBS
Newspaper Affil.....Desert News-Telegram
Station Rep.....Blair TV

President.....Arch L. Madsen
V.P. Gen. Mgr.....D. Lennox Murdock
Gen. Sales Mgr.....Lloyd E. Cooney
Program Film Mgr.....Duane C. Hill
Chief Engineer.....Vincent E. Clayton
Owners of: KSL, AM-FM.

KUTV—Salt Lake City—1954

Channel: 2 VHF..AP: 24.5 Kw..VP: 45.7 Kw.
Owned-Operated By.....KUTV, Inc.
Business Address.....179 Social Hall Ave.
Tel.: DA 2-2505.....NBC
News Affil...Trib.; Ogden Standard-Examiner
Representative.....Avery-Knodel
General Sta. Mgr.....Brent H. Kirk
Nat. Sales Mgr.....Robert Smith
Program, Pub. Director.....Keith Nicholson
Film Manager.....Jack Ivers
Chief Engineer.....B. R. Carpenter

Pop.: 393,000
Families: 111,500

VERMONT

TV Homes: 100,500
TV Stas. in State: 1

WCAX-TV—Burlington—1954

Channel: 3 VHF..AP: 9.5 Kw..VP: 18.3 Kw.
Owned-Oper. By.....Mt. Mansfield TV, Inc.
Address.....100 Market Sq.
Tel.: UN 2-5761.....CBS

Station Representative.....Avery-Knodel
Pres., Gen. Mgr.....S. T. Martin
Pub., Prom. Dir.....Charles S. Lewis
V.P., Advertising Mgr.....John A. Dobson
Film Manager.....A. Sherman Rutter
Chief Engineer.....J. W. Tierney
Owners of: WCAX.

Pop.: 4,125,000
Families: 1,101,000

VIRGINIA

TV Homes 894,000
TV Stas. in State: 12

WCYB-TV—Bristol—1956

Channel: 5 VHF..AP: 42.7 Kw..VP: 85.4 Kw.
Owned-Oper. By...Appalachian Bcstg. Corp.
Business Address.....P.O. Box No. 1009
Tel.: NOrth 9-4161.....ABC-NBC
Station Reps.....Meeker; Ayers
Pres., Gen. Mgr.....Robert H. Smith
Comm., Adv. Mgr.....J. Fey Rogers
Program Dir.....Art Countiss
Production Mgr.....James G. Evans
Chief Engineer.....Russell V. Robinson

President, Gen. Mgr.Hamilton Shea
Asst. Gen. Mgr.....Warren L. Braun
General Sales Mgr.....Richard H. Johnson
Prog. Director.....Robert E. Lee
P.om., Nat'l Sales Mgr.....Tony Winn
Production Mgr.....Jim MacNeil
Chief Engineer.....Tom Jones

WLVA-TV—Lynchburg—1953

Channel: 13 VHF..AP: 158 Kw..VP: 316 Kw.
Owned-Operated By..Lynchburg Bcstg. Corp.
Address.....2320 Langhorne Rd.
Tel.: Victor 5-1242.....ABC
Representative.....Hollingbery
Pres., Gen. Mgr.....Philip P. Allen
Comm. Adv. Mgr.....Thomas L. Turner
Prog., Film Mgr.....Warren Uttal
Publicity Director.....Thomas Waller
Chief Engineer.....John T. Orth
Owners of: WLVA.

WSVA-TV—Harrisonburg—1953

Channel: 3 VHF..AP: 4.17 Kw..VP: 8.32 Kw.
Owned-Oper. By...Shenandoah Valley Bcstg.
Address.....Rawley Pike
Tel.: 434-3111.....ABC-CBS-NBC
Newspaper Affil.....Wash. Eve. Sta
Station Rep.....Venard, Rintoul & McConnell

VIRGINIA

WAVY-TV—Norfolk—1957

Channel: 10 VHF.. AP: 192 Kw.. VP: 316 Kw.
 Owned..... Tidewater Teleradio, Inc.
 Address..... 214 W. York St.
 Tel.: MA 7-2345..... NBC
 Representative..... H-R
 Pres., Gen. Mgr..... J. Glen Taylor
 V.P., Comm. Mgr..... Edward J. Hennessy
 Prom., Pub. Dir..... Richard Paul
 Program Mgr..... Van Cantfort
 Chief Engineer..... Andrew Jackson
 Owners of: WAVY, AM.

WTAR-TV—Norfolk—1950

Channel: 3 VHF.. AP: 50 Kw.. AP: 100 Kw.
 Owned-Operated By... WTAR Radio-TV Corp.
 Business Address..... 720 Boush St.
 Tel.: MA 5-6711..... CBS
 Newspaper Affil.... Norfolk Newspapers, Inc.
 Representative..... Petry
 Bd. Chairman..... Campbell Arnoux
 President, Gen. Mgr..... Robert M. Lambe
 V.P., Operations..... John C. Peffer
 Program Dir., Film Mgr.... Harold Solding
 Prom., Pub. Dir..... James W. Evans
 Chief Engineer..... Richard Lindell

WVEC-TV—Norfolk-Hampton 1953

Channel: 13 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By..... Peninsula Bcstg. Corp.
 Address..... 110 Third St., Norfolk
 Tel.: MA 7-7605..... ABC
 Station Rep..... Katz
 Pres., Gen. Manager..... Thomas P. Chisman
 V.P., Sales Director..... Harrol A. Brauer, Jr.
 V.P., Operations Mgr..... L. W. Kliever
 V.P., Chief Engineer..... William C. King, Jr.
 Commercial Mgr..... C. L. Coker
 Promotion Dir..... H. L. Foiles

WYAH-TV—Norfolk- Portsmouth—1960

Channel: 27 UHF.. AP: 8.7 Kw.. VP: 17.4 Kw.
 Owned By..... The Christian Bcstg. Network
 Address..... 1318 Spratley St., Portsmouth
 Tel.: 393-6001..... Independent
 President, Gen. Mgr..... M. G. Robertson
 Program, Film Mgr..... Neil Eskelin
 Promotion Director..... Wilbur Presson
 Chief Engineer..... Harvie Waff

WXEX-TV—Petersburg—1955

Channel: 8 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By... Petersburg Television Corp.
 Address..... 124 W. Tabb Street
 Tel.: RE 3-7876..... NBC
 Station Reps..... Select; Brown
 President..... Thomas G. Tinsley, Jr.
 Gen., Sta. Mgr..... Irvin G. Abeloff

Comm. Mgr..... Lawrence Slon
 Program Dir..... Robert I. Grossman
 Film Manager..... Robert Kennedy
 Promotion Director..... Neil Kuvin
 Chief Engineer..... George W. McGuigan

WRVA-TV—Richmond—1956

Channel: 12 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By..... Richmond TV Corp.
 Business Address..... 5710 Midlothian Pike
 Tel.: BE 3-5461..... ABC
 Reps..... Harrington, Righter, Parsons
 President..... William R. Preston
 General, Sta. Mgr..... Barron Howard
 Commercial Mgr..... James D. Clark, Jr.
 Program Film Dir..... Samuel S. Carey
 Prom., Pub. Dir..... John L. Stone, Jr.
 Chief Engineer..... S. T. Terry, Jr.

WTVR—Richmond—1947

Channel: 6 VHF.. AP: 50 Kw.. VP: 100 Kw.
 Owned-Oper. By..... Havens & Martin, Inc.
 Address..... 3301 W. Broad St.
 Tel.: ELgin 5-8611..... CBS
 Representative..... Blair TV
 Pres., Gen. Mgr..... Wilbur M. Havens
 Commercial Mgr..... William Kemple
 Advertising Mgr..... Walter A. Bowry, Jr.
 Prog. Director..... John Shand
 Prom., Pub. Dir..... W. J. Filer
 Film Manager..... Conrad G. Rianhard
 Chief Engineer..... James Kyle
 Owners of: WMBG, AM, Richmond; WCOD, FM,
 Richmond.

WDBJ-TV—Roanoke—1955

Channel: 7 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Operated By..... Times-World Corp.
 Address..... 2001 Colonial Ave.
 Tel.: 343-8031..... CBS
 Newspaper Affiliation... Times; World-News
 Representative.. Peters, Griffin, Woodward, Inc.
 President..... M. W. Armistead, III
 V.P., Broadcasting..... Ray P. Jordan
 V.P., General Mgr..... John Harkrader
 General Sales Mgr..... Bloke Brown
 Asst. Mgr., Film Buyer..... Paul E. Reynolds
 Program Mgr..... Charles A. Ballou
 Sales Prom., Mer. Mgr. Frank C. Martin, Jr.
 Promotion Manager..... R. A. DuVall
 Operations Mgr..... Wendell H. Siler
 Chief Engineer..... J. E. Newman
 Owners of: WDBJ, AM-FM.

WSLS-TV—Roanoke—1952

Channel: 10 VHF.. AP: 158 Kw.. VP: 316 Kw.
 Owned-Oper. By... Shenandoah Life Stations
 Address..... Church Ave., at 3rd St.
 Tel.: DI 4-9226..... NBC
 Station Rep..... Avery-Knodel
 President..... James H. Moore
 V.P., Manager..... Horace S. Fitzpatrick
 Program Dir..... Melvin Linkous
 Commercial Manager..... A. S. Trevilian, Jr.
 Promotion Director..... C. R. Garrison
 Engineering Manager..... J. P. Briggs
 Owners of: WSLS-AM-FM.

Pop.: 2,950,000
Families: 937,000

WASHINGTON

TV Homes: 798,000
TV Stas. in State: 12

KVOS-TV—Bellingham—1953

Channel: 12 VHF...AP: 112 Kw...VP: 224 Kw.
Owned-Oper. By.....Wometco Enterprises
Business Address.....1151 Ellis St.
Tel.: REgent 4-4410.....CBS
Station Reps.....Sumner-Byles; Stovin-Byles
President.....Mitchell Wolfson
General, Sta. Mgr.....David Mintz
Merchandising Director.....Doug Davis
Operations Director.....R. H. Anderson
Promotion Director.....Marian Boylan
Public Affairs Dir.....Al Swift
Advertising Manager.....Fred Elsethagen
Chief Engineer.....John Price
Owners of: WTVJ, Miami, Fla.; WLOS, Asheville;
WFGA, Jacksonville, Fla.

KBAS-TV—Ephrata—1957

Channel: 16 UHF...AP: 12 Kw...VP: 20 Kw.
Owned & Operated By.....Cascade Bstg. Co.
Address.....Box 306, Moses Lake
Tel.: RO 5-7843.....CBS-NBC
Station Rep.....Young
President.....T. C. Bostic
General Manager.....Jack Reber
Station Manager.....James Schroeder
Chief Engineer.....Howard Hammond

KING-TV—Seattle—1948

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....320 Aurora
Tel.: MUTual 2-3555.....NBC
Representative.....Blair-TV
President.....Stimson Bullitt
V.P., Business Div.....Henry B. Owen
V.P., Broadcast Div.....Otto P. Brandt
Commercial Manager.....James D. Neidigh
Program, Film Mgr.....Lee Schulman
Prom., Pub. Director.....Eric Bremner
Merchandising Manager.....G. W. Parker
Sales Service Mgr.....Del Loder
Chief Engineer.....Robert A. Ferguson
Owners of: KGW AM-TV, Portland, Ore.; KING-
AM-FM; KREM-AM-FM-TV, Spokane, Wash.

KIRO-TV—Seattle—1958

Channel: 7 VHF...AP: 158 Kw...VP: 316 Kw.
Owned.....Queen City Bcstg. Co.
Address.....1530 Queen Anne Ave.
Tel.: AT 3-9800.....CBS
Representative.....Peters, Griffin, Woodward
Pres., Gen. Mgr.....Saul Haas
Station Manager.....William A. Exline
Nat'l Sales Manager.....Al Stephenson
Local Sales Manager.....King Mitchell
Program Director.....Robert D. Gordon
Prom., Pub. Dir.....Mrs. Frances Pierce
Film Manager.....Eugene Wecker
Chief Engineer.....C. R. Morris

KOMO-TV—Seattle—1953

Channel: 4 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Oper. By.....Fisher's Television Co.
Business Address.....100 4th Ave. N.
Tel.: MA 4-6000.....ABC
Sta. Representative.....Katz
President.....O. D. Fisher
Exec. V.P. & Gen. Mgr.....W. W. Warren
General Sales Mgr.....Maitland Jordan
Mgr. Programming.....Dave Crockett
Program Manager.....Tom Rogstad
Film Editor.....Arden Skoog
Sales Promotion Manager.....Eddi Hanna
Chief Engineer.....C. E. Miller

KTVW—Seattle—1953

Channel: 13 VHF...AP: 60 Kw...VP: 100 Kw.
Owned.....J. E. McCaw
Business Address.....5534 N. 35 St., Tacoma
Tel.: SKyline 2-3544, Tacoma.....Independent
Station Rep.....Clarke Brown
President.....J. Elroy McCaw
General Manager.....James Hawkins
Program Director.....John Jarstad
Chief Engineer.....Ken Williams

KHQ-TV—Spokane—1952

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
Owned-Operated By.....KHQ, Inc.
Address.....S. 4202 Regal St.
Tel.: KEystone 4-0511.....NBC
Representative.....Katz
Pres., Gen. Mgr.....R. O. Dunning
Commercial Mgr.....J. Birney Blair
Program, Film Mgr.....John Fahey
Promotion, Publicity Dir.....Irving Smith
Chief Engineer.....Dee Waymire

KREM-TV—Spokane—1955

Channel: 2 VHF...AP: 50 Kw...VP: 100 Kw.
Owned.....KREM Bcstg. Co.
Address.....4103 S. Regal
Tel.: KE 4-0423.....ABC
Representative.....Petry
President.....Stimson Bullitt
General, Station Mgr.....Robert Temple
Program Dir.....Walt Schaar
Film Manager.....Hughie Tanner
Chief Engineer.....Edward P. Antosyn
Owners of: KREM, AM-FM.

KXLY-TV—Spokane—1953

Channel: 4 VHF...AP: 28 Kw...VP: 47.9 Kw.
Owned By.....Spokane Television
Address.....315 W. Sprague Ave.
Tel.: MADison 4-4291.....CBS
Representative.....H-R
President.....Norman Alexander

WASHINGTON-WEST VIRGINIA

General Manager.....James Agostino
 Commercial Mgr.....Robert V. Weitze
 Program, Film Mgr.....David L. Riggs
 Prom., Pub. Dir.....Jack Lantry
Chief Engineer.....**Dave Green**
 Owners of: KFLP-TV-AM, El Paso; KXLY-AM-FM, Spokane, Wash.

KTNT-TV—Tacoma-Seattle 1953

Channel: 11 VHF..AP: 158 Kw..VP: 316 Kw.
 Owned-Operated By...Tribune Publishing Co.
 Business Address.....S. 11th & Grant Sts.
 Tel.: FP 3-2561.....CBS
 Newspaper Affil.....Tacoma News Tribune
Representative.....**Weed**
 President.....George F. Russell
 General Manager.....Max H. Bice
 Nat'l Sales Manager.....Herchel Cary
 General Sales Mgr.....R. Keith Miller
 Program, Film Mgr.....Dell Spencer
 Promotion Director.....Leonard Higgins
 Chief Engineer.....Dick F. Engh
 Owners of: KTNT-AM-FM.

KIMA-TV—Yakima—1953

Channel: 29 UHF..AP: 115 Kw..VP: 191 Kw.

Owned-Oper. By.....Cascade Bcstg. Co., Inc.
Business Address.....**Box 702**
 Tel.: GL 2-9111.....CBS-NBC
 Station Rep.....Young TV; Art Moore
 President.....Thomas C. Bostic
 General Mgr.....Jack Reber
 Commercial Mgr.....William F. Grogan
 Program Director.....James W. Nolan, Jr.
 Promotion Director.....Robert H. Horn
 Film Manager.....June Neel
 Chief Engineer.....M. E. Burrill
 Owners of: KIMA, AM; KEPR, AM-TV, Pasco;
 KWIQ, Moses Lake; KLEW-TV, Lewiston;
 KBAS-TV, Ephrata.

KNDO—Yakima—1959

Channel: 23 UHF..AP: 11.6 Kw..VP: 19.9 Kw.
 Owned By.....Columbia Empire Bcstg. Corp.
 Address.....23 S. First St.
 Tel.: CH 8-2300.....ABC
 Station Rep.....Weed TV Corp.
 President, Gen. Mgr.....Hugh Davis
 Commercial Manager.....Leo Lyon
 Prom., Pub. Dir.....Merne Ullom
 Film Manager.....Marge Whitman
 Chief Engineer.....Warren Brown

Pop.: 1,850,000

Families: 495,000

WEST VIRGINIA

TV Homes: 390,000

TV Stas. in State: 9

WHIS-TV—Bluefield—1955

Channel: 6 VHF..AP: 28.8 Kw..VP: 50 Kw.
 Owned-Oper. By...Daily Telegraph Ptg. Co.
 Business Address.....Municipal Bldg.
 Tel.: DA 7-7115.....NBC
 News, Affil...Daily Telegraph, Sunset News
 Station Reps.....Select Station Reps.; Brown
 President, Gen. Mgr.....H. I. Shott
 Sta., Comm. Mgr.....John C. Shott
 Prog. Dir.....Orland C. Young
 Promotion Director.....Kay Wilson
 Film Manager.....Cecil Surratt
 Chief Engineer.....Kenneth Dick
 Owners of: WHIS, AM.

WCHS-TV—Charleston—1954

Channel: 8 VHF..AP: 93.3 Kw..VP: 158 Kw.
 Owned By.....Rollins Bcstg.
Address.....1111 Virginia Street East
 Tel.: DI 6-5358.....ABC
 Station Representative.....Blair TV
 President.....O. Wayne Rollins
 General, Sta. Mgr.....Claude Wheeler
 Program, Film Director.....D. Martin
 Prom., Pub. Dir.....H M. Brawley
 Chief Eng.....G. Brick
 Owners of: WCHS-AM; WGEE-AM, Indian, Ind.;
 WEAR-TV, Pensacola, Fla.; WPTZ-TV, Platts-
 burgh, N. Y.; WAMS, Wilmington, Del.; WRAP,
 WRAP, Norfolk, Va.; WNJR, Newark, N. J.;
 WBEE, Harvey, Ill.

WBOY-TV—Clarksburg—1957

Channel: 12 VHF..AP: 137 Kw..VP: 235 Kw.
 Owned.....WSTV, Inc.
 Business Address.....912 W. Pike St.
 Tel.: MA 4-7571.....CBS-NBC
 Station Rep.....Avery Knodel
 President.....Jack N. Berkman
 General Mgr.....Roger Garrett
 Managing Dir.....Robert O. Runnerstrom
 Commercial Manager.....Frank Balsley
 Program Director.....Robert Toothman
 Publicity, Promotion Dir.....James Valentine
 Film Manager.....Bob Miley
 Chief Engineer.....Harry Brown
 Owners of: KODE, AM-TV, Joplin; WSOL, Tampa;
 WPTT, AM, Pittsburgh; WRGP, Chattanooga;
 WRDW-TV, Augusta, Ga.

WJPB-TV—Fairmont—1954

Channel: 5 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned By.....WJPB-TV, Inc.
Address.....400 Quincy St.
 Tel.: 363-0700.....ABC
 Newspaper Affiliation.....Mannington Times
 Station Rep.....Gill Perna
 Station Manager.....Numa Fabre, Jr.
 Commercial Manager.....Eugene Adam
 Program Dir.....N. C. Pelligrin
 Promotion Director.....Eugene LaRosa
 Film Mgr.....B. Ralphnyder

WEST VIRGINIA-WISCONSIN

Publicity Dir. Ray Herst
 Chief Engineer James McEwen
 Owners of: WBUT-AM-FM, Butler, Pa.; WVVW,
 Grafton, W. Va.

WHTN-TV—Huntington—1955

Channel: 13 VHF .AP: 200 Kw. .VP: 316 Kw.
 Owned-Oper. By Reeves Broadcasting
 Address 625 Fourth Avenue
 Tel.: JA 5-7661 CBS
 V.P., Gen. Mgr. O W. Meyers
 Comm. Manager George Miller
 Chief Engineer Charles Harper

WSAZ-TV—Huntington—1949

Channel: 3 VHF .AP: 60 Kw. .VP: 100 Kw.
 Owned By WJR, The Goodwill Station
 Address 201 Ninth St.
 Tel.: JA 9-4127 NBC
 Station Representative Katz
 President Worth Kramer
 V.P., Gen. Mgr. C. Tom Garten
 Station Manager J. L. Sinclair
 Program Director Maxwell Roth
 Prom., Mer. Dir. Jack M. Williams
 Film Manager David S. Bond
 Chief Engineer John P. Clay
 Owners of: WSAZ, AM.

WOAY-TV—Oak Hill—1954

Channel: 4 VHF .AP: 68 Kw. .VP: 100 Kw.
 Owned-Oper. By Robert R. Thomas, Jr.
 Business Address Box 251
 Tel.: HO 9-3361 CBS

Representative Pearson
 Pres., Gen. Mgr. Robert R. Thomas, Jr.
 Comm Sta. Mgr. Robert R. Brown
 Pub., Film Mgr. A. Nechesnoff
 Chief Engineer Thomas Phillips

WTAP-TV—Parkersburg—1953

Channel: 15 UHF .AP: 10.5 Kw. .VP: 19.5 Kw.
 Owned-Oper. By Zanesville Publishing Co.
 Business Address 121 W. Seventh St.
 Tel.: HU 5-4589 ABC-CBS-NBC
 Representative Pearson
 President Clay Littick
 Managing Dir. Allan Land
 General Mgr. Gene P. Loffler
 Prog. Dir., Film Mgr. Ronald W. Maines
 Chief Engineer William A. Hunt, Sr.

WTRF-TV—Wheeling—1953

Channel: 7 VHF .AP: 156 Kw. .VP: 316 Kw.
 Owned-Oper. By WTRF-TV, Inc.
 Address 1329 Market St.
 Tel.: 232-7777 NBC-ABC
 Newspaper Affil. Dix Newspapers
 Representative Hollingbery
 President Albert V. Dix
 Exec. V.P., Gen. Mgr. Robert W. Ferguson
 Operations Manager George Diab
 Prog. Director Garry Vorhees
 Prom., Pub. Dir. James Knight
 Film Manager William Ney
 Chief Engineer Howard Daubenmeyer

Pop.: 4,025,000

Families: 1,192,000

WISCONSIN

TV Homes: 1,086,000

TV Stas. in State: 13

WEAU-TV—Eau Claire—1953

Channel: 13 VHF .AP: 155 Kw. .VP: 310 Kw.
 Owned-Oper. By Central Bcstg. Co.
 Business Address 2415 So. Hastings Way
 Tel.: TE 2-3745 ABC-NBC
 President W. C. Bridges
 Gen. Sta. Manager Leo Howard
 Comm. Program Mgr. Wayne McNulty
 Chief Engineer T. O. Jorgenson

WBAY-TV—Green Bay—1953

Channel: 2 VHF .AP: 50 Kw. .VP: 100 Kw.
 Owned-Oper. By Norbertine Fathers
 Business Address 115 South Jefferson St.
 Tel.: HE 2-3331 CBS
 Station Rep. H-R TV Reps
 General Manager Haydn R. Evans
 Nat. Sales Mgr. Earl H. Huth
 Program Dir. Greg McLirone
 Promotion Dir. Lyle Lahey
 Film Mgr. Don Bergner
 Chief Engineer Wallace E. Stangel
 Owners of: WBAY, AM-FM.

WFRV-TV—Green Bay—1955

Channel: 5 VHF .AP: 50 Kw. .VP: 100 Kw.
 Owned By Valley Telecasting Co.
 Bus. Address Mason & Roosevelt Streets
 Tel.: HE 7-5411 NBC
 Station Representative Katz
 President George W. Norton, Jr.
 General. Film Mgr. E. Berry Smith
 Program Director Eldon Anspach
 Commercial Manager Roger Micheln
 Prom., Pub. Dir. J. W. Vickery
 Chief Engineer Harry Hill

WLUK-TV—Green Bay—1954

Channel: 11 VHF .AP: 158 Kw. .VP: 316 Kw.
 Owned-Oper. By M & M Broadcasting Co., Inc.
 Address 306 Cherry St.
 Station Rep. Young TV Corp.
 President Morgan Murphy
 General Mgr. Raymond W. Grandle
 Program Director Robert Brice
 Publicity Director Jim Stasko
 Chief Engineer Marshall Williamson

WISCONSIN

WKBT—La Crosse—1954

Channel: 8 VHF..AP: 125 Kw..VP: 250 Kw.
Owned & Oper. By...WKBH Television Inc.
Address.....141 South 6th St.
Tel.: 2-4678.....ABC-CBS-NBC
Newspaper Affiliation.....Tribune
Station Representative.....Avery-Knodel
Pres., Gen. Mgr.....Howard Dahl
Comm. Mgr.....Robert Z. Morrison, Jr.
Program Director.....Ray Skaran
Promotional Director.....Leonard Anderson
Chief Engineer.....Al Leeman

WISC-TV—Madison—1956

Channel: 3 VHF..AP: 28.8 Kw..VP: 56.2 Kw.
Owned-Oper. By.....TV Wisconsin, Inc.
Bus. Address.....4801 W. Beltline Hwy.
Tel.: CE 3-9791.....CBS
News. Affiliation..Superior Evening Telegram
Representative...Peters, Griffin, Woodward
General Manager.....Ralph O'Connor
Commercial Manager.....Richard Nickeson
Program Director.....Daniel Imhoff
Chief Engineer.....Walter Hariu

WKOW-TV—Madison—1953

Channel: 27 UHF..AP: 87 Kw..VP: 200 Kw.
Owned-Oper..Midcontinent Bcstg. Co. of Wisc.
Business Address..215 West Washington Ave.
Tel.: AL 7-2261.....ABC
Station Representative.....Young TV Corp.
Exec. Vice Pres., Gen. Mgr.....Tony Moe
General Sales Mgr.....Ben F. Hovel
Prog., Operations Dir.....Blake Kellogg
Film Mgr.....Bill Harman
Promotion Director.....James Roy Miller
Publicity Director.....Nancy Lee White
Chief Engineer.....Cloren Smith
Owners of: WKOW, AM.

WMTV—Madison—1953

Channel: 33 UHF..AP: 156 Kw..VP: 209 Kw.
Owned-Oper. By.....Forward TV, Inc.
Business Address.....West Beltline Highway
Tel.: CE 3-5381.....NBC
President.....Herbert R. Ohrt
General Mgr.....Merritt Mulligan
Asst. Mgr.....Donald Harrer
Film Mgr.....George Plenderleith
Program Dir.....Jack Crowley
Promotion Mgr.....Wanda Montz
Chief Engineer.....Stan Sadler

WISN-TV—Milwaukee—1954

Channel: 12 VHF..AP: 158 Kw..VP: 316 Kw.
Owned By.....Hearst Corp.
Business Address.....759 N. 19th St.
Tel.: DI 2-3000.....CBS
Newspaper Affiliation.....Sentinel
Representative.....Petry
V.P., General Mgr.....Richard C. Goodnow
Sales Mgr.....Richard D. Foerster
Film Manager.....Jerry Loebe

Program Director.....Baylen Smith
Prom., Pub. Dir.....Arthur H. Barnes
Chief Engineer.....Lionel Wittenberg

WTMJ-TV—Milwaukee—1947

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
Owned-Oper. By.....The Journal Co.
Business-Trans. Address.....333 W. State St.
Tel.: BR 1-6000.....NBC
Newspaper Affiliation.....Journal
Sta. Rep.....Harrington, Righter & Parsons
General Manager.....George Comte
Station Manager.....Robert J. Heiss
Adm. Asst.....L. W. Herzog
Program Manager.....Sprague Vonier
Promotion Mgr.....Bruce Wallace
Film Manager.....James Fitzgerald
Sales Mgr.....W. L. Snyder
Mgr. AM & TV Engineer.....Phillip B. Laeser

WITI-TV—Milwaukee—1956

Channel: 6 VHF..AP: 64 Kw..VP: 100 Kw.
Owned-Oper. By.....Storer Bcstg. Co.
Address.....5445 N. 27th St.
Tel.: UP 3-1919.....ABC
Station Rep.....Storer T.V. Sales
President.....George B. Storer, Jr.
General Manager.....Roger W. LeGrand
General Sales Mgr.....William J. Flynn
Mgr. of Operations.....Dean McCarthy
Promotion Director.....Donn Shelton
Film Manager.....Alan L. Haashalter
Chief Engineer.....Robert Truscott
Owners of: WJBK AM-FM-TV, Detroit; WSPD-
AM-FM-TV, Toledo; WAGA-TV, Atlanta; WJW-
AM-FM-TV, Cleveland; WGBS-AM-FM, Miami,
Fla.; WIBG-AM-FM, Phila., Pa.; KGBS, Los
Angeles; WHN, New York City.

WXIX-TV—Milwaukee—1959

Channel: 18 UHF..AP: 141 Kw..VP: 263 Kw.
Owned-Oper. By.....WXIX-TV, Inc.
Address.....509 W. Wisconsin Ave.
Tel.: BR 2-1818.....Independent
Station Representative.....Gill-Perna
President, Gen. Mgr.....Gene Posner
Station Mgr.....Lawrence Turet
Promotion Mgr.....Connie Kaye
Film Manager.....Allan Winstrom
Chief Engineer.....Gino Monaco

WSAU-TV—Wausau—1954

Channel: 7 VHF..AP: 177 Kw..VP: 316 Kw.
Owned-Oper. By..Wisconsin Valley TV Corp.
Address.....Box 29
Tel.: VI 2-1021.....ABC-CBS-NBC
Newspaper Affil.....Record-Herald
Representative.....Meeker Co.
President.....George T. Frechette
Gen. Comm. Mgr.....Richard D. Dudley
General Sales Mgr.....James W. Frey
Prom., Pub. Dir.....Tom Bolger
Program Director.....Norbert Kellnhauser
Film Manager.....Dan Ziebell
Chief Engineer.....Roland W. Richard

Pop.: 340,000
Families: 102,000

WYOMING

TV Homes: 78,000
TV Stas. in State: 3

KTWO-TV—Casper—1957

Channel: 2 VHF...AP: 35 Kw...VP: 71 Kw.
Owned-Operated By...Rocky Mt. TeleStations
Business Address...3900 E. Second St.
Tel.: 237-3711...ABC-NBC-CBS
Station Representative...Meeker
President...Burt Harris
Gen., Sta. Mgr...Lawrence Berger
Program, Prom. Dir...Paul Wickre
Film Manager...Chuck Beach
Chief Engineer...Leo Chenier

KFBC-TV—Cheyenne—1954

Channel: 5 VHF...AP: 50.1 Kw...VP: 100 Kw.
Owned-Oper. By...Frontier Bcstg. Co.
Business Address...2923 East Lincolnway
Tel.: 634-4461...ABC-CBS-NBC

Newspaper Affiliation...Eagle, Tribune
Representative...Hollingbery
President...Robert S. McCracken
General Mgr., Ch. Eng...William C. Grove
Commercial Mgr...Doug Reeves
Prog., Pub. Mgr...William D McCracken
Operations Director...Marvin Conn
Film Mgr...Don Wich
Owners of: KFBC-AM, KSTF, Scottsbluff.

KWRB-TV—Riverton—1957

Channel: 10 VHF...AP: 24.2 Kw...VP: 57.5 Kw.
Owned...M. & J. Ernst
Address...500 B'way, Thermopolis, Wyo.
Tel.: UN 4-2351...ABC-CBS
Representative...Gill-Perna
Gen. Mgr., Ch. Eng...Joseph P. Ernst

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THE ASSOCIATED PRESS

TV Stations in Territories and Possessions

GUAM

KUAM-TV—Agana—1956

Channel: 8 VHF..AP: 250 Kw..VP: 500 Kw.
 Owned-Oper. By.....Radio Guam, Inc.
 Address.....P. O. Box 368
 Tel.: 7963.....ABC-CBS-NBC

Representative.....Intercontinental Services
 Pres., Gen. Mgr.....Harry M. Engel
 Station Manager.....Robert A. Jordan
 Sales Manager.....Mary C. Chappelle
 Chief Engineer.....David Stroberg
 Owners of: KUAM, AM.

PUERTO RICO

WKBM-TV—Caguas—1960

Channel: 11 VHF..AP: 1.34 Kw..VP: 2.67 Kw.
 Owned By.....American Colonial Brcstg.
 Address.....P. O. Box 4189, San Juan
 Tel.: 3-0580.....Independent
 Owner & Gen. Mgr.....R. P. Perry
 Comm. Manager.....Felix Munoz
 Program Dir.....Nilsa Gonzales
 Chief Engineer.....E. Rivera

WORA-TV—Mayaguez—1955

Channel: 5 VHF..AP: 17.8 Kw..VP: 29.5 Kw.
 Owned-Oper. By.....Supreme Bcstg. Co., Inc.
 Address.....Box 43
 Tel.: 1151.....ABC-NBC
 Station Rep.....Inter. American Public.
 Pres., Gen. Mgr.....Alfredo R. de Arellano, Jr.
 Comm., Station Mgr.....R. M. Dupont
 Film Mgr.....Rafael Lopez Sosa
 Chief Engineer.....Rafael Cruz Rivera
 Owners of: WKYN, Rio Piedras.

WAPA-TV—San Juan—1954

Channel: 4 VHF..AP: 33.9 Kw..VP: 56.2 Kw.
 Owned-Oper. By..Ponce de Leon Bcstg. Corp.
 Business Address.....357 Ponce de Leon
 Tel.: 3-3006.....ABC-NBC
 Representative.....Caribbean Networks Inc.
 President.....John G. Johnson
 Gen. Manager.....H. Modesti
 Sales Mgr.....Helena Martinez
 Program Director.....F. R. Baez
 Chief Engineer.....James Sims

WKAQ-TV—San Juan—1954

Channel: 2 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned By.....El Mundo Enterprises
 Bus. Address...Box 5096, Puerto de Tierra Sta.
 Tel.: 723-3800.....CBS
 Newspaper Affiliation.....El Mundo
 Rep.....Inter-American Publications Inc.
 President.....Mrs. A. Ramos
 General Manager.....H. McFadden
 Promotion Mgr.....E. Tamayo
 Commercial Manager.....Rafael Ruiz
 Programming Manager.....Jose L. Torregrosa
 Chief Engineer.....Robert Beurket
 Owners of: WKAQ-AM-FM.

WRIK-TV—Ponce—1958

Channel: 7 VHF..AP: 30 Kw..VP: 60 Kw.
 Owned-Operated By...Ponce Television Corp.
 Address.....Darlington Bldg.
 Tel.: 2-0280.....Independent
 Sta. Rep.....Inter-American Publ.
 President.....George A. Mayoral
 Gen., Sls. Mgr.....William Cortada
 Program, Film Mgr.....Luis Martinez
 Chief Engineer.....J. A. Prather

WSUR-TV—Ponce—1958

Channel: 9 VHF..AP: 1.3 Kw..VP: 2.7 Kw.
 Owned.....American Colonial Bcstg. Corp.
 Bus. Ad....1000 Ponce de Leon Ave., Santurce
 Tel.: 2-1278.....Independent
 President, Gen. Mgr.....Ralph P. Perry
 Chief Engineer.....E. Nunez

VIRGIN ISLANDS

WBNB-TV—Charlotte Amalie 1961

Channel: 10 VHF..AP: 1.26 Kw..VP: 2.5 Kw.
 Owned By.....Island Teleradio Service Inc.

Address.....Box 1947, St. Thomas
 Tel.: 1050.....ABC-CBS-NBC
 Station Rep.....Caribbean Networks Inc.
 President.....Robert Moss

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Television Stations of Canada

ALBERTA

CFCN-TV—Calgary—1960

Channel: 4 VHF . . . AP: 27.5 Kw. . . . VP: 55 Kw.
 Owned By CFCN Television Ltd.
 Address Broadcast House
 Tel.: CH 9-9101 CTV
 Station Reps. Television Reps. Ltd., Young
 President James A. Love

CHCT-TV—Calgary—1954

Channel: 2 VHF . . . AP: 50 Kw. . . . VP: 100 Kw.
 Owned By Calgary Television, Ltd.
 Address 955 Rideau Road
 Tel.: CH 3-3491 CBC
 Sales Rep. All-Canada TV, Weed
 President F. R. Shaw
 General Mgr. A. M. Cairns
 Commercial Mgr. J. Norman Inkster
 Operations Mgr. Ron Chase
 Prom., Publicity Mgr. Ian Grant

Film Manager Gordon Warner
 Chief Engineer Lee Crawley

CBXT—Edmonton—1961

Channel: 5 VHF . . . AP: 159 Kw. . . . VP: 318 Kw.
 Owned By CBC
 Address Box 290
 Tel.: 460-2321 CBC
 Station Manager Ralph Horley
 Commercial Rep. Chris Barr
 Program Director Barry McCorquodale
 Technical Director Peter Burgess
 Technical Supervisor R. Collier

CFRN-TV—Edmonton—1954

Channel: 3 VHF . . . AP: 90.4 Kw. . . . VP: 180.3 Kw.
 Owned-Oper. By . . . Sunwapta Bcstg. Co., Ltd.
 Business Address 102 C.P.R. Bldg.
 Tel.: HU 9-2572 CTV
 Sta. Reps. . . TV Reps.; Young Canadian; Oakes

TELEVISION STATIONS OF CANADA

Pres., Gen. Mgr...... G. R. A. Rice
Station Mgr...... S. S. Lancaster
Commercial Manager..... B. D. Alloway
Program Director..... George Kidd
Film Manager..... Keith Neale
Prom., Pub. Dir...... Ross Langmaid
Advertising Manager..... D. H. Field
Chief Engineer..... Ted Wadson
 Owners of: CFRN-AM-TV.

CJLH-TV—Lethbridge—1955

Channel: 7 VHF... AP: 85.5 Kw... VP: 171 Kw.
Owned-Oper. By..... Lethbridge TV, Ltd.
Address..... P. O. Box 1120
Tel.: FA 7-1521..... CBC
Representatives..... All-Canada TV; Weed
President, Mgr. Dir...... N. Botterill
Commercial Mgr...... L. Crittenden
Promotion Director..... Gladys Palmer
Technical Dir...... V. Reed

CHAT-TV—Medicine Hat—1957

Channel: 6 VHF... AP: 3 Kw... VP: 6 Kw.
Owned..... Monarch Bcstg. Co. Ltd.
Address..... Box 760
Tel.: LI 8-3533..... CBC
Sta. Rep...... Weed; All-Canada
General Manager..... R. J. Buss
Program Director..... Dale Nelson
Film Manager..... Cliff Dacre
Advertising Manager..... Jon Thibert
Chief Engineer..... Sid Gaffney

CHCA-TV—Red Deer—1957

Channel: 6 VHF... AP: 13 Kw... VP: 26 Kw.
Owned..... CHCA TV Limited
Business Address..... Box 668
Tel.: 346-5525..... CBC
Sta. Reps...... Stovin-Byles; ForJoe; Scharf
President, Gen. Mgr...... G. A. Bartley
Asst. Mgr...... Mrs. A. Sole
Commercial Mgr...... Doug Clarke
Program, Prom. Dir...... Hugh Edmunds
Advertising Manager..... Gordon Johns
Chief Engineer..... Mel Lang

BRITISH COLUMBIA

CJDC-TV—Dawson Creek—1959

Channel: 5 VHF... AP: 106 Kw... VP: 212 Kw.
Owned-Oper. By..... Radio Sta. CJDC Ltd.
Bus. Address..... Second Ave. & 9th St.
Tel.: STerling 2-3341..... CBC
Station Representative..... Cooke
Pres., Gen. Mgr...... H. L. Michaud
Chief Engineer..... R. Messner

CFCR-TV—Kamloops—1957

Channel: 4 VHF... AP: 1 Kw... VP: 5 Kw.
Owned..... Twin Cities TV Ltd.
Business Address..... 387 4th Ave.
Tel.: 372-8827..... CBC
Station Reps...... All-Canada; Weed
Pres., Gen. Mgr...... Ian G. Clark
Operations, Prog. Dir...... Jean C. Ross
Commercial Manager..... Neil Manderson
Promotion Manager..... Shirley Page
Publicity Director..... Blain Fairman
Film Manager..... Bill Reith
Advertising Manager..... Walter Harwood
Chief Engineer..... Kurt Reichennek

CHBC-TV—Kelowna—1957

Channel: 2 VHF... AP: 1.65 Kw... VP: 3.7 Kw.
Owned..... Okanagan Valley TV Co.
Business Address..... 342 Leon Ave.
Tel.: PO 2-4535..... CBC
Representative..... All-Canada TV, Weed
President, Gen. Mgr...... Roy G. Chapman
Adv., Comm. Mgr...... Dick Sharp
Program, Film Mgr...... Russ Richardson
Prom., Pub. Dir...... Norm Williams
Chief Engineer..... Tom Wyatt

CKPG-TV—Princeton—1961

Channel: 3 VHF... AP: 114 W... VP: 210 W.
Owned By..... CKPG Television Ltd.
Address..... Princeton, B. C.
Tel.: Princeton..... Independent
Station Reps...... All-Canada; Weed
President..... Robert T. Harkins
Sales Manager..... J. W. Barlee

CBUT—Vancouver—1953

Channel: 2 VHF... AP: 25.4 Kw... VP: 47.6 Kw.
Owned By..... Canadian Bcstg. Corp.
Address..... 701 Hornby St.
Tel.: MUTual 4-0246..... CBC
Program Dir...... W. Inglis
Film Dir...... Stanley Fox
Technical Supervisor..... R. C. McDonald
Nat'l Sales Mgr...... W. F. Cooke

CHAN-TV—Vancouver—1960

Channel: 8 VHF... AP: 94 Kw... VP: 180 Kw.
Owned By..... Vantel Bcstg. Co., Ltd.
Address..... Box 4700
Tel.: CY 9-7272..... CTV
Station Reps...... All-Canada; Weed
President..... Arthur Jones
Manager..... J. R. Peters
Chief Engineer..... E. Rose

CHEK-TV—Victoria—1956

Channel: 6 VHF... AP: 50 Kw... VP: 100 Kw.
Owned-Operated By..... CHEK-TV, Ltd.
Address..... 3693 Epsom Drive

TELEVISION STATIONS OF CANADA

Tel: Granite 7-1821.....CBC
 President, Gen. Mgr. David M. Armstrong
 Station Mgr. Richard L. McDaniel
 Commercial, Film Mgr. Douglas Taylor
 Prom., Publicity Dir. Bob Willet
 Chief Engineer Norman Bergquist

LABRADOR

A Dependency of Newfoundland

CFLA-TV—Goose Bay—1956

Channel: 8 VHF..AP: 174 Kw..VP: 438 Kw.
 Owned-Operated By.....U. S. Armed Forces
 Address.....U.S.A.F. Side, Goose Airport
 Tel.: TWilight 6-3203.....CBC
 C.B.C. Management Rep.....J. C. Puddester
 Technical Rep.....J. Tanton
 Chief Engineer.....M/Sgt. Nels Hallin

MANITOBA

CKX-TV—Brandon—1955

Channel: 5 VHF..AP: 9.65 Kw..VP: 19.3 Kw.
 Owned By.....Western Manitoba Bcstrs. Ltd.
 Address.....2940 Victoria Ave.
 Tel.: Parkway 6-5393.....CBC
 Station Representative.....All-Canada; Weed
 Pres., Gen. Mgr.....John B. Craig
 Exec. Ass't, Sta. Mgr.....Eric Davies
 Comm. Manager.....Archie Olson
 Program Director.....Stuart Craig
 Promotion Director.....Marvin Freeman
 Chief Engineer.....A. M. Gomez

CBWFT—Winnipeg—1960

Channel: 6 VHF..AP: 1.72 Kw..VP: 2.87 Kw.
 Address.....541 Portage Ave.
 Tel.: SPruce 4-2541.....CBC
 Director, Prairie Provinces.....J. Finlay
 Program Director.....Leo Bemillard
 Public Relations Officer.....J. Lusher
 Regional Engineer.....R. D. Calhoon

CBWT—Winnipeg—1954

Channel: 3 VHF..AP: 34.7 Kw..VP: 57.8 Kw.
 Owned By.....Canadian Bcstg. Corp.
 Address.....Box 160
 President.....J. A. Ouimet (Ottawa)
 Tel.: SP 4-2571.....CBC
 Dir. of Prairie Region.....J. Finlay
 Program Director.....D. D. MacPharson
 Sup. Info. Services.....C. E. L'Ami
 Public Rel. Officer.....J. D. Lusher
 Film Director.....Grace Brown
 Regional Engineer.....R. D. Cahoon

CJAY-TV—Winnipeg—1960

Channel: 7 VHF..AP: 180 Kw..VP: 325 Kw.
 Owned By.....Channel Seven TV Ltd.
 Address.....Polo Park, Zone 10
 Tel.: SP 5-0371.....CTV
 Station Rep.....Stovin-Byles
 President.....R. S. Misener
 General Manager.....Jack M. Davidson
 Commercial Manager.....G. O. Johnson
 Program Director.....Stewart MacPherson
 Chief Engineer.....A. G. Cobb

NEW BRUNSWICK

CBAFT-TV—Moncton—1961

Channel: 11 VHF..AP: 810.06 Kk..VP: 5.03 Kw.
 Owned-Oper. By.....CBC
 Address.....232 St. George St.
 Tel.: EV 4-3366.....CBC
 Station Mgr.....Paul E. Carrier
 Commercial Rep.....Bernard Richard
 Technical Director.....Ives J. Bruchesi

CKCW-TV—Moncton—1954

Channel: 2 VHF..AP: 15 Kw..VP: 25 Kw.
 Owned-Oper. By.....Moncton Bcstg., Ltd.
 Address.....Halifax St.
 Tel.: 38-9-9601.....CBC
 Sta. Rep.....Stovin-Byles; Young Canadian
 Pres., Mgr. Dir.....F. A. Lynds
 General, Sta. Mgr.....Murray Goldsborough
 Prog. Dir.....J. S. Irvine
 Promotion Director.....Murray Turner
 Film Manager.....Gwen MacDonald
 Chief Engineer.....Keith McConnell
 Owners of: CKCW; CKCD-TV, Harrison Br., Que.;
 CKAM-TV, Campbellton, N. B.

CHSJ-TV—Saint John—1954

Channel: 4 VHF..AP: 50 Kw..VP: 100 Kw.
 Owned By.....New Brunswick Bcstg. Co., Ltd.
 Address.....14 Church St.
 Tel.: 3-3304.....CBC
 Gen. Mgr.....George A. Cromwell
 Chief Engineer.....Jack Bishop

NEWFOUNDLAND

CBYT—Corner Brook—1959

Channel: 5 VHF..AP: .0985 Kw..VP: .197 Kw.
 Owned-Oper. By.....CBC
 Address.....Box 810
 Tel.: NE 4-3431.....CBC
 Station Manager.....C. V. Hierlihy
 Sales Manager.....C. Brown
 Engineer.....J. Parrott

TELEVISION STATIONS OF CANADA

CFSN-TV—Stephenville—1957

Channel: 8 VHF.. AP: .174 Kw.. VP: .490 Kw.
Owned-Oper..... U. S. Armed Forces
Address E. Harmon Air Force Base
Tel.: Base Exchange..... CBC
Dir. Newfoundland Regions..... W. F. Galgay
CBC Representative..... A. W. Barrett

CJON-TV—St. John's—1955

Channel: 6 VHF.. AP: 11 Kw.. VP: 21 Kw.
Owned-Oper... Newfoundland Bcstg. Co., Ltd.
Business Address..... Prince of Wales Street
Tel.: 7105 CBC
Newspaper Affiliation... Nfld. Sunday Herald
Station Rep..... Stovin-Byles; Weed
President Geoff Stirling
V.P., General Mgr..... Don Jamieson
Sta. Mgr., Prog. Dir..... Colin Jamieson
Commercial Mgr..... Jack Baird
Promotion Dir..... Miss Betty Piercey
Film Mgr..... Nels Squires
Adv. Mgr..... Charlie Pope
Chief Engineer..... Oscar Herlihey

NOVA SCOTIA

CBHT—Halifax—1954

Channel: 3 VHF.. AP: 33.8 Kw.. VP: 56 Kw.
Owned By..... Canadian Bcstg. Corp.
Address Box 175
Tel.: 422-8311..... CBC
Program Director..... Carl MacCaul
Film Dir..... G. W. Hames
Technical Director..... M. Corkum

CJCH-TV—Halifax—1960

Channel: 5 VHF.. AP: 23.8 Kw.. VP: 47.6 Kw.
Owned By..... CJCH, Ltd.
Address 2885 Robie St.
Tel.: Halifax..... CTV
Sta. Reps. ... Young Canadian; Mulvihill, Scharf
President..... Finlay MacDonald
General, Station Mgr..... Bruce McLeod
Commercial Manager..... Ian R. Laidlaw
Program Director..... Larry Knoke
Prom., Pub. Dir..... Mrs. Abbie Lane
Film Manager..... David Ferras
Operations Manager..... Dennis Benwell
Chief Engineer..... John Jay

CJCB-TV—Sydney—1954

Channel: 4 VHF.. AP: 108 Kw.. VP: 180 Kw.
Owned By..... Cape Breton Bcstrs., Ltd.
Business Address..... Mira Rd.
Tel.: 2-5511..... CBC
Station Representative... All Canada; Weed

Pres., Gen. Mgr..... J. Marven Nathanson
Promotion Director..... J. C. McVicar
Publicity Director..... C. M. Quinton
Program Mgr..... Mrs. M. C. MacQuarrie
Comm. Mgr..... Effie Williams
Advertising Mgr..... J. A. MacDonald
Film Mgr..... R. H. Demers
Chief Engineer..... M. E. Bowles

ONTARIO

CKVR-TV—Barrie—1955

Channel: 3 VHF.. AP: 50 Kw.. VP: 100 Kw.
Owned-Oper. By... Ralph Snelgrove TV Ltd.
Address..... P. O. Box 519
Tel.: Parkway 6-6466..... CBC
Station Rep..... Mulvihill; Young Canadian
Pres., Gen. Manager... Ralph T. Snelgrove
Operations Manager..... Jack Mattenley
Comm. Mgr..... Charles Tierney
Production Director..... Joe Clark
Program, Prom. Mgr..... Ev Smith
Chief Engineer..... Harold Atkinson

CJSS-TV—Cornwall—1959

Channel: 8 VHF.. AP: 130 Kw.. VP: 260 Kw.
Owned By..... Cornwall Bcstg. Ltd.
Address..... 237 Water St.
Tel.: Wellington 2-5180..... Independent
Station Reps..... Stovin-Byles; Weed
President..... E. L. Bushnell
General, Station Mgr..... D. W. G. Martz
Program, Film Mgr..... W. Ellison
Chief Engineer..... W. Still
Owners of: CJSS-AM-FM.

CHCH-TV—Hamilton—1954

Channel: 11 VHF.. AP: 202 Kw.. VP: 325 Kw.
Owned By..... Niagara Television Ltd.
Address..... 163 Jackson St. W.
Tel.: JA 2-1101..... Independent
Sta. Rep. All Canada; Young-Canadian
President, Gen. Mgr..... Kenneth D. Soble
Asst. Mgr..... S. I. Bibby
Commercial Mgr..... Harold G. Burley
Prog. Manager..... J. S. Purvis
Production Mgr..... Jack O. Burghardt

CBWAT—Kenora—1959

Channel: 8 VHF.. AP: .247 Kw.. VP: .493 Kw.
Owned By..... CBC
Address..... Box 160
Tel.: Kenora..... CBC
Dir. of Prairie Region..... J. Finlay
Prairie Regional Prog. Dir..... D. Cameron
Director of TV..... W. G. Carpentier
Sup. Info. Services..... C. E. L'Ami
Public Relations Officer..... J. D. Lusher
Regional Engineer..... R. D. Cahoon

TELEVISION STATIONS OF CANADA

CKWS-TV—Kingston—1954

Channel: 11 VHF . AP: 154 Kw. . VP: 250 Kw.
 Owned By Frontenac Bcstg. Co. Ltd.
 Address 170 Queen St.
 Tel.: LI 2-4977 CBC
 Sta. Representative Weed; All Canada TV
 President W. R. Davies
 Gen. Mgr. Don Lawrie
 Station Mgr. R. W. Hofstetter
 Commercial Mgr. Tom Tomkow
 Program Dir. Gord Shale
 Promotion Dir. Mrs. Joy Villeneuve
 Chief Engineer Gord Backus

CKCO-TV—Kitchener—1954

Channel: 13 VHF . AP: 160 Kw. . VP: 325 Kw.
 Owned By Central Ontario TV, Ltd.
 Address 864 King St. W.
 Tel.: SH 3-4335 CBC
 Station Rep. Hardy; Hunt; Scharf
 President Carl Pollock
 General Manager W. D. McGregor
 Program Dir. Bruce Lawson
 Film Supervisor Lorne Cole
 Promotion Director William Whiting
 Chief Engineer Paul Turchan

CFPL-TV—London—1953

Channel: 10 VHF . AP: 195 Kw. . VP: 325 Kw.
 Owned By London Free Press Printing Co.
 Address Commissioners Rd.
 Tel.: GE 4-2115 CBC
 Newspaper Affil. London Free Press
 Station Reps. All-Canada; Weed
 President W. J. Blackburn
 General Mgr. M. T. Brown
 Commercial Mgr. W. Cliff Wingrove
 Station, Program Dir. R. A. Reinhart
 Film Manager Kevin L. Knight
 Prom., Pub. Dir. W. T. Daley
 Chief Engineer G. Robitaille
 Owners of: CFPL, AM-FM.

CFCH-TV—North Bay—1955

Channel: 10 VHF . AP: 25.75 Kw. . VP: 51.5 Kw.
 Owned By Tel Ad Co., Ltd.
 Address P. O. Box 1000
 Tel.: GR 2-9000 CBC
 Newspaper Affil. Thompson Dailies
 Sta. Rep. Young Canadian; Stovin-Byles
 President Mrs. P. A. Campbell
 Station Mgr. Harvey Freeman
 Commercial Mgr. Jim Gibson
 Program Dir. Dave Mee
 Prom., Pub. Dir. Edward F. Vitunski
 Film Manager Betty Knevel
 Chief Engineer Gord Ballantyne

CBOFT—Ottawa—1955

Channel: 9 VHF . AP: .17 Kw. . VP: .31 Kw.
 Owned-Oper. By Canadian Bcstg. Corp.
 Address Box 1045
 Tel.: CE 6-7331 CBC
 Manager of TV Opera Georges Huard
 Technical Dir. J. H. Book
 Program Director Pierre Normandin

CBOT—Ottawa—1953

Channel: 4 VHF . AP: 26.7 Kw. . VP: 50.1 Kw.
 Owned By Canadian Bcstg. Corp.
 Address Box 3220
 Tel.: PA 8-1771 CBC
 Operations Mgr. Georges Huard
 Program Director Pierre Notmandin
 Film Director Douglas Murphy
 Technical Director J. H. Book

CJOH-TV—Ottawa—1961

Channel: 13 VHF . AP: 160 Kw. . VP: 325 Kw.
 Owned By Bushnell TV Co., Ltd.
 Address 1500 Merivale Road
 Tel.: PA 9-5161 CTV
 Station Rep. Stovin-Byles; Young Canadian
 President E. L. Bushnell
 General, Station Mgr. S. W. Griffiths
 Commercial Manager W. O. Morrison
 Program Director Peter Francis
 Promotion Director Bruce Sutton
 Pub., Advertising Mgr. W. E. Jolliffe
 Film Manager Eric Tomlinson
 Chief Engineer A. G. Day

CHOV-TV—Pembroke—1961

Channel: 5 VHF . AP: 9.5 Kw. . VP: 19.1 Kw.
 Owned By E. G. Archibald
 Address 319 Pembroke St. E.
 Tel.: REgent 2-3657 Independent
 President E. G. Archibald

CHEX-TV—Peterborough—1955

Channel: 12 VHF . AP: 60 Kw. . VP: 102 Kw.
 Owned-Oper. By Kawartha Bcstg. Co., Ltd.
 Business Address R.R. No. 10
 Tel.: RI 2-0451 CBC
 Newspaper Affil. Examiner
 Reps. All-Canada TV; Weed
 President Sen. Rupert Davies
 General Mgr. Donald Lawrie
 Station Mgr. Keith Parker
 Commercial Mgr. Robert Kinsman
 Prom. Mgr. Donald Alexander
 Publicity Dir. Eleanor McBrien
 Advertising Mgr. Marnie McTeague
 Film Mgr. Paul Devlin
 Chief Engineer Bert Crump

CFCJ-TV—Port Arthur—1954

Channel: 2 VHF . AP: 54.5 Kw. . VP: 100 Kw.
 Owned By Thunder Bay Electronics Ltd.
 Business Address 87 N. Hill St.
 Tel.: 4-9685 CBC
 Station Rep. TV Reps.; Stovin-Byles; Weed
 President Mrs. C. H. Dougall
 Station Mgr. G. N. Conger
 Commercial Mgr. Jack Masters
 Promotion Director Don Seath
 Chief Engineer G. Buetow

CJIC-TV—Sault Ste. Marie—1954

Channel: 2 VHF AP: 15 Kw. VP: 28 Kw.
 Owned-Oper. By Hyland Radio-TV, Ltd.
 Business Address 119 East Street

TELEVISION STATIONS OF CANADA

Tel.: AL 3-3516.....CBC
 Representatives All-Canada TV; Weed
 President Mrs. J. G. Hyland
 Gen., Sta. Mgr. R. H. Ramsay
 Comm., Film Mgr. E. W. Plouffe
 Prog., Prom. Director..... Frank Gardi
 Chief Engineer..... Dave Irwin

CKSO-TV—Sudbury—1953

Channel: 5 VHF...AP: 15 Kw...VP: 30 Kw.
 Owned By.....CKSO Radio, Ltd.
 Business Address.....336 Ash St.
 Tel.: OS 4-0711.....CBC
 Representatives.....Weed; All Canada TV
 Chairman of Board.....George M. Miller
 President.....W. J. Woodill
 General, Sta. Mgr.....Ralph Connor
 Commercial Mgr.....Ian Laidlaw
 Program, Prom. Mgr.....Wayne Cullum
 Chief Engineer.....Wally Robert

CFCL-TV—Timmins—1956

Channel: 6 VHF...AP: 50 Kw...VP: 100 Kw.
 Owned By.....Radiocon Associates
 Business Address..Box 620, Mont Sacre Coeur
 Tel.: AM 4-4211.....CBC
 Station Representative Mulvihill
 President.....J. Conrad Lavigne
 General Mgr.....Rene Barrette
 Commercial Manager....Harry Charbonneau
 Program Director.....Jean DeVilliers
 Promotion Director.....Isabella Appleby
 Film Manager.....Mrs. Hazel Claremont
 Chief Engineer.....Rudy Fauteux
 Owners of: CFCL AM.

CBLT—Toronto—1952

Channel: 6 VHF...AP: 53.5 Kw...VP: 99.5 Kw.
 Owned By.....Canadian Bcstg. Corp.
 Address.....354 Jarvis St.
 Tel.: WA 5-3311.....CBC
 Station Manager.....John Lant
 Film Manager.....J. Patterson
 Technical Director.....L. Horton

CFTO-TV—Toronto—1961

Channel: 9 VHF...AP: 162 Kw...VP: 325 Kw.
 Owned By.....Baton Bcstg., Ltd.
 Address.....Box 9, Agincourt
 Tel.: EM 2-2811.....CTV
 Newspaper Affiliation.....The Telegram
 Station Representative.....Stovin-Byles, Ltd.
 President.....John Bassett
 General Manager.....W. O. Crampton
 Commercial Manager.....E. J. Delaney
 Program Director.....Murray Chercover
 Promotion Director.....Kevin Holen
 Research Director.....Bill Byram
 Chief Engineer.....Hugh Potter

CKLW-TV—Windsor

(See Detroit, Michigan Listing.)

CKNX-TV—Wingham—1955

Channel: 8 VHF...AP: 100 Kw...VP: 180 Kw.
 Owned-Oper. By.....CKNX Ltd.
 Address.....Carling Terrace
 Tel.: 158.....CBC
 Station Rep.....All-Canada; Young Canadian
 President.....W. T. Cruickshank
 General, Station Mgr.....G. W. Cruickshank
 Comm. Mgr.....C. R. Hamilton
 Operations Director.....B. St. George
 Promotion Director.....R. Bitton
 Film Manager.....H. Swatridge
 Chief Engineer.....Scott Reid

PRINCE EDWARD ISLAND

CFCY-TV—Charlottetown—1956

Channel: 13 VHF...AP: 38.5 Kw...VP: 79 Kw.
 Owned-Oper. By...Island Radio Bcstg. Co., Ltd.
 Business Address.....85 Kent St.
 President.....Mrs. K. Rogers
 Tel.: 7347.....CBC
 Representatives.....All-Canada TV; Weed
 General, Comm., Film Mgr.....R. F. Large
 Promotion Mgr.....M. E. Large
 Chief Engineer.....J. G. Jay

QUEBEC

CHAU-TV—Carleton—1959

Channel: 5 VHF...AP: 52 Kw...VP: 100 Kw.
 Owned By...T. V. De La Baie Des Chaleurs Inc.
 Address.....New Carlisle
 Tel.: 248 & 249.....CBC
 Station Rep.....Hardy; Scharf; Weed
 President.....J. Leo Hachey
 General Mgr.....Dr. C. H. Houde
 Comm., Promotion Mgr.....Pierre Stein
 Program Director.....Yves Tardif
 Chief Engineer.....Marcel Chabot

CKRS-TV—Jonquiere—1955

Channel: 12 VHF...AP: 21 Kw...VP: 42 Kw.
 Owned-Oper. By...Radio Saguenay Limited
 Address.....175 Sir Wilfrid Laurier St.
 Tel.: LI 2-4551.....CBC
 Station Reps.....Hardy; Young Canadian
 President.....Henri Lepage
 Gen. Mgr., Prom. Dir.....Tom Burham
 Sta., Comm. Mgr.....Paul J. Audette
 Film Manager.....Eugene Michaud

TELEVISION STATIONS OF CANADA

Program Dir. Claude Colbert
 Publicity Director. Maurice Petit
 Chief Engineer. Gerard Lemieux
 Owners of: CKRS, AM.

CKBL-TV—Matane—1958

Channel: 9 VHF. AP: 170 Kw. VP: 280 Kw.
 Owned By Radiodiffusion de Matane Ltd.
 Business Address. 4 Rue St. Sacrament
 Tel.: 1100-1-2 CBC
 Sta. Rep. Young Canadian Ltd.
 Pres., Gen. Mgr. Rene Lapointe
 Comm. Mgr. Octave Lapointe
 Station Mgr. Yvan Fortier
 Program Dir. Roger Bergeron
 Film Mgr. Jules Chouinard
 Promotion Dir. G. Lavoie
 Chief Engineer. J. O. Thibeau
 Owners of: CKBL, AM.

CBFT—Montreal—1952

Channel: 2 VHF. AP: 50 Kw. VP: 100 Kw.
 Owned By Canadian Bcstg. Corp.
 Business Address. P.O. Box 6000
 Tel.: UN 6-2571 CBC
 Program Director. Fernand Guérard
 Film Mgr. Gilles Fleury
 Technical Dir. G. Fontaine
 Owners of: CBFT, Moncton; CBOFT, Ottawa;
 CBWFT, Winnipeg.

CBMT—Montreal—1954

Channel: 6 VHF. AP: 60 Kw. VP: 100 Kw.
 Owned By Canadian Bcstg. Corp.
 Address Box 6000
 Tel.: UN 6-2571 CBC
 Station Rep. CBC Comm. Services
 Program Dir. Kenneth Davey
 Publicity Dir. W. M. Davies
 Technical Director. Guy Fontaine

CFCF-TV—Montreal—1961

Channel: 12 VHF. AP: 160 Kw. VP: 325 Kw.
 Owned By Canadian Marconi Co.
 Address 405 Ogilvy Ave.
 Tel.: CR 3-6311 CTV
 Station Reps. All-Canada; Weed
 President S. M. Finlayson
 General Manager. R. E. Misener
 Commercial Manager. Robert Johnston
 Program Manager. S. B. Hayward
 Prom., Pub. Supv. Mrs. Babs Pitt
 Film Manager. John Krug
 Operations Manager. Kevin Knight
 Chief Engineer. J. Creighton Doublas
 Owners of: CFCF-AM-FM.

CFTM-TV—Montreal—1961

Channel: 10 VHF. AP: 162.5 Kw. VP: 325 Kw.
 Owned By Tele-Metropole Corp.
 Address 1405-1425 Rue de Maisonneuve St.
 Tel.: LA 5-9251 Independent
 Station Reps. Forjoe; Stovin-Byles
 President, Gen. Mgr. J. A. DeSeve
 Executive V.P. Andre Ouimet

V.P., Comm. Mgr. Paul L'Anglais
 Station Manager. Roland Giguere
 Program Director. Robert L'Herbier
 Prom., Pub. Dir. Jean Marion
 Film Director. Maurice Bastien
 Production Director. J. Paul Ladouceur
 Chief Engineer. Maurice Doucet

CFCM-TV—Quebec City—1954

Channel: 4 VHF. AP: 50.5 Kw. VP: 100 Kw.
 Owned By Television De Quebec
 Address 200 St-Jean Bosco, Ste. Foy, Que.
 Tel.: 683-4985 CBC
 Sales Rep. Weed; Hardy; Scharf
 President Gaston Pratte
 Executive Director. A. C. Picard
 General Manager. J. A. Pouliot
 Asst. Gen., Comm. Mgr. Arthur P. Fitzgibbons
 Program Manager. Jacques Filteau
 Prom., Pub. Dir. J. P. Riopel
 Film Manager. George Lovett
 Chief Engineer. Gerard Fortin
 Owners of: CFCM, AM; CKMI-TV, Quebec.

CKMI-TV—Quebec City—1957

Channel: 5 VHF. AP: 6.77 Kw. VP: 13.85 Kw.
 Owned TV de Quebec (Canada) Ltd.
 Add. 200 St-Jean Bosco, Ste. Foy, Que.
 Tel.: 683-4985 CBC
 Station Rep. Weed; Hardy; Scharf
 President Gaston Pratte
 Executive Director. A. C. Picard
 General Manager. Jean A. Pouliot
 Asst. Gen., Comm. Mgr. Arthur P. Fitzgibbons
 Program Director. George Lovett
 Prom., Pub. Dir. J. R. Riopel
 Chief Engineer. Gerard Fortin
 Owners of: CFCM-TV, Quebec.

CJBR-TV—Rimouski—1954

Channel: 3 VHF. AP: 56.9 Kw. VP: 100 Kw.
 Owned By Lower St. Lawrence Radio Inc.
 Address 6 St. Jean St.
 Tel.: RA 3-2217 CBC
 Sta. Rep. Stovin-Byles; Weed
 President Jacques Brillant
 Gen. Sta. Manager. Andre Lecomte
 P.R. Officer Harry A. Willsie
 Commercial Manager. Roma Pelletier
 Program Mgr. Francois Raymond
 Promotion Director. Claude Turcotte
 Film Mgr. Denis Malenfant
 Chief Engineer. Marcel Vallee

CKRN-TV—Rouyn—1958

Channel: 4 VHF. AP: 57.5 Kw. VP: 115 Kw.
 Owned Northern Radio-Radio Nord, Inc.
 Business Address. Box 70, Rouyn
 Tel.: RO 2-7741 CBC
 Station Reps. Weed; Scharf; Hardy
 Pres., Gen. Mgr. David A. Gourd
 Station, Operations Mgr. Franco Capellari
 Program Director. Ernest Chartrand
 Chief Engineer. Julien Trepanier
 Owners of: CKRN-AM; CKVD, Val d'Or, P. Q.;
 CHAD, Amos, P. Q.; CKLS, La Sarre, P. Q.

TELEVISION STATIONS OF CANADA

CHLT-TV—Sherbrooke—1956

Channel: 7 VHF...AP: 186 Kw...VP: 316 Kw.
Owned-Oper. By.....La Tribune, Ltd.
Business Address.....221 Dufferin St.
Tel.: 9-2525.....CBC
Newspaper Affil.....La Tribune
President.....Paul Desvuisseaux
General Manager.....J. Paul Hogue
Managing Director.....Jean-Louis Gauthier
Program Director.....Paul Bruneau
Film Manager.....Guy Bachard
Chief Engineer.....Leo Guilbeau
Owners of: CHLT-AM-FM.

CKTM-TV—Three Rivers—1958

Channel: 13 VHF...AP: 42.25 Kw...VP: 84.5 Kw.
Owned By.....TV St. Maurice, Inc.
Address.....P.O. Box 277
Tel.: FR 5-7311.....CBC
Station Reps.....Stovin-Byles; Weed
President, Gen. Mgr.....Henri Audet
Asst. Mgr., Ch. Eng.....Robert Bunneau
Comm., Program Mgr.....Jacques Brunelle
Program. Dir.....Claude Blain
Film Mgr.....Albert Aubichon

SASKATCHEWAN

CHAB-TV—Moose Jaw—1959

Channel: 4 VHF...AP: 100 Kw...VP: 53 Kw.
Owned By.....Radio Station CHAB, Ltd.
Address.....127 Main St., N.
Tel.: OX 2-6464.....CBC
Sta. Rep.....TV Rep.; Young Canadian
President, Gen Mgr.....Jack Moffat
Commercial Mgr.....Joe Lawlor
Program Director.....Terry McBurney
Chief Engineer.....Merv Pickford
Owners of: CHAB, AM.

CKBI-TV—Prince Albert—1958

Channel: 5 VHF...AP: 50 Kw...VP: 100 Kw.
Owned By.....Central Bcstg. Co., Ltd.
Address.....10th St. West
Tel.: RO 3-7421.....CBC
Representatives.....All Canada; Weed
Pres., Gen. Mgr.....E. A. Rawlinson
Commercial Mgr.....Ian Robertson
Prog. Dir., Film Mgr.....J. J. Cennon
Chief Engineer.....Tom Van Nes

CKCK-TV—Regina—1954

Channel: 2. VHF...AP: 53.5 Kw. VP: 100 Kw.
Owned By.....Transcanada
Address.....Box 2000
Tel.: LA 3-6671.....CBC
Newspaper Affil.....Leader Post
Sales Rep.....Weed, All-Canada TV
President.....Michael Sifton
General Mgr.....H. A. Crittenden
Asst. Mgr., Film Dir.....Lloyd Westmoreland
Commercial Mgr.....Don Tunnicliffe
Program Dir.....H. Van Wiebe
Technical Dir.....Lorne McBride
Chief Engineer.....E. A. Strong

CFQC-TV—Saskatoon—1954

Channel: 8 VHF...AP: 154 Kw...VP: 325 Kw.
Owned By.....A. A. Murphy & Sons Ltd.
Address.....216 1st Ave. N.
Tel.: CH 2-6611.....CBC
Station Reps.....Young Canadian; Oakes
President.....W. A. Murphy
V.P., General Mgr.....G. Blair Nelson
Sales Manager.....Will Klein
Station Mgr.....Walter Romakow
Program Dir.....Greg Barnsley
Promotion Mgr.....Mrs. Jean Korchin
Film Mgr.....Jim Salkin
Chief Engineer.....Lyn Hoskin
Owners of: CFQC, AM.

CJFB-TV—Swift Current—1957

Channel: 5 VHF...AP: 6.6 Kw...VP: 13.3 Kw.
Owned...Swift Current Telecasting Co. Ltd.
Address.....Swift Current
Tel.: PR 3-7266.....CBC
Representative.....Forjoe-TV
Pres., Gen. Mgr.....William D. Forst
Comm. Adv. Mgr.....Walter S. Buffam
Program, Prom. Mgr.....Julie Forst
Chief Engineer.....J. Coulter

CKOS-TV—Yorkton—1958

Channel: 3 VHF...AP: 2.5 Kw...VP: 5 Kw.
Owned By.....Yorkton TV Co., Ltd.
Address.....95 E. Broadway
Tel.: 33-688.....CBC
Reps.....Stovin-Byles Ltd.; Devney Org.
Pres., Prom. Mgr.....Norman Roebuck
General Mgr.....Ronald Leigh Skinner
Commercial Mgr.....Harold Olson
Program Dir.....Kristin Olson
Chief Engineer.....G. S. Skinner

INSIDE STORY

TV Series Views UN in Human Interest Terms

By MICHAEL HAYWARD, Chief
United Nations Television

"FASCINATING STUFF!" — "Had no idea the United Nations was doing this sort of thing!" — "More people ought to know about it!" These comments came from leading figures in American television as they viewed some UN films while visiting United Nations Headquarters.



Almost on-the-spot, these executives volunteered to take an active role in seeing to it that people did get to know more about the UN's work in combatting hunger, disease, poverty and ignorance. The spontaneous response came from men like Fred Kugel of Television magazine, Buddy Sugg of NBC, Leslie Harris of CBS, Wrede Petersmeyer of Corinthian, Bob Dunville of Crosley, George Storer of Storer Broadcasting, David Moore of Transcontinent, Roger Clipp of Triangle Publications, Don McGannon of Westinghouse, Tom Shull of Program Services, Fritz Gilbert of Time, Dody Sinclair of WJAR-TV, Jack Harris of KPRC-TV, C. Howard Lane of KOIN-TV, Louis Read of WDSU-TV, Harold Grams of KSD-TV, E. K. Wheeler of WWJ-TV, and Benedict Gimbel of Metropolitan.

So, at the initiative of the U. S. television industry, a cooperative venture, to widen public understanding of international problems when there is perhaps the greatest need for such understanding, inspired the founding of the U.S. Broadcasters' Committee for the United Nations.

To activate the project, the Committee undertook to distribute a non-profit television series that would tell the United Nations story in human

interest terms. Program consultants were sent to the UN for an exchange of ideas. Alistair Cooke, noted international correspondent agreed to produce and host the half-hour specials, wheels were set in motion to gather actuality material from every corner of the globe — and "International Zone" made its

bow on television channels throughout the United States and overseas.

Areas explored on "International Zone" include such varied subjects as: crisis in the Congo; world-wide hunt for a small-pox carrier, a killer-at-large; priceless Egyptian antiquities threatened with inundation by Aswan Dam; peaceful uses of atomic energy; African independence.

With 104 UN member nations from which to draw authentic material, "International Zone" has brought a new dimension to public service programming. Today, the series is being carried by almost 70 major television stations — and its original schedule of 13 programs has become 26.

Reflecting the thought and background of the entire world community, "International Zone" examines all sides of world issues. It does not show agreement if there is none. It does point up the many real problems for which solutions must be found if we are to build a durable peace.

Thanks to this cooperative effort between the U. S. Broadcasters' Committee for the United Nations and UN Television, Alistair Cooke—through "International Zone" — is bringing us a close-up of the realities of today and a glimpse of the potentialities of tomorrow.



GOODSON-
TODMAN
PRODUCTIONS

375 PARK AVENUE • NEW YORK 22, NEW YORK • PLAZA 1-0600
9460 WILSHIRE BLVD. • BEVERLY HILLS, CALIF. • CRESTVIEW 4-7357

TELEVISION

**RADIO AND TV
PROGRAM
PRODUCERS**

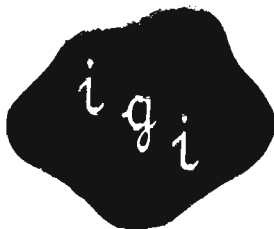
**EXECUTIVE PERSONNEL
BRANCH OFFICES
SERVICES OFFERED
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YEARBOOK

1962

Silver Anniversary

jackie gleason
jack philbin



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Radio and Television Program Producers

ADVERTISERS' BROADCASTING COMPANY

117 West 46th St., New York 36, N. Y.
Phone: PLaza 7-3560

Exec. Producer.....Sholom Rubinstein
DirectorBernard Rubinstein
Copy Chief.....David M. Hausdorff

Services Offered: Prepare and produce all radio and television programs, jingles, films.

Productions: Jewish Home Show, Jewish Show Time, The Larry Douglas Show, The Norman Atkins Show, The Abe Ellstein Show, The Jan Bart Show, This Is Israel.

AGNETA AGENCY

1270 6th Ave., New York 20, N. Y.
Phone: COlumbus 5-0232

President.....Nicholas T. Agnetta

Services Offered: Recording, Production, Scripts, Talent, Radio & TV.

ALADDIN TELEVISION PRODUCTIONS, INC.

346 N. Larchmont, Los Angeles 4, Calif.
Phone: HOllywood 2-6686

PresidentHarry M. Popkin
Vice President.....Julius F. Tuchler
SecretaryKenneth N. Chantry
TreasurerJack Y. Berman

Services Offered: Producers of filmed programs for TV; financing of production for TV programming.

ALLEND'OR PRODUCTIONS

607 N. La Brea Ave., Los Angeles 36, Calif.
Phone: WEbster 8-2191

PresidentAlgeron G. Walker
Services Offered: Documentary films, TV commercials.

RAY ANTHONY ENTERPRISES, INC.

9155 Sunset Blvd., Hollywood, Calif.
Phone: CRestview 4-5473

PresidentRay Anthony
Services Offered: Packagers and producers of radio and television shows.

A. P. S., INC.

6 East 46th St., New York 17, N. Y.
Phone: MUrray Hill 7-0944

PresidentH. Arthur Schendorf
Services Offered: Production of TV films, transcribed radio shows & script service.

ARROWHEAD PRODUCTIONS

1122 S. La Cienega Blvd.,
Los Angeles 35, Calif.
Phone: OLYmpia 2-4171

General Manager.....B. I. Harris
ProducerEdmund Beloin

Services Offered: Producers of TV film series & commercials.

ASSOCIATED BROADCAST ADVERTISING CO.

1188 South Muirfield Road, Los Angeles 19, Calif.

Phone: WEbster 6-5564

Sales Mgr., Owner.....Irwin T. Porter
Partner, Prog. Mgr.....Gertrude T. Porter
Script Dept.....Jean Norab

Services Offered: Scripts created, for any business, ranging from miniature 5-minute programs to half hour or more shows—also spot announcements, and jingles. Promotion, programming, production, and merchandising.

ASSOCIATED PRESS

50 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-1111

General Manager.....Frank J. Starzel
Asst. Gen. Manager, Radio..Oliver Gramling
Radio-TV News Editor..John A. Aspinwall

Services Offered: 24-hour news coverage, hourly news summaries, daily & weekly feature coverage for TV and radio, and AP Photofax News pictures for TV.

FRANK ATLASS PRODUCTIONS INC.

3831 Sunset Blvd., Los Angeles 46, Calif.
Phone: OL 2-3226

PresidentFrank Atlass
Services Offered: Producers of radio & TV shows & commercials.

AUDIO VISUAL PROGRAM SERVICES

B8 Hillside Manor, New Hyde Park, N.Y.
Phone: Pioncer 2-0500

PresidentJoseph Levit

Branch Office

1980 Valentine Ave., New York 55, N. Y.
Phone: PI 2-0500

Executive-in-ChargeMiles Master
Services Offered: Tape & film featurette & feature programs for radio & TV; commercial, industrial, educational tape & film production services.

AUSLENDER PRODUCTIONS, INC.

807 N. Rexford Dr., Beverly Hills, Calif.
Phone: CRestview 3-0570

PresidentLeland Auslander
Sec.-Treas.....Gloria Auslander

Services Offered: Producers of TV & theatrical motion pictures; informational & educational films.

BASCH RADIO & TELEVISION PRODUCTIONS

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-8877

PROGRAM PRODUCERS

Sales Manager..... Charles J. Basch, Jr.

Services Offered: Complete program building service; Package programs for radio and TV Jingles and "idea" spots; custom and syndicated recordings; TV commercials; live and film.

V. S. BECKER PRODUCTIONS

551 Fifth Ave., New York 17, N. Y.

Phone: MURray Hill 2-0777

Executive Producer..... Viola S. Becker

Services Offered: Production of package shows and commercials for Radio, Television programs, live, film & tape. Distributors of film.

WALTER BIDDICK CO.

(Programs Div.)

1046 S. Olive St., Los Angeles 15, Calif.

Phone: RI 9-8800

Manager Guy Biddick

Services Offered: Packaged ½-min. transcribed announcements already prepared for various type businesses. Packaged quarter-hour transcribed radio programs. Transcribed sacred music libraries sold outright.

ROBERT A. BORIES CO.

501 Madison Ave., N. Y. C. 22

Phone: PLaza 3-0800

President..... Robert A. Bories

Sales Manager..... Howard Lally

Merchandising Director..... Lucille Camp

Services Offered: Program production, radio & TV advertising, point of purchase merchandising.

BRASS DOLPHIN PRODUCTION ASSOCIATES, INC.

'46 East 57th St., New York, N.Y.

Phone: PL 2-2468

Partner Jack Grogan

Partner Jeff Selden

Services Offered: Producers and packagers of live, film and recorded programs for TV and radio.

BRITISH INFORMATION SERVICES,

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

Phone: Clrele 6-5100

Director, Radio-TV Div..... Rodney C. Chalk

Services Offered: Produce and distribute Radio-TV public service programs; film and news features.

BROADCAST EDITORIAL REPORTS, INC.

54 West 40th St., New York 18, N. Y.

Phone: LO 3-3942

President..... A. Maxwell Hage

Services Offered: Fifteen correspondents of world-wide reputation provide public affairs programs and daily broadcast opinion reports for radio and television stations. Service is exclusive to one subscriber in each city.

Marshall ORGANIZATION

★
750 Third Ave., New York 17, N. Y.

CONSULTANTS, CREATORS and PRODUCERS
FILM, TELEVISION and RADIO PRODUCTIONS

★
Murray Hill 7-2722

The advertisement features a large, stylized white 'm' logo inside a black circle on a dark background. To the right, a textured, light-colored rectangular area contains the company name and contact information. At the bottom, a small illustration shows a building with a flag on top.

PROGRAM PRODUCERS

CAVALIER PRODUCTIONS, INC.

780 Gower, Los Angeles, Calif.
Phone: HO 9-5911

PresidentRobert Young
V.P., Chg. of Prod.....Eugene B. Rodney
SecretaryBen Bisgeier
Services Offered: Producers of television series.

C. F. PRODUCTIONS, INC.

One Park Ave., New York 16, N. Y.
Phone: MU 5-8757

PresidentDave Nathan
Vice Pres.....Lawrence Curtis
Services Offered: Syndicator of radio programs Living Should Be Fun and Answer Man.

BRUCE CHAPMAN COMPANY

125 West 41st Street, New York, N. Y.
Phone: Wisconsin 7-9244

PresidentBruce Chapman
V.P.Treas.....Edna Chapman
Res. Dir.....Mary Hutcheson

Branch Offices

30 rue Chalgrin, Paris, France
Phone: Passy 70-44

Services Offered: Production of radio & TV programs.
Productions: The Answer Man, Wonders of the World, Here's the Answer.

CINESOUND PRODUCTIONS PTY. LTD.

541 Darling St., Rozelle,
N.S.W., Australia

Chmn. of Directors.....Norman B. Rydge,
C.B.E.

Managing Director.....Andrew Helgeson
American Rep.....Harold Auten
Bushkill, Pike County, Pa.
Phone: LUther 8-6631

Services Offered: Subsidiary of Greater Union Theatres of Australia. Producers of TV, features, newsreel, Industrial & documentary films.

COAST SOUND SERVICE, INC.

1223 N. Highland Ave., Hollywood, Calif.
(See Transcription Companies)

TED COLLINS CORP.

500 Fifth Ave., New York, N. Y.
Phone: CH 4-5036

ManagerTed Collins
Services Offered: Talent, Production.

COMMODORE PRODUCTIONS & ARTISTS, INC.

6646 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 9-7502

Prod. Spvsr.....Walter White III
Producer-Dir.Ed Woodworth
Services Offered: Producers of 'live' and filmed programs. Also package programs and

CALLING ALL FILM PRODUCERS!

STOCK SHOTS

IF YOU'RE PLANNING DOCUMENTARIES • COMMERCIALS • FEATURES • EDUCATIONALS • TV FILM SERIES & LIVE SHOWS • CALL US NOW!

call Judson 2-6185
FILMVIDEO RELEASING CORP.

333 West 52nd St., N.Y.C. 19, N.Y.

MAURICE H. ZOUARY, PRESIDENT

ONE OF THE LARGEST INDEPENDENTLY OWNED 35mm MOTION PICTURE FILM LIBRARIES IN THE EAST, SERVICING MAJOR COMPANIES.

PROGRAM PRODUCERS

commercials. Service nationally transcribed radio programs.

CO-ORDINATED MARKETING AGENCY

575 Lexington Ave., N. Y. C. 22
Phone: PLaza 2-1700

President.....Lester L. Wolf
Exec. V.P.....Irving I. Herz
Vice President.....Arthur Peltz
Account Exec., Prod., R-TV....Walter Reed
Creative Dir.....Michael Shwartz
Services Offered: Producers of TV shows, advertising & marketing agency svcs., consultants to stations.

COMMUNITY CLUB AWARDS, INC.

Westport, Conn.
Phone: CLearwater 6-1075

President.....John B. Gilmore
Exec. V.P.....William M. Carpenter
V.P. & Gen. Mgr.....Bess Gilmore
Vice-Pres.Phil Peterson
Adv. & Public Rel. Dir..Richard N. Robbins
Prom., Pub. & Merchand...Charles C. Adams
Coordinator of Club Activities..Cay C. Allen
Controller.....Walter K. White

Branch Offices

20 East 46th St., New York, N. Y.
Phone: MU 7-4166

Manager, Sales Dev.....Len Hornsby

Client Relations.....Sam Brownstein
515 Gaston, Fairmont, W. Va.
Phone: 363-2741

Sales, East.....Mark Fabre
553 E. Wesley Rd., N.E., Atlanta 5, Ga.
Phone: CEdar 7-0075

Sales, Southeast.....Marty White
39 Peachtree Circle, Columbia, S. C.
Phone: SU 7-4174

Sales, Southeast.....Dave Campbell
1605 Frances Pl., Monroe, La.
Phone: FA 5-5510

Sales, Southwest.....Ray Baker
835 Newberry, Ripon, Wisc.
Black 401

Sales, Midwest.....Fran Stratman
101C Waters Bldg., Grand Rapids, Mich.
Phone: GLendale 6-5461

Sales, Midwest.....John Mark
R.R. No. 1, Columbia, Mo.
Phone: GLison 3-7720

Sales, Midwest.....Greg Reesor
128 Waller Ave., Lexington, Ky.
Phone: 4-3255

Sales, Midwest.....Les Tackett
271 Verdi Mesa Dr., Danville, Calif.
Phone: (San Francisco) EXbrook 7-6187

Sales, West Coast.....Ted Carlsen
Services Offered: Radio-TV Merchandising
Promotion Plan

COMPASS PRODUCTIONS, INC.

1841 Broadway, N. Y. C. 23



STOP LOOKING!

SAVE TIME! AND MONEY

For Modern Up-to-date
RADIO TRANSCRIPTIONS
GOODMAN HAS THEM

40-SECOND TO 60-SECOND CAPSULE PROGRAMS
OVER 7000 IN 18 DIFFERENT CATEGORIES

5-MINUTE MIDGET "WHO DONE ITS" WITH AUDIENCE
PARTICIPATION CONTEST AND PRIZES

A STATION JINGLE CONTEST — "A BEAUTY"

40-SECOND TO FULL-HOUR PROGRAMS IN EVERY CATEGORY

Harry S. Goodman

PRODUCTIONS, INC.
19 EAST 53RD STREET, AT MADISON AVENUE - NEW YORK

PROGRAM PRODUCERS

Phone: JU 6-3815

Prod.-Distrib.George Schaefer
Talent Consultant.....Sybil Trubin
Services Offered: Producers of TV programs.

FRANK COOPER ASSOCIATES AGENCY, INC.

680 Fifth Ave., New York 19, N. Y.

Phone: PLaza 7-1100

17 East 54th St., New York, N. Y.

Phone: PLaza 1-0725

PresidentFrank Cooper
Exec. V.P. (Chg. of N. Y. Office), Sy Fischer
Branch Office

9145 Sunset Blvd., Hollywood, Calif.

Phone: CRestview 4-5971

Chief Executive.....Frank Cooper
Services Offered: Sales representatives for TV programs; representatives for producers, directors, writers, actors and performers.

CRAMER PRODUCTIONS

Box 75872, Sanford Station,

Los Angeles 5, Calif.

Phone: DUnkirk 7-4708

PresidentDouglas Cramer
Services Offered: Producer of live radio shows, syndicator of transcribed radio productions.

BING CROSBY PRODUCTIONS

City Nat'l Bank Bldg., 9229 Sunset Blvd.,

Los Angeles, Calif.

Phone: CR 1-1171

President.....Basil F. Grillo
Vice Pres.....George Rosenberg
Services Offered: Packaging of film & live television programming.

FREDERIC DAMRAU, M. D.

2 Tudor City Place, N.Y.C. 17

Phone: YUkon 6-9484

Director.....Frederic Damrau, M. D.
AFTRA Associate.....Adeline Maneery
Business Manager.....Mary L. Davis

Services Offered: Educational and dramatized programs relating to health, for both radio and TV.

MAC DAVIS FEATURES

1 Montgomery Place, Brooklyn (15), N. Y.

Phone: Nevins 8-4374

DirectorMac Davis
Services Offered: Sport shows created, written and produced for television and radio. Also special features, ideas & assistance furnished for all types of sport programs for local, regional or network presentation.

Productions: Heartbeats in Sport Headlines, They Made Sports History, Sport Laughs, Ask Me Another, It Happened In Baseball, This Is Football, Horse Tales.

GORDON M. DAY PRODUCTIONS

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

(See *Commercial Producers*)

ALEX DAYBREAK PRODUCTIONS

c/o WEVD, 117 W. 46th St., New York, N. Y.



PROGRAM PRODUCERS

Phone: PLaza 7-0880
 President Alex Daybreak
Services Offered: Producers of radio & TV programs, specializing in childrens TV shows, variety shows and sport shows.

DEMBY PRODUCTIONS, INC.

Hotel Plaza, 1 W. 58th St., New York 19, N. Y.
 Phone: PLaza 9-2495

President Emanuel H. Demby
 Client Relation Mimi Reichert
 Dramatic Programs Betty Jeffries
 Creative Supervisor Allen Swift
Services Offered: Producers of feature and television films, spot commercials, sales training and public relations films. Affiliated with Motivation Research Associates for pre-testing commercials and other films for potential audience effectiveness.

Productions: The Shadow, Hollywood to Broadway, How to Be a Cowboy, Half The World's a Bride, Carnival, Witch on Wheels, Films For Sales, This Is Indonesia, Filmed spots for AMOCO-Super Permalube, Rad Laundry Bleach, World in Space, Cavalcade of Music, The Communications Gap, etc.

ALFRED DIXON PRODUCTIONS

138 E. 36th St., New York, N. Y.
 Phone: MUrray Hill 5-6415

Contact Alfred Dixon
Services Offered: Radio, stage, film, TV productions.

HARRY S. DUBE

10 Rockefeller Plaza, New York 20, N. Y.
 Phone: COLUMbus 5-7035

Manager J. Knight
Services Offered: Live Talent, package shows and transcriptions, Video tapes.

DURGOM-KATZ ASSOCIATES

40 W. 55th St., N. Y. C. 19
 Phone: JU 2-4900

Partner Raymond Katz
 Office Manager Sonny Aron

Branch Office

8749 Sunset Blvd., Los Angeles 69, Calif.
 Phone: OL 2-7171

Partner George Durgom
 Associate Marcella Napp
 Office Manager Virginia Torres
Services Offered: Production & packaging of live & transcribed 1 & 5 minute syndicated radio programs, and live and filmed TV programs.

DYNAMIC FILMS INC.

405 Park Ave., New York 22, N. Y.
 Phone: PLaza 1-7447

President Nathan Zucker
 Executive V.P. Walter Lowendahl
 Pres., Medical

Dynamics, Inc. Sol S. Feuerman
 Exec. Producer Milton Perlman
 Sec., Controller Gerald Carrus
 Sound Supervisor James Townsend, Jr.

IMPA

PRODUCTIONS LTD.
 660 MADISON AVENUE, NEW YORK 21, N. Y.

IRVING MANSFIELD—PETER ARNELL

PROGRAM PRODUCERS

Ed. Supvr.....Donald Finamore
Distribution Director.....Eileen Humeston

Branch Office

573 N. Melrose, Elgin, Ill.
Phone: SH 2-0866

Executive-in-Charge.....Mal Middlesworth
204 Triangle Bldg., Pittsburgh, Pa.
Phone: EX 1-0316

Executive-in-Charge...William W. Matthews
Services Offered: Complete production and distribution facilities, sound stages, recording studios, animation. Associated companies—Dynamic Film Studios, Inc., Medical-Dynamics, Inc., Dynamic Theatre Network, Inc., Distribution Dynamics.

Productions: The Later Years, Silent Witness, Indianapolis 500, Fast 50's, Auto USA, Hypoxia, Victory Circles 1961, Corticosteroid Therapy, Performance Evaluation, Nurse Corps, USN, The Only Good Customer, For Homemakers Only, Family Centered Maternity Care, Off To The Races.

EADE ENTERPRISES, INC.

1742 Church St., N.W., Washington 6, D.C.
Phone: ADams 2-5548

President.....Edith Cockrill
Secretary.....Dorothy Looker
Treasurer.....Evelyn Davis

Services Offered: Live TV programs, video tape, films, special consultants.

EDUCATIONAL FILM ENTERPRISES, INC.

6770 Hollywood Blvd., Hollywood 28, Calif.
Phone: HO 7-2806

President, General Mgr.....George Rony
Services Offered: Television programs; all phases of prod. of films of any kind; film library of historical films; producers & distributors of "Background to Battle."

ROBERT J. ENDERS, INC.

M-G-M Studios, Culver City, Calif.
Phone: UPTon 0-3311

President.....Robert J. Enders
Vice President.....Stanley S. Bass
Vice President.....James W. Bellah
Secretary.....Melvin A. Bank
Services Offered: Television producers & packagers, features for theatrical release.

ENDORSEMENTS, INC.

440 Madison Ave., New York 17, N. Y.
Phone: CO 5-5385

President.....Jules Alberti
Services Offered: Endorsements & testimonials, live & TV.

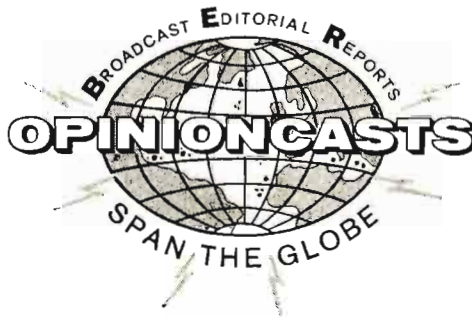
ERA, INTERNATIONAL FILM & RECORDING ENTERPRISES, INC.

219 Security Trust Bldg., Miami 32, Fla.
Phone: FRanklin 3-8729

Pres. & Exec. Prod.....E. G. Weaver
Vice Pres.....Edward R'Church

PUBLIC SERVICE WITH PROFIT

- SIGNED OPINION COLUMNS
- SPECIAL COMMUNITY SERVICE



- PUBLIC SERVICE SHOWS
- AUDIO-TAPE... SCRIPT... SHORT-WAVE... T.V.

FIFTEEN WORLD-FAMED NEWSMEN ON GLOBAL AND NATIONAL ISSUES

BROADCAST EDITORIAL REPORTS, INC.

A. MAXWELL HAGE, *President*

WORLD PRESS CENTER BUILDING

54 WEST 40th STREET

NEW YORK 18, N. Y.

PROGRAM PRODUCERS

Rep. & Legal Counsel... Albert L. Weintraub
Exec. Consultant..... Dr. E. V. Rothkirch
Acting Secy.-Treas..... T. J. Rourke

Branch Offices

Box 3361, St. Petersburg 31, Fla.
Phone: 7-0326

Chief Executive..... Wm. A. Spring
570 Fifth Ave., New York, N. Y.

Chief Executive..... Edward R'Church
6353 Hollywood Blvd., Hollywood 28, Calif.

Chief Executive..... T. J. Rourke
307 W. 15th, Suite 14, Minneapolis, Minn.
Phone: FE 3-8831

Chief Executive..... E. B. T'Kach
Services Offered: Features, documentaries,
industrials, newsreel, commercials, travel-
ogues, radio transcriptions, film manage-
ment services and technical consultants.

ESTES NEWSFEATURES

530 E. 23rd St., New York 10, N.Y.
Phone: SPring 7-5766

Pres., Exec. Prod..... Bernard Estes
Secretary-Treasurer..... Hazel Estes
Associate Producer..... Jack Sheldon
Photography Director..... Jack Estes

Services Offered: Live, Spot & transcribed
& filmed packaged shows produced for AM
and Video. Specializing in news & feature
programs. Spot or contract assignments. News
& camera correspondents throughout U. S.,
Latin America, Europe & Far East.

FADIMAN ASSOCIATES, LTD.

1501 Broadway, New York 36, N. Y.
Phone: LAcawanna 4-3544

Manager..... Edwin Fadiman
Services Offered: Production, Package
Shows.

JERRY FAIRBANKS PRODUCTIONS OF CALIFORNIA

1330 North Vine St., Hollywood 28, Calif.
Phone: HO 2-1101

President..... Jerry Fairbanks
Vice President..... Charles Salerno, Jr.
Production Mgr..... Robert Scrivner
Studio Manager..... Grant Spicer
Head, Creative Dept..... Leo Rosencrans
Film Director..... Robert Larsen

Branch Offices

1111 Majestic Bldg., San Antonio, Tex.
Phone: CApitol 4-8641

Sales Manager..... Jack Mullen
520 N. Michigan Ave., Chicago, Ill.
Phone: WHitehall 4-0196

Sales Manager..... Robert Kemper
Services Offered: Producers of all types of
films for television, including package pro-
grams, agency shows, spot announcements
and special featurettes. Also commercial and
theatrical motion picture producers.

Productions: Commercials for Oldsmobile,
Marx Toys, Pure Oil, Toni, CEC, Bell &
Howell, Nutri-Bio, Duramed, Quaker Oats,

RTF *Direct from Paris*

FREE PROGRAM SERVICES

MUSIC • NEWS • INTERVIEWS

FRENCH CONVERSATION LESSONS

FRENCH BROADCASTING SYSTEM IN NORTH AMERICA

972 Fifth Avenue, New York 21, N. Y.

RE 4-1501

PROGRAM PRODUCERS

GMC, Maybelline, Heinz, Stroli's Beer, American Tel. & Tel., View Master, Hazel Bishop, Oculine, Clemson College, Helene Curtis.

FAMOUS ARTISTS CORP.

9441 Wilshire Blvd., Beverly Hills, Calif.

Phone: CR 4-7433

1 Rockefeller Plaza, New York, N. Y.

Phone: CI 7-6200

Head of TV.....Harold Breacher

TV Dept.Thomas D. Tannenbaum

David Geaber, Martin Sperger

Syndication Sales.....Harold Goldman

JOE FEAGINS PRODUCTIONS

104 East 30th St., New York 16, N. Y.

(See Commercial Producers)

FREDDIE FIELDS ASSOCIATES, LTD.

410 Park Ave., New York 22, N. Y.

Phone: MU 8-2020

PresidentFreddie Fields

Vice President.....David Begelman

Production Asst.....Stevie Dumbler

SecretaryEgon Dumlér

Service Offered: Management & production consultants to performing & creative artists & independent production companies.

FKB ENTERPRISES

780 Gowar, Los Angeles, Calif.

Phone: HO 9-5911

PresidentRobert Young

Vice Pres.....Eugene B. Rodney

Services Offered: Producers of TV films.

FORMAT FILMS, INC.

4741 Laurel Canyon Blvd.,

N. Hollywood, Calif.

Phone: POplar 9-3610

PresidentHerbert Klynn

Exec. V.P., Treas.....Melvin Getzler

Vice President.....Jules Engel

Vice President.....Leo Salkin

SecretaryHenrietta Jordan

360 N. Michigan, Chicago, Ill.

Phone: FI 6-3585

Vice President.....Jerry Abbott

Services Offered: Producer of animation films for TV theatricals and commercials, industrial films and theatres.

FORRELL, THOMAS & POLACK ASSOCIATES, INC.

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

Phone: Circle 6-9131

Pres., Treas.....Gene Forrell

Vice President.....Edward Thomas

V.P., Secy.....Jim Polack

Dir. of Sales & Prod.....R. M. Bradshaw

Business ManagerEleanor Fogelson

Services Offered: Creation and production of radio and TV commercials. Jingles, film scores & humorous spots. Original scoring for TV, industrial and institutional films.

WALT FRAMER PRODUCTIONS

1150 Avenue of the Americas

New York 36, New York

OXford 7-3322



ARTISTS' MANAGER

FRANK COOPER ASSOCIATES AGENCY, INC.

New York Office
680 FIFTH AVENUE
PLaza 7-1100

Hollywood Office
9145 SUNSET BOULEVARD
CRestview 4-5971

PROGRAM PRODUCERS

Executive Producer.....Walt Framer
 Promotion & Publicity.....Alan Framer
Service Offered: Package producers of live, tape, film TV shows & radio shows, and live shows for local station use.

Productions: The Big Payoff, On the Square, How To.....Whose Is It, Fun On the Street, Futures Unlimited.

FREMANTLE INTERNATIONAL INC.

366 Madison Ave., New York 17, N. Y.
 (See TV Prod.-Dist.)

THE FRENCH BROADCASTING SYSTEM IN NORTH AMERICA

(Radiodiffusion-Television Francaise, North American Branch)

972 Fifth Ave., New York 21, N. Y.
 Phone: REgent 4-1501

DirectorJacques Sallebert
 Assistant Director.....Alice Lewitin
 AdministratorSuzanne Weltman
 Program Director.....Ann McMillan
 Public Relations.....Kenneth Tepfer
Services Offered: Free distribution of special programs produced for American radio in Paris in the interest of goodwill and understanding.

THE FRITH CORPORATION

69 Newbury St., Boston 16, Mass.
 Phone: CLark 7-7934

President, Treas.....Julian J. Smith

Production Dir.....Robert F. Friedmann
 TV Station Liaison.....Leslie Arries
Services Offered: Producers of Fashion Firsts, live tape or kinescope, color or B&W TV program.

KEN GAUGHRAN PRODUCTIONS

P. O. Box 4, Waterbury 20, Conn.
 Phone: PLaza 4-5141

Prod.—Dir.—OriginatorKen Gaughran
Branch Offices
 15 Broadway, Jim Thorpe, Pa.
 Phone: 325-3071

Regional Sales Mgr.....Emil Yenchick
 30 Westward Way, Ottawa 2, Ont., Can.

Sales Agent.....Sandy Morrison
Services Offered: "Miss America Pageant Reports" radio feature series from Atlantic City each Sept. during Miss America Pageant.

GBA PRODUCTIONS

(Gallucci Bros. & Assoc.)

Lake Rd., East Hampton, Conn.
 Phone: ANdrew 7-9092

PresidentJoe Gallucci
 General Manager.....N. T. Gallucci
 Sales Manager.....Lou Gallucci
 Assoc. Producer.....Jack Sheehan
 Assoc. DirectorLloyd Hurd
Services Offered: Special feature program.

GENERAL ARTISTS CORP.

640 Fifth Ave., New York 19, N. Y.
 Phone: CRircle 7-7543

9025 Wilshire Blvd., Beverly Hills, Calif.
 Phone: CRestview 1-8101
 8 S. Michigan Ave., Chicago, Ill.
 Phone: STate 2-6288

Chairman of Board.....Herbert J. Seigal
 President (GAC-TV).....Don W. Sharpe
 V.P., West Coast.....M. W. Krasny
 Sr. V.P., Sales.....Herman Rush
 Pres., Motion Picture Div.....Martin Baum
 Pres., Literary Div.....Ingo Preminger
 Pres., Personal Appear. Div....Buddy Howe
 Vice Presidents.....Dave Gerber,
 Abe Newborn, Malcolm Stuart
 Dir., Programming.....Mitchell Leiser
Services Offered: Development & sales rep. (film & live), artists representatives. Distributor of Desilu Prods., Roncom Prods., and Perry Como Prods.

GIRARD-LEWIS PRODUCTIONS, INC.

8833 Sunset Blvd., Los Angeles, Calif.
 Phone: OL 2-2810

PresidentBernard Girard
 Vice President.....Robert Lewis
 Sec.-Treas.Paul P. Schreiber
Services Offered: Producers of television films.

GOLD MEDAL ENTERPRISES, INC.

550 Fifth Ave., New York, N. Y.
 Phone: PLaza 7-4636

President.....Martin H. Poll

TV PRODUCERS and PACKAGERS



500 FIFTH AVE., NEW YORK 36, N. Y.

BR 9-4288

CURRENTLY PRODUCING 16 LIVE
 SHOWS WEEKLY IN U. S. AND CANADA

PROGRAM PRODUCERS

Vice-President.....C. Edwin Knill
 Secretary-Treasurer.....Selma Tamber
 Board of Directors.....Martin H. Poll,
 Alfred W. Schwalberg, Selma Tamber, C.
 Edwin Knill.
Services Offered: Producers of TV pro-
 grams.

GOMALCO ENTERPRISES

404 N. Roxbury, Beverly Hills, Calif.
 Phone: CR 5-6131

President.....David P. O'Malley
 Vice-President.....George Gobel
Services Offered: Television production
 (live and film).
Productions: The George Gobel Show.
 Leave It To Beaver.

HARRY S. GOODMAN PRODUCTIONS, INC.

19 E. 53rd St., New York 22, N. Y.
 Phone: PLaza 5-6131

President & Gen. Mgr.....Harry S. Goodman
 Asst. to Pres.....Ralph Arlin
 Radio-TV Director.....Stuart Wilson
Services Offered: 1 & 5 minute radio pro-
 gramming features, station jingles, dramatic
 shows, open-end spots & kid shows for TV.
Productions: (short featurettes) Boating
 Tips, Cal Tinney Time, Dear Shirley, Guide
 to Good Health, Home Handyman, How
 Come, Miracle Gardening Tips, Pardon My
 Bloop, Simple Science, Sport Shorts, Wo-
 man's World, Young Hollywood, Your Child
 & You, Your Money & You; Allen Funt's
 Candid Mike.

MARTIN GOODMAN PROD., INC.

36 Central Pk., South, N.Y.C. 19
 Phone: PLaza 1-3555

Executives.....Martin Goodman,
 Geo. Spota, Arthur Willi, Billie Biederman
Services Offered: Personal management of
 TV personalities and packaging.

GOODSON-TODMAN PRODUCTIONS

375 Park Ave., New York 22, N. Y.
 Phone: PLaza 1-0600

Partner.....Mark Goodson
 Partner.....William S. Todman
 Executive V.P., N.Y.....Bud Austin
 Exec. V.P., Calif.....Harris Katleman
 V.P., Bus. Affairs.....Howard F. Todman
 Exec. Prod's.....Gil Fates, Bob Stewart,
 Frank Heller, Ira Skutch, Jean Kopelman,
 Bob Rowe, Frank Wayne, Jerry Stagg,
 Andrew Fenady

Branch Office

9460 Wilshire Blvd., Beverly Hills, Calif.
 Phone: CRestview 4-7357

Services Offered: Producing and packaging
 live and filmed TV programs for national
 regional and spot sales.

Productions: Beat the Clock, What's My
 Line, The Price Is Right, To Tell The Truth,
 Play Your Hunch, The Rebel, Number
 Please, Say When, Password.

GOTHAM RECORDING CORP.

2 W. 46th St., New York 36, N. Y.
 Phone: JUdson 6-5577

President.....Herbert M. Moss
 Exec. Vice Pres.....Robert M. Volkell
 Vice Pres., Prod.....Fred Hertz
 Vice Pres., Sales.....Leonard Lawson
 Vice Pres., Eng.....Jason Windwer
Services Offered: Recording, transcription
 and film production services; studios; writ-
 ing and production staff available; mono and
 stereo mastering & editing; pressing facilities.

GOTHAM RECORDING PRODS., INC.

2 W. 46th St., New York 36, N. Y.
 Phone: JU 6-5577

Producer.....Herbert M. Moss
Services Offered: Live and transcribed
 shows for Radio and TV.

ABNER J. GRESHLER

Sunset Towers W., 8400 Sunset, Hollywood 46
 Phone: OL 4-5960

Services Offered: Program producers; in-
 dustrial films; commercials.

GREY MUSIC PRODUCTIONS

(Lanny & Ginger Grey)
 108 E. 96th St., New York 28, N. Y.
 Phone: ENright 9-7777

President.....Lanny Grey
 Vice President.....Ginger Grey
Services Offered: Producers and packagers
 of programs, singing commercials and pho-
 nograph recordings; vocalists.

HANNA-BARBERA PRODUCTIONS

3501 Cahuenga Blvd., Hollywood 28, Calif.
 (See Commercial Producers)

BYRON HARRIOTT RADIO & TV SOUND FILMS PRODS.

5075-37th St. N., St. Petersburg 14, Fla.
 Phone: HE 6-8411

Producer.....Byron Harriott
Services Offered: S.O.F. & taped radio pro-
 grams; documentaries; films produced from
 still fotos.

HARVEY CARTOON STUDIOS, INC.

1860 Broadway, New York 23, N. Y.
 (See Producer-Distributors)

ARTHUR HENLEY PRODUCTIONS

Shelton Towers, 523 Lexington Ave.,
 New York 17, N. Y.
 Phone: PLaza 5-7145

Producer, Writer.....Arthur Henley
Services Offered: Packages, for TV live &
 film, and for radio; production and writing
 services. Program consultants.

HERTS-LION INTERNATIONAL CORP.

845 N. Seward St., Hollywood, Calif.
 Phone: HO 4-6121

GAME SHOW IDENTITY

Means a 'Best Buy' for Advertisers

By BILL TODMAN, Partner
Goodson-Todman Productions

THERE'S ample evidence that audience participation programs are a "best buy" for advertisers. Why?

For one, game shows almost invariably outrate the opposition — opposition shows, by the way, which more often than not cost a great deal more. A recent 24-market Nielsen proves this point. "What's My Line?," for example, with a 22.9 and 23.6 rating, comfortably passed the nearest opposition, "Adventures in Paradise." The latter drew 18.9 and 16.4 for the respective 15-minute periods. "To Tell the Truth," according to the same Nielsen survey, attracted ratings of 21.4 and 21.9 versus 18.0 and 20.6 for the hour-long "Cheyenne," its lone network competitor in that time period.



Sponsors who stick with these shows — and a large majority do — become as closely identified with the programs as the shows' panels and/or emcees. This sponsor identification factor is a powerful plus.

Game shows are unique to radio and television broadcasting. You find comedy and drama in the movies and in the theatre. You can see news events in newsreels and read about them in the papers and magazines. But only on television can you find the likes of "The Price Is Right" or a "To Tell the Truth"—game shows with the unique quality of "nowness" and immediacy. What the viewer sees is a real situation involving real people with whom he can identify vicariously.

Experience has shown that sponsor identity is strongest and more lasting with game shows than with any other type of program on television. Ordinarily, a show is considered a hit if it runs a year. When they run longer it's considered a miracle. Look at the longevity record of some of the game, or audience participation shows on the air. "What's My Line?" has celebrated a dozen birthdays, "I've Got a Secret" has been on CBS since 1952, while "The Price Is Right," "Who Do You Trust" and "To Tell the Truth" are in their sixth years. Art Linkletter's "House Party" debuted on radio in 1946, and has been a daily television feature since 1952. "Queen For a Day," in April, began its 18th continuous year in broadcasting — first on radio, then television.

We are now concentrating greater efforts in an attempt to match its success in live television with top quality film programs. At the same time, however, the company isn't ignoring 15 years of outstanding success in the specialized area of live, audience participation programs. We will continue to produce live shows. But we intend, also, to present filmed programs and thereby increase the "best buys" for both audience and advertiser.

We in the industry needn't be apologetic about this phenomenon of the game show. We should defend it for what it is . . . a bastion of reality on television and a unique entertainment form native to the medium.

PROGRAM PRODUCERS

President Kenneth Herts
 Exec. Vice President.....Leo Guild
 TreasurerSid Felson
Services Offered: Producers of TV & motion picture films.

Productions: Unsolved, La Femme, Tales of the Unexplained, Beverly Hills Is My Beat, Never Marry A Ranger, Road Block.

HOLBROOK PRODUCTIONS

521 Fifth Ave., New York 17, N. Y.

Phone: MU 7-3080

OfficersBurton Benjamin,
 Isaac Kleinerman
Services Offered: Program producers.

HOLLIS PRODUCTIONS, LTD.

5800 Sunset Blvd., Hollywood 28, Calif.

Phone: HO 2-6282

PresidentC. Irving
Services Offered: Live and taped TV shows, commercials; packages, industrials.

SANDY HOWARD PRODUCTIONS

8544 Sunset Blvd., Hollywood, Calif.

Phone: OL 2-4290

PresidentSandy Howard
Services Offered: Producers of live & filmed TV programs, motion pictures.

HOWARD RADIO-TV PRODUCTIONS

123 W. Chestnut St., Chicago 10, Ill.

Phone: MICHigan 2-5877

OwnerBernard Howard
Services Offered: Producers of programs & commercials.

H-R PRODUCTIONS, INC.

17 E. 45th St., N. Y. C. 17

Phone: OXFord 7-0725

PresidentHerbert Rosen
Services Offered: Producers of complete films to order, package shows, full-length feature films, mood & bridge music library etc. for TV & 16mm productions, sound effect records.

IDEES GRANDES, INC.

524 West 57th St., New York, N. Y.

Phone: Circle 5-1612

Owners.....Jackie Gleason, Jack Philbin
Services Offered: Producers of TV packages and ideas.

IMPA PRODUCTIONS, LTD.

660 Madison Ave., New York 21, N. Y.

Phone: TEmpleton 2-9200

Producers, Owners.....Irving Mansfield,
 Peter Arnell
Services Offered: TV & Radio Programs;
 Production, Package.

Productions: Face the Facts, Take A Good Look.

INTERNATIONAL COMMUNITY CLUB AWARDS, INC.

Westport, Connecticut

Phone: CLearwater 6-1075

President.....William M. Carpenter
 Exec. Vice Pres.....John C. Gilmore
 V.P. & General Mgr.....Bess Gilmore
 Vice President.....Phillip G. Peterson
 Dir. of Adv. & Pub. Rel..Richard N. Robbins
 Promo., Pub. &

Merchandising.....Charles C. Adams
 Coor. of Club Activities.....Cay C. Allen
 Controller.....Walter K. White

Branch Offices

20 East 46th St., New York, N. Y.

Phone: MU 7-4466

Mgr. of Sales Development...Len Hornsby
 Client Relations.....Sam Brownstein
 475 Collins St., Melbourne, Victoria, Aus.
 Phone: 623851

Managing Director.....Hector Crawford

INTERNATIONAL GOOD MUSIC, INC.

1610 Home Road, Bellingham, Wash.

Phone: REgent 3-4567

PresidentRogan Jones
 Vice President.....John D. Tuttle
 Sec.-Treas.....Catherine W. Jones

Branch Office

45 W. 45th St., New York 36, N. Y.

Phone: CI 5-3430

ManagerJohn Tuttle
Services Offered: Programming & production of syndicated taped programs for AM or FM broadcasting.

THE JAFFE AGENCY, INC.

8555 Sunset Blvd., Los Angeles 69, Calif.

Phone: OLYmpia 7-2711

New York Phone: Circle 6-5740

PresidentPhilip Gersh
Services Offered: Representation of Artists, Actors, Actresses, Directors, Producers and Writers and Material in Live and Film Television and Radio. Packagers of Live and Film Television Shows.

HENRY JAFFE ENTERPRISES, INC.

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

Phone: Circle 5-2400

PresidentJames Jaffe
 Vice President.....James F. Loren
 Secretary-Treasurer.....Marvin B. Meyer
 Branch Office

8736 Sunset Blvd., Los Angeles 69, Calif.

Phone: OLYmpia 7-1940

PresidentHenry Jaffe
Services Offered: Creation & production of live & film TV Shows.
Productions: Dinah Shore Show, Bell Telephone Hour, Highways of Melody.

JEWELL RADIO AND TELEVISION PRODUCTIONS

612 N. Michigan, Chicago 11, Ill.

Phone: MOhawk 4-5757

President.....James E. Jewell
 Vice-President.....W. Ralph Jewell

PROGRAM PRODUCERS

Secretary.....M. P. Casey
Editor.....James Harrison

Branch Offices

933 Roscomare Rd., Los Angeles 24, Calif.
Phone: GRanite 2-4024

Director.....Lewiss Foster
3062 Penobscot Bldg., Detroit 26, Mich.
Phone: WOODward 3-0617

Exec.-in-Charge.....W. Ralph Jewell
Services Offered: Produce industrial, educational & TV films; radio & TV programs, sales tunes, spots & jingles. Consultants to agencies & sponsors; package-production services; writing, editing, directing, musical arrangements, supervision, casting, etc.

STACY KEACH PRODUCTIONS

12240 Ventura Blvd., Studio City, Calif.
Phone: POplar 2-0966

President.....Stacy Keach
Associate.....Ernest Newton
Exec. Sec.....Miss Frankie Newton
Services Offered: Write direct & produce shows for TV, radio, motion pictures & stage; commercials & industrial shows; sales & training films, slide films.

ROBERT KEESHAN ASSOC. INC

680 Fifth Ave., New York 19, N. Y.
Phone: PLaza 7-8618

President.....Bob Keeshan
Vice Presidents.....Marvin Josephson,
David Connell
Services Offered: Radio-TV packagers and producers.

Productions: Captain Kangaroo.

MAXINE KEITH AGENCY

234 W. 44th St., New York, N. Y.
Phone: LA 4-4228

Director.....Maxine Keith
Office Manager.....Eric L. Stone
Services Offered: Creative programming & production; radio & TV package shows. Special promotion consultants for theatre & motion pictures.

Productions: From Me to You, It's Your Turn Now, 7 to 17 Club, On & Off Stage.

SONNY KENDIS, INC.

509 Fifth Ave., New York 17, N. Y.
Phone: MURray Hill 7-0890

Pres., Exec. Prod.....James Sonny Kendis
Services Offered: TV-Radio programming; musical advisors to the industry.

LANG-WORTH FEATURE PROGRAMS, INC.

151 N. Franklin St., Hempstead, L. I., N. Y.
Phone: IV 5-2400

President.....John D. Langlois
Vice-Pres. & Treas.....C. O. Langlois, Jr.
Vice Pres., Sales.....Hugh S. Allen, Jr.
Services Offered: Producers of Radio Hucksters and Airlifts; 1800 unit basic; jingles, etc. For sales & production—25 new units per month keyed to merchandising calendar.

LEONARDO TELEVISION PROD. INC.

500 Fifth Ave., New York 36, N. Y.
Phone: OXFord 5-0335

President.....Peter M. Piech
Vice President.....Robert A. Travis
Secretary.....Charles Haydon
Services Offered: Producers of King Leonardo & His Short Subjects Theatre, color cartoon series.

LESTER LEWIS ASSOCIATES

15 East 48th St., New York 17, N. Y.
Phone: PLaza 3-5083

Partners.....Lester & Juliet Lewis
Services Offered: TV package shows, personal management.

MAX LIEBMAN PRODUCTIONS, INC.

130 West 56th St., New York, N.Y.
Phone: PLaza 7-6533

President.....Max Liebman
Services Offered: TV packages.

JACK LLOYD

1445 Miller Way, Hollywood 69, Calif.
Phone: OLdfield 6-4607

Exec. Director.....Jack Lloyd
Services Offered: Creation and production of radio and TV programs (Dramatic, musical, comedy and audience participation). Unusual commercials and musical jingles for advertising agencies and radio-TV stations.

JACK LONDON PRODUCTIONS, INC.

1776 Broadway, New York 19, N. Y.
Phone: JUDson 2-4077

President.....Barnett Glassman
Secretary.....Herbert Friedman
Services Offered: Producers of live and filmed TV packages.

Productions: Smoke Bellew, owners of Jack London library-TV series Captain David Grief.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.
Phone: DUNKirk 4-4191

President.....C. P. MacGregor
Gen. Mgr.....E. H. Lowry
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios.

MADISON PRODUCTIONS, INC.

60 E. 56th St., New York 22, N. Y.
Phone: PLaza 8-2780

President.....Gerry Gross
Vice-President, Treasurer.....Frank B. Sawdon
Vice-Pres., Secy.....Rita Fillet
Services Offered: Package & produce Radio & TV Shows, live & film commercials.
Productions: The Will to Win, Baseball Central, Football Scoreboard, The Bill Stern Show, Frontier Judge.

PROGRAM PRODUCERS

MAGIC CIRCLE PRODUCTIONS (MAGIC CIRCLE THEATRE)

7027 Pacific View Dr., Hollywood 28, Calif.
Phone: HOllwood 4-0818

Producers... Sam R. Sebby, Frances Price
Services Offered: Live public svc. & commercial TV productions.

MAGNA FILM PRODUCTIONS, INC.

55 Berkeley St., Boston, Mass.
Phone: HUbbard 2-5580

President Robert Berman
Vice President..... A. J. Schneider
Services Offered: Producer of TV features, business & educational films, film & live commercials, monochrome & color TV slides.

MAGNE-TRONICS, INC.

49 West 45th St., New York 36, N. Y.
(See Transcription Co.'s)

MARATHON INTERNATIONAL PRODUCTIONS, INC.

10 East 49th St., New York 17, N. Y.
Phone: MUrray Hill 8-1130

Pres., Exec. Prod..... Konstantin Kalser
V. P., Super. of Prod..... Kenneth Baldwin
Mgr., Newsfilm Opera..... Kenneth Brighton
Controller Henry Langsam
Distribution Mgr. Eleonore Grimm

Branch Office

Publicity House, Bell St., London N.W. 1,
England

Phone: PADington 3120

Chief Executive..... Maurice Ford
Services Offered: Public information films produced and distributed to television stations; news and special event coverage; world-wide news service; station consultants on TV news setups; stock footage library, commercials.

MARK VII, LTD.

4024 Radford Ave., N. Hollywood, Calif.
(See TV Prod.-Dist.)

MARS BROADCASTING, INC.

575 Hope St., Stamford, Conn.
Phone: 327-2700

Chairman of Board..... James G. Rogers
President..... Harold G. Ross
Exec. Vice Pres..... Robert V. Whitney
Exec. Vice Pres..... Stanley N. Kaplan
Nat'l Program Dir..... Don Bruce Whitney
Exec. Producer..... Keith Connes
Creative Dir..... June Griffin
Music Director..... Robert L. Weitz
Technical Dir..... Robert F. Oakes
Office Manager..... Hannah W. Drucker

Services Offered: Complete on-the-air promotional custom contests and promotion production services. Total station programming-Demand Radio.

Productions: Demand Radio Total Programming Service, Hooper Booster Jingles, Funtest promotion package, Startest, Celebrity Contest, Scrambled Sing Along, Penetration Musical I.D.'s.

THE MARSHALL ORGANIZATION, INC.

750 Third Ave., New York 17, N. Y.
Phone: MUrray Hill 7-2722

President..... A. W. Marshall
General Manager..... Evelyn K. Zuckerman
Services Offered: Producing and Packaging Live and Transcribed Radio and TV Programs. Directorial and Supervising Service. Complete Radio and TV Public Relation services for Social, Professional and Trade Organizations.

MCA-TV

598 Madison Ave., New York 22, N. Y.
Phone: PLaza 9-7500

Film Syndication Div.

V.P. in Charge..... David V. Sutton
V.P. Sta. Prog. Sls. Div..... Louis Friedland
V.P. Chg. of N. Y. office..... Frank Brill
V.P. Chg. of Chicago office..... Jim Stirton
V.P. Chg. of Cleveland office... DeArv Barton
V.P. Chg. of L. A. office..... Bob Greenberg
V.P., Director of Sales..... Hal Golden
Vice President..... James E. Denning
Director, Adv. & Pub..... Ed Aaronoff

Branch Offices

258 Park Sq. Bldg., Boston 16, Mass.
9370 Santa Monica Blvd., Beverly Hills, Calif.
1371 Peachtree St., N.E., Atlanta, Georgia
425 N. Michigan Ave., Chicago, Ill.
1172 Union Commerce Bldg., Cleveland, Ohio
504 Delta Bldg., New Orleans, La.
426 Transportation Bldg., Cincinnati, Ohio
2311 Cedar Springs, Dallas, Texas
15037 W. Eight Mile Rd., Detroit, Michigan
105 Montgomery St., San Francisco, Calif.
1415 Northwestern Bank Bldg., Minn., Minn.
530 Sixth Ave., Pittsburgh, Pa.
721 Olive St., St. Louis 22, Mo.
101 Jones Bldg., Seattle, Wash.
519 East Trade St., Charlotte, N. C.
139 Piccadilly, London, W1, England
49 bis Ave Hoche Paris, France
180 University Ave., Toronto 1, Ontario, Can.
Offices also in Rome, Munich, Mexico City, Sydney, Tokyo.

Services Offered — Distribution of syndicated TV film programs and feature films.

Productions—The Adventures of Kit Carson, Biff Baker—USA, Overland Trail, Dr. Hudson's Secret Journal, Famous Playhouse, Federal Men, Follow that Man, Guy Lombardo and his Royal Canadians, Staccato, Suspicion, Riverboat, Man Behind the Badge, Cimarron City, Playhouse 15, The Ray Milland Show, The Rosemary Clooney Show, Soldiers of Fortune, State Trooper, Western Features Starring Gene Autry, Western Features Starring Roy Rogers, Crusader, Mickey Spillane's Mike Hammer, Pride of the Family, Johnny Midnight, Shotgun Slade, Coronado 9.

PROGRAM PRODUCERS

MEDICAL TELEVISION PRODUCTIONS, INC.

247 Park Ave., New York 17, N. Y.
Phone: YU 6-9230

President.....Stephen W. Schwartz
Services Offered: An organization producing medical telecasts, motion pictures, and radio programs—as well as documentary, technical, and dramatic programs in other specialized fields.

CHARLES MICHELSON, INC.

45 West 45th St., New York 36, N. Y.
Phone: PLaza 7-0695

President.....Charles Michelson
Treasurer.....Aaron Michelson
Services Offered: U. S. representatives for foreign TV stations; distributors of TV film programs & transcribed radio programs, E.M.I. mood music library.

Productions: Capsule mysteries, The Plainclothes Man, Famous Jury Trials, The Clock, Half-hour Mystery Bloc, Daytime Soap Operas.

MILLER-SHAW PRODUCTIONS, INC.

527 Madison Ave., New York 22, N. Y.
Phone: MU 8-1242

President.....John A. Miller
Vice President.....James T. Shaw
Services Offered: TV program packages, film, live and tape, specializing in children's programs.

WILLIAM MORRIS AGENCY, INC.

1740 Broadway, New York 19, N. Y.
Phone: JUdson 6-5100

Exec.-in-Chg. of TV-Radio. Wallace S. Jordan
Services Offered: Packaged shows for radio and TV, also talent reps. for all fields.

MORTON PRODUCTIONS

64 East Lake St., Chicago 1, Ill.
Phone: CEntral 6-4144

President.....Morton Jacobson
Services Offered: Syndicated radio shows.

MUNDELL PRODUCTIONS, CORP.

417-1416 Commerce, Dallas 1, Tex.
Phone: RIverside 8-3021

President.....Jimmie Mundell
Vice President.....Elizabeth J. Erwin
Secretary.....Jeff Mundell
Services Offered: TV news service and sports films for television.

MUZAK CORPORATION

229 Park Ave. S., New York 3, N. Y.
(Sec Transcription Companies)

NATIONAL FILM STUDIOS, INC.

105 Eleventh St., SE, Washington 3, D.C.
Phone: LIncoln 6-8822

President.....Harold A. Keats
Vice President.....Stanley Allen
Vice President.....Edward W. Alfriend, IV
Director.....F. William Hart
Services Offered: Completely equipped studio, sound stage, equipment & personnel for studio or location prod., 35 & 16mm mo-

tion picture prod., sound recording.

THE NATIONAL RESEARCH BUREAU, INC.

415 N. Dearborn St., Chicago 10, Ill.
Phone: SUperior 7-5080

President.....Wm. H. Wood
Vice President.....Robert Stone

Branch Office

424 North 3rd St., Burlington, Iowa
Phone: PLaza 2-5415

Services Offered: Broadcast Editorial Idea Library—a monthly exchange of broadcast editorials used by leading stations throughout the country. Radio Campaigns—a monthly service of sales, program & continuity ideas and suggestions.

NATIONAL TIME SALES

(Subsidiary of Pan American Bestg. Co.)
122 E. 42nd St., New York, N. Y.

Phone: MU 2-4500

NATIONAL VIDEO TAPE PROD. INC.

36 West 44th St., New York 36, N. Y.
(Sec Transcription Companies)

NEW MERRITT ENTERPRISES INC.

500 Fifth Ave., New York, 36, N. Y.
Phone: BR 9-4288

President.....E. Roger Muir
Exec. Vice Pres.....Nick Nicholson
Vice Pres., Treas.....Henry Shensky
Services Offered: TV producers.

Production: The Funny Manns.

OLIVER W. NICOLL PRODUCTIONS

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130

Cable Address: ARREFAY New York
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; Television—Program production and consultation, package live and film shows, scripts, talent.

NORTHWESTERN INC., MOTION PICTURES & RECORDING

411 Southwest 13th Ave., Portland, Ore.
Phone: CApitol 3-4107

Vice President.....Sheldon Goldstein
Services Offered: Producers of TV programs & commercials, industrial & business films, sound slide films, radio transcriptions.

OMAR MUSIC COMPANY

5420 Melrose Ave., Hollywood 38, Calif.
Phone: HO 2-6027

President.....Peter Frank
Exec. Vice Pres.....Herbert N. Eisman

Branch Office

1271 Ave. of Americas, New York 20, N. Y.
Phone: PLaza 7-2197

Services Offered: Creators of theme, background music, cues, etc., for TV film programs and feature pictures.

PROGRAM PRODUCERS

ORBIT PRODUCTIONS, INC.

630 Ninth Ave., New York 36, N. Y.
Phone: PLaza 7-3890

President Samuel Fleishman
Services Offered: Producers of programs for TV; educational, public relations & industrial films; recording, dubbing & sound transfers, etc.

PAN AMERICAN BROADCASTING CO.

380 Lexington Ave., New York 17, N. Y.
Phone: MURray Hill 2-4500

Exec. V.P. Eugene Bernald
Services Offered: Scripting, producing and recording programs in over 54 foreign languages for use in United States and in foreign countries.

PARROT PRODUCTIONS

550 Fifth Ave., New York, N. Y.
Phone: CI 5-1431

President W. Watts Biggers
V.P., Production Thomas J. Dunford
V.P., Sales Eli Feldman
Sec., Treas. Treadwell Covington
Services Offered: Producers of TV programs.
Productions: Parrot Playhouse.

PHILIP J. PERLMAN ASSOCIATES

141 E 55th St., New York 22, N. Y.
Phone: MU 8-4831

Owner Philip J. Perlman
Services Offered: Producers & packagers of radio & TV live & film programs.

PICTURE PRODUCTIONS CORP.

527 Lexington Ave., New York, N. Y.
Phone: PLaza 2-3940

President Jerry Layton
Vice President S. H. Cannold
Services Offered: Complete film supervision, preparation & production of live and film TV programs.

PIONEER PRODUCTIONS

619 W. 54th St., New York, N. Y.
Phone: JU 6-7633

President Lillian Jones
Services Offered: A creative film editorial service for TV, theatrical and commercial motion pictures.

PIPER TELEVISION, INC.

500 Fifth Ave., New York 36, N. Y.
Phone: OXFord 5-0335

President Peter M. Piech
Vice President Robert A. Travis
Secretary Charles Haydon
Services Offered: Producers of Pip The Piper.

JULES POWER PRODUCTIONS, INC.

9 East 75th St., New York 21, N. Y.
Phone: LEhigh 5-8850

President Jules Power
Vice President Daniel Wilson

Branch Office

228 N. LaSalle, Chicago 1, Ill.

Phone: ANdover 3-1422

Office Manager Mrs. Hazel Rothbart
Services Offered: Producers and packagers of live, taped and filmed programs.

CHUCK PRAGER RADIO SYNDICATIONS, INC.

441 West End Ave., New York 24, N. Y.
Phone: TR 7-8402

President Chuck Prager
Services Offered: Producer and syndicator of one minute radio features.

Productions: The Oleg Cassini Show; The Vincent Lopez Show; The Henry Morgan Show; The Hy Gardner Show. New features available on request.

PREMIERE ARTISTS AND PRODUCTIONS AGENCY

1046 N. Carol Dr., Los Angeles 46, Calif.
Phone: CR 4-5488

Owner Harold Jovien
Services Offered: Representation of artist and programs for TV, radios, records. Also writers, directors, producers for TV.

PROGRAMATIC BROADCASTING SERVICE

(Div. of Muzak Corp.)

229 Park Ave. S., New York 3, N. Y.

(See Transcription Co.'s)

PROJECT-O-FEX, INC.

60 East 42nd St., New York 17, N. Y.
Phone: MURray Hill 7-1881

President Paul F. Adler
Services Offered: Semi-animated film, spot and institutional films.

PUBLIC AFFAIRS RADIO, INC.

150 Broadway, N. Y. C. 38
Phone: BArlay 7-6563

President Guthrie E. Janssen
Vice President Justin J. Bayer
Secretary-Treasurer Philip R. Leeds
Services Offered: Voiced program service of news & public affairs.

PUBLIC SERVICE RADIO NETWORK

743 Fifth Ave., New York 22, N. Y.
Phone: PLaza 3-7410

President Ted Cott
Exec. V.P. Budd Getschal

PROGRAM PRODUCERS

Vice President.....David L. Garth
 Chairman of the Bd.....F. W. Richmond
Services Offered: A group of libraries plus special features.

PUNCH FILMS, INC.

155 Fifth Ave., New York, N. Y.
 (See Commercial Producers)

PYRAMID PRODUCTIONS, INC.

445 Park Ave., New York, N. Y.
 Phone: PL 2-4100

President.....S. F. Rubin
Services Offered: Producers of live and film programs.

Productions: Big Story, Treasury Men in Action, Man Behind the Badge, Playhouse 15, Police Call, Seven Against Crime, Decoy, Deadline.

QM PRODUCTIONS

1041 N. Formosa, Hollywood, Calif.
 Phone: HO 7-5111

President, Treas.....Quinn Martin
 Exec. Vice Pres.....Arthur Fellows
 Vice Pres., Sec.....Eli Parker
Services Offered: Television & motion picture production.

RTN BROADCAST FEATURES, INC.

(Subsidiary of Taylor/Nodland Ltd.)
 75 E. Wacker Drive, Chicago 1, Ill.
 Phone: CE 6-0221

New York Phone: OX 7-3130

PresidentLnd Richards
 Exec. Vice Pres.....Jory Nodland
Services Offered: Produce and distribute syndicated radio programs. Special promotional services to stations.

Productions: Best Of Roger Williams; Syd Harris Show.

RADIO & TV PACKAGERS, INC.

11 E. 40th St., New York 16, N. Y.
 Phone: LEXington 2-1717

PresidentWilliam Cayton
 Vice President.....Lee Dalia
 Secretary.....D. R. Roberts
Services Offered: Packaging & production of TV film series, industrials, TV cartoons & commercials.

Productions: Jungle, Cartoon Classics.

RADIO & TV ROUNDUP PRODUCTIONS

111 Maplewood Ave., Maplewood, N. J.
 Phone: SOrange 3-1044
 New York Phone: YUkon 6-5700
 Hollywood Phone: HO 6-6124

Executive Producer.....W. H. Bertenshaw
 Bus. Mgr.....Betty Janeway
 TV Director.....David Holm
 Radio Director.....Michael Blenn
Services Offered: Producers, packagers & syndicators of radio-TV programs and features.

Productions: Radio USA, Inside Fashion, Farm Digest, Viewpoint, TV USA, Fun with Pop, It's a Funny World, Report on Religion, Medicine USA.

RADIO BROADCAST SERVICE

Box 3081, Glendale 1, Calif.
 Phone: CHapman 5-3296

General Manager.....Allin Slate
Services Offered: Producing live and tape radio programs of music, news and interviews.

Sports Broadcast Service Div.

Phone: Citrus 4-2807

Services Offered: Producing live and tape sports programs.

RADIO CONCEPTS, INC.

236 West 55th St., New York 19, N. Y.
 Phone: PL 7-5300

Owners.....Al King, Philip Meltzer
 Exec. Vice Pres.....Don Purcell
Services Offered: Packagers of custom created "total scope" features.

RADIOZARK ENTERPRISES, INC.

1121 S. Glenstone, Springfield, Mo.
 Phone: UNiversity 2-4422

Managing V.P.'s.....E.E. Siman, Jr., John B. Mahaffey
Services Offered: Production-syndication of quarter-hour program features, network, programs, jingles, transcribed commercials.

Productions: Tennessee Ernie Ford Show, Smiley Burnette Show, Red Foley Show.

REEMACK ENTERPRISES, INC.

1270 6th Ave., Rm. 2402 New York 20, N. Y.
 Phone: CI 6-7300

PresidentLloyd Marx
 Vice-PresidentTed Mack
Services Offered: Producers of "The Original Amateur Hour."

REMBRANDT FILMS, INC.

59 East 54th St., New York, N. Y.
 Phone: PL 8-1024

President.....W. L. Snyder
Services Offered: Cartoon series.

RICHARD S. ROBBINS CO., LTD.

163 Bleecker St., New York 12, N. Y.
 Phone: SP 7-2568

PresidentR. S. Robbins
 Vice President.....Edward E. Finch
Services Offered: Radio and Television merchandise prizes.

ROCKHILL PRODUCTIONS, INC.

18 E. 50th St., New York 22, N. Y.
 Phone: PLaza 9-7979

PresidentJanet Taylor
Services Offered: Complete packages, radio, TV and film.

RODNEY YOUNG ENTERPRISES

700 Gower, Los Angeles, Calif.
 Phone: HO 9-5911

PresidentRobert Young
 V.P., Chg. of Prod.....Eugene B. Rodney
Services Offered: Producers of TV series.

RICHARD H. ROFFMAN ASSOCIATES

675 West End Ave., New York 25, N. Y.
 Phone: Rlverside 9-3647

PROGRAM PRODUCERS

Bd. Chairman.....Maurice Roffman
 PresidentRichard H. Roffman
 Vice Pres.....Sophie S. Roffman
Services Offered: Radio and TV production, public relations, publicity, promotion.

ROSS-DANZIG TV, INC.

6331 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLLYWOOD 2-6464

PresidentBart Ross
 Vice Pres., Sec.....Frank K. Danzig
 ProducersAl Burton,
 Margaret Coffey, Bud Widom
Services Offered: Package production of live & filmed television programs.

R-TV ENTERPRISES

225 W. 86th St., New York 24, N. Y.

Phone: SUsquahanna 7-2161

PresidentAmy W. Muentz
 Executive Producer.....Jules Evan Baker
 Prom. Consultant.....Alan J. Levine
Services Offered: Broadcast promotions & productions; live & filmed commercial & public service programs & spots, Shop-A-Thon; Billboard TV (BBTV).

SANDE & GREENE, INC.

1777 N. Vine, Hollywood 28, Calif.

(See Commercial Producers)

ALAN SANDS PRODUCTIONS

565 Fifth Ave., New York 17, N. Y.

Phone: OXFord 7-6135

ManagerAlan Sands
 Producer-WriterCecile Diamond
Services Offered: Creation, production & writing of syndicated radio-TV series.
Productions: Your Child & You, Marriage, Before & After, Amy Vanderbilt.

JAMES L. SAPHIER AGENCY, INC.

9229 Sunset Blvd., Los Angeles 46, Calif.

Phone: CRestview 1-7231

President.....James L. Saphier
Services Offered: Radio and TV productions, sale of package programs and talent.
Productions: The Bob Hope Show, Celebrity Golf.

ALLEN SAVAGE NETWORK PRODUCTIONS

1 E. 57th St., New York 22, N. Y.

Phone: EL 5-1434

OwnerAllen Savage
Services Offered: Specializing in "Live Better Electrically," programs which are packaged and produced for the electrical industry, currently on air coast to coast. Packagers & producers of radio programs.
Productions: Adequate Wiring in the Home, Home Selector Guide.

WALTER SCHWIMMER INC.

75 East Wacker Drive, Chicago 1, Ill.

Phone: FRanklin 2-4392

New York Address: 527 Madison Ave.

New York 22, N. Y.

Phone: ELdorado 5-4616

PresidentWalter Schwimmer

Vice-Pres. in Chg. of Sales....Bernie Crost
 V.P. in Chg. of Prog.....Arthur Pickens, Jr.
 N.Y. ManagerJack Arden
Services Offered: TV and radio package productions.

Productions: Championship Bowling, Championship Bridge, Tello-Test, Tune-Test, Top Pro Golf, Championship Tennis.

SCREEN GEMS, INC.

711 Fifth Ave., New York 22, N. Y.

(See TV Film Prod.-Dist.)

SELMUR PRODUCTIONS, INC.

4151 Prospect Ave., Hollywood 27, Calif.

Phone: NO 3-3311

PresidentSelig J. Seligman
 V.P., Admin. & Bus. Affairs..Leon I. Mirell
Services Offered: Production of TV programs & series, film, tape & live.

SESAC, INC.

10 Columbus Circle, New York 19, N. Y.

Phone: JUDson 6-3450

PresidentPaul Heinecke
 Secretary-Treasurer.....R. C. Heinecke
 Asst. to Pres.....E. S. Prager
 Production Manager.....George Jellinek
 Station Relations Dir.....W. F. Myers
 Pub. & Prom.....Alice J. Heinecke
Services Offered: Licensing the use of copyrighted music; LP Service including catalog of over 8500 bridges, moods and themes and "Drummers"; syndicated transcribed tailor-made programs for advertisers.

SHIFFRIN-HYLAND AGENCY

315 South Beverly Drive, Beverly Hills, Calif.

Phone: CR 4-7641

Co-owners.....Dick Irving,
 William Shiffirin
 Associates: George Litto, Hank Roberts,
 Harvey Ricin, Bruce Hammer, Jo Cardaci,
 Vanessa Mitchell

Services Offered: TV and feature film packages. Literary and actors' agent.

FLETCHER SMITH STUDIOS, INC.

259 S.W. 21st Terrace, Ft. Lauderdale, Fla.

Phone: LU 1-7300

319 E. 44th St., New York 17, N. Y.

Phone: MUrray Hill 9-8766

PresidentFletcher Smith
 Vice President.....Arthur J. Davis
 Secretary-TreasurerMrs. Frances Burns
Services Offered: Complete motion picture production; TV shows, spots, industrial films; large animation staff.

SOUTHHILL PRODUCTIONS, INC.

425 East 63rd St., New York, N. Y.

Phone: PLaza 3-1228

President.....Richard L. Linkroom
 Vice President.....Henry Denker
 V.P., Sec.-Treas.....Verna Linkroom
Services Offered: Production & packaging of TV programs.

Productions: Divine Adventures, Mary Martin's 1962 Special, Arthur Godfrey Show.

PROGRAM PRODUCERS

THE SOUVAINÉ ASSOCIATES INC.

135 Central Park West, New York 23, N. Y.
Phone: TR 3-1158

ProducerGeraldine Souvaine
Services Offered: Producers of radio and TV programs.

SPENCER PRODUCTIONS, INC.

507 Fifth Ave., New York 17, N. Y.
Phone: OX 7-5895

PresidentJeanne Allgeier
Office ManagerAlan Abel
Services Offered: Producer of TV series, pilot films for television.

SPORTS NETWORK, INC.

36 West 44th St., New York 36, N. Y.
Phone: MUrray Hill 2-0117

President.....Richard E. Bailey
Vice-President.....Roylance H. Sharp
Secretary-TreasurerThomas J. Schilling
ComptrollerWilliam Hyland
Vice Pres., Sales.....Jack D. Bozarth
V.P., Engineering.....Charles A. Voso
Services Offered: Technical facilities include studio, Mobile Camera units & Mobile video tape units available for commercials, programs & closed circuits. Video tape center available for screening, dubbing and editing.

SPORTS PROGRAMS, INC.

Time & Life Bldg., Rockefeller Center,
New York, N. Y.

Phone: CI 6-3730

Services Offered: Producers of sports programming for TV.

WILBUR STARK

10202 W. Washington, Culver City, Calif.
Phone: UPTon 0-3311

25 West 54th St., New York, N. Y.
Phone: CI 6-0042

PresidentWilbur Stark
Services Offered: Live and filmed TV.

STARS INTERNATIONAL, INC.

5420 Melrose Ave., Hollywood 38, Cal.
Phone: HOLlywood 2-6027

1271 Ave. of the Americas,
New York 20, N.Y.
Phone: PLaza 7-2197

PresidentPeter Frank
Exec. Vice Pres.....Will Scott
Vice PresidentMann Scharf
V.P., Treasurer.....Ernest W. McKee, Jr.
Program Director.....Mel Ryan
Services Offered: Big Sound radio production
Productions: Formatic Radio, Country and Western Radio.

MIKE STOKEY ENTERPRISES

4202 Benedict Canyon Drive, Sherman Oaks,
Calif.

Phone: STate 4-0458

PresidentMike Stokey
Vice President.....John Hueners
SecretaryElise Mayberry

New York Office
515 Madison Ave.
Phone: PLaza 8-2072

ManagerFrank Barone

Services Offered: Package producers of live and filmed TV shows.

Productions: Pantomine Quiz, Author!-Author!, Juke Box Gambol, Writer Wrong, It's in the Cards.

TALENT ASSOCIATES-

PARAMOUNT LTD.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-1030

PresidentAlfred Levy
Vice President.....David Susskind

TAYLOR/NODLAND LTD.

TAYNOD PRODUCTIONS, INC.

75 E. Wacker Drive, Chicago, Ill.
Phone: CE 6-0221

330 East 46th St., New York, N. Y.
Phone: OX 7-3130

PresidentSherrill Taylor
Exec. Vice Pres.....Jory Nodland
Services Offered: Producers of Kukla and Ollie, Best of Roger Williams.

TELDON PRODUCTIONS

2 West 46th St., New York 36, N. Y.
Phone: COlumbus 5-4111

Owner.....Stephen F. Temmer

Services Offered: Packaged radio shows; foreign language radio shows.

Production: Rendezvous in Vienna.

TELEVENTURE, INC.

285 Madison Ave., New York 17, N. Y.
Phone: OREgon 9-6220

PresidentSoren Christensen
Exec. V.P.....Graham Young
Vice President.....Thomas Orchard
Vice President.....Art Foley
Services Offered: Producers of TV & special purpose industrial documentary films.

TELEVISION AND RADIO FEATURES OF AMERICA

37 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-5130

Cable Address: ARREFFAY, New York
Executive Director.....Oliver W. Nicoll
Associate Director.....Sandra Munsell
Managing Dir.....J. H. Macdonnell

Services Offered: Radio—Program production and consultation, package live shows, syndicated transcriptions, scripts, talent.
Television—Program production and consultation, package live and film shows, script, talent.

TELEVISION BROADCASTING SERVICE, INC.

91 Central Pk. W. New York 23
Phone: TRafalgar 7-2372

President.....William R. Riddle

PROGRAM PRODUCERS

Vice Pres., Sec.....Edith L. Riddle
 Treasurer.....William K. Riddle
 Asst. Treasurer.....Joseph G. Vietri

Branch Offices

1444 Bewick Ave., Detroit 14, Mich.

Phone: VALley 2-0092

Dist. Sales Mgr.....Rodney B. Hersey
 54 Grand Ave., Palisade Park, N. J.

Phone: WH 5-9704

Manager.....Joseph G. Vietri
 12 Maple St., Hensonville 1, N.Y.

Phone: Windham 241-251

Dist. Sales Mgr.....Jack Averill
 39 Academy Rd., Caldwell 1, N.J.

Phone: CALdwell 6-4272

Regional Sales Mgr.....Orwyn L. Werfel
 100 N. Irving Blvd., Los Angeles 4, Calif.

West Coast Rep.....Mrs. L. H. Lincoln

Services Offered: Live TV & film programs, package producer of features, open end and animated commercials & training films, annual reports sound films, documentary and Travel films, scripts, videotape & kinescope facilities. Also feature films for rental.

TRANS ARTISTS PROD., INC.

731 N. La Brea, Los Angeles, Calif.

(See Producer-Distributors)

TRANSCRIPTION SALES, INC.

128 West First St., Dayton 2, Ohio

Phone: BALdwin 2-3773

President.....J. P. Williams

Vice President.....Alexander Buchan

General Manager.....Gerhard Joseph

Services Offered: Quarter-hour programs featuring "Singin' Sam."

TROUBADOUR PRODUCTIONS, INC.

200 West 57th St., New York 19, N. Y.

Phone: PL 7-1880

President.....Peter Rachtman

Vice President.....Sheila Rachtman

Branch Office

160 Trismen Terrace, Winter Park, Fla.

Phone: MIDway 7-4874

Services Offered: Radio program producer & packager, concert producer. Reps located in Europe & Australia for prod. & distributing syndicated radio programs.

Productions: Oscar Brand Show, Sound of Jazz, Eddie Condon's Dixieland Bandstand, Zacherley, Out of the Mouths of Babes.

RICHARD H. ULLMAN, INC.

1271 Ave. of the Americas,

New York 20, N. Y.

Phone: PLaza 7-2197

President.....Peter Frank

Exec. Vice Pres.....Marvin A. Kempner

V.P., Treasurer.....Ernest W. McKee, Jr.

Vice President.....Richard Morrison

Branch Office

5420 Melrose Ave., Hollywood 38, Calif.

3200 Maple, Dallas 19, Tex.

Phone: RIVERSide 2-2651

Chief Executive.....Richard Morrison

Services Offered: Distributors of the Big

Sound, Formatic Radio; Country & Western radio; IMN Jingles, Target Jingles, CRC Jingles, Ev Wren Productions & Spotmaster tape cartridge equipment.

UNIVISION, INC.

1450 Broadway, New York, N. Y.

(See Film Producers-Distributors)

THOMAS J. VALENTINO, INC.

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

Phone: CIRCLE 6-4675-6

President.....Thomas J. Valentino

Vice-President.....Michael T. Valentino

Secretary.....Elsie F. Valentino

Services Offered: Sound effects records, transcriptions, background music for TV and radio.

VHF, INC.

300 East 46th St., New York, N. Y.

Phone: MU 7-4505

President.....Ira G. DeLumen

V.P., Production.....Richard R. Rector

V.P., Sales.....Robert C. Troup

V.P., Special Projects.....Peter J. Smith

V.P., Operations.....John Koushouris

Services Offered: Complete live and video tape production services, tape processing and mixing. Tape transferred to Videofilms.

Productions: The March of Time, Tele-guide, Manshoot for BBC.

VAVIN, INC.

236 East 46th St., New York 17, N. Y.

(See TV Prod.-Dist.)

VICTOR & RICHARDS, INC.

7 East 48th St., New York, N. Y.

Phone: PL 2-7755

President & Sales Mgr.....Vic Lindeman, Jr.

Producer-writer.....Alan Sands

Station Relations.....Peggy Seager

Services Offered: Syndicate live TV programs to local stations and servicing stations with prizes for giveaways.

Productions: Top Ten Dance Party.

VIDEO ENTERPRISES, INC.

667 Madison Ave., New York, N. Y.

Phone: PLaza 3-9327

President.....Philip J. Lane

Branch Office

105 S. Western Ave., Los Angeles, Calif.

Phone: DU 8-9666

Chief Executive.....H. Shaw

Services Offered: Exchanging of merchandise for time on local TV & radio stations; placing of products on network TV programs as awards; program producing.

VIDEOCRAFT PRODUCTIONS, INC.

116 East 30th St., New York 16, N. Y.

Phone: OREGon 9-6030

President.....Arthur Rankin, Jr.

V.P., Treas.....Jules Bass

V.P., Sales.....Marvin Grieve

Exec. Art Dir.....Antony Peters

Phone: HOLLYwood 2-6027

Services Offered: Production & distribution of animated film programs.

Productions: New Adventures of Pinoc-

PROGRAM PRODUCERS

chio, Wizard of Oz, Wonderworld, Willy Mc-Bean & His Magic Machine, The Great Book, Zack & Zelda.

VIKING FILMS INC.

45 West 45th St., New York 19, N. Y.
Phone: CIrcle 5-8858

President Israel M. Berman
Exec. Producer Richard A. Weaver
Services Offered: Producer of TV featur-ettes, public relations & educational films.

V. I. P.

720 5th Ave., New York 19, N. Y.
Phone: PLaza 7-0130

President Bill Murphy
Vice-President Charlotte Morgan
Radio-TV Dir. Helen McCausland
Services Offered: Procuring prizes for quiz shows, producing quiz shows, endorsements by Very Important People, furnish guests for Radio-TV shows.

JAY WARD PRODUCTIONS, INC.

8218 Sunset Blvd., Hollywood, Calif.
Phone: OLdfield 4-3050

President Jay Ward
V.P.'s Bill Scott, Pete Burness,
Bill Hurtz, Al Burns, Lew Keller, Gerard
Baldwin, Skip Craig, Sam Clayberger
Secy.-Treas. Alex Anderson
Services Offered: Producers of The Bull-winkle Show, Rocky & His Friends, Frac-tured Flickers, Watts Knu Show, The Nut-house, Super-Chicken, Hoppity Hooper, Simpson & Delaney.

WASHINGTON, D. C. TELEVISION & RADIO PROGRAM SERVICE, INC.

Jefferson Suite, 1200 16th St., N.W.
Washington 6, D. C.
Phone: DIstrict 7-4707

President G. Bennett Larson
Services Offered: Program ideas and tape facilities.

Productions: U. S. Hearing Highlights.

WBC PRODUCTIONS, INC.

205 East 67th St., New York, N. Y.
Phone: UN 1-3000

President D. H. McGannon
General Manager Joel Chaseman
Executive Producer Mert Koplin
Branch Office

2535 Van Ness Ave., San Francisco, Calif.
Phone: PR 6-6334

Executive Producer Gordon Davis
Services Offered: Radio & TV programs.

WOLF PRODUCTIONS

420 Madison Ave., New York 17, N. Y.
Phone: PLaza 5-2050

Partner Edward Wolf
Partner Herbert Wolf
Producers Dan Dayton
Dir. of Sales Paul Ross
Services Offered: Radio-TV, live program productions.

Productions: Masquerade Party, Keep Talking.

WOLPER PRODUCTIONS, INC.

8720 Sunset Blvd., Hollywood 69, Calif.
Phone: OL 2-7075

President David L. Wolper
Vice President Jack Haley, Jr.
Vice President Mel Stuart
Secretary Sylvan Covey
Controller Harvey Bernhard
Editorial Head Philip R. Rosenberg
Production Head Bert Gold
Sound Dept. Head Jerry Young
Story Dept. Head Alan Landsburg
Music Head Jack Tillar
Producers Jesse Sandler,
William Kronick, William Holmes
Publicity Henry Arnsten
Services Offered: Production of network and syndicated documentary film specials and series for domestic and foreign TV.

Productions: Race For Space, The Story Of series, Biography series, D-Day, Biography Of A Movie, Hollywood: The Golden Years.

ZIV UNITED ARTISTS, INC.

488 Madison Ave., New York 22, N. Y.
Phone: MUrray Hill 8-4700

President John L. Sinn
Exec. V.P. Chg. of Sales .. Maurice J. Rifkin
Exec. V.P. Chg. of Prod. Maurice Unger
Exec. V.P. Chg. of All Pgms. Richard Dorso
V.P., Chg. Chicago Office .. Edward Broman
V.P., Synd. Sales Len Firestone
Sales Mgr. Reg. Div. Ray McGuire
Sales Mgr. No. East. Div. Jack Martin
V.P., N. Y. City Sales Joe Kotler
7324 Santa Monica Blvd.,
Los Angeles 46, Calif.

Sales Mgr. West. Div. Allen Martini
520 N. Michigan Ave., Chicago 11, Ill.
Sales Mgr. No. Central Div. Jim Grubb
Southland Center Bldg., Dallas 1, Tex.
Sales Mgr. So. Central Div. Phil Mergener
1529 Madison Rd., Cincinnati 6, O.
Sales Mgr. Mid Central Div. Mike Kievmann
805 Peachtree St., E., Atlanta, Ga.
Sales Mgr. So. East. Div. John Davidson

Services Offered: Custom-built films for national & regional release, & syndicated shows; studio facilities, TV commercials.

Productions: The Aquanauts, Klondike, Everglades, The Case of the Dangerous Robin, Miami Undercover, Ripecord, Lock Up, Tombstone Territory, This Man Dawson, Bold Venture, Mackenzies Raiders, Rough Riders, Dial 999, Target, King of Diamonds, Keyhole, The Story Of.

MAURICE H. ZOUARY TV-FILM PROD.

333 W. 52nd St., New York 19, N. Y.
Phone: JUdson 2-6185

Owner Maurice H. Zouary
Production Chief Joseph Mawra
Services Offered: Live package radio & TV programs.

Productions: Poem for a Day, Kiddie Camera.

MUSICAL COMMERCIALS

A Unifying Impact of Book, Lyrics & Music

By PHIL DAVIS, President

Phil Davis Musical Enterprises, Inc.

AT THE RISK of inviting blasts of blasphemy, I believe that effective musical commercials share certain basic characteristics in common with musical plays that unite book, lyrics, and music into an organic whole.

The musical plays associated with the name of Oscar Hammerstein — from "Show Boat" to "South Pacific" — illustrate the inseparability of book, lyrics, and music in creating a unifying, dominant impact that advances dramatic plot, situation, or purpose, inspires memorability, and portends longevity.

Producers of effective musical commercials, though limited by the minute hand, also aspire and strive to unite book (advertiser's purpose), lyrics (advertiser's copy) and music to reinforce the principle that the purpose of the commercial creates the song.

If either purpose, lyrics, or music is separated, it courts fragmentation and dissipation of a unified, continuing, memorable dynamic whole.

Carling's Black Label Beer has "Hey, Mabel — Black Label," but what does Miller's High Life, Schaeffer, or Ruppert have that compares with the sales impact made by "Mabel?"

Unfortunately the "philosophy of waste" enters advertising when an agency or sponsor discards a musical commercial on a whim, fancy, or a rationalized reason before it has reached its maximum usefulness or potential.

A special province of music is that it provides a more intimate and con-



comitantly a more effective identification for a sponsor or his product than a printed logo or trademark.

As an illustration, take "Hey, Mabel — Black Label" that helped propel Carling's from a regional brewery in 1949 to an international one in 1961; and from numbering 62nd among the nation's

breweries in 1949 to the fourth largest in the nation.

Contrary to minority opinion, effective musical commercials are not the result of freak accidents or miracles, but of honesty, experience, and research and analysis that yield a check list of basic principles. Reducing these to the bone, I consider the following to be the most important:

- 1: An effective musical commercial commands attention, establishes emotional acceptance, and individualizes the product image within the first 12 to 15 seconds. (Frequently musical commercials make companies look like nursery rhyme factories that manufacture products for a moppet public).
- 2: Its lyrics reveal a knowledge of the flesh and bones of words — the vowels and the consonants — and the importance of phonetics. (Frequently printed words or slogans designed to enchant the eye disenchant the ear. Advertisers planning to use both print and broadcast media, especially radio, should carefully consider and plan visual and audio reception of campaign slogans).
- 3: Its music enhances and punctuates the sales message with a perfect wedding of words and music.

UNIVERSAL

RECORDING CORPORATION

46 EAST WALTON

TELEPHONE

642-6465

ONE OF THE NATION'S LARGEST AND MOST COMPLETE RECORDING FACILITIES

RECORDING STUDIOS, INC.

★

NEW YORK'S FINEST RECORDING, MUSIC SCORING
and DUBBING INSTALLATION

featuring

DUAL 35mm or 16mm Projection and Looping
Post-Syncing for the following:

BUTTERFIELD 8 • VIEW FROM THE BRIDGE • PARIS BLUES

YOUNG DOCTORS • THE HUSTLER

LONG DAY'S JOURNEY INTO NIGHT

REQUIEM FOR A HEAVYWEIGHT • THE MIRACLE WORKER

1639 Broadway, New York

PLaza 7-8855

TELEVISION

**TRANSCRIPTION
COMPANIES**

.....
**KEY PERSONNEL
BRANCH OFFICES
SERVICES OFFERED**

YEARBOOK

1962

Silver Anniversary

Transcription Companies

ALL-CANADA RADIO & TELEVISION LIMITED

1000 Yonge St., Toronto 5, Ont., Can.
Phone: WALnut 5-9361

President.....J. Stuart MacKay
General Manager.....Reo. C. Thompson
Mgr., Radio Div.....Robert A. Taft
Mgr., TV Div.....Ross A. McCreath
Mgr., Bcast. Svc. Div.....Peter N. Harricks
Mgr., Program Div.....Dana C. Murray

Branch Offices

1161 Melville St., Vancouver, B. C.

Phone: MUtual 4-7461

Manager.....John E. Baldwin
Taylor, Pearson & Carson Bldg.,
Calgary, Alta.

Phone: AMhurst 2-7691

Manager.....Jack E. Cavanaugh
706 Electric Railway Chambers,
Winnipeg, Man.

Phone: WHitehall 2-6861

Manager.....Gordon Jones
Dominion Square Bldg., Montreal, Que.

Phone: UNiversity 1-5656

Manager.....Ken A. Baker
Services Offered: Canadian representatives
and distributors for transcription companies.

ARIZONA RECORDING PRODUCTIONS

834 N. Seventh Ave., Phoenix, Ariz.

Phone: ALpine 2-1718

Owner-Manager.....Raymond Boley
Services Offered: Facilities for commercial
& personal sound recordings. Radio & TV
jingles, master & pressing service, dubbing,
multiple recording, sound for motion pic-
tures & slide films.

ARTISTS RECORDING STUDIOS

8718 E. 77th Terr., Kansas City 33, Mo.

Phone: FL 3-6767

Owner.....Bill L. Godden
Services Offered: TV and radio air checks,
TV sound production, tape recorder rentals,
phonograph masters and pressings.

ASSOCIATED PROGRAM SERVICE (Div. of Muzak Corp.)

229 Park Ave. S., New York 3, N. Y.

Phone: ORegon 4-7400

Sales Mgr.....John Esau
Services Offered: A transcription library
exclusively comprising radio music, jingles
for advertisers, time, weather, dollar-day spots
and shopping-days-til-Christmas jingles. Also
TV production music library and special
transcription library for industrial slide film
producers.

AUDIO-MASTER CORP.

17 East 45th St., New York 17, N. Y.

Phone: OXFord 7-0725

President.....Herbert Rosen
Service Offered: Transcriptions; mood and
bridge music library.

AUDIO TECHNIQUES, INC.

247 West 46th St., New York 36, N. Y.

Phone: JUDson 6-2619

President.....Lawrence J. Kreeger
Vice President.....Howard M. Lawrence
Sec.-Treas.....John H. Beaumont
Services Offered: Sound recording for
radio, film & video tape production. Studio
& remote recording; tape editing & mixing;
magnetic & optical transfers; instantaneous
discs; disc mastering & pressing. Complete
film editorial services.

AUDIO-VIDEO RECORDING SERVICE

(Div. of Capitol Transcriptions, Inc.)

620 Eleventh St., N.W., Washington 1, D. C.

Phone: (202) 393-1246

Manager.....H. Edward Behre
Sr. Audio Engineer.....Panos Lambrou
Services Offered: Complete recording ser-
vices, commercial & industrial accounts: slide
film sound tracks, subsonic control tones for
"Dukane" & others; audio-visual & message
repeater cartridge specialists for "Salesmate,"
"LaBelle," "Pentron," "Cousino," "Spotmas-
ter," "Music Masters," "Lectour," & others.
Tapes of Presidential News Conferences &
other Washington events. Tape & cartridge
duplicating. Auricon-Ampex-Rangertone sin-
gle & double system video services.

AURA RECORDING, INC.

136 W. 52nd St., N. Y. C. 19

Phone: JU 2-8105

President.....Herbert Kaplan
Vice President.....Benjamin Stern
Services Offered: Recording facilities for
advertising agencies and record companies;
studios, mixing rooms, cutting and mastering
channels. Recording to 16mm & 35mm pic-
ture and 16mm & 35mm magnetic transfer.

BELL SOUND STUDIOS, INC.

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

Phone: JU 2-4812

President.....Allen Weintraub
Vice-Pres.....Daniel Cronin
Services Offered: Complete services for
tape, disc and film recording with studio pro-
duction facilities. Masters (standard and
microgroove). Westrex stereo discs, 3 & 4
track recording facilities and complete film
recording facilities.

BRITISH BROADCASTING CORP.

630 Fifth Ave., New York 20, N. Y.

TRANSCRIPTION COMPANIES

Phone: CI 7-0656

Representative in U. S. Derek Russell
Transcription Asst. Marion Moss
Services Offered: Topical taped programs;
long-playing disc transcriptions of BBC pro-
grams.

BROADCAST SERVICES, INC.

206 San Francisco St., El Paso, Tex.

Phone: KEystone 2-6978

President Jack R. McVeigh
V.P., Secy.-Treas. Mrs. Billie McVeigh
Vice President William E. Branch
Dir. Angel H. Rojas, Robert F.
Cummins, Jack R. McVeigh, Jr.

Services Offered: Complete recording fa-
cilities.

S. W. CALDWELL, LTD.

447 Jarvis St., Toronto 5, Ontario, Canada

Phone: WALnut 2-2103

President Kenneth Page
Radio Sales Gordon Caldwell
Recording Engineer Joe Davidson

Services Offered: Radio and television syn-
dicated shows produced in United States and
abroad, packaged on transcription, tape, film;
music and sound effects libraries; produce
commercials (live, tape, film).

CAPITOL TRANSCRIPTIONS, INC.

620 Eleventh St., N.W., Washington 1, D. C.

Phone: (202) 393-1246

President H. Edward Behre
V.P. C. Edward Behre
Secretary Doris Erickson
Sr. Audio Engineer Panos Lambrou

Services Offered: Three sound studios,
complete recording services, commercial &
industrial accounts: slide film sound tracks
with sonic & subsonic control tones for
"Salesmate," "LaBelle," "DuKane" & others;
audio-visual & message repeater cartridge
specialists; tape, discs, pressings. Live music
sessions in sound studios; conference & con-
vention reporting; tapes of Presidential News
Conferences & other Washington events. Air
checks and tape duplicating services. "Spot-
master" cartridge duplicating. Auricon-Am-
pex-Rangertone single & double system video
services.

COAST SOUND SERVICE, INC.

(Subsidiary of Trans Artists
Productions, Inc.)

1223 N. Highland Ave., Hollywood, Calif.

Phone: WEBster 1-1639

President Gerald J. Rappoport
Secretary-Treas. Samuel Singer
V.P., Chief Eng. Charles Knight
V.P. Louis Himelstein

Branch Offices

1776 Broadway, New York, N. Y.

Phone: PLaza 1-4352

731 N. La Brea., Los Angeles, Calif.

Phone: WE 1-1639

Services Offered: Fully equipped sound

CREATE THE RIGHT MOOD EVERY TIME

with the

MAJOR MOOD MUSIC LIBRARY

Major offers you a full thirty-
five hours of mood music for
titles, bridges, background —
for scoring, editing, recording
and dubbing music for your
video-tape productions, docu-
mentaries, TV films, slide
films, animation, sales presen-
tations, industrial films and
radio commercials.

Major specializes in sound —
you get exceptional technical
know-how and beautifully-
recorded original music.

IMPORTANT: *Major* owns
its own copyrights on *all* mood
music in its library; world
rights available to you on a
completely sound legal basis.
Records available on a "per
selection" or "unlimited use"
arrangement.

**WRITE FOR FREE
CATALOGUE
to THOMAS J. VALENTINO, INC.**

Established 1932

150 West 46th Street
New York 36, N. Y.

Also available Free catalogue of complete
sound effects library

RD-1

TRANSCRIPTION COMPANIES

studio, magnetic & optical film recording, editing, dubbing, cutting rooms, music & sound effect library; 35 & 16mm projectors, portable field equipment, equipment including generators.

COMMUNITY CLUB AWARDS, INC.

Westport, Conn.

(See Program Producers)

CORELLI-JACOBS FILM MUSIC, INC.

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

Phone: JUdson 6-6673

PresidentFred Jacobs
Vice PresidentAlfonso Corelli

Services Offered: Complete editing of music & sound effects scores for films, slide-films & radio programs from music library on disc, tape & film.

CUE RECORDINGS, INC.

117 W. 46th St., N. Y. C. 36

Phone: PLaza 7-3641

PresidentSholom Rubinstein
Vice President.....Mel Kaiser
Secretary-TreasurerBernard Rubinstein

Services Offered: Tape, disc, studios, remotes, stereo facilities, editing rooms, shipping facilities, high speed tape duplication, 35 and 16mm equipment.

PHIL DAVIS MUSICAL ENTERPRISES, INC.

59 East 54th St., N. Y. 22

Phone: MU 8-3950

PresidentPhil Davis
Creative Director.....Edward C. Redding
V.P., Mus. Dir.....Earl Paul
Secy.-Treas.....Loretta H. Davis
Prod. Mgr.....Joe Rhodes
Film Scor. Dir.....Hale Rood
Mus. Dev. Mgr.....Corky Robbins
P.R. Director.....Frances B. O'Brien
Exec. Secy.....Renee Strum

Services Offered: Creators and producers of custom-built musical commercials for TV, film soundtracks and radio transcriptions.

GORDON M. DAY PRODUCTIONS

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

(See Commercial Producers)

DERYCK WARING RECORDINGS

37 E. 49 St., New York 17, N. Y.

Phone: PLaza 8-2910

Owner, Chief Engineer.....Deryck Waring
Sales & Promotion.....Marion I. Waring

Services Offered: Steinway piano, Hammond organ, Ampex tape machines, Scully lathe, synchronous motor, Fairchild pic-sync generator.

ESS

411 Fifth Avenue
New York 16, N. Y.
MU 3-1838

EASTERN SOUND STUDIOS

RE-RECORDING

MIXING

TRANSFER

NARRATION

MUSIC

**THE ONLY COMPLETELY RCA EQUIPPED FILM
SOUND RECORDING STUDIOS IN THE EAST**

TRANSCRIPTION COMPANIES

EASTERN SOUND STUDIOS, INC.

411 Fifth Ave., New York, N. Y.
Phone: MU 3-1838

PresidentRay Rand
Vice President.....Leo Goldman
Engineering Staff.....Gus Mortensen,
Dan Saraceni
Services Offered: Recording, re-recording,
mixing, transfer, music narration for both TV
and motion picture.

ELECTRO-VOX RECORDING STUDIOS

5546 Melrose Ave., Hollywood 38, Calif.
Phone: HO 5-2189

President.....Bert B. Gottschalk
Vice President.....Alan Gottschalk
Services Offered: Industrials; commercials,
phonograph recording; rental of facilities, in-
cluding studios.

ELECTRONIC MEMORY REPORTING SERVICE

(Div. of Capitol Transcriptions, Inc.)
620 Eleventh St., N.W., Washington 1, D. C.
Phone: (202)-393-1246

Manager.....H. Edward Behre
Services Offered: Complete Convention &
Conference reporting services; verbatim
transcripts, tapes for broadcast.

BRUCE ELLIS COMPANY

Box 2067-D, 305 S. Fair Oaks Ave.,
Pasadena, Calif.
Phone: MU 1-6909

President.....Wm. A. McCall, Sr.
Vice President.....Wm. A. McCall, Jr.
Secy.-Treas.....Mrs. G. E. Pinto
Sales Dept.....James McCall
Services Offered: Transcription tapes.

EMPIRE BROADCASTING CORPORATION

480 Lexington Ave., New York, N. Y.
Phone: YUkon 6-5700

President & Treasurer...Helen D. Kelleher
Vice-PresidentArthur Lube
Secretary.....John Hughes Dwyer
Services Offered: Tape-Disc recording
Studios-Remote work. Production-Talent.

ERA, INTERNATIONAL FILM & RECORDING ENTERPRISES, INC.

219 Security Trust Bldg., Miami 32, Fla.
(See Program Producers)

FIDELITY SOUND INC.

1427 Landon Ave., Jacksonville 7, Fla.
Phone: FL 9-6084

PresidentRobert E. Woolf
Vice President.....Wallace A. Ybanez
TreasurerFransis Woolf
Services Offered: High speed tape dupli-
cating, pressings, instantaneous discs, pack-
ing & mailing, studio facilities.

THE FRENCH BROADCASTING SYSTEM IN NORTH AMERICA

(Radiodiffusion-Television Francais,
N. American Branch)
972 Fifth Ave., New York 21, N. Y.
Phone: REgent 4-1501

DirectorJacques Sallebert
Asst. Director.....Alice Lewitin
AdministratorSuzanne Weltman
Program Director.....Ann McMillan
Public Relations.....Kenneth Tepfer
Services Offered: Taped programs and
longplaying disc transcriptions of special RTF
programs for American radio.

HARRY S. GOODMAN PRODUCTIONS, INC.

19 E. 53 St., New York 22, N. Y.
Phone: PLaza 5-6131

President.....Harry S. Goodman
Asst. to President.....Ralph Arlin
TV Director.....Stuart Wilson
Secretary.....H. D. Knuth
Services Offered: Jingle library for sta-
tions; 1 & 5 minute library shows. Taped or
transcribed radio programs.

GOTHAM RECORDING CORP.

2 West 46th St., New York 36, N. Y.
Phone: JU 6-5577

OLMSTED SOUND STUDIOS INC.

1 East 54th St.
N. Y. 22, N. Y.
PLaza 1-0890

COMPLETE SOUND FACILITIES

for

- FILM
- TAPE
- DISC



RICHARD B. OLMSTED
ARTHUR SHAER

TRANSCRIPTION COMPANIES

President.....Herbert M. Moss
 Exec. V.P.....Robert M. Volkell
 V.P., Prod.....Fred Hertz
 V.P., Sales.....Leonard Lawson
 V.P. Chg. Engineering....Jason B. Windwer
Services Offered: Record transcription and film production services. Studio on premises. Writing & production staff available. Mono & stereo mastering & editing. Pressing facilities.

GRAYHILL RECORDING STUDIO

1223 S. Harvard, Tulsa 12, Okla.

Phone: WE 2-1224

ManagerClaude H. Hill
 Production DirectorLarry Lehr
 Music DirectorRobert Thomas
 SecretaryDiane Hill
Services Offered: Complete facilities for studio and remote recording, including stereo. Tape recorder rentals, duplicating, etc.

KAY-TEE PRODUCTIONS INC.

5035 Brookfield Lane, Clarence (Buffalo), N. Y.

Phone: NF 3-5132

President.....Preston L. Taplin
 Vice President.....Edith M. Taplin
Services Offered: Radio continuity service, transcribed weather service, specialty cards and promotions. Radio vignettes, minute mysteries.

**When You Are In Need Of
 Recording Services
 In The Nation's Capital
 contact**

Capitol Transcriptions INC.

**Recording Studios
 620 11th St. N.W.,
 Washington 1, D.C.**

Phone: (202)-393-1246

Studios designed by Frank McIntosh
 30' x 50' Main Studio
 (Largest in Washington)

Neumann & RCA microphones, & Ampex professional recording equipment used exclusively.

Monophonic & Multitrack recordings.

A staff of qualified Sound Engineers at your disposal for studio or on location recordings.

Mastering—Custom Octave Equalizers.

Audio-Visual Department specializes in recording 1/4" tapes, tape cartridges & discs for all makes of automatic & manual Audio-Visual projectors.

LANG ELECTRONICS, INC.

507 Fifth Ave., N.Y.C.

Phone: MUrray Hill 2-7147

PresidentLouis Lang
 Sec.-Treas.Thelma Lang
Services Offered—Dealers in master recording equipment; servicing.

LANG-WORTH FEATURE PROGRAMS, INC.

151 N. Franklin St., Hempstead, L. I., N. Y.

Phone: IV 5-2400

President.....John D. Langlois
 Vice Pres., Treas.....C. O. Langlois, Jr.
 Vice Pres., Sales Mgr.....Hugh S. Allen, Jr.
Services Offered: Radio Hucksters & Air-lifts; 1800 Unit Basic; jingles, etc. For sales & production—25 new units per month keyed to merchandising calendar.

JACK LLOYD

1445 Miller Way, Hollywood 69, Calif.

Phone: OLdfield 6-4607

Executive Director.....Jack Lloyd
Services Offered: Creation and production of unusual commercials and musical jingles for advertising agencies and stations. Packaging of transcribed radio programs (dramatic, comedy, musical, audience participation); from the idea to finished recording.

C. P. MacGREGOR

729 S. Western Ave., Hollywood 5, Calif.

N. Y. Phone: Dunkirk 4-4191

President.....C. P. MacGregor
 General Manager.....E. H. Lowry
 Studio Manager.....Robert W. McKenzie
Services Offered: Transcription library productions: music library service, dramatic and musical programs; recording studios. Complete packaging.

MAGNE-TRONICS, INC.

49 West 45th St., New York, N. Y.

Phone: CI 7-0210

President.....Thomas L. Clarke, Jr.
 V.P., Prog. Dir.....Joseph F. Hards
 Sales Manager.....A. J. Kendrick
Services Offered: Motivational Music: tape recorded background music for industry, banks, offices, hotels, etc. Franchised exclusively for FM multiplexing and/or wired line operations. Tape recorded main channel radio music programming for automated broadcasting.

MAGNO SOUND, INC.

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

Phone: CI 7-2320

Services Offered—Motion picture sound recording, transfers from and to tape & film medium; miking; dubbing; post sync recording; tracks supplied; 35mm negative; 16mm neg. or positive; 35 & 16mm magnetic; 17½ magnetic; 1/4" tape pic sync rangertone; 1/4" sprocket tape.

TRANSCRIPTION COMPANIES

MASTERTONE RECORDING STUDIOS, INC.

130 West 42nd St., New York 36, N.Y.
Phone: WI 7-2940

Recording Spvsr. Gene Sayet
Chief Engineer Sid Feldman
Services Offered: Professional recording services: editing, studio, mono & stereo; acetate mastering, mono & stereo.

METROPOLITAN SOUND SERVICE, INC.

120 West 42nd St., New York 36, N. Y.
Phone: Wisconsin 7-9907

President C. Langlots, Jr.
Secretary Ted Rosean
Services Offered: Transfer, dubbing, editing mixing & recording.

CHARLES MICHELSON, INC.

45 W. 45th St., N. Y. 36, N. Y.
Phone: PLaza 7-0695

President Charles Michelson
Treasurer Aaron Michelson
Services Offered: Distributors of transcribed radio program series; syndicated TV film series.

M-J PRODUCTIONS

2899 Templeton Road, Columbus 9, O.
Phone: BELmont 5-8043

Co-owner Bob Geis
Co-owner Mary-Jo Cobbs
Services Offered: Producers of taped radio programs & recorded radio spots.

MUZAK CORPORATION

229 Park Ave. S., New York 3, N. Y.
Phone: ORegon 4-7400

Board Chairman Jack D. Wrather, Jr.
President Charles C. Cowley
Sr. V.P., Treas. John R. Andrus
V.P. & House Counsel. Leonard Scholl
V.P. & Dir. of Marketing. . . . Joseph W. Roberts
Services Offered: Background music service for industry, offices, banks, stores, supermarkets, hotels, restaurants, airplanes, trains, buses, ships, and other public business areas.

NATIONAL MUSITIME CORP.

770 Lexington Ave., New York 21, N. Y.
Phone: TE 8-8483

President Chas. E. Rynd
Vice President. Jerome K. Levy
Services Offered: National background music service through radio station franchise network. Music tape programming and duplicating services.

NATIONAL VIDEO TAPE PROD., INC.

36 West 44th St., New York 36, N. Y.
Phone: MU 2-3627

President. Richard E. Bailey
V.P.'s. Jack D. Bozarth, William Hyland,

Roylance Sharp, Thomas Schilling, Charles Voso
9-11 Sta. Sq., Rutherford, N. J.

Ch. Exec. R. E. Bailey
Services Offered: All phases of video tape production.

NBC RADIO RECORDING DIVISION

30 Rockefeller Plaza, New York 20, N. Y.
Phone: Circle 7-8300

Director. Charles L. Bennis
Merchandise Mart, Chicago 54, Ill.
Phone: Superior 7-8300

Sheraton Park Hotel, Washington, D. C.
Phone: Adams 4-5400

3000 W. Alameda Ave., Burbank, Calif.
Phone: TH 5-7000

Services Offered: Recording, service, tape & disc.

NOLA PENTHOUSE SOUND STUDIOS

111 W. 57th St., New York 19, N. Y.
Phone: JUDson 2-1417

Services Offered: Film-Tape-Diac transcriptions for TV, radio, industry and education—studio and location—masters, processing and pressings—stereo recording—magnetic & optical film recordings; live audience sync recordings.



Reeves Sound Studios

DIVISION OF REEVES BROADCASTING
& DEVELOPMENT CORPORATION

304 EAST 44th STREET
NEW YORK 17, N. Y.
ORegon 9-3550

REEVES — ALWAYS THE LEADER

FIRST IN MAGNETIC SOUND
NOW FIRST IN VIDEO RECORDING

TRANSCRIPTION COMPANIES

OLMSTED SOUND STUDIOS, INC.

1 East 54th Street, New York 22, N. Y.
 Phone: PLaza 1-0890

President.....Richard B. Olmsted
 Vice President.....Arthur Shaer
Services Offered: Five studios, complete facilities for recording on Film, Tape, or Disc. Multi-Track Recording and Mastering.

PLAZA SOUND STUDIOS

55 West 50th St., New York, N. Y.
 Phone: PLaza 7-6111

President.....Warren E. Jenkins
 V.P., Sales.....Gregory W. Raffa
 V.P., Admin.....John H. Jackson
Services Offered — Recording studios, screening room, full mastering facilities, film services.

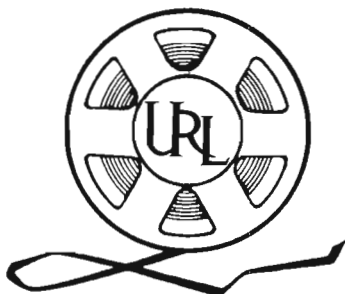
GEORGE LOGAN PRICE, INC.

20828 Pacific Coast Highway, Malibu, Calif.
 Phone: Globe 6-2135

Secy.-Treas.....S. M. Lauch Price
Services Offered: Immediately available (E.T.) 52 one-half hour Biblical dramas—Old and New Testament.

PROGRAMATIC BROADCASTING SERVICE

(Division of Muzak Corp.)



*United
 Recording
 Laboratories*

Inc.

681 Fifth Ave., New York 22, N. Y.
 Phone: PL 1-4660

229 Park Ave. S., N. Y. C. 3

Phone: ORegon 4-7400
 General Manager.....John Esau
Branch Office

9714 Champa Drive, Dallas, Tex.

Field Sales Mgr.....Robert E. Fender
Services Offered: Complete integrated package of automatic programming consisting of equipment and music on tape; also distribute series of special talent radio programs: Johnny Green's World of Music, This Is Steve Allen, That's Entertainment, Louis Sobol's Autograph Book.

QUE RECORDING CO.

6233 Hollywood Blvd., Hollywood 28, Cal.
 Phone: HO 4-8351

President.....Normand Houle
 Vice President.....John Barber
Services Offered: Sound studios for radio & TV commercials; sound services for film, 16mm-17½ & 35mm dubbing & transfers; acetates, masters & pressings.

RADIO FEATURES OF AMERICA

37 W. 46 St., New York 36, N. Y.
 Phone: JUDson 2-5130

Cable Address: ARREFFAY, New York
 Executive Director.....Oliver W. Nicoll
 Assoc. Dir. of Svcs.....Sandra Munsell
 Mng. Dir. of Prod.....J. H. MacDonell
Services Offered: Program production and consultation, syndicated transcribed programs, scripts, talent, package, live shows, phonograph records, international radio service.

RADIO TV REPORTS, INC.

16 West 46th St., New York 36, N. Y.
 Phone: COlumbus 5-7650

President.....David Fins
Branch Offices

1550 East 53rd St., Chicago 15, Ill.
 Phone: HY 3-3215

Manager.....Carl Hirschfeld
 1680 N. Vine St., Los Angeles 28, Calif.
 Phone: HO 6-6124

Manager.....Dean West
 3333 Conn. Ave., N.W., Washington 8, D. C.
 Phone: WO 6-6300

Manager.....Bob Williamson
Services Offered: National & local—tapes, discs, kinescopes, commercial checking, air checks, TV storyboards, pictures, slides, PR checking, film conversions, off-the-air photography.

RECORDING STUDIOS, INC.

1639 Broadway, New York, N. Y.
 Phone: PL 7-8855

Chairman of Board.....Gary Moore
 President.....Mort Schwartz
 Vice President.....Robert Kingsley
Services Offered: Complete facilities for recording, music scoring, dubbing, and mixing. 35 and 16 mm projections.

TRANSCRIPTION COMPANIES

REEVES SOUND STUDIOS

(Div. of Reeves Bcstg. & Dev. Corp.)
304 East 44th St., New York 17, N. Y.
Phone: ORegon 9-3550

President.....Chester L. Stewart
Mgr.—Film Div.....Richard Vorisek
Asst. Gen. Mgr.....John Vorisek
Manager, Video Dept.....R. Byloff
Chief Engineer.....Lyman J. Wiggan
Services Offered: Video & sound recording for motion pictures and television, transcriptions.

REQUEST RECORDS, INC.

43 West 49th St., New York 19, N. Y.
Phone: CI 7-3632

President.....C. H. Lowenstein
Vice President.....M. Linz
General Mgr.....H. J. Lengsfelder
Services Offered — Recording Transcriptions, specializing in foreign language and instruments. Background music for TV productions.

RKO SOUND STUDIOS

(Div. of RKO General, Inc.)
1440 Broadway, New York 18, N. Y.
Phone: LOnacre 4-8000

President.....Thomas F. O'Neil
Vice Pres., Treas.....John B. Poor
General Manager.....John B. Hayes
Services Offered: Recording, duplicating, processing, pressing & shipping all types of records & tapes for bestg., phonograph, slide-film & promotion. Studio facilities for recording 35mm projection & 35mm MAG with interlock.

ROCKHILL RECORDINGS

18 E. 50 St., New York 22, N. Y.
Phone: PL 9-7979

President.....Janet Taylor
Manager.....Leo J. Launer
Sales Manager (Recording)...Fred Freeman
Chief Engineer.....Gilbert R. Arion
Services Offered: Studio recordings; masters & pressings; air checks (radio & TV audio); tape duplication. Location recording, distribution to radio stations.

SANDE & GREENE, INC.

1777 N. Vine St., Hollywood 28, Calif.
(See Commercial Producers)

JOHN SEELY ASSOCIATES

Suite 613, 1st Federal Bldg., Hollywood & Highland, Hollywood 28, Calif.
Phone: HOLlywood 6-6141

President.....John Seely
Sales Manager.....Don Teeter
Repertoire Dir.....Bill Loose
Recording Mgr.....Doug Nelson
Secretary.....Pat Seely
Services Offered: Client or JSA supervised; voice recording, dubbing, tape transfer, mixing, re-recording, editing and assembly.

SESAC, INC.

10 Columbus Circle, New York 19, N. Y.
Phone: JUDson 6-3450

President.....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager
Prod. Manager.....George Jellinek
Station Relations Dir.....W. F. Myers
Publicity & Prom.....Alice Heinecke
Services Offered: LP Service including: jazz, American folk, barbershop, concert, Latin, country and western, novelties, band, religious, and "Drummers." Script service including special continuities for holidays, 8500 bridges, moods and themes. Saleable shows built from library, production and sales aids.

SONOCRAFT CORP.

115 W. 45th St., N.Y.C.
Phone: JUDson 2-1750

President.....Herbert H. Borchardt
V.P. & Treas.....Harold H. Oppenheimer
V.P. & Sec.....Gerhard M. Behrendt
Services Offered: Distributors of sound & recording equipment.

STARS INTERNATIONAL, INC.

5420 Melrose Ave., Hollywood 38, Calif.
Phone: HOLlywood 2-6027
1271 Ave. of the Americas
New York 20, N. Y.
Phone: PLaza 7-2197

President.....Peter Frank
Exec. Vice Pres.....Will Scott
Vice President.....Mann Scharf
Program Director.....Mel Ryan
V.P., Treasurer.....Ernest W. McKee, Jr.
Services Offered: Producers of The Big Sound, Formatic Radio, and Country & Western Radio.

ROBERT SWANSON PRODUCTIONS

689 Fifth Ave., New York City
Phone: MURray Hill 8-4355

President.....Robert Swanson
Vice President.....Rolf Johnson
Services Offered: Producers & creators of musical comm'ls for radio & TV.

THUNDERBIRD FILM SOUND CENTER, INC.

1833 Bay Road, Miami Beach 39, Fla.
Phone: JE 1-0355

President.....Aaron Courshon
Exec. V.P.....Howard Warren
Vice President.....Buddy Courshon
Services Offered: Complete studio facilities for recording, equipment rentals, stages, editing facilities; producers of TV & theatrical films.

TRANS ARTISTS PROD., INC.

731 N. La Brea, Los Angeles, Calif.
(See Producer-Distributors)

TRANSCRIPTION COMPANIES

TRANSCRIPTION SALES, INC.

128 West First St., Dayton 2, O.

Phone: BALdwin 2-3773

President.....J. P. Williams
 Vice Pres.....Alexander Buchan
 General Manager.....Gerhard Joseph
Services Offered: Quarter hour programs featuring "Singin' Sam."

RICHARD H. ULLMAN, INC.

1271 Ave. of Americas, New York 20, N. Y.

Phone: PLaza 7-2197

President.....Peter Frank
 Exec. V.P.....Marvin A. Kempner
 V.P., Treasurer.....Ernest W. McKee, Jr.
 Vice President.....Richard Morrison

Branch Offices

5420 Melrose Ave., Hollywood 38, Calif.

Phone: HO 2-6027

3200 Maple, Dallas 19, Tex.

Phone: RI 2-2651

Vice President.....Richard Morrison
Services Offered: Distributors of The Big Sound, Formatic Radio; Country and western radio; IMN jingles, target jingles, CRC jingles, Ev Wren Productions and Spotmaster tape cartridge equipment.

UNITED RECORDING LABORATORIES, INC.

681 Fifth Ave., New York 22, N. Y.

Phone: Plaza 1-4660

President.....George Adams
 Secretary.....Anita Adams
 Sales.....Kaye Ryan
Services Offered: Complete sound, scoring, mixing and transfer facilities for radio and TV.

UNITED STATES RECORDING CO.

1121 Vermont Ave., N.W., Washington 5, D.C.

Phone: LIncoln 3-2705

President.....Joseph Tait
 Plant Mauager.....Ansel Kleiman
 Sales Manager.....Frank Wilkens
 Dir. Recording.....Thomas Tait
 Chief Engineer.....John Madaris
Services Offered: Studios, air/line checks (AM-FM-TV), remotes, tape, disc, sync 1/4" tape, 16mm tape, custom built audio equip.

UNIVERSAL RECORDING CORP.

46 E. Walton St., Chicago 11, Ill.

Phone: MI 2-6465

President.....A. B. Clapper
 V.P. & Chief Engineer..Mason B. Coppinger
 Secy.-Treas.....R. A. Weber
Services Offered: Recording (monaural & stereophonic), record sessions, spots, radio programs, TV-motion picture sound tracks.

THOMAS J. VALENTINO, INC.

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

Phone: Circle 6-4675

President.....Thomas J. Valentino
 Vice-President.....Michael T. Valentino
 Secretary.....Elsie F. Valentino
Services Offered: Mood music for TV, sound effects of all types, miscellaneous recordings.

J. VINCENT RECORDING

200 Park Ave. S., New York 3, N. Y.

Phone: GR 5-0684

President.....Anthony Rizzo
Services Offered: Kinescope recordings and television monitoring.

WEBB RECORDING CO.

55 W. Wacker Drive, Chicago, Ill.

Phone: Financial 6-4183

Owner.....Edwin M. Webb
Services Offered: Transcriptions, pressings, slidefilms (audible or inaudible signal), tape recording and duplicating equipment, echo chamber.

WESTERN RECORDERS

6000 Sunset Blvd., Hollywood 28, Calif.

Phone: HO 3-6811

Partners.....Donald D. Blake, Wm. M. Kirkpatrick, Theo E. Robinson
Services Offered: Stereo & Monaural Tape and Disc. Recording-Assembly and Editing. Auditorium and Studio Rentals.

WORLD B'CASTING SYSTEM INC.

258 Suburban Sta. Bldg., Philadelphia 3, Pa.

Phone: LOcust 8-4100

President.....Paul F. Harron
 Sect.-Treasurer.....Lawrence D. Biele
 Vice President.....Frank Knight
 Asst. to Pres.....John Murphy
 National Sales Dir.....Richard Crane
Services Offered: Complete sales & sales promotional service for radio stations, including commercial jingles, i.d.'s, production aids, news, time, weather intros, themes, backgrounds, interludes, sounds, attention-getters, lead-ins, sponsor jingles, etc.

SEE RADIO & TELEVISION SERVICE FIRMS SECTION FOR COMPANIES WHICH PROVIDE LABORATORIES, RAW STOCK, STOCK SHOT LIBRARIES, STORAGE VAULTS, ETC.

Factory Sales of Phonographs Records and Hi-Fi Components

PHONOGRAPHS

(000 Omitted)

Year	Single Phonograph	Radio-Phono. Combinations	Record Player Attachments	Total Units
1952	322	538	490	1350
1953	724	491	390	1605
1954	1886	358	439	2683
1955	2234	393	379	3006
1956	3338	451	312	4101
1957	3718	941	213	4872
1958	3212	760	124	4096
1959	3475	829	86	4390
1960	3681	842	104	4627
1961	2979	1010	—	3989

PHONOGRAPH RECORDS

(In Millions of Dollars)

Year	Factory Value	Retail Value	Year	Factory Value	Retail Value
1952	90.0	189.0	1957	180.0	378.0
1953	91.0	191.1	1958	198.0	415.5
1954	87.0	182.7	1959	230.5	484.0
1955	112.0	235.2	1960	228.4	480.0
1956	155.5	312.6	1961	238.0*	500.*

(*) Estimated

HI-FI COMPONENTS

(In Millions of Dollars)

Year	Amplifiers	Speakers	Tuners	Total
1956	7.5	12.8	6.5	26.8
1957	11.2	14.4	7.9	33.5
1958	14.0	14.0	8.0	36.0
1959	14.2	14.3	9.4	37.9
1960	10.9	11.3	9.9	32.1
1961 (11 months)	12.3	13.4	11.4	37.1

Source: EIA, as compiled by the Record Industry Association of America.

PERSONALITIES + PLANNED PROGRAMMING = DECCA CORAL BRUNSWICK



TELEVISION

**RECORDING
COMPANIES**

.....
**KEY PERSONNEL
BRANCH SERVICES
SERVICES OFFERED**

YEARBOOK

1962

Silver Anniversary



SUBSCRIPTION MAILING SERVICE

1. This service is offered to radio and television stations only. Individuals, schools, libraries, etc. need not apply. A limit of one complete subscription service per station applies. This offer is limited to radio and television stations in the United States of America only.
2. Subscribers have their choice of complete service covering all parts of the Mercury record catalog or any specific portion thereof. For catalog by category and charges for each, see paragraph No. 5 below.
3. No contract forms are involved. Subscribers merely order service on agreement blank. Attach check or money order to begin full one-year service of catalog selected. Subscription agreements may be cancelled by either party by written notice, allowing thirty days for cancellation to be effected. Of course, refund for unused portion of subscription year will be made.
4. Single records (45 rpm only) will be sent forward as they are released. Package goods (Long-Play albums) will be sent once a month. All packing, handling and postage charges will be borne by Mercury Record Corporation. Defective or damaged records will be replaced immediately upon receipt of original returned to Mercury Record Corporation, addressed as in paragraph No. 6.
5. Rates for subscription service will be as follows:

Repertoire	Minimum No. Releases Per Year	Cost Per Year
Single (45 RPM) Records	150	\$54.00
Classic Long-Play Records	30	22.00
Popular and Jazz Long-Play Records	48	30.00
Stereo Popular and Jazz Long-Play Records	48	72.00
Stereo Classical Long-Play Records	30	52.00

6. All requests and inquiries and agreements for Mercury subscription service must be directed to:

Subscription Service Department
Mercury Record Corporation
35 East Wacker Drive
Chicago, Illinois

Also write above for information on supplemental album plans.

Recording Companies & Record Distributors

ABC-Paramount Records, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LOngacre 3-4222

President Samuel Clark
N. Y. Promo. Dir. David Berger
Prod. Manager Romeo Fabrizio
Artist & Rep. Dir. Sidney Feller
Radio & TV Promo. Irwin Gair
Dir. of Nat'l Pub. Natt Hale
Nat'l Sales Mgr. Larry Lervton
Services Offered—Recording and distributing of phonograph records.

Accent Records

6533 Hollywood Blvd., Hollywood 28, Calif.
Phone: HOLlywood 9-5052

President Scott Seely
Vice President David Garvin
Services Offered—Custom recording, packaging—producing records of all kinds: popular, spoken word, etc.

Allied Record Mfg. Co.

(Div. of Precision Instruments, Inc.)

5810 S. Normandie, Los Angeles 44, Calif.
Phone: PL 3-3501

President D. K. Broadhead
Vice Pres. of Mfg. Sam Salzman
V.P., Gen. Admin. John F. Wegner
V.P., Sales Ned R. Herzstam
Vice Pres. C. Dean Olson
Sec.-Treas. H. Glenn Olson
227 Main St., Belleville 9, N. J.
Phone: PLymouth 9-0700

General Manager Jon D. Broadhead
Services Offered—Phonograph records, radio transcriptions, tape duplication.

Atlas-Angletone Records, Inc.

1697 Broadway, Suite 203, New York 19, N. Y.
Phone: CI 5-2857

President Thomas Robinson
Vice President Jesse Culp
Branch Office
2606½ E. 18th St., Kansas City, Mo.

President Lawrence Strong
Services Offered—Phonograph record manufacturing.

Bethlehem Music Corp.

1540 Brewster Ave., Cincinnati 37, O.
Phone: PLaza 1-2211

President Gustav K. Wildi
Exec Vice Pres. Sydney Nathan
Vice Pres., Treas. John S. Kelley, Jr.
Vice Pres., Secy. Jack Pearl
Services Offered—Phonograph record manufacturing.

Cadence Records Inc.

119 West 57th St., New York 19, N.Y.

Phone: Circle 5-1550

President Archie Bleyer
Sales & Promotion Manager .. Budd Dolinger
Production Manager Bob Mack
Treasurer William Lazarow
Services Offered—Phonograph record producers.

Caedman Records, Inc.

461 8th Ave., New York 1, N. Y.
Phone: LW 4-3122

Co-owners Barbara Holdridge,
Marianne Mantell
Services Offered — Literary phonograph records.

Capitol Records, Inc.

Custom Services Department

1750 North Vine Street, Hollywood 28, Calif.
Phone: HOLlywood 2-6252
151 West 46th St., New York 36, N. Y.
N. Y. Phone: JUdson 2-8040

President Glenn Wallichs
V.P., Mfg. & Eng. James Bayless
V.P., Adm., Finance D. C. Bonbright
Director George R. Jones
Nat'l Sales Manager Herbert I. Sachs
Services Offered — Custom recording for records, radio and television; mastering, processing and pressing; full library of production music.

Caprice Records

1674 Broadway, New York 19, N. Y.
Phone: Circle 5-1249

Owner Frank H. Stanton
Recording Director Edna Bettler
Services Offered—Pop and children's records.

Carlton Record Corp.

345 West 58th St., New York 19, N. Y.
Phone: Circle 5-1240

President Joseph R. Carlton
Vice President Don Genson
Regional Sales Manager George Gayles
Regional Sales Mgr. George Furness
Artist & Repertoire Mgr. Sid Bass
Adv. & Promo. Mgr. .. Sheldom J. Hechtman
Branch Office

1608 N. Argyle, Hollywood, Calif.
Phone: HO 2-8775

Vice President Don Genson
Services Offered—Phonograph record manufacturing.

Coed Records, Inc.

1619 Broadway, New York 19, N. Y.
Phone: JUdson 2-3050

President George Paxton
Vice President Marvin Cane
Services Offered—Record producers.

RECORDING COMPANIES

Columbia Records

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

Phone: Circle 5-7300

PresidentGoddard Lieberson
Exec. V.P.Norman Adler
V.P., Gen. Mgr. Columbia LP

Record Club.....Neal Keating
V.P. Research & Devel...William Bachman
V.P., OperationsAlbert B. Earl
V.P., Business Affairs.....Walter Dean
V.P., MarketingWm. P. Gallagher

Services Offered: Records and record accessories, tape recordings, electrical transcriptions.

Columbia Record Productions

(A Custom Service of Columbia Records)

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

Phone: Circle 5-7300

General Manager.....Calvin Roberts

National Sales Mgr.....Floyd Glinert

Branch Offices

630 N. McClurg Court, Chicago, Ill.

Phone: WH 4-6000

ManagerRichard Hutter

8723 Alden Dr., Los Angeles 48, Calif.

Phone: OL 2-6020

ManagerMichael Coolidge

Services Offered—Custom record pressing, recording tapes.

Cook Laboratories, Inc.

101 Second St., Stamford, Conn.

Phone: Fireside 8-7578

PresidentEmory Cook

Sales ManagerWalter Semagin

Services Offered—Producer & manufacturer of Cook LP, custom-pressing service; mastering, plating, pressing for transcriptions & records.

Decca Records

Coral Records

445 Park Ave., New York 22, N. Y.

Phone: PLaza 2-1600

PresidentMilton Rackmil

Exec. V.P.Leonard W. Schneider

Vice PresidentMartin P. Salkin

SecretarySamuel Yamin

TreasurerLouis Buchner

Gen. Sales Mgr.Sydney N. Goldberg

Promo. & Pub. Dir.Leonard Salidor

Advertising Dir.Murray Lorber

Custom ServicesCharles Blake

Branch Offices

2441 S. Michigan Ave., Chicago, Ill.

Phone: 225-5800

Mid-West Div. Mgr.S. C. Schulz

6750 Santa Monica Blvd., Los Angeles 38, Cal.

Phone: HO 3-7126

Br. ManagerA. Grobart

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RECORDING COMPANIES

Phone: CO 6-5110

Manager Allan Ross
50 N. 6th St., Philadelphia 6, Pa.
Phone: WA 2-5659

Manager Lou Verzola
Service Offered—Producers & manufacturers of phonograph records. Custom recording & pressing facilities available.

Disneyland Records (Also Buena Vista Records)

500 S. Buena Vista St., Burbank, Calif.
Phone: VICTORIA 9-3411

Exec. V.P. James A. Johnson
477 Madison Ave., New York, N. Y.
Phone: PLaza 9-3880

National Sales Manager.... Philip Sammeth
Services Offered—Custom recordings both classical & popular; producer, distributor.

Dot Records, Inc.

1507 North Vine, Hollywood 28, Calif.
Phone: HO 2-3141

N. Y. Phone: JU 6-1177

President Randy Wood
V.P. Sales..... Christine Hamilton
V.P. Album Repertoire..... Tom Mack
Dir. International Div..... J. N. Bailey
Services Offered—Production, manufacturing & distributing of phonograph records.

Global Records Co.

(Subsidiary—Stereotone Records)
Box 423, Bakersfield, Calif.
Phone: EM 6-3477

Pres. & Owner R. B. Christensen
Artists & Repertoire Spelmon Ward
Artists & Repertoire J. D. Coleman
Services Offered—Productions of vocal and instrumental master recording tapes for release on own labels; lease master tape production to other recording labels; record pressing services; record promotion assistance including distribution.

Bill Grauer Productions, Inc.

235 West 46th St., New York 36, N. Y.
Phone: JUdson 6-1410

President..... Wm. Grauer, Jr.
Vice Pres..... Orrin Keepnews
Services Offered—Riverside Records, Jazzland Records, Wonderland, Washington, Offbeat and Popside records.

Imperial Records, Inc.

6425 Hollywood Blvd., Los Angeles, Cal.
Phone: HO 9-2135

President..... Louis R. Chudd

Jay-Gee Record Co., Inc.

318 W. 48th St., New York 19, N. Y.
Phone: PLaza 7-8570

President Steve Blaine
V.P., Nat'l Promo. Dir..... Murray Deutch
Services Offered—Manufacturers and distributors of Jubilee, Josie, Fame, Jane, Port, and Dana records.

Kapp Records, Inc.

136 East 57th St., New York 22, N.Y.
Phone: PLaza 9-8500

President David Kapp
Vice President..... Michael Kapp
Mng. Dir. of Sales..... Phillip Skaff
Secretary Morton Miller
Controller Nathaniel March
Director of Promo..... Moe Preskell
Popular, A & R..... Bob Johnston
Classical A & R..... E. Vardi, P. Myers
Chief Engineer..... Grant Ellerbeck
Export Sales Mgr..... Eric Steinmetz
Services Offered—Producers of Kapp, Medallion & Leader records.

Kenco Records

1650 Broadway, New York 19, N. Y.
Phone: CI 6-9245

President Ken Hecht
Vice Pres..... Richard Williams
Services Offered—Commercial recordings, albums, tapes: pop, rock 'n roll, folk, documentary.

Liberty Records, Inc.

6920 Sunset Blvd., Los Angeles, Cal.
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Board Chmn..... Si Waronker

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New York 36, N. Y.
LOngacre 3-4220

RECORDING COMPANIES

PresidentAl Bennett
 V.P., Treasurer.....Harold Linick
Branch Office
 157 W. 57th St., New York, N. Y.
 Phone: JU 6-5085

M G M Records

1540 Broadway, New York 36, N. Y.
 Phone: JUdson 2-2000

PresidentArnold Maxin
 Nat'l Sla. Mgr.....Leon Schachere
 Promo., Pub., Director.....Sol Handwerker
 Dir. of Creative Services....Harry Anger, Jr.
 Adminis. Director.....Tom White
 Director, A & R.....James Vienneau
Services Offered—MGM popular and classical records, custom recording. Metro, Metro Jazz, Cub, Lion records.

Mercury Record Productions

35 E. Wacker Dr., Chicago 1, Ill.
 Phone: DEarborn 2-5788
 745 Fifth Ave., New York, N. Y.
 Phone: PL 9-2727

President.....Irving B. Green
 Vice President.....Irwin H. Steinberg
 Sales Manager.....Kenneth Myers
 A-R Director.....David Carroll
Services Offered: Producers and distributors of Mercury, Smash, and Wing records.

Original Sound Record Co., Inc.

7120 Sunset Blvd., Hollywood 46, Calif.
 Phone: HO 6-6255

PresidentArt Laboe
 Secretary.....Dorothy J. Beardall

Pacific Enterprises, Inc.

8715 West 3rd St., Los Angeles 48, Calif.
 Phone: BR 2-4483

PresidentRichard Bock
 Secy-Treas.Philip Turetsky
Services Offered—Pacific Jazz and World Pacific records.

Personality Productions Inc.

30 West 60th St., New York 23, N. Y.
 Phone: CO 5-3413

PresidentNorman Paul
 Vice President.....Jean Bennett

Branch Offices

36 W. Randolph, Chicago 1, Ill.
 Phone: FR 2-2480

ManagerRay Auler
 1055 N. El Centro, Los Angeles 38, Calif.
 Phone: HO 2-6015

ManagerNorman Paul
Services Offered—Produce masters for major labels; manage recording artists.

Pickwick International, Inc.

Pickwick Bldg., Long Island City, N. Y.
 Phone: EMpire 1-8811

PresidentCy Leslie
Services Offered—Merchandisers of phonograph records—'Instant' Learning, International Award, Bravo, Family Hour, Cricket LP's.

Prestige Records, Inc.

203 S. Washington Ave., Bergenfield, N. J.
 Phone: DUmont 4-6900

President.....Robert S. Weinstock
 Vice President.....Seelig Weinstock
 Vice Pres., Recording.....Esmond Edwards
 Vice Pres., Sales.....Ron Eyre
 Rec. Dir., Bluesville &

Inter.....K. S. Goldstein
 Natl. Promo. Dir.....Miss Marion Bobel
Services Offered—Record manufacturer of the following Prestige labels: New Jazz, Moodsville, Bluesville, Swingville, Tru-Sound, Lively Arts & Prestige International.

RCA Victor Custom Record Sales Department

155 East 24th St., New York 10, N. Y.
 Phone: MUrray Hill 9-7200

Mgr., Custom Records....Ralph C. Williams
 Sales Mgr.....Carl Reinschild
 Mgr., Custom, Artist and

RepertoireBen Selvin
Custom Record Sales Section

Chicago Mgr.....William F. Reilly
 Hollywood Mgr.....A. E. Hindle
 New York Mgr.....James Head
 Nashville Mgr.....E. Hines

Services Offered—Recording, processing, pressing of all types of phonograph records, transcriptions, slide film and promotion records; shipping and handling.

RCA Recorded Program Services

Manager.....A. B. Sambrook
 Western Sales Rep.....William C. Gartland
 Northeastern Sales Rep.....George Field
 Southwestern Sales Rep.....John Alves
 Southeastern Sales Rep...Wallace D. Cochran
 Central Northeast Sales

Rep. (Chicago).....Warren Peterson
 Central Northwest Sales Rep....Jack Nadeau
 East Central Sales Rep.

(Nashville)John Dill

Services Offered—Thesaurus (musical program service); RCA Syndicated Programs (recorded dramatic, variety, musical shows). TV film library. TV film distributor.

Studios and Regional Offices

155 E. 24th St., New York 10, N. Y.
 Phone: MUrray Hill 9-7200

445 North Lake Shore Drive, Chicago 11, Ill.
 Phone: WHitehall 4-3215

1510 N. Vine St., Hollywood 88, Calif.
 Phone: OLdfield 4-1660

1121 Rhodes Haverly Bldg., Atlanta 3, Ga.
 Phone: JACkson 4-7703

7901 Empire Freeway, Dallas, Texas
 Phone: FL 2-3911

800 17th Ave. South, Nashville, Tenn.
 Phone: ALPine 5-5781

Record Source, Inc.

333 East 46th St., New York 17, N.Y.
 Phone: YUKon 6-0155

PresidentHal B. Cook
Service Offered—Provide phonograph records and albums purchased from manufac-

RECORDING COMPANIES

turers to radio stations for broadcast purposes, on a subscription basis.

Recording of Nashville

115-B Third Ave., N., Nashville 3, Tenn.

Phone: ALpine 5-3828

President.....R. Murray Nash
Secy.-Treas.....M. L. Matthews
Services Offered—Manufacturers of Do-Rame Records; studio & mobile recording-tape.

Request Records, Inc.

66 Mechanic St., New Rochelle, N. Y.

Phone: (914)-NE 3-6055

President.....C. H. Lowenstein
Vice President.....M. Linz
General Mgr.....H. J. Lengsfelder
Services Offered—Recording Transcriptions, specializing in foreign language and instrumentals. Background music for TV.

Roulette Records

1631 Broadway, New York, N. Y.

Phone: PL 7-9880

President.....Morris Levy
Services Offered—Manufacture Tico, Gee, Roma, Forum, Roulette & Roost records.

Savoy Record Co. Inc.

56 Ferry St., Newark 1, N. J.

Phone: OM 3-7470

N. Y. Phone: WO 2-3354

Pres., Treas.....Herman Lubinsky
Vice Pres.....Fred Mendelsohn
Secretary.....Chas. Manz
Services Offered—Manufacturers of phonograph records; recording studios.

SESAC, Inc.

10 Columbus Circle, New York 19, N. Y.

Phone: JUDson 6-3450

President.....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke
Asst. to President.....E. S. Prager
Prod. Manager.....George Jellinek
Station Relations Dir.....W. F. Myers
Publicity & Prom.....Alice Heinecke
Services Offered—LP Service including: jazz, American folk, barbershop, concert, Latin, country and western, novelties, band, religious, and "Drummers." Script service including special continuities for holidays. 8500 bridges, moods and themes. Saleable shows built from library, production and sales aids.

Specialty Records, Inc.

8300 Santa Monica Blvd., Hollywood 69, Cal.

Phone: OLeander 6-7711

President.....Arthur N. Rupe
Services Offered—Phonograph record manufacturer.

Time Records, Inc.

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

Phone: OXford 7-0757

President.....Robert Shad
Sales Manager.....Phil Picone
West Coast Rep.....Murray Cohen
Mid-West Rep.....Bernie Ashkinazy
Promotion.....Pete Spargo

Comptroller.....Harry Ringler
Services Offered: Phonograph records.

Titanic Records

1310 S. New Hampshire St., Los Angeles 6

Phone: DUnkirk 5-2543

Owner.....Gordon S. Wolf
Services Offered—Producers of phonograph records.

20th Fox Record Corp.

1721 Broadway, New York 19, N. Y.

Phone: JU 2-2790

National Sales Mgr.....Irv Stimler
Services Offered—Record manufacturer.

United Artists Records

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

Phone: CIRCLE 5-6000

President, Gen. Mgr.....Arthur Talmadge
Nat'l Sales Mgr.....Jerry Raker
A & R Dept.....Niek Perito, Eddie Matthews
Exec. V.P.....David V. Picker
Services Offered—Produce all types of phonograph records; L.P.'s & single records.

Vassar Records, Inc.

1619 Broadway, New York, N. Y.

Phone: CI 6-2271

President.....Dom Davilio

Warner Bros. Records, Inc.

4000 Warner Blvd., Burbank, Calif.

Phone: HOLLYwood 9-1251

N. Y. Phone: Circle 6-1400

President.....John K. Maitland
International Dir.....Robert B. Weiss
Dir. of Engineering.....Lowell Frank
Services Offered—Producers of phonograph records, all categories of music.

Westminster Recording Co.

1501 Broadway, New York 36, N. Y.

Phone: LOngacre 3-4220

President.....Sam H. Clark
Vice President.....Harry Levine
Vice President.....Dr. Richard Kurt List
Promotion.....John Natoli

Branch Office

Lothringerstrasse 20, Vienna 3, Austria
V.P. Chg. A & R.....Dr. Richard R. Kurt List
Services Offered—Monaural & stereo LP's, packaging and sales.

Francis T. Williamson Co.

"I" & Schiller Sts., Philadelphia 34, Pa.

Phone: GA 3-6018

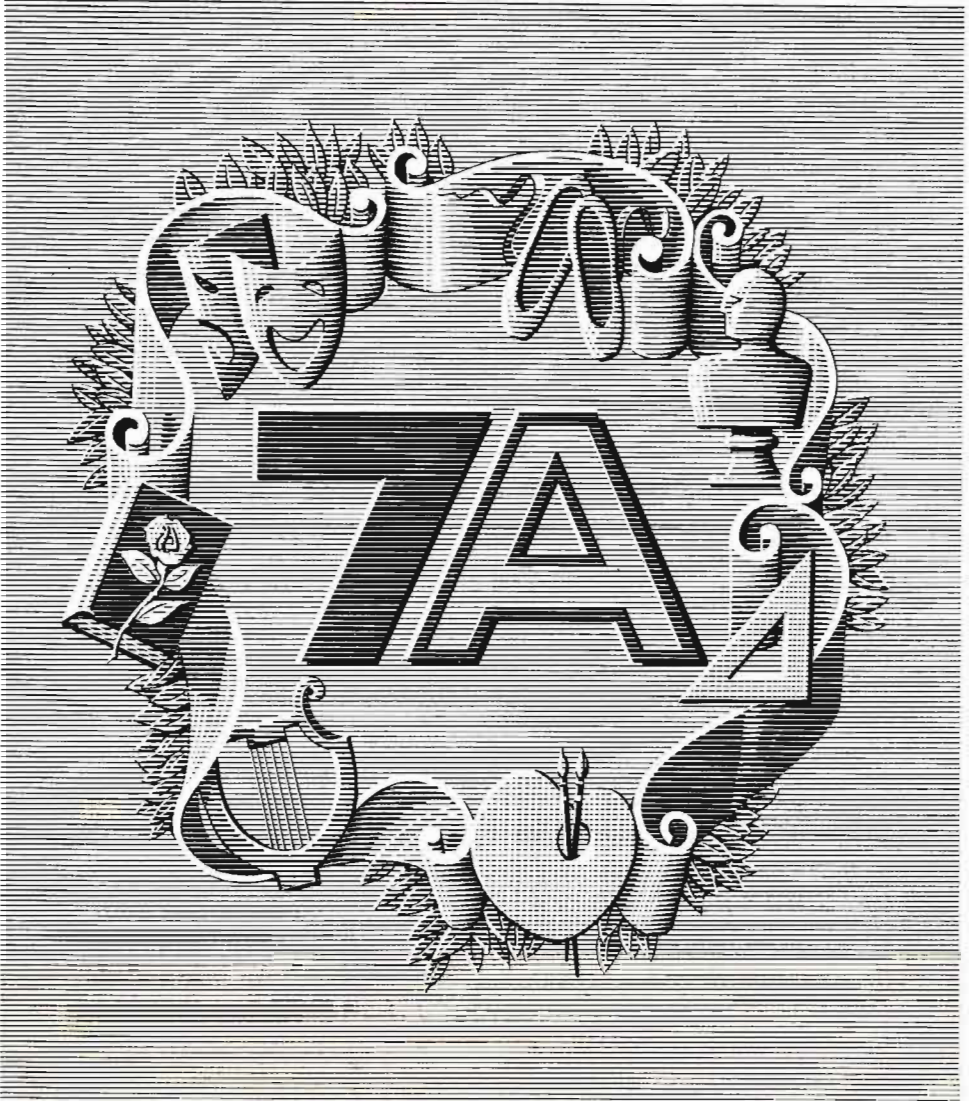
President.....Francis T. Williamson
Vice President.....Mrs. Ethel M. Williamson
Pub. Rel. & Publicity.....Herb Klein
Services Offered—Record & manufacture Impala and Delsey phonograph records.

WORD Records, Inc.

5030 W. Waco Dr., Waco, Texas

Phone: PLaza 6-5331

President.....Jarrell McCracken
Vice President.....Tom Norfleet
Secy.-Treas.....Marvin Norcross
Mgr., Retail Div.....I. R. Buchanan, Jr.
Services Offered—Produce & distribute LP records.



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Television Film Producers & Distributors

ABC Films, Inc.

1501 Broadway, New York 36, N. Y.
Phone: LA 4-5050

President.....Henry G. Plitt
V.P., Business Affairs.....Harold J. Klein
V.P., Dom. Sales.....John F. Tobin
Eastern Div. Mgr.....Albert G. Hartigan
Central Div. Mgr.....Michael G. Gould
Southern Div. Mgr.....James Delaney
Canadian Div. Mgr.....Wm. Hannah
Coordinator, Latin-America
Sales.....R. Conangla
Mgr., Film Op.....Gilbert Cohen
Ad. & Promotion Dir.....Irving Paley
Controller.....Raymond C. Fox

Branch Offices

360 N. Michigan, Chicago 1, Ill.
Phone: AN 3-0800

Manager.....Michael G. Gould
4871 Dumfries, Houston 35, Tex.
Phone: PA 3-1307

Manager.....James Delaney
190 N. Canon Drive, Beverly Hills, Calif.
Phone: NO 3-3311

Manager.....James F. Tobin
103 Church St., Toronto, Canada
Phone: EM 8-4394

Manager.....William D. Hannah
Services Offered—Production & distribution of network & syndicated TV film series for domestic & foreign TV outlets.

Productions—One Step Beyond (94); Life & Legend of Wyatt Earp (226); Casper the Friendly Ghost & Co. (170); Consult Dr. Brothers (195 5 min.); The People's Choice (104); 26 Men (78); Adventures of Jim Bowie (76); Meet McGraw (42); Exclusive (13); Counterthrust (13); Congressional Investigator (39); Sheena (26); Three Musketeers (26); Court of Last Resort (26); Douglas Fairbanks Jr. Presents (117); Playhouse (51); Herald Playhouse (52); High Road (35); Feature Film Packages of 25 packages.

Acme Film Laboratories

1161 North Highland Ave., Hollywood 38, Calif.

Phone: Hollywood 4-7471

President.....Samuel Sawelson
V.P. Superv. Opera.....Melvin G. Sawelson

Services Offered—16, 35 mm. black & white and color, lab facilities; editing and sound services; video tape transfer facilities.

Acus Pictures Corporation

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

President.....Patrick Shanahan
Services Offered—16, 35 mm. sound films for television rental.

M & A Alexander Productions

6040 Sunset Blvd., Hollywood 28, Calif.
Phones: Hollywood 4-7571, 4-3414

141 E. 55th St., N. Y. 22
Phone: PLaza 5-5266

President.....Arthur Alexander
Vice Pres.....Max Alexander
East. Rep.....Larry Stern
Services Offered: National distributors of feature films, westerns and half-hour filmed TV shows, cartoons and comedies.

All-Canada Radio & TV Ltd.

1000 Yonge St., Toronto, Ont., Can.

Phone: WALnut 5-9361

President.....J. Stuart MacKay
General Manager.....Reo Thompson
Mgr. Radio Sales Time Div.....Robert F. Tait
Mgr. Program Div.....Dana S. Murray
Mgr. TV Time Sales Div.....Ross A. McCreath
Mgr. Bcast. Svcs.....Peter N. Harricks
Sec.-Treas.....Eric M. Williams

Branch Offices

Taylor, Pearson & Carson Bldg.,
Calgary, Altbta.

Phone: AM 2-7691

Manager.....Jack Cavanaugh
922 Dominion Sq. Bldg., Montreal, Que.
Phone: UN 1-5656

Manager.....Ken Baker
706 Electric Railway Bldg., Winnipeg, Man.
Phone: WH 2-6861

Manager.....G. Jones
1161 Melville St., Vancouver, B.C.
Phone: MU 4-7461

Manager.....J. E. Baldwin
Services Offered—Film importing, editing, shipping, and service; national, regional, and local sales and distribution; market information.

Distributors of—Peter Gunn, Sea Hunt, The Dayton Allen Show, All-Star Golf Tip of the Day, NFL Football, Animated Fairy Tales, Colonel Bleep, Jeff's Collie, Studio Telescriptions, Animated Weather Reports, Show Corp. of America Showcase, RKO Movietime U.S.A. Package.

All-Scope Pictures, Inc.

(Commercial Film Division,
20th Century-Fox)

1417 N. Western Ave., Hollywood 27, Calif.
(See Commercial Producers)

Allied Artists Television Corp.

165 West 46th St., New York 36, N. Y.
Phone: PL 7-8530

Vice President.....Edward Morey
V.P., Gen. Sales Mgr.....Robert B. Morin
Eastern Sales Mgr.....Alan G. Roberts
(Continued on Page 896)

FOR
30/62

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ACROSS THE WIDE MISSOURI *Clark Gable, Ricardo Montalban*
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BANNERLINE *Keefe Brasselle, Sally Forrest*
BHOWANI JUNCTION *Ava Gardner, Stewart Granger*
BORDER INCIDENT *Ricardo Montalban, George Murphy*
CAUSE FOR ALARM *Loretta Young, Barry Sullivan*
CONSPIRATOR *Robert Taylor, Elizabeth Taylor*
CRISIS *Cary Grant, Jose Ferrer, Paula Raymond*
THE DOCTOR AND THE GIRL *Glenn Ford, Gloria DeHaven, Janet Leigh*
DON'T GO NEAR THE WATER *Glenn Ford, Gia Scala, Earl Holliman, Anne Francis*
FORBIDDEN PLANET *Walter Pidgeon, Anne Francis*
THE GIRL IN WHITE *June Allyson, Gary Merrill, Arthur Kennedy*
HER TWELVE MEN *Greer Garson, Robert Ryan*
INVITATION *Van Johnson, Dorothy McGuire*
IT'S A BIG COUNTRY *Van Johnson, Gene Kelly, Gary Cooper, Janet Leigh*
THE LAST TIME I SAW PARIS *Elizabeth Taylor, Van Johnson, Donna Reed*
MADAME BOVARY *Jennifer Jones, James Mason, Van Heflin, Louis Jourdan*
MOGAMBO *Clark Gable, Ava Gardner, Grace Kelly*
MOONFLEET *Stewart Granger, George Sanders*
THE OUTRIDERS *Joel McCrea, Arlene Dahl*
PAGAN LOVE SONG *Esther Williams, Howard Keel*
PLEASE BELIEVE ME *Deborah Kerr, Robert Walker, Peter Lawford*
RIGHT CROSS *June Allyson, Dick Powell*
ROGUE COP *Robert Taylor, Janet Leigh*
SCARAMOUCHE *Stewart Granger, Eleanor Parker, Janet Leigh*
SCENE OF THE CRIME *Van Johnson, Arlene Dahl, Gloria DeHaven*
SMALL TOWN GIRL *Jane Powell, Farley Granger*
SUMMER STOCK *Judy Garland, Gene Kelly*
TENSION *Richard Basehart, Audrey Totter*

For a full look at the 30/62, fine picture by fine picture, send for the illustrated presentation book, or contact any MGM Television office for a film presentation and availabilities.



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CULVER CITY
MGM Studio / UP 0-3311

TV FILM PRODUCERS & DISTRIBUTORS

(Continued from Page 893)

Dir. Nat'l Programming.....C. P. Jaeger
Branch Offices

1232 So. Michigan Ave., Chicago, Ill.
Phone: WA 2-7937

Central Sales Mgr.....James C. Stern
4376 Sunset Drive, Hollywood, Calif.
Phone: NO 2-9181

Western Sales Mgr.....Maurice Gresham
Services Offered—Distribution of motion pictures to television. Motion pictures, half hours, cartoons.

Leonard Anderson Associates Inc.

200 W. 57th St., New York 19
Phone: PLaza 7-4162

PresidentLeonard Anderson
Vice-Pres.Barbara Anderson
Prod. Mgr.....Marc Anderson
Secy., Off. Mgr.....Lillian Ortner
Services Offered—Motion picture production and editing services; theatrical, commercial, television. Also aerial photography. Facilities for three-camera filming and editing. Film production consultants.

Productions—The Air Force Uniform, Pipe Line For Tomorrow—US Air Force; World in White & Fire Fighters — CBS TV; Coty Cosmetics; Schenley Distillers; General Electric; A-B-C's of Briefing; Industr. Medicine in Action; Jet Flight Planning; Prudential Insurance Co.; Johnny Cordes; Little Julius; The Eagles Strength; USA; Indiana Motor Truck Assoc.; The Alan King Show; Jackie Gleason Sport Spec.; Sky Power; The Replacement Pilot—From Rag To Gag.

Association Films, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 5-2242

President.....J. R. Bingham
Exec. V.P., Treas.A. L. Frederick
Vice Pres., Assoc. Telefilms...R. M. Finehout
V.P., Adv. & Prom. Dir.....R. W. Bucher
V.P., Opera.....R. D. Mitchell
Vice Pres.R. S. Evans

Branch Offices

561 Hillgrove Ave., La Grange, Ill.
Phone: FLeeewood 4-0576

Manager.....M. G. Weiland
Broad at Elm, Ridgefield, N. J.
Phone: WHitney 3-8200

Manager.....E. H. Johnson
799 Stevenson St., San Francisco, Calif.
Phone: UNderhill 1-5305

ManagerW. O. Siler
1108 Jackson St., Dallas, Tex.
Phone: RIverside 8-8759

Manager.....C. Stahl
Services Offered—Distribution of free-loan, industry-sponsored motion pictures. Rental of educational, informational, and entertainment films. Special TV Service: Distribution of more than 150 free public service films; physical handling service.

Astor Pictures, Inc.

625 Madison Ave., New York, N. Y.
Phone: PL 2-7766

Chairman of Board.....Franklin F. Bruder
President.....George F. Foley
V.P., Sales.....George Josephs
V.P., Finance.....Richard J. Wheeler
Chmn., Exec. Comm.....Alfred H. Morton
TreasurerAnthony Tarell
Services Offered—Producers and distributors of feature films.

ASTOR PICTURES INTERNATIONAL, INC.

President.....L. Douglas Netter, Jr.
Vice President.....Mario deVecchi
Services Offered—Overseas foreign co-production.

ATACO, Inc.

9121½ Sunset Blvd., Los Angeles 69, Calif.
Phone: BR 2-4271

President.....George E. Davidson
Vice President.....Betty M. Brown
Sec.-Treas.....Betty Jane Davidson
Services Offered: Distribution of filmed television programs; Johnny Mack Brown western features, Championship Wrestling.

Atlantic Television, Inc.

130 W. 46th St., New York 36, N. Y.
Phone: JUdson 2-1287

Chairman of Board.....F. F. Bruder
President.....Alfred H. Morton
Secretary.....George F. Foley
TreasurerAnthony Tarell
General Sales Mgr.Harry Goldstone
Services Offered—Producer and distributor of 200 features and 36 westerns.

Atlas Television Corp.

209 E. 56th St., N. Y. 22
Phone: ELDorado 5-7943

PresidentHenry Brown
Services Offered—American features; half and full hour westerns.

Productions—Captain Z-RO, Hollywood to B'way, Grantland Rice Sportlights, Holiday Series, Is This Magic?

Audio Master Corp.

17 East 45th St., New York 17, N. Y.
Phone: OXFord 7-0725

PresidentHerbert Rosen
Services Offered—Library of mood and bridge music, sound effects.

George Bagnall & Associates Inc.

8827 Olympic Blvd., Beverly Hills, Cal.
Phone: OL 2-8050

President.....George L. Bagnall
V.P., Gen. Sales Mgr.....W. L. Anthony
Secretary.....Fred C. Lindquist

Branch Office

452 Hoodridge Dr., Pittsburgh, Pa.
(Continued on Page 898)

SYNDICATION CHANGES

Require Adjustments and Diversification

By SAM COOK DIGGES, Administrative V. P.
CBS Films, Inc.

THE trade press, for the last couple of years—and especially for the past few months—has been filled with stories about the woes of the syndication business. But what is the true state of syndication?

We're all familiar with the fact that there are fewer time periods potentially available on stations for the use of syndicated product. It's also true that it has become economically unfeasible to produce first-run product for syndication—first, because of the lack of available time periods; and, secondly, because stations and local sponsors were not willing or not able to keep pace with rising production costs by paying equitable prices for first-run syndication product. Does that mean that the syndicator, therefore, must go out of business? Not at all. It simply means that the syndicator must adjust to the changing business conditions of the syndication market.

In October, 1961, there were seven new first-run properties offered in syndication compared with 29 new properties in 1956. Five years ago, with comparable product, the distributor would probably have opened with 150 markets. Last October those companies offering first-run syndication product opened with far fewer markets.

Today the industry's top syndicators are offering more than two and one half times the off-network product they were offering five years ago. Thus, the emphasis has swung from first-run syndication product to off-work first-run syndication.

Whereas dollar volume in domes-



tic syndication has held up reasonably well over the last five years, the product that is being bought today, for the most part, is off-network product. There is great appeal in a proven property for the station operator.

Programming is still the backbone of any broadcaster's schedule, and the astute

broadcaster will find time for top-flight product, be it first-run syndication, or off-network.

In addition to making an adjustment in terms of the type of product offered, there are other ways of achieving important film revenue.

The international sales market is developing rapidly. For example, in 1961, gross foreign sales were 32 per cent over 1960 and were 74 per cent over 1959 for us. More than 78,000 CBS program half hours were telecast overseas during 1961. At the year's end 74 of our program series, dubbed or sub-titled in 12 different languages, were being telecast in 55 foreign countries. Our international sales department now covers every important area of the free world.

Thus, by adjusting to the changing market in domestic syndication, by capitalizing on increasing potential in the foreign market, and by diversification in allied fields, it is possible to not only maintain a strong position but to achieve growth through new ways and developments.

If, however, there are indications in the future that there is a market for first-run syndication product at prices that are equitable, then we, along with other syndicators, will undoubtedly produce for that market,

TV FILM PRODUCERS & DISTRIBUTORS

(Continued from Page 896)

Phone: LOcust 1-4661

Vice President.....W. L. Anthony
Services Offered—Distributors of film comic strips for television.

Productions—Clutch Cargo (260).

Bil Baird's Marionettes

59 Barrow St., N.Y.C. 24

(See Commercial Producers)

Jerome Balsam Films, Inc.

165 West 46th St., New York 36, N. Y.

Phone: CI 7-4220

Pres., Gen. Sales.....Jerome Balsam
 Vice President.....Alexander Beck
Services Offered—Producers and distributors to TV of syndicated shows, features and cartoons.

Banner Films, Inc.

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

Phone: PLaza 5-4811

President.....Charles McGregor
Services Offered—Production and distribution of films for TV.

Productions—Night Court U.S.A., 78 one-half hour episodes.

Distributing—Bold Journey, Speedway International, I Search For Adventure, Judge Roy Bean, Big Game Hunt, Tarzan Features, Pine Thomas Features, Debbie Drake, Jungle Girl, A Way of Thinking, Banner Features (10 one hour specs.).

Banner Productions, Inc.

5420 Melrose Ave., Hollywood 38, Calif.

Phone: HO 9-8366

President.....Sy Weintraub
 Sect.-Treas.....Ben Hecht
 Exec. Sect.Louise Griswold
Services Offered—TV and motion picture producers.

Productions—Tarzan TV Series, Our Town Series.

Thomas J. Barbre Productions

2130 S. Bellaire St., Denver 22, Colo.

Phone: SKYline 6-8383

Producer.....Thos. J. Barbre
 Assistant Manager.....Anita T. Barbre
 Dir. of Photography.....H. J. Anderson
 Dir. of Sound.....Paul F. Emrich
Services Offered—Complete motion picture production services: scripts, photography, editing, sound recording, stage, mobile units, theater. Producing business films and TV commercials for national accounts.

Productions—TV film commercials: Bold Action Furniture Sales, Inc.; Adolph Coors Company; Gates Rubber Company.

B. C. G. Films, Inc.

405 Lexington Ave., New York 17, N.Y.

Phone: MU 7-0870

President.....Nat Gassman
 Vice President.....Charles C. Carson
 Treasurer.....Peter D. Murray
Services Offered—Television & theatrical film production and distribution.

Biograph Studios, Inc.

807 East 175th St., Bronx 60, N. Y.

Phones CYprus 9-5500

President.....Ben Gertner
 Treasurer.....Nathan Stolper
Services Offered—Rental of stages for TV 7 motion picture studios.

Fritz Blocki Productions

1343 N. Fuller Ave., Hollywood 46, Calif.

Phone: HOLLYwood 2-8971

Producer.....Fritz Blocki
Services Offered—Live TV show formats for local and/or network use.

Bonded TV Film Service

630 Ninth Ave., New York 36, N. Y.

Phone: JUDson 6-1030

President.....Chester M. Ross
 Exec. Vice Pres.Emanuel Kandel
 Vice Pres., Treas.....Ira S. Stevens
 General Sales Mgr.....Alex Leslie

Branch Offices

8290 Santa Monica Blvd., Hollywood, Calif.

Phone: OL 4-7575

V.P., chg. of Operations....Stanley Halperin
 160 E. Illinois St., Chicago, Ill.

Phone: 467-1466

Manager.....John Krutzler
Services Offered—Shipping, expediting and servicing of TV film, print procurement.

Brandon Films Inc.

200 West 57th St., New York 19, N. Y.

Phone: CI 6-4868

President.....Thomas J. Brandon
 Secretary.....Lillian W. Brandon
Services Offered—Source of International feature films in French, Italian, German, Japanese, also ballet, folk dance, art, music.

Bray Studios Inc.

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

(See Commercial Producers)

British Broadcasting Corp.

630 Fifth Ave., New York 20, N. Y.

Phone: CI 7-0656

TV Representative.....Dennis Scuse
 Program Assistant.....Sue Goldman
Services Offered—Producers and distributors of TV programs and series.

Productions—An Age of Kings, Inspector Maigret and others.

Bernard S. Brody & Associates

1228 No. LaCienega Blvd., Los Angeles 69, Calif.

Phone: OL 2-8289

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QUALITY SELLS BEST

Syndie Market Demands Superior Product

By MORRIS RITTENBERG, President
NBC Films, Inc.

IN the current television film syndication market there is a strong demand for network quality product. Today's syndicator knows that the television audience is not only growing, but becoming more sophisticated with each passing season. Viewers will not blithely accept bad direction and bad writing under a "sock 'em" title as they did some years ago — and station managers, sensitive to their audiences' reactions know this best of all. In the wonderful world of television there is no substitute for quality, and the syndicator who offers it will be as successful in sales results as the shows are with audiences.

The history of entertainment shows that there is always a market for superior programming. Audience taste changes and develops but is always attracted by first rate shows. Quality sells—and lasts. Today's knowledgeable television film distributor competing for sales and audiences in the nation's top markets, must have programs which will attract and hold an audience used to seeing the best television in the world.

We feel that the recipe for success in syndication calls for offering stations and viewers the highest level of entertainment and informational programming which is available. This product must be backed by a skilled, fast moving sales organization and service and distribution facilities which can meet their responsibilities fully. In a changing market the emphasis at NBC Films will be on hard hitting, flexible operations geared to providing distinctive pro-



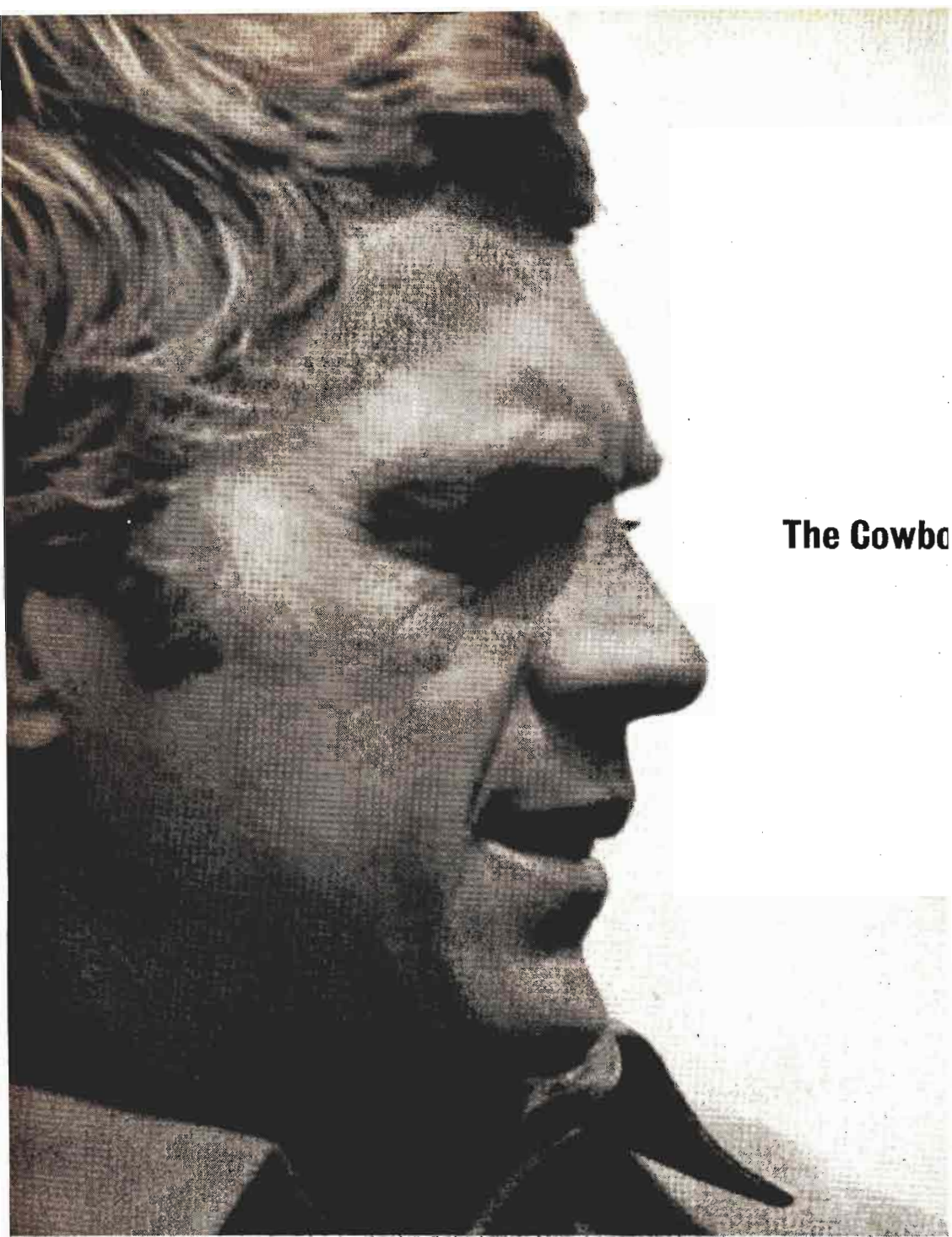
grams.

Our sales staffs in the nine broad geographic divisions of the United States are staffed with men who know these markets as well as they know the station managers they call upon.

We will syndicate four or five programs each year which have just come off their network runs and which have had rating and sales success as network properties and promise the same success to stations who use these series.

•
Properties like "The Best of Groucho," the best of "People Are Funny," "The Deputy," and "Celebrity Golf" are typical of our series. These shows meet the test of excellence which is essential for success. They provide sales opportunities for stations which are soundly based and readily exploitable. We know that only station success can assure the long, continued, prosperity of a syndicator. We mean to build on the base of our successful career an earned and growing reputation for offering the best to viewers throughout the nation.

•
As television develops, reaching into more and more American homes and playing a larger influence in the lives of each community and each family, it is necessary for the syndicator to find his place in this scene. We think that nailing our colors to the mast of quality gives us a well earned place in the center of the picture. From that position, we will grow as television continues to develop.



The Cowbo

...and You! It's a winning combination: WANTED: DEAD OR ALIVE (94 half-hours), Four Star Films' fast-action Western, starring Steve McQueen, which enjoyed a three-year average 24.7 Nielsen rating on the CBS Television Network. And DECEMBER BRIDE (157 half-hours), Desilu's lighthearted comedy series starring Spring Byington, which boasted an average 32.2 Nielsen during