INDEX TO CONTENTS OF 1952 TELECASTING YEARBOOK

Advertiser Research	A		Audit Bureau of Circulations	267	Canadian Pacific Communica-		
Advertizer Jaing TV		007				265	For Facts on Radio,
Advertisers Index Advertisers (1942) Year Charlette, N.C., TV Stations 186 Agencies— Handling Television 277 B William J. Bailey 256 Advertising— Agencies 277 Expenditures 5 Baltimore, TV Stations 101 Expenditures 5 Baltimore, TV Stations 101 Expenditures 5 Baltimore, TV Stations 101 Expenditures 7 Expenditures 8 Experiment 8 Expenditures 8 Experiment 8 Ex					Censorship, FCC Rules	214	
Agencies		291	·		Charlotte, N. C., TV Stations	136	
Pacing TV Business	Advertisers Using TV	248	•	265	Chicago, TV Stations	83	
Placing IV Pushenes 248 William J. Bailey 266	Agencies—		•		Cincinnati, TV Stations	138	Yearbook
Rules	Handling Television	277	В			275	
Advertising———————————————————————————————————	Placing TV Business	248	William J. Bailey	266		900	Reuben H. Donnelley Corp 265
Baltimers, TV Stations 101	Advertising-		Baldwin & Mermey	266			Cornelius Du Bois & Co 267
Banner & Grief		277	Baltimore, TV Stations	101	•		
Bell Telephone Co. of Canada 264	•		Banner & Grief	266	, , , , , , , , , , , , , , , , , , ,		
Bell Telephone Labs	-	248	Bell Telephone Co. of Canada	264	•		
A S. Bennett-Cy Chaikin Inc. 267 Advertising Asan. of the West 253 Bettey & Livinspoon Inc. 265 Advertising Council Inc. 253 Edward L. Bernays 266 Advertising Research Pridation 267 Advertising Research Pridation 267 Advertising Research Pridation 267 Alabama Broadcastera Asan. 48 Alabama, TV Stations 151 Birphambon, N. Y., TV Stations 152 Birphambon, N. Y., TV Stations 151 Birphambon, N. Y., TV Stations 152 Birphambon, N. Y. TV Stations 152 Birphambon, N. Y., TV Stations 152 Birphambon, N. Y. TV Stations 152 Birphambon, N. Y., TV Stat	_		Bell Telephone Labs	264			
Advertising Rasa, of the West. 28 Advertising Rea. of America 28 Billings 1961, ABC 28 Billings 1961, ABC 28 Billings 1961, ABC 28 Billings 1961, ABC 29 Boos, Allen & Hamilton 266 Bracellures Staff 49 Broadcast License, How to Apply 28 Broadcast Massurement Bureau 265 Broadcast Massurement Bureau 16. American Marketing Assn. 28 American Reacarch Bureau 265 American Reacarch Bureau 267 American Realo Publications 266 American Radio Publications 267 American Radio Publications 268 American Reviewing Staff 39 American Reviewing Assn. 28 American Radio Publications 266 American Radio Publications 27 American Radio Publications 27 American Rociety of Composers, Authors & Publishers 266 American Radio Relay League 27 American Rociety of Composers, Authors & Publishers 267 American Reviewing Dusiness 3 American Reviewing Musiness 3 American Reviewing Dusiness 3 American Reviewing Musiness 3 American Reviewing Musiness 3 American Reviewing Dusiness 3 American	· · · · · · · · · · · · · · · · · · ·		*				
Advertising Research F'ndation Advertising Research F'ndation Alabama Broadcasters Asan. 48 Albama, TV Stations 51 Alabama, TV Stations 51 Albama, TV Stations 51 Allocations, FCC Rules 265 American Asan. 64 Allocations, FCC Rules 265 American Radio Relay League 263 American Marketing Asan. 265 American Marketing Asan. 265 American Research Breau 267 American Research Broadcasters Asan. 48 American Radio Relay League 263 American Radio Relay League 263 American Research Bureau 267 American Research Bureau 267 American Research Bureau 267 American Research Bureau 267 American Radio Relay League 263 American Radio Relay League 263 American Radio Rollay League 263 American Radio Rollay League 263 American Rollevision Society 263 American Television Society 264 Argentina, TV Stations 216 Argentina, TV Stations 217 Argentina, TV Stations 218 Argentina, TV Stations 219 Argentina, TV Stations 219 Argentina, TV Stations 210 Argentina, T	_				_		_
Advertising Research F'ndation 267 Alabama Broadcasters Asan. 48 Alabama, TV Stations 51 Biner, H. M., Stations 52 Balakburn-Hamilton Co. 266 Balakburn-Hamilton Co. 267 Ballinganton, N. T. TV Stations 52 Balakburn-Hamilton Co. 266 Balakburn-Hamilton Co. 267 Ballinganton, N. T. TV Stations 52 Balakburn-Hamilton Co. 266 Balakburn-Hamilton Co. 267 Ballinganton, N. T. TV Stations 52 Balakburn-Hamilton Co. 266 Balakburn-Hamilton Co. 267 Ballinganton, N. T. TV Stations 52 Balakburn-Hamilton Co. 266 Balakburn-Hamilton Co. 267 Balakburn-Hamilton Co. 268 Balakburn-Hamilton Co. 268 Balakburn-Hamilton Co. 267 Balakb	Advertising Council Inc	263	*				
Advertising Research Findation Alabama Broadcasters Assn. 4 Alabama, TV Stations 51 Alabama, TV Stations 51 David O. Alber Assoc. Inc. 266 Albouquerque, N. M., TV Stations 124 Allocations, FCC Rules 265 Almerican Assn. of Adv. Agencies Assn. 4 Billingth, Ind., TV Stations 27 American Assn. of Adv. Agencies 268 American Radio Relay League 263 American Research Bureau 265 American Research Bureau 267 American Sciety of Composers, Authors & Publishers 266 Froadcast Exceutives & Staff 4 4 Elictornics Mfrs. Assn. 2 2 Executives & Staff 4 4 Elictornics Mfrs. Assn. 2 2 Executives & Staff 4 4 Elictornics Mfrs. Assn. 2 2 Executives & Staff 4 4 Elictornics Mfrs. Assn. 2 2 Executives & Staff 4 4 Elictornics Mfrs. Assn. 4 4 5 Electronics Mfrs. Assn. 4 5 Executives & Staff 4 4 Elictor. 4 4 5 Electronics Mfrs. Assn. 4 5 Executives & Staff 19 Equipment Manufacturers 1 1 4 6 Map of Network 19 Map of Network 19 Commercial Radio Monitoring 19 Commercia	Advertising Fed. of America	263				-0	Li vi ivi da Tieli de Associ 200
Alabama Broadcasters Assn. 48 Bitner, H. M., Stations 23 Divisions 44 Electronics Mfrs. Assn. 2 2 2 2 2 2 2 2 2	Advertising Research F'ndation	267					${f E}$
Alabama, TV Stations	Alabama Broadcasters Assn	48			Divisions	44	Electronics Mfrs. Assn 264
David O. Alber Assoc. Inc. 266 Blackburn-Hamilton Co. 255 CBS Television Division— Engineers, Consulting	Alabama, TV Stations	51			Executives & Staff	44	Elliott-Haynes Ltd 267
Albuquerque, N. M., TV Stations 124 Allied Arts	David O. Alber Assoc. Inc	266					
Allied Arts						19	
Allocations, FCC Rules 206 Books, Relating to TV 274 No. of Affiliates 41 George Evans Assoc. 2 2 2 2 2 2 2 2 2							
American Assn. of Adv. Agencies 263 Boos, Allen & Hamilton 265 Owned & Managed Stations 23 Executives Radio-TV Service 2 Boston, TV Stations 166 Executives & Staff 16 Map of Network 18 Broadcast Foundation 266 Stations 267 American Marketing Assn. 263 American Newspaper Pub. Assn. 263 American Radio Publications 266 American Radio Relay League 263 American Rosearch Bureau 266 Erownsville, Tex., TV Stations 164 American Television Society 263 American Television Society 263 American Television Society 263 American Television Society 264 American Television Society 265 American Television Society 265 Arkansas Broadcasters Assn. 46 Arzona, TV Stations 188 Arzona, TV Stations 266 Arzona, TV Stations 267 Arkansas Broadcasters Assn. 46 Assop. 267 Assignments, FCC Rules 210 Expenditures, Networks 266 Columbus, O., TV Stations 168 Columbus, O., TV Stations 143 Expenditures, TV Expenditures, TV Extonor 266 Commercial Radio Monitoring Commercial Radi							
Boston, TV Stations 106 Columbus, O., TV Stations 143 Expenditures, Networks Expenditures, Networks Expenditures, TV Expenditures,	·						_
Billings, 1951		200	·				
Executives & Staff 16	_	288				140	
Map of Network				266		266	
No. of Affiliates 41 Owned & Managed Stations 23 American Marketing Assn. 263 American Newspaper Pub. Assn. 263 American Radio Publications 266 American Radio Publications 267 American Radio Relay League 267 American Society of Composers, Authors & Publishers 266 American Television Society 263 American Women in Radio & TV Ames, Ia., TV Stations 92 Analysis, Television Business 9 Analysis, Television Business 9 Argentina, TV Stations 216 Argentina, TV Stations 256 Argentina, TV Stations 257 Argentina, TV Stations 257 Argentina, TV Stations 257 Argentina, TV Stations 256 Argentina, TV Stations 256 Argentina, TV Stations 256 Argentina, TV Stations 256 Argentina, TV Stations 257 Argentina, TV Stations 256 Argentina,							
Owned & Managed Stations 23 American Marketing Assn. 263 American Newspaper Pub. Assn. 263 American Radio Publications 266 American Radio Relay League 263 American Rosearch Bureau 267 American Society of Composers, Authors & Publishers 266 American Television Society 263 American Women in Radio & TV 263 American Women in Radio & TV 263 Ames, Ia., TV Stations 92 Analysis, Television Business 9 Applications for TV Stations 216 Argania, TV Stations 188 Arizona, TV Stations 256 Arizona, TV Stations 266 Arizona, TV Stations 267 Arizona, TV Stati	-		Broadcast Advertising Bureau	263	•	210	Experimental TV Stations, U. S. 41
Broadcast Measurement Bureau 267 American Marketing Assn. 263 American Newspaper Pub. Assn. 263 American Radio Publications 266 Broadcast Service Bureau Inc. 265 Broadcasters' State Associations 48 Broadcasters' Promotion Service 266 Consultants, Allied Arts 265 Fed. Comm. Bar Assn. 45, 2 Federal Communications Commission— 267 Markansas Broadcasters Assn. 48 Broadcast Music Inc. 266 Consultants, Allied Arts 267 Consulting Engineers 42 Markansas Broadcasters Assn. 48 Broadcast Music Inc. 266 Consultants, Allied Arts 265 Fed. Comm. Bar Assn. 45, 2 Federal Communications Commission— 267 Consultants, Allied Arts 267 Consultants, Allied Arts 267 Executives & Staff Executives & Staff 267 Executi			Broadcast License, How to Apply	28	Communications Carriers	264	TF.
American Newspaper Pub. Assn. 263 American Radio Publications 266 American Radio Relay League 263 American Research Bureau 267 American Society of Composers, Authors & Publishers 266 American Television Society 263 American Women in Radio & TV 263 American Women in Radio & TV 263 American Women in Radio & TV 263 American Television Business 264 Analysis, Television Business 265 Argentina, TV Stations 265 Argentina, TV Stations 265 Argentina, TV Stations 265 Argentina, TV Stations 266 Argentina, TV Stations 266 Argentina, TV Stations 266 Argentina, TV Stations 266 Argentina, TV Stations 267 Argentina, TV Stations 268 Argent Broadcast Mussic Inc. 266 Connultants, Allied Arts 265 Consulting Engineers 42 Consulting Engineers 42 Argentina, Argentina, Argentina, Argentina, Argentina, Argentina, Argentina, TV Stations 267 Argentina, TV Stations 268 Argent Broadcast Mussic Inc. 266 Consultants, Allied Arts 265 Consulting Engineers 42 Argentina, Argentina, Argentina, Argentina, Argentina, Argentina, Argentina, Arg			Broadcast Measurement Bureau	267	Composers, Authors & Publish-		
American Radio Publications 266 American Radio Relay League 263 American Research Bureau 267 American Society of Composers, Authors & Publishers 266 American Television Society 263 American Women in Radio & TV 263 American Women in Radio & TV 263 American Women in Radio & TV 264 American Women in Radio & TV 265 American Women in Radio & TV 265 American Tolevision Business 9 Analysis, Television Business 9 Applications for TV Stations 216 Argentina, TV Stations 128 Arizona, TV Stations 52 Arkansas Broadcasters Assn. 48 ASCAP 266 Carl Byoir & Assoc. 267 American Research Bureau 267 American Society of Composers, Authors & Publishers 266 Broadcasters State Associations 48 Connecticut, TV Stations 265 Consultants, Allied Arts 265 Consulting Engineers 42 Federal Communications Commission— Executives & Staff 27 Executives & Staff 27 Field Offices 27 Former Members 27 Former Members 27 Crossley Inc. 267 Cuba, TV Stations 186 Wm. W. L. Burnett Radio Lab. 266 Business, 1951 TV Analysis 9 Arkansas Broadcasters Assn. 48 ASCAP 266 Carl Byoir & Assoc. 267 David Darrin 265 Florida Assn. of Broadcasters 28 Foderal Communications Commission— Consulting Engineers 42 Federal Communications Commission— Consulting Engineers 42 Federal Communications Commission— Consulting Engineers 42 Federal Communications Commission— Executives & Staff 42 Federal Communications Commission— Consulting Engineers 42 Federal Communications Commission— Executives & Staff 42 Federal Communications Commission— Consulting Engineers 42 Former Members 43 Former Members 44 Formar 44 Formar 44 Formar 44 Formar 44 Formar 44 Formar 45 Former Members 45			Broadcast Music Inc	266	ers Assn. of Canada	266	
American Radio Relay League 263 American Research Bureau 267 American Society of Composers, Authors & Publishers 266 American Television Society 263 American Women in Radio & TV 263 American Women in Radio & TV 264 Analysis, Television Business 9 Applications for TV Stations 216 Argentina, TV Stations 188 Arizona, TV Stations 522 Arkansas Broadcasters Assn. 48 ASCAP 266 American Research Bureau 267 American Research Bureau 268 American Rolled Arts 265 Federal Communications Commission— Executives & Staff 267 Executives & Staff 267 Consulting Engineers 42 American Research Bureau 267 Americ			Broadcast Service Bureau Inc	265	Robert S. Conlan & Assoc	267	
American Research Bureau 267 American Society of Composers, Authors & Publishers 266 American Television Society 263 American Women in Radio & TV 263 American Women in Radio & TV 263 American Women in Radio & TV 264 Analysis, Television Business 9 Analysis, Television For TV Stations 216 Argentina, TV Stations 188 Arizona, TV Stations 552 Arkansas Broadcasters Assn. 48 ASCAP 266 American Research Bureau 267 American Research Bureau 267 Roger Brown Inc. 266 Consultants, Allied Arts 265 Consulting Engineers 42 Consulting Engineers 42 Consulting Engineers 42 Mission— Executives & Staff 27 Executives & Staff 27 Executives & Staff 27 Consultants, Allied Arts 265 Consulting Engineers 42 Consultants, Allied Arts 265 Consultants, Allied Arts 265 Consulting Engineers 42 Consultants, Allied Arts 265 Consultants, Allied			Broadcasters' State Associations	48	Connecticut, TV Stations	66	_
American Society of Composers, Authors & Publishers 266 American Television Society 267 American Women in Radio & TV 268 American Women in Radio & TV 269 American Women in Radio & TV 269 American Women in Radio & TV 260 American Women in Radio & TV 261 American Women in Radio & TV 262 American Women in Radio & TV 263 American Women in Radio & TV 264 American Women in Radio & TV 265 American Women in Radio & TV 266 American Women in Radio & TV 267 American Women in Radio & TV 268 American Women in Radio & TV 268 American Women in Radio & TV 269 Buffalo, TV Stations 260 Buffalo, TV Stations 261 Analysis, Television Business 262 Applications for TV Stations 263 Argentina, TV Stations 264 Argentina, TV Stations 265 Arizona, TV Stations 266 Carl H, Butman 267 Assignments, FCC Rules 268 Consulting Engineers 42 mission— Executives & Staff 267 Former Members 42 Mission— 267 Former Members 42 Mission— 267 Former Members 42 Mission— 268 Former Members 42 Mission— 267 Former Members 42 Mission— 267 Former Members 42 Moverbort, Isa, TV Stations 42 Mission— 267 Executives & Staff 42 Former Members 42 Former Members 42 Forosley Broadcasting Corp. 267 Cuba, TV Stations 188 Former Members 42 Former Members 42 Former Members 42 Forosley Broadcasting Corp. 267 Cuba, TV Stations 189 Former Members 42 Forosley Broadcasting Corp. 267 Cuba, TV Stations 267 Forosley Broadcasting Corp. 267 Cuba, TV Stations 27 Former Members 42 Forosley Broadcasting Corp. 28 Former Members 42 Forosley Broadcasting Corp. 29 Forosley Broadcasting Corp. 20 Forosley Broadcasting Corp. 20 Forosley Broadcasting Corp. 20			Broadcasters Promotion Service	266	Consultants, Allied Arts	265	· · · · · · · · · · · · · · · · · · ·
Authors & Publishers 266 American Television Society 263 American Women in Radio & TV 264 American Women in Radio & TV 265 American Women in Radio & TV 266 American Women in Radio & TV 267 All 266 Ariser Members 267 All 267 Crossley Broadcasting Corp 267 Cuba, TV Stations 186 TV Frequency Allocation 267 Ariser Members 267 All 267 Cuba, TV Stations 186 TV Frequency Allocation 267		20.	Roger Brown Inc.	266	Consulting Engineers	42	
American Television Society 263 American Women in Radio & TV 263 American Women in Radio & TV 263 Ames, Ia., TV Stations 92 Analysis, Television Business 9 Applications for TV Stations 188 Arizona, TV Stations 52 Arkansas Broadcasters Assn. 48 ASCAP 266 Assignments, FCC Rules 263 Brownsville, Tex., TV Stations 164 James A. Cowan 267 James M. Cox Stations 23 Former Members 23 Former Members 24 Crosley Broadcasting Corp. 23 How to Apply for Station 25 Crossley Inc. 267 Cuba, TV Stations 186 TV Frequency Allocation 25 Czechoslovakia, TV Stations 189 Federal Radio Commission, Former Members 267 Crossley Inc. 267 Cuba, TV Stations 189 Federal Radio Commission, Former Members 25 TV Frequency Allocation 266 To Business, 1951 TV Analysis 9 To Business, 1951 TV Analysis 9 To Business, 1951 TV Analysis 9 To Business, 1951 TV Analysis 265 Assignments, FCC Rules 214		266	Wm. J. Brown Radio & TV	266	Controlled Circulation Audit	267	Executives & Staff 37
American Women in Radio & TV 263 Ames, Ia., TV Stations 92 Analysis, Television Business 9 Applications for TV Stations 126 Arizona, TV Stations 52 Arkansas Broadcasters Assn. 48 Assignments, FCC Rules 263 American Women in Radio & TV 263 H. A. Bruno & Assoc. 266 James M. Cox Stations 23 Former Members Crossley Broadcasting Corp. 23 How to Apply for Station Crossley Inc. 267 Cuba, TV Stations 186 TV Frequency Allocation 2 Czechoslovakia, TV Stations 189 Federal Radio Commission, Former Members D Federal Radio Commission, Former Members Promer Members Analysis, Television Business 9 Analysis, Television Business 9 Applications for TV Stations 216 Walter P. Burn 267 Wm. W. L. Burnett Radio Lab. 266 Business, 1951 TV Analysis 9 D Film Distributors for TV 2 Arkansas Broadcasters Assn. 48 Carl H. Butman 265 Dallas, TV Stations 94 Florida Assn. of Broadcasters Davenport, Ia., TV Stations 94 Florida, TV Stations			Brownsville, Tex., TV Stations .	164	James A. Cowan	267	Field Offices 40
Ames, Ia., TV Stations 92 Analysis, Television Business 9 Applications for TV Stations 216 Argentina, TV Stations 52 Arizona, TV Stations 52 Arkansas Broadcasters Assn. 48 Carl H. Butman 265 Assignments, FCC Rules 214 Buffalo, TV Stations 126 Crosley Broadcasting Corp. 23 How to Apply for Station Crossley Inc. 267 Cuba, TV Stations 186 TV Frequency Allocation Crossley Inc. 267 Cuba, TV Stations 189 Federal Radio Commission, Former Members mer Members D Film Distributors for TV 2 Assignments, FCC Rules 214			H. A. Bruno & Assoc	266	James M. Cox Stations	23	Former Members 38
Analysis, Television Business 9 Applications for TV Stations 216 Argentina, TV Stations 52 Arizona, TV Stations 552 Arkansas Broadcasters Assn. 48 ASCAP 266 Assignments, FCC Rules 214 Bureau of Broadcast Measurement 267 Cuba, TV Stations 188 Cuba, TV Stations 188 Cuba, TV Stations 189 Cuba, TV Stations 189 Federal Radio Commission, Former Members D Film Distributors for TV 2 Film Distribu			Buffalo, TV Stations	126	Crosley Broadcasting Corp	23	How to Apply for Station 28
Applications for TV Stations 216 Argentina, TV Stations 188 Arizona, TV Stations 52 Arkansas Broadcasters Assn. 48 ASCAP 266 Assignments, FCC Rules 214 Malter P. Burn 267 Czechoslovakia, TV Stations 189 Federal Radio Commission, Former Members 266 D 51 Business, 1951 TV Analysis 9 D 51 Business, 1951 TV Analysis 9 D 65 Dallas, TV Stations 166 Financial Public Relations Assn. 267 David Darrin 265 Florida Assn. of Broadcasters 265 David Darrin 265 Davenport, Ia., TV Stations 94 Florida, TV Stations 27 Federal Radio Commission, Former Members 265 David Darrin 265 Film Distributors for TV 265 Florida Assn. of Broadcasters 265 Davenport, Ia., TV Stations 94 Florida, TV Stations 265 Davenport, Ia., TV Stations 94			Bureau of Broadcast Measure-		Crossley Inc	267	Rules-Regulations (Selected). 206
Argentina, TV Stations 188 Arizona, TV Stations 52 Arkansas Broadcasters Assn. 48 ASCAP 266 Assignments, FCC Rules 214 Wm. W. L. Burnett Radio Lab. 266 Business, 1951 TV Analysis 9 D Film Distributors for TV 2 David Darrin 265 David Darrin 265 Davenport, Ia., TV Stations 94 Federal Radio Commission, Former Members			ment	267			TV Frequency Allocation 206
Arizona, TV Stations 52 Business, 1951 TV Analysis 9 Arkansas Broadcasters Assn. 48 Carl H. Butman 265 David Darrin 166 Financial Public Relations Assn. 2 Florida Assn. of Broadcasters Assignments, FCC Rules 214 Davenport, Ia., TV Stations 94 Florida, TV Stations					Czechoslovakia, TV Stations	189	
Arkansas Broadcasters Assn. 48 Carl H. Butman 265 Dallas, TV Stations 166 Financial Public Relations Assn. 2 ASCAP 266 Carl Byoir & Assoc. 267 David Darrin 265 Florida Assn. of Broadcasters . Assignments, FCC Rules 214 Davenport, Ia., TV Stations 94 Florida, TV Stations					D		
ASCAP						100	
Assignments, FCC Rules 214 Davenport, Ia., TV Stations 94 Florida, TV Stations					·		
• • • •			Carl Byoir & Assoc	267			
Smith Davis 205 Farsian Talavisian Stations 1			С				
Denker O EV Station 145 Post Industry Co Station		263					
Delegan By Chating Committee and Wanth By Chating 1		262					
- CRITALITY DARK TRUIT OF TELE-							
							•
Audience Analyses, Television 11 Canadian National Telegraphers 265 Dominican Republic, TV Sta 189 (Continued on page 4)							

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

		K	Lotteries, FCC Rules Governing 214	McKinsey & Co	265
Index to Yearbook		Kalamazoo, Mich., TV Stations. 112	Louisiana State Assn. of Broad-	George McKittrick & Co	265
(Continued from page 2)		Kansas City, Mo., TV Stations 118	casters 48	Penn McLeod & Assoc	26 8
(common nom kage a)		Robert S. Keller Inc 267	Louisiana, TV Stations 100	Media Records Inc	26 8
		Kentucky Assn. of Broadcasters 48	Louisville, Ky., TV Stations 96	Memphis, TV Stations	160
${f G}$		Kentucky, TV Stations 96		Meredith Publ. Co. Stations	23
Gallup & Robinson	268	John A. Kennedy Stations 23	M	Mexico, TV Stations	188
Dixon Gayer Publ. Rel	267	A. Lewis King	MacKay Radio & Telegraph Co. 265	Miami, Fla., TV Stations	76
General Tire & Rubber Co	23	Kriedt & Myers	Maine Broadcasters Assn 48	Michigan Assn. of Broadcasters	48
Georgia Assn. of Broadcasters	48	•	Richard Manville Research 268	Michigan, TV Stations	108
Georgia, TV Stations	78	L	Maps	Arthur H. Miller	267
Germany, TV Stations	189	Labor Groups in TV 276	ABC Network 18	Milwaukee, TV Stations	186
Globe Wireless Ltd	265	Edward Lamb Stations 23	CBS Television Network 22	Minnesota Broadcasters Assn	48
Graham Research Service	268	Lancaster, Pa., TV Stations 152	Dumont Television Network 24	Minnesota, TV Stations	116
Great Britain, TV Stations	189	Lansing, Mich., TV Stations 114	NBC Network 27	Minneapolis, TV Stations	116
Greensboro, N. C., TV Stations .	136	Mark Larkin 267	Market Research 267	Mississippi Broadcasters Assn	48
Gross Billings, TV Networks	10	Thomas S. Lee Enterprises Inc. Stations	Market Research of Cleveland 268	Missouri Broadcasters Assn	48
Group Ownership	23	Stations 23 Philip Lesly Co. 267	Marketscope Research Co	Missouri, TV Stations	118
Grand Rapids, Mich., TV Stations	111	Austin C. Lescarboura & Staff 267	Manuland TV Stations 101	Modifications, FCC Rules	213
Н		Peter R. Levin	Maryland-D. C. Broadcasters &	Moffett Research Co	26 8
Steve Hannagan	267	Hal Leyshon & Assoc 267	7 Telecasters Assn 48	Montana Broadcasters Assn	48
Hearst Radio Inc.	23	License Renewals, FCC Rules 210	Massachusetts, TV Stations 106	Morocco, TV Stations	247
Highlights of 1951, Television	13	Licensing Groups, Music 266	Howard J. McCollister Co 267	Multiple Ownership, FCC Rules	206
History of Television	12	Edward C. Lobdell Assoc 265	Robert P. McCormick Stations 23	Music Licensing Groups	266
Homes, U. S. Television	41	Los Angeles, TV Stations 52	2 McKibben & Pelletier 265	Music Publ. Protective Assn	266
C. E. Hooper Inc.	268		Miles	N T	
Houston, TV Stations	172	PPOAD	CASTING	N	960
	184	TELES	ASTING	NARTB Television Code	
Hutton Monitoring Service	266		And the last of the second	Nashville, TV Stations	162
_		1952 Telecasting	Yearbook Number	National Appliance & Radio Dealers Assn	264
I		Executive, Editorial, Adve National Press Bldg.	ertising and Circulation Offices • Washington 4, D. C.	National Assn. of Educ. Bestrs.	264
Idaho Broadcasters Assn	48	Telephone M	Etropolitan 1022	National Assn. of Manufacturers	264
Identification of Station, FCC	010	SOL 3 Editor a	raishoff nd Publisher	Natl. Assn. Performing Artists	266
Rules Ann	213 48	EDITORIAL ART KING, Managing Editor	NEW YORK BUREAU 488 Madison Ave., Zone 22, Plaza	National Assn. of Radio News	
Illinois Broadcasters Assn	83	EDWIN H. JAMES, Senior Editor	5-8355; EDITORIAL: Rufus Crater, New York Editor; Florence Small,	Directors	264
Illinois, TV Stations		J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Associate Editors; Fred Fitzgerald, Associate Editors;	Agency Editor; Dorothy Munster, William Ruchti, Liz Thackston. Bruce Robertson, Senior Associate Editor	National Assn. of Radio Farm	004
Index of Advertisers	291	sistant Managing Editor; Dave Berlyn, Assignment Editor; Lawrence Chris-	Bruce Robertson, Senior Associate Editor ADVERTISING: S. J. PAUL, Adver- tising Director; Eleanor R. Manning,	Directors	264
		Assignment Entor, Lawrence Traper topher, Technical Editor. STAFF: John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Pat Kowal-State	Assistant to Advertising Director; Kenneth Cowan, Advertising Repre-	Natl. Assn. of Radio News Di- rectors Awards	975
Indiana Broadcasters Assn	40	TORIAL ASSISTANTS: Pat Kowal-	sentative.	Tectors Trwatas	210
T. Jinna MM Chatiana	80	czyk, Don Worthher, Jean D. State,		National Assn. of Radio & Tele-	275
Indiana, TV Stations		czyk, Don Mortimer, Jean D. Statz, Hilda Toler, Nellie Youso; Gladys L. Hall, Secretary to the Publisher.	360 N. Michigan Ave., Zone 1, CEntral 6-4115: William H. Shaw, Midwest	National Assn. of Radio & Tele- vision Broadcasters30	
Indianapolis, Ind., TV Stations	90	BUSINESS	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.	vision Broadcasters30 Natl. Assn. of Radio & TV Sta-), 264
Indianapolis, Ind., TV Stations Industrial Surveys Co	90 268	BUSINESS MAURY LONG, Business Manager Windold P. Lovi Assistant Advertis-	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU	vision Broadcasters30 Natl. Assn. of Radio & TV Station Representatives	264 264
Indianapolis, Ind., TV Stations Industrial Surveys Co INS-Television Dept	90 268 273	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens,	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, HEmpstead 8181; David Glickman. West Coast Manager; Mar-	vision Broadcasters30 Natl. Assn. of Radio & TV Station Representatives National Better Business Bureau	264 264
Indianapolis, Ind., TV Stations Industrial Surveys Co INS-Television Dept Institute of Radio Engineers	90 268 273 264	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly, Betty Krebs;	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONTO	vision Broadcasters30 Natl. Assn. of Radio & TV Station Representatives	264 264 264
Indianapolis, Ind., TV Stations Industrial Surveys Co INS-Television Dept Institute of Radio Engineers Intercollegiate Bestg. System	90 268 273 264 267	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, Treasurer; Irving C. Miller Auditor and Office Manager;	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONIO 417 Harbour Commission, EMpire 4-0775: James Montagnes.	vision Broadcasters30 Natl. Assn. of Radio & TV Station Representatives National Better Business Bureau National Broadcasting Co.— Executives & Staff	264 264 264 26
Indianapolis, Ind., TV Stations Industrial Surveys Co INS-Television Dept Institute of Radio Engineers Intercollegiate Bcstg. System International News Service	90 268 273 264 267 273	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONTO 417 Harbour Commission, EMpire 4-0775; James Montagnes. BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications	vision Broadcasters30 Natl. Assn. of Radio & TV Station Representatives National Better Business Bureau National Broadcasting Co.—	264 264 264 26
Indianapolis, Ind., TV Stations Industrial Surveys Co INS-Television Dept Institute of Radio Engineers Intercollegiate Bestg. System International News Service International Tel. & Tel. Corp	90 268 273 264 267 273 265	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, Treasurer; Irving C. Miller Auditor and Office Manager;	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONIO 417 Harbour Commission, EMpire 4-0775; James Montagnes. BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth	vision Broadcasters30 Natl. Assn. of Radio & TV Station Representatives National Better Business Bureau National Broadcasting Co.— Executives & Staff	264 264 26 26 27
Indianapolis, Ind., TV Stations Industrial Surveys Co INS-Television Dept Institute of Radio Engineers Intercollegiate Bcstg. System International News Service	90 268 273 264 267 273 265 92	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor. CIRCULATION AND READERS' SERVICE JOHN P. COSGROVE, Manager Doris J. Buschling, Ruth W. Davis,	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONIO 417 Harbour Commission, EMpire 4-0775; James Montagnes. BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933.	vision Broadcasters30 Natl. Assn. of Radio & TV Station Representatives National Better Business Bureau National Broadcasting Co.— Executives & Staff Map of Network	264 264 264 26 27 41
Indianapolis, Ind., TV Stations. Industrial Surveys Co INS-Television Dept Institute of Radio Engineers Intercollegiate Bestg. System International News Service International Tel. & Tel. Corp Iowa, TV Stations Italy, TV Stations	90 268 273 264 267 273 265 92	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor. CIRCULATION AND READERS' SERVICE JOHN P. COSGROVE, Manager Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee, Clyde	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, HEmpstead 3181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONTO 417 Harbour Commission, EMpire 4-0775; James Montagnes. BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933. * Reg. U. S. Patent Office	vision Broadcasters30 Natl. Assn. of Radio & TV Station Representatives National Better Business Bureau National Broadcasting Co.— Executives & Staff Map of Network No. of Affiliates	264 264 264 26 27 41 23
Indianapolis, Ind., TV Stations Industrial Surveys Co INS-Television Dept Institute of Radio Engineers Intercollegiate Bestg. System International News Service International Tel. & Tel. Corp Iowa, TV Stations Italy, TV Stations	90 268 273 264 267 273 265 92 189	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor. CIRCULATION AND READERS' SERVICE JOHN P. COSGROVE, Manager Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee, Clyde Baker. Contents Copyrighted 1952 b	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONIO 417 Harbour Commission, EMpire 4-0775; James Montagnes. BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1932. * Reg. U. S. Patent Office	vision Broadcasters30 Natl. Assn. of Radio & TV Station Representatives National Better Business Bureau National Broadcasting Co.— Executives & Staff Map of Network No. of Affiliates Owned & Managed Stations	264 264 264 26 27 41 23
Indianapolis, Ind., TV Stations Industrial Surveys Co INS-Television Dept Institute of Radio Engineers Intercollegiate Bestg. System International News Service International Tel. & Tel. Corp Iowa, TV Stations Italy, TV Stations J Jacksonville, Fla., TV Stations	90 268 273 264 267 273 265 92 189	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor. CIRCULATION AND READERS' SERVICE JOHN P. COSGROVE, Manager Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee, Clyde Baker. Contents Copyrighted 1952 b Published every Monday, 53rd issuuary by Broadcasting Publication	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONIO 417 Harbour Commission, EMpire 4-0775; James Montagnes. BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933. * Reg. U. S. Patent Office Broadcasting Publications, Inc. (Yearbook Number) published in Janns, Inc., 870 National Press Building.	vision Broadcasters	264 264 264 26 27 41 23 264
Indianapolis, Ind., TV Stations. Industrial Surveys Co INS-Television Dept Institute of Radio Engineers Intercollegiate Bcstg. System International News Service International Tel. & Tel. Corp Iowa, TV Stations Italy, TV Stations J Jacksonville, Fla., TV Stations Japan, TV Stations	90 268 273 264 267 273 265 92 189	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor. CIRCULATION AND READERS' SERVICE JOHN P. COSGROVE, Manager Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee, Clyde Baker. Contents Copyrighted 1952 b Published every Monday, 53rd issuuary by Broadcasting Publication Washington 4, D. C. Entered as sec Office at Washington, D.	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONIO 417 Harbour Commission, EMpire 4-0715; James Montagnes. BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933. *Reg. U. S. Patent Office Broadcasting Publications, Inc. (Yearbook Number) published in Janns, Inc., 870 National Press Building. Cond class matter March 14, 1933, at Post C., under act of March 3, 1879.	vision Broadcasters	264 264 264 26 27 41 23 264 275
Indianapolis, Ind., TV Stations. Industrial Surveys Co INS-Television Dept. Institute of Radio Engineers Intercollegiate Bestg. System International News Service International Tel. & Tel. Corp Iowa, TV Stations Italy, TV Stations J Jacksonville, Fla., TV Stations Japan, TV Stations Jay & Graham Research Inc	90 268 273 264 267 273 265 92 189 74 247 268	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor. CIRCULATION AND READERS' SERVICE JOHN P. COSGROVE, Manager Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee, Clyde Baker. Contents Copyrighted 1952 b Published every Monday, 53rd issu uary by Broadcasting Publication Washington 4, D. C. Entered as see Office at Washington, D. Annual subscription for 52 weekly is Annual subscription including BROAI	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONIO 417 Harbour Commission, EMpire 4-0775; James Montagnes. BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933. * Reg. U. S. Patent Office by Broadcasting Publications, Inc., 870 National Press Building. Cond class matter March 14, 1933, at Post C., under act of March 3, 1879.	vision Broadcasters	264 264 266 27 41 23 264 275
Indianapolis, Ind., TV Stations Industrial Surveys Co INS-Television Dept Institute of Radio Engineers Intercollegiate Bestg. System International News Service International Tel. & Tel. Corp Iowa, TV Stations J Jacksonville, Fla., TV Stations Japan, TV Stations Jaya & Graham Research Inc Jefferson Standard Life Ins. Co	90 268 273 264 267 273 265 92 189 74 247 268	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor. CIRCULATION AND READERS' SERVICE JOHN P. COSGROVE, Manager Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee, Clyde Baker. Contents Copyrighted 1952 b Published every Monday, 53rd issuuary by BROADCASTING PUBLICATION Washington 4, D. C. Entered as seconfice at Washington, D. Annual subscription for 52 weekly is Annual subscription including BROAD TELECASTING Yearbook (54th issue) \$5	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONIO 417 Harbour Commission, EMpire 4-0775; James Montagnes. BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933. * Reg. U. S. Patent Office by Broadcasting Publications, Inc. (Yearbook Number) published in Janns, Inc., 870 National Press Building. Cond class matter March 14, 1933, at Post C., under act of March 3, 1879. **Sues \$7.00. DCASTING Yearbook (53rd issue) \$9.00, or 20.00. G. ** TELECASTING including 54 issues \$11.00.	vision Broadcasters	264 264 264 26 27 41 23 264 275 248 265
Indianapolis, Ind., TV Stations. Industrial Surveys Co INS-Television Dept. Institute of Radio Engineers Intercollegiate Bestg. System International News Service International Tel. & Tel. Corp Iowa, TV Stations Italy, TV Stations J Jacksonville, Fla., TV Stations Japan, TV Stations Jay & Graham Research Inc	90 268 273 264 267 273 265 92 189 74 247 268	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor. CIRCULATION AND READERS' SERVICE JOHN P. COSGROVE, Manager Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee, Clyde Baker. Contents Copyrighted 1952 b Published every Monday, 53rd issu uary by BROADCASTING PUBLICATION Washington 4, D. C. Entered as sec Office at Washington, D. Annual subscription for 52 weekly is Annual subscription including BROAI TELECASTING Yearbook (54th issue) \$7 Annual subscription to BROADCASTING Add \$1.00 per year for Canadian c	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, Hempstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONIO 417 Harbour Commission, EMpire 4-0715; James Montagnes. BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933. *Reg. U. S. Patent Office by Broadcasting Publications, Inc. (Yearbook Number) published in Janns, Inc., 870 National Press Building. Cond class matter March 14, 1933, at Post C., under act of March 3, 1879. **Sues \$7.00.** DCASTING Yearbook (53rd issue) \$9.00, or 20.00.** **TELECASTING including 54 issues \$11.00. and foreign postage. Regular issue 35¢ per	vision Broadcasters	264 264 264 26 27 41 23 264 275 248 265
Indianapolis, Ind., TV Stations. Industrial Surveys Co INS-Television Dept Institute of Radio Engineers Intercollegiate Bestg. System International News Service International Tel. & Tel. Corp Iowa, TV Stations Italy, TV Stations J Jacksonville, Fla., TV Stations Japan, TV Stations Japan, TV Stations Jay & Graham Research Inc Jefferson Standard Life Ins. Co.	90 268 273 264 267 273 265 92 189 74 247 268	BUSINESS MAURY LONG, Business Manager Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schadi, Doris Kelly, Betty Krebs; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor. CIRCULATION AND READERS' SERVICE JOHN P. COSGROVE, Manager Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee, Clyde Baker. Contents Copyrighted 1952 b Published every Monday, 53rd issuuary by BROADCASTING PUBLICATION Washington 4, D. C. Entered as seconfice at Washington, D. Annual subscription for 52 weekly is Annual subscription including BROAD TELECASTING Yearbook (54th issue) \$5	360 N. Michigan Ave., Zone 1, CEntral 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor. HOLLYWOOD BUREAU Taft Building, Hollywod and Vine, Zone 28, HEmpstead 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas. TORONIO 417 Harbour Commission, EMpire 4-0775; James Montagnes. BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933. * Reg. U. S. Patent Office broadcasting Publications, Inc., e (Yearbook Number) published in Jannes, Inc., 870 National Press Building. Cond class matter March 14, 1933, at Post C., under act of March 3, 1879. BUSCASTING Yearbook (53rd issue) \$9.00, or 9.00. G * TELECASTING including 54 issues \$11.00. and foreign postage. Regular issue 35¢ per copy.	vision Broadcasters	264 264 264 26 27 41 23 264 275 248 265 264

K

Lotteries, FCC Rules Governing 214 McKinsey & Co.

		Penn. Assn. of Broadcasters		Selvage & Lee		Tennessee Assn. of Broadcasters	
Index to Yearbook		Pennsylvania, TV Stations		Services Related to Business of		Tennessee, TV Stations	160
(Continued form no 1)		Jack Perlis		Telecasting		Texas Assn. of Broadcasters	48
(Continued from page 4)		Marlene E. Pew Assoc.		Services, Related to TV Program		Texas, TV Stations	164
		Philadelphia, TV Stations Phoenix, Ariz., TV Stations		SESAC Inc.		Time Sales, Television Networks,	
National Cosister of MV David	004	Pike & Fischer		Set Production, TV, 1946-'51 Sets in Use	49 11	1949-1951	10
National Society of TV Prod		Pittsburgh, TV Stations		Alfred P. Sloan Awards		Toledo, O., TV Stations	147
Nebraska Broadcasters Assn		Political Broadcasts, FCC Rules		Benjamin Sonnenberg	267	Transcription & Recording	
Nebraska, TV Stations		Alfred Politz Research Inc		Southern California Broadcast-	201	Equipment Mfrs	191
Ted Nelson Assoc		Precision Frequency Service		ers Assn.	48	Transcription Services	230
Netherlands, TV Stations				South Carolina Broadcasters	20	Transmitter & Eqp. Mfrs	
Networks, FCC Rules	208	Press Assn.		Assn.	48	Trade-Ways Inc.	
Networks—		Press Wireless Inc.		South Dakota Broadcasters Assn.	48	Transcriptions, FCC Rules	
ABC Executives & Staff	16	Program Production Firms		Southwest Frequency Measure-		Transfers, FCC Rules Governing	
ABC Map	18	Promotion Services		ments	266	T & T Radio Measurements	
Affiliates, No	41	Proprietary Assn		Spain, TV Stations	247	Tulsa, TV Stations	
CBS Television Executives &		Providence, TV Stations	159	Sponsored Programs, FCC Rules	213		
Staff	19	Psychological Corp., The	268	St. Louis, TV Stations	120	Turkey, TV Stations	
CBS Television Map	22	Public Relations Services	266	Standard Audit & Measurement		TV Film Distributors	218
		Publications, Relating to TV	274	Services Inc	268	TV Stations—	
DuMont Television Network		Publicity Assoc. Inc	267	Daniel Starch & Staff	269	Applications for, FCC file	216
Executives & Staff	23	Publishers Information Bureau	268	Howard Stark	266	By Call Letters	31
DuMont Television Map	24	Pulse Inc., The	268	State Broadcasters Associations	48	By City, U. S	51
Expenditures	10			Station Identification, FCC Rules	213	By State, U. S	51
Gross Billings	10	R		Station License, How to Apply	28	Classification of	206
Nevada State Broadcasters Assn.	48			Steinman Stations	23	Experimental, U.S	41
Newark, N. J., TV Stations	124	Radio Corp. of America	41	Store Radio	267	Foreign	186
New Haven, Conn., TV Stations	66	Radio Executives Club of N. Y	264	Studio Location, FCC Rules	206	How to Apply for License	28
New Jersey Broadcasters Assn.	48	Radio Pioneers	264	Surveys & Market Research	267	George R. Turpin & Assoc	267
New Jersey, TV Stations	124	Radio Reports Inc.	266	Suspensions, FCC Rules	213	•	
New Mexico, TV Stations	124	Radio-Television Mfrs. Assn	264	Sweden, TV Stations	247	${f U}$	
New Orleans, TV Stations	100	Radio-Television Mfrs. Assn. of		Pat Sweeney	267		
New York, N. Y., TV Stations		Canada	264	Switzerland, TV Stations	247	Unions Dealing with TV	
New York, TV Stations	126	RCA Communications	265	Syracuse, N. Y., TV Stations	132	United Press Associations	273
	125	RCA Communications Inc	266			United Press Movietone Televi-	
Newspaper Ownership, Stations	40	Rebroadcasts, FCC Rules	213	T		sion News	273
Identified with	49	Recording Equipment Mfrs	191	Telecasting, Related Services	263	U. S. Television Sta. by States	51
News Services	•	Recording Services	230	Telenews Productions Inc	273	Uruguay, TV Station	247
A. C. Nielson Co.	268	Recordings, FCC Rules	213	Television-		U. S. Television Homes	41
Edward J. Noonan Market Re-			210	Advertising Analysis	9	U. S. Television Sta. by Call Let-	
search Organization	268	Regional & National TV Advertisers	248	Agencies, U.S	277	ters	31
Norfolk, TV Stations	178			Audience Analyses	11	Utah State Assn. of Broadcasters	48
North Carolina Assn. of Broad-		Regulations Governing Radio	206	Authorizations, FCC	44		
casters	48	Renewals, FCC Rules Governing	210	Awards & Citations	275	Utah, TV Stations	
North Carolina, TV Stations	136	Reports, Filed, FCC Rules Gov-	010	Books Relating to	274	Utica, N. Y., TV Stations	135
M. S. Novik	265	erning	210	Broadcasters Associations	48	37	
		Representatives of Stations	32	Consulting Engineers	42	V	
0		Research Co. of America	268	Equipment Manufacturers	191	Virginia State Assn	48
O'Connor Survey Co	268	Research, Radio	267	Film Distributors	218	Virginia, TV Stations	178
Office of Research Inc		Revocations, FCC Rules	213	Gross Billings	10		
Ohio Broadcasters Assn	48	Rhode Island, TV Stations	159	Highlights of 1951	13	W	
Ohio, TV Stations		G. Ricordi & Co	266	History of	12	Washington D. C. Mil Co:	
Oklahoma Broadcasters Assn	48	Richmond, TV Stations	180	Homes	41	Washington, D. C., TV Stations	68
Oklahoma City, TV Stations		Rochester, N. Y., TV Stations	131	National-Regional Advertisers	248	Washington State Assn. of	
		'Rock Island, Ill., TV Stations	88	News Services Occupied Dwelling Units by	273	Broadcasters	48
Oklahoma, TV Stations		Richard H. Roffman	267	Residence, U. S	41	Washington, State, TV Stations	182
Omaha, TV Stations		Elmo Roper	268	Operating Costs	10	West Virginia Broadcasters	
Operating Costs, TV	10	N. C. Rorabaugh Co	268	Payrolls, TV	10	Assn	48
Operating Schedules, FCC Rules	206	Rules Governing Television	206	Production Firms	230	West Virginia, TV Stations	184
Operator Requirements, FCC		Russia (USSR), TV Sta.	247	Schools	289	Western Assn. of Broadcasters	264
Rules Governing	208	14-10-10 (00014), 14 0001	241	Services Related to	263	Western Union Telegraph Co	265
Opinion Research Corp	268	C		Set Production, 1951	49	White & Arnold	
Oregon State Broadcasters Assn.	48	S		Time Sales	10		269
Ownership, Group Stations	23	Salt Lake City, TV Stations	176	Unions Dealing with	276	Martin R. Williams	266
Ownership of Stations by News-	20	San Antonio, TV Stations	174	Television Stations—		Nathan Williams Frequency	
*	49	San Diego, Calif., TV Stations	60	Allocations	206	Measurements	266
papers	70	San Francisco TV Stations	61	Applications for	216	Wilmington, Del., TV Stations	67
P		Schenectady, N. Y., TV Stations.	132	Authorizations	44	Wisconsin Broadcasters Assn	48
·		Merritt R. Schoenfeld & Co	266	Experimental in U.S.		Wisconsin, TV Stations	186
Package Program Firms		Schwerin Research Corp	268		41		
Fred A. Palmer Co	266	Schools, TV	289	Identified with Newspapers	49	Y	
B. J. Palmer Stations	23	Scripps-Howard Group	23	National Representatives	32	Clifford Yewdall	966
Payroll, TV	10	S-D Surveys Inc.		Under Group Ownership	23		
George Foster Peabody Awards			268	U. S. by Call Letters	51	John Orr Young & Assoc	
		Seattle, TV Stations	102	U. S. by States	51	Yugoslavia, TV Stations	
Page 6 • 1952 TELECAS	TIN	G Yearbook		BR	OAD	CASTING • Telecasti	ing

Penn. Assn. of Broadcasters 48 Selvage & Lee 267 Tennessee Assn. of Broadcasters