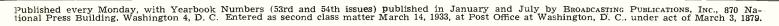
INDEX TO CONTENTS OF 1953 TELECASTING YEARBOOK & MARKETBOOK

A		Arrow Assoc.	433	C			
ademy of Television Arts		ASCAP	433	California		For Facts on Radio,	
& Sciences	428	Assignments by Channels	405	California: Market Data by Counties	58		
lvertest Research	434	Associations, Relating to TV	428	Market Indicators	58	See—	
· dvertisers Index	455	Assn. of Canadian Advertisers	428	NBC TV Home Estimates	58	1953 BROADCASTING	G
dvertising—	904	Assn. for Education by Radio- Television	428	TV Stations	60	1733 DROADCASTING	3
Agencies	384	Assn. of Federal Comm. Con-	420	vision Broadcasters Assn.	400	Yearbook	
dvertising Assn. of the West	428	sulting Engineers 404,	428	Call Letters, U. S. TV Stations	16		
dyertising Council Inc.	428	Association of Nat. Adver-	400	Cambridge Crystals	432		
lvertising Fed. of America	428	tisers	$\frac{428}{382}$	Canada, TV Stations	291	Construction Permits, Late	12
Advertising Research Foun-		Associated Press	46	Canadian Assn. of Radio & TV	400	Consultants, Allied Arts	431
dation	434	Attorneys	416	Broadcasters Canadian Broadcasting Corp.	$\frac{428}{383}$	Consulting Engineers	402
Affiliations Tologician	383 384	Audience Behavior	13	Canadian Facts Ltd.	434	Contracts, FCC Rules on	
gencies Handling Television	46	Audience Composition	13	Canadian National Telegraphs	431	Filing	454
abama Broadcasters Assn.	400	Audit Bureau of Circulations	428	Canadian Representatives	42	Controlled Circulation Audit	434
'abama:		Australia, TV Stations	291	Carman, Smith & Wrathall		Copyright Society of U.S.A.	433
Market Data by Counties	49	Austria, TV Stations	291	Stations	372	Correspondents, Radio-TV James A. Cowan	$\frac{426}{434}$
Market Indicators NBC TV Home Estimates	$\frac{49}{49}$	Authorizations, Statistics of	19	Carriers, Comm.	431	James M. Cox Stations	372
TV Stations	49	Gene Autry Stations	372	Censorship, FCC Rules	359	Lester E. Cox Stations	372
_obreviations	2	Awards, 1952	19	Ceylon, TV Stations	$\frac{294}{405}$	Ed Craney Stations	372
wid O. Alber Assoc. Inc.	433	В		Channel Assignments	$405 \\ 405$	Harry L. (Bing) Crosby, Sta.	372
Alaska TV Stations	290			Channel Shifts	413	Crosley Broadcasting Corp.	372
lied Arts	431	William J. Bailey	433	Channel Utilization (FCC	410	Crossley Inc.	434
Allied States Assn. of Motion Picture Exhibitors	428	Baldwin & Mermey	431	Rules)	332	Cuba, TV Stations	294
Allocations List	405	Banner & Grief E. C. Barr	$433 \\ 434$	Chile, TV Stations	294	Cyprus, TV Stations	295
locations, FCC Rules	332	Bartell Stations	372	Chronicle Publ. Co. Stations	372	Czechoslovakia, TV Stations	295
merican Assn. of Adv.	00 2	Belgium, TV Stations	291	Church of Jesus Christ Latter Day Saints, Sta.	372	D	
Agencies	428	Bell Telephone Labs	431	Citations, 1952	19	*	
merican Broadcasting Co.—		Bell System, TV Network		Joseph K. Close Stations	372	Defense Department	46
Executives & Staff Map of Network	$\frac{20}{21}$	Routes	44	Clear Channel Bestg. Service	429	Delaware: Market Data by Counties	82
No. of Affiliates	383	A. S. Bennett-Cy Chaikin Inc.	434	Code, TV	448	Market Indicators	82
Owned & Managed Stations	372	Bentley & Livingstone Inc	433	George L. Coleman Stations	372	NBC TV Home Estimates.	82
Rates	20	Edward L. Bernays Billings, Gross, Networks	$\frac{433}{369}$	Harry Coleman & Co.	434	TV Stations	82
Broadcasts	428	Bitner, H. M., Stations	372	Coll & Freedman Inc.	434	Deletion of TV Permits Denmark, TV Stations	$\frac{454}{295}$
merican Inst. of Television		Ivan Black Assoc.	433	College Network	431	Direct Mail Advertising Assn.	$\frac{295}{429}$
Mfrs.	42 8	Blackburn-Hamilton Co.	431	Colombia, TV Stations Colorado Broadcasters Assn.	$\frac{294}{400}$	Distributors of TV Film	344
merican Marketing Assn.	428	BM1	433	Colorado: Colorado:	400	District of Columbia:	011
Assn. Newspaper Pub.	428	John W. Boler Stations	372	Market Data by Counties	74	Market Data	83
American Radio Publications	431	Bolivia, TV Stations	291	Market Indicators	74	Market Indicators NBC TV Estimates	83 8 3
merican Radio Relay League	428	Books, Relating to TV	442	NBC TV Home Estimates TV Stations	75 75	TV Stations	83
American Research Bureau	434	Booz, Allen & Hamilton Boxscore, FCC's on Post-	431	Columbia Broadcasting Sys-		Dominican Republic, TV Sta.	295
merican Society of Com-		Freeze	12	tem Inc.—		Reuben H. Donnelley Corp.	431
posers, Authors & Pub- lishers	433	J. Robb Brady Stations	372	Divisions	382	Donovan, English & McBrier,	0.50
^merican Telephone & Tele-	400	Brand Names Foundation	428	Executives & Staff	382	Stations Dorrance & Co	3 72
graph Co.	431	Brazil, TV Stations	291	Executives & Staff	22	Dowdy-Whitmire-Doughton-	434
TV Network Routes (Bell	4.4	Rudy Bretz	431	Map of Network	23	Thoms	372
System)	44	Broadcast Advertising Bureau	428	No. of Affiliates Owned & Managed Stations	$\frac{383}{372}$	Alfred I. duPont Awards	19
& TV	428	Broadcast License, How to		Rates	22	L. J. duTreil & Assoc.	432
Theldon Anderson Stations	372	Apply	330	Commerce Department	46	DuMont Television Network—	0.0
Intenna Site, FCC Rules	340	Broadcast Management Serv-	401	Commercial Radio Monitoring	400	Executives & Staff	26 28
Anthony & Sons Stations	372	ices Co.	431	Co	432	No. of Affiliates	383
Applications for TV Stations	409	Broadcast Measurement Bureau	434	Common Antenna Sites, FCC	428	Owned & Managed Stations	$\frac{372}{36}$
pply for Station, How to.	330	Broadcast Music Inc.	433	Rules	340	Rates	- 26
Argentina, TV Stations rizona Broadcasters Assn.	$\frac{291}{400}$	Broadcast Service Bureau Inc.	431	Communications Carriers	431	${f E}$	
rizona:	400	Broadcasters' State Associa-	401	Community TV Stations	421		
Market Data by Counties	52	tions	400	Composers, Authors & Pub-	400	Economic Protests, FCC Rules	454
Market Indicators	51	H. A. Bruno & Assoc.	433	lishers Assn. of Canada Congress, Radio-TV Galleries	433	Educational TV & Radio Center	429
NBC TV Home Estimates	52	Bureau of Adv. (of ANPA)	428	Robert S. Conlan & Assoc.	$\frac{426}{434}$	Egypt, TV Stations	295
TV Stations	52	Bureau of Broadcast Measure-		Conn., Board of Education	404	Electronics Mfrs. Assn.	429
Arkansas Broadcasters Assn.	400	ment	434	Stations	372	Eiliott-Haynes Ltd.	434
rkansas:	EC	Walter P. Burn	434	Connecticut:		Empire Coil Co. Stations	372
Market Data by Counties. Market Indicators	$\begin{array}{c} 56 \\ 56 \end{array}$	Wm. W. L. Burnett Radio Lab.	432	Market Data by Counties	77	Lyle Kenyon Engel 431,	
NBC TV Home Estimates	56	Carl H. Butman	431	NBC TV Home Estimates	77 78	Engineers, Consulting	402
TV Stations	56	Carl Byoir & Assoc.	433	TV Stations	78	(Continued on page 4)	
•							



	1	Grants, Late	12	Joint Committee for Educa-		Market Research of Cleveland	
Index to Yearbook		Grants, TV Deleted	454	tional Television	429	Marketscope Research Co	
(Continued from page 3)		Claude M. Gray	432	Joint Tech. Advisory Com-	429	Maryland:	
		Great Britain, TV Stations	296	mittee	446	Market Data by Counties	ž
77	000	Great Plains Television Properties	373	castae Department	20	Market Indicators	11
Equipment Manufacturers Executive Office of President	$\frac{302}{46}$	Gross Billings, TV Networks	369	K		NBC TV Home Estimates.	1
Executive Office of Freshern Executive Radio-TV Service	435	Growth of TV, Summary	11	Allen Kander	432	TV Stations	4
Expenditures, Networks	369	Group Ownership	372	Kansas Assn. of Radio Broad-	102	Maryland-D. C. Radio & Tele-	
Expenditures, TV	369	Guatemala, TV Stations	296	casters	401	vision Broadcasters Assn.	4
Expenses, TV Stations	369	Guide-Post Research	435	Kansas:		Massachusetts:	.
Experimental TV Sta	298	**		Market Data by Counties Market Indicators	$\frac{120}{119}$	Market Data by Counties Market Indicators	J
		H		NBC TV Home Estimates.	$\frac{110}{120}$	3173 G PRIT 22	150
\mathbf{F}		Haiti, TV Stations	296	TV Stations	120	TV Stations	1
Fair TV Practices Committee	429	Michael R. Hanna	431	Robert S. Keller Inc.	434	J. Elroy McCaw Stations	3~^
The Faught Co	431	Steve Hannagan Assoc	$434 \\ 373$	Kentucky Broadcasters Assn. Kentucky:	401	Howard J. McCollister Co	
Federal Civil Def. Adm	46	Lawrence A. Harvey Sta Hawaii, TV Stations	290	Market Data by Counties	122	Robert R. McCormick Stations	8
Fed. Comm. Bar Assn. 416,	429	Hawiian Assn. of Radio &	200	Market Indicators	122	McKibben & Pelletier	-
Federal Communications Com- mission—		Television Broadcasters.	400	NBC TV Home Estimates TV Stations	$\frac{124}{124}$	McKinsey & Co.	
Boxscore on Post-Freeze	12	Haymond Stations	373	Kenyon & Eckhardt Survey	124		
Executives & Staff	414	Health, Education & Welfare,	4.0	on Merchandising	374	George McKittrick & Co	
Field Offices	$\begin{array}{c} 416 \\ 414 \end{array}$	Dept. of	$46 \\ 453$	Kiggins & Rollins Stations	373	Andrew N. McLellan	
How to Apply for Station	330	C. E. Hooper Inc.	435	A. Lewis King	432	Media Records Inc	
Processing Procedure for TV	299	How to Apply for Broadcast	100	John S. Knight Stations	373	Measuring Services	4
Rules - Regulations (Se-	200	License	330	Kriedt & Myers	434	Merchandising, TV Station	3.
lected)	332	Hufty, Eubank & Russell	432	${f L}$		Meredith Publ. Co. Stations	$37 \times$
TV Frequency Allocation Federal Radio Commission,	405	Hutton Monitoring Service	43 2			Philip Merryman & Assoc	4.
Former Members	414	I		Labor Department	46	Mexico, TV Stations	2
Federal Trade Commission	46	_		Labor Groups in TV Lamar & Gibbons Stations	$\frac{380}{373}$	Michigan Assn. of Broadcast-	
John E. Fetzer Stations	372	Idaho Broadcasters Assn	401	Edward Lamb Enterprises	373	ers	4
Filed Reports to be (FCC	0.40	Idaho:	96	Mark Larkin	434	Michigan:	
Rules)	342	Market Data by Counties Market Indicators	96	Lawyers	416	Market Data by Counties	
Film Distributors for TV Film Producers	$344 \\ 354$	NBC TV Home Estimates	96	Lead Story	11	Market Indicators	
Financial Data, TV 1952	369	TV Stations ECC	96	Austin C. Lescarboura & Staff	434	NBC TV Home Estimates TV Stations	140 1
Financial Public Relations	000	Identification of Station, FCC Rules	342	Philip Lesly Co	434	Arthur H. Miller	
Assn.	429	Illinois Broadcasters Assn	401	Peter R. Levin	432		4.
Finland, TV Stations	295	Illinois:		Bernard L. Lewis Inc Hal Leyshon & Assoc	$434 \\ 434$	Minnesota Assn. of Broad- casters	4′
Florida Assn. of Broadcasters Florida:	400	Market Data by Counties Market Indicators	98 98	License, How to Apply	330	Minnesota:	
Market Data by Counties.	86	Market Indicators NBC TV Home Estimates	98 99	License Renewals, FCC Rules	342	Market Data by Counties	1
Market Indicators	86	TV Stations	99	Licensing Groups, Music	433	Market Indicators	
NBC TV Home Estimates .	86 86	Important Stories, 1953	453	Location of Studio, FCC Rules	340	NBC TV Home Estimates	1.
TV Stations	$\frac{86}{2}$	Indecent Language, FCC Rules	359	Lotteries, FCC Rules Govern-	0.40	TV Stations	1
Foreign Television Stations.	291	Index of Advertisers	455	Louisiana Assn. of Broad-	343	Mississippi Broadcasters	4
Harry Fox	433	India, TV Stations	296	casters	401	Assn.	4
France, TV Stations	295	Indiana Broadcasters Assn	401	Louisiana:		Mississippi: Market Data by Counties	1
Howard S. Frazier	431	Indiana:		Market Data by Parishes	127	Market Indicators	15
Freedom Awards	19	Market Data by Counties Market Indicators	$\begin{array}{c} 107 \\ 107 \end{array}$	Market Indicators NBC TV Home Estimates	$\frac{127}{127}$	NBC TV Home Estimates	
French Morocco, TV Stations	295	NBC TV Home Estimates	108	TV Stations	127	TV Stations	1
Frequency Allocation, FCC Rules	332	TV Stations	108			Missouri Broadcasters Assn.	401
Frequency Measuring Serv-		Indicators, Market	427	M		Missouri:	
ices	432	INS-Television Dept Institute for Education by Ra-	382	MacKay Radio & Telegraph	491	Market Data by Counties	1'
Friendly Group Stations	372	dio-Television	429	Co	431	Market Indicators	15σ
, G		Institute of Radio Engineers	429	Maine: Maine:	401	NBC TV Home Estimates	1
Galleries, Radio-TV in Con-		Intercollegiate Bestg. System	431	Market Data by Counties	130	TV Stations	155
gress	426	International Monitoring	400	Market Indicators	130	Reg Mitchell & Assoc	
Gannet Newspaper Stations	372	Service	$\frac{433}{382}$	NBC TV Home Estimates	131	Modifications, FCC Rules	3
Dixon Gayer Publ. Rel	434	International Tel. & Tel.	902	TV Stations	131	Moffett Research Co	42"
General Services Adm	46	Corp.	431	Manufacturers of TV Sets 372	, 373	Montana Radio Stations Inc	$4\iota_{-}$
General Teleradio Inc	372	Iowa Broadcasters Assn	401	Manufacturers, TV Equipment	302	Montana:	
Georgia Assn. of Broadcasters	$\frac{372}{400}$	Iowa:		Richard Manville Research	435	Market Data by Counties	
Georgia:		Market Data by Counties Market Indicators	113 113	Maps—		Market Indicators NBC TV Home Estimates	10
Market Data by Counties	90	NBC TV Home Estimates	$\frac{113}{114}$	ABC Network	21	TV Stations	
Market Indicators NBC TV Home Estimates	$\frac{90}{92}$	TV Stations	114	Bell System TV Network Routes	44	Mormon Church, Stations	ì
TV Stations	92 92	Israel, TV Stations	296	Routes	$\frac{44}{23}$	Morocco, TV Stations	
Germany, TV Stations	295	Italy, TV Stations	296	DuMont Television Network	28	Murphy-Bridges Stations	_
Globe News Stations	372			NBC Network	32		31.
Globe Wireless Ltd	431	J		Market Indicators	427	Multiple Ownership, FCC Rules	34v
Edward Gottlieb & Assoc	434	Japan, TV Stations	296	Market Research	434	Music Licensing Groups	
Government Agencies Graham Research Service	$\frac{46}{435}$	Jefferson Standard Life Insurance Co. Stations	272	Market Research Corp. of America	435	(Continued on page 6)	
			010	America	400	• • •	
Page 4 • 1953 Telecastin	arvook-warketbook				Broadcasting • Telecas	TIN	

		Rates (See Individual Net-		Oklahoma Assn. of Broad-		Public Relations Services	4
Index to Yearbook	(work Listing)	196	casters	401	Publications, Relating to TV.	
(Continued from page 4))	Regional	436	Oklahoma:		Publishers Information Bu-	
		Nevada State Broadcasters Assn	401	Market Data by Counties . Market Indicators	212 208	reau	Ź.
N		Nevada:		NBC TV Home Estimates	212	Puerto Rican Assn. of Broad- casters	,
NARTB Television Code	448	Market Data by Counties .	170	TV Stations	209	Puerto Rico, TV Stations	
National Appliance & Radio-		Market Indicators	170	Operating Costs, TV	369	Pulse Inc., The	
TV Dealers Assn.	429	NBC TV Home Estimates . TV Stations	170	Operating Schedules, FCC		2 disc 2no, 2no	-
National Assn. for Better		TV Stations Jacob A. Newborn Stations	$\frac{170}{373}$	Rules	340	R	
Radio & TV	429	New Hampshire:	919	Operator Requirements, FCC Rules Governing	340	Radio & TV Commission of	
National Assn. of Educ. Bestrs.	430	Market Data by Counties .	171	Opinion Research Corp.	435	the So. Baptist Convention	2
National Assn. of Manufac-	100	Market Indicators	171	Oregon State Broadcasters	400	Radio & TV Executives Society	4
turers	430	NBC TV Home Estimates	171	Assn	401	Radio Corp. of America	
Natl. Assn. of Performing		TV Stations	171	Oregon:		Radio - Electronics - Television	
Artists	433	Newhouse Newspaper Stations	373	Market Data by Counties	212	Mfg. Assn.	4
National Assn. of Radio Farm Directors	430	New Jersey Broadcasters		Market Indicators NBC TV Home Estimates	212 214	Radio Pioneers	420
National Assn. of Radio &	400	Assn.	401	TV Stations	214	Radio Reports Inc.	4
Television Bestrs 399	, 430	New Jersey:	1.771	Ownership of Sets, by State .	301	Radio - TV Correspondents Galleries, Congress	420
National Better Business		Market Data by Counties . Market Indicators	$\frac{171}{171}$	By Geographic Area	43	Radio-Television Mfrs. Assn.	420
Bureau	430	NBC TV Home Estimates	171	Ownership, Changes in Sta-	000	of Canada	430
National Broadcasting Co.—	29	TV Stations	172	Ownership Group Stations	300	Radio-Television News Direc-	400
Executives & Staff Map of Network	29 32	New Mexico Broadcasters	104	Ownership, Group Stations Ownership, Multiple (FCC	372	tors Assn. Radio-Television News Direc-	4.
No. of Affiliates	383	Assn. New Mexico:	401	Rules)	340	tors Assn. Awards	
Owned & Managed Stations	373	Market Data by Counties	173	Ownership of Stations by		RCA Communications	431
Rates	29	Market Indicators	173	Newspapers	419	RCA Communications Inc	4
National Citizens Committee for Educational Televi-		NBC TV Home Estimates .	173	P		Rebroadcast, FCC Rules	3
sion	430	TV Stations	173		054	Recording Equipment Mfrs.	300
National Council of the		New York, U. of State, Board of Regents Stations	373	Package Program Firms Pakistan, TV Stations	354 297	Recording Services	3、
Churches of Christ in the	430	New York:	010	Fred A. Palmer Co.	432	Recordings, FCC Rules	3
USA National Electrical Mfrs.	450	Market Data by Counties .	174	B. J. Palmer Stations	373	Regional TV Networks	4,90
Assn	430	Market Indicators	174	Payroll, TV	369	Regulations Governing TV	$3r^-$
National Exhibitors Theatre		NBC TV Home Estimates	176	George Foster Peabody	000	Renewals, FCC Rules Govern-	24
Television Committee	430	TV Stations	176	Awards	19	Reports Filed, FCC Rules Gov	34%
National Headliners Awards	19	Newspaper Ownership, Stations Identified with	419	Penn. Assn. of Broadcasters .	401	erning	3′^
National Labor Relations Board	46	News Services	382	Pennsylvania:		Representatives, Canadian	4.
National Register Pub. Co.	432	A. C. Nielsen Co	435	Market Data by Counties . Market Indicators	216	Representatives of Stations	
National Retail Dry Goods	102	Edward J. Noonan Market Re-		NBC TV Home Estimates	$\frac{216}{218}$	U.S	21
Assn.	430	search Organization North Carolina Assn. of	435	TV Stations	218	Requirements, Operator	
National Safety Awards	19	Broadcasters Inc.	401	Jack Perlis	434	Research Co. of America	
Nebraska Broadcasters Assn.	401	North Carolina:		Petroleum Engineering Ser-		Research, Radio	
Nebraska:		Market Data by Counties	186	vice	432	Revenue, TV Stations	
Market Data by Counties	167	Market Indicators NBC TV Home Estimates	$\frac{186}{187}$	Philippine Islands	298	Revocations, FCC Rules Donald W. Reynolds Sta.	3 3 - -
Market Indicators NBC TV Home Estimates	$\frac{167}{168}$	TV Stations	187	Pike & Fischer Polan Industries Stations	432	Rhode Island Radio & TV	J.
TV Stations	168	North Dakota:		Poland, TV Stations	373 298	Broadcasters Assn.	4
Ted Nelson Assoc.	432	Market Data by Counties	192	Polictical Broadcasts, FCC	470	Rhode Island:	,
Netherlands, TV Stations	297	Market Indicators	192	Rules	343	Market Data by Counties .	2
Networks. FCC Rules	340	NBC TV Home Estimates TV Stations	$\frac{192}{192}$	Alfred Politz Research Inc.	435	Market Indicators NBC TV Home Estimates .	2° 20 -
Networks—		North Dakota Broadcasters		John Poole Stations	373	TV Stations	2
ABC Executives & Staff	20	Assn	401	Precision Frequency Service	433	G. Ricordi & Co	420
ABC Map	21 383	Norway, TV Stations	297	President's Office (White	4.2	Richard H. Roffman	
Bell System TV Network	- 30	M. S. Novik	432	House)	46	Elmo Roper	4
Routes	44	0		Press Assn. Press News Ltd.	382 382	N. C. Rorabaugh Co	42"
Billings, Gross CBS Television Executives	369	O'Connor Survey Co	435	Press Wireless Inc.	382 431	Rowley & Brown Stations	3.
& Staff	22	Gene O'Fallon Stations	373	Processing Procedure for TV		Rudman Stations	3
CBS Television Map	23	Office of Research Inc.	435	Production of Sets, 1946-		Rules Governing Television	320
DuMont Television Network Executives & Staff	26	Ohio Assn. of Radio & Tele-		53	373	Russia (USSR), TV Stations	2b_
DuMont Television Map	28	vision Broadcasters	401	Program Production Firms .	354	S	
Expenditures	369	Ohio State Awards	19	Programs, Sponsored (FCC		Saar, TV Stations	2).
FCC Rules	340	Ohio:	101	Rules)	342	A. A. Schechter Assoc.	
Financial Data Gross Billings	$\frac{369}{369}$	Market Data by Counties . Market Indicators	$\frac{194}{194}$	Promotion Services	433	Schedules, Operating (FCC	-
NBC Executives & Staff	29	NBC TV Home Estimates	194	Proprietary Assn.	430	Rules)	3.
NBC Map	32	TV Stations	195	Psychological Corp., The	4 35	(Continued on page 8)	
Page 6 • 1953 Telecastin	NG Ye	arbook-Marketbook				Broadcasting • Telecast	TIN

		arr. B	0.4	G	10.1		_
Index to Yearbook		Station Representatives In Canada	$\frac{34}{42}$	Community TV Expenses	$\frac{421}{369}$	Utah: Market Data by Counties	. 7
(Continued from page 6)			430	Experimental	298	Market Data by Counties Market Indicators	ചാർ
		Stations (See Television	400	Foreign	291	NBC TV Home Estimates.	200
		Stations)		Group Ownership	372	TV Stations	257
Schine Theatre Stations	373	Steinman Stations	373	How to Apply for License	330		
Merritt R. Schoenfeld & Co	432	Storer Broadcasting Co	373	Identified with Newspapers Income	$\frac{419}{369}$	V	
Schools, TV	436	Strain Engineering Service .	433	Late Grants	12	Van Nostrand Radio Engineering Service	}
Norman A. Schorr & Co	434	Studio Location, FCC Rules .	340	Merchandising Survey	374	Venezuela, TV Stations	૧૫૪
Schwerin Research Corp	436	Summary of TV Growth	11	National Representatives .	34	Vermont:	~
Scripps-Howard Radio Group	373	Surveys & Market Research .	434	Processing Procedure	299	Market Data by Counties .	۶,
Wm. J. Scripps Assoc	432	Suspensions, FCC Rules	343	Representatives of (U.S.)	34	Market Indicators	258
S-D Surveys Inc.	436	Sweden, TV Stations	298	Representatives of (Canadian)	42	NBC TV Home Estimates.	}
Securities & Exchange Com-	46	Pat Sweeney Assoc	434	Revenue	369	Veterans Administration	16
mission	40	Switzerland, TV Stations	298	U. S. by Call Letters	16	Videodex Inc.	3
Survey	13			U. S. by States	49	Virginia Assn. of Broad- casters	,
Selvage, Lee & Chase	434	${f T}$		Tennessee Assn. of Broad- casters	402	Virginia:	22
Services Related to Business		Taft Stations	373	Tennessee:	402	Market Data by Counties	929
of Telecasting	428	Telecasting, Related Services	428	Market Data by Counties	239	Market Indicators	j
Services, Related to TV Pro-	.054	Telenews Productions Inc	382	Market Indicators	238	NBC TV Home Estimates	~~?
gram	354	Tele-Census	436	NBC TV Home Estimates .	239	TV Stations	J
SESAC Inc.	433	Tele-Par	436	TV Stations	240	Voice of America	
Set Ownership:	43	Television—		Texas Assn. of Broadcasters .	402	W	
By Geographic Area	301	,	384	Texas:			
Set Production, TV 372		Allocations & Assignments, FCC337, 389,	405	Market Data by Counties	242	Washington, D. C., TV Stations	_ల ర
Sets, Estimated Value	372	Applications	409	Market Indicators NBC TV Home Estimates	$\frac{242}{244}$	Washington Post Stations	0.5
Sets, Sold, 1946-52	383	Attorneys	416	TV Stations	246	Washington State Assn. of	
Sets in Use	372	Audience Behavior	13	Thailand, TV Stations	298	Broadcasters	4
Shifts in Channels	413	Audience Composition	13	Theatre Network Television		Washington (State):	
Sigma Delta Chi Awards	19	Authorizations, FCC Awards & Citations	19 19	Inc.	430	Market Data by Counties.	216
Site, Common Antenna (FCC	20		442	Theatre Owners of America.	430	Market Indicators NBC TV Home Estimates .	977
Rules)	340	-	400	Time Inc. Stations	373	TV Stations	9.7.7
Alfred P. Sloan Awards	19		448	Trade-Ways Inc.	432	WDSU Broadcasting Corp.	
William B. Smullin Stations .	373		402	Transcription & Recording		Stations	٠. ٠
Benjamin Sonnenberg	434	, ,	$\frac{426}{302}$	Equipment Mfrs.	302	West Virginia Broadcasters	
Southern California Broad-			344	Transcription Services	354	Assn	404
casters Assn	430		354	Transmitter & Eqp. Mfrs	302	West Virginia:	004
South Carolina Radio & Tele- vision Broadcasters Assn.	401		369	Transfers, FCC Rules Governing	359	Market Data by Counties Market Indicators	•• •
South Carolina:	401	0	369	Transfers & Proposed Trans-	500	NBC TV Home Estimates	,
Market Data by Counties .	235		453	fers	300	TV Stations	204
Market Indicators	235		416 382	Treasury Department	46	Western Assn. of Broad-	
NBC TV Home Estimates.	235		369	Trieste TV Stations	298	casters	4.40
TV Stations	235		369	T & T Radio Measurements.	433	Western Union Telegraph Co.	·
South Dakota Broadcasters Assn.	402		354	Turkey, TV Stations	298	Westinghouse Radio Stations Inc	4
South Dakota:	102		442	George R. Turpin & Assoc.	432	Wheelock, Pickins & Coffield	ບເບ
Market Data by Counties .	238	Regional Networks Representatives of Sta.	436	TV Film Distributors	344	Stations	3.44
Market Indicators	237	(U.S.)	34	TV Film Producers, Pack-		White House (President)	
NBC TV Home Estimates.	238	Representatives of Sta.		agers	354	Martin R. Williams	
TV Stations	238	(Canadian)	42	TV Financial Data	369	Nathan Williams Frequency	
Southwest Frequency Measurements	433	Rules and Regulations Governing	332	TV Stations (see Television Stations)		Measurements	
Southwest Research Inc	436		436	200010112)		Winston-Salem Bestg. Co. Stations	
Spain, TV Stations	298		428	${f U}$		Wisconsin Broadcasters Assn.	
Spann, IV Stations	200		301	Unions Dealing with TV	380	Wisconsin:	1
Rules	342	Set Ownership (Geographic)	43	United Nations Radio	430	Market Data by Counties	•
Standard Audit & Measure-		Set Production, 1946-53 372, Set Sales, 1946-53	373 383	United Press Associations	382	Market Indicators	2
ment Services Inc.	436	Summary of TV Growth	11	United Press Movietone Tele-		NBC TV Home Estimates.	
Daniel Starch & Staff	436		369	vision News	382	TV Stations	r
Howard E. Stark	432		380	United Press Newspictures .	382	Wyoming:	
State Broadcasters Associa-	400	Television Stations—		Uruguay, TV Station	298	Market Data by Counties	2
tions		Affiliations with Networks,	000	U. S. Government Agencies	46	Market Indicators NBC TV Home Estimates .	2 2
State Department	46		383	U. S. Information Agency	46	TV Stations	2.
States, TV Set Ownership	301 19		405 409	U. S. Market Indicators	427		
Station Authorizations Experimental	298	Authorizations	19	U. S. Television Sta. by States	49	Y	1
Station Identification, FCC		Call Letters, U. S.	16	U. S. Television Stations by		Clifford Yewdall	4
Rules	342	-	300	Call Letters	16	Yugoslavia, TV Stations	2
Station License, How to Apply	330	Channel Shifts	413	Utah Broadcasters Assn	402	Wrather-Alvarez Stations	3(
Page 8 • 1953 TELECASTING	G Yea	ırbook-Marketbook				BROADCASTING • TELECAST	TI?
						·	1