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You choose your own markets ... you pay only for those markets ... you have no expensive production costs ... you get all the wonderful merchandising advantages of a famous star and a famous program — tied directly into your next campaign!

The program — NBC's "Dangerous Assignment," starring the two-fisted Donlevy. Year-round, this famous thriller gets top listener ratings on radio. Now — as a TV film show — "Dangerous Assignment" will sell and sell and sell your local product with all the impact of top television.

Exclusive Franchise!

"Dangerous Assignment" can be yours exclusively in whatever market or markets you choose for unlimited hard selling. Each program's a new and complete story in itself, each stars Brian Donlevy — international private eye deep in intrigue, adventure and romance.

Contact your agency, TV station — or write, phone or wire NBC for details and your audition showing of "Dangerous Assignment."

sell your local product on a big-time TV show!

Each program allows time for:

• opening billboard
• opening commercial
• middle commercial
• closing commercial
• closing billboard

NBC-TV

FILM SYNDICATE SALES
30 Rockefeller Plaza, New York, N.Y.
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WNBO - Chicago  
KNBH - Hollywood  
WPTZ - Philadelphia  
WBZ-TV - Boston  
WNBK - Cleveland  
WNBW - Washington  
WRGB - Albany-Schenectady-Troy

for the clearest picture of these 8 key markets... ask the man who knows them

Sales success in spot television calls for fast action to solve the advertiser's problem, particularly in leading markets.

And this kind of action depends upon complete information and sound judgment... information on the market, the audience and the station; judgment to develop campaigns which will fit the client's marketing program and produce sales results.

For this kind of creative, accurate and complete service on television in these 8 major markets, call...

NBC Spot Sales
New York  
Chicago • Cleveland  
San Francisco • Hollywood

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| Yugoslavia, TV Stations        | 247|
Burr Tillstrom with Kukla, Ollie and Fran Allison

Kukla, Fran and Ollie

Musical Director
JACK FASCINATO

Producer
BEULAH ZACHARY

Director
LEWIS GOMAVITZ

N.B.C. Television Network
"HE HAS 4,112,558* TV HOMES IN HIS POCKET!"

Whether you want to make a market test in one typical medium-size TV market—or want to cover over 4,112,558* television homes using eight of the finest TV stations in America—the old Colonel is your man!

Those TV set figures above are from the latest compilations available. They show that the eight stations represented by Free & Peters serve 27.5% of all the television homes in America! Pretty good, eh?

*As of Dec. 31, 1951. There'll be more by the time you read this!

FREE & PETERS, INC.
Pioneer Station Representatives
Since 1932

NEW YORK CHICAGO DETROIT
ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

REPRESENTING TELEVISION STATIONS:

DAVENPORT WOC-TV* (Central Broadcasting Co.—WHO-WOC)
FORT WORTH—DALLAS WRAP-TV* (STAR-TELEGRAM)
LOUISVILLE WAVE-TV* (WAVE, Inc.)
MIAMI WTVJ (Wometco Theatres)
MINNEAPOLIS—ST. PAUL WTCN-TV (DISPATCH-PIONEER PRESS)
NEW YORK WPIX (THE NEWS)
ST. LOUIS KSD-TV* (POST-DISPATCH)
SAN FRANCISCO KRON-TV* (THE CHRONICLE)

*Primary NBC Affiliates
Analysis of 1951 Television Advertising

U.S. ADVERTISERS spent $217 million on television time in 1951, a whopping gain of nearly 140% over their TV time buying in 1950. These figures represent receipts from sale of time after deductions for frequency or promotional discounts but before deductions of commissions for agencies or national sales representatives. They do not include the enormous, but immeasurable, amounts spent for television talent and production, which, if added on, would probably make the total TV advertising bill more than double the time sales volume.

The fantastic growth of television in the past three years is shown by the chart on this page. Volume has shot from $27.5 million in 1949 to $90.4 million in 1950 to $217 million in 1951.

Where is the money coming from?

By far the biggest part in 1951 came from network advertisers who spent $101,111,000, a 189.5% increase over network expenditures in 1950.

EDITOR'S NOTE: Estimated television net time sales for 1951 are based on data gathered in a survey of television stations. The formula for computing totals is the same that has been used by Broadcasting Publications Inc. for many years in estimating radio and television billings. Statistical information was audited by Sinrod & Tash, Washington certified accountants, who delivered to the TELECASTING YEARBOOK editor only weighted averages in each station and business category, in conformity with the canons of the American Institute of Certified Public Accountants.

Next biggest spenders were national and regional spot advertisers who anted up $58.2 million in 1951, 132.6% over 1950 spot levels.

Local advertisers were third, with $57.7 million expenditures, a 90% increase over the year before.

Most Operations Profit

With the vast increase in total business in 1951, most TV operations were believed to have shown a profit. Although official statistics on this subject are not yet available for 1951, it has been learned by BROADCASTING • TELECASTING that a preliminary screening of financial reports for 1951 at the FCC indicated that very few TV stations lost money.

The 1951 record on profit and loss was a distinct improvement over 1950. That year, when 107 stations were splitting up the total pot of $90.4 million, 53 of them made profits and the other 53 suffered losses.

In 1951, with 108 stations dividing the $217 million business—only two more stations than in 1950—virtually all of them, save a few in the big, multiple-station markets, got into the black.

According to unofficial reports at the FCC, the 1951 record will show that in general the pioneer television stations are making more money than those that got started more recently.

In 1950 eight stations reported profits of $400,000 or more. Indications are that the number of operators in this lush category increased in 1951.

The distribution of advertising in the three major TV business categories—network, spot and local—has varied in the three years that records are available.

From the beginning, network business has been the biggest of the

(Continued on page 10)

**TABLE I**

<table>
<thead>
<tr>
<th>Class of Business</th>
<th>1950</th>
<th>% Total</th>
<th>1951*</th>
<th>% Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network</td>
<td>$35,044,000</td>
<td>38.7</td>
<td>$101,111,000</td>
<td>48.5</td>
</tr>
<tr>
<td>Spot</td>
<td>23,034,000</td>
<td>27.7</td>
<td>58,324,000</td>
<td>26.9</td>
</tr>
<tr>
<td>Local</td>
<td>30,385,000</td>
<td>33.6</td>
<td>57,701,000</td>
<td>25.6</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$90,463,000</td>
<td>100.0</td>
<td>$217,046,000</td>
<td>100.0</td>
</tr>
</tbody>
</table>

* 1951 figures estimated.
three, but spot and local have changed places. (See table II.) In 1949 and 1950 local volume was ahead of spot, and not very far behind network. But in 1951, local failed to keep pace with the tremendous upswing in network (which came about because of expanded interconnection facilities plus organization development) or with the advance of spot (which was being pushed aggressively by national sales companies as well as program package firms).

Food, Food Products First

Among network television accounts, advertisers in the food and automotive expense category were far by far the heaviest spenders in 1951. A Telecasting Yearbook estimate of gross network billings by product groups (Table III) shows that these clients bought $25.9 million worth of time figured at the gross, one-time rate—to provide 20.2% of all network billings.

Food advertisers were also the biggest network clients in 1950, but not by so wide a margin as in 1951. In 1950 their gross billings were $7,275,000, 15.2% of the total gross.

Second biggest spending category in 1951 was smoking materials—$17.7 million, or 15.3% of the total.

### Average Expenses of Television Stations in the United States

**TV Stations and networks employ a total of approximately 9,000 persons, with the average station staff comprising 86 persons (as of spring, 1951), according to NARTB’s Employee-Employer Relations Dept. Of the 86 persons on the average station, 61 are employed fulltime. Parttime employment is an important factor in the case of program and administrative employees.**

The average TV station had past expenses totaling $538,574 in 1950, according to FCC’s analysis of 1950 income and expenses. Of this sum, $204,470 consisted of salaries and wages for personnel. In the technical department, $86,778 of the $124,466 expense went into salaries and wages; program department, $55,197 of $128,000; sales, $23,687 of $40,864; general and administrative, $28,808 of $155,216.

A majority of TV stations were operating at a profit in 1951, according to Edward P. Doherty, director of NARTB’s Employee-Employer Relations Dept., whereas two-thirds of stations were operating in the red in 1950. In reviewing 1950 data it must be kept in mind that many TV stations were on the air only part of the year.

An average increase of 60% in station revenues occurred in 1950 compared to 1949, according to Mr. Doherty. Operating expenses in 1950 varied from 69% of total operating revenue to 329%, with a third of the stations having expenses of 350% above revenue. The FCC found in its 1950 analysis that 17.8% of TV station-network expense went into the technical department, 50% to program, 6.3% to selling and 23.9% to general-administrative.

### Table I

**TELEVISION NET TIME SALES—1949-1951**

<table>
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<tr>
<th>Year</th>
<th>Network</th>
<th>Increase Over Previous Year</th>
<th>National</th>
<th>Increase Over Previous Year</th>
<th>Local</th>
<th>Increase Over Previous Year</th>
<th>Total</th>
<th>Increase Over Previous Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>$10,795,812</td>
<td>$2,725,013</td>
<td>$4,358,050</td>
<td>$211,312</td>
<td>298,800</td>
<td>$27,030,132</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1950</td>
<td>33,044,000</td>
<td>228,54,000</td>
<td>25,034,000</td>
<td>244,132</td>
<td>20,383,800</td>
<td>90,463,900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1951</td>
<td>101,111,000</td>
<td>68,067,000</td>
<td>58,524,000</td>
<td>122,612</td>
<td>57,701,000</td>
<td>217,046,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Source: Publishers Information Bureau. Does not include approximately $3.5 million in gross billings of independent television network for 1950.*

### Table II

**TELEVISION GROSS NETWORK BILLINGS BY PRODUCT GROUPS—1951**

<table>
<thead>
<tr>
<th>Type of expense</th>
<th>Network</th>
<th>Non-network</th>
<th>Total</th>
<th>Networks and their owned and operated stations</th>
<th>Industry total</th>
</tr>
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<tbody>
<tr>
<td>Number of stations</td>
<td>9,689</td>
<td>1,886</td>
<td>11,575</td>
<td>8,905</td>
<td>20,480</td>
</tr>
<tr>
<td>Number of stations</td>
<td>6,675</td>
<td>1,395</td>
<td>8,070</td>
<td>6,813</td>
<td>14,883</td>
</tr>
<tr>
<td>Salaries and wages</td>
<td>2,396</td>
<td>283</td>
<td>2,679</td>
<td>1,202</td>
<td>2,994</td>
</tr>
<tr>
<td>Professional services, exclusive of salaries</td>
<td>231</td>
<td>36</td>
<td>267</td>
<td>73</td>
<td>340</td>
</tr>
<tr>
<td>Selling expenses</td>
<td>4,502</td>
<td>1,161</td>
<td>5,663</td>
<td>905</td>
<td>15,184</td>
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<tr>
<td>Repair of technical equipment</td>
<td>2,862</td>
<td>1,303</td>
<td>4,165</td>
<td>724</td>
<td>17,724</td>
</tr>
<tr>
<td>Taxes</td>
<td>1,655</td>
<td>360</td>
<td>1,915</td>
<td>228</td>
<td>3,108</td>
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<tr>
<td>Transcriptions and recordings</td>
<td>1,454</td>
<td>122</td>
<td>1,576</td>
<td>80</td>
<td>2,356</td>
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<tr>
<td>Cost of wire services</td>
<td>4,374</td>
<td>279</td>
<td>4,653</td>
<td>472</td>
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<td>Other expenses directly related to programs</td>
<td>1,869</td>
<td>1,445</td>
<td>3,314</td>
<td>924</td>
<td>14,718</td>
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<tr>
<td>Selling expenses</td>
<td>1,794</td>
<td>203</td>
<td>2,097</td>
<td>175</td>
<td>3,332</td>
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<tr>
<td>Salaries, wages, and commissions to staff salesmen</td>
<td>1,355</td>
<td>243</td>
<td>1,598</td>
<td>209</td>
<td>3,677</td>
</tr>
<tr>
<td>Other expenses directly related to selling</td>
<td>3,149</td>
<td>652</td>
<td>3,801</td>
<td>418</td>
<td>7,419</td>
</tr>
<tr>
<td>Total</td>
<td>38,319</td>
<td>7,068</td>
<td>45,387</td>
<td>32,187</td>
<td>77,575</td>
</tr>
</tbody>
</table>

### Table III

**TELEVISION GROSS BILLINGS BY PRODUCT GROUPS—1951**

<table>
<thead>
<tr>
<th>Type of expense</th>
<th>Network</th>
<th>Non-network</th>
<th>Total</th>
<th>Networks and their owned and operated stations</th>
<th>Industry total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salary and wages</td>
<td>$9,908</td>
<td>2,093,000</td>
<td>2,192,908</td>
<td>$963,395</td>
<td>$3,522,293</td>
</tr>
<tr>
<td>Sales, commissions, and professional fees</td>
<td>1,395</td>
<td>221,300</td>
<td>222,695</td>
<td>1,202</td>
<td>2,404,697</td>
</tr>
<tr>
<td>Salaries and wages</td>
<td>2,396</td>
<td>283</td>
<td>2,679</td>
<td>1,202</td>
<td>2,994</td>
</tr>
<tr>
<td>Professional services, exclusive of salaries</td>
<td>231</td>
<td>36</td>
<td>267</td>
<td>73</td>
<td>340</td>
</tr>
<tr>
<td>Selling expenses</td>
<td>4,502</td>
<td>1,161</td>
<td>5,663</td>
<td>905</td>
<td>15,184</td>
</tr>
<tr>
<td>Repair of technical equipment</td>
<td>2,862</td>
<td>1,303</td>
<td>4,165</td>
<td>724</td>
<td>17,724</td>
</tr>
<tr>
<td>Taxes</td>
<td>1,655</td>
<td>360</td>
<td>1,915</td>
<td>228</td>
<td>3,108</td>
</tr>
<tr>
<td>Transcriptions and recordings</td>
<td>1,454</td>
<td>122</td>
<td>1,576</td>
<td>80</td>
<td>2,356</td>
</tr>
<tr>
<td>Cost of wire services</td>
<td>4,374</td>
<td>279</td>
<td>4,653</td>
<td>472</td>
<td>5,125</td>
</tr>
<tr>
<td>Other expenses directly related to programs</td>
<td>1,869</td>
<td>1,445</td>
<td>3,314</td>
<td>924</td>
<td>14,718</td>
</tr>
<tr>
<td>Selling expenses</td>
<td>1,794</td>
<td>203</td>
<td>2,097</td>
<td>175</td>
<td>3,332</td>
</tr>
<tr>
<td>Salaries, wages, and commissions to staff salesmen</td>
<td>1,355</td>
<td>243</td>
<td>1,598</td>
<td>209</td>
<td>3,677</td>
</tr>
<tr>
<td>Other expenses directly related to selling</td>
<td>3,149</td>
<td>652</td>
<td>3,801</td>
<td>418</td>
<td>7,419</td>
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<td>7,068</td>
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<td>77,575</td>
</tr>
</tbody>
</table>

*Source: Publishers Information Bureau. Does not include approximately $3.5 million in gross billings of independent television network for 1950.*

**% will not add to 100 because of rounding.**
FACTS ABOUT THE TV AUDIENCE

By JAMES W. SEILER
Director
American Research Bureau, Inc.

Television audience research made many significant advances during the year 1951. Samples were enlarged and improved, measurement techniques refined, audience composition reported on a regular basis, and further interesting exploration made into the difficult field of sales effectiveness studies. However, almost anyone familiar with research problems will readily admit that the longest road lies yet ahead.

New Factors

One of the newer factors which promises to become increasingly important in program audience evaluation is the answer to the question "Who is viewing my program?" With ratings now available allowing us to estimate the total number of homes tuned to specific programs, information on composition of the audience within each home looms as the next logical step.

How TV Is Used

FALL 1951
MONDAYS THROUGH FRIDAYS

<table>
<thead>
<tr>
<th>SETS IN USE</th>
<th>Audience Composition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time Zones</td>
<td>Children (under Viewers 16) per Set</td>
</tr>
<tr>
<td></td>
<td>Men</td>
</tr>
<tr>
<td>Eastern</td>
<td>Central</td>
</tr>
<tr>
<td>-------------</td>
<td>------</td>
</tr>
<tr>
<td>All Zones</td>
<td></td>
</tr>
<tr>
<td></td>
<td>14%</td>
</tr>
<tr>
<td></td>
<td>16%</td>
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<td>15%</td>
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<td>19%</td>
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<td>20%</td>
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<td>16%</td>
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<td>18%</td>
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<td>36%</td>
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<td>12%</td>
</tr>
<tr>
<td></td>
<td>12%</td>
</tr>
</tbody>
</table>

With ample proof now available that audience composition figures often completely reverse a rating picture, more and more advertisers are now becoming interested. By judiciously using these figures, they find they can often discover differences of thousands of viewers between identically rated programs and that it is quite practical to beam advertising directly at the family members most desired.

No Set Formula

Unfortunately, no set formula can be evolved for determining audience composition short of actual measurement. Although one might imagine the type of program as the only factor involved, there are actually several important things that decide a program's audience makeup. Here are some of them:

1. The day of the week and hour of the day program is presented
2. The competing programs opposite
3. The season of the year
4. The program itself

As an example, a dramatic program presented at 5:00 or 6:00 P.M. on a weekday may have two to three times the percentage of children in the audience than if the identical program were presented at 9:00 P.M. the same evening. A program presented on Saturday or Sunday evening when visitors and children are more likely to be present may average nearly a full viewer-per-home higher than a similar program on Monday evening. A daytime program may double the number of children watching during the summer vacation period. A boxing match may produce three times as many men as a dramatic show opposite when both reach the same number of homes.

Facts for Advertisers

Naturally, these facts are of the highest importance and demand careful study by the advertiser. Much is yet to be learned about both measurement and analysis in this field, but 1952 should see great progress. Although space does not permit program-by-program listing, the following table based on ARB TV-National data during the fall of 1951 may give a fairly detailed picture of the percentage of television sets in use and the combined audience composition by hours for a typical Monday through Friday week. These figures should, of course, never be applied to Saturday or Sunday because of the great difference on these days in set usage, audience composition, and viewers per set. Also, as might be expected, an audience of 45% children at 4:00 P.M. may actually mean 80% children for some programs and 10% children on competing telecasts. Only by inspection of individual programs do the figures deliver their fullest value.

Total Affiliates Of TV Networks

As of February 1, 1952

<table>
<thead>
<tr>
<th>Network</th>
<th>Number of Affiliates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inter-connected</td>
<td>Not Inter-connected</td>
</tr>
<tr>
<td>ABC-TV</td>
<td>51</td>
</tr>
<tr>
<td>CBS-TV</td>
<td>51</td>
</tr>
<tr>
<td>DuMont</td>
<td>52</td>
</tr>
<tr>
<td>NBC-TV</td>
<td>52</td>
</tr>
</tbody>
</table>

1952 TELECASTING Yearbook • Page 11
SIGNIFICANT DATES IN THE HISTORY OF TELEVISION

1884—Paul Nipkow, of Berlin, invented a scanning disc by means of which he hoped to send pictures over wires; it was later used in television experiments.

1890—C. Francis Jenkins, of Washington, D.C., began a search for new devices necessary for the success of Nipkow's disc.

1915 (May 22) — Gugliemo Marconi, wireless genius, predicted "visible telephony."

1923—A picture of President Harding was sent by the C. Francis Jenkins television system between Washington and Philadelphia.

1928 (July 12) — Television of outdoor scenes was demonstrated between Washington and New York, and radio-visions between Whippany, N. J., and New York, by Bell Telephone Laboratories.

1928 (July 12) — Television of outdoor scenes was demonstrated between Washington and New York, and radio-visions between Whippany, N. J., and New York, by Bell Telephone Laboratories.

1930 (April 9) — Two-way wire television was demonstrated by RCA between New York and Philadelphia.

1931 (July 21) — Experimental television was demonstrated by RCA at Camden, N. J.

1931 (June) — Empire State Bldg. Details of RCA system kept secret.

1935 (Feb. 1) — Television Committee of Telephone Laboratories.

1936 (April 24) — Television outdoors was demonstrated by RCA between New York and Philadelphia.

1936 (Nov. 2) — Television broadcasts were made over a 186-mile wire opened to public in New York.

1937 (Jan.) — RCA and NBC engineers began tests of 441-line television system.

1938 (Oct. 20) — David Sarnoff announced RCA would make TV public by March 1939.

1940 (Feb. 28) — FCC approved limited airborne transmitters.

1941 (June 27) — ABC issued first TV network rate card covering 16 affiliated stations.

1942 (Feb. 24) — FCC and War Production Board jointly issued freeze orders ruling out new development, except when certified by the military, for the duration of World War II. This stopped TV expansion.

1944 (Jan. 17) — Television Broadcasters Assn., Inc., formed to encourage development of ARC. Two-way TV station in New York, with attendance of 750.

1946 (Sept. 27) — TV set ownership reached the half million mark.

1948 (May 5) — FCC Chairman Wayne Coy told Ohio State Institute for Education by Radio that television would reach dominance over radio in 1945.

1949 (Nov. 18) — Television Authority, all-inclusive TV talent union, was formed.

1950 (Sept. 1) — FCC issued color TV regulations and standards and of good engineering practice for commercial TV stations.

1953 (Aug. 19) — Gillette Safety Razor Co. paid $800,000 for TV rights to home games of Chicago White Sox.

1954 (May 13) — First network television program broadcast by NBC on NBC-TV, Kaiser-Frazier on ABC-TV, Nash motors on CBS-TV, and DuMont set new record of continuous TV operation with a 24-hour, 34-minute test of color television cooperation in cooperation with Neuseskog magazine.

1955 (Dec. 4) — The Texas Co. sponsored ABC-TV broadcast of Kino Prima performed by Metropolitan Opera.

1956 (Dec. 4) — FCC approved a color TV allocation plan giving New York, Chicago, and Los Angeles seven channels each and assigning channels to 33 other cities.

1957 (Dec. 4) — First New York-Washington coaxial cable telecast was made under sponsorship of NBC.

1958 (March 15) — CBS petitioned the FCC to adopt color TV standards.

1959 (Nov. 18) — Boston-Washington coaxial cable system was developed by RCA and DuMont set new record of continuous TV operation with a 24-hour, 34-minute test of color television cooperation in cooperation with Neuseskog magazine.

1960 (Dec. 4) — The Texas Co. sponsored ABC-TV broadcast of Sigmund Romberg's " SSP, Mama."
Jan. 1—FCC announces new antenna construction and marking rules to be effective Feb. 15, to reduce alleged harmful interference to air traffic.

Jan. 1—Gillette Safety Razor Co. buys TV rights to World Series and annual All-Star baseball games for next six years for $65 million.

Jan. 1—Betty estimates TV set circulation at 9,832,000.

Jan. 1—Phonovision 90-day test begins, making feature films available to special group of homes.

Jan. 12—James H. S. Ellis, president of Kudner Agency, charges that TV is "getting too rich for the average advertiser's purse," as inter-network bidding for talent pushes up costs.

Jan. 15—FCC orders all stations to fill out detailed questionnaire on horse race information they broadcast.


Jan. 19—TV licensees, meeting in Chicago, vote to form agency that will conduct television trade association operating under aegis of NAB.

Jan. 22—BROADCASTING-TELECASTING YEARBOOK estimates total 1950 television time sales were $83.8 million, triple that of 1949, and that half the TV stations were in the black at end of year.

April 2—FCC summary shows total TV revenue in 1950 was $158.5 million, up 271% over 1949, according to CBS annual report.

May 22—President Truman reappoints Wayne Coy to seven-year term on FCC.

Aug. 27—FCC sets ABC-United Paramount Theaters merger approval asked of FCC.


June 22—NBC announces new code of television and radio broadcast standards, specifying, among other things, limits on commercial messages.

July 9—RCA demonstrates its compatible color TV system.

July 12—ABC-Unbted Paramount Theaters merger approval asked of FCC.

July 15—CBS reorganized into six divisions, with presidents heading each: CBS Television Division, J. L. Van Volkenburg; CBS Laboratories Division, Adrian Murphy; CBS Radio Division, Howard S. Meighan; CBS-Columbia Inc., David H. Cogan; Columbia Records Inc., James B. Conkling; Hytron Radio & Electronis Corp., Bruce A. Coffin.

July 18—Eight TV set manufacturers share sponsorship of network telecast of Ezzard Charles-Joe Walcott championship fight to keep it off the air.

July 17—All-Industry TV Per Program Committee petitions New York federal court to fix reasonable terms for ASCAP station and network licenses.

Aug. 9—FCC grants visual power increases to 14 TV stations.

Aug. 9—Ford Foundation creates Television-Radio Workshop, with $1.3 million grant, to produce cultural-educational programs for broadcast on commercial stations.

Sept. 19—New tri-color TV tube, introduced by atomic physicist Dr. Ernest Lawrence, and to become "the first tri-color TV tube," is highest in all U.S. industry.

Sept. 24—New Jersey Superior Court issues precedent-setting opinion that Bill of Rights protection of freedom of speech and press applies to broadcasting.

Sept. 30—WLTV (TV) Atlanta goes on air as 10th U.S. television station.

Oct. 8—U.S. Dept. of Commerce reports average income of radio-TV employees is highest in all U.S. industry.


Nov. 15—NBC marks 25th anniversary.

Dec. 3—Third annual TV baseball survey by Jerry Jordan shows nine big league clubs that televised all home games or all day games in 1951 had increased gates. The seven clubs that curtailed or eliminated TV lost attendance.

Dec. 6—NARTB TV board adopts TV code, including TV Seal of Approval which will be denied to violators.

Dec. 17—NARTB says the construction costs of UHF stations will range from $200,000 to $500,000, somewhat higher than costs of building VHF.

Dec. 24—A Bet special year-end survey finds television business prospects for 1952 are almost fantastically rosy. TV stations expect total billing to be 53% bigger in first quarter of 1952 than in first quarter of 1951.

Dec. 31—NARTB announces net network rates of $29.865 per evening half-hour, a 9% increase as compared with 1951 rate, but network says cost per-thousand will be down to $1.71 when rates become fully effective July 1, 1952. Rate increases by other TV networks expected.

Dec. 31—There were 14,964,000 TV sets in use in the U.S. at the end of the year, according to the weekly Bet computation.

"IMPORTANT STORIES IN TELEVISION DURING 1951"

As Reported in BROADCASTING • TELECASTING
Sell big TV markets as three
one with WLW-Television

With interconnected stations in Cincinnati, Dayton and Columbus, WLW-Television wraps these important TV areas into one market — WLW-Telecity — biggest between Chicago and Philadelphia.

In this TV saturated market WLW-Television has one of the lowest cost-per-thousand sets anywhere. And the three WLW-Television stations consistently attract a much larger share of audience in this three-in-one market than do its leading competitors.

Tremendous technical facilities, large talent staff and superior know-how of WLW-Television combine to produce top-talent, low-budget shows that reach this big market most effectively.

MARKET DATA

Population
4,089,400

Families
1,211,200

Effective Buying Income
$5,533,862,000

Food Store Sales
$854,858,000

Drug Store Sales
$93,032,000

WLW-T WLW-D WLW-C
CINCINNATI DAYTON COLUMBUS

TV SERVICE OF WLW
THE NATION'S STATION

BROADCASTING • Telecasting

1952 TELECASTING Yearbook • Page 15
**BOARD OF DIRECTORS**

Edward J. Noble, Chairman
- Earl E. Anderson
- Robert E. Kintner
- Charles Ayres, Vice President
- James Connolly, Vice President
- Robert H. Hinckley, Vice President
- Ernest L. Jahnecke, Vice President
- John B. Langian, Vice President
- Frank Marx, Vice President
- Harold L. Morgan, Vice President
- C. Nicholas Priaulx, Vice President & Treasurer
- Leonard Reeg, Vice President
- Alexander Stronach, Vice President
- Thomas Velotta, Vice President
- Paul Whiteman, Vice President
- Ernest Felix, Assistant Treasurer
- Aaron Rubin, Assistant Treasurer
- Walter C. Tepper, Controller
- Geraldine Zorbaugh, Acting General Attorney & Secretary

**TELEVISION**

Alexander Stronach, Vice President in Charge
- Frank Marx, Vice President in Charge
- Clure Owen, Administrative Assistant
- William Trevarthen, Director of Technical Operations
- James L. Middlebrooks, Chief Facilities Engineer
- John Preston, Chief Allocations Engineer
- Merle Worster, Eastern Television Operations Manager
- Special Services
  - C. Nicholas Priaulx, Vice President & Treasurer
  - Alfred Beckman, Director of Operations for Sales and Station Traffic
  - Donald Buck, Manager of Station Clearance—Television
- Thomas F. Foy, Purchasing Agent
  - Joseph J. Spagnola, Office & Studio Services Director
  - Alice Stamatis, Manager of Order Processing
  - Aaron Rubin, Assistant Treasurer
  - Lawrence A. Ruddell, Recording Director
  - Walter C. Tepper, Controller
  - Drew Van Dam, Director of Personnel
  - Reginald Willcock, Traffic Manager

**LEGAL**

Geraldine Zorbaugh, Acting General Attorney
- Max Lerner, Attorney

**NEWS & SPECIAL EVENTS**

Thomas Velotta, Vice President in Charge
- John H. Norton, Director of News & Special Events—Television
- John Scheffels, Assistant to Vice President
- Harry Wimmer, Sports Division

**WASHINGTON, D. C.**

1703 K Street
- Robert H. Hinckley, Vice President

**CENTRAL DIVISION**

WENR-TV
- 20 North Wacker Drive
- Chicago 6, Illinois
- John H. Norton, Vice President

**SAN FRANCISCO**

KGO-TV
- Taylor & O’Farrell Streets
- San Francisco 2, California
- Gayle Grubb, Vice President—KGO & KGO-TV

**E. C. Horstman, Engineering Manager**

**Dean Linger, Manager of Sales Promotion**

**Jack McCord, Television Program Business Manager**

**Roy McLaughlin, Television National Spot & Local Sales Manager**

**Francis McNulty, Music Rights Supervisor**

**John J. Manley, Manager of Office & Studio Services**

**Cornelius O’Dea, News Supervisor**

**James S. Pollak, Director of Television Programming**

**Patric Rastall, Sales Service Manager**

**Robert M. Savage, Continuity Supervisor**

**James L. Sturton, Director of Television Network for Central Division**

**Floyd Timberlake, Television Engineering Operations Supervisor**

**Gerald R. Vernon, Manager of Television Sales**

**AMERICAN BROADCASTING COMPANY INC.: EXECUTIVES**

**RCA Bldg., 30 Rockefeller Plaza, New York 20, N. Y.**

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

MAP OF AMERICAN BROADCASTING COMPANY

LEGEND
- ABC Owned Stations
- ABC Affiliates
- Junctions
- Number of Shared Facilities
- Future Facilities
- Number of Shared Facilities
- Junction Points
- Private Relay
- Interconnected Affiliates
- Max. Interconnected Affiliates
- Number of Shared Facilities
- Junction Points
- Future Facilities

ABC - TV

Network - Stations

ABC RESEARCH DEPARTMENT - JANUARY 1, 1952
For executives of parent company, Columbia Broadcasting System Inc., see page 44. For executives Radio Division, see Broadcasting Yearbook.
The sign of good television

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

...where television's most successful package programs come from

...chosen by 103 national advertisers in 1951...

...including 9 of America's 10 biggest

...reaching its audiences at a cost-per-thousand homes over 20% less than in 1950

...and reaching its audiences at a lower cost-per-thousand than any other network.

“This is The CBS Television Network”
DuMONT TELEVISION NETWORK
A Division of Allen B. DuMont Laboratories, Inc.
515 Madison Avenue, New York 22, New York
Telephone: MU 8-2600

Network Executives
Chris J. Witting, Director and General Manager
Norman W. Drescher, Administrative Assistant to the Director
Ted Bergmann, Director of Sales
John H. Bachem, Assistant Director of Sales
James L. Caddigan, Director of Programming and Production
Clarence G. Alexander, Director of Network Operations
Rodney D. Chipp, Director of Engineering
E. B. Lyford, Director of Station Relations
Robert L. Coe, Manager of Station Relations
Joseph W. Hedgcock, Director of Budget
Gerald Lyons, Director of Public Relations and Publicity
Melvin A. Goldberg, Manager, Sales Planning and Research Department
Donald A. Stewart, Manager, Film Department
Walter Compton, Manager of WTTG, Washington, D. C.
Harold C. Lund, Manager of WDTV, Pittsburgh, Pa.
Milton Morel, Manager, New York Operations

Sales
Ted Bergmann, Director of Sales
John H. Bachem, Assistant Director of Sales
Lynn Cleary, Manager of Sales Service
Robert H. Miller, Chicago Sales Office, 519 North Michigan Avenue, Chicago 11, Ill.
Richard S. Raitt, West Sales Representative, Mondros Building, San Francisco 5, Calif.
Halevy V. Barrett, Account Executive, Network Sales
William Koblenzer, Account Executive, Network Sales
James F. Owens, Account Executive, Network Sales
Ralph Whittaker, Account Executive, Network Sales
John B. Snell, Account Executive, Network Sales
William Walters, Manager, Account Managers Group
Bill L. Merritt, Account Manager
Lawrence H. Suck, Account Manager

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

Programming and Production
James L. Caddigan, Director of Programming and Production

Leslie G. Arries Jr., Assistant Director of Programming and Production
Paul Rosen, Supervisor of Program Planning
A. L. Hollander, Motion Pictures Facilities Manager
Duncan MacDonald, Supervisor of Women's Programs
Don Russell, Chief Announcer
Elizabeth Mears, Casting Supervisor
Charles Mann, Script Editor
Edward Saulpaugh, Supervisor of Continuity Acceptance
Dominick Celentano, Supervisor of Music Acceptance
Sam Poener, Assistant Program Administrator
Monroe Gilboy, Account Executive
Ted Hamsterferger, Supervising Producer
Charles Parsons, Supervising Producer
Roger Gerry, Supervising Producer
Frank Bunetta, Director
Harry Coyle, Director
Pat Fay, Director
H. Wesley Kennedy, Director
David Lowe, Director
William Marceau, Director
Arnold Nocks, Director
Richard Sandwich, Director
William Seaman, Director
Keith Thomas, Director

Engineering Department
Rodney D. Chipp, Director of Engineering
Robert F. Bigwood, Chief of Facilities Engineer
S. Patremio, Special Projects Engineer
H. C. Milholland, Technical Operations Engineer
Eric Herud, Assistant Technical Operations Engineer
Arthur Deneke, Propagation Engineer

Station Relations
E. B. Lyford, Director of Station Relations
Robert L. Coe, Manager of Station Relations
Edwin G. Roehler, Assistant Manager, Station Relations
Robert S. Woolf, Manager, Teletranscription Department
Roylanse H. Sharpe, Manager, Traffic Department

Budget and General Services
Joseph Hess, Director of Budgets
R. M. Skaer, Purchasing Agent

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

Research
Melvin A. Goldberg, Manager of Sales Planning and Research

Advertising and Promotion
Charlotte F. Stern, Director of Advertising and Promotion
Walter E. Brown, Sales Promotion Manager
Norman S. Ginsburg, Stations Promotion Manager

DU MONT OWNED AND OPERATED STATIONS — WABD New York
Milton Morel, Manager of New York Operations
William Seaman, Supervisor, Studio D, 515 Madison Avenue

RALPH ROBBINS, Supervisor, Studio A, Wannamaker's
Ralph Baruch, Local Sales Account Executive
B. J. Palmer, Manager, Sales Service
Milton Vernon, Local Sales Account Executive

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

J. W. Synopsis, WOR-TV New York

HEARST RADIO INC.—WBAL-TV Baltimore, owns

Marvin R. Canfield, Manager of WJZ-TV New York

JOHN A. KENNEDY STATIONS—KFMB-TV San

B. J. Palmer, Manager, Sales Service

C. Watters, vice president and general manager, WEWS; Henry W. Slavick, general manager, WMCT.

B. J. Palmer, Manager, Sales Service

WTTG Washington
Walter Compton, General Manager
Roger M. Coelos, Program Operations Manager
Perry Walders, Sales Manager
Jules Hulker, Film Supervisor
M. M. Burleson, Chief Engineer

GROUP OWNERSHIP OF TELEVISION STATIONS IN THE UNITED STATES

AMERICAN BROADCASTING CO., OWNED AND MANAGED STATIONS—WABC-TV New York, WNBX-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, KGO-TV San Francisco, all affiliated with American Broadcasting Co.; all represented nationally by ABC Spot Sales.


H. M. BITNER STATIONS—WFBM-TV Indianapolis, WOOD-TV Grand Rapids.


ROBERT R. MCCORMICK STATIONS — WGN-TV Chicago and WPIX New York. Frank F. Schreiber, general manager, WGN-TV; G. Bennett Larson, general manager, WPIX.

MEREDITH PUBLISHING CO. STATIONS—WHN-TV Syracuse, WSYW-TV Utica, WPBN-TV Bandon, WSN-TV Watford, WPIC-TV Pittsburgh, all represented nationally by NBC Spot Sales.

NATIONAL BROADCASTING CO., OWNED AND MANAGED STATIONS—WNBT New York, WNBQ Chicago, WBKB Cleveland, WNBW Washington, KNBC Los Angeles. All members of NBC network; all represented nationally by NBC Spot Sales.

B. J. PALMER STATIONS—WOC-TV Des Moines, Iowa; WTMJ-TV Milwaukee, WPTP-TV Dallas, all 25% of KMVT Omaha.

Scripps-Howard Radio Group—Scripps-Howard Radio Inc. is licensee of WCPO-TV Cincinnati, WEWS Cleveland, Memphis Publishing Co. is licensee of WMCT Memphis. Officials: Jack R. Howard, 230 Park Ave, New York, president; Mortimer C. Watters, vice president and general manager, WPPO-TV; James C. Hanrath, vice president and general manager, WEWS; Henry W. Slavicek, general manager, WMCT.

STEINMAN STATIONS—WAGL-TV Lancaster, Pa.; WDEL-TV Wilmington, Del. Clair E. McCollough, president WAGL-TV and station executive, WDEL-TV.

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Du Mont Television Network-Intercity Connections

AS OF JANUARY 1, 1952

STATION STATUS
- OWNED & OPERATED & POINT OF ORIGIN
- AFFILIATED & POINT OF ORIGIN
- OPERATING STATION (Call Letters Indicate Affiliate)
- APPLICATION PENDING

CIRCUIT STATUS
- FULL TIME CIRCUIT
- CIRCUIT SHARED WITH OTHER NETWORKS
- PROJECTED CIRCUITS
What do your clients think of Television?

Good-bye . . . . . . . . or . . . . . . . . Good buy

Television is wonderful—when it pays off.
And it does pay off when advertisers—or their agencies—don't mistake a show for a showing.

Too many advertisers enter television with a blank check—only to draw a blank. And only because they thought that there is a good substitute for value.

Well, there isn't.

It's not too late for you to re-evaluate the television plans of your clients, to weigh the costs against the results—to see if the rating is worth the rate. You'll probably discover that when it comes to real advertising value, your best buy today in network TV is the DU MONT TELEVISION NETWORK. For DuMont is the most economical medium of network television today.

And we can prove it. Just compare the rate cards. Line up our facility costs against those of any other network.

DuMont thinks big. But it thinks in terms of real value to your clients, whether large or small. And DuMont still has a few "prime" network time availabilities for those of your clients who are looking for a good buy in television.

Du Mont
TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. • MU 8-2600
A Division of the Allen B. Du Mont Laboratories, Inc.
### BOARD OF DIRECTORS
- Niles Trammell—Chairman
- John T. Cahill
- Charles R. Denny
- Clive Dunn
- Frank Folsom
- George L. Harrison
- Mrs. Douglas Horton
- Sylvester L. Weaver Jr.

### OFFICERS
- John H. McConnell, President
- Charles R. Denny, Vice President
- Joseph V. Heffernan, Financial Vice President
- Charles R. Denny, Vice President
- William F. Brooks, Vice President
- Sydney H. Eisner, Vice President
- George H. Frey, Vice President
- James M. Gaines, Vice President
- O. B. Hanson, Vice President
- Willilam S. Hedges, Vice President
- John K. Herbert, Vice President
- Harry C. Kopf, Vice President
- Edward D. Madden, Vice President
- Gustav B. Margraf, Vice President & General Attorney
- Victor T. Norton, Vice President
- Frank M. Russell, Vice President
- Robert W. Sarnoff, Vice President
- Carleton D. Smith, Vice President
- John R. West, Vice President
- Sylvester L. Weaver Jr., Vice President
- Harry F. McCall, Vice President
- Lewis MacConachy, Secretary
- Felix Schleenvoigt, Assistant Secretary
- John G. Cannon, Assistant Secretary
- Thomas E. Ervin, Assistant Secretary
- Thomas Rowe, Assistant Secretary
- Joseph A. McDonald, Treasurer
- William Williams, Assistant Treasurer

### DEPARTMENTS AND DIVISIONS
#### EXECUTIVE OFFICES
- Joseph H. McConnell, President
- Charles R. Denny, Executive Vice President
- Joseph V. Heffernan, Financial Vice President
- Frank M. Russell, Vice President

#### LEGAL DEPARTMENT
- Gustav B. Margraf, Vice President & General Attorney
- Thomas E. Ervin, Assistant General Attorney
- John Shute Sr., Attorney
- Arthur Cuddihy Jr., Executive Assistant
- Charles R. Denny, Attorney
- Charles H. Ross, Assistant Attorney
- Paul B. Lynch, Attorney
- Charles H. Ross, Assistant Attorney
- Benjamin Raub, Attorney
- Cahill, Gordon, Zak & Reindel, Counsel

#### PUBLIC RELATIONS DEPARTMENTS
- William F. Brooks, Vice President in Charge
- Frank Young, Public Relations Representative

#### PRESS DEPARTMENT
- Sydney H. Eisner, Vice President in Charge of Press
- Joseph C. Dine, Director of Press
- Anita L. Barnard, Manager of Information

#### STATION RELATIONS DEPARTMENTS
- Carleton D. Smith, Vice President in Charge
- Sheldon Hickox, Director of Television Station Relations
- Ludwig W. Simmel, Manager of Minute Man
- Harry Woodman, Manager of Traffic Department

#### FINANCE DEPARTMENTS
- Joseph V. Heffernan, Financial Vice President
- Hamilton Young, Assistant Financial Analyst

#### BUDGET DEPARTMENT
- Leslie C. Vaughan, Acting Budget Officer
- Stephen Riddleberger, Assistant to the Acting Budget Officer

#### CONTROLLERS DEPARTMENT
- Harry McKeon, Controller
- Harold M. Kelly, Assistant Controller
- Elliott B. Jolliffe, Controller

#### TREASURER’S DEPARTMENT
- Joseph A. McDonald, Treasurer
- William A. Williams, Assistant Treasurer
- William Bloxham, Purchasing Agent

### ADMINISTRATION
- Victor T. Norton, Vice President for Administration

#### CAPITAL APPROPRIATIONS DEPARTMENT
- Robert Luening, Director of Capital Appropriations Department

#### ENGINEERING DEPARTMENT
- O. B. Hanson, Vice President & Chief Engineer
- William A. Clarke, Administrative Assistant
- Edward R. Cullen, Legal Engineer
- Joseph D’Ango stino, Licorion Engineer
- Raymond L. Grimes, Director of Attractions Engineering
- George Seiler, Director of Engineering Development
- Chester Rackey, Manager of Audio-Video Engineering
- James Wood, Manager of Technical Services

#### PERSONNEL DEPARTMENT
- Ernest de Magalhaes, Director of Personnel
- William Tice, Manager of Personnel Department

#### PROGRAM SERVICES DEPARTMENT
- Archibald Hardman, Program Services Department

#### BROADCASTING DEPARTMENT
- Thomas E. Ervin, Executive Director of Broadcast Service
- Robert W. Sarnoff, Vice President & Director of Broadcast Service
- John C. Noonan, Assistant Director
- Richard M. Hill, Assistant Director
- Robert V. Weil, Assistant Director
- Albert F. McNulty, Assistant Director
- Joseph A. McDonald, Assistant Director

### TELEVISION NETWORK
- Sylvester L. Weaver Jr., Vice President in Charge of Television Network
- Edward D. Madden, Vice President in Charge of Television Network Operations & Sales
- Richard A. R. Pinkham, Manager of Television Network Planning

### CONTROLLERS DEPARTMENTS
- Charles J. Cresswell, Controller for Television Network
- Francis X. O’Shea, Manager of the Accounting Department
- William E. Sargent, Manager of Planning & Audit Department

### OPERATIONS DEPARTMENTS
- E. Lyman Munson, Director of TV Network Operations
- Stanton Osgood, Assistant to the Director of TV Network Operations & Sales
- Robert W. Sarnoff, Vice President of TV Network Operations

### PRODUCTION DEPARTMENTS
- Robert W. Sarnoff, Vice President of Production Services
- James V. Kavanagh, Manager of Production Operations
- Benjamin Webster, Manager of Staging Services Division

### FILM & KINOSCOPE OPERATIONS DEPARTMENT
- Frank Lepore, Manager of TV Film & Kinescope Operations Department

### TECHNICAL OPERATIONS DEPARTMENT
- Robert Sherby, Director of TV Technical Operations Department
- F. A. Wannell, Manager of TV Technical Operations
- Reid R. Davis, Television Operations Supervisor

### PRODUCTION DEPARTMENTS
- Frederick W. Morris, Vice President & Director of TV Network Production
- Robert W. Sarnoff, Vice President & Director of TV Network Production
- Carl M. Stanton, Manager of Commercial Program

### NEWS, SPECIAL EVENTS AND SPORTS DEPARTMENT
- Davidson Taylor, General Production Executive
- Leonard Hile, TV Production Manager
- Ernest Waring, TV Program Manager
- Michael Dann, Supervisor of Special Television Broadcasts

### SALESMEN’S DEPARTMENT
- Peter Tingle, Director of Sales

### PROGRAM PACKAGE SALES
- John F. Rayel, Coordinator of TV Package Program Sales

### TELEVISION SALES OFFICES
- Walter Gross, Manager of TV Network Sales—Eastern (1555 Penobscot Bldg.)
- Eugene Hoge, Manager of TV Network Sales—Chicago ( Merchandise Mart)
- John T. Williams, Manager of TV Network Sales—Hollywood (Sunset & Vine)

### OWNED AND OPERATED STATIONS
- Hamilton Shek, for the Owned & Operated Stations
- Thomas Rowe, Assistant Controller

### NATIONAL SPOT SALES DEPARTMENT
- James V. McConnell, Director of National Spot Sales
- Evelyn Smith, Administrative Assistant
- Richard H. Close, Eastern Manager of TV Spot Sales

### WNB—NEW YORK
- Ted Cott, General Manager
- Charles Phillips, Assistant Manager
- Theodore Zier, Controller
- James Hirsch, Supervisor of Advertising & Promotion

### WINFRED S RAEFORD, Supervisor of Publicity
- George Wallach, News & Special Events
- John Dyer, Manager of TV Sales Department

### WBGB—CHICAGO
- Mr. R. W. Paxton, Market Manager

(Continued on page 28)
Any qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard (AM), frequency modulation (FM), or television (TV) broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, as amended, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The licensing procedure is detailed in Part 1 of the Commission’s Rules Relating to Practice and Procedure, while station operation is covered by Part 3, Rules Governing Radio Broadcast Services, and Standards of Good Engineering Practice.

This statement summarizes the consecutive steps required in applying for authorization to build and operate a commercial broadcast station. The application procedure is substantially the same whether the facility sought is AM, FM, or TV broadcast.

Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard (AM) broadcast stations operate on local, regional, or clear channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatts maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission’s engineering personnel cannot undertake to make such studies for prospective applicants.

An FM applicant must specify a frequency available to the area intended to be served. The Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B stations (metropolitan and rural) throughout the United States. Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

The Commission has not authorized any new commercial TV stations since the fall of 1948, pending the outcome of the general television proceedings still before the Commission. Prospective applicants for TV broadcast stations should obtain a copy of the Third Notice of Further Proposed Rule Making from the Commission.

Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in written form supplied by the Commission (Form 301, Application For Authority to Construct a New Broadcast Station or Make Changes in an Existing Broadcast Station, which covers AM, FM and TV broadcast). This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, one of which must be executed under oath or affirmation.

Application Processing

Applications are reviewed in their engineering, legal and financial aspects by the Broadcast Bureau, which makes recommendations to the Commission.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Hearings

Where it appears that interference would be caused to another station above the degree prescribed in the Commission’s Standards of Good Engineering Practice, or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

The hearing notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by an examiner. He has authority to administer oaths, examine witnesses and rule upon

CONCERNING FCC RULES & REGULATIONS

"How to Apply for a Broadcast Station License" is a comprehensive and concise statement prepared by the FCC Office of Information, which explains in layman’s language the procedures involved in making application for the various types of broadcast licenses.

Published in easy reference form, starting on page 206, are excerpts of the FCC Rules & Regulations most frequently used. Further excerpts concerning rules and regulations may be obtained at the office of the Secretary, FCC, New Post Office Bldg., Washington 25, D. C.

HOW TO APPLY FOR A BROADCAST STATION LICENSE

Pertaining to Television and Related Services

NBC Executives

(Continued from page 25)

Everett Mitchell, Agricultural Program Director
Judith Walter, Director of Education
John Keys, Supervisor of Advertising & Promotion
Leonard Anderson, Manager of Integrated Services Department
Harry Ward, Supervisor of Continuity Acceptance
George Gilbert, Supervisor of Guest Relations & Night Operations
William Ray, Manager of News, Press, & Public Affairs Department
Jules Herbevause, Director of Operations
George Higgens, Supervisor of Technot Operations
John McPartlin, Manager of Sales Department
Howard Luftigens, Engineer in Charge
Paul Moore, Supervisor of Technot Operations
Eugene Hoge, Manager of Television Network Sales

WNBK — CLEVELAND
815 Superior Avenue, Cleveland 14, Ohio
Tel.: Cherry 1-9942
John McCormick, General Manager

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HOLLYWOOD OFFICE and KNBH
Sunset Blvd. & Vine St., Hollywood 25, Calif.
Tel.: Hollywood 9-6161

John K. West, Vice President—Hollywood
Lewis Frost, Asst. to the Vice President & Director of Integrated Services Dept.
Thomas McdFadden, General Manager, KKBH
Norman Blackburn, Director of Television Network Operations
John T. Williams, Manager of Television Network
Frank Deitell, Controller
Donald Honneth, Manager of Continuity Acceptance
Roger Sprague, Manager of News, Special Events & Sales
Paul Gale, Manager of Stations and Traffic Department
Carol F. Ewing, Controller, Station KNNH
Albert Cole, Manager of Television Program Department
Donald Norman, Manager of Television Sales Department
Richard Elsinger, Supervisor of Television Advertising & Promotion
Robert Clark, Manager of Television Technical Operations
Robert Peigem, Manager of Television Press Department

Earl Rettig, Television Network Operations Manager
Howard Ross, Talent Buyer

WNBW—WASHINGTON
Trans Lux Building, 14th St. & New York Ave.
Washington 5, D. C.
Tel.: Republic 4000
Eugene Juster, General Manager

FOREIGN REPRESENTATIVES

ENGLAND
Romney Wheeler
Tel.: Republic 4000

FRANCE
Paul Archamand
Tel.: Republic 4000
William Frye

JAPAN-KOREA
George Thomas Folster
Helen Folster
John Rich

GERMANY
Edwin Harker
NBC's Stations Planning and Advisory Committee

ITALY
Carlo C. D. Brandoli
Città del Vaticano

ENGLAND
Edwin Harker
NBC's Stations Planning and Advisory Committee for Television

FRANCE
Jean-Michel Flushing, Paris

GERMANY
Robert Miller, Munich

ITALY
Carlo C. D. Brandoli
Città del Vaticano

JAPAN-KOREA
George Thomas Folster
Helen Folster
John Rich

BROADCASTING • Telecasting
the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but corporate applicants must be represented by attorney.

Within 20 days after the close of a hearing before a hearing examiner, each party and the Chief of the Broadcast Bureau has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of the evidence and statements, the hearing examiner issues an initial decision.

In the event he wishes to contest the initial decision, the applicant or any other interested party has 20 days from the date on which the initial decision was announced to file exceptions and to request oral argument before the Commission. In all cases heard by an examiner, the Commission will hear oral argument on request of either party. After oral argument, the Commission may adopt, modify or reverse the hearing examiner's decision. Within 20 days thereafter, any party involved may petition for rehearing. Such a petition may be filed whether or not exceptions are filed, and the Commission does not initiate a review of the hearing examiner's initial decision, the latter becomes effective 40 days after the issuance of the initial decision, unless otherwise ordered by the Commission.

**Construction Permit**

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of 6 months thereafter as the time for completion (or 8 months in all). Application to modify a broadcast construction authorization, or to make changes in an existing station, or to modify a license, is made on the same form (301) used in seeking initial construction authorization. If the permittee is unable to build his station within the time specified he can apply on Form 701 (Application for Additional Time to Construct a Radio Station), giving the reasons. Upon completion of construction the permittee can engage in equipment tests.

**License**

The final step is to apply for the actual license. All applicants for broadcast license are required to fill out Form 302 (Application for New Broadcast Station License). Applicants must show compliance with all terms, conditions and obligations set forth in the original application and the construction permit. After applying for a license and receiving authority from the Commission, the holder of a construction permit can conduct program tests. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to public interest.

AM and FM broadcast stations are licensed for the statutory limit of three years; TV stations for one year. Applications for renewal of license are made on Form 303 (Application for Renewal of Broadcast Station License).

**Forms for Other Purposes**

In the event that a construction permit has expired, reinstatement may be sought on Form 321 (Application for Construction Permit to Replace Expired Permit). If the holder of a construction permit or license desires to assign the same to someone else, he makes application on Form 314 (Application for Consent to Assignment of Radio Broadcast Station Construction Permit or License). Should the permittee or the licensee wish to transfer corporate control, he applies on Form 315 (Application for Consent to Transfer Control of Corporation Holding Radio Broadcast Station Construction Permit or License).

In certain cases a permittee or licensee can apply for a transfer of corporate control or an assignment of license by using Form 316 (Application for Assignment or Transfer — Short Form). This form may only be used when the transfer or assignment is pro forma or technical in nature, i.e., where no substantial changes in interest occur.

**Reference Material**


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**COMPLETE CONSULTATION AND ENGINEERING SERVICE for PROSPECTIVE and PRESENT OWNERS of BROADCAST STATIONS**

- Frequency Studies.
- Selection of transmitter sites.
- Studio Design and Measurement.
- Antenna measurements and tuning.
- Supervision of Station Construction.
- Proof of Performance Measurements.
- Field Surveys to Check Station Service.
- Preparation of Engineering Data for F.C.C.

**TELEVISION.......................AM and FM RADIO**

**BERNARD ASSOCIATES**

Consulting Radio and Television Engineers

**5010 Sunset Boulevard**

**HOLLYWOOD 27, CALIFORNIA**

**BERNARD ASSOCIATES**

**COMPLETE CONSULTATION AND ENGINEERING SERVICE for PROSPECTIVE and PRESENT OWNERS of BROADCAST STATIONS**

- Frequency Studies.
- Selection of transmitter sites.
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**TELEVISION.......................AM and FM RADIO**

**BERNARD ASSOCIATES**

Consulting Radio and Television Engineers

**5010 Sunset Boulevard**

**HOLLYWOOD 27, CALIFORNIA**
Executive Staff of NARTB
Justin Miller, Chairman of Board, General Counsel
Harold E. Fellows, President
C. E. Arney Jr., Secretary-Treasurer

Administrative Staff
Howard H. Bell, Executive Assistant, Television
Thad H. Brown Jr., Managing Director of Television Operations, Counsel to TV Board of Directors
Abiah A. Church, Attorney
Richard P. Doherty, Director, Employe-Employer Relations Dept.
Bette Dooslite, Administrative Assistant, Television
Oscar Elder, Assistant Director, Public Affairs Dept.
Ralph W. Hardy, Director, Government Relations Dept.
Neal McNaughten, Director, Engineering Dept.
Robert K. Richards, Director, Public Affairs Dept.

John H. Smith Jr., Director, FM Dept.
William T. Stubblefield, Director, Station Relations Dept.
Charles H. Tower, Assistant Director, Employe-Employer Relations Dept.
William K. Trenoy, Assistant Director, Station Relations Dept.
William L. Walker, Auditor
Vincent Wasilewski, Attorney
Jo Whittenburg, Special Assistant, Public Affairs Dept.

Board of Directors
Radio Board 1952-1953

Chmn. Justin Miller, NARTB
Pres. Harold E. Fellows, NARTB
Vice Chmn. Robert T. Mason, WMRN, Marion, Ohio

Term Expires
Chmn. Term Expires
Dist. 1 (Vacant pending election) 1953
Dist. 2 E. R. Vadeboncoeur, WSYR Syracuse 1954
Dist. 3 Leonard Kapner, WCAE Pittsburgh 1953
Dist. 4 Harold Essex, WSJS Winston-Salem, N. C. 1954
Dist. 5 Thad Holt, WAPI Birmingham 1953
Dist. 6 Henry B. Clay, KWKH Shreveport, La. 1954
Dist. 7 Robert T. Mason, WMRN Marion, Ohio 1954
Dist. 9 Merrill Lindsay, WSOY Decatur, Ill. 1953
Dist. 10 E. K. Hartenberg, KCMO Kansas City 1954
Dist. 11 H. W. Linder, KWIM Willmar, Minn. 1953
Dist. 12 Jack Todd, KAKE Wichita, Kan. 1953
Dist. 13 Kenyon Brown, KWFT Wichita Falls, Texas 1953
Dist. 14 William C. Grove, KFBC Cheyenne, Wyo. 1954
Dist. 15 Glenn Shaw, KLX Oakland, Calif. 1953
Dist. 16 Albert D. Johnson, KOY Phoenix, Ariz. 1954
Dist. 17 H. Quentin Cox, KGW Portland, Ore. 1953

Executive of NARTB
Presidents of NAB
Eugene F. McDonald Jr. (WJAZ) 1923-1925
Frank W. Elliott (WHO) 1925-1926
Earle C. Anthony (KFI) 1926-1928
William S. Hedges (WMAQ) 1928-1930
Walter J. Damm (WTMJ) 1930-1931
*Harry Shaw (WMT) 1931-1932
Alfred J. McCosker (WOR) 1932-1934
J. Truman Ward (WLAC) 1934-1935
Leo J. Fitzpatrick (WJR) 1935-1936
*Charles W. Myers (KOIN) 1936-1937
John Elmer (WCBM) 1937-1938
Mark Ethridge (WHAS) 1938-1939
*Harry Shaw (WMT) 1939-1940
*Deceased

By-Laws—A. D. Willard Jr., WQAC Augusta, Ga., chairman; Leonard Kapner, WCAE Pittsburgh; W. D. Rogers Jr., KEYL (TV) San Antonio.

Convention—James D. Shouse, WLW Cincinnati, chairman; Merrill Lindsay, WSOY Decatur, Ill.; George B. Storer, Fort Industry Co., Birmingham, Mich.; Harold Wheelahan, WSMB New Orleans.

Membership—Radio, Active and Associate: Kenyon Brown, KWFIT, Wichita Falls, Texas; H Quentin Cox, KGW, Portland, Ore.; Richard M. Fairbanks, WIBC Indianapolis; Thad Holt, WAPI, Birmingham; Calvin J. Smith, KFAC, Los Angeles; Jack Todd, KAKE, Wichita.

Membership—Television, Associate: Clair R. McCollough, WAGL-TV, Lancaster, Pa.; Paul Raibourn, KTLA, Los Angeles.

NARTB COMMITTEES
1951-1952


Legal and Legislative Advisory—Robert T. Mason, WMRN, Marion Ohio, chairman; John H. Dewitt Jr., WSM, Nashville; Frank M. Russell, NBC, Washington; Hugh B. Terry, KLZ, Denver; Ed Kobak, WFWA, Thomson, Ga.

AM Radio—Glenn Shaw, KLAG, Oakland, Calif., chairman; John Esau, KTUL, Tulsa, Okla.; William C. Grove, KFBC, Cheyenne, Wyo.; Edgar Kobak, WFWA, Thomson, Ga.; H. W. Linder, KWLM, Willmar, Minn.; Lee Little, KTUC, Tucson, Ariz.; John F. Fatt, WQAR, Cleveland; G. Richard Shafter, WIS, Columbus, Ohio; Robert A. Borel, WBNF, Columbus, Ohio; John Elmer, WCBM, Baltimore; Simon Goldman, WJTN, Jamestown, N. Y.; R. H. Mason, WPTF, Raleigh, N. C.

Baseball—Radio: Merrill Lindsay, WSOY, Decatur, Ill., chairman; Hugh Boice, WEMP, Milwaukee; Paul Jonas, Mutual Broadcasting System, New York; R. Sanford Guyer, WMOA Marietta, Ohio; William B. McGrath, WHDH, Boston; Harry McIntire, WINN, Louisville.


BROADCASTING * Teletcasting
TELEVISION COMMITTEES 1951–1952


INDUSTRY COMMITTEES 1951–1952


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**TELEVISION STATIONS IN THE UNITED STATES BY CALL LETTERS**

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Frequency-Channel in Mc.</th>
<th>Call Letters</th>
<th>City</th>
<th>Frequency-Channel in Mc.</th>
<th>Call Letters</th>
<th>City</th>
<th>Frequency-Channel in Mc.</th>
<th>Call Letters</th>
<th>City</th>
<th>Frequency-Channel in Mc.</th>
<th>Call Letters</th>
<th>City</th>
<th>Frequency-Channel in Mc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>KDYL-TV</td>
<td>Salt Lake City, Utah</td>
<td>66-72 4</td>
<td>KECA-TV</td>
<td>Los Angeles, California</td>
<td>174-180 7</td>
<td>KEYL</td>
<td>San Antonio, Texas</td>
<td>76-82 5</td>
<td>KFMF-TV</td>
<td>San Diego, California</td>
<td>180-186 8</td>
<td>KGO-TV</td>
<td>San Francisco, California</td>
<td>174-180 7</td>
</tr>
<tr>
<td>KING-TV</td>
<td>Seattle, Wash.</td>
<td>76-82 5</td>
<td>KLAC-TV</td>
<td>Los Angeles, California</td>
<td>210-216 13</td>
<td>KMTV</td>
<td>Omaha, Nebraska</td>
<td>66-68 3</td>
<td>KNBH</td>
<td>Los Angeles, California</td>
<td>66-68 2</td>
<td>KNXT</td>
<td>Hollywood, California</td>
<td>54-60 2</td>
</tr>
<tr>
<td>KOTV</td>
<td>Tulsa, Oklahoma</td>
<td>82-98 6</td>
<td>KPHO-TV</td>
<td>Phoenix, Ariz.</td>
<td>76-82 5</td>
<td>KPIX</td>
<td>San Francisco, California</td>
<td>76-82 5</td>
<td>KPRC-TV</td>
<td>Houston, Texas</td>
<td>54-60 2</td>
<td>KRLD-TV</td>
<td>Dallas, Texas</td>
<td>66-72 4</td>
</tr>
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<td>KTTC</td>
<td>Dallas, Texas</td>
<td>66-68 2</td>
<td>KSD-TV</td>
<td>St. Louis, Missouri</td>
<td>66-72 5</td>
<td>KSL-TV</td>
<td>Salt Lake City, Utah</td>
<td>66-72 5</td>
<td>KSTP-TV</td>
<td>St. Paul, Minnesota</td>
<td>76-82 5</td>
<td>KTLA</td>
<td>Hollywood, California</td>
<td>76-82 5</td>
</tr>
<tr>
<td>KWSB-TV</td>
<td>Los Angeles, California</td>
<td>190-204 11</td>
<td>WABC</td>
<td>New York, New York</td>
<td>54-60 2</td>
<td>WAFM-TV</td>
<td>Birmingham, Alabama</td>
<td>210-216 13</td>
<td>WAGA-TV</td>
<td>Atlanta, Georgia</td>
<td>78-82 5</td>
<td>WATV</td>
<td>Newark, New Jersey</td>
<td>210-216 13</td>
</tr>
</tbody>
</table>

**BROADCASTING • Telecasting**

1952 TELECASTING Yearbook • Page 31
TELEVISION STATION REPRESENTATIVES AND STATIONS REPRESENTED

(No Editor's Note: Reproduced here is a complete directory of broadcast station representatives. The listing of a firm does not necessarily mean that it presently is handling television station representation. Where a firm actually is the designated representative of a television station or stations, the listings herewith so indicate.)

ABC-TV SPOT SALES
(Stations represented not reported)

ABC-TV Sales
New York—7 W. 66th St. Tel.: Susquehanna 3-0000. Nat. TV Sales Mgr.: Don L. Kearney.
Chicago 2—220 N. Wacker Drive. Tel.: Andover 3-0000. Mgr.: Roy McLaughlin.
Hollywood 27—ABC Television Center. Tel.: Normandie 3-5111. TV Sales Mgr.: Robert L. Rizzi.
Detroit 26—Stroh Bldg. Tel.: Woodward 3-3231. TV Sales Mgr.: John Pival.
San Francisco 4—159 Montgomery St. Tel.: Eureka 3-9154. TV Sales Mgr.: Vincent Francis.

WJZ-TV New York
KECA-TV Los Angeles
WXW-TV Detroit

AIRSPOTS

Chicago 1—64 E. Lake St. Tel.: Franklin 2-0961. Gen. Mgr.: Joseph Kappas.

AYE-KNOVEL INC.

Chicago 1—75 E. Wacker Dr. Tel.: Andover 3-4710. Mgr.: J. W. Knodel.

San Francisco 4—223 Sansome St. Tel.: Yukon 2-7068. Mgr.: Lindsey H. Spight.

BOYD TV INC.


HASKELL BLOOMBERG

Lowell, Mass.—30 Kearney Square. Tel.: Lowell 8115. Gen. Mgr.: Haskell Bloom-
berg.

Lawrence, Mass.—Cragg Bldg. Tel.: Lawrence 2-2148. WDSU-TV New Orleans

BLAIR TV INC.

New York 17—159 E. 42d St. Tel.: Murray Hill 6-6383. Pres.: William H. Weldon;
Sales Mgr.: Robert M. Dooley.
Chicago 1—520 N. Michigan Ave. Tel.: Mohawk 4-4327. Mgr.: John W. Davis.
Detroit 26—1115 Book Bldg. Tel.: Woodward 3-3230. Mgr.: Charles Fritz.

San Francisco 4—223 Sansome St. Tel.: Yukon 2-7068. Mgr.: Lindsey H. Spight.

CROSSLEY BROADCASTING CORP.

Chicago—300 N. Michigan Ave. Tel.: State 2-6893. Mgr.: Harry F. Albrecht.

New York—530 Fifth Ave. Tel.: Circle 6-7750. Mgr.: Bernard Minkin.

RICHARD A. SHERBORN

Represents Owned Stations:
WLWT (TV) Cincinnati
WLWC (TV) Columbus, Ohio

HARRY E. CUMMINGS

Jacksonville, Fla.—Barnett Bank Bldg. Tel.: 6-5770. Mgr.: Harry E. Cummings.

BURN-SMITH CO. INC.


Chicago 1—307 N. Michigan Ave. Tel.: Central 6-4437. Mgr.: John A. Toothill.

CBS TELEVISION SPOT SALES

(A Service of CBS Television)

Dawson; Eastern Sales Mgr.: Sam Cook Digges.
Chicago 11—113 N. Michigan Ave. Tel.: Whitney 4-0000. Western Sales Mgr.: Sam
Cook Digges; Western Sales Mgr.: Willard A. Leary.


San Francisco 5—Palace Hotel. Tel.: Yukon 2-7000. Mgr.: L. L. Thompson.

Memphis 3—63 S. Main St. Tel.: 27-8612. Mgr.: H. H. Holls haus.


Represents:
WCBS-TV New York
WEWS (TV) Cleveland

KRLD-TV Dallas

DORA-CLAYTON AGENCY

Atlanta 3—403 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Dora C. Cosse,
Clayton J. Cosse.

Represents:
ForJoe & Co.

DaMont TV SPOT SALES

New York 22—515 Madison Ave. Tel.: Murray Hill 3-9900.

Chicago—Tribune Tower. Mgr.: David Lasley.


Represents:
WABD (TV) New York

EVERETT-McKINNEY INC.

New York 17—40 E. 49th St. Tel.: Plaza 6-5746. Mgr.: Powell Ensign.

Chicago 11—600 N. Michigan Ave. Tel.: Superior 7-9052. Midwest Sales Mgr.: Charles Whipple.

Beverly Hills—11 N. La Cienega Blvd. Tel.: Crestview 5-2022.

San Francisco—323 Sansome St. Tel.: Yukon 2-8206.

(Stations represented not reported)

FORGE & CO. INC.

New York 19—29 West 57th St. Tel.: Plaza 5-8001. Pres.: Joseph Bloom; Gen.
Mgr.: Joseph Ruggiero; Sales Mgr.: Bernard Howard; Helen Wood; William Ashley.

Wyatt; William Snyder.

Los Angeles 14—1117 Wilshire Blvd. Tel.: Madison 6-3539. Mgr.: Lawrence Kramer.

Represents:
San Francisco—433 Sansome St. Mgr.: Dorothy Dore.

Atlanta 4—435 Mortgage Guarantee Bldg. Tel.: Alpine 1241. Mgr.: Clayton Cosse
and Dora Cosse.

(Stations represented not reported)

(Continued on page 35)
MEMO TO: TV APPLICANTS

Profits are decided by sales...

Effective representation means a large sales volume...

Effective representation also means aggressiveness, experience, national coverage and intelligent administration from your sales organization...

Day by day, Headley-Reed TV proves its qualifications!
GEARED for sales and services

Maintaining 8 owned and operated offices throughout the country, Headley-Reed TV is composed of a large and experienced sales staff plus complete research, promotion and production departments. Its history of sales for represented TV stations has been outstanding. For new stations, Headley-Reed TV initiates a program which assures a successful, intelligent and aggressive selling effort.

1 Research Takes Over
Prepares for all salesmen in all offices analyses of the competition, market data, program information, a brief on the station—policies, equipment, merchandising support, sales presentations. This material, in turn, is passed on to...

2 Promotion & Production
Where finished work is produced for agency distribution: - contour coverage maps, market data brochures, program presentations, sales presentations, broadsides of success stories, mail pull and merchandise sold. This information then goes to...

3 The Sales Department
Whose members, in addition to "new business" solicitation efforts, use each promotion for direct calls on advertisers and personal follow ups at agencies. Backed also by a tickler system which tells when spot business cycles expire on both radio and television stations in each market, a continuing effort is made to swing these accounts to the Headley-Reed TV represented stations. It all adds up to...

4 Sales

Headley-Reed TV

NEW YORK • PHILADELPHIA • CHICAGO • DETROIT • ATLANTA • NEW ORLEANS • SAN FRANCISCO • HOLLYWOOD

World Radio History
TELEVISION STATION REPRESENTATIVES AND STATIONS REPRESENTED  

(Continued from page 32)  

FORT INDUSTRY CO.*  
Atlanta 3—Palmer Bldg. Tel.: Main 5857. Mgr.: James M. Wade.  
Detroit 26—Penobscot Bldg. Tel.: Woodward 1-4225. TV Sales Mgr.: Keith R. McKinney.  
Louisville 2—211 Hollywood Bldv. Tel.: 9-2118. TV Sales Mgr.: John A. Serrao.  
San Antonio 2—1435 Lee Bldg. Tel.: Sutter 1-3792. TV Sales Mgr.: Lon A. King.  

gill-keefe & perna inc.  
Chicago—73 E. Wacker Drive. Tel.: Central 6-2420. Mgr.: Howard M. Keefe.  
(Sales represented not reported)  

paul girard co.  
Dallas 1—314 Thomas Bldg. Tel.: Sterling 1037.  
(Sales represented not reported)  

gene grant & co.  
Los Angeles 38—2225 Wilshire Blvd. Tel.: York 8812.  
(Sales represented not reported)  

w. s. grant co. inc.  
San Francisco—703 Market St. Tel.: Exobrok 4-6685. Gen. Mgr.: W. S. Grant.  
Los Angeles—1127 Sunset Blvd. Tel.: Madison 9-2863. Mgr.: Larry Kramer.  
New York—105 W. 42nd St. Tel.: Bryant 9-1274.  
Chicago—812 N. Michigan Ave. Tel.: Superior 7-8177.  
(Sales represented not reported)  

irene griffith  
Hollywood 28—1341 N. Cahuenga Blvd. Tel.: Hillside 2012.  
San Francisco 4—681 Market St. Tel.: Douglas 4478.  
(Sales represented not reported)  

melchor guzman co. inc.  
New York—45 Rockefeller Plaza. Tel.: Circle 7-0646. Vice Pres. in charge: A. M. Martinez.  
(Sales represented not reported)  

harrington, rigther & parsons inc.  
Chicago II—Tribune Tower. Tel.: Whitehall 4-0674.  
San Francisco 4—252 Montgomery Street Bldg. Tel.: Sutter 1-1125. Mgr.: Frank Dougherty.  
Represented:  
WFMY-TV Greensboro, N. C.  
WAAM (TV) Baltimore  
WLTN (TV) Atlantic, Ga.  
WHAS-TV Louisville, Ky.  
WHTM-TV Milwaukee  
WTMG-TV Washington, D. C.  

headley-reed tv  
(Division of Headley-Reed)  
Chicago 1—230 N. Michigan Ave. Tel.: Franklin 2-5666. V. P.-Mgr.: John H. Wrath.  
San Francisco 300 Montgomery St. Tel.: Sutter 1-0835. Mgr.: Ralph W. Mitchell.  

wicu (TV) Erie, Pa.  
WSYR-TV Syracuse, N. Y.  
WTVN (TV) Columbus, Ohio  

George P. Hollinger Co.  
Chicago 1—307 N. Michigan Ave. Tel.: Andover 3-8536. Mgr.: George P. Hollinger.  

Broadcasting • Telecasting  

Georgia 3—223 Peachtree St. Tel.: Cypress 1469. Mgr.: Richard N. Hunter.  
San Francisco 4—400 Montgomery St. Tel.: Douglas 2-1912. Mgr.: George Lindman.  
Los Angeles 13—411 W. Fifth St. Tel.: Madison 6-3353. Mgr.: Harry H. Wise Jr.  

wkj-tv Detroit  
WHAM-TV Rochester, N. Y.  
WGTV-Chicago  
*Except in Chicago, New York, Boston, Detroit, Minneapolis, Milwaukee, Cincinnati and Philadelphia.  

Don Howard & Co.  
Del Rio, Tex.—Foster Bldg. Tel.: 1017. Owner: Don Howard.  
(Stations represented not reported)  

hr representatives inc.  
New York 17—405 Lexington Ave. Tel.: Murray Hill 9-2906. Pres.-Treas.: Frank M. Hendley; Exec. V. P.: Dwight S. Reed; V. P.-Sec.: Frank E. Pellegrin; V. P.: Paul B. Weeks; V. P.-Drafting: James W. LeBaron.  
Chicago 3—33 E. Wacker Drive. Tel.: Randolph 8-0113. V. P.: Dwight S. Reed; V. P.: Carlin S. French.  
San Francisco 110 Sutter St. Tel.: Exobrok 2-5407. James M. Alspaugh.  
Hollywood—710 Equitable Bldg. Tel.: Granite 1460. V. P.: Harold Lindley.  

WJN-TV Lansing, Mich.  
WNAC-TV Boston  
*West Coast only.  

indy sales inc.  
New York 15—69 E. 43rd St. Tel.: Murray Hill 3-8013. Pres.: Jack Koste; Vice Pres.: Oscar Lutz.  
Chicago 1—360 N. Michigan Ave. Tel.: Franklin 2-0016.  
Los Angeles—2225 Wilshire Blvd. Tel.: York 8812. Mgr.: Gene Grant.  
(Stations represented not reported)  

inter-amERICAN publications inc.  
New York 17—446 W. 42nd St. Tel.: Murray Hill 2-0886. Pres.: Angel Ramor; V. P.-Treas.: Jose Oviedo; Sec.: Frank Navarro.  
(Stations represented not reported)  

INTERSTATE UNITED NEWSPAPERS  
New York—545 Fifth Ave. Tel.: Murray Hill 2-3452. TV Director: Joseph L. Wooton.  
Detroit—2116 St. Antoine St. Tel.: Cadillac 4497.  
Los Angeles—602 S. Avalon Blvd. Tel.: Ted Washington.  
(Stations represented not reported.)  

fred r. jones co.  
Chicago—228 N. La Salle St. Tel.: State 2-0996.  

WJTV TV Ulica, N. Y.  

the katz agency  
Chicago 1—307 N. Michigan Ave. Tel.: Central 6-7483. Mgr.: Gerald H. Gunst.  
Detroit 2—General Motors Bldg. Tel.: Trinity 2-7685. Mgr.: Ralph Rethamel.  
Atlanta 1—25 Marietta St. Tel.: Phoenix 1017. Mgr.: Fred M. Bell.  
Dallas 2—505 Ervay St. Tel.: Randolph 7036. Mgr.: David Rutledge.  
San Francisco 4—Buss Bldg. Tel.: Sutter 1-7434. Mgr.: Donald C. Staley.  
Los Angeles 14—530 W. 6th St. Tel.: Tucker 3319. Mgr.: Stanley J. Reiman.  

Reps.:  
WOOD-TV Grand Rapids, Mich.  
WNAC-TV Johnstown, Pa.  
WLW-TV Cincinnati  
WFTV-Los Angeles  
WJN-AM New Haven, Conn.  
WGBS-TV Atlanta, Ga.  
WFSF-TV Indianapolis  
WMAR-TV Baltimore  
WXLY-TV Cincinnati  
WQNY-Lexington, Ky.  
WHAG-TV Washington, D. C.  

John Keating  
Portland, Ore.—Alderway Bldg. Tel.: Benson 4107. Mgr.: Don P. Motter.  
Seattle, Wash.—2d & Pine Bldg. Tel.: Elliott 6520. Mgr.: James A. McCloughlin.  
(Stations represented not reported)  

Keenan, Hunter & Dietrich  
San Francisco 4—325 Montgomery St. Tel.: Douglas 2-1323. Pres.: W. Hubbard Keenan; V. P.: John W. Banister; Sec.-Treas.: Maxwell Hunter.  
Los Angeles—2068 S. Van Ness Ave. Tel.: Dunkirk 4546. V. P. in Charge: George G. Dietrich Jr.  
Portland 4, Ore.—333 S. W. Oak St. Tel.: Broadway 3210. Mgr.: Frank J. McHugh Jr.  
The O. L. Taylor Co. Harrington, Righter & Parsons  
The Kennedy Co.  
Philadelphia 2—1800 Packard Bldg. Tel.: Rittenhouse 6-8546.  
(Stations represented not reported.)  

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EXECUTIVE AND STAFF PERSONNEL OF THE FEDERAL COMMUNICATIONS COMMISSION

Headquarters Office: New Post Office Bldg., Washington 25, D. C., Phone Executive 3320

 Commissioners and Assistants

ALBERT WAYNE COY, Chairman
(Democrat; Term expires June 30, 1958)
Assumed office December 29, 1947
Assistant to the Chairman: Karl Minderman
Confidential Assistant: Farrell McGonigal
Secretaries: Johanna Oswald, Helen Wisher
Assistant to the Chairman: Earl Minderman

EDWARD MOUNT WEBSTER
(Independent; Term expires June 30, 1958)
Legal Assistant: Robert Kossen
Secretary: Ruth T. Koppialy

Office of Opinions & Review
Secretary: Yolanda Goldenberg
Assistant Secretary: Charles S. Borum

Office of Hearing Examiners
Administrative Assistant: Lillian Watson
Secretary: Joan C. Knobloch
James D. Cunningham
Hugh B. Huchisson
Leland H. Smith
A. J. Messner

James D. Cunningham
Secretary: Ellen Morlon
Hugh B. Huchisson
Violet Waddington
Adelle Fonger
Mary Roosevelt
Robert Franklin Jones
Secretary: Charlotte M. Bader
Elizabeth C. Smith
Valborg S. Bernhard
Basil P. Cooper

Office of the Secretary
T. J. Slowie
Secretary: Ethel M. Richardson

WILLIAM P. MASSING, Assistant Secretary
Catherine M. Lunders
Laura L. Hollingsworth

DOCKET DIVISION
(Personnel to be designated)

MINUTE DIVISION
(Personnel to be designated)

TECHNICAL ASSISTANCE DIVISION
(Personnel to be designated)

Office of Information
George O. Gillingham, Director of Information

PRESS INFORMATION BRANCH
Safina M. Lindo

INQUIRY BRANCH
Mary O'Leson, Eva O. Melton

(Continued on page 38)

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EXECUTIVE AND STAFF PERSONNEL OF THE FEDERAL COMMUNICATIONS COMMISSION

(Continued from page 37)

BROADCAST BUREAU
CURTIS B. PLUMMER, Chief Secretary: Estelle J. Bunn
JOSEPH M. KITTNER, Assistant Chief Secretary: Frances Malvis
Lavelle W. Hughes, Administrative Assistant

AURAL FACILITIES DIVISION
James E. Barr, Chief Secretary: Helena C. Osman


Wallace E. Johnson, Chief of Existing Facilities Branch; Tyler Berry, Daniel K. Child, Donald C. Kanode, Edward P. Lynch, Viola B. Slattery

Bruce S. Longfellow, Chief of Allocations Branch; Cedric G. Morris

TELEVISION FACILITIES DIVISION
Cyril M. Braun, Chief Secretary: Helen D. Donovan

Joseph N. Nelson, Chief of Applications Branch; William H. Hunter, Harold G. Kelley, Melvor L. Parker, Earl R. Stahl

Hart S. Cowperthwait, Chief of Technical Branch; Julian T. Dixon, Hideyuki Nagouchi

RULES AND STANDARDS DIVISION
Paul Dobin, Chief Secretary: Mildred Nesterak


RENEWAL AND TRANSFER DIVISION
Dwight W. Doty, Chief Secretary: Wilbert H. Haag

Walter R. Powell Jr., Chief of Transfer Branch; Guy E. Douglas, Thomas B. Fitzpatrick, James O. Juntilla, John D. Stephens

Sol Schildhaus, Chief of Renewal Branch; Max H. Aronson, Robert F. Bradley, Jack Damelin, John B., Forrest, Ernest Herther, Forest McClouding, Agnes T. Martin, George W. Phillips, Pasquale Scaldella

LeRoy Schaff, Chief of Compliance Branch; David H. Dehler, Leonidas P. F. Emerson, Robert D. J. Leahy, John W. O'Donnell

Melba Z. Templeman, Chief of Control Section

HEARING DIVISION
Frederick W. Ford, Chief Secretary: Rosita Burke

Robert J. Rawson, Assistant Chief; Elton D. Davis, Thomas H. Donahue, Daniel Jacobson, Louis Light, Jerome Pasko, Max D. Pasko, John A. Roseborough, Robert G. Weston

LICENSE DIVISION
L. LICENSE DIVISION
(Permit to be designated)

Office of the Chief Engineer
EDWARD W. ALLEN JR., Chief Engineer Secretary: Ruby Ford
Administrative Assistant: Olive Cline

JOHN A. WILLoughby, Assistant Chief Engineer Secretary: Opal Sipvey

Virgil R. Simpson, Assistant to the Chief Engineer Secretary: Mary E. Nalls

Ralph J. Renton, U. S. Supervisor, Connelrad Secretary: Margaret Fox

Kenneth W. Milligan, Supervisor, Connelrad; A. Prose Walker, Eastern Zone Supervisor; Ernest C. Thellemann, Central Zone Supervisor; Robert E. Linx, Western Zone Supervisor

Coordinating Engineers, Connelrad: Carl A. Johnson, senior; Joseph Hollock, Kenneth Hedrick, Donald Holaday, Joseph Hill, Thomas Cave, James Ferrone, Vernon Espar, Frederick Holaday, Roger Carey, Albert Kreis

TECHNICAL RESEARCH DIVISION
William C. Boise, Chief Secretary: Agnes Karna

Engineers: Jules Deutsch, Harry E. Arnold, Skrzech- seth, John Taft, George Waldo, George Waters, Glenn West, Everett G. Henry, Emmett J. Cardomy

Members of Former
FEDERAL RADIO COMMUNICATION
Feb. 23, 1927—July 10, 1924
Admiral W. H. G. Bullard, Pennsylvania
March 15, 1927—November 24, 1927 (Deceased)

Dwight W. Doty, New York
March 15, 1927—February 21, 1929

Eugene O. Sykes, Mississippi
March 15, 1927—October 31, 1927 (Deceased)

Henry A. Bellows, Minnesota
October 15, 1927—October 31, 1927 (Deceased)

Colonel John T. Dillon, California
March 15, 1927—October 31, 1927 (Deceased)

Sam Pickard, Kansas
November 1, 1927—January 31, 1929

Harold A. Lafferty, Tennessee
November 14, 1927—July 10, 1924

Ira A. Robinson, West Virginia
March 29, 1928—January 15, 1928 (Deceased)

Geddes C. McClellan, Utah
May 4, 1929—July 19, 1924 (Deceased)

William D. L. Starbuck, New York
May 2, 1929—February 23, 1934

Joseph Hanyok, Nebraska
January 21, 1928—July 10, 1924 (Deceased)

James R. Hanley, Nebraska
April 1, 1923—July 10, 1924 (Deceased)

Former Members of
FEDERAL COMMUNICATIONS COMMISSION
Hampson Gary, Texas
January 17, 1928—May 1, 1928, 1927 (Deceased)

Irvin Stewart, Texas
July 1, 1924—June 30, 1930

Frank R. McNinch, North Carolina
July 1, 1924—June 30, 1924

William C. Labor, Mississippi
April 1, 1923—July 10, 1924 (Deceased)

Thad H. Brown, Ohio
July 11, 1924—June 30, 1940 (Deceased)

Frederick T. Thompson, Alabama
April 1, 1923—June 30, 1941

George H. Payne, New York
January 17, 1928—May 1, 1928 (Deceased)

T. A. M. Craven, District of Columbia
August 21, 1927—June 30, 1944

Norman S. Case, Rhode Island
July 1, 1924—June 30, 1944

James Lawrence, North Carolina
July 1, 1924—June 30, 1940

Sept. 1, 1929—November 14, 1934

William H. Willa, Vermont
July 1, 1924—March 6, 1946 (Deceased)

Paul F. Porter, Kentucky
March 22, 1941—June 30, 1947 (Deceased)

August 21, 1927—May 1, 1928 (Deceased)

November 1, 1941—June 30, 1948

FREQUENCY ALLOCATION AND TREATY DIVISION
Albert L. McIntosh, Chief Secretary: Zeta Ridgman


LABORATORY DIVISION
Edward W. Chapin, Chief Secretary: Anne Jancio

Engineers: Eric Ball, Albert Craig, Ralph Dunn, Joseph Hanyok, L. C. Middlekamp, Jack Damelin, William Ross, Robert Stohl, William R. Russell, Everett Shinn, Philip Wessels

Safety and Special Radio Services Bureau
EDWIN L. White, Chief Secretary: Bernice Bagley

John R. Evans, Assistant Chief Secretary: Ewell K. Jett

AVIATION DIVISION
John R. Evans, Chief Secretary: Dorothy Bass

NAVIGATION DIVISION
Walter S. Smith, Chief Secretary: Elizabeth O'B. Bolton

INDUSTRY AND COMMERCE DIVISION
Glen E. Nielsen, Chief Secretary: Elise Dimmette

PUBLIC SAFETY AND AMATEUR DIVISION
George K. Rollins, Chief Secretary: Mildred Donaldson

AUTHORIZATION ANALYSIS DIVISION
Charles R. Weeks, Chief Assistant Chief: Robert L. Stark

ENFORCEMENT UNIT
Marshall S. Orr, Chief Secretary: Anna Donnelly

Common Carrier Bureau
JACK WERNER, Chief Secretary: Sylvia Prytulak

CURTIS M. BUSHNEILL, Assistant Chief Secretary: Vivian F. Plshman

Gordon J. Kent, Administrative Assistant

Charles R. Makela, Chief of Office of Field Coordinator

Secretary: Margaret Q. Boggs

Betty Ferro, Chief of License Branch

TELEPHONE DIVISION
Robert E. Stromberg, Chief Secretary: Anna B. Binns

E. Stratford Smith, Chief of Services and Facilities Branch

Arthur A. Gladstone, Chief of Domestic Radio Services Branch

Henry M. Long, Chief of Accounting Compliance Division

Bernard Strausbaugh, Chief of Revenue Requirements Branch

Kosmo J. Affanasev, Chief of Depreciation Rates Branch

William G. Butts, Chief of Tariffs and Rate Classifications Branch

TELEGRAPH DIVISION
John R. Lambert, Chief Secretary: James B. Bridggs

Martin R. Haven, Chief of Rates and Revenue Requirements Branch

RALPH D. JONES, Chief of Services and Facilities Branch

INTERNATIONAL DIVISION
Marion H. Woodward, Chief Secretary: Lillian M. Conley

Asher E. Engleman, Chief of Rates and Revenue Requirements Branch

John A. Russ, Chief of Services and Facilities Branch

Charlotte S. Smith, Chief of Ships Accounts Branch

STATISTICS DIVISION
Alexander Ueland, Chief

COMMON CARRIER FIELD OFFICES
Atlantic, 733 Hurt Bldg.—Sydney L. Oglin, Chief

New York, Room 604, 90 Church St.—Jack E. Buckley, Chief

St. Louis, Room 334, 815 Olive St.—Clarence J. Henry, Acting Chief

San Francisco, Room 124, 180 New Montgomery St.—Paul Summerhays, Chief

Office of the Chief Accountant
WILLIAM J. NORTHEIM, Chief Accountant Secretary: Lily M. Marshall

HUGO REYES, Assistant Chief Accountant Secretary: Elizabeth S. Harris

ACCOUNTING SYSTEM DIVISION
John J. Nordberg, Chief Assistant Chief: Henry L. Morris

Secretary: Lois L. Liston

ECONOMICS DIVISION
Hyman E. Oldfield, Chief Assistant Chief: Leonard B. Sheridan

Secretary: Pearl P. Cook

(Continued on page 40)

BROADCASTING • TELECASTING
wherever

**SUPERIOR ENGINEERING**

and **PERFORMANCE** are demanded

Adler Communications Laboratories Builds
the Best in
Communications Systems
and Broadcast Stations

Installations throughout the world — whether mobile or fixed communications systems ranging in power up to 50 KW, or TV — AM — FM broadcast stations — reflect the recognized abilities of this engineering organization uniquely skilled in the design, development and manufacture of wholly integrated broadcast, television and communications projects; and transmitter and receiver units, including custom-built assemblies for special purposes.

Adler Communications Laboratories gives you engineering and plant facilities, technical know-how and operating experience especially suited to the unusual — whether it be the design and manufacture of special assemblies such as video amplifiers and monitors, ringdown panels, video and audio switchers, consoles, etc., or the engineering design and construction of huge trailer-enclosed mobile communications units, and complete broadcast stations. A C L has provided the design, engineering, assembly, wiring, installation and field testing for many important clients. Where deadlines are a must, the flexibility of the A C L organization has proven itself time and again. We invite your inquiry.


**TV - AM - FM BROADCASTING STATIONS:** WXEL-TV, Cleveland, Ohio . . . WSM-TV, Nashville, Tenn. . . . WSYR-TV, Syracuse, N. Y. . . . WHEC-TV, Rochester, N. Y. (in process) . . . KARK-TV, Little Rock, Ark. (in process) . . . WHLI-AM & FM, Hempstead, L. I. . . . WLAW-AM, Lawrence, Mass. . . . WPWA-AM, Chester, Pa. . . . WTVJ-TV, Miami, Fla. (consultation).

* RCA subcontract ♦ Federal Telecommunications subcontract

**ADLER COMMUNICATIONS LABORATORIES**

1 Le Fevre Lane, New Rochelle, N. Y., New Rochelle 6-1620 • Room 401, 1422 "F" Street, N.W., Washington, D. C., Republic 3984

1952 TELECASTING Yearbook • Page 39
### Executive and Staff Personnel of the Federal Communications Commission

#### Field Offices of the Federal Communications Commission

**FIELD ENGINEERING AND MONITORING BUREAU**

**REGIONAL OFFICES**

<table>
<thead>
<tr>
<th>Region</th>
<th>Headquarters</th>
<th>Districts</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Atlantic Region</td>
<td>508 Federal Bldg., New York 14, N. Y.</td>
<td>1, 2, 3, 4, 5</td>
</tr>
<tr>
<td>South Atlantic Region</td>
<td>411 Federal Annex, Atlanta 3, Ga.</td>
<td>6, 7, 22</td>
</tr>
<tr>
<td>Gulf States Region</td>
<td>332 U. S. Appraisers Bldg., Houston 11, Tex.</td>
<td>8, 9, 10</td>
</tr>
<tr>
<td>South Pacific Region</td>
<td>322A Customhouse, San Francisco 26, Calif.</td>
<td>11, 12, 15</td>
</tr>
<tr>
<td>North Pacific Region</td>
<td>801 Federal Office Bldg., Seattle 4, Wash.</td>
<td>13, 14</td>
</tr>
<tr>
<td>Central States Region</td>
<td>878 U. S. Court House, Chicago 4, Ill.</td>
<td>16, 17, 18</td>
</tr>
<tr>
<td>Great Lakes Region</td>
<td>1029 New Federal Bldg., Detroit 26, Mich.</td>
<td>19, 20</td>
</tr>
<tr>
<td>Hawaiian Region</td>
<td>P. O. Box 1142, Honolulu, T. H.</td>
<td>21</td>
</tr>
<tr>
<td>Alaskan Region</td>
<td>Room 52 Federal Bldg., Anchorage, Alaska</td>
<td>23</td>
</tr>
</tbody>
</table>

**DISTRICT OFFICES**

<table>
<thead>
<tr>
<th>District No.</th>
<th>City</th>
<th>Address</th>
<th>Engineer in Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Boston 9, Mass.</td>
<td>1600 Customhouse</td>
<td>(Vacancy)</td>
</tr>
<tr>
<td>2</td>
<td>New York 14, N. Y.</td>
<td>748 Federal Bldg.</td>
<td>Alexander M. Brown</td>
</tr>
<tr>
<td>3</td>
<td>Philadelphia 6, Pa.</td>
<td>1005 U. S. Customhouse</td>
<td>(Vacancy)</td>
</tr>
<tr>
<td>4</td>
<td>Baltimore 2, Md.</td>
<td>508 Old Town Bank Bldg., Room 402</td>
<td>Robert M. Frazier</td>
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<td>6</td>
<td>Atlanta 3, Ga.</td>
<td>411 Federal Annex</td>
<td>W. D. Johnson</td>
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<td>7</td>
<td>Savannah, Ga.</td>
<td>214 Post Office Bldg.</td>
<td>Andrew R. Bahlay</td>
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<td>8</td>
<td>Miami 1, Fla.</td>
<td>312 Federal Bldg.</td>
<td>Arthur Fish</td>
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<td>9</td>
<td>Tampa 2, Fla.</td>
<td>409-410 Post Office Bldg.</td>
<td>Chaimer H. Neib</td>
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<td>10</td>
<td>New Orleans 16, La.</td>
<td>400 Audubon Bldg.</td>
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<tr>
<td>11</td>
<td>Mobile 10, Ala.</td>
<td>419 U. S. Court House and Customhouse Bldg.</td>
<td>Theodore G. Deier</td>
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<td>12</td>
<td>Houston 11, Tex.</td>
<td>334 U. S. Appraisers Bldg.</td>
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<td>13</td>
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<td>Louis L. McCabe</td>
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<td>14</td>
<td>Galveston</td>
<td>406 Post Office Bldg.</td>
<td>Eric D. Coburn</td>
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<td>15</td>
<td>(Sub-Office)</td>
<td>Wayne E. Hall</td>
<td>(Sub-Office)</td>
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**PRIMARY MONITORING STATIONS**

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<td>Allegan, Mich.</td>
<td>P. O. Box 99</td>
<td>P. O. Box 99</td>
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<tr>
<td>Grand Island, Neb.</td>
<td>P. O. Box 788</td>
<td>P. O. Box 788</td>
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<tr>
<td>Kingsville, Tex.</td>
<td>P. O. Box 632</td>
<td>P. O. Box 632</td>
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<tr>
<td>Mills, Mass.</td>
<td>P. O. Box 458</td>
<td>P. O. Box 458</td>
</tr>
<tr>
<td>Santa Ana, Cal.</td>
<td>P. O. Box 744</td>
<td>P. O. Box 744</td>
</tr>
<tr>
<td>Laurel, Md.</td>
<td>P. O. Box 21</td>
<td>P. O. Box 21</td>
</tr>
<tr>
<td>Livermore, Cal.</td>
<td>P. O. Box 809</td>
<td>P. O. Box 809</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>P. O. Box 5165</td>
<td>P. O. Box 5165</td>
</tr>
<tr>
<td>Powder Springs, Ga.</td>
<td>P. O. Box 4</td>
<td>P. O. Box 4</td>
</tr>
<tr>
<td>Anchorage, Alaska</td>
<td>P. O. Box 1142</td>
<td>P. O. Box 1142</td>
</tr>
<tr>
<td>Anchorage, Alaska</td>
<td>P. O. Box 719</td>
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**SECONDARY MONITORING STATIONS**

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<td>Seaport, Me.</td>
<td>P. O. Box 191</td>
<td>P. O. Box 191</td>
</tr>
<tr>
<td>Spokane, Wash.</td>
<td>P. O. Box 37, Station &quot;A&quot;</td>
<td>P. O. Box 37, Station &quot;A&quot;</td>
</tr>
<tr>
<td>Twin Falls, Idaho</td>
<td>P. O. Box 499</td>
<td>P. O. Box 499</td>
</tr>
<tr>
<td>Fort Lauderdale, Fla.</td>
<td>P. O. Box 187</td>
<td>P. O. Box 187</td>
</tr>
<tr>
<td>Lexington, Ky.</td>
<td>P. O. Box 99</td>
<td>P. O. Box 99</td>
</tr>
<tr>
<td>Muskogee, Okla.</td>
<td>P. O. Box 1448</td>
<td>P. O. Box 1448</td>
</tr>
<tr>
<td>Bay St. Louis, Miss. (near New Orleans)</td>
<td>P. O. Box 300</td>
<td>P. O. Box 300</td>
</tr>
</tbody>
</table>

**BROADCASTING • TELECASTING**

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**EXPERIMENTAL TELEVISION STATIONS IN THE UNITED STATES**

**NEW JERSEY**

**KENXH,** Alpine—Construction permit to Edwin H. Armstrong on 660-690 mc with 5 kw.

**KENXH,** Nuthley—Licensed to Federal Telecommunications Laboratories Inc. on Channels 2-3 inclusive with 5.5 kw.

**NEW YORK**

**KENXH,** New York—Licensed to Allen B. DuMont Laboratories on 700-720 mc with 5 kw. KEXSH (in peak) is mobile unit on 600-660 mc with 1 kw (peak) used with KEXSH.

**KENXIA,** New York—Licensed to Colubmha Broadcasting System Inc. on 466-480 mc with 5 kw (peak). KAXIAX (in peak) is mobile unit on 840-860 mc with 35 kw peak used with KEXШIA.

**KENXIX,** Syracuse—Construction permit to General Electric Co. on Channel 2 and 600-690 mc with 5 kw (peak).

**OHIO**

**KENXKX,** Cincinnati—Construction permit to Columbus Broadcasting Co. on 529-553 mc with 100 kw.

**PENNSYLVANIA**

**KEXGKZ,** Allentown-Bethlehem-Easton—Licensed to Associated Broadcasters Inc. on 511-519 mc with 5 kw (pulse). Main transmitter at Allentown, booster at Easton.

**KEXGKD,** Emporium—Construction permit to Sylvania Electric Products Inc. on 509-529 and 870-890 mc with 300 kw (peak).

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**TEXAS**

**KTXO,** San Antonio—Construction permit to Sylvania Electric Products Inc. on 509-529 and 870-890 mc with 300 kw (peak).

**KTXG,** Lancaster—Construction permit to Conestoga Television Association Inc. on 590-610 mc with 5 kw.

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JOHN H. MULLANEY—1757 K St., N.W., Washington 10, D. C. Tel.: Adams 4509.

ROYAL V. HOWARD—Honolulu, Hawaii. 4711 Kahala Ave. Tel.: 711-57.

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RICHARD A. ADLER—Adler Communications Laboratories, 1257 Peck Rd., New Rochelle, N. Y. (Complete station design and construction.)

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CARNINE & BITTER, Engineers—12 H Street, N.E., Washington 323, D. C. Tel.: Metropolitan 6973 (Consulting engineers and manufacturers) Robert L. Carnine Ralph H. Bitter.


JOHN CREUTZ—Room 319, Bond Bldg., Washington 5, D. C. Tel.: Republic 2151.

MURRAY G. CROSBY—123 Herrick Rd., Mineola, N. Y. Tel.: Garden City 7-0284.

JOHN J. KLJMER—5139 E. 10th St., St. Louis 1, Mo. Tel.: Chestnut 8-0711. Laboratory: National Press Bldg., Washington 4, D. C. Tel.: National 7757. Partners: George E. Gautney, Homer A. Ray Jr.


DR. ALFRED N. GOLDSMITH—597 Fifth Ave., New York 17, N. Y. Tel.: Plaza 3-4150.

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ARCHER S. TAYLOR—P.O. Box 1479, Burlington, N. C. Tel.: 8-1809.


NATHAN WILLIAMS—1704 E. 14th St., Indianapolis. Tel.: Riley 8057.

WILLIAM E. RICHARDSON—1952 S.W. Moss St, Portland 1, Ore. Tel.: Cherry 4700.


HAZEN C. BECK—1227 E. 9th St., Indianapolis. Tel.: Riley 8057.
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Fred M. Thrower, Vice President in Charge of Engineering Research & Development

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Arthur Hull Hayes, Vice President in Charge of San Francisco Office  
John Karol, Vice President in Charge of Network Sales  
William B. Lodge, Vice President in Charge of Engineering  

(For complete listing, see Broadcasting Yearbook)

### STATISTICS OF TELEVISION AUTHORIZATIONS 1940—1952

(Compiled from FCC records. Note: Data prior to 1946 is incomplete. Best estimate is used.)

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</table>

1 Commencement of licensing of commercial television by FCC. Halted April 27, 1942, by World War II freeze on new construction of stations to save critical materials.
2 Freeze on new construction pending reallocation proceedings.
3 Includes 16 experimental stations with program authorizations.
4 Includes five experimental stations rendering program service.
5 Includes two experimental stations rendering program service.
6 Includes three experimental stations rendering program service.
7 Includes KNXT, Los Angeles, which began commercial operation 5-6-48 under special authorization. Became KTLA under regular construction permit 10-9-50. Now is KNXT.
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Slaughter, Harrison T., King Bldg., Washington.
Smith, Andrew A., Volunteer Bldg., Atlanta, Ga.
Smith, George S., 816 Connecticut Ave., Washington, D. C.
Smith, Samuel Burrows, Lipps & Smith, 24 California St., San Francisco.
Smith, Quayle B., Segal, Smith & Mennen, 816 Conn. Ave., N. W., Washington.
Smith, William Montgomery, Union Trust Bldg., Washington.
Sovik, Laurence, University Bldg., Syracuse, N. Y.
Spearman, John C., Munsey Bldg., Washington.
Spearman, Thomas D. P., Munsey Bldg., Washington.
Spear, Adrian A., Majestic Bldg., San Antonio, Tex.
Slocow, A. Walter, 580-5th Ave., New York.
Sprague, E. Stuart, 36 W. 44th St., New York.
Stein, J. W., 1625 K St., N. W., Washington.
Strass, Samuel, 300 Broadway, Camden, N. J.
Struck, William, Harries Bldg., Dayton, Ohio.
Sullivan, Francis C., Alworth Bldg., Duluth, Minn.
Swaney, Robert D., WDSU, Hotel Monteleone, New Orleans, La.

T
Tatum, Donn B., 6253 Hollywood Blvd., Los Angeles.
Thompson, Charles E., 1411 Pennsylvania Ave., N. W., Washington.
Tolman, David E., 816 Connecticut Ave., N. W., Washington.
Torlow, Shreveport, 1317 F St., N. W., Washington.
Trendle, George J., Jr., National Bank Bldg., Detroit.
Tucker, John H., Commercial Bldg., Shreveport, La.

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Turner, George B., 15 Broad St., New York.
Tyler, Lyon L. Jr., Welch, Mott & Morgan, 710-14th St., N. W., Washington.
Tyler, Varro E., 109 South Ninth St., Nebraska City, Neb.

V
Van Allen, John W., 1008 Liberty Bank Bldg., Buffalo, N. Y.
Van Meter, William G., 150 Jackson Place, Washington.
Van Ondel, Ralph, 314 Sonora Dr., San Mateo, Calif.

W
Walker, Henry H., Old National Bank Bldg., Evansville, Ind.
Walker, Ralph L., Ring Bldg., Washington.
Wallace, Harold E., 300 Judge Bldg., Salt Lake City, Utah.
Washlawski, Vincent T., NARTA, 1771 N St., N. W., Washington.
Weaver, Henry B., Jr., Tower Bldg., Washington.
Webber, Arthur W., 455 Spitzer Bldg., Toledo, Ohio.
Webster, Bethuel M., 15 Broad St., New York.
Welch, Francis X., Munsey Bldg., Washington.
Welch, Vincent B., Ericson Bldg., 710 14th St., N. W., Washington.
Wheat, Carl I., Shoreham Bldg., Washington.
Whitcomb, George E., 2305 Telephone Bldg., St. Louis.
Wilder, Gaston H. Jr., Goodhue Bldg., Bennington, Vt.
Wilkinson, Ernest L., 744 Jackson Place, Washington.
Wilkinson, Glen A., 744 Jackson Place, Washington.
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Wrap, James W., Sterick Bldg., Memphis, Tenn.
Wright, J. Warren, 5504 Grove St., Chevy Chase, Md.
Wyatt, Wilson W., Marion E. Taylor Bldg., Louisville, Ky.

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Young, Verne R., American Bldg., 1317 F St., N. W., Washington.
Younger, Donald F., O. O. Drawe, Santa Cruz, Calif.
Youk, Kenneth L., CBS, 6121 Sunset Blvd., Los Angeles.
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Zola, Joseph F. American Bldg., 1317 F St., N. W., Washington.

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735 Spring St., N. W.
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1900 Euclid Street
Cleveland, Ohio

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Fred Stevenson, KGRH Fayetteville, president; S. C. Vinsonhaler, KGH Little Rock, vice president; Storm Whaley, KVOA Little Rock, secretary-treasurer.

California State Radio & Television Broadcasters Assn.
William B. Smullin, KIEM Eureka, president; David McKay, KGYS Vallejo, vice president; Al G. Meyer, KMYR Denver, secretary-treasurer.

Colorado Broadcasters Assn.
Rex Howell Jr., KFJJ Grand Junction, president; Robert D. Ellis, KGHF Pueblo, vice president; Al G. Meyer, KMYR Denver, secretary-treasurer.

Florida Assn. of Broadcasters
S. O. Ward, WLAK Lakeland, president; L. Hershel Graves, WATL Tallahassee, first vice president; George W. Thorpe, WVCG Coral Gables, second vice president; John B. Brown, WSBP Sarasota, secretary-treasurer.

Georgia Assn. of Broadcasters
Ben Williams, WTTO Savannah, president; W. F. Scott Jr., WKIG Thomasville, vice president; Shil Carwell, WSPF Tallahassee, secretary-treasurer.

Idaho Broadcasters Assn.
Earl Glade Jr., KDSH Boise, president; Henry H. Fletcher, KSEI Pocatello, vice president; Mrs. Florence Gardner, KTPI Twin Falls, secretary-treasurer.

Illinois Broadcasters Assn.
Ray Livesay, WLBT Mattoon, president; Oliver J. Keller, WTAX Springfield, vice president; Joe Kirby, WKRS Waukegan, secretary-treasurer.

Indiana Broadcasters Assn.
Daniel C. Park, WIRE Indianapolis, president; Martin Leich, WGFB Evansville, vice president (AM); Edward Osborne, WCTW (FM) New Castle, vice president (FM); Cari Vandegrift, WOWO Fort Wayne, secretary-treasurer; Dee Cox, WWCA Gary, assistant secretary; Robert Enoch, WXEL Indianapolis, assistant treasurer.

Kentucky Assn. of Broadcasters
J. W. Betts, WFTM Maysville, president; Joseph East, WKLO Louisville, vice president; Ken Given, WLBD Bowling Green, second vice president; Hugh Potter, WOMI Owensboro, secretary.

Louisiana State Assn. of Broadcasters
George H. Thomas, KVOL Lafayette, president; J. C. Linder, KMLB Monroe, vice president; B. Hillman Bailey Jr., KSIG Crowley, secretary-treasurer.

Maine Broadcasters Assn.
Murray Carpenter, WABI Bangor, president; Harold Meyer, WPOR Portland, vice president; Norman Gallant, WFAU Augusta, secretary-treasurer.

Maryland-D. C. Broadcasters & Telecasters Assn.
John E. Surrick, WFFB Baltimore, president; Charles J. Truitt, WHBG Salisbury, vice president; Charles E. Smith, WTBQ Cumberland, secretary-treasurer.

Michigan Assn. of Broadcasters
Daniel E. Jayne, WELL Battle Creek, president; Don DeGroot, WWJ Detroit, vice president; William A. Pomeroy, WLS Lansing, secretary-treasurer.

Minnesota Broadcasters Assn.
John E. Meagher, KYSM Mankato, president; F. Van Konyenburg, WTCN Minneapolis, vice president; M. M. Marget, KVOX Moorhead, secretary-treasurer.

Mississippi Broadcasters Assn.
L. M. Seapaugh, WSLI Jackson, vice president; Robert Evans, WELO Tupelo, secretary-treasurer.

Missouri Broadcasters Assn.

Montana Broadcasters Assn.
Paul McAdam, KAPK Livingston, president; Marion E. Dixon, KGVO Missoula, vice president; Franz Roschon, KBMM Billings, secretary-treasurer.

Nebraska Broadcasters Assn.
William Martin, KMJM Grand Island, president; Robert Thomas, WJAG Norfolk, secretary-treasurer.

Nebraska State Broadcasters Assn.
H. G. Wells, KOLO Reno, president; Fred Stoye, KLAS Las Vegas, vice president; Robert Stoddard, KATO Reno, secretary-treasurer.

New Jersey Broadcasters Assn.
Paul Alger, WSNJ Bridgeton, president; Ranulf Compton, WKDN Camden, vice president; Thomas B. Tighe, WJLK Asbury Park, N. J., secretary-treasurer.

North Carolina Assn. of Broadcasters
T. H. Patterson, WRRF Washington, president; Robert W. Ferguson, WTRF Brevard, secretary-treasurer.

Ohio Broadcasters Assn.
L. A. Pitney, WCOL Columbus, president; Robert W. Ferguson, WTRF Brevard, vice president; Robert C. Fellman, WHBC Canton, secretary-treasurer.

Oklahoma Broadcasters Assn.
L. F. Bellatti, KSPI Stillwater, president; Frank Lynch, KBVE Oklahoma City, vice president; Robert Jones, KRMG Tulsa, secretary; F. E. Wimerly, KWWH Altus, treasurer.

Oregon State Broadcasters Assn.

Pennsylvania Assn. of Broadcasters
John S. Booth, WCHA Chambersburg, Pa., president; Roger W. Clipp, WPFL Philadelphia, vice president; David J. Bennett, WKBO Harrisburg, secretary; George E. Joy, WRAK Williamsport, treasurer.

South Carolina Broadcasters Assn.
Melvin Purvis, WOLS Florence, president; Wallace Martin, WMSC Columbia, vice president; T. Doug Youngblood, WFIG Sumter, secretary-treasurer.

Southern Calif. Broadcasters Assn.

South Dakota Broadcasters Assn.
Byron McElligott, KSDN Aberdeen, president; Ray Eppel, KORN Mitchell, vice president; Keith Nighbert, KUSD Vermillion, secretary-treasurer.

Tennessee Assn. of Broadcasters
Parry Sheftall, WJZM Clarksville, president; Henry W. Slavick, WMC Memphis, vice president; Mrs. Ruth Clinkard, WMAP Nashville, secretary-treasurer.

Texas Assn. of Broadcasters
J. R. McDonald, KCRS Midland, president; Gillis G. Conoley, KTAE Taylor, vice president; Willard Deason, KVET Austin, secretary-treasurer.

Utah State Assn. of Broadcasters
C. Richard Evans, KSL Salt Lake City, president; Arch G. Webb, KVOG Ogden, vice president; Miles Standage, KALL Salt Lake City, secretary-treasurer.

Virginia State Assn. of Broadcasters
Charles Blackley, WTQN Staunton, president; James Moore, WSLS Roanoke, vice president; Robert H. Smith, WCYB Bristol, secretary-treasurer.

Washington State Assn. of Broadcasters
Fred F. Chitty, KVAN Vancouver, president; William R. Tait, KRKO Everett, vice president; Allen Miller, KKSC Pullman, secretary-treasurer. Carl Downing, Olympia, bureau manager.

West Virginia Broadcasters Assn.
Joe L. Smith Jr., WJLS Beckley, president; Patrick J. Beacom, WTVW Fairmont, vice president; Alice Shin, WBEZ Williamson, secretary-treasurer.

Wisconsin Broadcasters Assn.
Ben Laird, WDUZ Green Bay, president; Bruce Wallace, WMJ Milwaukee, vice president; Verl Bratten, WTKY LaCrosse, secretary; Jeanne Heil, WTCI Shawano, secretary-treasurer.

BROADCASTING • Telecasting
The following tabulation, showing newspaper ownership or affiliation of TV stations in the United States, is based on information procured from the operating companies or from official sources. Minority interests are indicated where the information was available. In many instances stations and newspapers are owned by the same interests but operations are entirely separated.

**TELEVISION STATIONS WITH NEWSPAPER AFFILIATION**

**CALIFORNIA**

KLAC-TV, Los Angeles—Construction permit to KKM Radio Corp., same ownership (Mrs. Dorothy Schiff) as New York Post.

KTTV, Los Angeles—Licensed to KTTV Inc., same ownership as Los Angeles Times.

KRON-TV, San Francisco—Licensed to Chronicle Publishing Co., publisher of San Francisco Chronicle.

**DELAWARE**

WDEL-TV, Wilmington—Licensed to WDEL Inc., same ownership (Steinman & Steinman) as Lancaster (Pa.) Intelligencer-Journal and New Era (WGAL-TV). Stations operated independently.

**DISTRICT OF COLUMBIA**

WMAL-TV, Washington — Licensed to WTOP Inc., 85% owned by Washington Post.


**GEORGIA**

WAGA-TV, Atlanta—Licensed to Fort Industry Co. George B. Storer, president of Fort Industry Co., owns Atlanta Journal and Constitution.

**ILLINOIS**


WHBF-TV, Rock Island—Licensed to Rock Island Broadcasting Co., same ownership as Rock Island Argus.

**KENTUCKY**

WHAS-TV, Louisville — Licensed to WHAS Inc., same ownership as Louisville Courier-Journal and Times.

**MARYLAND**


WMAR-TV, Baltimore—Licensed to A. S. Abell Co., publisher of Baltimore Sunpapers.

**MICHIGAN**

WBKB-TV, Detroit — Licensed to Fort Industry Co. George B. Storer, president of Fort Industry Co., owns Miami Beach Florida Sun. See also WAGA-TV, Atlanta—WGAL-TV, Toledo; KEYL San Antonio.

**MINNESOTA**


**MISSOURI**

WDAF-TV, Kansas City — Licensed to Scripps-Howard Radio Inc., same ownership as Kansas City Star. See also WEN-TV, Kansas City—Licensed to Pulitzer Publishing Co., publisher of St. Louis Post-Dispatch.

**NEBRASKA**


**NEW MEXICO**

KOBI-TV Albuquerque—Construction permit to Albuquerque Broadcasting Co., same ownership as Albuquerque Journal.

**NEW YORK**

WBNEN-TV, Buffalo—Licensed to WBDN Inc., same ownership as Buffalo News.


WHN-TV, Syracuse—Construction permit to Melder Syracuse Television Co., same ownership as Meredith Publishing Co., publisher of Better Homes & Gardens, Successful Farming. See also WEN-TV, Syracuse.

**OHIO**


**OKLAHOMA**

KRVN, Oklahoma City—Construction permit to Northwestern Publications Inc. (Riddler), publisher of Oklahoma City Star.

**Pennsylvania**

WICU, Erie—Licensed to Dispatch Inc., publisher of Erie Dispatch and Times.

**TEXAS**

KRLD-TV, Dallas—Licensed to KRLD Radio Corp., same ownership as Dallas Times-Herald.

**VIRGINIA**

WTAB-TV, Richmond—Licensed to WTAB Radio Corp., same ownership as Norfolk Virginian-Pilot and Ledger-Dispatch.

**WASHINGTON**

KING-TV, Seattle—Licensed to KING Broadcasting Co., 25% owned by Hearst Radio Inc, same ownership as Seattle Post-Intelligencer. See also WBAL-TV, Baltimore, Md.

**WEST VIRGINIA**

WSAZ-TV, Huntington — Licensed to WSAZ Inc., 90% owned by Huntington Post Co., publisher of Huntington Herald-Dispatch and Advertiser.

**WISCONSIN**

WMT-TV, Milwaukee—Licensed to The Journal Co., publisher of Milwaukee Sentinel and Press.

**MEXICO**

XELD-TV, Matamoros, Tama.—Licensed to Roma O'Farril Sr., publisher of Mexico City Noticias.

**Producing**

**Production of television sets 1946-1951**

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<th>Total TV Sets</th>
<th>Receiving Tubes Manufactured</th>
<th>Number</th>
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TELEVISION Sketch BOOK

An indispensable collection of pre-tested musical sketches for the producer, director and artist

BMI’S new “Television Sketchbook” contains hundreds of practical suggestions and ideas—mostly simple, some elaborate—for the presentation of songs in dramatic, comic and pictorial fashion.

Here are 44 standard songs of every variety, from ballads to waltzes, with accompanying scripts or sketches in complete form. The sketches will give you a series of complete musical shows, or can be used in the production of variety programs, or for scene setting segments. There are dozens of ways in which you can adapt the Sketchbook to advantage.

“BMI really has come out with another ‘first’ for television. Treatment you have given your Television Sketchbook is really professional, and I am sure every station will be very grateful for this fine contribution.”
Walter Preston, WBKB, Chicago

“Congratulations on Volume 1 of the Television Sketchbook. Needless to say, we were very happy to receive it and have already put it to good use in our afternoon variety show, ‘Tee Vee Waamboree.’”
Herbert B. Cahan, WAAM, Baltimore

“It seems like the answer to many a TV producer’s dream.”
Edward J. Wegman, WBEN-TV, Buffalo

“Congratulations on Volume 1 of the Television Sketchbook. Needless to say, we were very happy to receive it and have already put it to good use in our afternoon variety show, ‘Tee Vee Waamboree.’”

“The ‘Sketchbook’ is indeed a fine mating of music and production... well written and can be easily performed.”
Beverly A. Horch, WLW-C, Columbus, O.

“I think that you have hit upon a tremendous idea from the standpoint of presenting current Pop Tunes on Television.”
W. Gordon Swan, WBZ-TV, Boston

TV SKETCHBOOK has been mailed to the program department of every BMI-TV-licensee. A limited quantity are available to producers and directors who will find them helpful. Write to Station Service Department.

Broadcast Music, Inc.
580 Fifth Avenue, New York 19, N.Y.

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Birmingham—(Continued)

WBRC-TV

LICENSEE: Birmingham Broadcasting Co. Inc.
ADDRESS: 1727 Second Ave., N. PHONE: 4-7741
AM AFFILIATE: WBRC
TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. Eloise S. Hanna is the principal stockholder.

BEGAN OPERATION: July 1949

NATIONAL REPRESENTATIVE: Paul H. Raymer Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Red Mt.

MAKE OF TRANSMITTER: DuMont MODEL NO.: Series 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 14.25 kw Aural, 7.25 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A

ANTENNA HEIGHT: Above Average Terrain, 750 ft. Above Ground, 190 ft.

STUDIO ADDRESS: 1727 Second Ave., N. HOURS OF OPERATION: 6:45 a.m.-11 p.m.


NEWS SERVICE: AP, INS, Telenews

STUDIO FACILITIES: Studio “C” (22x50 ft.), with one Auricon studio camera. One Boleopticon. Two Holmes 16mm film projectors. One Eastman Specialist motion picture camera. One Auricon motion picture camera.

EXECUTIVES:
Mrs. Eloise S. Hanna, President
G. P. Hamann, Manager

RATE INFORMATION: Class A hour rate $300 (film only). Minute spot—$50. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 15%. (From Rate Card No. 3, Feb. 1, 1951.)

WASHINGTON ATTORNEY: George O. Sutton.

CONSULTING ENGINEER: George C. Davis.
TELEVISION STATIONS IN THE UNITED STATES

Arizona

Phoenix—

KPHO-TV

LICENSEE: Phoenix Television Inc.
ADDRESS: 631 North First Ave. PHONE: 4-7367
AM AFFILIATE: KPHO
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John C. Mullins is principal owner.
BEGAN OPERATION: December 4, 1949
NATIONAL REPRESENTATIVE: Edward Petry & Co., Inc.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: Westward Ho Hotel
MAKE OF TRANSMITTER: DuMont MODEL NO: Series 1000
EFFECTIVE RADIATED POWERS: Visual, 17.5 kw Aural, 8.75 kw
MAKE OF ANTENNA: RCA
ANTENNA HEIGHT: Above Average Terrain, 400 ft. Above Ground, 497 ft.
STUDIO ADDRESS: 631 North First Avenue
HOURS OF OPERATION: 2:30 p.m.-11:30 p.m.
MAKE OF CAMERA CHAINS: DuMont
TYPE OF OPERATION: Uses local live, local film, network film, kinescopes
FILM LIBRARY: Snader NEWS SERVICE: AP
STUDIO FACILITIES: Studio "A" is 50x40 ft. Kitchen Studio is 20x20 ft. Three DuMont cameras. Two 16mm film projectors. One slide projector (2x2 in.).
EXECUTIVES:
John C. Mullins, President & General Manager
Julian Kaufman, Sales Manager
William Burton, Program Director
George L. McClanathan, Chief Engineer
Ann Bush, Traffic Manager

RATE INFORMATION: Class A hour rate—$400. Minute spot—$80. Rehearsal—$15 per quarter-hour. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25% (From Rate Card No. 5, Feb. 1, 1952.)
WASHINGTON ATTORNEY: Barnes & Nielson

Los Angeles—

KECA-TV

LICENSEE: American Broadcasting Co., Inc.
ADDRESS: ABC Television Center ZONE: 27 PHONE: Normandy 3-3511
AM AFFILIATE: KECA FM AFFILIATE: KECA-FM
TV NETWORK AFFILIATION: ABC (Interconnected)
BEGAN OPERATION: September 16, 1949
NATIONAL REPRESENTATIVE: ABC-TV Spot Sales
CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: Mount Wilson
MAKE OF TRANSMITTER: GE MODEL NO: TT-68
EFFECTIVE RADIATED POWERS: Visual, 29.4 kw Aural, 14.7 kw
MAKE OF ANTENNA: RCA TYPE: TF68, Six-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 3,040 ft. Above Ground, 303 ft.
STUDIO ADDRESS: ABC Television Center
HOURS OF OPERATION: 11 a.m.-1 a.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Both field and studio type
TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes
NEWS SERVICE: UP, Movietone
STUDIO FACILITIES: Five studios (150x105, 105x90, 95x95, 95x85, 50x25). Seven studio cameras. Six field cameras. Four film cameras. Two 35mm film projectors. Four 16mm film projectors. Six slide projectors. One Bell Opticon.
EXECUTIVES:
Edward J. Noble, Chairman of the Board (ABC)
Robert E. Kintner, President (ABC)
William Phillipson, Director of ABC Western Division
Cecil Barker, Program & Production Director of ABC Western Division
Philip G. Caldwell, Technical Operations Manager, ABC Western Divisions
Donn B. Tatum, Manager of Station Television Engineering
Darrell E. Ross, Station Production Manager
Philip Hoffman, Station Manager
Alvin G. Flanagan, Program Director
Eloise Reeves, Film Director
Cameron G. Pierce, Manager of Station Television Engineering
Avon E. Ross, Station Production Manager

RATE INFORMATION: Class A hour rate—$1,200. Minute spot—$220. Participations—$220 per spot. Rehearsals—Minimum charge for studio rehearsal is at the rate of one hour. For additional rehearsal periods in excess of one hour, charges will be made at 50% of the hourly rate for each additional 30 minutes or less. For Stages 1 & 2, one hour charges are $150 for camera, $75 for audio only, $50 for dry runs. For Studio D, one hour charges are: $100 for camera, $50 for audio only, $35 for dry runs. Frequency discounts—Begin with 13 times at 25% up to 260 times at 20%. (From Rate Card No. 4, May 15, 1951.)
WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson.
CONSULTING ENGINEER: Kear & Kennedy
IN LOS ANGELES...

Here's your best buy in daytime television

In L.A., you couldn't be in a better spot! The Al Jarvis Show has the largest afternoon television audience in Los Angeles...draws 4,000 to 6,000 letters a week! Al's an advertiser's dream come true: the most famous, most popular, most persuasive disc-jockey of 'em all! So when you look at L.A., look first at Al Jarvis and the other great attractions on Channel 7:

Grace Lawson's Kitchen 1:00 p.m. Mon., Tues., Thurs., Fri.
"  "  " 1:15 p.m. Wed.
Korka Pandit .... 2:00 p.m. Mon., Thurs.
Candy & Nancy ... 5:00 p.m. Mon., Tues., Wed., Fri.
Roscoe Ates Show ... 5:30 p.m. Mon., Tues., Wed., Fri.
KECA-TV NEWS ... 6:00 p.m. Mon., Thurs.

KECA-TV LOS ANGELES
American Broadcasting Company

Los Angeles—(Continued)

KEJ-TV

LICENSEE: Thos. S. Lee Enterprises Inc. (Don Lee Network Division)
ADDRESS: 1313 N. Vine St. ZONE: 28 PHONE: Hudson 2-2133
AM AFFILIATE: KHJ FM AFFILIATE: KHJ-FM
BEGAN OPERATION: August 1948
NATIONAL REPRESENTATIVE: Edward Petry & Co., Inc.
CHANNEL: 9 (186-192 mc)
TRANSMITTER ADDRESS: Mt. Wilson
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 30.2 kw Aural, 15.7 kw
MAKE OF ANTENNA: RCA TYPE: TF6A
ANTENNA HEIGHT: Above Average Terrain, 3,100 ft. Above Ground, 199 ft.
STUDIO ADDRESS: 1313 N. Vine St. HOURS OF OPERATION: 1:30 p.m.-Midnight
MAKE OF CAMERA CHAINS: RCA & GE
TYPE OF OPERATION: Uses local live, local film
FILM LIBRARY: Snader NEWS SERVICE: AP, INS
STUDIO FACILITIES: Two auditoriums, seating 350, 60x150 ft. Two studios (40x60 and 30x50 ft.). Four RCA TK30A and two RCA TK10A cameras. One RCA film camera. One GE film camera. Four RCA 16mm film projectors. Four slide projectors. One GE Balopticon.
EXECUTIVES:
Tom O'Neil, President (Thomas S. Lee Enterprises)
Willet H. Brown, President (Don Lee Division)
Ward D. Ingrin, Executive Vice President
George A. Whitney, Vice President in Charge of Sales
John Bradley, National Advertising Manager
John Reynolds, Sales Manager
Anthony J. LaFranco, Operations Director
Kenneth Higgins, Program Director
Elbert Walker, Program Manager
Robert Livingston, Operations Manager
Robert E. Arne, Chief Engineer
James Love, Film Buyer
James Parsons, Public Relations Director
Les Mawhinney, News & Special Events Director
RATE INFORMATION: Class A hour rate—$1,000. Minute spot—$180. Participations—$180 per spot. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 2, March 1, 1952.)
WASHINGTON ATTORNEY: Pierson & Ball

1952 TELECASTING Yearbook • Page 53
Los Angeles—(Continued)

KLAC-TV

LICENSEE: KMTR Radio Corp.
ADDRESS: 1000 Cahuenga ZONE: 38 PHONE: Hudson 2-7311
AM AFFILIATE: KLAC

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. Dorothy Schiff owns licensee.
Mrs. Schiff is also publisher of New York Post.

BEGAN OPERATION: September 1948
NATIONAL REPRESENTATIVE: Katz Agency Inc.
CHANNEL: 13 (210-216 mc)
TRANSMITTER ADDRESS: Mt. Wilson
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 31.4 kw Aural, 15.75 kw
MAKE OF ANTENNA: RCA TYPE: TF6A, 6-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 2,955 ft. Above Ground, 237 ft.
STUDIO ADDRESS: 1000 Cahuenga HOURS OF OPERATION: 9 am.-Midnight
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon
TYPE OF OPERATION: Uses local live, local film, kinescopes
NEWS SERVICE: INS, UP

EXECUTIVES:
(Mrs.) Dorothy Schiff, President
Don Fedderson, Executive Vice President & General Manager
Dave Lundy, General Sales Manager
Fred Henry, Program Director & Film Buyer
R. W. Conner, Director of Engineering

RATE INFORMATION: Class A hour rate—$1,000. Minute spot—$300. Participations—
$100-$300 per spot. Rehearsals—$50 per half-hour in excess of
2x1 ratio. Frequency discounts—Begin with 13 times at 5% up to 312 times at 22½%.
(From Rate Card No. 5, May 1, 1951.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel
ENGINEER: Raymond Guy

ATTORNEY: John P. Hearne (Los Angeles).
CONSULTING ENGINEER: Craven, Lehnos & Calver

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Los Angeles—(Continued)

KNBH

LICENSEE: National Broadcasting Co.
TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Radio Corp.
of America. NBC owns and operates WNBC-AM-FM and WNBT (TV) New York,
WRC-AM-FM and WNBW (TV) Washington, WMAQ-AM-FM and WNBQ (TV) Chicago,
WTAM-AM-FM and WNBK (TV) Cleveland, KNBC-AM-FM San Francisco, KOA-AM-
FM Denver, KNBH (TV) Los Angeles.

BEGAN OPERATION: January 16, 1949
NATIONAL REPRESENTATIVE: NBC Spot Sales
CHANNEL: 4 (66-72 mc)
TRANSMITTER ADDRESS: Mount Wilson
MAKE OF TRANSMITTER: RCA MODEL: NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual 25.25 kw Aural, 13.26 kw
MAKE OF ANTENNA: RCA TYPE: TF5A (5 section)
ANTENNA HEIGHT: Above Average Terrain, 3,013 ft. Above Ground, 70 ft.
STUDIO ADDRESS: Sunset & Vine Sts.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon Cameras for live;
Iconoscope cameras for film.
TYPE OF OPERATION: Uses local live, network live, local film, kinescopes
FILM LIBRARY: Snader NEWS SERVICE: AP, UP
STUDIO FACILITIES: Following equipment and personnel supplied as standard—For live
studio programs, two RCA image orthicon cameras, one microphone boom, fixed
microphones as required, lighting equipment, 33 1/3 and 78rpm lateral or vertical
double turntables, maximum crew of one production man, one program assistant and
nine operating personnel. For film studio programs, studio fully equipped for con-
tinuous showing of 16 and 35mm films, 35mm slide projectors, 33 1/3 and 78rpm
lateral or vertical double turntables, announcer studio, maximum crew of one pro-
duction man and four operating personnel.

EXECUTIVES:
Joseph H. McConnell, President (NBC)
Thomas B. McFadden, General Manager
Donald A. Norman, Commercial Manager
Albert V. Cole, Program Director
Robert W. Clark, Chief Engineer
Robert Guggenheim, Film Buyer
Richard Eisminger, Promotion Manager

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Participations—
$100-$300 per spot. Rehearsals—Minimum charge for all program periods, providing
one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for
programs 5-30 minutes, are as follows: Live studio, $200 (31-60 minute program),
$100 (5-30 minute program). Film studio, $125 (31-60 minute program), $62.50 (5-30
minute program). Additional charge for each 15 minutes over hour minimum is as
follows: Live studio, $50. Film studio, $31.25. Frequency discounts—Begin with 13
times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel
ENGINEER: Raymond Guy
Want a sure-fire women’s participation show on TV to sell your food product in the great Los Angeles market?

Take a look at Monty Margetts! And buy time on this friendly, intimate show—*if there's any left*!

We say this advisedly, because Monty’s time is just about sold out as we write this. Here’s a gal who doesn’t pretend to be an expert cook. But her warm, appealing manner has won her thousands upon thousands of friends. They send in recipes by the dozen… letters often running into the thousands a week.

Yes, Monty may not be an expert cook… but how she sells! Food products presented on her TV show get the support of dealers… and the patronage of customers in the booming Los Angeles market. Spots are available at the moment on the Monty Margetts program… *they won't be for long!* Time is 2:30 to 3:00, Monday thru Friday.

For complete details, contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.
WHAT'S UP IN L.A.

It's the top news in town... on the town's highest-flying TV station.

KNXT Ten O'clock News reaches more homes than any other TV news program in Los Angeles, with a soaring Telepulse of 9.9 at the low, low cost of $1.76 per thousand viewers.

With Lee Wood, Tom Harmon, Dan Lundberg, Ruth Ashton and Bob Hudson covering their special fields in five-minute segments, Sunday through Friday 10:00 to 10:30 pm, it's up for sponsorship on...

KNXT
Los Angeles
CBS Owned
Represented by CBS Television Spot Sales

Los Angeles—(Continued)

KNXT
(FORMERLY KTSL)

LICENSEE: Columbia Broadcasting System Inc.

ADDRESS: 1313 N. Vine St. ZONE: 28 PHONE: Hollywood 9-1212

AM AFFILIATE: KNX FM AFFILIATE: KNX-FM

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: CBS owns and operates WCBS-AM-FM-TV New York, KCBS-AM-FM San Francisco, KMOX St. Louis, KNX-AM-FM and KNXT (TV) Los Angeles, WBMM-AM-FM Chicago, WCCO Minneapolis, WEEI-AM-FM Boston. CBS also owns 45% of WTOP-AM-FM-TV Washington (53% owned by Washington Post). If pending merger of ABC with United Paramount Theatres Inc. is approved by FCC, CBS will buy facilities of WBKB (TV) from UPT.

BEGAN OPERATION: May 1948

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Mt. Wilson

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 2,840 ft. Above Ground, 245 ft.

STUDIO ADDRESS: 1313 N. Vine St. HOURS OF OPERATION: 11:15 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA


EXECUTIVES:
Frank Stanton, President (CBS)
J. L. Von Volkenburg, President, CBS Television Division
Harry S. Ackerman, Vice President, Network Programs
Charles Glert, Vice President, Network Services
Wilbur S. Edwards, General Manager
James T. Aubrey Jr., Sales Manager
Tony Moe, Director of Sales Promotion
Bill Brennan, Program Director
Lester H. Bowman, Chief Engineer
Don Hine, Production Administrator & Film Buyer

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Rehearsals—$225 per hour on camera, $150 per hour studio only, $100 per hour dry run, live studio; $150 per hour, film studio. Frequency discounts—Begin with 3-5 days per week, 5% up to 6-7 days per week, 10%. Also 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card No. 1, Dec. 1, 1951.)

ATTORNEY: Rosenman, Goldmark, Colin & Kaye
Could You Survive and cut Your Volume 80%?

If you did not feature known brands in your establishment—your volume could actually go down that much!

For nation-wide surveys show that your customers prefer manufacturers' brands by eight to one!

But that's not all!... Branded names cut your selling costs in three ways:

1. Self-service and self-selection are possible with brands—very difficult without them!
2. It is easier to sell branded products, as advertising has already pre-sold them to the consumer.
3. It is easier to promote—and tie in your own advertising with known brands, and this also gives your establishment prestige as a place to shop!

The shortest cut you can make to increase your already closer profit margins is to feature and promote the names you can recommend with confidence!

Brand Names Foundation INCORPORATED

A NON-PROFIT EDUCATIONAL FOUNDATION • 37 WEST 57 STREET, NEW YORK 19, N.Y.
TELEVISION STATIONS IN THE UNITED STATES

Los Angeles—(Continued)

KTLA

LICENSEE: Paramount Television Productions Inc.
ADDRESS: 5451 Marathon Street ZONE: 38 PHONE: Hollywood 9-3181

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is a wholly-owned subsidiary of Paramount Pictures Corp. In addition to motion picture production, Paramount Pictures has a half interest in Chromatic Television Laboratories Inc. (developers of the Lawrence color TV kinescope), International Telemeter Corp. (developers of a subscription system for TV). Licensee also operates Paramount Television Network, a film syndication network for TV stations.

BEGAN OPERATION: January 22, 1947

NATIONAL REPRESENTATIVE: Paul H. Raym•r Co., Inc.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: Mt. Wilson
MAKE OF TRANSMITTER: Composite
EFFECTIVE RADIATED POWERS: Visual, 30 kw Aural: 15 kw
MAKE OF ANTENNA: RCA TYPE: 3 Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 2921 ft. Above Ground, 250 ft.
STUDIO ADDRESS: 721 N. Bronson HOURS OF OPERATION: 3:30 p.m.-11:30 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicons
TYPE OF OPERATION: Uses local live, local film, kinescopes.
NEWS SERVICE: Acme, Telenews & UP
LIBRARY SERVICE: World
STUDIO FACILITIES: Seventeen cameras. Two 16mm projectors. Two 35mm projectors. Two studios. Two slide projectors. One multiscope.
EXECUTIVES:
Barney Balaban, President (Paramount Pictures Corp.)
Paul Raibourn, President (Paramount Television Productions Inc.)
Klaus Landsberg, Vice President & General Manager
J. Gordon Wright, Production Coordinator
Charles Theodores, Supervisor of Studio Operations
John Silva, Supervisor of Remote Operations
Leland G. Muller, Film Director
Raymond M. Moore, Senior Engineer
Harry Y. Maynard, Sales Manager

RATE INFORMATION: Class A hour rate—$1,350 (live), $1,100 (film). Minute spot—$250 (live), $225 (film). Rehearsals—$25 per half-hour for live studio. Frequency discounts—Begin with 13 times at 5% up to 208 times at 20%. (From Rate Card No. 6, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Hanson, Lovett & Dale.
CONSULTING ENGINEER: Craven, Lohnes & Culver.

Los Angeles—(Continued)

KTTV

LICENSEE: KTTV Inc.
ADDRESS: 5746 Sunset Blvd. ZONE: 28 PHONE: Hudson 2-7111

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Times-Mirror Co., publisher of Los Angeles Times and Mirror.

BEGAN OPERATION: January 1, 1949

NATIONAL REPRESENTATIVE: Blair TV Inc.
CHANNEL: 11 (198-204 mc)
TRANSMITTER ADDRESS: Mt. Wilson
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 30.9 kw Aural, 16.6 kw
MAKE OF ANTENNA: RCA TYPE: TF6B, Six-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 2,345 ft. Above Ground, 142 ft.
STUDIO ADDRESS: 5746 Sunset Blvd. HOURS OF OPERATION: 2:30 p.m.-1 a.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon
TYPE OF OPERATION: Uses local live, network live, local film, kinescopes.
NEWS SERVICE: AP

STUDIO FACILITIES: Two motion picture sound stages (93x80x30 and 108x71x30 ft.). Sixteen RCA image orthicon cameras. Two 16mm film projectors. One 35mm film projector. One Balotinsion. One automatic slide projector (2x2 in.). Two RCA three-camera mobile units. One International two-camera mobile unit and two auxiliary units.

EXECUTIVES:
Norman Chandler, President
Richard A. Moore, Vice President & General Manager
Frank King, Commercial Manager
Val Cente, Sales Service Manager
Robert Purcell, Director of Operations
John S. Martin, Executive Producer
Robert W. Brechner, Director of Production
Alberta Hackett, Manager of Program Operations
Richard Gray, Production Operations Manager
Joseph Cao, Chief Engineer
Tom Corradine, Film Buyer
John R. Vrba, Promotion Manager

RATE INFORMATION: Class A hour rate—$1,000. Minute spot—$120. Participations —$80-$200 per spot. Rehearsals—Charge for use of studio facilities and crew for on-camera rehearsals is $100 per hour, pro-rated to nearest quarter hour used. Frequency discounts—Begin after 26 times with 5%, up to 208 times at 15%. (From Rate Card No. 4, Oct. 15, 1951.)

WASHINGTON ATTORNEY: Hanson, Lovett & Dale.
CONSULTING ENGINEER: Craven, Lohnes & Culver.

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

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<tr>
<th>Station</th>
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<td>Station &quot;F&quot;</td>
<td>5.1</td>
<td>5.8</td>
<td>5.4</td>
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**KTLA** leadership is built on community service. **KTLA** has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!
San Diego—

KFMB-TV

LICENSEE: Kennedy Broadcasting Co.

ADDRESS: 1405 Fifth Ave.   ZONE: 12   PHONE: Main 2114

AM AFFILIATE: KFMB

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal owner is John A. Kennedy.

BEGAN OPERATION: May 16, 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: Mt. Soledad

MAKE OF TRANSMITTER: GE   MODEL NO: TT-6D

EFFECTIVE RADIATED POWERS: Visual, 27 kw   Aural, 13.7 kw

MAKE OF ANTENNA: GE   TYPE: TY-14F Six Bay

ANTENNA HEIGHT: Above Average Terrain, 710 ft. Above Ground, 1,017 ft.

STUDIO ADDRESS: 1405 Fifth Ave.   HOURS OF OPERATION: 10:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: DuMont and GE


NEWS SERVICE: AP

LIBRARY SERVICE: Capitol & Sesac.


EXECUTIVES:

John A. Kennedy, Chairman of the Board
Howard L. Chernoff, Vice President & General Manager
W. O. Edholm, Vice President & Commercial Manager
William Fox, Vice President & Program Director & Film Buyer
Thornton Chew, Chief Engineer
Lisa F. Shoemaker, Promotion Manager
Hal Coddon, Production Manager

RATE INFORMATION: Class A hour rate—$400 film. Minute spot—$80. Participations—$80 per spot. Frequency discounts—Begin with 26 times at 5%, up to 260 times at 25%. (From Rate Card No. 4, June 1, 1951).

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: William L. Foss Inc.
San Francisco—

**KGO-TV**

**LICENSEE:** American Broadcasting Co.

**ADDRESS:** 155 Montgomery St. **ZONE:** 4 **PHONE:** Exbrook 2-6544

**AM AFFILIATE:** KGO **FM AFFILIATE:** KGO-FM

**TV NETWORK AFFILIATION:** ABC (Interconnected)


**BEGAN OPERATION:** May 5, 1949

**NATIONAL REPRESENTATIVE:** ABC-TV Spot Sales

**CHANNEL:** 7 (174-180 mc)

**TRANSMITTER ADDRESS:** Mt. Sutro

**MAKE OF TRANSMITTER:** GE **MODEL NO.:** 4TT-6B

**EFFECTIVE RADIATED POWERS:** Visual, 27 kw Aural, 13 kw

**MAKE OF ANTENNA:** RCA **TYPE:** Superturnstile

**ANTENNA HEIGHT:** Above Average Terrain, 1,100 ft. Above Ground, 531 ft.

**STUDIO ADDRESS:** ABC Television Center **HOURS OF OPERATION:** Noon-Midnight

**MAKE OF CAMERA CHAINS:** RCA

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**STUDIO FACILITIES:** Main studio is 36x24 ft. Auxiliary studio is 40x24 ft. Nine orthicon cameras. Two film camera chains. Two 35mm film projectors. Two 16mm film projectors. Two slide projectors (2x2 in.). One GE Balopticon.

**EXECUTIVES:**
- **Edward J. Noble,** Chairman of the Board (ABC)
- **Robert E. Kintner,** President (ABC)
- **Gayle Grubb,** Vice President & General Manager
- **Vince Francis,** Commercial Manager
- **Roland D. Irving,** Promotion Manager
- **Bloyce Wright,** Program Director
- **A. E. Evans,** Chief Engineer
- **Phyllis Towner,** Film Buyer

**RATE INFORMATION:** Class A hour rate—$600. Minute Spot—$120. Participations—$60-$120 per spot. Rehearsals—$35 per hour in excess of 1x1 ratio for live studio. Rates on request for rehearsal charges for film studio in excess of 1x1 ratio. Frequency discounts—Begin with 13 times at $1.50, up to 260 times at 20%. (From Rate Card No. 4, Aug. 15, 1951.)

**WASHINGTON ATTORNEY:** Haley, McKenna & Wilkinson

**CONSULTING ENGINEER:** Kear & Kennedy

**BROADCASTING** ☯ **Teletcasting**

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**IN SAN FRANCISCO...**

Here's your best buy in daytime television

**CHEF CARDINI, 1:00-2:00 P.M., Mon.-Fri.**

Recipe for more sales in San Francisco: KGO-TV's own Chef Cardini. He's new, exciting, effective...a favorite with fans, columnists and sponsors. Free recipes, up-to-the-minute market news, step-by-step preparation of complete meals—how housewives eat it up! Let the Chef stir up interest in your food product—he's a "natural"! Here are some others on Channel 7:

- **Les Malloy Show** 4:30 p.m. Tues.-Fri.
- **Your Afternoon Hostess** 2:00 p.m. Mon.-Fri.
- **Malloy & Company** 1:30 & 3:30 p.m. Sun.
- **Jolly Bill & His Tugboat** 1:00 p.m. Mon.-Fri.
- **By Request** (Jay Grill) 12:00 noon Mon.-Fri.
- **Royal Playhouse** 5:30 p.m. Sun.

**KGO-TV SAN FRANCISCO**

American Broadcasting Company

1952 TELECASTING Yearbook • Page 61
Here is the finest building of its kind in America.

It is the new home of one of Northern California's oldest radio stations... and the area's leading independent... KSFO, and of San Francisco's pioneer television station... KPIX.

But more than that, to those whose thoughts look to the years to come, the building itself is the cornerstone of a structure of faith in the future... faith in radio, faith in television, in the great markets these stations serve, but most of all of faith in that inspiring way of life to which all Americans are dedicated.
San Francisco—(Continued)

KPIX

LICENSEE: KPIX Inc.

ADDRESS: Van Ness Ave. & Greenwich St. ZONE: 23 PHONE: Prospect 6-6200

AM AFFILIATE: KSFO

TV NETWORK AFFILIATION: CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Wesley I. Dumm.

BEGAN OPERATION: December 22, 1948

NATIONAL REPRESENTATIVE: Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Mark Hopkins Hotel

MAKE OF TRANSMITTER: RCA MODEL NO: TTSA

EFFECTIVE RADIATED POWERS: Visual, 30.5 kw Aural, 16.2 kw

MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 540 ft. Above Ground, 630 ft.

STUDIO ADDRESS: Van Ness Ave. & Greenwich St. HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio & Field types

TYPE OF OPERATION: Uses local live, network live, local film, kinescopes.

NEWS SERVICE: INS, UP

STUDIO FACILITIES: Three studios (40x68 ft., 29x43 ft. and 14x43 ft.). Fully equipped and operating kitchen studio. Six RCA cameras. Two RCA 16mm film projection chains. Two 35mm slide projectors. One balopticon (3½x4½ in.). Rear screen projection for studios. Mobile unit. Silent and sound 16mm film cameras. Art department.

EXECUTIVES:

Wesley I. Dumm, President
Richard C. D. Bell, Assistant to President
Franklin M. Dumm, Secretary-Treasurer
Philip G. Laskey, General Manager
Lou Simon, Commercial Manager
Sanford Spillman, Program Director & Film Buyer
A. E. Towne, Director of Engineering

RATE INFORMATION: Class A hour rate—$600. Minute spot—$120. Participations—$65-$95 per spot. Rehearsals—$50 per half-hour minimum, $35 per half-hour thereafter. Frequency discounts—Begin with 13 times at 5% up to 260 times at 20%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume.

CONSULTING ENGINEER: Universal Research Labs., San Francisco

San Francisco—(Continued)

KRON-TV


ADDRESS: 901 Mission PHONE: Garfield 1-1100

FM AFFILIATE: KRON

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of San Francisco Chronicle.

BEGAN OPERATION: November 15, 1949

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: San Bruno Mt.

MAKE OF TRANSMITTER: RCA MODEL NO: TTSA

EFFECTIVE RADIATED POWERS: Visual, 14.5 kw Aural, 7.7 kw

MAKE OF ANTENNA: RCA TYPE: 12 Dipole

ANTENNA HEIGHT: Above Average Terrain, 1,325 ft. Above Ground, 200 ft.

STUDIO ADDRESS: 901 Mission HOURS OF OPERATION: 10 a.m.—12:30 a.m.

MAKE OF CAMERA CHAINS RCA DESCRIPTION: Image Orthicon and Iconoscope


FILM LIBRARY: Snuder NEWS SERVICE: AP, INC Telenews

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Three Studios (60x40, 20x12, 20x80 ft.). Five image orthicons, two iconoscope film chains. Two RCA 16mm film projectors. Four slide projectors (two automatic, two fixed), using 2x2-in. glass.

EXECUTIVES:

Charles Thieriot, General Manager
Harold See, Director of Television
Norman Louvau, Commercial Manager & Film Buyer
A. H. Constant, Program Director
R. A. Isberg, Chief Engineer

RATE INFORMATION: Class A hour rate—$600. Minute spot—$120. Participations—$120 per spot. Rehearsals—$50 per half-hour. Frequency discounts—Begin with 13 times at 5% up to 260 times at 20%. (From Rate Card No. 4, Aug. 15, 1951.)

ATTORNEY: John P. Hearne (San Francisco).
All you need to know to buy top TV coverage in the San Francisco Bay Area market... in Northern and Central California...

MICRO-WAVE has zoomed TV-looking interest in this market. And KRON-TV’s “Clear Sweep” coverage (highest antenna in Central California) builds this interest daily. Among the 3 San Francisco TV stations, KRON-TV carries consistently the largest number of top-rated, audience-building shows (more than the other two San Francisco TV Stations COMBINED)... and serves the largest number of advertisers. Represented nationally by FREE & PETERS, INC.,...New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco.

KRON-TV San Francisco Chronicle • NBC Affiliate
SELL MORE ON CHANNEL 4
"GREAT MEN"

Daniel Webster . . . Andrew Carnegie . . . Susan B. Anthony . . . Washington, Lincoln and Jefferson . . . these are a few of the twenty-six great names in American History dramatically portrayed in this superb series of biographical films. Produced in Hollywood by Emerson Films for Encyclopedia Britannica Films, Inc., in collaboration with leading historians, the "Great Men" series is one you will be proud to announce. It has unusual local tie-in features. Details on request.

APS

Maurice B. Mitchell, General Manager, ASSOCIATED PROGRAM SERVICE
151 West 46th Street, New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television. Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.
**DELAWARE**

**Wilmington—**

**WDEL-TV**

LICENSEE: WDEL Inc.

ADDRESS: 10th & King Sts. PHONE: 7268

TV NETWORK AFFILIATION: NBC, DuMont (Interconnected)


BEGAN OPERATION: June 30, 1949

NATIONAL REPRESENTATIVE: Robert Meeker Assoc. Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Shipley Road

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 1 kw Aural, 1 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 480 ft. Above Ground, 700 ft.

STUDIO ADDRESS: Shipley Road HOURS OF OPERATION: 6:45 a.m. to 1 a.m.

MAKE OF CAMERA CHAINS: RCA


NEWS SERVICE: UP

EXECUTIVES:
- Clair R. McCollough, Station Executive
- J. Gorman Walsh, Station Manager & Film Buyer
- J. Robert Gulick, National Sales Manager
- J. E. Mathiot, Chief Engineer

RATE INFORMATION: Class A hour rate—$525 (film only). Minute spot—$120 (live), $110 (film). Rehearsals—$25 per half-hour. Frequency discounts—Begin with 26 times at 5% up to 312 times at 22%. (From Rate Card No. 6, March 1, 1952.)

WASHINGTON ATTORNEY: George O. Sutton

CONSULTING ENGINEER: James C. McNary

**in the Wilmington, Delaware market**

**WDEL-TV**

reaches more people who buy more*

WDEL-TV is the only television station in this area. With NBC and DuMont network shows, many popular local night and daytime programs—it's the favorite with viewers throughout the area.

*IMPORTANT Wilmington is FIRST in per family buying income among all U. S. Metropolitan cities 100,000 to 250,000. (Sales Management—1951 Survey of Buying Power)

Delaware is FIRST in per capita buying income of any State. (U.S. 1948 Census of Business)

**Represented by ROBERT MEEKER ASSOCIATES**

New York Los Angeles San Francisco Chicago

1952 TELECASTING Yearbook • Page 67
WMAL-TV offers an unbeatable combination for attracting and selling the D. C. TV audience... the family audience with $2,000 more per annum to spend than the national average. Dominant in local live originations, WMAL-TV assures peak returns from its choice availabilities.

* U. S. Census, 1950

EXECUTIVES:
S. H. Kauffmann, President
K. H. Berkeley, Vice President & General Manager
Ben B. Baylor Jr., Commercial Manager
S. Tebbs Chichester Jr., Promotion Manager
Charles L. Kelly, Director of Programs
Frank Harvey, Chief Engineer

RATE INFORMATION: Class A hour rate—$600. Minute spot—$120. Participation—$80 per spot. Rehearsals—$50 per hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Sept. 15, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson.
TV Stations in the U. S.

Washington—(Continued)

WNBW

LICENSEE: National Broadcasting Co. Inc.
ADDRESS: 724 14th St., N. W. ZONE: 5 PHONE: Republic 4000
AM AFFILIATE: WRC FM AFFILIATE: WRC-FM
TV NETWORK AFFILIATION: NBC (Interconnected)


BEGINN Operation: June 27, 1947.

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72mc)
TRANSMITTER ADDRESS: Wardman Park Hotel
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 20.5 kw. Aural, 10 kw.
MAKE OF ANTENNA: RCA TYPE: Mi-19012-O TF-4A, 4-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 330 ft. Above Ground, 353 ft.
STUDIO ADDRESS: Wardman Park Hotel
HOURS OF OPERATION: 6:45 a.m.-12:45 a.m.

MAKE OF CAMERA CHAINS: RCA. DESCRIPTION: Field.


NEWS SERVICE: AP, INS, UP

LIBRARY SERVICE: Thesaurus and NBC libraries.

STUDIO FACILITIES: Following equipment and personnel supplied as standard—For live studio programs, two RCA image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, 33 1/3 and 78rpm lateral or vertical double turntables, maximum crew of one production man, one program assistant and six operating personnel. For film studio programs, studio fully equipped for continuous showing of 16 and 35mm films, 35mm slide projectors, 33 1/3 and 78rpm lateral or vertical double turntables, announcer studio, maximum crew of one production man and four operating personnel.

EXECUTIVES:
Joseph H. McConnell, President (NBC)
Frank M. Russell, Vice President in charge of Washington office
Eugene Juster, General Manager
Charles deLasier, Commercial Manager
Ralph Burgin, Program Director
Charles Colledge, Chief Engineer
George Denley, Film Buyer
John E. Ghilain, Press & Promotion Manager
Cash Keller, Director of News

RATE INFORMATION: Class A hour rate—$650. Minute spot—$125. Participations—$30-$575 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, $80 (31-60 minute program), $40 (5-30 minute program). Film studio, $50 (31-60 minute program), $25 (5-30 minute program). Additional charge for each 15 minutes over hour minimum is as follows: Live studio $20, Film Studio, $12.50. Frequency discounts—Begin with 13 times at 21/2% up to 260 times at 20%. (From Rate Cord No. 7, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

ENGINEER: Raymond Guy

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

(Ratings—American Research Bureau, Nov. 1-8, 1951)

(REPRESENTED BY NBC SPOT SALES

1952 Telecasting Yearbook • Page 69
WTOP-TV
LICENSEE: WTOP Inc.
ADDRESS: Warner Bldg. ZONE: 4 PHONE: Metropolitan 3200
AM AFFILIATE: WTOP FM AFFILIATE: WTOP-FM
TV NETWORK AFFILIATION: CBS (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is 55% owned by Washington Post Co., publisher of Washington Post, and 45% by Columbia Broadcasting System Inc.
BEGAN OPERATION: January 16, 1949
NATIONAL REPRESENTATIVE: CBS Television Spot Sales
CHANNEL: 9 (186-192 mc)
TRANSMITTER ADDRESS: 40th & Brandywine Sts. N. W.
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 27.3 kw Aural, 14.2 kw
MAKE OF ANTENNA: RCA TYPE: TF6A—Six-bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 460 ft. Above Ground, 300 ft.
STUDIO ADDRESS: 40th & Brandywine Sts., N.W.
HOURS OF OPERATION: 10 a.m.-2 a.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field Type
NEWS SERVICE: UP, Telenews
EXECUTIVES:
Philip L. Graham, Chairman of the Board
John S. Hayes, President & General Manager
George P. Hartford, Vice President in charge of Sales
Clyde M. Hunt, Vice President in charge of Engineering & Operations
Lloyd Dennis, Director of Program Service
Tom Taussig, Director of TV Program Operations
Bill Wood, News Director
Derek Dyatt, Film Director
Cody Pfanstiehl, Director of Audience Promotion
Gloria Markoff, Director of Sales Promotion
Granville Klink Jr., Chief Engineer
Larry A. Wilkinson, Engineer-in-charge, TV Facilities
Donald Saunders, Engineer-in-charge, Technical Operations
RATE INFORMATION: Class A hour rate—$550. Minute spot—$120. Rehearsals—$80 per hour for live studio (minimum half-hour), $50 per hour for film studio. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. Also weekly discounts of 3-5 days at 5%, 6-7 days at 10%. (From Rate Card No. 2, May 15, 1951.)
WASHINGTON ATTORNEY: Covington & Burling

In Washington, D. C.

WTOP-TV is in the business of presenting a better television service...
...to an audience with the highest family and per capita incomes in the United States.

Median family income (34.8% above national average)

<table>
<thead>
<tr>
<th>D.C.</th>
<th>U.S.</th>
</tr>
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<tbody>
<tr>
<td>$4136</td>
<td>$3068</td>
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</table>

Average per capita income (38.3% above national average)

<table>
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<tr>
<th>D.C.</th>
<th>U.S.</th>
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<tbody>
<tr>
<td>$1986</td>
<td>$1436</td>
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</tbody>
</table>
WE’VE borrowed a few phrases from Old Abe to illustrate what Washingtonians already know . . . that WTTG is a station dedicated to the service of our community.

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

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

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

WTTG

CHANNEL 5 IN WASHINGTON

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

Represented by
Harrington, Righter & Parsons, Inc.
New York • Chicago
Richard Rai'lon Company
San Francisco

NOW IN OUR 6TH YEAR
8 important television stations in 8 key markets of America. These successful stations know the full meaning and benefits derived from the separate and undivided representation provided by Harrington, Righter & Parsons, Inc. The principle preached in 1949—that television was different and important enough to deserve the attention in the national field of a company uncompromisingly devoted to the television medium—has become the positive fact of 1952.

At Harrington, Righter & Parsons you find a solid, experienced and well-rounded organization whose only interest is television. There is no compromise. That’s why these 8 important television stations in 8 key markets have appointed us their exclusive national representative.

**Harrington, Righter & Parsons, Inc.**

the only exclusive television station representative

---

WLTV ........... ATLANTA owned by Broadcasting, Inc.
WAAM ........... BALTIMORE owned by WAAM, Inc.
WBEN-TV ....... BUFFALO owned by Buffalo Evening News
WFMY-TV ....... GREENSBORO owned by Greensboro News and Record
WDAF-TV ....... KANSAS CITY owned by The Kansas City Star
WHAS-TV ....... LOUISVILLE* owned by the Courier-Journal & the Louisville Times  *effective March 22, 1952
WTMJ-TV ....... MILWAUKEE owned by the Milwaukee Journal
WTTG ......... WASHINGTON owned by Allen B. DuMont Labs., Inc.

---

1949 4 stations
1950 6 stations
1951 7 stations
1952 8 stations

Telecasting 1952
Three's not a crowd as far as we're concerned. The station, the agency and (the guy in the middle) the station rep are inseparable when it comes to transacting national spot business. Important agencies are depending more and more upon Avery-Knodel as their source of prompt, reliable station information, while the country's top stations, aware of the value and importance of proper national representation, are choosing America's most alert reps . . .
THE FACTS ABOUT JACKSONVILLE

- It's a One-Station-Market
- It has 52,000 TV families
- This means 43.3% penetration
- WMBR-TV has 100% share of audience
- You can reach this audience for only 72¢ per thousand
- WMBR-TV is Florida's only interconnected station
- The station beams 162 live network shows and 32 live local shows each week.

---

**WMBR-TV CIRCULATION**

JANUARY 1, 1952

<table>
<thead>
<tr>
<th></th>
<th>TV Sets In Total Coverage Area</th>
<th>TV Sets In 0.1 MV/m (60 mi. Radius)</th>
<th>TV Penetration</th>
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<tbody>
<tr>
<td>FLORIDA</td>
<td>62,900</td>
<td>52,000</td>
<td>43.3%</td>
</tr>
<tr>
<td>GEORGIA</td>
<td></td>
<td></td>
<td></td>
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</table>

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

*Sales Management—1951 **RTMA and Dealers Estimates

**CURRENT AVAILABILITIES**

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

"Jacksonville Matinee" Monday thru Friday
Audience participation, conducted before a live audience, makes this half-hour program easy viewing and puts the audience in a receptive mind for your clients.

Live, Film or Slide copy accepted

---

**WMBR-TV**

JACKSONVILLE, FLORIDA  CHANNEL 4

represented nationally by: AVERY-KNODEL, INC.

NEW YORK • CHICAGO • SAN FRANCISCO

LOS ANGELES • ATLANTA

BROADCASTING • Telecasting

1952 TELECASTING Yearbook • Page 75
Miami—

WTVJ

LICENSEE: Southern Radio & Television Equipment Co.
ADDRESS: 17 Northwest 3rd St. ZONE: 31 PHONE: 82-6671

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Wometco Theatres Corp., theatre chain in southeast. Principal stockholders of Wometco are Mitchell Wolfson and Sidney Meyer.

BEGAN OPERATION: March 21, 1949

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Hotel Everglades

MAKE OF TRANSMITTER: GE MODEL NO: TT-6C

EFFECTIVE RADIATED POWERS: Visual, 16.5 kw. Aural, 8.25 kw

MAKE OF ANTENNA: GE TYPE: 3-Bay


STUDIO ADDRESS: 17 N. W. 3rd St. HOURS OF OPERATION: 9:30 a.m.–1 a.m.

MAKE OF CAMERA CHAINS: DuMont and GE DESCRIPTION: Studio and field

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICE: Thesaurus, World

STUDIO FACILITIES: One studio (40x22 ft.). One rehearsal studio (60x22 ft.). Theatre Studio seating 1,000. Seven image orthicon cameras (four studio, three remote). Four 16mm film projectors. One duplex slide projector (3½x4 in.). One iconoscope film camera.

EXECUTIVES:
Mitchell Wolfson, President
Lee Rutchik, Vice President & General Manager
John S. Allen, Business & Sales Manager
John Shay, Program & Technical Coordinator
Lee Phillips, Program Director
Lee Waller, Assistant Program Director
Dick Traxel, Production Manager
Earl W. Lewis, Chief Engineer
Labe Moll, Film Director
Arthur L. Gray, National Sales Manager
Lynn Morrow, Public Relations & Administrative Assistant to General Manager
Burt Tappan, Publicity Director & Promotion Manager
Hal Keeplin, Art Director
Ralph Renick, News Director
Jack Cummins, Sports Director

RATE INFORMATION: Class A hour rate—$600 (film only). Minute spot—$110. Participation—$40-$50 per spot. Rehearsals—$50 per half-hour in excess of 1×1 rate. Frequency discounts—Begin with 13 times at 5° up to 260 times at 25°. (From Rate Card No. 7, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

Current Realities

Number of sets as of Feb. 1st 102,000

PLUS - high spending market (per capita income) $1,800

PLUS' - One station market

PLUS - 10% increase in year-round population every year including 1951.

EQUAL

A "MUST" BUY

Channel 4 WTVJ
MIAMI, FLORIDA

NATIONAL REPRESENTATIVE
FREE and PETERS, Inc.
WTVJ brought this boom to South Florida in March of 1949 and it has continued to grow and grow and grow.

Rorabaugh figures show that this phenomenal increase is built on a solid foundation of consistent year-round local advertisers. An average of 185 local advertisers invest in WTVJ television every month in the year. For eight consecutive months WTVJ televised for more local advertisers than any other television station in the nation.

These advertisers have found that WTVJ has developed a progressive, show-wise operation which attracts more and more viewers daily. Better yet, these advertisers have discovered that the WTVJ viewers buy and buy and buy in South Florida's great year-round market.

See and hear our story from your nearest Free and Peters' Colonel.
CHILDREN AROUND THE WORLD

How children live and play . . . in Greece, in Africa, Italy, Greenland, Mexico, China, and Japan . . . how they grow up in Navajo-land, in Ireland and Norway, Spain and Holland . . . this is the subject of these delightful, authentic films, made on-the-spot by EBF cameramen. There are nineteen films (one reel) in this series—and they’ll delight your entire audience . . . win praise for your good taste, too! Easily sponsored. Details on request.

APS

Maurice B. Mitchell, General Manager,
ASSOCIATED PROGRAM SERVICE
151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.
waga says...

"if you want to move goods in the Atlanta market, use . . .

waga-tv
all the way."

NEW STUDIOS
waga-tv studios are the newest and finest in Atlanta.

Your programs carry prestige and are assured top production when they originate in the new studios of waga-tv.
SNADER PRODUCTIONS
Proudly presents
WASHINGTON SPOTLIGHT
featuring the internationally famous news-analyst and columnist, MARQUIS CHILDS
and a weekly guest panel made up of America's history-making personalities...

* Senator Capehart
* Senator Kefauver
* Senator Wiley
* Senator Dirkson
* Congressman Scott
* Congressman Joe McCarthy
* Michael DiSalle
* plus dozens of others

TIMELY...
The topics of discussion on WASHINGTON SPOTLIGHT are geared to the headlines. The program features thought-provoking, controversial issues currently in the news.

UP TO THE MINUTE...
Each week's show is flown to you direct from the processing laboratories...immediately after it has been filmed!

HISTORY-MAKING...
The nation's most important public figures make history-making disclosures on every program. WASHINGTON SPOTLIGHT constantly finds itself quoted from by the wire services and news magazines...because WASHINGTON SPOTLIGHT scores one news-beat after another!

Write, wire or phone:
SNADER TELESCRIPTIOINS SALES, Inc.
Reub Kaufman, President
328 South Beverly Drive
Beverly Hills, California
735 Spring St. N. W.
Atlanta, Georgia
1900 Euclid
Cleveland, Ohio

TV Stations in the U. S.

Atlanta—(Continued)

WLTV
LICENSEE: Broadcasting Inc.
ADDRESS: 15 Forsyth St., S.W. ZONE: 2 PHONE: Cypress 6676

TV NETWORK AFFILIATION: ABC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by a group of Atlanta businessmen, of whom the following own 5,000 or more shares each: Walter Sturdivant, Clement A. Evans, Alfred D. Kennedy Jr., Harris Robertson, Arthur Montgomery.

BEGAN OPERATION: Sept. 30, 1951

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 1601 W. Peachtree St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 23.8 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA TYPE: TF-68

ANTENNA HEIGHT: Above Average Terrain, 546 ft. Above Ground, 600 ft.

STUDIO ADDRESS: 15 Forsyth St., S.W.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and film cameras

TYPE OF OPERATION: Uses local live, network live, local film, kinescopes

NEWS SERVICES: AP, Acme

EXECUTIVES:
Walter C. Sturdivant, President
William T. Lane, Vice President & General Manager
George P. Moore Jr., Commercial Manager
Roger O. Van Duzer, Program Director
Harvey J. Aderhold, Technical Director
Ann Hutcherson, Traffic Manager
John Barry, Film Buyer

RATE INFORMATION: Class A hour rate—$500. Minute spot—$75. Frequency discounts—Begin with 13 times at 5% up to 156 times at 30%. (From Rate Card No. 1, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Spearman & Roberson
CONSULTING ENGINEER: A. Earl Cullum Jr.
Local TV Shows That Sparkle — and SELL

Atlanta's WLTV is building an increasing schedule of local programs . . . shows that are sales-minded; shows that are aimed straight at the local tastes and interests of the Atlanta community; shows that are skillfully produced to win loyal and responsive audiences.

All day, every day, Shirley Krayble and her aides shop Atlanta's stores for the best bargain buys in all lines from lipsticks to pots and pans. And every Monday thru Friday, from 3:30 to 4:00 P.M., Shirley displays and demonstrates her "best buys of the day" to a loyal audience of women who know they can rely on her judgment. She personally handles an average of 150 phone calls and dozens of letters daily from homemakers who consult her for shopping advice. A top grade sales vehicle, this "Shopping Atlanta" . . . because women believe in the program.

Roger Van is a handy man . . . whether he's making a piano and organ talk simultaneously, playing telephone quiz games with his loyal afternoon viewers, or lending his unaffected neighborly personality to a commercial, on his daily feature called "Anything Goes."

WLTV's weather forecasts are authoritative, complete and down-to-earth . . . done by meteorologist Al Stalekly, who is a familiar, trusted and popular visitor to Atlanta-area homes whenever it's "time to talk about the weather." The WLTV weather reporter is as Southern as fried chicken . . . and just as good!

WLTV's Ray McCay and his SWINGBILLIES serve up a half hour of gay music and good humor nightly to that immense North Georgia audience that loves the folk music and songs of the South and West. Plus which, they do such amazing things as pulling 2,000 persons in one week into a sponsor's stores with a single little offer used exclusively on their show!

News is something that WLTV delivers skillfully and frequently, daytime and nighttime . . . crisp, easy-to-watch summaries of world and regional events, amply illustrated with up-to-the-minute telephotos. Here, news-telecaster Bob Martin checks his news before air-time.

WELTY
CHANNEL 11 ATLANTA
Represented by HARRINGTON, RIGHTER & PARSONS, INC.
ABC Network
General Manager
William T. Lane

BROADCASTING • Telecasting 1952 TELECASTING Yearbook • Page 81
TV Stations in the U. S.

Atlanta—(Continued)

WSB-TV

LICENSEE: Atlanta Newspapers Inc.

ADDRESS: Biltmore Hotel PHONE: Elgin 6711

AM AFFILIATE: WSB FM AFFILIATE: WSB-FM

TV NETWORK AFFILIATION: NBC (Interconnected)


BEGAN OPERATION: September 29, 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: 780 Willoughby Way.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw

MAKE OF ANTENNA: RCA TYPE: TFS-14-A

ANTENNA HEIGHT: Above Average Terrain, 922 ft. Above Ground, 1,062 ft.

STUDIO ADDRESS: 1601 W. Peachtree

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field


FILM LIBRARY: Snader NEWS SERVICE: AP

LIBRARY SERVICE: Standard, World

STUDIO FACILITIES: Four orthicon cameras for studio shows. Two image orthicon field cameras. One iconoscope camera. Two 16mm film projectors.

EXECUTIVES:

J. M. Cox Jr., President
J. Leonard Reinsch, Managing Director
John M. Outler Jr., General Manager
Marcus Bartlett, Station Manager
C. F. Daugherty, Chief Engineer
Jean Hendrix, Film Buyer

RATE INFORMATION: Class A hour rate—$650 (film only). Minute spot—$104. Participation—$39-$78 per spot. Frequency discounts—Begin with 13 times at 3% up to 260 times at 30%. (From Rate Card, Jan. 10, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)

Page 82 • 1952 TELECASTING Yearbook
Chicago—

WBKB

LICENSEE: Balaban & Katz Corp.

ADDRESS: 190 North State St.  ZONE: 1  PHONE: Randolph 6-8210

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by United Paramount Theatres Inc., owner of national chain of movie theatres. If FCC approves merger of ABC and UPT, Columbia Broadcasting System will buy facilities of WBKB.

BEGAN OPERATION: September 6, 1946

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 4 (66-72 mc)


MAKE OF TRANSmitter: RCA  MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 25.2 kw  Aural, 12.6 kw

MAKE OF ANTENNA: RCA  TYPE: 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 390 ft. Above Ground, 700 ft.

STUDIO ADDRESS: 190 N. State St.

MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: Orthicon


NEWS SERVICE: UP

STUDIO FACILITIES: Studio A (24x26 ft.) includes two image orthicon studio cameras. Studio G (35x55 ft.) includes two image orthicon studio cameras. Studio C (8x10 ft.) designed for news broadcasts and similar type programs. Film studio includes two iconoscope and one image orthicon cameras, 16mm and 35mm film projectors, slide projector for 35 mm film or 2x2-inch slides, Multiscope projector for 4x3-in. cards.

EXECUTIVES:

Leonard Goldenson, President (UPT)
Robert H. O'Brien, Secretary-Treasurer (UPT)
John H. Mitchell, General Manager
Milton D. Friedland, Traffic Manager
S. C. Quinlan, Program Director
William P. Kusack, Chief Engineer
Carl Russell, Film Buyer
Matt Vieracker, Controller
George Rice, Office Manager
Lee Solberg, Publicity & Promotion Director
William Ryan, Production Manager

RATE INFORMATION: Class A hour rate—$1,300 (live), $1,500 (film). Minute spot—$325. Participation per spot—$65-$250. Rehearsals—$50 per half hour for live studio; $60 per hour in excess of pre-broadcast run thru for film studio (minimum—$30). Frequency discounts—Begin with 13 times at 5% up to 208 times at 20%. (From Rate Card No. 8, Oct. 15, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson.

CONSULTING ENGINEER: Andrew Corp. (Chicago)
IN CHICAGO...

Here's your best buy in daytime television

If you want more pull in Chicago, pull up a chair and get the facts on the Bob and Kay Show. You just can't beat 'em in Chicago for entertainment...and for results. One day, by accident, Kay mentioned where she had bought the $89.95 blouse she was wearing. The store wasn't even a sponsor, but Kay's plug sold 75 of the blouses! She and Bob can do the same for you...and so can these other great shows on Channel 7:

- Beulah Karney . . . . 2:00 p.m. Mon., Wed., Fri.
- Housewives' Holiday . . . . 2:00 p.m. Tues. & Thurs.
- Barbara Moro . . . . 2:30 p.m. Mon. thru Fri.
- Sagebrush Theatre . . . . 4:30 p.m. Mon. thru Fri.
- King Calico . . . . 5:45 p.m. Mon., Wed., Fri.
- Sports Highlights . . . . 6:20 p.m. Mon. thru Fri.

BOB AND KAY, 12 Noon, Mon.-Fri.

If you want more pull in Chicago, pull up a chair and get the facts on the Bob and Kay Show. You just can't beat 'em in Chicago for entertainment...and for results. One day, by accident, Kay mentioned where she had bought the $89.95 blouse she was wearing. The store wasn't even a sponsor, but Kay's plug sold 75 of the blouses! She and Bob can do the same for you...and so can these other great shows on Channel 7:

- Beulah Karney . . . . 2:00 p.m. Mon., Wed., Fri.
- Housewives' Holiday . . . . 2:00 p.m. Tues. & Thurs.
- Barbara Moro . . . . 2:30 p.m. Mon. thru Fri.
- Sagebrush Theatre . . . . 4:30 p.m. Mon. thru Fri.
- King Calico . . . . 5:45 p.m. Mon., Wed., Fri.
- Sports Highlights . . . . 6:20 p.m. Mon. thru Fri.

American Broadcasting Company
Presenting the
CHICAGO
TV STORY

12:00 to 4:00 P.M.*
(Monday through Friday)
WNBQ 6.6
Station B 1.6
Station C 1.6
Station D 1.8
*American Research Bureau
(Jan.-Dec. 1951)

A comparison of
average station
audience ratings
DAY and NIGHT

4:00 to 6:00 P.M.*
(Sunday through Saturday)
WNBQ 10.9
Station B 2.3
Station C 7.7
Station D 3.4
*American Research Bureau
(Jan.-Dec. 1951)

Again proving the
NO. 1 TV Station
in Chicago is . . .
TELEVISION STATIONS IN THE UNITED STATES

Chicago—(Continued)

WGN-TV

LICENSEE: WGN Inc.

ADDRESS: 441 N. Michigan Ave. ZONE: 11 PHONE Superior 7-0100

AM AFFILIATE: WGN FM AFFILIATE: WGNB

TV NETWORK AFFILIATION: DuMont (Interconnected)


BEGAN OPERATION: April 15, 1948

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: Civic Opera Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-711 & TT-8B

EFFECTIVE RADIATED POWERS: Visual, 29 kw Aural, 14.5 kw

MAKE OF ANTENNA: RCA TYPE: T68 Six-Element

ANTENNA HEIGHT: Above Average Terrain, 585 ft. Above Ground, 609 ft., 6 in.

STUDIO ADDRESS: 441 N. Michigan Ave. HOURS OF OPERATION: 10 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK10A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: AP, UP, INS, Tribune Press

LIBRARY SERVICE: Associated, Standard

STUDIO FACILITIES: Studio 1A (seating 400), four cameras. Studio 5A (43x68 ft.), seats 150, two cameras. Studio 5B (31x25 ft.), two cameras. Studio 6A (34x31 ft.), two cameras. Studio 6B (34x31 ft.), two cameras. Studio 7A (32x60 ft.), three cameras. Studio 7B (12x16 ft.), one camera. Two mobile units include three field cameras each. Two 35mm Simplex projectors. Two 16mm projectors. Two slide projectors (3x4 in.).

EXECUTIVES:

Colonel Robert R. McCormick, President
Frank P. Schreiber, General Manager
William A. McGuiness, Commercial Manager
Ted Weber, Western Sales Manager
Joy Faraghan, Program Director
Carl J. Meyers, Chief Engineer
Elizabeth Bain, Film Buyer
Spencer Allen, Director of News
George Petterson, Director of Operations

RATE INFORMATION: Class A hour rate—$1,000 (live), $850 (film). Minute spot—$200. Participations—$110-$120 per spot. Rehearsals—$25 per half hour in excess of 1x1 ratio for live studio. Frequency discounts—Begin with 13 weeks at 5% up to 52 weeks at 10%. Also weekly discounts beginning with 2 days at 21/2% up to 7 days at 15%. (From Rate Card No. 8, March 1, 1951.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel.

ENGINEER: Raymond Guy.

Chicago—(Continued)

WNBQ

LICENSEE: National Broadcasting Co.

ADDRESS: Merchandise Mart ZONE: 54 PHONE: Superior 7-8300

AM AFFILIATE: WMAQ FM AFFILIATE: WMAQ-FM

TV NETWORK AFFILIATION: NBC (Interconnected)


BEGAN OPERATION: January 9, 1949

NATIONAL REPRESENTATIVE: NBC Spot Sales

TRANSMITTER ADDRESS: Civic Opera Bldg.

CHANNEL: 5 (76-82 mc)

MAKE OF TRANSMITTER: RCA MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 23.25 kw Aural, 12.29 kw

MAKE OF ANTENNA: RCA TYPE: 4 Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 627 ft. Above Ground, 627 ft.

STUDIO ADDRESS: Merchandise Mart HOURS OF OPERATION: 6:45 a.m.-1:15 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK10A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: AP, UP, INS, Tribune Press

LIBRARY SERVICE: Associated, Standard

STUDIO FACILITIES: One studio (43x68 ft.), four cameras. One studio (17x39 ft.), two cameras. One studio (40x54 ft.), three cameras. One studio theatre, three cameras. One film studio, two cameras. Two 16mm film projectors. Two 35mm film projectors. Two slide projectors. Two mobile units.

EXECUTIVES:

Joseph McConnell, President (NBC)
Harry C. Kopf, Vice President & General Manager
Jules Herbeux, Program Manager
Howard Luttgens, Chief Engineer
Isabelle Cooney, Film Procurement
John F. Whalley, Controller
William Ray, News & Special Events Manager
Jack Ryan, Press Manager
John Keys, Promotion Manager

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Participations—$300 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, $200 (31-60 minute program), $100 (5-30 minute program). Addition studio, $125 (31-60 minute program), $62.50 (5-30 minute program). Live studio $50. Film studio, $31.25. Frequency discounts—Begin with 13 times at 2'1% up to 260 times at 20%. (From Rate Card No. 5, Aug. 15, 1951.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel.

ENGINEER: Raymond Guy.
... Here's TV Coverage

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

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

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

call your WGN-TV representative for availabilities

WGN-TV
CHANNEL 9 • CHICAGO
The Chicago Tribune Television Station
You’ll Buy the
WHBF-TV MARKET EASIER
if you know these facts:

**FACT 1** — THE QUAD-CITIES ARE TIED TOGETHER BY PHYSICAL PROXIMITY, BY BUSINESS ACTIVITY, AND BY SOCIAL BONDS INTO ONE LARGE METROPOLITAN UNIT.

**FACT 2** — THE 234,256 PEOPLE IN THIS METROPOLITAN AREA RESIDE IN THE 4 CITIES SIMILARLY TO RESIDENTS IN THE BOROUGHS OF NEW YORK.

**FACT 3** — THE QUAD-CITIES IS 82ND IN POPULATION—AND 14TH IN EFFECTIVE BUYING INCOME PER CAPITA, AMONG SALES MANAGEMENT’S 162 METROPOLITAN COUNTY AREAS.

**FACT 4** — THE QUAD-CITIES IS 69TH IN BUYING POWER AND 76TH IN RETAIL SALES, AMONG SALES MANAGEMENT’S 162 METROPOLITAN COUNTY AREAS.

**FACT 5** — WHBF IS THE ONLY TV STATION IN ILLINOIS OUTSIDE OF CHICAGO (180 MILES AWAY). AFFILIATED WITH ABC, DU MONT AND COLUMBIA TV NETWORKS.

**FACT 6** — YOU COVER THE ENTIRE QUAD-CITY METROPOLITAN AREA WHEN YOU USE WHBF-TV—85,134 FAMILIES NOW HAVE TV. (AS OF JANUARY 1, 1952).

**FACT 7** — ON CHANNEL 4—WHBF-TV HAS RECENTLY DOUBLED ITS POWER.

---

**WHBF-TV SELLS TO QUAD-CITIANS**

**Quad-City's favorite**

**WHBF AM FM TV**

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

Les Johnson,
Vice President and Manager
Three’s not a crowd as far as we’re concerned. The station, the agency and (the guy in the middle) the station rep are inseparable when it comes to transacting national spot business. Important agencies are depending more and more upon Avery-Knodel as their source of prompt, reliable station information, while the country’s top stations, aware of the value and importance of proper national representation, are choosing America’s most alert reps...
TV Stations in the U. S.

Indianapolis—

**WFBM-TV**

**LICENSEE:** WFBM-TV

**ADDRESS:** 1330 N. Meridian St.  **ZONE:** 2  **PHONE:** Lincoln 8506

**AM AFFILIATE:** WFBM

**TV NETWORK AFFILIATION:** ABC, CBS, NBC, DuMont (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Principal stockholder is Harry M. Bitner and family. Some interests own WFBM-AM-TV Indianapolis, WEOA Evansville, Ind. WOOD-AM-TV Grand Rapids, WFDF Flint, Mich.

**BEGAN OPERATION:** May 30, 1949

**NATIONAL REPRESENTATIVE:** The Katz Agency

**CHANNEL:** 6 (82-88 mc)

**TRANSMITTER ADDRESS:** Merchants Bank Bldg.

**MAKE OF TRANSMITTER:** RCA  **MODEL NO:** TT-5A

**EFFECTIVE RADIATED POWERS:** Visual, 28.2  **Aural,** 18 kw

**MAKE OF ANTENNA:** RCA

**ANTENNA HEIGHT:** Above Average Terrain, 428 ft.  **Above Ground,** 428 ft.

**STUDIO ADDRESS:** 1330 N. Meridian St.  **HOURS OF OPERATION:** 9 a.m.—Midnight

**MAKE OF CAMERA CHAINS:** RCA

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**FILM LIBRARY:** Snader, Screen Gems  **NEWS SERVICE:** AP, INS, NBC, Telenews

**STUDIO FACILITIES:** Two studios (40x60 and 40x40 ft.). Six RCA cameras. Two RCA 16mm film projectors. One Balapticon (6x8 in.). One Projectall (3x4 in.).

**EXECUTIVES:**
Harry M. Bitner, President
Harry M. Bitner Jr., General Manager
William F. Killey, Commercial Manager
Hugh Kibbey, Program Director & Film Buyer
Harold Holland, Chief Engineer
Melvin C. Green, Secretary-Treasurer

**RATE INFORMATION:** Class A hour rate—$580 (live), $480 (film). Minute spot—$100. Participations—$100 per spot. Rehearsals—$100 per hour in excess of 1x1 ratio for live studio. $75 per hour in excess of normal run-through (pro-rated to nearest quarter hour). (From Rate Card No. 4, Feb. 1, 1951.)

**WASHINGTON ATTORNEY:** Dempsey & Kopolovitz

**CONSULTING ENGINEER:** Gillett & Bergquist

Page 90 • 1952 TELECASTING Yearbook
The television set dealers pictured at the left, located in communities far beyond the theoretical WFBM-TV coverage area, verify the Big Bonus audience of Indiana's FIRST Station. Evansville, Indiana, for instance (located 164 miles from Indianapolis) is just one of the "bonus communities" where viewers watch WFBM-TV. Thousands of television families in hundreds of cities and towns and on farms in areas far from the station make up this "big bonus group," by watching WFBM-TV regularly.

And that's just the "bonus" market WFBM-TV offers you!

On February 1, 1952, approximately 210,000 TV sets were installed within the station's regular coverage area. Add the Bonus Thousands of sets to that figure and you'll agree WFBM-TV is one of the best buys in the country for your advertisers.

Indiana ranks among the first ten states, both agriculturally and industrially. That means high employment and High incomes. Check this money-loaded Hoosier market—then—let WFBM-TV cover it for you.
SNADER PRODUCTIONS presents

DICK TRACY

★ 39 half-hour episodes now available
★ Filmed in Hollywood expressly for TV
★ Complete publicity and promotion campaign available

FEATURING:
RALPH BYRD...........as DICK TRACY
LYLE TALBOT...........as THE BRAIN
ANGELA GREENE......as TESS TRUEHEART
JOE DEVLIN...........as SAM CATCHEM

SURE-FIRE entertainment for youngsters from 6 to 96, featuring America's crime-busting hero, DICK TRACY, and his behind-the-scenes police adventures in the war against crime. Here's a show that just can't miss building a big mass audience in every TV market. It's thrilling, dramatic, educational...teaches clean living and respect for the law.

Write, wire or phone:

SNADER TELESCRIPTIONS SALES, Inc.
Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California
735 Spring St., N. W.
Atlanta, Georgia
1900 Euclid Street
Cleveland, Ohio

59 E. Van Buren
Chicago, Illinois
229 West 42nd Street
New York, New York

TV Stations in the U. S.

Iowa

Ames—

WOI-TV

LICENSEE: Iowa State College of Agriculture & Mechanic Arts

ADDRESS: Ames, Iowa PHONE: 2500 Ext. 281

AM AFFILIATE: WOI FM AFFILIATE: WOI-FM

TV NETWORK AFFILIATION ABC, CBS, NBC, Dumont (Interconnected)

BEGAN OPERATION: February 21, 1950

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 3 miles S. W. of Ames

MAKE OF TRANSMITTER: GE MODEL NO: 4TT-4C

EFFECTIVE RADIATED POWERS: Visual, 15.6 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: 3-Element

ANTENNA HEIGHT: Above Average Terrain, 560 ft. Above Ground, 580 ft.

STUDIO ADDRESS: Exhibit Hall, ISC HOURS OF OPERATION: 1 p.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont


NEWS SERVICE: INP

LIBRARY SERVICE: SESAC

STUDIO FACILITIES: Two 16mm projectors, one 35mm slide projector, one 2x2 in. slide and film projector. One balopticon, card size 3x4 in.

EXECUTIVES:
Charles E. Friley, President
Richard B. Hull, General Manager
Robert C. Mulhall, Operations Manager
Edward P. Wegener, Program Director
Louie L. Lewis, Chief Engineer
John Dunlop, Film Buyer

RATE INFORMATION: Class A hour rate—$400 (film only). Minute spot—$80. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. Accepts no local advertising. (From Rate Card No. 3, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Cohn & Marks.

CONSULTING ENGINEER: Jansky & Bailey
Telecasting...

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

Teaching...

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

Program Development...

Research and experimental work in cooperation with the United States Department of Agriculture, the Fund for Adult Education, an Independent organization established by the Ford Foundation, and the Commission on Christian Education and Iowa Interchurch Council.
Get this...he wants a “reasonably priced show with real big-time Hollywood production values.”
What shall I say?

Say yes...then call Consolidated and ask them to airmail us a print of “The Best Things in Life.”

Consolidated Television Sales
A division of Consolidated Television Productions, Inc.
Sunset & Van Ness, Hollywood 28, HO9-6369
25 Vanderbilt Ave., New York 17, MU 6-7543
612 Michigan Ave., Chicago 11, MI 2-5231

TV Stations in the U. S.

Davenport—

WOC-TV

LICENSEE: Central Broadcasting Co.

ADDRESS: 805 Brady St. PHONE: 3-3661

AM AFFILIATE: WOC FM AFFILIATE: WOC-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Col. B. J. Palmer and Mr. D. D. Palmer are the principal stockholders. They also own WHO-AM-FM Des Moines and 25% of KMA Shenandoah, IA, and KMTV (TV) Omaha, Neb.

BEGAN OPERATION: October 31, 1949

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: RR 1, Bettendorf, Iowa

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 22.9 kw Aural, 12.5 kw

MAKE OF ANTENNA: RCA TYPE: 5 Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 342 ft. Above Ground, 358 ft.

STUDIO ADDRESS: 805 Brady St. HOURS OF OPERATION: 6:45 am.-11p.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK10A


FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: One Studio (15x30 ft.), two cameras. One studio (24x40 ft.), two cameras. Three studio cameras. Two remote field cameras. Two film cameras. One Multiscope.

EXECUTIVES:

Col. B. J. Palmer, President
D. D. Palmer, Vice President & Treasurer
Ralph Evans, Executive Vice President
William D. Wagner, Secretary
Earl Sanders, Resident Manager
Mark Wodlinger, Sales Manager
Chas. Freburg, Program Director
Fred A. Reed, Sales Promotion Manager
Paul Arvidson, Chief Engineer

RATE INFORMATION: Class A hour rate—$300. Minute spot—$40 ($10 extra for live). Participation—$62.50 flat, or $70 per spot. Rehearsal—$60 per hour program, permitting 2 x 1 ratio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Alberson

CONSULTING ENGINEER: A. D. Ring & Co.
WOC-TV Sells!

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

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

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

WOC-TV, Channel 5
Davenport, Iowa

Free & Peters, Inc.
Exclusive National Representatives

The
QUINT CITIES

WOC-TV
AM FM

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
TRIP AROUND THE WORLD

... with the crack cameramen of Encyclopedia Britannica Films is yours for the asking with the EBF series of World Films. Alaska . . . Africa . . . West Indies . . . South Pacific Isles . . . countries of Europe and South America . . . they're all delightfully documented on film . . . 39 different quarter-hour units for you to schedule now. You'll find sponsors, viewers . . . plus lots of praise for your service to all . . . in this round-the-world trip. Details on request.

APS

Maurice B. Mitchell, General Manager,
ASSOCIATED PROGRAM SERVICE
151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television. Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.

TV Stations in the U. S.

Kentucky

Louisville—

WAVE-TV

LICENSEE: WAVE Inc.
ADDRESS: 334 E. Broadway ZONE: 2 PHONE: Wabash 2201
AM AFFILIATE: WAVE FM AFFILIATE: WRXW
TV NETWORK AFFILIATION: ABC, NBC, DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: George Norton Jr. is principal stockholder.
BEGIN operation: November 4, 1948
NATIONAL REPRESENTATIVE: Free & Peters Inc.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: 334 E. Broadway
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 24.1 kw Aural, 12.1 kw
MAKE OF ANTENNA: RCA TYPE: TFFA, 5-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 510 ft. Above Ground, 570 ft.
STUDIO ADDRESS: 334 E. Broadway HOURS OF OPERATION: 6:45 a.m.-Midnight.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30A
NEWS SERVICE: AP

STUDIO FACILITIES: Main studio, 36x55 ft. Studio N II, 22x33 ft. Four image orthicon cameras. Two 16mm film projectors. One 35mm slide projector. Two Balopticons (3½x4 in.) Remote equipment consists of two or more field cameras.

EXECUTIVES:
George Norton Jr., President
Nathan Lord, General Manager
Ralph Jackson, Commercial Manager
George Patterson, Program Director
Wilbur Hudson, Chief Engineer
Jack Boyle, Director of TV Operation
Cyrus D. Crites, Director of Publicity and Promotion

RATE INFORMATION: Class A hour rate—$450. Minute spot—$97 (live), $90 (film). Participation—$97 per spot (live), $90 (film). Frequency discounts—Begin with 10 times at 5% up to 104 times at 20%. (From Rate Card No. 6, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.
WAVE-TV

63.1% OF FRINGE-AREA RECEIVERS OBTAIN A CLEARER PICTURE FROM WAVE-TV THAN FROM LOUISVILLE'S 2ND STATION!

(Based on scientific, authoritative survey made by Dr. Raymond A. Kemper, Head of the Psychological Services Center, University of Louisville, in 44 towns and cities in WAVE-TV fringe area, November, 1951)

FIRST IN COVERAGE! First in Audience Preference! First In Kentucky!

WAVE-TV CHANNEL 5 • NBC, ABC, DUMONT

LOUISVILLE, KY.

Free & Peters, Inc., Exclusive National Representatives
How did I become a vice president?
Used my head. While others were sinking money in live TV, I got in touch with Consolidated and bought a bang-up show on film. Then I bought spot market. No wasted circulation... costs less, too. And I don't mind adding that it pleased the client no end.

Consolidated Television Sales
a division of Consolidated Television Productions, Inc.

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6356
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
612 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

TV Stations in the U.S.

Louisville—(Continued)

WHAS-TV

LICENSEE: WHAS Inc.
ADDRESS: Sixth & Broadway ZONE: 2 PHONE: Wabash 2211
AM AFFILIATE: WHAS
TV NETWORK AFFILIATION: CBS (Interconnected)
BEGAN OPERATION: March 27, 1950
NATIONAL REPRESENTATIVE: Edward Petry & Co.
CHANNEL: 9 (186-192 mc)
TRANSMITTER ADDRESS: Sixth & Broadway
MAKE OF TRANSMITTER: GE MODEL NO: TT-6D
EFFECTIVE RADIATED POWERS: Visual, 50 kw Aural, 25 kw
MAKE OF ANTENNA: GE TYPE: Special built 12 Bay—Super Gained
ANTENNA HEIGHT: Above Average Terrain, 529 ft. Above Ground, 600 ft.
STUDIO ADDRESS: Sixth & Broadway HOURS OF OPERATION: 10 a.m.-10:30 p.m.
MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Portable
NEWS SERVICE: AP
LIBRARY SERVICE: Lang-Worth
STUDIO FACILITIES: Two studios, 42x60 ft. and 30x50 ft., four cameras. One mobile unit, two cameras. One film camera chain. Two 16mm film projectors. One slide projector (3¼x4 in.). One opaque projector. Bell & Howell Model 70H 16mm silent movie camera. Complete 16mm equipment for cutting and editing.
EXECUTIVES:
Barry Bingham, President
Victor A. Sholis, Vice President & Director
Neil Cline, Sales Director
William F. Loader, Promotion Manager
Ralph Hansen, Program Director & Film Buyer
Orrin W. Towner, Technical Director
RATE INFORMATION: Class A hour rate—$500 (film only). Minute spot—$100. Participation—$100 per spot. Frequency discounts—Begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 4, Sept. 15, 1951.)
WASHINGTON ATTORNEY: Miller & Schroeder.
IN THE **WHAS** TRADITION...

The only radio station serving and selling all of the rich Kentuckiana Market

WHAS
Louisville, Kentucky

The Nation's First and Kentuckiana's Only 50,000 watt television station

WHAS-TV
Louisville, Kentucky
Louisiana

New Orleans—

WDSU-TV

LICENSEE: WDSU Broadcasting Corp.
ADDRESS: 520 Royal St. ZONE: 16 PHONE: Tulane 4371
AM AFFILIATE: WDSU FM AFFILIATE: WDSU-FM
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Edgar B. Stern Jr. is principal stockholder.
BEGAN OPERATION: December 1948
NATIONAL REPRESENTATIVE: Blair-TV Inc.
CHANNEL: 6 (82-88 mc)
TRANSMITTER ADDRESS: Hibernia Bank Bldg.
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 31 kw Aural, 15.5 kw
MAKE OF ANTENNA: RCA TYPE: TFSA, 5 section Superturnstile
STUDIO ADDRESS: 520 Royal St. HOURS OF OPERATION: 9 a.m.-Midnight
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Field camera chains
TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.
NEWS SERVICE: AP, UP, NBC Newsreel, Acme Photo
LIBRARY SERVICE: Capital, World
STUDIO FACILITIES: One studio (100x55 ft.), two RCA studio image orthicon cameras. Two RCA film cameras. Two 16mm film projectors. One slide projector (2x2 in.). One combination slide and Balopticon projector (3½x4 in.). One automatic slide projector (2x2 in.).
EXECUTIVES:
Edgar B. Stern Jr., President
Robert D. Swezey, General Manager
Lester E. Kabacoff, Secretary-Treasurer
Louis Read, Commercial Manager
Lindsey Riddle, Chief Engineer
Rose Wetzel, Film Buyer
RATE INFORMATION: Class A hour rate—$500 (live), $400 (film). Minute spot—$95 (live), $80 (film). Participations—$75 per spot. Rehearsals—$75 per hour for first hour, $60 per hour thereafter for rehearsals in excess of 2x1 ratio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Oct. 1, 1951.)
WASHINGTON ATTORNEY: Pierson & Bell.
CONSULTING ENGINEER: E. C. Page Consulting Engineers

"For the FIRST Televising of the Kefauver Hearings..."

WDSU-TV RECEIVES THE 1951 SYLVANIA AWARD

WDSU-TV is deeply grateful for the honor of receiving the 1951 Sylvania Award and the Citation of the Award Committee:
"This station's enterprise and imagination in first seeing the public service implications of bringing the Kefauver Committee's sessions to television, set a precedent of far reaching importance."

CALL BLAIR-TV!
TV Stations in the U. S.

Maryland

Baltimore—

WAAM

LICENSEE: WAAM Inc.

ADDRESS: 3725 Malden Ave. ZONE: 11 PHONE: Mohawk 7600

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Ben and Herman Cohen and families are principal stockholders.

BEGAN OPERATION: November 1, 1948

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 13 (210-216 inc.)

TRANSMITTER ADDRESS: 3725 Malden Ave.

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay Batwing

EFFECTIVE RADIATED POWERS: Visual, 26.1 kw Aural, 13.8 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay Batwing

ANTENNA HEIGHT: Above Average Terrain, 530 ft. Above Ground, 495 ft.

STUDIO ADDRESS: 3725 Malden Ave. HOURS OF OPERATION: 10:20 am.-Midnight

MAKE OF CAMERA CHAINS: RCA


NEWS SERVICE: AP, Acme

LIBRARY SERVICE: World

STUDIO FACILITIES: Main studio is 65x65x25 ft. Second studio is 20x30x10 ft. Announcer studio is 14x12x10 ft. Two 16mm film projectors. Two 35mm slide projectors. Gray Telepticon. Four camera chains. Two mobile field camera chains.

EXECUTIVES:

Ben Cohen, President
Norman C. Kal, Executive Vice President
Ken Carter, General Manager
Armand Grant, Assistant General Manager & Director of Sales
Herbert B. Cohen, Program Manager & Film Buyer
Ben Wolfe, Director of Engineering
Glenn Lohman, Chief Engineer
Pel Schmidt, Local Sales Manager
Joel Chaseman, Director of Public Service & Publicity
Paul Kone, Studio Production Supervisor

RATE INFORMATION: Class A hour rate—$650. Minute spot—$113.75. Participations—$55-$110 per spot. Rehearsals—$50 per hour live studio, $25 per hour film studio in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 21½% up to 312 times at 25%. (From Rate Card No. 6, May 1, 1951.)

WASHINGTON ATTORNEY: Fischer, Willis & Panzer

CONSULTING ENGINEER: Kear & Kennedy

BROADCASTING • Telecasting

OUR TV FILMS CAN SELL FOR YOU TOO!

VIRGINIA DARE WINE
RYBUTOL
RED TOP BEER
BARTLEY STORES
NATIONAL TEA COMPANY
INTERNATIONAL SHOE COMPANY
CROWN DRUG COMPANY
CAPITAL PAPER COMPANY
FOLK MILK COMPANY
COURTESY MOTORS
HORSE TRADER ED

LANGENDORF UNITED BAKERIES
AMERICAN VITAMIN ASSOCIATES
BUSTER BROWN SHOE COMPANY
NORGE AND BARDAHL
ARDEN DAIRY
DEAN MILK COMPANY
HELM'S BAKERIES
THE HUMKO COMPANY
SWAN CLEANERS
FLETCHER JONES CHRYSLER DEALER
HOFFMAN COMPANY
AND HUNDREDS MORE

ADRIAN WEISS PRODUCTIONS PRESENT THE

CRAIG KENNEDY CRIMINOLOGIST SERIES

STARRING

DONALD WOODS

With Sydney Mason and Lewis Wilson

Mystery! • Suspense! • Action!

13 HALF-HOUR FILMS
IMMEDIATE DELIVERY

13 MORE CRAIG KENNEDYS
NOW IN PRODUCTION

Your audience will thrill to these exciting mystery shows. Beautiful settings, excellent casts, wonderfully photographed. Sponsors get five product identifications and 3 full length selling commercials at climax point of each story, guaranteeing that viewers see and hear sponsor's message.

ANOTHER NEW HALF-HOUR SERIES!

13 New Action Packed TV Films

"THE THRILL OF YOUR LIFE"

For Immediate Delivery

Top entertainment for the entire family. Real-life comedy and drama, as lived by real people. A lion tamer, judo teacher, swordsman, ski-jumper, parachute fire fighter, tillerman on a hook and ladder, water ballet queen, pistol marksman, horse trainer... all vividly filmed... available now to sell any sponsor's products.

WHY NOT LET OUR FILMS SELL FOR YOU TOO?

13 Craig Kennedy Criminologist Series (13 more in production)
13 "The Thrill of Your Life"
52 Full Length Westerns
3 15-Episode Serials
13 Cartoons
6 Wrestling Subjects
8 Western Featurettes
26 Travelogues
6 Nursery Rhymes
26 Full Length Features
100's of Silent Slapstick Comedies and Other Subjects

LOUIS WEISS & COMPANY
655 N. FAIRFAX AVE.

Los Angeles 36, Calif. • WEbster 8-5287

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1952 TELECASTING Yearbook • Page 101
SNADER PRODUCTIONS
present
TELEVISION'S FINEST SELECTION OF
FEATURE FILMS

BONNIE PRINCE CHARLIE
THE COURTNEY AFFAIR
THE WOODEN HORSE
HOUR OF GLORY
FLESH AND BLOOD
ANGEL WITH A TRUMPET
WONDER BOY
MAN IN THE DINGHY
THE HIDEOUT
SAINTS AND SINNERS
WOMAN OF DOLWYN
INTERRUPTED JOURNEY
SEVEN DAYS TO NOON
FOREVER AND A DAY
THE AMAZING ADVENTURE
ADVENTURE IN BLACKMAIL
STORM IN A TEACUP
BUT NOT IN VAIN
THE GREEN COCKATOO
UNDER THE RED ROBE
DARK JOURNEY
TEN DAYS IN PARIS
FAREWELL AGAIN
SOUTH RIDING
A WOMAN ALONE
WINGS OF THE MORNING
DINNER AT THE RITZ

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Write, wire or phone:
SNADER TELESCRIPTIoNS SALES, Inc.
Reub Kaufman, President
328 South Beverly Drive
Beverly Hills, California
735 Spring St., N. W.
Atlanta, Georgia
1900 Euclid Street
Cleveland, Ohio

SBTV Stations in the U. S.

Baltimore—(Continued)

WBAL-TV

LICENSEE: Hearst Corp. (Radio & Television Division)
ADDRESS: 2610 N. Charles St. ZONE: 18 PHONE: Hopkins 3000
AM AFFILIATE: WBAL
TV NETWORK AFFILIATION: NBC (Interconnected)


BEGAN OPERATION: March 11, 1948

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 11 (198-204 inc.)

TRANSMITTER ADDRESS: 2401 Violet Ave.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 27 kw Aural, 13 kw

MAKE OF ANTENNA: RCA TYPE: TF-6B Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 540.4 ft. Above Ground, 447 ft.

STUDIO ADDRESS: 2610 N. Charles St. HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Film-Iconoscope, live-image orthicon


FILM LIBRARY: NBC NEWS SERVICE: Telenews

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Studio "H" (30x50 ft.), three image orthicon cameras. Studio "E" (40x100 ft.), four image orthicon cameras, seats 300. Small studio (25x35 ft.). Two kinescope film chains. Three 16mm film projectors. Four 35mm slide projectors. One Teleopticon (4x5 in.). Rear screen projector for studios. Mobile unit with three image orthicon cameras.

EXECUTIVES:
Charles B. McCabe, Vice President & Executive Director
D. L. Provost, Vice President & General Manager
John T. Wilher, Vice President (Engineering)
Arnold Wilkes, Director of Public Affairs & Education
Victor F. Campbell, Program Director
Leslie H. Peard Jr., Station Manager
Jerre Wyatt, Program Manager
Thomas J. White Jr., News & Publicity Manager
John Frankenfeld, Film Buyer
Mollie Martin, Director of Women's Programs
William C. Bareham, Chief Engineer

RATE INFORMATION: Class A hour rate—$700. Minute spot—$125. Participations—$80-$100 per spot. Frequency discounts—Begin with 26 times at 5% up to 312 times at 25%. (From Rate Card No. 7, April 1, 1951.)

WASHINGTON ATTORNEY: Dempsey & Koplovitz.

CONSULTING ENGINEER: A. Earl Cullum Jr. (Dallas)
"Month after month more advertisers spend more dollars on WBAL-TV... than any other Baltimore station."

Nationally Represented by Edward Petry and Co., Inc.
Oh, it was just one of those things. This client calls up and says he's got to reach kids, lots of kids...and fast! So I say... buy Consolidated's "Adventures of Cyclone Malone." He does. Well, you know what happened! Ten thousand kids rushed into his stores and in less than 24 hours he'd sold them 10,000 quarts of ice cream. And that's not all. Before the campaign was over 106,400 kids had made purchases tied in with Cyclone Malone badges. Was I ever a hero! Still am, in fact, because when anyone wants a good show on film, I say, call Consolidated Television Sales a division of Consolidated Television Productions, Inc.

Baltimore—(Continued)

WMAR-TV

LICENSEE: The A. S. Abell Co.

ADDRESS: Baltimore & Charles Sts. ZONE: 3 PHONE: Mulberry 5670

TV NETWORK AFFILIATION: CBS (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Baltimore Sunpapers.

BEGAN OPERATION: October 27, 1947

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Mathieson Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: 3 Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 405 ft. Above Ground, 624 ft.

STUDIO ADDRESS: Baltimore & Charles Sts. HOURS OF OPERATION: 9 a.m.—Midnight

MAKE OF CAMERA CHAINS: RCA


NEWS SERVICE: AP

LIBRARY SERVICE: World

STUDIO FACILITIES: Two studios (32x48 and 21x25 ft.). Three RCA orthicon cameras. Two 16mm film projectors. Two camera chains. One Balopticon projector. Two Kodak slide projectors. One 35mm strip film projector. Projecta. One Houston processor. One film printer. Seven type 7-DE cameras. One Auricon 16mm sound camera. Two 16mm Zoomar lenses. One mobile unit equipped with three camera chains; another unit with two chains.

EXECUTIVES:

William F. Schmick Sr., President
E. K. Jett, Vice President & Director of Television
Earnest A. Lang, Commercial Manager
Ralph T. Braun, Promotion Manager
Robert B. Cochran, Program Director
Carlton G. Napper, Chief Engineer
David V. R. Stickle, Film Buyer

RATE INFORMATION: Class A Hour rate—$800. Minute spot—$150. Participation—$60 per spot. Frequency discounts—Begin with 26 times at 5% up to 312 times at 25%. (From Rate Card No. 8, Dec. 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

Page 104 • 1952 TELECASTING Yearbook
have recorded the Maryland Scene for Television's Pioneer Newsreel

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

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

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

Television Affiliate of the Columbia Broadcasting System
TELEVISION STATIONS IN THE UNITED STATES

Massachusetts

Boston—

WBZ-TV

LICENSEE: Westinghouse Radio Stations Inc.
ADDRESS: 1170 Soldiers Field Rd. ZONE: 34 PHONE: Algonquin 4-5670
AM AFFILIATE: WBZ FM AFFILIATE: WBZ-FM
TV NETWORK AFFILIATION: NBC (Interconnected)
BEGAN OPERATION: June 9, 1948
NATIONAL REPRESENTATIVE: NBC Spot Sales
CHANNEL: 4 (66-72 mc)
TRANSMITTER ADDRESS: 1170 Soldiers Field Rd.
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 15.61 kw Aural, 7.70 kw
MAKE OF ANTENNA: RCA TYPE: TF 3A 3-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 547 ft. Above Ground, 649 ft.
STUDIO ADDRESS: 1170 Soldiers Field Rd.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and Field Cameras
NEWS SERVICE: INS
LIBRARY SERVICE: Snader, NBC Film.
STUDIO FACILITIES: Studio "T" (40x45x23 ft.); Studio "B" (30x45x19 ft.); Auditorium Studio seating 150 persons (35x20 ft. stage). Three studio camera chains. Film facilities: Two RCA 16mm film projectors; two RCA 35mm film projectors; one Bolex; two strip film projectors; two slide projectors; two Multiplexer units with film cameras. RCA mobile units with three field camera chains.
EXECUTIVES:
Walter Evans, President
W. C. Swartley, Station Manager
C. Herbert Masse, Sales Manager
W. Gordon Swan, Program Manager
W. H. Hauser, Chief Engineer
Carl Lowton, Film Librarian
John G. Stilli Jr., Advertising & Sales Promotion Manager
RATE INFORMATION: Class A hour rate—$1,250. Minute spot—$250. Rehearsals—Live studio: $100 per hour (for programs 31-60 minutes), $50 per hour (for programs 5-30 minutes). Additional live studio rehearsals, $50 per half-hour; film studio, $25 per half-hour in excess of free normal run-through. Frequency discounts—Begin with 26 times or 70% up to 260 times at 20%. (From Rate Card No. 6-T, Aug. 1, 1951.)

Boston—(Continued)

WNAC-TV

LICENSEE: Thomas S. Lee Enterprises Inc. (Yankee Division)
ADDRESS: 21 Brookline Ave. ZONE: 15 PHONE: Commonwealth 6-0800
AM AFFILIATE: WNAC FM AFFILIATE: WNAC-FM
TV NETWORK AFFILIATION: ABC, CBS, DuMONT (Interconnected)
BEGAN OPERATION: June 21, 1948
NATIONAL REPRESENTATIVE: H-R Representatives Inc.
CHANNEL: 7 (174-180 mc)
TRANSMITTER ADDRESS: Medford, Mass.
MAKE OF TRANSMITTER: GE MODEL NO: TT-6B
EFFECTIVE RADIATED POWERS: Visual, 26.6 kw Aural, 13.3 kw
MAKE OF ANTENNA: GE TYPE: TY14F (6-bay)
ANTENNA HEIGHT: Above average terrain, 501 ft. Above ground, 437 ft.
STUDIO ADDRESS: 21 Brookline Ave. HOURS OF OPERATION: 10 a.m. to 1 a.m.
MAKE OF CAMERA CHAINS: GE
NEWS SERVICES: UP Movietone
STUDIO FACILITIES: Three image orthicon camera chains. Mobile unit, three image orthicon camera chains. Two Simplex 35mm film projectors. Two Bell & Howell 16mm film projectors. One slide projector (3½x4 in.). One 35mm slide projector (2x2 in.). Two film camera chains.
EXECUTIVES:
Tom O'Neill, President (Thomas S. Lee Enterprises)
William O'Neill, President (Yankee Network Division)
Linus Trouxer, Executive Vice President, General Manager & Commercial Manager
George Steffy, Vice President in charge of TV Operations
Harry Whittemore, Technical Director
James Pike, Film Buyer
Paul Kayes, Publicity.
RATE INFORMATION: Class A hour rate—$1,250. Minute spot—$250. Rehearsals—$50 per half-hour. (From Rate Card No. 6, Aug. 1, 1951.)
WASHINGTON ATTORNEY: Pierson & Ball
NO OTHER CITY MATCHES BOSTON
in TV penetration! In the Boston
metropolitan area reached by WBZ-TV,
there are more than 847,000 sets... more
sets per thousand families than in any
other U.S. city.

NO OTHER STATION MATCHES WBZ-TV
in television activity, throughout all
New England! 43 live shows a week now
originate in the WBZ-TV studios... shows that join with NBC network pro-
grams to keep Boston audiences eagerly
tuned to Channel 4.

Recognition of WBZ-TV live program-
ing comes from viewers, advertisers,
award juries. Among recent awards: TV
Guide's award for Public Service pro-
grams to "Our Believing World," and
TV Guide's award for best TV Sports-
caster to Bump Hadley.

For availabilities, check WBZ-TV, or NBC Spot Sales.

WBZ-TV
CHANNEL 4
BOSTON

WESTINGHOUSE RADIO STATIONS Inc
KDKA • KYW • WOWO • KEX • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Around the clock... all year long... WJBK-TV HAS THE TELEVISION AUDIENCE IN DETROIT!!

WJBK-TV Home Hooperatings Sun. thru Sat. 6-11 P.M.

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Just think! WJBK-TV’s average TV-Home Hooperating, for the 12 months ending October 1951, is 37.7! The Sunday evening average alone, from April to October 1951, is 43.0!

LOOK at these other Whopping Hooper averages WJBK-TV earned during 1951:

- Mon. thru Fri. 8-12 AM (Apr.-Oct.) 49.9!
- Saturday 7-2 PM (Apr.-Oct.) 41.3!

WJBK-TV’s consistently high Hoopers in the major time segments during 1951 make WJBK-Televisiion the wise time-buyer’s choice for top sales results in the Motor City. To be certain your television dollar pays you the highest dividends in the 5-billion dollar Detroit market, check with your KATZ man today.
We've got their eyes glued to WWJ-TV

The Eyes of Detroit are upon you when you're on WWJ-TV, Detroit's NBC affiliate... from 7 A.M. Dave Garroway time to sign-off at midnight.

Seven of Detroit's ten top-rated multi-weekly shows are on WWJ-TV. So is Red Wing hockey, and Friday night boxing.

In 1952, join the multitude of current WWJ-TV advertisers who are profiting from this large, responsive audience on a station that commands the greatest community respect, and assures reliability of production... in one of the greatest marketplaces in the world today.
Detroit—(Continued)

**WWJ-TV**

**LICENSEE:** The Evening News Association

**ADDRESS:** 615 W. Lafayette  ZONE: 31  PHONE: Woodward 2-2000

**AM AFFILIATE:** WWJ  **FM AFFILIATE:** WWJ-FM

**TV NETWORK AFFILIATION:** NBC (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is publisher of Detroit News.

**BEGAN OPERATION:** June 1947

**NATIONAL REPRESENTATIVE:** George P. Hollingbery Co.

**CHANNEL:** 4 (66-72 mc)

**TRANSMITTER ADDRESS:** Penobscot Bldg.

**MAKE OF TRANSMITTER:** DuMont  **MODEL NO:** TA-118A

**EFFECTIVE RADIATED POWERS:** Visual, 20.5 kw  Aural, 10.2 kw

**MAKE OF ANTENNA:** RCA  **TYPE:** 4-Bay Bat Wing

**ANTENNA HEIGHT:** Above Average Terrain, 658 ft.  Above Ground, 695 ft.

**STUDIO ADDRESS:** 615 W. Lafayette  **HOURS OF OPERATION:** 6:45 a.m.-Midnight

**MAKE OF CAMERA CHAINS:** RCA-DuMont  **DESCRIPTION:** RCA, TK-10A, DuMont, Field

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**NEWS SERVICE:** AP, UP

**LIBRARY SERVICE:** Longworth, Thesaurus

**STUDIO FACILITIES:** Two studios (30x40 and 27x42 ft.).  Additional studios planned for April.  Six image orthicon cameras.  Three iconoscope film cameras.  Three image orthicon field cameras.  Two RCA 16mm film cameras.  Opticon-Multiscope slide projectors.

**EXECUTIVES:**

- William J. Scripps, Director of Radio
- Harry Bonnister, General Manager
- Willard E. Ballbridge, Station Manager
- Melvin C. Wissman, General Program Manager
- Edgar J. Love, General Engineering Manager
- Gabriel P. Dye, Sales Manager
- Fran Harris, Publicity & Promotion Manager
- Douglas Wright, Film Editor
- John E. Hill, Program Production Manager
- E. L. Tyson, Personnel Manager
- Tom Sutton, News Producer
- Walter Koste, Production Director

**RATE INFORMATION:** Class A Hour rate—$1,400.  Minute spot—$252.  Frequency discounts—Begin with 13 times at 5% up to 260 times at 25%.  (From Rate Card No. 10, Feb. 1, 1952.)

**WASHINGTON ATTORNEY:** Barnes & Nielson.

**CONSULTING ENGINEER:** William L. Foss Inc.

---

**WXYZ-TV**

**LICENSEE:** WXYZ Inc.

**ADDRESS:** 1700 Mutual Bldg.  ZONE: 26  PHONE: Woodward 3-8321

**AM AFFILIATE:** WXYZ  **FM AFFILIATE:** WXYZ-FM

**TV NETWORK AFFILIATION:** ABC (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee owned by American Broadcasting Co. of which Edward J. Noble is principal stockholder.  ABC owns and operates WJZ-AM-FM-TV New York; WENR-AM-FM-TV Chicago; WXYZ-AM-FM-TV Detroit; KECA-AM-FM-TV Los Angeles; KGO-AM-FM-TV San Francisco.  Note: Merger of ABC with United Paramount Theatres Inc. pending FCC approval.

**BEGAN OPERATION:** October 8, 1948

**NATIONAL REPRESENTATIVE:** ABC Spot Sales

**CHANNEL:** 7 (174-180 mc)

**TRANSMITTER ADDRESS:** Maccabees Bldg.

**MAKE OF TRANSMITTER:** RCA  **MODEL NO:** T5A

**EFFECTIVE RADIATED POWERS:** Visual, 27.9 kw  Aural, 13.9 kw

**MAKE OF ANTENNA:** RCA  **TYPE:** 6-Bay Supersturnstile

**ANTENNA HEIGHT:** Above Average Terrain, 500 ft.  Above Ground, 500 ft.

**STUDIO ADDRESS:** Maccabees Bldg.  **HOURS OF OPERATION:** 7 a.m.-1 a.m.

**MAKE OF CAMERA CHAINS:** RCA  **DESCRIPTION:** TKIO

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**NEWS SERVICE:** AP, INS

**LIBRARY SERVICE:** STANDARD

**STUDIO FACILITIES:** Studio “A” (20x38).  Studio “B” (42x64).  Studio “C” (28x28).  Studio “E” (15x16).  Eleven TK10 cameras.  Two TK30 film cameras.  Two RCA 16mm and two RCA 35mm film projectors.

**EXECUTIVES:**

- Edward J. Noble, Chairman of the Board (ABC)
- Robert E. Kintner, President (ABC)
- James G. Riddell, President
- Harold Christian, Commercial Manager
- John Pival, Manager & Sales Manager
- Harold L. Neal Jr., Assistant Sales Manager
- J. E. McCarthy, Studio Supervisor
- Peter Strand, Program Manager
- William Morgan, Advertising & Sales Promotion Director
- Charles Kotcher, Chief Engineer
- Dick Femmel, News Editor
- Thomas Abernethy, News Director
- Don Wattrick, Sports Director

**RATE INFORMATION:** Class A hour rate—$1,100.  Minute spot—$200.  Participation—$75-$200 per spot.  Rehearsals—Live, $100; Film, $50. (Minimum, one hour).  For each additional 15 minutes, 25% of hourly rate.  Frequency discounts—Begin at 13 times with 5% up to 400 times with 30%.  (From Rate Card No. 7, Jan. 1, 1951.)

**WASHINGTON ATTORNEY:** Haley, McKenna & Wilkinson.

**CONSULTING ENGINEER:** Kear & Kennedy.
IN DETROIT...

Here’s your best buy in daytime television

EDYTHE FERN MELROSE, 11:00 A.M., Mon.-Fri.

How to charm your audience in Detroit? Look to the Lady of Charm, Edythe Fern Melrose! Her Charm Time and Charm Kitchen are the top fashion and cooking shows in Detroit television. Specialty of the house: the integrated commercial... expertly, convincingly delivered by a "saleslady" with more than 20 years broadcasting experience. (P.S. In news, in variety, in music, we've got a lot of other charmers, too!)

WARREN MICHAEL KELLY 7:00 a.m.
Monday thru Friday

Coffee and Cakes . . . 9:00 a.m.
Monday thru Friday

Hello, Girls . . . . 10:00 a.m.
Monday thru Friday

Happy Hour Club. . . 3:00 p.m.
Monday thru Friday

Cowboy Colt . . . . 4:00 p.m.
Monday thru Friday

Melodies 'n' Money . . 5:30 p.m.
Monday thru Friday

Grand Rapids—

WOOD-TV
(FORMERLY WLAV-TV)

LICENSEE: Grandwood Broadcasting Co. Inc.

ADDRESS: National Bank Bldg., Zone: 2 PHONE: 9-4211

AM AFFILIATE: WOOD

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected with privately owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Principal stockholder is Harry Bitner and family. Same interests own WFBM-AM-TV Indianapolis, WEOA Evansville, Ind., WOOD-AM-TV Grand Rapids, WFDF Flint, Mich.

BEGAN OPERATION: August 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: E. 92nd St.

MAKE OF TRANSMITTER: RCA MODEL NO. TT-SA

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10 kw

MAKE OF ANTENNA: RCA TYPE: TF-6A, 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average terrain, 501 ft. Above Ground, 265 ft.

STUDIO ADDRESS: National Bank Bldg.


EXECUTIVES:
Harry Bitner Sr., President
Willard Schroeder, General Manager
Robert Wilson, Chief Engineer
Franklin Sisson, Program Director
Hal Kaufman, Film Buyer
David Hoyle, Promotion Director
Howard Silbar, Sales Service Manager

RATE INFORMATION: Class A hour rates—$600 (live), $500 (film). Minute spot—$100. Rehearsals—$100 per hour in excess of 1:1 ratio, live studio; $75 per hour, film studio. Frequency discounts—Begin with 13 times at 5°o up to 156 times at 25°. (From Rate Card No. 1-A, Nov. 1, 1951.)

CONSULTING ENGINEER: George C. Davis

WASHINGTON ATTORNEY: Dempsey & Koplovitz

CONSULTING ENGINEER: George C. Davis
one can’t get along without the other

Three’s not a crowd as far as we’re concerned. The station, the agency and (the guy in the middle) the station rep are inseparable when it comes to transacting national spot business. Important agencies are depending more and more upon Avery-Knodel as their source of prompt, reliable station information, while the country’s top stations, aware of the value and importance of proper national representation, are choosing America’s most alert reps...

TV Stations in the U. S.

Kalamazoo—

WKZO-TV

LICENSEE: Fetzer Broadcasting Co.

ADDRESS: 124 W. Michigan Ave. PHONE: 3-1223

AM AFFILIATE: WKZO

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected with privately-owned microwave relay)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: John E. Fetzer is principal stockholder. Licensee also owns WJEF-AM-FM Grand Rapids, Mich.

BEGAN OPERATION: June 1, 1950

NATIONAL REPRESENTATIVE: Avery-Knodel Inc.

CHANNEL: 3 (60-66 inc.)

TRANSMITTER ADDRESS: Plainwell, Mich.

MAKE OF TRANSMITTER: Federal MODEL NO: FTL-17A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: 3FTA

ANTENNA HEIGHT: Above Average Terrain, 525 ft. Above Ground, 352 ft.


MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Film

TYPE OF OPERATION: Uses network live, local film, network film, kinescopes.

STUDIO FACILITIES: Two 16mm RCA film projectors. One 2x2 in. transparency slide projector. One Telopticon (4x5 opaques).

EXECUTIVES:
John E. Fetzer, President & General Manager
Carl E. Lee, Administrative Assistant & Chief Engineer
Donald W. DeSmit Jr., Commercial Manager
Harry E. Travis, Program Director & Film Buyer
Willis F. Dunbar, Public Affairs Adviser

RATE INFORMATION: Class A hour rate—$500 (film only). Minute spot—$90. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 3, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Paul F. Godley Co.
DO YOU WANT 103,583
(OR 63,009) TV HOMES
IN WESTERN MICHIGAN
AND NORTHERN INDIANA?

There are two television stations serving the 24-county area of Western Michigan and Northern Indiana; WKZO-TV, Channel 3 and Station "B". The respective transmitters are located 25 miles apart. There is an approximate coverage duplication of 40% in the high intensity area.

When two stations serve substantially the same area, it becomes important to determine who covers what, and how much. Under these circumstances, the .1 MV contour method is an outmoded device. Most people in the business agree that BMB developed the only satisfactory yardstick to determine circulation in radio. That method, we believe, is the only solution to audience measurement in TV.

In January, 1952, Jay & Graham Research, Inc. conducted a Videodex diary study using the BMB method covering television homes in 18 Western Michigan and 6 Northern Indiana counties. Fifty or more diaries were tabulated in every county except one; one hundred and twenty-five were distributed in Kent County (Grand Rapids). The result was smashing proof of the WKZO-TV audience area showing all counties wherein 15% or more television families view WKZO-TV at least 6 nighttime hours a week!

The chart at the right shows the results: 103,583 TV families in the 24-county area view WKZO-TV; 63,009 families view Station "B". Thus WKZO-TV delivers 40,574, or 64.4%, more Western Michigan and Northern Indiana television homes than Station "B"!

This Videodex Survey, using the time-tested BMB technique, is a must for anyone interested in television. Write direct or ask Avery-Knodel for your free copy, today!

**Measures less than 5%. In three counties, Michigan television Station “C” showed viewers greater than 5%; however, since its degree of penetration was of little value to the pertinence of this study, detailed figures were not included.

---

WJEF
Top in Grand Rapids
and Kent County
(CBS Radio)

WKZO-TV
Top in Western Michigan
and Northern Indiana

WKZO
Top in Kalamazoo
and Greater
Western Michigan
(CBS Radio)

ALL THREE OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
TV Stations in the U. S.

Lansing—

WJIM-TV

LICENSEE: WJIM Inc.

ADDRESS: Bank of Lansing Bldg. ZONE: 16 PHONE: 2-1333

AM AFFILIATE: WJIM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected with privately-owned microwave relay).

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Harold F. Gross is principal stockholder.

BEGAN OPERATION: May 1, 1950

NATIONAL REPRESENTATIVE: H-R Representatives Inc.

CHANNEL: 6 (82-88 inc.)

TRANSMITTER ADDRESS: Howard & Saginaw

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 9 kw

MAKE OF ANTENNA: RCA TYPE: S-Bay

ANTENNA HEIGHT: Above Average Terrain, 350 ft. Above Ground, 300 ft.

STUDIO ADDRESS: Bank of Lansing Bldg. HOURS OF OPERATION: Noon—Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK 20-A film chain

TYPE OF OPERATION: Uses network live, local film, network film, kinescopes.

EXECUTIVES:
Harold F. Gross, President
Howard K. Finch, General Manager & Program Director
R. S. Underhill, Commercial Manager
Emil Popke, Film Director
Donald Silbert, Chief Engineer

EXECUTIVES:

RATE INFORMATION: Class A hour rate—$475 (film only). Minute spot—$75. Frequency discounts—Begin with 13 times at about 6% up to 104 times at about 22%. (From Rate Card No. 4, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: Kear & Kennedy

Page 114 • 1952 TELECASTING Yearbook

Yes, five of the richest markets in the great middle Michigan area receive primary television service from WJIM-TV . . . Lansing, Flint, Saginaw and Jackson are exclusive markets, with Battle Creek receiving primary service. It's a market of one million people with retail sales of one billion dollars. Only WJIM-TV, Channel 6, serves this vast audience as the primary outlet for four major television networks.

WJIM-TV Lansing, Mich.
for accurate **facts**

fast **service**

and excellent **results**

on

**WNAC-TV** Boston

**WJIM-TV** Lansing—Flint—Saginaw

Jackson—Battle Creek

**WOR-TV** New York

(Pacific Coast)

call, wire or write

**H-R REPRESENTATIVES, Inc.**

New York
-Chrysler Bldg.
-Murray Hill 9-2606

Chicago
-35 E. Wacker Dr.
-Randolph 6-0113

Los Angeles
-Equitable Bldg.
-Granite 1480

San Francisco
-110 Sutter St.
-Exbrook 2-3407

Attention, Station Owners:

If you want better national representation for your television station,
you are invited to communicate with the nearest H-R office for full
information.
"HOW TO PLAY"
How to catch a baseball . . . blocking in football . . . ball-handling in basketball . . . these are a few of the subjects covered in this authoritative 13-film series covering several major sports. Top coaches and athletes demonstrate form and performance, using stop-action and slow-motion to make every lesson stick. Perfect tie-in with local coaches, schools, sports editors, etc. For 1/4 hour programming. Details on request.

Maurice B. Mitchell, General Manager, ASSOCIATED PROGRAM SERVICE
151 West 46th Street, New York 36, N. Y.
APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.
The biggest shows, the greatest names in television are on KSTP-TV, the Northwest's FIRST television station. Thirteen years of experience. Television experimenting at KSTP-TV began in 1939.

Superior Programming. 37 of the top 50 shows, 9 of the top 10 once-a-week, 8 of the top 10 multi-weekly shows. NBC Basic.

Superior Promotion. Number 1 in audience and Sales Promotion in the Billboard 1950-51 promotion competition.

Greatest Facilities. The only building in the Northwest designed exclusively for radio and television production.

Highest Antenna and Strongest Signal. 25% greater output from a 571 foot tower at the highest point in the Twin Cities.

The Basic Buy in Northwest Television. Point by point from management through program ratings, KSTP-TV is Number One. Your nearest Edward Petry man will give you the whole terrific story. Call him today!

CHANNEL FIVE: 76 TO 82 MEGACYCLES
AFFILIATE: THE NATIONAL BROADCASTING CO.
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
**Minneapolis—(Continued)**

**WTCN-TV**

**LICENSEE:** Mid Continent Radio-Television Inc.

**ADDRESS:** 50 South Ninth St. **PHONE:** Lincoln 0552

**AM AFFILIATE:** WTCN **FM AFFILIATE:** WTCN-FM

**TV NETWORK AFFILIATION:** ABC, CBS, DuMont (Interconnected)


**BEGAN OPERATION:** July 1, 1949

**NATIONAL REPRESENTATIVE:** Free & Peters Inc.

**CHANNEL:** 4 (66-72 mc)

**TRANSMITTER ADDRESS:** Foshay Tower Bldg.

**MAKE OF TRANSMITTER:** RCA **MODEL NO:** TT-5A

**EFFECTIVE RADIATED POWERS:** Visual, 17.9 kw **Aural:** 9.2 kw

**MAKE OF ANTENNA:** RCA **TYPE:** TF-3A

**ANTENNA HEIGHT:** Above Average Terrain, 490 ft. **Above Ground:** 533 ft.

**STUDIO ADDRESS:** 50 S. Ninth St. **HOURS OF OPERATION:** 9 a.m.-1 a.m.

**MAKE OF CAMERA CHAINS:** RCA **DESCRIPTION:** Studio chains; Field remotes

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**LIBRARY SERVICES:** Associated, RCA 45 **NEWS SERVICE:** AP, UP, INS, Acme

**STUDIO FACILITIES:** Set studio (30x80 ft.). Stage studio (30x60 ft.). Four RCA image orthicon cameras. Two complete kitchens. One iconoscope film camera. Two 16mm RCA film projectors. Two Eastman slide projectors (2x2 in.). One GE Balopticon (6x in. glossies or 3x4 in. transparencies). RCA mobile unit, with four RCA image orthicon cameras, Zoomar lens, etc.

**EXECUTIVES:**

Robert B. Ridder, Chairman of Board
Wm. J. McNally, President
F. Van Kooyenbarg, General Manager
Robert N. Ekstrom, Sales Manager
Sherman K. Headley, Director of Television
John M. Sherman, Director of Engineering
Harry C. Jones, Film Director
Robert N. Weld, Promotion Manager

**RATE INFORMATION:** Class A hour rate—$550. Minute spot—$110. Participations—$110. (From Rate Card No. 5, Nov. 1, 1951.)

**WASHINGTON ATTORNEY:** Fly, Shuebruck & Blume.

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**Kansas City—**

**WDAF-TV**

**LICENSEE:** Kansas City Star Co.

**ADDRESS:** 3030 Summit **ZONE:** B **PHONE:** Jefferson 3966

**AM AFFILIATE:** WDAF

**TV NETWORK AFFILIATION:** ABC, CBS, NBC, DuMont (Interconnected).

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is publisher of Kansas City Star.

**BEGAN OPERATION:** October 16, 1949.

**NATIONAL REPRESENTATIVE:** Harrington, Righter & Parsons.

**CHANNEL:** 4 (66-72 mc)

**TRANSMITTER ADDRESS:** 31st & Summit

**MAKE OF TRANSMITTER:** RCA **MODEL NO:** TT-5A

**EFFECTIVE RADIATED POWERS:** Visual, 22 kw. **Aural:** 11 kw.

**MAKE ON ANTENNA:** RCA **TYPE:** 5-Bay Superturnstile

**ANTENNA HEIGHT:** Above Average Terrain, 745 ft. **Above Ground:** 724 ft.

**STUDIO ADDRESS:** 3030 Summit **HOURS OF OPERATION:** 6:45 a.m.-Midnight

**MAKE OF CAMERA CHAINS:** RCA **DESCRIPTION:** Image Orthicon & Iconoscope

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**FILM LIBRARY:** Multiple **NEWS SERVICE:** AP

**LIBRARY SERVICES:** Standard, Thesaurus

**STUDIO FACILITIES:** Studio is 20x20 ft. Four image orthicon cameras (two studio, two remote). One film camera. Gray Teleopticon. Two RCA 16mm film projectors. Due to be added in spring of 1952 is another studio (40x40 ft.), with two additional studio cameras, crane dolly, rear-screen projection.

**EXECUTIVES:**

Roy A. Roberts, President
H. Dean Fitzer, Managing Director
William A. Bates, Station Manager
Victor P. Peck, Assistant Station Manager
E. Manne Russo, Commercial Manager
Randall S. Jessee, Program Director & Film Buyer
Joseph A. Flaherty, Chief Engineer
Martha Jenkins, Film Supervisor

**RATE INFORMATION:** Class A hour rate—$550. Minute spot—$110. Participations—$110. (From Rate Card No. 5, Aug. 15, 1951.)

**WASHINGTON ATTORNEY:** Kirkland, Fleming, Green, Martin & Ellis.

**CONSULTING ENGINEER:** Gautney & Roy.
IN YOUR TOWN YOU KNOW WHERE TO BUY!

Minneapolis-St. Paul offers proof that the local advertisers know their way around their own yard. WTCN-TV is one of the ten top stations in the country for number of local accounts.* One reason is the standing it has in the community thru service to the community.

Space alone limits us to three instances:

**Video School**—directed by the Board of Education:
Now over two years old. During a wintertime janitors' strike which closed the schools WTCN-TV, as Variety put it in their award, "brought the little red school house to Television". This was the way child education progressed!

**School Patrol**: Their mass induction into the local School Patrol Service put the importance and dignity of their job in the minds of 20,000 school boys and girls over the state: A public service feature originated by WTCN-TV.

**Greetings**: From 80,000 Twin City school children to Japanese school age youngsters. At Christmas time these huge rolls of greetings were gathered by WTCN-TV and flown to Tokyo where General Ridgway supervised their distribution thru Japanese schools. For 80,000 boys and girls—this world's longest greeting card was a never-to-be-forgotten lesson in International Amity.

This is part of the reason why the Town Crier of the Northwest has an uncommonly strong hold upon the folks who live here and raise families—Why WTCN-TV is a potent friend to introduce your products to our fellow citizens!

WTown Crier N of the Northwest
MINNEAPOLIS—ST. PAUL
RADIO ABC—1280 TELEVISION ABC—CBS—DUMONT—CHANNEL 4
Free and Peters, National Representatives
TV Stations in the U. S.

St. Louis—

KSD-TV

LICENSEE: Pulitzer Publishing Co.

ADDRESS: 1111 Olive St. ZONE: 1 PHONE: Main 1111

AM AFFILIATE: KSD

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of St. Louis Post-Dispatch.

BEGAN OPERATION: February 8, 1947

NATIONAL REPRESENTATIVE: Free & Peters Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 1111 Olive St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw. Aural, 8 kw.

MAKE OF ANTENNA: RCA TYPE: 3-Element Superturnstile.

ANTENNA HEIGHT: Above Average Terrain, 530 ft. Above Ground, 544 ft.

STUDIO ADDRESS: 1111 Olive St. HOURS OF OPERATION: 6:45 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30


NEWS SERVICE: INS

EXECUTIVES:

Joseph Pulitzer, President
George M. Burbach, General Manager
Edward W. Hamlin, Commercial Manager
Harold Grams, Program Director
J. E. Risk, Chief Engineer
David Pasternak, Promotion Manager

RATE INFORMATION: Class A hour rate—$950. Minute spot—$175. Participations—$80-$300 per spot. Frequency discounts—Begin with 13 times at 5% up to 200 times at 25%. (From Rate Card No. 8, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

CONSULTING ENGINEER: A. D. Ring & Co.
For more than 5 years KSD-TV has been delivering to "spot" advertisers... and for more than 3 years to the clients of all four television networks... the ENTIRE* television audience in the nation's 8th largest market!

KSD-TV

THE ST. LOUIS POST-DISPATCH TELEVISION STATION
NBC • CBS • ABC • DUMONT TELEVISION NETWORKS

National Advertising Representative: FREE & PETERS, INC.
RADIO AFFILIATE: KSD—5000 WATTS ON 550 KC DAY AND NIGHT

*350,000 TELEVISION HOMES WITHIN A 40-MILE RADIUS OF ST. LOUIS AS OF JANUARY 1, 1952
Nebraska

Omaha—

KMTV

LICENSEE: May Broadcasting Co.

ADDRESS: 2615 Farnam St. ZONE: 2 PHONE: Webster 9800

AM AFFILIATE: KMA

TV NETWORK AFFILIATION: ABC, CBS, DuMont (interconnected)


BEGAN OPERATION: September 1, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 2615 Farnam St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.7 kw. Aural, 8.4 kw.

MAKE OF ANTENNA: RCA TYPE: Model 3C

ANTENNA HEIGHT: Above Average Terrain, 591.5 ft. Above Ground, 524 ft.

STUDIO ADDRESS: 2615 Farnam St. HOURS OF OPERATION: 9 a.m.-Midnight.

MAKE OF CAMERA CHAINS: RCA.


LIBRARY SERVICE: Capital NEWS SERVICE: UP

STUDIO FACILITIES: Two studio (25x35 and 40x50 ft., latter seating 100). Two RCA image orthicon cameras. Two RCA 16mm film projectors. Two film cameras. Three Eastman slide projectors (2x2 in.). One Multiscope. Mobile unit has two RCA camera chains.

EXECUTIVES:

Edward W. May, President
Owen Saddler, Executive Vice President & General Manager
Howard O. Peterson, Vice President in Charge of Sales
Glenn Harris, Program Director & Film Buyer
Ray Schroeder, Chief Engineer
Lew Jeffrey, Production Manager
Wally Schwantzer, Engineering Supervisor
Floyd Kolber, Director of News & Sports

RATE INFORMATION: Class A hour rate—$400. Minute spot—$80. Frequency discounts—Begin with 13 times at 2½% up to 260 times at 20%. (From Rate Card No. 5, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson.

CONSULTING ENGINEER: William L. Foss Inc.

...Yes, PROOF That KMTV is Omaha's Favorite TV Station!

Figures are from the latest Pulse survey conducted in Omaha... Oct., 1951.

KMTV LEADS in share of audience in 60 out of the 100 evening Class "A" quarter hours surveyed. (6-11 P. M., Monday through Friday.)

KMTV LEADS with 62% of the audience between 9 A. M.—6 P. M., Monday through Friday. Pulse reported that Omaha is among the top cities in the country in sets in use... with as many as 62% of the sets in use at one time.

... and Look at the WEALTH of the Omaha Market!

<table>
<thead>
<tr>
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<th>OMAHA</th>
<th>NAT'L AVE.</th>
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<tbody>
<tr>
<td>Retail sales per capita</td>
<td>$1273.00</td>
<td>$921.00</td>
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<tr>
<td>Retail sales per family</td>
<td>$4301.00</td>
<td>$3177.00</td>
</tr>
<tr>
<td>Gross Buying Income per capita</td>
<td>$1599.00</td>
<td>$1311.00</td>
</tr>
</tbody>
</table>

AND—Omaha is the 19th city in the nation in volume of Wholesale Sales... the nation's 13th city in dollar volume of Insurance Premiums.

OMAHA is a 115,000 TV Set Market and Still Growing.....

... experts predict 160,000 TV sets for Omaha by year's end, 1952.
Omaha—(Continued)

**WOW-TV**

**LICENSEE:** Radio Station WOW Inc.

**ADDRESS:** 3509 Farnam St. **PHONE:** Webster 3400

**AM AFFILIATE:** WOW

**TV NETWORK AFFILIATION:** NBC (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERests:** Owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co., Des Moines, Iowa, publisher, Better Homes & Gardens and Successful Farmer. Meredith Engineering Co. owns and operates WHEN (TV) Syracuse and WOW-AM-TV Omaha.

**BEGAN OPERATION:** August 29, 1949

**NATIONAL REPRESENTATIVE:** Blair-TV Inc.

**CHANNEL:** 6 (82-88 mc)

**TRANSMITTER ADDRESS:** 3509 Farnam St.

**MAKE OF TRANSMITTER:** RCA **MODEL NO.:** TT-SA

**EFFECTIVE RADIATED POWERS:** Visual, 17.2 kw Aural, 9 kw

**MAKE OF ANTENNA:** RCA **TYPE:** TF3A

**ANTENNA HEIGHT:** Above Average Terrain, 590 ft. Above Ground, 500 ft.

**STUDIO ADDRESS:** 3509 Farnam St. **HOURS OF OPERATION:** 6:45 a.m.-12:30 a.m.

**MAKE OF CAMERA CHAINS:** RCA **DESCRIPTION:** Studio and field

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**FILM LIBRARY:** Snader, NBC Newsreel. **NEWS SERVICE:** AP, UP.

**LIBRARY SERVICE:** SESAC, Standard, World.

**STUDIO FACILITIES:** Two studios (75x45x25 and 30x28x18 ft.). Two studio cameras. Two RCA field cameras. Two 16 GE film projectors. Two 35mm Eastman slide projectors. One GE slide projector (2x2 or 3½x4 in.). Houston processor.

**EXECUTIVES:**
Fred O. Bohen, Chairman of Board
E. T. Meredith Jr., President
Payson Hall, Secretary
Frank P. Fogarty, General Manager
Lyle DeMoss, Assistant General Manager, Program & Production Director
Fred Ebener, Sales Manager
Wm. J. Koteru, Chief Engineer
Soren Munkhoef, Production Manager
Ray Clark, Director of News & Special Events
Jack Payne, Director of Sports
Glenn Flynn, Assistant Chief Engineer
Mal Hansen, Farm Service Director

**RATE INFORMATION:** Class A hour rate—$400. Minute spot—$85 (live), $80 (film). Participations—$75.50-$87.50 per spot. Frequency discounts—Begin with 13 times at 21½% up to 312 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

**WASHINGTON ATTORNEY:** Haley, McKenna & Wilkinson.

**CONSULTING ENGINEER:** A. D. Ring & Co.

**BROADCASTING • Telecasting**
New Jersey

WATV

LICENSEE: Bremer Broadcasting Co.

ADDRESS: 1020 Broad St. PHONE: Mitchell 2-6400

AM AFFILIATE: WAAT FM AFFILIATE: WAAT-FM

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Irving R. Rosenhaus and family are principal stockholders.

BEGAN OPERATION: April 1948.

NATIONAL REPRESENTATIVE: Weed & Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: West Orange, N. J.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 30.5 kw. Aural, 15.3 kw.

MAKE OF ANTENNA: RCA TYPE: TF-6A. 6-Bay-Batwing.

ANTENNA HEIGHT: Above Average Terrain, 595 ft. Above Ground, 182 ft.

STUDIO ADDRESS: 1020 Broad St. HOURS OF OPERATION: 11:30 a.m.-12:05 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK30A

TYPE OF OPERATION: Uses local live, local film.

EXECUTIVES:

Irving R. Rosenhaus, President & General Manager
Edward S. Lennon, Vice President of Sales
Frank V. Bremer, Vice President
George H. Green, Program Director
Robert P. Paskow, Film Buyer
Henry L. Dobrowski, Engineer in Charge of Operations
Thomas T. Meges, Engineer in Charge of Studio Operations
John Williams, Assistant Director of Studio Operations

RATE INFORMATION: Class A hour rate—$800. Minute spot—$165. Rehearsals—$100 first hour, $50 each additional hour, live studio; $50 per hour, film studio. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card, Oct. 1, 1950.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

New Mexico

KOB-TV

LICENSEE: Albuquerque Broadcasting Co.

ADDRESS: 234 S. Fifth St. PHONE: 3-4411

AM AFFILIATE: KOB

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: T. M. Pepperday is principal stockholder. Mr. Pepperday is publisher of Albuquerque Journal.

BEGAN OPERATION: November 29, 1948

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 905 S. Buena Vista

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 6.28 kw. Aural, 2.5 kw.

MAKE OF ANTENNA: RCA TYPE: Single Bay Turnstile

ANTENNA HEIGHT: Above Average Terrain, 69.6 ft. Above Ground, 138 ft.

STUDIO ADDRESS: 234 S. Fifth St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio or Field

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICE: AP

STUDIO FACILITIES: Main studio is 20x30 ft. Two studio cameras. One film camera. Two 16mm film projectors. One slide projector.

EXECUTIVES:

T. M. Pepperday, President & General Manager
George S. Johnson, Commercial Manager, Chief Engineer & Film Buyer
Dorothy B. Smith, Program Director & Assistant Manager
Lawrence Billmaier, Traffic Manager
Lawrence Billmaier, Transmitter Operations

RATE INFORMATION: Class A hour rate—$195 (film only). Minute spot—$20. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 2, Dec. 1, 1950.)

WASHINGTON ATTORNEY: Pierson & Ball

CONSULTING ENGINEER: George C. Davis.
**TV Stations in the U. S.**

**New York**

**Binghamton—**

**WNBF-TV**

**LICENSEE:** Clark Associates Inc.

**ADDRESS:** P. O. Box 48  
**PHONE:** 2-3461

**AM AFFILIATE:** WNBF  
**FM AFFILIATE:** WNBF-FM

**TV NETWORK AFFILIATION:** ABC, CBS, NBC, DuMont (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** John C. Clark is principal stockholder.

**BEGAN OPERATION:** December 1, 1949

**NATIONAL REPRESENTATIVE:** The Bolling Co.

**CHANNEL:** 12 (204-210 mc)

**TRANSMITTER ADDRESS:** Ingraham Hill Rd.

**MAKE OF TRANSMITTER:** RCA  
**MODEL NO:** TT-SA

**EFFECTIVE RADIATED POWERS:** Visual, 23.5 kw  
**AURAL:** 11.5 kw

**MAKE OF ANTENNA:** RCA  
**TYPE:** 6-Bay Supertelescile

**ANTENNA HEIGHT:** Above Average Terrain, 850 ft.  
**ABOVE GROUND:** 385 ft.

**STUDIO ADDRESS:** Arlington Hotel  
**HOURS OF OPERATION:** 11 a.m.—Midnight

**MAKE OF CAMERA CHAINS:** RCA  
**DESCRIPTION:** Orthicons and iconoscope

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**LIBRARY SERVICE:** Thesaurus  
**NEWS SERVICE:** UP

**STUDIO FACILITIES:** Two studios (20x13 and 18x35 ft.). Two 16mm projectors. One slide projector. Two RCA field image orthicon cameras. One RCA iconoscope camera.

**EXECUTIVES:**

- John C. Clark, President
- Cecil D. Mastin, General Manager
- S. N. Heslop, Commercial Manager
- L. L. Rogers, Assistant General Manager & Treasurer
- E. M. Scare, Program Director
- L. H. Stantz, Chief Engineer

**RATE INFORMATION:** Class A hour rate—$400.  
**MINUTE SPOT:** $60.  
**REHEARSALS:** $15 per quarter hour. (From Rate Card No. 4, Jan. 15, 1952.)

**CONSULTING ENGINEER:** Jansky & Bailey

**BROADCASTING**  
**TELECASTING**

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*Tabulated as of February 1, 1952*

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**80,000* SETS**

AND ONLY **WNBF-TV** DELIVERS ‘EM!

**52,000 SETS EXCLUSIVELY COVERED BY**

**WNBF-TV IN THE TRADING AREA (1) OF**

**BINGHAMTON-JOHNSON CITY-ENDICOTT**

PLUS

**A BIG, HEALTHY BONUS OF 28,000 SETS**

**IN IMPORTANT ADJOINING MARKETS**

WITH:

- (2) 16,000 exclusive sets in the Scranton-Wilkes-Barre area
- (3) 6,000 exclusive sets in the Elmira area
- (4) 6,000 shared sets in the Syracuse-Utica area

**23.5 KILOWATTS**

**WNBF-TV**  
**CHANNEL 12**

**BINGHAMTON, NEW YORK**

National Representative: The Bolling Co.

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TELEVISION STATIONS IN THE UNITED STATES

Buffalo—

WBEN-TV

LICENSEE: WBEN Inc.

ADDRESS: Hotel Statler

ZONE: 2

PHONE: Mohawk 0930

AM AFFILIATE: WBEN

FM AFFILIATE: WBEN-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Buffalo Evening News Inc., publisher of Buffalo Evening News.

BEGAN OPERATION: May 14, 1948

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Hotel Statler

MAKE OF TRANSMITTER: RCA

MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 16.2 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA

TYPE: 3-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 335 ft. Above Ground, 360 ft.

STUDIO ADDRESS: Hotel Statler

HOURS OF OPERATION: Noon-Midnight

MAKE OF CAMERA CHAINS: RCA

DESCRIPTION: Image Orthicon


LIBRARY SERVICES: Langworth, Standard, Thesaurus

NEWS SERVICE: AP, UP, INS

STUDIO FACILITIES: Two studios (22x36 and 22x48 ft.). Four studio RCA orthicon cameras. Two remote RCA cameras. Two RCA 16mm film projectors. One Balopticon.

EXECUTIVES:

Edward H. Butler, President

Alfred H. Kirchhofer, Vice President

C. Robert Thompson, General Manager

George R. Torge, Station Manager & Program Director

Nicholas J. Mutter, Sales Manager

Ralph J. Kingsley, Technical Director

R. Glenn Beerbower, Assistant Technical Director in charge of Television

Frederick A. Keller, Executive Producer


(Wrorn Rate Card No. 6, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Spearman & Roberson

CONSULTING ENGINEER: A. Earl Collum Jr. (Dallas)

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New York—

WABD

LICENSEE: Allen B. DuMont Laboratories Inc.

ADDRESS: 515 Madison Ave.

ZONE: 22

PHONE: Murray Hill 8-2600

TV NETWORK AFFILIATION: DuMont (Interconnected)

PRINCIPAL STOCKHOLDER AND OTHER INTERESTS: Licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTST (TV) Washington and WDTV (TV) Pittsburgh. Licensee is also TV receiver and electronics manufacturer.

BEGAN OPERATION: May 1944

NATIONAL REPRESENTATIVE: DuMont Spot Sales (Richard RaiIton Co., San Francisco)

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: DuMont

MODEL NO: 7000

EFFECTIVE RADIATED POWERS: Visual, 16.7 kw Aural, 8.4 kw

MAKE OF ANTRENNA: RCA

TYPE: Supergain

ANTENNA HEIGHT: Above Average Terrain, 1,338 ft. Above Ground, 1,436 ft.

STUDIO ADDRESS: 515 Madison Ave.

HOURS OF OPERATION: 10:15 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont

DESCRIPTION: Image Orthicon


FILM LIBRARY: Snader

NEWS SERVICE: INS

STUDIO FACILITIES: Studio D (35x40 ft.), three DuMont image orthicon cameras, one 16mm DuMont film projector, two DuMont slide projectors. Adelphi Theatre (45x60 ft. stage), three DuMont image orthicon cameras. Ambassador Theatre (45x60 ft. stage), three DuMont image orthicon cameras. Wanamaker Studio (55x70 ft.), three DuMont image orthicon cameras. Master control contains two 35mm DuMont film projectors, two 16mm DuMont film projectors and two DuMont slide projectors (2x2 in.). Remote unit contains three DuMont image orthicon cameras. Due for completion in the spring of 1952 at the DuMont TV center on E. 67th St. are five studios (128x80, 85x72 and three, 50x60 ft. each).

EXECUTIVES:

Dr. Allen B. DuMont, President

Chris J. Witting, Director, DuMont Television Network & General Manager

Robert L. Coe, Manager, DuMont Network Stations Relations Department

Ted Bergmann, Director of Sales

James L. Caddigan, Director of Programming & Production

Rodney D. Chipp, Director of Engineering

Donald A. Stewart, Manager, Film Department

Tom S. Gallery, Director of Sports

Clarence G. Alexander, Director of Operations

RATE INFORMATION: Class A hour rate—$2,200. Minute spot—$500. Rehearsals—Live studio: $200 per hour (30-60 minute program), $100 per half-hour (5-29 minute program), $200 per hour for additional rehearsal time. Film studio: $125 per hour ($50 minimum). Extra charge for theatre studios, $250 per telecast. (From Rate Card No. 9, Nov. 1, 1951.)

WASHINGTON ATTORNEY: Roberts & McInnis

CONSULTING ENGINEER: A. Earl Collum Jr. (Dallas)
PRIME MOVER in New York

WABD

Channel 5

"THE MOST EFFECTIVE FORCE in ANY UNDERTAKING"

WEBSTER

TELEVISION NETWORK
515 Madison Avenue, N. Y. 22, N. Y. MU 8-2400
More than meets the eye

You need more than a bright clear picture in New York television today. Five major stations beam their pictures from the world's tallest building... blanket the same metropolitan area with virtually the same signal strength.

Now as never before, the show's the thing to catch—and keep—your customers' eyes. With the most quarter-hour wins, day and night (Teleshoot, Jan. 1952), WCBS-TV reaches the most of your customers most of the time. For availabilities, just ask CBS Television Spot Sales, or...

WCBS-TV

New York - CBS Owned
TV Stations in the U. S.

New York—(Continued)

WJZ-TV

LICENSEE: American Broadcasting Co. Inc.

ADDRESS: 7 West 66th St. ZONE: 23 PHONE: Susquehanna 7-5000

AM AFFILIATE: WJZ FM AFFILIATE: WJZ-FM

TV NETWORK AFFILIATION: ABC (Interconnected)


BEGAN OPERATION: August 10, 1948

NATIONAL REPRESENTATIVE: ABC-TV Spot Sales

CHANNEL: 7 (174-180 inc.)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.15 kw

MAKE OF ANTENNA: RCA TYPE: Special

ANTENNA HEIGHT: Above Average Terrain, 1,378 ft. Above Ground, 1,373 ft.

STUDIO ADDRESS: 7 West 66th St. HOURS OF OPERATION: 9 a.m.-1 a.m.

MADE OF CAMERA CHAINS: RCA, GPL, GE DESCRIPTION: Image Orthicons

TYPE OF OPERATIONS: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICES: AP, UP, INS, UP Movietone

STUDIO FACILITIES: Studio TV-1 (73x90 ft.), four cameras. Studio TV-4 (32x63 ft.), three cameras. Studios TV-5, 6 and 7 (42x41 ft. combined), three cameras, combined. Studio TV-8 (34x36 ft.), three cameras. Studio TV-11 (48x67 ft.), four cameras. Studio TV-12 (48x57 ft.), four cameras. Ritz Theatre (46x52 stage), four cameras. Fifty-Eighth St. Theatre (30x72 ft. stage), four cameras. School of Radio Technique Studio (34x88 ft.), three cameras. Three 35mm film projectors. Eight 16mm film projectors. Ten slide projectors. Two Boleopticons. Three Vitapix. Four field cameras associated with two microwave units.

EXECUTIVES:
Edward J. Noble, Chairman of the Board (ABC)
Robert E. Kintner, President (ABC)
Slocum Chapin, Vice President in Charge of O&O Stations (ABC)
Traver Adams, General Manager
Don L. Kearney, Manager of Spot Sales
Harold Hough, Program Director
Bernard I. Paulson, Operations Manager
William Travershen, Director of Technical Operations
Not Fowler, Film Director
Mitchell DeGroot, Director of Advertising & Promotion
John Madigan, Director of News & Special Events

RATE INFORMATION: Class A hour rate—$3,100. Minute spot—$650. Participations—$170 per spot. Rehearsals—Studio TV-1, $250. Studio TV-4, $250. Studios TV-5, 6 and 7, $225. Studio TV-8, $225. Studio TV-11, $225. Studio TV-12, $225. Ritz Theatre, $225. Fifty-Eighth St. Theatre, $200. School of Radio Technique Studio, $275. Audio only rehearsals are $100 less than on camera rates. Dry runs are $125 less than on camera rates. All rates are for one hour of rehearsal. Film studio rehearsals are at the rate of $150 per hour (minimum half-hour). Frequency discounts—Begin with 13 times at 2°, up to 260 times at 20°. (From Rate Card No. 7, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: Kear & Kennedy

BROADCASTING • Telecasting

IN NEW YORK...

Here's your best buy in daytime television

NANCY CRAIG. 3:30 P.M., Mon.-Fri.

NUMBER ONE in the nation's Number One market ...Nancy Craig Time is the top-rated woman's show in New York television! Charming, vivacious Nancy and her fascinating guests are a must with women in the New York area—and with advertisers, too. Participating costs are reasonable; response is phenomenal (24,351 mailed-in votes in a recent contest!). So take a good look at Nancy Craig Time and these other best buys on Channel 7:

Kitchen Kapers . . . 11:00 a.m. Mon.-Fri.
Dione Lucas . . . . 1:30 p.m. Mon., Wed., Fri.
Domestically Yours . . . . 1:30 p.m. Mon.-Thurs.
Club Matinee . . . 2:30 p.m. Mon.-Fri.
Mort - Fri. 3:30 p.m.
Dione Lucas . . . . 1:30 p.m. Mon., Wed., Fri.
Domestically Yours . . . . 1:30 p.m. Mon.-Thurs.
The Fitzgeralds . . . 5:05 p.m. Mon.-Thurs.
Saddle Pal Club . . . 5:30 p.m. Mon.-Fri.

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American Broadcasting Company
**New York—(Continued)**

**WNBT**

**LICENSEE:** National Broadcasting Co., Inc.

**ADDRESS:** 30 Rockefeller Plaza  
ZONE: 20 PHONE: Circle 7-8300

**AM AFFILIATE:** WNBC  
**FM AFFILIATE:** WNBC-FM

**TV NETWORK AFFILIATION:** NBC (Interconnected)


**BEGAN OPERATION:** July 1, 1941

**NATIONAL REPRESENTATIVE:** NBC Spot Sales

**CHANNEL:** 4 (66-72 mc)

**TRANSMITTER ADDRESS:** Empire State Bldg.

**MAKE OF TRANSMITTER:** RCA  
**MODEL NO:** TI

**EFFECTIVE RADIATED POWERS:** Visual, 5.2 kw Aural, 4.27 kw

**MAKE OF ANTENNA:** RCA  
**TYPE:** TF-4B Modified

**ANTENNA HEIGHT:** Above Average Terrain, 1,445 ft. Above Ground, 1,465 ft.

**STUDIO ADDRESS:** 30 Rockefeller Plaza  
**HOURS OF OPERATION:** 7 am.-Midnight

**EXECUTIVES:**

Joseph H. McConnell, President (NBC)  
Ted Cott, General Manager  
Charles H. Philips, Assistant General Manager  
John H. Reber, Commercial Manager  
Dick Pack, Program Director  
Ivan Reiner, Supervisor of TV Production  
F. A. Wankel, Chief Engineer  
Beulah Jarvis, Film Buyer  
Jackie Robinson, Director of Community Activities

**RATE INFORMATION:** Class A hour rate—$2,750. Minute spot—$775. Participations—$775 per spot. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, $500 (31-60 minute programs); $200 (5-30 minute programs); Film studio, $150 (5-30 minute programs). Additional charge for each 15 minutes over hour minimum is as follows: Live studio, $50. Film studio, $31.25. Frequency discounts—Begins with 13 times at 2% up to 260 times at 20% (From Rate Card No. 10, Aug. 15, 1951).

**WASHINGTON ATTORNEY:** Cahill, Gordon, Zachry & Reindel

**ENGINEER:** Raymond Guy.

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**New York—(Continued)**

**WOR-TV**

**LICENSEE:** Thomas S. Lee Enterprises Inc. (WOR Division)

**ADDRESS:** 1440 Broadway  
ZONE: 18 PHONE: Longacre 4-8000

**AM AFFILIATE:** WOR  
**FM AFFILIATE:** WOR-FM


**BEGAN OPERATION:** October 1949

**NATIONAL REPRESENTATIVE:** WOR Sales (H-R Representatives, West Coast)

**CHANNEL:** 9 (186-192 mc.)

**TRANSMITTER ADDRESS:** North Bergen, N.J.

**MAKE OF TRANSMITTER:** GE  
**MODEL NO:** TT-68

**EFFECTIVE RADIATED POWERS:** Visual, 22 kw Aural, 11 kw

**MAKE OF ANTENNA:** GE  
**TYPE:** TY-14F

**ANTENNA HEIGHT:** Above Average Terrain, 975 ft. Above Ground, 810 ft.

**STUDIO ADDRESS:** Broadway & 67th St.  
**HOURS OF OPERATION:** 10 a.m.-11:30 p.m.

**MAKE OF CAMERA CHAINS:** DuMont, RCA

**TYPE OF OPERATION:** Uses local live, local film.

**NEWS SERVICE:** UP

**STUDIO FACILITIES:** Nine studios (82x70, 70x56 and six 20x20 ft.). Eleven studio cameras. Five iconoscope camera chains. Three 35mm film projectors. Four 16mm film projectors. Two Teleopticons. One special slide projector.

**EXECUTIVES:**

Tom O'Neill, President (Thomas S. Lee Enterprises)  
Theodore C. Streibert, President (WOR Division)  
Julius F. Seebach Jr., Vice President in charge of Programs  
J. R. Poppele, Vice President & Chief Engineer  
Milford Fenster, Film Buyer

**RATE INFORMATION:** Class A hour rate—$1,700 (live), $1,575 (film). Minute spot—$300. Participations—$300 per spot. Rehearsals—$200 per hour, live studio. Use of theatre, $250 charge. Frequency discounts—Begin with 13 weeks at 2% up to 52 weeks at 20%. Also if gross weekly purchases are between $600 and $1,050, 5%; $1,050 and $1,500, 10%; above $1,500, 15%. (From Rate Card No. 6, Oct. 1, 1951.)

**WASHINGTON ATTORNEY:** Pierson & Ball

**ENGINEER:** Raymond Guy.
TELEVISION STATIONS IN THE UNITED STATES

New York—(Continued)

WPIX

LICENSEE: WPIX Inc.

ADDRESS: 220 East 42nd St.  ZONE: 17  PHONE: Murray Hill 2-1234


BEGAN OPERATION: June 15, 1948

NATIONAL REPRESENTATIVE: Free & Peters

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Empire State Bldg.

MAKE OF TRANSMITTER: RCA  MODEL NO: TT-5

EFFECTIVE RADIATED POWERS: Visual, 21.7 kw  Aural, 10.4 kw

MAKE OF ANTENNA: RCA  TYPE: TFS-11-651, 6-Bay Super Gain

ANTENNA HEIGHT: Above Average Terrain, 1,407 ft. Above Ground, 1,464 ft.

STUDIO ADDRESS: 220 East 42nd St.

MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: TK-10 & TK-30

TYPE OF OPERATION: Uses local live, local film, kinescopes


STUDIO FACILITIES: Following equipment and personnel supplied as standard: For live studio programs, two image orthicon cameras, one microphone boom, fixed microphones as required, lighting equipment, 33 1/3 and 78 rpm, lateral and/or vertical turntables and a maximum crew consisting of one director and assistant and ten other operating personnel. For film studio programs, three iconoscope film cameras, two 35mm and two 16mm film projectors, three 2x2 in. slide projectors, one 35mm strip film projector, two opaque and moving tape projectors, an Animatic strip film projector, and a normal operating personnel of four. Four studios (43x50, 27x45, 32x43 and 14x20 ft.). Two mobile units. Film processing and production equipment.

EXECUTIVES:

F. M. Flynn, President
G. Bennett Larson, Vice President and General Manager
John F. Noone, Commercial Manager
Louis B. Ames, Program Director
Jack F. A. Flynn, Administrative Assistant to Program Director
Anthony Azzato, Film Buyer
L. A. Hollingsworth, Public Relations Director
T. E. Howard, Chief Engineer

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Rehearsals—$75 per quarter hour, live studio; $20 per quarter hour, film studio—both in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 21/2% up to 1,040 times a 30%. (From Rate Card No. 4, Sept. 15, 1951.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: A. D. Ring & Co.

BROADCASTING • Telecating

Rochester—

WHAM-TV

LICENSEE: Stromberg-Carlson Co.

ADDRESS: 201 Humboldt St.  ZONE: 3  PHONE: Culver 7240

AM AFFILIATE: WHAM  FM AFFILIATE: WHFM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is radio-TV receiver and electronics equipment manufacturer.

BEGAN OPERATION: June 11, 1949

NATIONAL REPRESENTATIVES: George P. Hollingbery Co.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Pinnacle Hill

MAKE OF TRANSMITTER: RCA  MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 23.4 kw  Aural, 11.7 kw

MAKE OF ANTENNA: RCA  TYPE: TF-4A, 4-Bay

ANTENNA HEIGHT: Above Average Terrain, 497 ft. Above Ground, 325 ft.

STUDIO ADDRESS: 201 Humboldt St.  HOURS OF OPERATION: 10:30 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: Field cameras

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

FILM LIBRARY: Snader  NEWS SERVICE: UP

LIBRARY SERVICES: World

STUDIO FACILITIES: Auditorium studio is 46x42 ft. Studio C is 30x24 ft. Four field cameras. Two 16mm RCA film projectors. One GE dual slide projector (3½ x 4 in.).

EXECUTIVES:

Robert C. Tait, President
William Fay, Vice President & General Manager, Broadcast Division
John W. Kennedy Jr., Commercial Manager
Charles W. Siverson, Program Director
Eugene Zorcher, Assistant Program Director for Television
Kenneth J. Gardner, Chief Engineer
John Crosby, Film Buyer
Truman Brizee, Assistant Sales Manager
George Driscoll, Director TV Studio Engineering
Dave Manning, Film Librarian

RATE INFORMATION: Class A hour rate—$800 (live), $600 (film). Minute spot—$150 (live), $120 (film). Rehearsals—$45 per half hour, live studio. Frequency discounts—Begin with 26 times at 5% up to 90 times at 20%. (From Rate Card No. 7, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey.

CONSULTING ENGINEER: A. D. Ring & Co.

BROADCASTING • Telecasting

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis

CONSULTING ENGINEER: A. D. Ring & Co.

BROADCASTING • Telecating
Schenectady—

WRGB

LICENSEE: General Electric Co.

ADDRESS: 1 River Road   ZONE: 5   PHONE: 7-2261

AM AFFILIATE: WGY  FM AFFILIATE: WGFM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTEREST: Licensee is radio-TV receiver and electronics equipment manufacturer.

BEGAN OPERATION: February 26, 1942

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: New Scotland, N. Y.

MAKE OF TRANSMITTER: GE  MODEL NO: TT-7A

EFFECTIVE RADIATED POWERS: Visual, 16.32 kw  Aural, 8.16 kw

MAKE OF ANTENNA: GE  TYPE: TY-13-C

ANTENNA HEIGHT: Above Average Terrain, 832 ft. Above Ground, 83 ft.

STUDIO ADDRESS: 60 Washington Ave.  HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: GE  DESCRIPTION: Orthicon


FILM LIBRARY: Snader  NEWS SERVICE: AP, UP, INS Newsreel, Telenews

STUDIO FACILITIES: Studio is 42x27 ft. Three GE 4PC3A2 studio cameras. Two GE PC3A film cameras. Two GE P2A Synchrolite 16mm film projectors. One GE slide projector (2x4 in.). One opaque projector (8x10 in.).

EXECUTIVES:

Chester H. Lang, Vice President, Public Relations
Bartlett J. Rowan, Assistant Manager, Broadcasting Division
Robert B. Hanna Jr., Manager, Broadcasting Stations Department
Raymond W. Welcott, Station Manager
H. M. Solomon, Administrative Assistant to Station Manager
Robert F. Reid, Supervisor, Sales
Albert G. Zink, Supervisor, Programs & Films
Willard J. Purcell, Engineer, Broadcasting
C. B. King, Supervisor, Studio Operations
A. O. Cegghashall, Supervisor, Music
J. P. Connelly, Supervisor, Traffic
M. L. Galusha, Supervisor, Farm Programs
W. T. Meenam, Supervisor, News
B. S. Krause, Supervisor, Orleans Programs
T. B. Rabea, Supervisor, Scripts & Films
A. Garland, Supervisor Office Procedures

RATE INFORMATION: Class A hour rate—$500. Minute spot—$100. Rehearsals $25 per half hour, live studio. Frequency discounts—Begin with 13 times at 20% up to 260 times at 25%. (From Rate Card No. 5, Jan. 1, 1951)

Syracuse—

WHEN

LICENSEE: Meredith Syracuse Television Corp.

ADDRESS: 101 Court St.   ZONE: 8   PHONE: 3-1126

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Meredith Engineering Co., subsidiary of Meredith Publishing Co. Des Moines, publisher of Better Homes & Gardens and Successful Farming. Meredith Engineering Co. owns and operates WHEN (TV) Syracuse and WOW-AM-TV Omaha.

BEGAN OPERATION: December 1, 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 101 Court St.

MAKE OF TRANSMITTER: GE  MODEL NO: TT68

EFFECTIVE RADIATED POWERS: Visual, 27 kw  Aural, 13 kw

MAKE OF ANTENNA: GE  TYPE: 6-Bay

ANTENNA HEIGHT: Above Average Terrain, 385 ft. Above Ground, 537 ft.

STUDIO ADDRESS: 101 Court St.  HOURS OF OPERATION: 9:15 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA  DESCRIPTION: Field


NEWS SERVICE: UP

STUDIO FACILITIES: Two studios (20x20 and 35x50 ft.). Four RCA image orthicon cameras. Two RCA 16mm film projectors. Two slide projectors (2x2 in.). Mobile unit with two RCA image orthicon cameras.

EXECUTIVES:

E. T. Meredith Jr., President
Fred O. Behen, Vice President
Payson Hall, Treasurer
Paul Adanti, Vice President & General Manager
William H. Bell, Commercial Manager
Gordon J. Alderman, Program Director & Film Buyer
H. Eugene Crow, Chief Engineer
John G. Yoest, Chief Accountant
Edward F. Ryan, Promotion Manager

RATE INFORMATION: Class A hour rate—$590 (live), $550 (film). Minute spot—$120 (live), $110 (film). Participations—$40 per spot. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 5, Jan. 1, 1952).

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: William L. Foss Inc.

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

WHEN TELEVISION CONTINUES TO RANK FIRST IN THE SYRACUSE MARKET

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

Represented by THE KATZ AGENCY

Say WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION
WSYR-TV

LICENSEE: Central New York Broadcasting Corp.

ADDRESS: Syracuse Kemper Bldg. ZONE: 2 PHONE: 3-7111

AM AFFILIATE: WSYR FM AFFILIATE: WSYR-FM

TV NETWORK AFFILIATION: NBC (Interconnected)


BEGINNED OPERATION: February 15, 1950

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Sentinel Hts.

MAKE OF TRANSMITTER: GE MODEL NO: TT-6C

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 12.5 kw

MAKE OF ANTENNA: GE TYPE: GE PY-4A 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 640 ft. Above Ground, 200 ft.

STUDIO ADDRESS: 224 Harrison St.


LIBRARY SERVICES: Lang-Worth

STUDIO FACILITIES: One studio (20x17 ft.), with three camera chains and one film chain. Two GE Balopticons (3½x4 in.). Two 16mm GE film projectors. Two slide projectors (2x2 in.).

EXECUTIVES:

H. C. Wilder, President
E. R. Vadeboncoeur, Vice President & General Manager
A. G. Belle Isle, Vice President & Chief Engineer
W. R. Alford Jr., Commercial Manager
Bill Rothrum, Program Director & Film Buyer

RATES:

Class A hour rate—$550 (film only). Minute spot—$110. Participations—$55-572 per spot. Rehearsals—$20 per half hour for live studio. Frequency discounts—Begin with 26 weeks at 5% up to 260 times at 25%. (From Rate Card No. 6, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson.

CONSULTING ENGINEER: Croven, Lohnes & Culver

The counties shown above are those from which a steady flow of mail is received by WSYR-TV. The area is considerably larger than might be expected.

But WSYR-TV's antenna atop Sentinel Heights is 1,636 feet above sea level—704 feet higher than any other station in our area. It can "see" great distances, and ample video and aural power assures a strong, steady signal. In fact, set owners 150 miles away have reported good reception.

If you want the 160,000 TV set owners in Central New York, and those in surrounding territories, to see and hear your sales story—be sure to put it on WSYR-TV.
TV Stations in the U.S.

Utica—

WKTV

LICENSEE: Copper City Broadcasting Corp.

ADDRESS: Smith Hill Road PHONE: 3-0404

AM AFFILIATE: WKAL Rome, N.Y.

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS & OTHER INTERESTS: Myron J. Kallet is principal stockholder. Mr. Kallet is also the principal owner of Kallet Theatres Inc., which owns and operates a chain of movie theatres.

BEGAN OPERATION: December 1, 1949

NATIONAL REPRESENTATIVE: Donald Cooke Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Smith Hill Road, Deerfield, N.Y.

MAKE OF TRANSMITTER: GE

EFFECTIVE RADIATED POWERS: Visual, 25 kw Aural, 12.5 kw

ANTENNA HEIGHT: Above Average Terrain, 830 ft. Above Ground, 472 ft.

STUDIO ADDRESS: Smith Hill Road HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA


FILM LIBRARY: Snader NEWS SERVICE: UP

STUDIO FACILITIES: One studio (45x30 ft.). Two RCA image orthicon cameras. Two GE slide projectors (3½x4 or 2½x2 in.).

EXECUTIVES:

Myron J. Kallet, President
W. T. MacNeilly, Executive Vice President
Michael C. Fusco, General Manager
J. J. McDevitt, Commercial Manager
J. Fredericks, Program Director
DeForest T. Layton Jr., Chief Engineer
Joseph Casalotta, Film Buyer

RATE INFORMATION: Class A hour rate—$375. Minute spot—$65. Participations—$40-50. Frequency discounts—Begin with 13 times at 5% up to 104 times at 20%. (From Rate Card No. 3, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: George P. Adair

BROADCASTING • TELECASTING

there isn't time to read them all

Let's not kid ourselves. No advertiser, no account executive, no agency time buyer has either the hours or the physical stamina to read all the trade publications that stream across his desk.

BROADCASTING • TELECASTING is the only journal that gives everybody concerned with radio and television the fullest coverage of everything new, everything significant, everything affecting radio-TV and the allied arts. And BROADCASTING • TELECASTING is covering this beat now for more than 21 years.

This double-duty newsweekly is easy to scan, easier to read. You select the news you want. A separate section for RADIO, a TV section all its own.

Annual subscription rate for 52 weekly issues—$7.00.
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Yearbook issues $5.00 each.

BROADCASTING • TELECASTING
The Newsweekly of Radio and Television
NATIONAL PRESS BLDG. • WASHINGTON

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North Carolina

Charlotte—

WFMT

LICENSEE: Jefferson Standard Broadcasting Co.
ADDRESS: Wilder Bldg. PHONE: 3-8833
AM AFFILIATE: WBT FM AFFILIATE: WBT-FM
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by Jefferson
Standard Life Insurance Co. Same interests own 66 2/3% of WBIG Greensboro,
N. C., and 16.5% of Greensboro News Co., publisher of Greensboro News and
licensee of WFMY (FM) and WFMY-TV Greensboro, N. C.

BEGAN OPERATION: July 15, 1949
NATIONAL REPRESENTATIVE: CBS Television Spot Sales
CHANNEL: 3 (60-66 mc)
TRANSMITTER ADDRESS: Spencer Mountain
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.2 kw
MAKE OF ANTENNA: RCA TYPE: TF3B, Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 470 ft. Above Ground, 481 ft.
STUDIO ADDRESS: 212 N. Davie St. HOURS OF OPERATION: 11:30 am.-Midnight
MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: TA124A
NEWS SERVICE: UP
LIBRARY SERVICES: Associated, RCA
STUDIO FACILITIES: Studio (26x16). 35mm and 16mm film projectors. One slide
projector (2x2 in.). One studio camera. One Boleopticon.
EXECUTIVES:
E. B. Jeffress, President
Gaines Kelley, General Manager
Virgil V. Evans, Commercial Manager
Gomer Lesch, Program Director
Arthur C. Stringer, Jr., Publicity & Promotion Director
William E. Neill, Chief Engineer
Daniel W. Shields, Film Director
RATE INFORMATION: Class A hour rate—$500. Minute spot, $110. Frequency discounts
Begin with 26 weeks at 5% up to 52 weeks at 10%. Also, 3-5 days weekly, 5%;
6-7 days weekly, 10%. (From Rate Card No. 5, Feb. 1, 1952.)
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson
CONSULTING ENGINEER: Craven, Lohnes & Culver

Greensboro—

WFMT-TV

LICENSEE: Greensboro News Co.
ADDRESS: 212 N. Davie St. PHONE: 3-8611
FM AFFILIATE: WFMY
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Greens-
boro News and Record. Owned 16.5% by Jefferson Standard Life Insurance Co.,
which owns 66 2/3% of WBIG Greensboro and 100% of WBT-AM-FM-TV Char-
lotte, N. C.

BEGAN OPERATION: September 22, 1949
NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons
CHANNEL: 2 (54-60 mc)
TRANSMITTER ADDRESS: 212 N. Davie St.
MAKE OF TRANSMITTER: DuMont MODEL NO: 7000
EFFECTIVE RADIATED POWERS: Visual, 16.7 kw Aural, 8.4 kw
MAKE OF ANTENNA: RCA TYPE: TF3B
ANTENNA HEIGHT: Above Average Terrain, 470 ft. Above Ground, 481 ft.
STUDIO ADDRESS: 212 N. Davie St. HOURS OF OPERATION: 11:30 a.m.-Midnight
MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: TA124A
NEWS SERVICE: UP
LIBRARY SERVICES: Associated, RCA
STUDIO FACILITIES: Studio (26x16). 35mm and 16mm film projectors. One slide
projector (2x2 in.). One studio camera. One Boleopticon.
EXECUTIVES:
E. B. Jeffress, President
Gaines Kelley, General Manager
Virgil V. Evans, Commercial Manager
Gomer Lesch, Program Director
Arthur C. Stringer, Jr., Publicity & Promotion Director
William E. Neill, Chief Engineer
Daniel W. Shields, Film Director
RATE INFORMATION: Class A hour rate—$500 (live), 5450 (film). Minute spot—$130
(live), $80 (film). Frequency discounts—Begin with 52 times at 10% up to 260 times
at 20%. (From Rate Card No. 5, Feb. 1, 1952.)
WASHINGTON ATTORNEY: Dow, Lohnes & Albertson
CONSULTING ENGINEER: Craven, Lohnes & Culver

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Ohio

Cincinnati—(Continued)

**WCPO-TV**

**LICENSEE:** Scripps-Howard Radio Inc.

**ADDRESS:** 2345 Symmes St.  ZONE: 6  PHONE: Capitol 0777

**AM AFFILIATE:** WCPO  **FM AFFILIATE:** WCPO-FM

**TV NETWORK AFFILIATION:** ABC, DuMont (Interconnected)


**BEGAN OPERATION:** July 1949

**NATIONAL REPRESENTATIVE:** The Branham Co.

**CHANNEL:** 7 (174-180 mc)

**TRANSMITTER ADDRESS:** 2345 Symmes St.

**MAKE OF TRANSMITTER:** GE  **MODEL NO:** 411-6D2

**EFFECTIVE RADIATED POWERS:** Visual, 24 kw  **Aural, 12 kw**

**MAKE OF ANTENNA:** GE  **TYPE:** TY-18-A 6-Bay Superturnstile

**ANTENNA HEIGHT:** Above Average Terrain, 695 ft.  **Above Ground, 560 ft.**

**STUDIO ADDRESS:** 2345 Symmes St.  **HOURS OF OPERATION:** 7 a.m.-2 a.m.

**MAKE OF CAMERA CHAINS:** RCA

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**NEWS SERVICES:** AP

**EXECUTIVES:**

- Hulbert Taft Jr., Executive Vice President
- U. A. Latham, General Manager
- Don L. Chapin, Commercial Manager
- W. W. LeBrun, Television Station Director
- Ed Weston, Program Director & Film Buyer
- Paul Adams, Chief Engineer

**RATE INFORMATION:** Class A hour rate—$850.  **Minute spot—$150.** Participation per spot—$55.  **Rehearsals—$100 per hour in excess of 2x1 ratio, live studio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%.” (From Rate Card No. 4, July 1, 1951.)

**WASHINGTON ATTORNEY:** Segal, Smith & Hennesey.

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**WKRC-TV**

**LICENSEE:** Radio Cincinnati Inc.

**ADDRESS:** Times-Star Bldg.  ZONE: 2  PHONE: Garfield 1331

**AM AFFILIATE:** WKRC  **FM AFFILIATE:** WKRC-FM

**TV NETWORK AFFILIATION:** CBS (Interconnected)

**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Principal stockholder is Cincinnati Times-Star Publishing Co., publisher of Cincinnati Times-Star. Licensee owns 20% of WBIR-AM-FM Knoxville, Tenn.

**BEGAN OPERATION:** April 4, 1949

**NATIONAL REPRESENTATIVE:** The Katz Agency Inc.

**CHANNEL:** 11 (204-210 mc)

**TRANSMITTER ADDRESS:** Highland & Dorchester

**MAKE OF TRANSMITTER:** GE

**EFFECTIVE RADIATED POWERS:** Visual, 24.5 kw  **Aural, 12.3 kw**

**MAKE OF ANTENNA:** RCA  **TYPE:** TF6-B, Superturnstile

**ANTENNA HEIGHT:** Above Average Terrain, 650 ft.  **Above Ground, 550 ft.**

**STUDIO ADDRESS:** Times-Star Bldg.  **HOURS OF OPERATION:** 9:10 a.m.-2:15 a.m.

**MAKE OF CAMERA CHAINS:** DuMont  **DESCRIPTION:** TA-124-B

**TYPE OF OPERATION:** Uses local live, network live, local film, network film, kinescopes.

**NEWS SERVICES:** AP

**STUDIO FACILITIES:** Two studios (32x19 and 35x25 ft.). Two RCA studio cameras. Two 35mm slide projectors. Two 16mm GE Syncrofilm film projectors. One Balopticon. One 35mm strip film projector. Remote facilities. Two cameras.

**EXECUTIVES:**

- Jack R. Howard, President
- M. C. Watters, Vice President & General Manager
- Harry LeBrun, Television Station Director
- Ed Weston, Program Director & Film Buyer
- Paul Adams, Chief Engineer

**WASHINGTON ATTORNEY:** Bernard Koteen

**CONSULTING ENGINEER:** George C. Davis

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Cincinnati—(Continued)

WLWT

LICENSEE: Crosley Broadcasting Corp.
ADDRESS: 140 West Ninth St. ZONE: 2 PHONE: Cherry 1822
AM AFFILIATE: WLW FM AFFILIATE: WLWA
TV NETWORK AFFILIATION: NBC (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Avco Mfg. Corp., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, all Ohio, and WINS New York.
BEGAN OPERATION: February 1948
NATIONAL REPRESENTATIVE: WLW Sales
CHANNEL: 4 (66-72 mc)
TRANSMITTER ADDRESS: 2222 Chickashaw St.
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 23.5 kw Aural, 19.5 kw
MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 670 ft. Above Ground, 570 ft.
STUDIO ADDRESS: 140 W. Ninth St. HOURS OF OPERATION: 6:45 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK20
FILM LIBRARY: NBC NEWS SERVICE: UP
LIBRARY SERVICE: Thesaurus
STUDIO FACILITIES: Studio "A" is 55x38 ft., seats 200. Studio "B" is 53x81 ft., seats 250. Penny's Pantry Studio is 48x58 ft., seats 125. Mt. Olympus studio is 50x70 ft., seats 300. Seven image orthicon cameras. Two 16mm projectors. Two iconoscope camera chains. One Balopticon. Two mobile units.
EXECUTIVES:
James D. Shouse, Chairman of Board
R. E. Dunville, President
Dwight Martin, Vice President
Harry Mason Smith, Vice President for Sales
John T. Murphy, Vice President, Television Operations
Bernard C. Barth, Assistant to Vice President
William McCluskey, Administrative Assistant to the Vice President
David E. Patridge, General Sales Manager
George Moore, Sales Manager
Lin Mason, Program Director
Howard Lepple, Chief Engineer
RANGE INFORMATION: Class A hour rate—$850. Minute spot—$125. Frequency discounts—Begin with 13 weeks at 5% up to 26 weeks at 10%. Also begin with 30 minutes weekly 5% up to 3 hours weekly 12%. (From Rate Card July 1, 1951.)
WASHINGTON ATTORNEY: Hogan & Hartson
CONSULTING ENGINEER: Weldon & Carr

CINCINNATI—Continued
SNADER TELESCRIPTIONS

complete library of 800 new musical films

NOW BEING PROGRAMMED IN 58 TV MARKETS!

TV'S GREATEST MUSICAL VARIETY STARS NOW AVAILABLE FOR LOCAL AND REGIONAL SHOWS!

Now you can win high local ratings by building your own star-studded variety shows using any of the over 100 big-name stars now available on Snader TELESCRIPTIONS!

HERE ARE JUST A FEW OF THE BIG STARS:

| Peggy Lee | Mel Torme | Lanny Ross |
| Charlie Barnet | Toni Arden | Lionel Hampton |
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| Patricia Morison | King Sisters | Les Brown Orch. |

Write, wire or phone:

SNADER TELESCRIPTIONS SALES, Inc.
Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California
735 Spring St. N. W.
Atlanta, Georgia
1900 Euclid
Cleveland, Ohio

59 E. Van Buren
Chicago, Illinois
229 West 42nd Street
New York, New York

TV Stations in the U. S.

Cleveland—

WEWS

LICENSEE: Scripps-Howard Radio Inc.
ADDRESS: 1816 East 13th St. ZONE: 14 PHONE: Tower 1-5454

TV NETWORK AFFILIATION: ABC, CBS (interconnected)


BEGAN OPERATION: December 17, 1947

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Parma, Ohio

MAKE OF TRANSMITTER: DuMont MODEL NO.: TA-117A (modified)

EFFECTIVE RADIATED POWERS: Visual, 16.3 kw Aural, 8.15 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A, 3-Section Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 640 ft. Above Ground, 437 ft.

STUDIO ADDRESS: 1816 East 13th St. HOURS OF OPERATION: 8 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA


FILM LIBRARY: Snader NEWS SERVICE: UP, INS Telenews

STUDIO FACILITIES: Three studios (55x75x20, 20x40 and 20x25 ft.). Six image orthicon DuMont studio cameras. Two RCA film camera chains. Two GE 16mm film projectors. One 35mm film strip projector. One 35mm slide projector (2x2 in.). One Boleopticon (5x7 in.).

EXECUTIVES:

Jack R. Howard, President
James C. Hanrahan, General Manager
J. Harrison Hartley, Station Director
J. B. Epperson, Chief Engineer
Floyd E. Weidman, Advertising Manager

RATE INFORMATION: Class A hour rate—$950 (live), $800 (film). Minute spot—$200. Participations—$30-$90 per spot. Rehearsals—$15 per hour in excess of 2½ ratio. Frequency discounts—Begin with 13 times at 2½% up to 104 times at 15%; also discounts for number of times per week. (From Rate Card No. 7, Sept. 16, 1951.)

WASHINGTON ATTORNEY: Dempsey & Koplovitz.
Cleveland—(Continued)

WNBK

LICENSEE: National Broadcasting Co.

ADDRESS: 815 Superior Ave. ZONE: 14 PHONE: Cherry 1-0942

AM AFFILIATE: WTAM FM AFFILIATE: WTAM-FM

TV NETWORK AFFILIATION: NBC (Interconnected)


BEGAN OPERATION: October 31, 1948

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Brecksville, Ohio

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 39.22 kw Aural, 20.26 kw

MAKE OF ANTENNA: RCA TYPE: 4-Bay Batwing


STUDIO ADDRESS: 815 Superior Ave. HOURS OF OPERATION: 6:45 a.m.–Midnight

MAKE OF CAMERA CHAINS: RCA


NEWS SERVICE: AP, UP

LIBRARY SERVICE: APS, Thesaurus

STUDIO FACILITIES: One studio (35x50 ft.), with two RCA orthicon cameras. One commentator's booth, with one RCA orthicon camera. Two film chains with two RCA 16mm and two RCA 35mm film projectors. Two SVE slide and strip film projectors and one rotoslide projector.

EXECUTIVES:
Joseph H. McConnell, President (NBC)
John McCormick, General Manager
Harold L. Gallagher, Commercial Manager
Philip L. Worcester, Program Director
S. E. Leonard, Chief Engineer
Andrew L. Hammerschmidt, Operations Supervisor
Albert L. Odeol, Film Buyer
Albert M. Henderson, Publicity & Promotion Manager

RATE INFORMATION: Class A hour—$900. Minute spot—$175. Rehearsals—Minimum charge for all program periods, providing one hour of rehearsal for programs 31-60 minutes and half-hour of rehearsal for programs 5-30 minutes, are as follows: Live studio, $150 per hour (31-60 minute program), $75 per hour (5-30 minute program), $37.50 per quarter hour extra. Film studio, $90 per hour (31-60 minute program), $45 per hour (5-30 minute program), $22.50 per quarter hour extra. Frequency discounts—Begin with 13 times at 21% up to 260 times at 20%. (From Rate Card No. 5, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Cahill, Gordon, Zachry & Reindel

CONSULTING ENGINEER: Raymond Guy

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Cleveland—(Continued)

WXEL

LICENSEE: Empire Coil Co.

ADDRESS: Pleasant Valley & State Rds. ZONE: 9 PHONE: Victory 3-8400

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is electronics components and parts manufacturer in New Rochelle, N. Y. Herbert Mayer is principal stockholder.

BEGAN OPERATION: December 17, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 9 (186-192 mc)

TRANSMITTER ADDRESS: 4501 Pleasant Valley

MAKE OF TRANSMITTER: GE MODEL NO: TT6D

EFFECTIVE RADIATED POWERS: Visual, 26 kw Aural, 13 kw

MAKE OF ANTENNA: GE TYPE: TY14F, 6-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 725 ft. Above Ground, 437 ft.

STUDIO ADDRESS: 3165 Olentangy River Rd. HOURS OF OPERATION: 11 a.m.-12:30 a.m.

Represented Nationally by
THE KATZ AGENCY, INC.

ABC, CBS, AND DUMONT TELEVISION NETWORKS

MAKE OF CAMERA CHAINS: GE, RCA, GPL

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: AP, UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Studio "D," three image orthicon chains, RCA flying spot scanner (2x2 in.). GPL film projector, 1,200 sq. ft. staging area, 365 theatre seats, RCA type PT-100 theatre projector. Main studio (50x48 ft.) with two camera chains. Kitchen studio (30x25 ft.) with two camera chains. Studio (16x27 ft.) with two camera chains. Two 16mm film projectors. Two iconoscope film chains. Two slide projectors (2x2 in.) One GE Balopticon.

EXECUTIVES:
Herbert Mayer, President
Franklin Snyder, Vice President & General Manager
R. C. Wright, Assistant Commercial Manager
Harry Black, Program Director
Thomas Friedman, Chief Engineer
Nicholas Boris, Film Buyer
Barbara Snyder, Publicity Director

RATE INFORMATION: Class A hour rate—$925 (live), $800 (film). Minute spot—$193.50 (live), $160 (film). Participations—$60 to $160 per spot. Rehearsals—No extra charge for normal rehearsal time. Frequency discounts—Begin with 13 times at 50%, up to 104 times at 20%. (From Rate Card No. 5, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Lyon, Wilner & Bergson

CONSULTING ENGINEER: Ben Adler (New Rochelle, N. Y.)

Sell via WXEL
in the Best Location in the Nation!
### Columbus—

**WBNS-TV**

- **LICENSEE:** Dispatch Printing Co.
- **ADDRESS:** 33 N. High St. ZONE: 15 PHONE: Adams 9265
- **AM AFFILIATE:** WBNS FM AFFILIATE: WELD
- **TV NETWORK AFFILIATION:** CBS (Interconnected)
- **PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee is publisher of Columbus Dispatch.
- **BEGINN OPERATION:** September 1949
- **NATIONAL REPRESENTATIVE:** Blair-TV Inc.
- **CHANNEL:** 10 (192-198 mc)
- **TRANSMITTER ADDRESS:** 495 Olentangy Blvd.
- **MAKE OF TRANSMITTER:** RCA MODEL NO: TT-5A
- **EFFECTIVE RADIATED POWERS:** Visual, 24.3 kw Aural, 12.15 kw
- **MAKE OF ANTENNA:** RCA TYPE: 6-Bay Turnstile
- **ANTENNA HEIGHT:** Above Average Terrain, 485 ft. Above Ground, 595 ft.
- **STUDIO ADDRESS:** 495 Olentangy Blvd. HOURS OF OPERATION: 9:30 a.m.-12:30 a.m.

**EXECUTIVES:**
- **Preston Wolfe, President**
- **R. A. Borel, Director of Television**
- **E. H. Bronson, Station Director & Film Buyer**
- **R. D. Thomas, Sales Director**
- **Janet Benoy, Merchandise Director**
- **J. R. Reeves, Program Director & Film Buyer**
- **L. H. Nafzger, Chief Engineer**

**RATE INFORMATION:**
Class A hour rate—$700 (film only). Minute spot—$125. Frequency discounts—Begin with 13 times at 12½% up to 260 times at 35%. (From Rate Card No. 4, Sept. 1, 1951.)

**WASHINGTON ATTORNEY:** Dow, Lohnes & Albertson

**CONSULTING ENGINEER:** Jansky & Bailey.

### Reach all of this profitable TV market on WBNS-TV!

Your sales message on Channel 10 will have a full impact on this rich and responsive market. WBNS-TV reception is good in every one of these 24 central Ohio counties — as shown by mail counts and verified in "The WBNS-TV Coverage Story."

But that's only half the story. Pulse ratings show you the popularity of WBNS-TV programs and stars — daytime and evening — local and CBS. Top production achievements and excellent film facilities guarantee the best all-around programming results. You are sure of a ready-made, enthusiastic audience in a profitable TV market area covering 24 counties when you schedule WBNS-TV.

Phone Blair TV or write direct for your copy of "The WBNS-TV Coverage Story"
Columbus—(Continued)

WLWC

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 3165 Olentangy River Rd. ZONE: 2 PHONE: Jefferson 5441

FM AFFILIATE: WLWF

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Arco Mfg. Corp., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, all Ohio, and WINS New York.

BEGAN OPERATION: April 3, 1949

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 3165 Olentangy River Rd.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 15.2 kw Aural, 8.1 kw

MAKE OF ANTENNA; RCA TYPE: TF3B, 3-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 455 ft. Above Ground, 578 ft.

STUDIO ADDRESS: 3165 Olentangy River Rd. HOURS OF OPERATION: 6:45 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA


NEWS SERVICE: UP, INS

STUDIO FACILITIES: Three studios (40x60; 33x24 and 29x18 ft.). Two studio cameras. Two remote cameras. Two 16mm film projectors. One automatic slide projector. One film camera. One film strip projector. One slide projector (2x2 in.).

EXECUTIVES:

James D. Shouse, Chairman of Board
R. E. Dunville, President
Dwight Martin, Vice President
Harry Mason Smith, Vice President for Sales
John T. Murphy, Vice President; Television Operations
James Leonard, General Manager
George Henderson, Sales Manager
Roy Wilson, Program Director
Charles Sloan, Chief Engineer
Juanita Wilcox, Promotion Director

RATE INFORMATION: Class A hour rate—$625. Minute spot—$100. Frequency discounts—Begin with 13 weeks at 5% up to 26 weeks at 10% also begin with 30 minutes weekly up to three hours weekly at 12 1/2%. (From Rate Card, July 1, 1951.)

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr

Columbus—(Continued)

WTVN

LICENSEE: Picture Waves Inc.

ADDRESS: 3710 LeVeque Lincoln Tower ZONE: 15 PHONE: Fletcher 1529

TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Owned by Edward Lamb. Mr. Lamb owns WICU (TV) Erie, Pa.; WTVN (TV) Columbus, Ohio; WTOD and WTRT (FM) Toledo, Ohio; WHOO-AM-FM Orlando, Fla. Mr. Lamb also is publisher of Erie Dispatch.

BEGAN OPERATION: September 30, 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 6 (82.8-88 mc)

TRANSMITTER ADDRESS: 3700 LeVeque-Lincoln Tower

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 19.7 kw Aural, 10 kw

MAKE OF ANTENNA; RCA TYPE: Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 545 ft. Above Ground, 627 ft.

STUDIO ADDRESS: 50 W. Broad St. HOURS OF OPERATION: 10 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA


NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Two studios (26x30 and 28x24 ft.). One RCA camera. One DuMont camera. Two slide projectors. One strip projector. Two RCA film projectors. One Balopticon.

EXECUTIVES:

Edward Lamb, President
Frank C. Oswald, Administrative Assistant to the President
John Rossiter, General Manager
Roger LeReau, Commercial Manager
William Wagner, Production Manager
Joe Gill, Chief Engineer
Russell Dickendasher, Film Buyer
Ruth Russell, Promotion Director
Bill Brown, Sports Director
Jack Dale, Merchandising Director

RATE INFORMATION: Class A hour rate—$675. Minute spot—$110. Rehearsal time—$100 per hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 5% up to 260 times at 30%. (From Rate Card No. 5A, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Fly, Sheubruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis.
Drumming up sales for WTVN advertisers in Central Ohio

5 Reasons
WHY WISE BUYERS CHOOSE WTVN

1. Because of programming the desires of the audience:
   - WTVN SELLS!

2. Because of unique and clever promotion:
   - WTVN SELLS!

3. Because of superior merchandising:
   - WTVN SELLS!

4. Because of technically perfect production:
   - WTVN SELLS!

5. Because it has the newest, most modern TELEVISION CENTER in the country:
   - WTVN SELLS!

WHIO-TV

LICENSEE: Miami Valley Broadcasting Corp.
ADDRESS: 45 S. Ludlow St. ZONE: 2 PHONE: Adams 2261
AM AFFILIATE: WHIO FM AFFILIATE: WWHO-FM
TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Atlanta Journal and Constitution. James M. Cox, ex-Governor of Ohio, is principal stockholder. Same interests own WSB-AM-TV Atlanta; WIOD-AM-FM Miami, Fla.; also publish Dayton Daily News and Journal Herald; Springfield News and Sun, Miami News.

BEGAN OPERATION: February 1949

NATIONAL REPRESENTATIVE: George P. Hallingbery Co.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 1414 Wilmington Ave.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 24 kw Aural, 13 kw

MAKE OF ANTENNA: RCA TYPE: TF6A

ANTENNA HEIGHT: Above Average Terrain, 570 ft. Above Ground, 517 ft.

STUDIO ADDRESS: 1414 Wilmington Ave. HOURS OF OPERATION: 8 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK10A


FILM LIBRARY: Snader NEWS SERVICE: AP, INS

LIBRARY SERVICE: Standard

STUDIO FACILITIES: One studio (30x50 ft.), equipped with two orthicon cameras. Two 16mm film projectors. Two 35mm slide projectors (2x2 in.). One Multiscope. Mobile unit with two image orthicon cameras.

EXECUTIVES:
James M. Cox Jr., President
J. Leonard Reinsch, Managing Director
Robert H. Moody, General Manager
Harvey R. Young Jr., Commercial Manager
Dan R. Lyons, Program Director & Film Buyer
Ernest L. Adams, Chief Engineer

RATE INFORMATION: Class A hour rate—$750 (film only). Minute spot—$15. Participation per spot—$50. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: McIntosh & Inglis
Dayton—(Continued)

WLWD

LICENSEE: Crosley Broadcasting Corp.

ADDRESS: 4595 S. Dixie Highway ZONE: 9 PHONE: Walnut 2101

FM AFFILIATE: WLWB

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Avco Mfg. Corp., owns WLW, WLWA (FM) and WLWT (TV) Cincinnati, WLWB (FM) and WLWD (TV) Dayton, WLWF (FM) and WLWC (TV) Columbus, all Ohio, and WINS New York.

BEGAN OPERATION: March 1949

NATIONAL REPRESENTATIVE: WLW Sales

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Frytown & W. Carrolton Roads

MAKE OF TRANSMITTER: Crosley MODEL NO: EDS-52A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 8 kw

MAKE OF ANTENNA: RCA TYPE: TF-5A, Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 490 ft. Above Ground, 359 ft.

STUDIO ADDRESS: 4595 S. Dixie Hwy. HOURS OF OPERATION: 6:45 a.m.-1:30 a.m.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-10A


NEWS SERVICES UP

STUDIO FACILITIES: One studio (55x80 ft.). Two RCA cameras. Two movie projectors and two slide projectors multiplexed into one RCA iconoscope. One Baloptican.

EXECUTIVES:
James D. Shouse, Chairman of Board
R. E. Dunville, President
Dwight Martin, Vice President
Harry Mason Smith, Vice President for Sales
John T. Murphy, Vice President, Television Operations
H. P. Lasker, General Manager
W. J. Williamson, Commercial Manager
Dorothy A. Sanders, Promotion Manager
Neal Van Ells, Program Director
Ray E. Brosseau, Programming Sales Coordinator
L. G. Sturgill, Chief Engineer

RATE INFORMATION: Class A hour rate—$625. Minute spot—$100. Frequency discounts—Begin with 13 weeks at 5° up to 26 weeks at 10°; also begin at 30 minutes with 5° up to three hours weekly at 12\%.

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: Weldon & Carr

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Eyes and Ears of a GOOD CITIZEN

Ask National Representative
George P. Hollingbery Co. for
Data, Details and Availabilities
WSPD-TV

LICENSEE: Fort Industry Co.

ADDRESS: 136 Huron St. PHONE: Adams 3175

AM AFFILIATE: WSPD FM AFFILIATE: WSPD-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)


BEGAN OPERATION: August 1948

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: 125 S. Superior St.

EFFECTIVE RADIATED POWERS: Visual, 27.4 kw Aural, 13.7 kw

ANTENNA HEIGHT: Above Average Terrain, 524 ft. Above Ground, 555 ft.

STUDIO ADDRESS: 136 Huron St. HOURS OF OPERATION: 11 a.m.-Midnight


NEWS SERVICES: UP, INS

STUDIO FACILITIES: One studio. Two cameras. Two slide and two film projectors.

EXECUTIVES

George B. Storer, President
Lee B. Wolles, Executive Vice President
Allen L. Haid, Vice President, General Manager & Commercial Manager
Wes. F. Shannon, Sales Manager
Robert Evans, Program Director & Sports Director
Richard H. Gourley, Promotion Manager
Laura Jeffries, Traffic Manager
Elaine Phillips, Film Buyer
James Uebelhart, News Director
Lee Knight, Women's Director
William Stringfellow, Chief Engineer

RATE INFORMATION: Class A hour rate—$600. Minute spot—$120. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No 7, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

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**OKLAHOMA CITY — WKY-TV**

**LICENSEE:** WKY Radiophone Co.  
**ADDRESS:** 1300 E. Britton Rd.  
**PHONE:** Britton 2161

**AM AFFILIATE:** WKY  
**TV NETWORK AFFILIATION:** ABC, CBS, NBC, DuMont (Non-Interconnected)  
**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** Licensee owned by Oklahoma Publishing Co., publisher of Oklahoma City Oklahoman and Times and Farmer-Stockman. E. K. Gaylord is president of Oklahoma Publishing Co.

**BEGIN OPERATION:** June 6, 1949

**NATIONAL REPRESENTATIVE:** The Katz Agency Inc.

**CHANNEL:** 4 (66-72 mc)  
**TRANSMITTER ADDRESS:** 1300 E. Britton Rd.  
**MAKE OF TRANSMITTER:** RCA  
**MODEL NO.:** TT-5A  
**EFFECTIVE RADIATED POWERS:** Visual, 17 kw  
**Aural, 8.5 kw**

**MAKE OF ANTENNA:** RCA  
**TYPE:** TF-5A, 5-Bay Superturnstile  
**ANTENNA HEIGHT:** Above Average Terrain, 935 ft.  
**Above Ground, 968 ft.**

**STUDIO ADDRESS:** 1300 E. Britton Rd.  
**HOURS OF OPERATION:** 9:30 a.m.-11:30 p.m.

**MAKE OF CAMERA CHAINS:** RCA  
**DESCRIPTION:** TK-30-A  
**TYPE OF OPERATION:** Uses local live, local film, network film, kinescopes.

**FILM LIBRARY:** Snader  
**NEWS SERVICE:** UP, Acme  
**LIBRARY SERVICE:** Associated, Standard

**STUDIO FACILITIES:** Two studios (35x57 ft.). Six RCA cameras. Four RCA 16mm film projectors. Two film cameras. Four slide projectors (2x2 in.). Mobile unit with three field cameras.

**EXECUTIVES:**  
E. K. Gaylord, President and General Manager  
P. A. Sugg, Vice President and Station Manager  
Robert Olson, Program Director  
Robert Swygoski, Assistant Program Manager  
Robert Doty, Program Supervisor  
Keith Moehrs, Film Buyer  
H. J. Lovell, Chief Engineer  
Robert Haywood, Assistant Chief Engineer

**RATE INFORMATION:** Class A hour rate—$650 (live), $500 (film). Minute spot—$150 (live), $100 (film). Frequency discounts—begins with 26 times at 5% up to 260 times at 25% (From Rate Card No. 4, July 1, 1951).

**WASHINGTON ATTORNEY:** Pierson & Ball

**CONSULTING ENGINEER:** A. D. Ring & Co.

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**TULSA — KOTV**

**LICENSEE:** Cameron Television Inc.  
**ADDRESS:** 302 S. Frankfort  
**PHONE:** 2-9233

**TV NETWORK AFFILIATION:** ABC, CBS, NBC (Non-Interconnected)  
**PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS:** George Cameron is principal stockholder.

**BEGIN OPERATION:** November 30, 1949

**NATIONAL REPRESENTATIVE:** Edward Petry & Co.

**CHANNEL:** 6 (82-88 mc)  
**TRANSMITTER ADDRESS:** National Bank of Tulsa Bldg.  
**MAKE OF TRANSMITTER:** RCA  
**MODEL NO.:** TT-5A  
**EFFECTIVE RADIATED POWERS:** Visual, 16.6 kw  
**Aural, 8.5 kw**

**MAKE OF ANTENNA:** RCA  
**TYPE:** TF-3, 3-section turnstile  
**ANTENNA HEIGHT:** Above Average Terrain, 490 ft.  
**Above Ground, 452 ft.**

**STUDIO ADDRESS:** 302 S. Frankfort  
**HOURS OF OPERATION:** 10 a.m.-Midnight

**MAKE OF CAMERA CHAINS:** RCA  
**DESCRIPTION:** TK-30-A  
**TYPE OF OPERATION:** Uses local live, local film, network film, kinescopes.

**FILM LIBRARY:** Snader  
**NEWS SERVICE:** UP, Acme  
**LIBRARY SERVICE:** World

**STUDIO FACILITIES:** One studio (50x125 ft.). Two cameras, Rear screen studio slide projector. Two RCA 16mm film projectors. Two RCA film cameras. Two Selectroslide projectors. Baloptican (3½x4½ in.). Remote unit with two RCA image orthicon cameras. One Auricon film camera. One Bolex film camera.

**EXECUTIVES:**  
George Cameron, President  
Hanan Alvarez, General Manager  
John Hill, Commercial Manager  
G. Dan Thompson, Program Director  
George Jacobs, Chief Engineer  
Bill Dicks, Film Buyer  
Robert Freeland, Publicity Director

**RATE INFORMATION:** Class A hour rate—$500. Minute spot—$100. Frequency discount—begins with 52 times at 5% up to 312 times at 15%. (From Rate Card No. 5, Dec. 1, 1951.)

**WASHINGTON ATTORNEY:** Hogan & Hartson

**CONSULTING ENGINEER:** George C. Davis
MORE LISTENERS DAY AND NIGHT THAN ANY OTHER OKLAHOMA CITY RADIO STATION

336,280* daytime families
142,190* more families than the next closest station
292,120* nighttime families
113,940* more families than the next closest station

Figures from latest BMB Audience Report

PROVED REGULAR VIEWING RESPONSE FROM OVER HALF OF OKLAHOMA

Program schedules published by newspapers as far distant as Wichita, Kansas, 165 airline miles from Oklahoma City.
TV Stations in the U. S.

Pennsylvania

Erie—

WICU

LICENSEE: Dispatch Inc.
ADDRESS: 3515 State St. PHONE: 4-6371
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Erie Dispatch, owned by Edward Lamb. Mr. Lamb owns WTVN (TV) Columbus, Ohio; WTOD and WTRT (FM) Toledo, Ohio, WICU (TV) Erie, Pa., and WHOO-AM-FM Orlando, Fla.

BEGAN OPERATION: March 1949

NATIONAL REPRESENTATIVE: Headley-Reed Co.

CHANNEL: 12 (204-210 mc)
TRANSMITTER ADDRESS: 35th & State St.
MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 3.4 kw Aural, 1.75 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 115 ft. Above Ground, 309 ft.

STUDIO ADDRESS: 3515 State St. HOURS OF OPERATION: 6:45 a.m.-12:15 a.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

FILM LIBRARY: Snader NEWS SERVICE: AP

LIBRARY SERVICE: Lang-Worth

STUDIO FACILITIES: Three studios (30x40x19½, 15x16x16, and 31x36x19½ ft.). Two DuMont studio cameras. Two 16mm film projectors. Two 35mm slide projectors. One Balopticon.

EXECUTIVES:
Edward Lamb, President
Frank C. Oswald, Administrative Assistant to the President
Herbert S. Stewart, General Manager
Charles Stone, Assistant Commercial Manager
Don Leik, Program Director
Michael Coop, Chief Engineer
John Cook, Film Editor
Kenneth Weiderholt, Merchandise Manager

RATE INFORMATION: Class A hour rate—$500. Minute spot—$90. Participations—$55 per spot. Frequency discounts—Begin with 13 times 2½% up to 104 times at 25%. (From Rate Card No. 7, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Fly, Shuebruk & Blume

CONSULTING ENGINEER: McIntosh & Inglis

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Johnstown—

WJAC-TV

LICENSEE: WJAC Inc.

ADDRESS: 329 Main St. PHONE: 91-965

AM AFFILIATE: WJAC FM AFFILIATE: WJAC-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee owned by Johnstown Tribune Publishing Co. publisher of Johnstown Tribune.

BEGAN OPERATION: September 15, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 13 (210-216 mc)

TRANSMITTER ADDRESS: Laurel Hill Mt.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 9.3 kw Aural, 4.7 kw

MAKE OF ANTENNA: RCA TYPE: 2-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 1,120 ft. Above Ground, 162 ft.

HOURS OF OPERATION: 11:30 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses network live, local film, network film, kinescopes.

NEWS SERVICE: AP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two 16mm film projectors. One slide projector (2x2 in.).

EXECUTIVES:

Walter W. Krebs, President
Alvin D. Schrott, General Manager
J. W. McGeough, Commercial Manager
Frank P. Cummins, Program Director
Nevin L. Straub, Director of Technical Operations
Theodore Campbell, Chief Engineer

RATE INFORMATION: Class A hour rate—$450 (film only). Minute spot—$80. Frequency discount—Begins with 13 times at 5' up to 156 times at 25°. (From Rate Card No. 5, Oct. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson CONSULTING ENGINEER: James C. McNary

Yes, We're In Pittsburgh, Too!

Johnstown is one of the fastest growing markets in the United States. You'll never get finer TV coverage at such a low cost. Write for information or talk to your Katz man today.

*Figures as of Jan. 1, 1952

WJAC-TV
Western Pennsylvania's Only Basic NBC Station
The Johnstown Tribune Television Station

1952 TELECASTING Yearbook • Page 151
products sponsored on
WGAL-TV LANCASTER, PENNA.*

Advertisers, both local and national, find their products moving—rapidly, profitably—when WGAL-TV does the selling. It's the overwhelming station favorite in the large, prosperous mid-Pennsylvania area it covers. This popularity is readily understandable because WGAL-TV is the only television station located in this buying market which includes Lancaster, York, Harrisburg, Lebanon and Reading.* It carries top shows from four networks. And, its many local telecasts are carefully planned to meet the needs and interests of the communities it serves. Let WGAL-TV move your product in its wide, prosperous market area.

*Rating of these 5 Pennsylvania Markets—1951 Sales Management Survey of Buying Power: Harrisburg rates SUPERIOR in 7—and, Lancaster, York, Lebanon and Reading all rate SUPERIOR in 8 out of the 9 possible sales and income categories.

WGAL-AM-FM

ROBERT MEEKER ASSOCIATES
CHICAGO - SAN FRANCISCO - NEW YORK - LOS ANGELES

Page 152 • 1952 TELECASTING Yearbook
Today radio and television, together with the press, maintain a deep-grained awareness that they are America's larger citizens with louder voices and greater reaches. Theirs is the greater responsibility to keep America truthfully and fully informed.

Back in 1931 BROADCASTING's first editorial concluded:
"To the American system of free, competitive and self-sustaining radio enterprise, this publication is dedicated."

Through twenty years as town crier, BROADCASTING-TELECASTING has challenged every inroad into radio's free charter on the premise that without free radio there could be no truly free America. The story of American radio is the story of democracy in action. The story of BROADCASTING parallels that of radio.

Today, we need not look for any better words to serve as a statement of principles or an affirmation of purpose for the years ahead. Simply, we will steadfastly espouse radio and television by the American Plan. In essence, freedom . . . wired for sight and sound.
Philadelphia—

WCAU-TV

LICENSEE: WCAU Inc.
ADDRESS: 1622 Chestnut St. ZONE: 3 PHONE: Locust 7-7700
AM AFFILIATE: WCAU FM AFFILIATE: WCAU-FM
TV NETWORK AFFILIATION: CBS (Interconnected)
BEGAN OPERATION: March 10, 1948
NATIONAL REPRESENTATIVE: CBS Television Spot Sales
CHANNEL: 10 (192-198 mc)
TRANSMITTER ADDRESS: 12 South 12th St.
MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 27.3 kw. Aural, 14 kw.
MAKE OF ANTENNA: RCA TYPE: TF-6B, 6-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 660 ft. Above Ground, 737 ft.
STUDIO ADDRESS: 1622 Chestnut St. HOURS OF OPERATION: 8 a.m.-1:30 a.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-30-A
NEWS SERVICE: AP, UP
LIBRARY SERVICE: Lang-Worth
STUDIO FACILITIES: Four studios. Auditorium (67x49 ft.). Studio “A” (55x34 ft.). Studio “B” (39x34 ft.). Studio “D” (35x20 ft.). Thirteen RCA field cameras. Two 16mm film projectors. Two slide projectors (2x2 in.). Balopticon. Mobile units.
EXECUTIVES:
Donald W. Thornburgh, President & General Manager
Joseph L. Tinney, Assistant General Manager
Charles Vanda, Vice President in Charge of Television
Robert McGredy, Commercial Manager
John G. Leitch, Vice President and Director of Engineering
Thomas Freebairn-Smith, Executive Producer and Film Buyer
John L. McClay, Assistant Director of Television
Richard A. Schlegel, Assistant Operations Manager-Television
RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Participations—$135-$225 per spot. Rehearsals—$25 per half-hour. Frequency discounts—Begin with 26 times at 5% up to 51 times at 10%. (From Rate Card No. 7, Sept. 16, 1951).
WASHINGTON ATTORNEY: Pierson & Ball

Philadelphia—(Continued)

WFIL-TV

LICENSEE: Philadelphia Inquirer Div. of Triangle Publications Inc.
ADDRESS: 46th & Market Sts. ZONE: 39 PHONE: Evergreen 2-4700
AM AFFILIATE: WFIL FM AFFILIATE: WFIL-FM
TV NETWORK AFFILIATION: ABC, DuMont (Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Philadelphia Inquirer. Walter H. Annenberg and family principal stockholders. Mr. Annenberg is also the publisher of magazine Seventeen and other publications.
BEGAN OPERATION: September 13, 1947
NATIONAL REPRESENTATIVE: The Katz Agency Inc.
CHANNEL: 6 (82-88 mc)
TRANSMITTER ADDRESS: Roxborough, Pa.
MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A
EFFECTIVE RADIATED POWERS: Visual, 27 kw. Aural, 13.5 kw.
MAKE OF ANTENNA: RCA TYPE: 5-Bay Superturnstile
ANTENNA HEIGHT: Above Average Terrain, 650 ft. Above Ground, 611 ft.
STUDIO ADDRESS: 46th & Market Sts.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Studio and mobile
FILM LIBRARY: Snader and Official Films NEWS SERVICE: AP, Telenews
STUDIO FACILITIES: Two studios (28x65 and 22x30 ft.). Ten RCA cameras. Two 16mm film chains. One Houston film processor. One Projectall. One GE Balopticon. One Animatic.
EXECUTIVES:
Roger W. Clipp, General Manager
Donald S. Kellett, Administrative Asst. to General Mgr. in charge of TV
Kenneth W. Stowman, Sales Manager
Jack Stock, Manager of Programs & Production
Raddy Rogers, Executive Producer
Dr. Joe Zimmermann, Production Supervisor
Dr. Roy K. Marshall, Educational Director
Walter Tillman, Film Director
Louis E. Littlejohn, Chief Engineer
Henry Rhea, Asst. Chief Engineer for TV
RATE INFORMATION: Class A hour rate—$1,500. Minutes Spot—$300. Rehearsals—$25 per half-hour in excess of 2x1 ratio. Frequency discounts—Begin with 26 times at 5% up to 52 times at 10%. (From Rate Card No. 10, Feb. 15, 1952.)
WASHINGTON ATTORNEY: Lyon, Wilner & Bergson
CONSULTING ENGINEER: Millard Garrison
mark of a leader

To the people of Philadelphia, this WCAU-TV seal means the best in television entertainment, news and educational programs. To the advertiser, the WCAU-TV seal means prestige, good will and wide circulation for his product's name in the rich Philadelphia market.

The people behind this seal of showmanship and salesmanship are the same expert craftsmen who originate and produce regular programs for the CBS television network.

This same creative skill is available to you—to all WCAU-TV advertisers. For network quality service at no extra cost, follow the mark of the leader to WCAU-TV.
Brace yourself...this guy wants television rights to next season's biggest collegiate football games! What do I do now?

Relax. Impossible as it seems, the man is making sense. He can sponsor the very biggest football games of 1952. Sportsvision will film them all...so call Consolidated and ask them for information on the "All American Game of the Week."

Consolidated Television Sales
_a division of Consolidated Television Productions, Inc._

SUNSET AT VAN NESS, HOLLYWOOD 28, NO. 9-8369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
612 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

TV Stations in the U. S.

Philadelphia—(Continued)

WPTZ

LICENSEE: Philco Television Broadcasting Corp.

ADDRESS: 1600 Architects Bldg. ZONE: 3 PHONE: Locust 4-2244

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is subsidiary of Philco Corp., radio-TV receiver and electronics equipment manufacturer.

BEGAN OPERATION: September 16, 1941

NATIONAL REPRESENTATIVE: NBC Spot Sales

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: Wyndmoor, Pa.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.2 kw Aural, 8.1 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay Turnstile

ANTENNA HEIGHT: Above Average Terrain, 719 ft. Above Ground, 552 ft.

STUDIO ADDRESS: 1619 Walnut St. HOURS OF OPERATION: 7 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon


NEWS SERVICE: UP


EXECUTIVES:

Ernest B. Lavern, Vice President & General Manager
Rolland V. Tooke, Assistant General Manager
Alexander W. Dannenbaum Jr., Commercial Manager
Preston Stover, Program Operation Manager
Raymond J. Bowley, Chief Engineer
Edward Murray, Film Buyer
John J. Kelly, Promotion & Publicity Manager

RATE INFORMATION: Class A hour rate—$1,500. Minute spot—$300. Participations—$90-$235 per spot. Rehearsals—$25 per half-hour. Frequency discounts—Begin with 26 weeks at 5% up to 52 weeks at 10%. (From Rate Card No. 8, Oct. 1, 1951).

WASHINGTON ATTORNEY: Weaver & Glassie

CONSULTING ENGINEER: George C. Davis
First in Television
in Philadelphia

NBC SPOT SALES
NATIONAL REPRESENTATIVES

1800 ARCHITECTS BUILDING • PHILADELPHIA 3, PENNSYLVANIA
TV Stations in the U. S.

Pittsburgh—

WDTV

LICENSEE: Allen B. DuMont Laboratories Inc.

ADDRESS: Chamber of Commerce Bldg. PHONE: Express 1-1071

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee operates DuMont Television Network. Owned and operated stations are WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Licensee is also TV receiver and electronics manufacturer.

BEGAN OPERATION: January 11, 1949

NATIONAL REPRESENTATIVE: DuMont Spot Sales (Richard Raiton, San Francisco)

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 4104 Grizelle St.

MAKE OF TRANSMITTER: DuMont MODEL NO: Master Series

EFFECTIVE RADIATED POWERS: Visual, 16.6 kw Aural, 8.3 kw

MAKE OF ANTENNA: RCA TYPE: 3-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 818 ft. Above Ground, 550 ft.

STUDIO ADDRESS: Chamber of Commerce Bldg.

HOURS OF OPERATION: 6:45 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: DuMont


FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Studio (48x56 ft.), with permanent kitchen. Two image orthicon cameras. Two 16mm film projectors. One flying spot scanner (2x2 in.). One Balopticon.

EXECUTIVES:

Dr. Allen B. DuMont, President
Chris J. Witting, Director, DuMont Television Network
Robert L. Coe, Manager, DuMont Network Station Relations Department
Harold C. Lund, General Manager
A. Donovan Faust, Assistant General Manager
Larry Israel, Sales Manager
William A. Krough, Sales Service Manager
Paul P. Palangi, Personnel Manager
Dick Fortune, Public Relations Manager
Jimie Spoons, Sales Promotion & Merchandising
Byron Dayton, Program Manager
Mary McKay, Traffic Manager
Peter Barken, Executive Producer
Dave Murray, News & Special Events
Richard Dreyfuss, Film Manager
Nick Perry, Chief Announcer
William Jewett, Prop Facilities
Joe Bock, Art Manager
Raymond W. Rodgers, Chief Engineer

RATE INFORMATION: Class A hour rate—$800. Minute spot—$125. Rehearsals—$50 per hour (minimum $25). Frequency discount—Begins with 26 times at 5° up to 260 times at 20°. (From Rate Card No. 6, March 15, 1951.)

WASHINGTON ATTORNEY: Roberts & McInnis

WE'RE PROUD OF OUR SUCCESS STORIES

Clients' results from advertising over WDTV have been really sensational during the past year. One manufacturer (Spoolie Hair Curlers) was forced to withdraw a test offer after only 11 shows to enable the factory to catch up with the orders for this $1.50 item. Such reports are the rule rather than the exception.

ON WDTV

We're proud, too, that we have been able to bring Pittsburgh District viewers all 15 top television network shows.

We realize our responsibility in this single channel market, one of the nation's outstanding marketing areas, and strive constantly to provide the best in TV entertainment.

There's Lots to See on Channel 3

WDTV

DUMONT TELEVISION STATION

PITTSBURGH'S PIONEER TV STATION

CHAMBER OF COMMERCE BLDG., PITTSBURGH 19, PA.
TV Stations in the U. S.

Rhode Island

Providence—

WJAR-TV

LICENSEE: The Outlet Co.

ADDRESS: 176 Weybosset St. PHONE: Gaspee 1-7000

AM AFFILIATE: WJAR FM AFFILIATE: WJAR-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is a department store.

BEGAN OPERATION: July 10, 1949

NATIONAL REPRESENTATIVE: Weed & Co. (Bertha Bannan, New England)

CHANNEL: 11 (198-204 mc)

TRANSMITTER ADDRESS: Rehoboth, Mass.

MAKE OF TRANSMITTER: RCA MODEL NO.: TT-5A


MAKE OF ANTENNA: RCA TYPE: 6-Element Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 615 ft. Above Ground, 720 ft.

STUDIO ADDRESS: 716 Weybosset St. HOURS OF OPERATION: 6:45 a.m.-12:30 a.m.

MAKE OF CAMERA CHAINS: RCA


NEWS SERVICE: UP, INS, Telenews

LIBRARY SERVICE: SESAC

STUDIO FACILITIES: One studio (30x40 ft.). Two RCA studio cameras. 16mm film projectors. One 35mm slide projector. One Multiscopic. One mobile unit with two cameras.

EXECUTIVES:

George O. Griffith, Vice President & Treasurer
John J. Bayle, General Manager
Norman Gittleson, Commercial Manager, Program Director & Film Buyer
Thomas C. J. Prior, Chief Engineer

RATE INFORMATION: Class A hour rate—$750. Minute spot—$115. Rehearsals—$50 per hour, live studio; $25 per half-hour in excess of first hour, film studio. Frequency discounts—Begin with 26 times at 5% up to 208 times at 20%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson

CONSULTING ENGINEER: Craven, Lohnes & Culver

For Meritorious Public Service to Your Community!

CHILDREN'S PROGRAMS

You'll delight youngsters . . . get lots of delighted letters from their parents . . . sell goods for local retailers . . . with Encyclopedia Britannica Films for children.

Subjects like: Visit with Cowboys . . . Shep—The Farm Dog . . . Pride—The Saddle Horse . . . Visit to the Zoo . . . Day at the Fair . . . Circus Day in Our Town . . . and many more. They are inexpensive . . . pretested . . . effective. Details on request.

Maurice B. Mitchell, General Manager,
ASSOCIATED PROGRAM SERVICE
151 West 46th Street,
New York 36, N. Y.

APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television.

Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.
We need no scientist to tell us that the 120,000 television homes in the Memphis area represents an undivided audience of television viewers and listeners.

For WMCT is the first and only station in this great 2 billion dollar market. When 120,000 homes look and listen to television in this area, you can be sure they are looking and listening to WMCT only.

According to latest Memphis television distributors' figures, this is the number of television homes in the Memphis and Mid-South area.

WMCT
Memphis ONLY TV Station
WMC WMCF WMCT

EXECUTIVES:
Enoch Brown, President
H. W. Slocum, General Manager
Earl Marsland, Commercial Manager
Wilson Mount, Program Director & Film Buyer
E. C. Frase Jr., Chief Engineer
Walter E. Frase, Publicity & Promotion
Jay Scott, Production Manager

RATE INFORMATION: Class A hour rate—$625. Minute spot—$125. Frequency discounts—Begins with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 8, Jan. 1, 1952.)
The Branham Network

SAN FRANCISCO

LOS ANGELES

ST. LOUIS

MEMPHIS

ATLANTA

CHICAGO

DETROIT

NEW YORK

DALLAS

THE BRANHAM COMPANY

Branham offices representing Radio and Television Stations
SNADER PRODUCTIONS
Proudly presents
WASHINGTON SPOTLIGHT

featuring the internationally famous news-analyst and columnist,
MARQUIS CHILDS

and a weekly guest panel made up of America's history-making personalities. . . .

* Senator Capehart
* Senator Kefauver
* Senator Wiley
* Senator Dirkson

* Congressman Scott
* Congressman Joe McCarthy
* Michael DiSalle
* plus dozens of others

TIMELY . . . .
The topics of discussion on WASHINGTON SPOTLIGHT are geared to the headlines. The program features thought-provoking, controversial issues currently in the news.

UP TO THE MINUTE . . . .
Each week's show is flown to you direct from the processing laboratories . . . immediately after it has been filmed!

HISTORY-MAKING . . . .
The nation's most important public figures make history-making disclosures on every program. WASHINGTON SPOTLIGHT constantly finds itself quoted from by the wire services and news magazines . . . because WASHINGTON SPOTLIGHT scores one news-beat after another!

Write, wire or phone:
SNADER TELESCRIPTIONS SALES, Inc.
Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California
59 E. Van Buren
Chicago, Illinois

735 Spring St., N. W.
Atlanta, Georgia
229 West 42nd Street
New York, New York

1900 Euclid Street
Cleveland, Ohio

TV Stations in the U. S.

Nashville—
WSM-TV

LICENSEE: WSM Inc.
ADDRESS: 301 Seventh Avenue, N.
ZONE: 3
PHONE: 6-7181

AM AFFILIATE: WSM
TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected by privately-owned microwave relay)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is owned by National Life & Accident Insurance Co.

BEGAN OPERATION: September 30, 1950

NATIONAL REPRESENTATIVES: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 14th & Compton Ave.

MAKE OF TRANSMITTER: Federal
MODEL NO: 17-A

EFFECTIVE RADIATED POWERS: Visual, 23.8 kw. Aural, 11.9 kw

MAKE OF ANTENNA: GE
TYPE: 5-Bay Turnstile

ANTENNA HEIGHT: Above Average Terrain 680 ft. Above Ground 575 ft.

STUDIO ADDRESS: 14th & Compton Ave.
HOURS OF OPERATION: 1:40 p.m.-Midnight

MAKE OF CAMERA CHAINS: RCA
DESCRIPTION: Image orthicon


NEWS SERVICE: UP, INS, AP

LIBRARY SERVICE: Thesaurus

STUDIO FACILITIES: One studio (40x50 ft.). One announce studio. Five image orthicon cameras. One film camera chain. One Projectall.

EXECUTIVES:
John H. DeWitt Jr., President
Irving Waugh, Executive Assistant to President & Commercial Manager
Jack Stepp, Program Director
Aaron Shelton, Chief Engineer
Elmer Cartwright, Film Buyer
Shelton Weaver, Operation Manager

RATE INFORMATION: Class A hour rate—$300 (film only). Minute spot—$50 (film only). Frequency discounts—Begin with 26 times at 5% up to 260 times at 20%. (From Rate Card No. 2, April 1, 1951.)

WASHINGTON ATTORNEY: Kirkland, Fleming, Green, Martin & Ellis
In the chips—
WSM-TV increases
sales 30% in one season

In less than six months, with only one program a week on WSM-TV, Lay’s Potato Chips showed a 30% sales increase in the Nashville area.

If your sales curve is a bit stubborn about growing in the right direction, maybe what you need is some spade work WSM-TV style.

Irving Waugh or any Petry Man will welcome a chance to show you what a little intensive WSM-TV cultivation has done not only for Lay’s but an impressive list of local, regional and national advertisers.

How about reaching for your phone now?

Nashville
WSM-TV
Channel 4
I still don't know what hit me. This client comes in and says he wants the works—live television, a couple of Big Names, a ballet troupe, a band, trained seals, jugglers... everything BIG. So I get it for him. What happens? The client gets a look at the costs. The roof caves in!

From now on I'm strictly for film. Why? No headaches. I get shows with top-grade Hollywood production...smart direction, good stories, the best actors. Then I buy spot...just the markets the client wants. I save, he saves. The public eats it up. Everybody's happy. Can you do it? Sure, just call Consolidated Television Sales

a division of Consolidated Television Productions, Inc.

SUNSET AT VAN NESS, HOLLYWOOD 28, NO. 9-6369
25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543
812 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

TV Stations in the U. S.

Texas
Brownsville—(Matamoros, Mex.)
XELD-TV

LICENSEE: Romulo O'Farril Sr.

ADDRESS: Matamoros and 1111 S. E. Levee St., Brownsville, Texas

PHONE: Brownsville 2-6953

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Romulo O'Farril Sr. is principal stockholder. Mr. O'Farril owns XEX and XHTV (TV) Mexico City, is also publisher of Mexico City Novedades.

BEGAN OPERATION: September 1951

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 7 (174-180 mc)

TRANSMITTER ADDRESS: Matamoros, Tams.

MAKE OF TRANSMITTER: RCA

EFFECTIVE RADIATED POWERS: Visual, 2.8 kw Aural, 1.4 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 700 ft.

STUDIO ADDRESS: Matamoros, Tams. HOURS OF OPERATION: 2 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: RCA

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICES: INS Telenews

EXECUTIVES:
Romulo O'Farril St., President
Monte Kleban, Executive Director
Bert Harris, General Manager
Bert Metcalf, Program Manager
Jack Rothbun, Commercial Manager
Bill Sloat, Chief Engineer
Betty Pitt, Traffic Manager

RATE INFORMATION: Class A hour rate—$250. Minute spot—$35. (From Rate Card No. 1, Sept. 1, 1951.)

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XELD-TV
brings you
America's newest
television market
...the rich Rio Grande Valley

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

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

XELD-TV
Brownsville, Texas, and Matamoras, Mexico
CBS Affiliate

Channel 7 2.8 Kilowatts ERP MONTE KLEBAN, General Manager
Sales Office: 1111 S. E. Levee St., Brownsville

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

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

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

CHANNEL 4 DALLAS

TEXAS' MOST POWERFUL TELEVISION STATION

VIDEO 27,300 watts — AUDIO 13,600 watts

Exclusive DALLAS-FT. WORTH outlet for CBS TELEVISION PROGRAMS!

Serving the Southwest's largest metropolitan market...

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

This is why KRLD-TV is your best buy

John W. Runyon, President
Clyde W. Rembert, General Manager

The Branham Company
Exclusive Representative

TV Stations in the U. S.

Dallas—

KRLD-TV

LICENSEE: KRLD Radio Corp.

ADDRESS: Herald Square  ZONE: 1  PHONE: Randolph 6811

AM AFFILIATE: KRLD  FM AFFILIATE: KRLD-FM

TV NETWORK AFFILIATION: CBS (Non-Interconnected)


BEGIN OPERATION: December 3, 1949

NATIONAL REPRESENTATIVE: The Branham Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Herald Square

MAKE OF TRANSMITTER: GE  MODEL NO: TT-6-C

EFFECTIVE RADIATED POWERS: Visual, 27.3 kw.  Aural, 13.6 kw.

MAKE OF ANTENNA: GE  TYPE: 6-Bay

ANTENNA HEIGHT: Above Average Terrain, 463 ft.  Above ground, 568 ft.

STUDIO ADDRESS: Herald Square  HOURS OF OPERATION: 10 a.m.-11:30 p.m.

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Official NEWS SERVICE: AP, UP, INS

STUDIO FACILITIES: Two studios (22x45 ft. each), with two cameras per studio. Two 16mm film projectors. One Balopticon. One Multiscope.

EXECUTIVES:
John W. Runyon, President
Clyde W. Rembert, General Manager
J. W. Crocker, Assistant Manager
W. A. Roberts, Commercial Manager
Roy George, Program Director & Film Buyer
Roy Flynn, Chief Engineer

RATE INFORMATION: Class A hour rate—$400. Minute spot—$80. Participations—$80 per spot. Rehearsals—$15 per quarter hour in excess of 2x1 ratio for live studio. Frequency discounts—Begin with 13 times at 2'20° up to 260 times at 25°. (From Rate Card No. 4, Nov. 1, 1951.)

WASHINGTON ATTORNEY: Hanson, Lovett & Dale

CONSULTING ENGINEER: Craven, Lohnes & Culver
Mr. Maury Long
Broadcasting-Telecasting Magazine
National Press Building
Washington 2, D. C.

Dear Maury:

From time to time we have taken space in the Telecasting Section of your publication to promote our package sports films for television use. It guess our package sports film really pulls because in spite of yourself the book really pulls because we are now in our 42nd week of producing TELESPORTS DIGEST, which is currently being sponsored in 38 cities.

We are also in our 4th year of producing TOUCHDOWN, and even though we are some four weeks away from starting date, the program is sponsored in 19 cities. The DICK DUNNELL'S FOOTBALL RATINGS have been sold in 15 cities. We are just beginning to promote NATIONAL PRO HIGHLIGHTS, which also is due for release within 30 days. I thought you might be interested in the programs and cities scheduled to carry our programs this fall and a good deal of this credit can be based on exclusive advertising in BROADCASTING.

You folks must really have it!

Cordially,

Wallace Orr
Tel Ra Productions

Send for latest television survey on trade publications

BROADCASTING • TELECASTING
870 NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.
SNADER PRODUCTIONS
presents

DICK TRACY

★ 39 half-hour episodes now available
★ Filmed in Hollywood expressly for TV
★ Complete publicity and promotion campaign available

FEATURING:

RALPH BYRD............. as DICK TRACY
LYLE TALBOT............. as THE BRAIN
ANGELA GREENE........... as TESS TRUEHEART
JOE DEVLIN............. as SAM CATCHEM

SURE-FIRE entertainment for youngsters from 6 to 96, featuring America’s crime-busting hero, DICK TRACY, and his behind-the-scenes police adventures in the war against crime. Here’s a show that just can’t miss building a big mass audience in every TV market. It’s thrilling, dramatic, educational . . . teaches clean living and respect for the law.

Write, wire or phone:

SNADER TELESCRIPTIONS SALES, Inc.
Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

735 Spring St., N. W.
Atlanta, Georgia

1900 Euclid Street
Cleveland, Ohio

TV Stations in the U. S.

Dallas—(Continued)

WFAA-TV

LICENSEE: A. H. Belo Corp.

ADDRESS: 1122 Jackson St.  ZONE: 2  PHONE: Riverside 3316

AM AFFILIATE: WFAA

TV NETWORK AFFILIATION: ABC, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Dallas News.

BEGAN OPERATION: September 17, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co. Inc.

CHANNEL: 8 (180-186 mc)

TRANSMITTER ADDRESS: 3000 Hines Blvd.

MAKE OF TRANSMITTER: DuMont  MODEL NO: 8000

EFFECTIVE RADIATED POWERS: Visual, 27.1 kw  Aural, 13 kw

MAKE OF ANTENNA: RCA  TYPE: 6-Bay Superturnstile


STUDIO ADDRESS: 3000 Hines Blvd.  HOURS OF OPERATION: 10:30 am.-Midnight

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, network film, kinescopes.

NEWS SERVICE: AP, UP

LIBRARY SERVICE: World

STUDIO FACILITIES: Two studios (35x25 ft. and 35x21 ft.). Five DuMont studio cameras. Two DuMont film cameras. One Gray Telopticon (4x5 in.). Two Holmes 16mm film projectors.

EXECUTIVES:

E. M. (Ted) Dooley, President
Martin B. Campbell, Supervisor of Radio and TV
Ralph W. Nimmons, Manager
Lawrence E. DuPont, Program Director
Wm. C. Ellis, Chief Engineer
Carlos Dodd, Television Technical Supervisor
Howard Anderson, Film Buyer
Mrs. Wyona Portwood, Sales Promotion Director

RATE INFORMATION: Class A hour rate—$400. Minute spot—$80. Participations—$80 per spot. Rehearsals—$15 per quarter-hour. Frequency discount—Begin with 12 times at 5% up to 260 times at 25% (From Rate Card No. 5, Oct. 15, 1951).

WASHINGTON ATTORNEY: Loucks, Zias, Young & Jansky

CONSULTING ENGINEER: A. Earl Callum Jr. (Dallas)

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family portrait...

... of the 379,800 families in the big WFAA-TV market area. They're folks you ought to know—and here's why ... effective buying income: $5,020—better than the national figure by 11% ... average expenditures: 19% more on retail goods than the national average ... 103% more on general merchandise ... 25% more on automotive goods ... 28% more on drug items. This is the nine county North Texas market of WFAA-TV—an area which includes TWO big metropolitan centers, Dallas and Ft. Worth!

It's the biggest market in the biggest state!
For Meritorious Public Service to Your Community!

NATIONAL SPOT
Advertisers . . . agencies . . . will want to know all about Encyclopedia Britannica Films for television. These distinguished films have tremendous audience appeal, and they offer opportunities for institutional promotion at the community level that are not available under other circumstances. A great range of subjects is covered. Invite us to tell you the full story.

Maurice B. Mitchell, General Manager, ASSOCIATED PROGRAM SERVICE
151 West 46th Street, New York 36, N. Y.
APS is sole distributor for the full catalog of ENCYCLOPEDIA BRITANNICA FILMS in television. Many TV stations are also using the APS specialized transcribed library of production music (themes, moods, bridges, fanfares, etc.) on virgin vinylite discs at only $19.50 per month. Write for complete catalog and details.

ATS Television

TV Stations in the U. S.

Fort Worth—

WBAP-TV
LICENSEE: Carter Publications Inc.
ADDRESS: 3900 Barnett St. PHONE: Lockwood 1981
AM AFFILIATE: WBAP FM AFFILIATE: WBAP-FM
TV NETWORK AFFILIATION: ABC, NBC (Non-Interconnected)
PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Fort Worth Star-Telegram.
BEGAN OPERATION: September 29, 1948
NATIONAL REPRESENTATIVE: Free & Peters Inc.
CHANNEL: 5 (76-82 mc)
TRANSMITTER ADDRESS: 3900 Barnett St.
MAKE OF TRANSMITTER: RCA MODEL NO: TI-SA
EFFECTIVE RADIATED POWERS: Visual, 16.4 kw Aural, 8.2 kw
MAKE OF ANTENNA: RCA TYPE: TF3B, 3-Section Suporturnstile
STUDIO ADDRESS: 3900 Barnett St. HOURS OF OPERATION: 10:25 a.m.-11:30 p.m.
MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image orthicons and iconoscopes
TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.
FILM LIBRARY: Snader NEWS SERVICE: AP, N. Y. Times, Chicago Tribune
LIBRARY SERVICE: Associated, Boosey & Hawkes, Bosworth
STUDIO FACILITIES: Three studios (45x82x28, 20x33x20 and 15x15x10 ft.). Three RCA studio cameras. Two RCA film cameras. Two RCA 16mm film projectors. One Gray Teleopticon. One Gray multiplier. One Selectaslide projector (2x2 in.). Houston film processor. Bell & Howell printer. One Bell & Howell Film 16mm camera. Mobile unit, with three RCA image orthicon cameras.
EXECUTIVES:
Amon G. Carter, Chairman of the Board
Amon G. Carter Jr., President
Harold V. Hough, Director
George Cranston, General Manager
Roy Bacus, Commercial Manager
Robert J. Gould, Program Director
R. C. Stinson, Chief Engineer
Lynn Trammel, Film Buyer
Thaine Engle, Director Publicity-Promotion
Tommy Thompson, Production Chief
RATE INFORMATION: Class A hour rate—$500 (film only). Minute spot—$80. Participation—$140 per spot. Rehearsals—$12.50 per quarter-hour ($25 minimum), live studio; $10 per quarter-hour ($20 minimum), film studio. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 6, Oct. 1, 1951).
WASHINGTON ATTORNEY: Segal, Smith & Hennessey
CONSULTING ENGINEER: A. D. Ring & Co.
There's a BIG BONUS in store for you in the Southwest!

The South's Number One Market—the fabulous sixteen-county area surrounding Fort Worth and Dallas—the WBAP-TV market!

500,000 viewers in this wealthy, buy-minded region. One look at Mr. Hooper's* 1951 October analysis of the Fort Worth-Dallas TV audience index shows why WBAP-TV, Channel 5, is first choice with local and national television advertisers:

**SHARE OF TELEVISION AUDIENCE**

<table>
<thead>
<tr>
<th></th>
<th>Mon. thru Fri.</th>
<th>Sta. B</th>
<th>Sta. C</th>
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<tbody>
<tr>
<td>12:00 noon-6:00 p.m</td>
<td>50.3</td>
<td>22.3</td>
<td>27.4</td>
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<tr>
<td>Sun. thru Sat. Eve.</td>
<td>44.3</td>
<td>36.6</td>
<td>19.0</td>
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</tbody>
</table>

*Fort Worth-Dallas, Texas, October 1951 Hooper Television Audience Index

And here's your BONUS story--

That gives you a BONUS BUY in this fabulous market!

In addition to the huge Fort Worth-Dallas metropolitan area, WBAP-TV offers the advertiser a BONUS VALUE in the extensive non-metropolitan audience, as revealed in the *1951 Belden survey:

**SHARE OF AUDIENCE AVERAGE, DAYTIME AND NIGHTTIME:**

<table>
<thead>
<tr>
<th></th>
<th>Daytime</th>
<th>Nighttime</th>
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<tbody>
<tr>
<td>WBAP-TV</td>
<td>60%</td>
<td>54%</td>
</tr>
<tr>
<td>Sta. B</td>
<td>29</td>
<td>33</td>
</tr>
<tr>
<td>Sta. C</td>
<td>11</td>
<td>13</td>
</tr>
</tbody>
</table>

**HOW TELEVIEWERS RATE STATIONS ON CLEAREST PICTURE:**

<table>
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<th></th>
<th>WBAP-TV</th>
<th>Sta. B</th>
<th>Sta. C</th>
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<tbody>
<tr>
<td>WBAP-TV</td>
<td>51%</td>
<td>26</td>
<td>10</td>
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</table>

**HOW TELEVIEWERS RATE STATIONS ON BEST PROGRAMMING:**

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<th>WBAP-TV</th>
<th>Sta. B</th>
<th>Sta. C</th>
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<tbody>
<tr>
<td>WBAP-TV</td>
<td>38%</td>
<td>26</td>
<td>12</td>
</tr>
</tbody>
</table>

There is the BIG story of WBAP-TV! Dominance of audience in both the Fort Worth-Dallas city areas AND the out-lying non-metropolitan areas. Clearer pictures, better programming in the FIRST MARKET of the South. For additional details on the BIG story of WBAP-TV, write us direct or see your Free & Peters man.
SNADER PRODUCTIONS presents

THIS IS THE STORY

★ 78—brand-new television episodes
★ With an all-age . . . all-family . . . all product appeal
★ Each quarter-hour program has two complete stories
★ For morning, afternoon or night
★ FEATURING ED PRENTISS, radio and TV's greatest story-teller.

Everyone loves a good story told by a good story-teller. THIS IS THE STORY brings you the greatest of stories told in the masterful Ed Prentiss manner!

Dramatic tales of history, science, art, stage, screen, sports and business—all subjects highlighting the true and unusual facts that have changed the course of history and the fate of mankind.

Each of these stories is new, refreshing, and always timely . . . told in the dynamic Prentiss style and skillfully illustrated by an ever-changing stream of sketches that literally seem to come to life!

Write, wire or phone:

SNADER TELESCRIPTIONS SALES, Inc.
Reub Kaufman, President

328 South Beverly Drive
Beverly Hills, California

735 Spring St., N. W.
Atlanta, Georgia

1900 Euclid Street
Cleveland, Ohio

59 E. Van Buren
Chicago, Illinois

229 West 42nd Street
New York, New York

TV Stations in the U. S.

Houston—

KPRC-TV

LICENSEE: Houston Post Co.

ADDRESS: Lamar Hotel ZONE: 2 PHONE: Fairfax 7101

AM AFFILIATE: KPRC FM AFFILIATE: KPRC-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Houston Post.

BEGAN OPERATION: January 1, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 2 (54-60 mc)

TRANSMITTER ADDRESS: Post Oak Road

MAKE OF TRANSMITTER: GE MODEL NO: TT-7A

EFFECTIVE RADIATED POWERS: Visual, 15 kw Aural, 7.5 kw

MAKE OF ANTENNA: GE TYPE: TY 16A

ANTENNA HEIGHT: Above Average Terrain, 500 ft. Above Ground, 537 ft.

STUDIO ADDRESS: Post Oak Road HOURS OF OPERATION: 10 am.-Midnight

MAKE OF CAMERA CHAINS: GE

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: AP, UP

LIBRARY SERVICE: Thesaurus


EXECUTIVES:
W. P. Hobby, President
Jack Harris, Vice President & General Manager
Jack McGrew, Commercial Manager
Bert Mitchell, Program Director
Paul Huhndorff, Chief Engineer
Marshlu Brooks, Film Buyer
Marsh Callaway, Promotion Director
Pat Flaherty, News Director

RATE INFORMATION: Class A hour rate—$500 (film only). Minute spot—$100 (film only). Rehearsals—$50 per half-hour. Frequency discounts—Begin with 26 times at 21% up to 260 times at 15%. (From Rate Card No. 4, July 1, 1951.)

WASHINGTON ATTORNEY: Frank W. Wozencraft

CONSULTING ENGINEER: McIntosh & Inglis

BROADCASTING • Telecasting
HOUSTON —
the fastest growing market
in the Great Southwest

INCREASED ITS POPULATION 8.3%

IN A SINGLE YEAR . . .

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

KPRC-TV —
the fastest growing television station
in the Great Southwest

INCREASED TV SET OWNERS 96.6%

IN A SINGLE YEAR . . .

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

JACK HARRIS
General Manager

Nationally Represented by
EDWARD PETRY & CO.
San Antonio—

KEYL

LICENSEE: San Antonio Television Co.

ADDRESS: Transit Tower Bldg. PHONE: Garfield 8151

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Non-Interconnected)


BEGAN OPERATION: February 15, 1950

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Transit Tower

MAKE OF TRANSMITTER: DuMont MODEL NO: 1000 & 2000

EFFECTIVE RADIATED POWERS: Visual, 17.9 kw Aural, 9 kw

MAKE OF ANTENNA: RCA TYPE: TF 3C

ANTENNA HEIGHT: Above Average Terrain, 440 ft. Above Ground, 497 ft.

STUDIO ADDRESS: Transit Tower Bldg. HOURS OF OPERATION: 3 p.m.-11 p.m.

MAKE OF CAMERA CHAINS: DuMont

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios (35x40 ft. and 15x35 ft.). Three image orthicon chains. Two iconoscope chains. Two Holmes 16mm film projectors. Two slide projectors (2x2 in.). Mobile unit. Film processing facilities.

EXECUTIVES:

George B. Storer, President
Lee B. Walles, Executive Vice President
George B. Storer Jr., Managing Director
W. E. Kelley, Commercial Manager
Harriette C. Robb, Director of Women’s Programs

RATE INFORMATION: Class A hour rate—$400 (film only). Minute spot—$80 (film only). Rehearsals—$150 per hour in excess of 2x1 ratio. Frequency discount—Begins with 13 times at 21/2° up to 260 times at 20%. (From Rate Card No. 4A, Jan. 1, 1952.)

WASHINGTON ATTORNEY: Dow, Lohnes & Albertson
San Antonio—(Continued)

WOAI-TV

LICENSEE: Southland Industries Inc.

ADDRESS: P. O. Box 2641 ZONE: 6 PHONE: Garfield 4-221

AM AFFILIATE: WOAI

TV NETWORK AFFILIATION: NBC (Non-interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Hugh A. L. Half, as executor of the estate of the late G. A. O. Half, is principal stockholder.

BEGAN OPERATION: December 11, 1949

NATIONAL REPRESENTATIVE: Edward Petry & Co.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: 1031 Navarro St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 21.6 kw Aural, 10.8 kw

MAKE OF ANTENNA: RCA TYPE: TF5A, 5-Bay Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 480 ft. Above Ground, 572 ft.

STUDIO ADDRESS: 1031 Navarro St.

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: Image Orthicon

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

NEWS SERVICE: AP, INS

LIBRARY SERVICE: Capitol, Standard

STUDIO FACILITIES: Two studios (48x47 ft. and 22x24 ft.). Five RCA TK30 cameras. Two iconoscope cameras. Two Holmes 16mm film projectors. One Projectall (3x4). One slide projector (3x2 in.).

EXECUTIVES:

Hugh A. L. Half, President
Arden X. Pangborn, General Manager
Jerry Lee, Commercial Manager
Perry Dickey, Program Manager
Charles L. Jeffers, Director of Engineering
Ed Hyman, Film Buyer
Dallas Wyant, Sales Promotion Manager
Justin R. Duncan, Director of Public Relations

RATE INFORMATION: Class A hour rate—$400 (film only). Minute spot—$70 (film only). Frequency discounts—Begin with 52 times at 10°o up to 312 times at 20°. (From Rate Card No. 6, Feb. 1, 1952).

WASHINGTON ATTORNEY: Hogan & Hartson

CONSULTING ENGINEER: A. D. Ring & Co.

For nearly 30 years, San Antonians and Southwesterners have listened to WOAI as a habit! They've depended on WOAI for concise, accurate news reporting, for pleasant year-round entertainment. Every day more people acquire the WOAI habit. WOAI-TV is more than two years old and like WOAI is the leader in its field. Superior equipment, superior personnel, superior programming, and its heritage of giving San Antonians what they want, means most people look to WOAI-TV for the best. They buy what they see on WOAI-TV.

THE SOUTHWEST'S BRIGHTEST PICTURE

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit
TV Stations in the U. S.

Utah

Salt Lake City—

KDYL-TV

LICENSEE: Intermountain Broadcasting & Television Corp.

ADDRESS: 143 South Main St. ZONE: 1 PHONE: 5-2991

AM AFFILIATE: KDYL FM AFFILIATE: KDYL-FM

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: S. S. Fox is principal stockholder.

BEGAN OPERATION: July 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 4 (66-72 mc)

TRANSMITTER ADDRESS: Walker Bank Bldg.

MAKE OF TRANSMITTER: Composite

EFFECTIVE RADIATED POWERS: Visual, 4 kw Aural, 2 kw

MAKE OF ANTENNA: Composite TYPE: 3-Bay Superturnstile


STUDIO ADDRESS: 68 Regent St. HOURS OF OPERATION: Noon-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-20A

TYPE OF OPERATION: Uses local live, network live, local film, network film, kinescopes

NEWS SERVICE: UP

STUDIO FACILITIES: Studio "A" is 625 sq. ft. Studio "B" is 2100 sq. ft. Four camera chains. Two 16mm film projectors. One 35mm slide projector. Mobile unit.

EXECUTIVES:

S. S. Fox, President & General Manager
Easton C. Wooley, Executive Vice President
George Provo', Commercial Manager
Dan Rainger, Program Director
John M. Baldwin, Chief Engineer
Connie Eckhardt, Film Buyer

RATE INFORMATION: Class A hour rate—$390 (live), $300 (film). Minute spot—$45 (live), $30 (film). Participations—$45 per spot. Rehearsals—$35 per half-hour, live studio. Frequency discounts—Begin with 13 times at 5% up to 312 times at 25%. (From Rate Card No. 6, July 1, 1951.)

WASHINGTON ATTORNEY: Segal, Smith & Hennessey

CONSULTING ENGINEER: George C. Davis

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KDYL-TV

Hits the "Bulls-eye" For You!

First

on the air in the Mountain West

(April, 1948)

First

in local advertising

(Rorabaugh)

First

in national advertising

(Rorabaugh)

First

in the minds of advertisers because of:

- Merchandising help through aggressive promotion
- Powerful local shows plus NBC interconnected network
- Proven results for advertisers* (*write for KDYL-TV's brochure of success stories)

The rapidly-growing Mountain West market is a juicy plum for advertisers. Utah's population now exceeds 2/3 of a million people, with a majority of all Utah retail sales being made within KDYL-TV's coverage area.

Invest your advertising dollars in the popular station in the heart of a great market area. Use KDYL-TV -- the station that brings results.

---

KDYL-TV

NBC Network • CHANNEL 4

Salt Lake City, Utah

National Representative: Blair-TV, Inc.

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Salt Lake City—(Continued)

KSL-TV

LICENSEE: Radio Service Corp. of Utah

ADDRESS: 145 Motor Ave. ZONE: 1 PHONE: 5-4641

AM AFFILIATE: KSL FM AFFILIATE: KSL-FM

TV NETWORK AFFILIATION: ABC, CBS, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Church of Jesus Christ of Latter Day Saints is principal stockholder.

BEGAN OPERATION: June 1, 1949

NATIONAL REPRESENTATIVE: CBS Television Spot Sales

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: Union Pacific Bldg.

MAKE OF TRANSMITTER: GE MODEL NO: TT-7A

EFFECTIVE RADIATED POWERS: Visual, 18.4 kw. Aural, 9.6 kw.

MAKE OF ANTENNA: GE TYPE: TY-13C, 5-Bay

ANTENNA HEIGHT: Above Average Terrain, —416 ft. Above ground, 178 ft.

STUDIO ADDRESS: 145 Motor Ave.

HOURS OF OPERATION: 9 a.m.-Midnight

MAKE OF CAMERA CHAINS: DuMont DESCRIPTION: Image Orthicons


NEWS SERVICE: UP

LIBRARY SERVICE: World

STUDIO FACILITIES: Auditorium (80x50 ft. stage), seating 215. Two studios (70x60 and 30x20 ft.). Four image orthicon cameras. Three Holmes 16mm film projectors. One Balopticon. Two 35mm slide projectors. Rear projection unit for studios.

EXECUTIVES:

Ivor Sharp, Executive Vice President
C. Richard Evans, Vice President & General Manager
D. Lennox Murdoch, Station Manager
Edward B. Kimball, Sales Manager
Wayne F. Richards, Program Director
Scott R. Clawson, Production Director
Richard V. Thiriot, Film Buyer
Paul S. Dixon, Comptroller
Vincent E. Clayton, Chief Engineer

RATE INFORMATION: Class A hour rate—$390 (live), $300 (film). Minute spot—$78 (live), $60 (film). Participations—$27.50-35 per spot. Rehearsals—$25 per half-hour in excess of 2x1 ratio. Frequency discounts—Begin with 13 times at 21/2% up to 208 times at 15%. (From Rate Card No. 3, Aug. 1, 1951.)

WASHINGTON ATTORNEY: Wilkinson, Boyden & Cragun

CONSULTING ENGINEER: A. D. Ring & Co.

KSL-TV has a penetration percentage of 59.2 . . . one of the nation's largest! Over 200% more sets than last year.

KSL-TV offers more buyers with more money. Over $200,000,000 in new manufacturing industry has moved into Utah the past three years.

KSL-TV delivers YOUR advertising message to 53% of Utah's total population which is up 40% in the past decade as compared with the national average of only 14.5%.

KSL-TV gives that important extra punch — MERCHANDISING . . . promotion where it counts . . . at point of sale.

KSL-TV has the facilities to put on any show from a cozy corner spot to a circus. The latest in equipment and know-how is at your service.

KSL-TV gives you coverage of 56% of all Utah retail sales potential as Salt Lake City is truly the pocketbook of the booming Utah market.

KSL-TV really has connections. CBS, ABC and DUMONT . . . the three important networks — "the cream of the TV crop," with direct telecast from coast to coast.

IF YOU'LL READ THAT YOU'LL BUY THIS!

KSL-TV SALT LAKE CITY

Represented by CBS Television Spot Sales
America's Miracle Market

is the place to strike it rich!

How'd you like to discover a gold mine? We already have—a gold mine of sales opportunities better than any other in these United States! It's located in the Norfolk-Portsmouth-Newport News metropolitan market area, and is as rich a lode as the wildest Forty-Niner could have dreamed of. Here's how the assayers report stacks up:

Bureau of Census, Dept. of Commerce, Comparative Retail Sales Nov. 1951 over Nov. 1950—

Total sales up 20%
Food sales up 13%
Eating, drinking places up 32%
Department stores up 21%
Apparel up 22%
Furniture up 36%
Appliance and radio up 66%
Drugs up 26%
Automotive up 22%

and the banks broke all previous records during 1951—

Clearings in Norfolk alone were $812,805,000 compared with $675,939,000 the year before. Deposits totaled over $300,000,000.

What's more population increased 63.3% between the 1940 and 1950 census—and an estimated 12% more during 1951!

Plus this big BONANZA—The U. S. Naval payroll in the Norfolk-Portsmouth area is $300 million yearly!

We've got a real boom on our hands—and WTAR-TV is the medium to sift some of this gold from America's Miracle Market your way. Using the facilities of WTAR-TV, with its more than 100,000 set circulation, you can effectively blanket this spectacular market with your sales message. For more information or help in staking out your claim, call or write the nearest Petry office.

WTAR-TV

Channel 4—Serving Norfolk, Portsmouth, Newport News and the Tidewater Area of Virginia and North Carolina. Offices and studios at 720 Boush Street, Norfolk 10, Virginia.
Audience Research has changed TOO!

Broadcast audience research never stands still. And television, with its high costs and new selling technique, speeded the next logical step ... a measurement of who is doing the viewing within a home.

Alert advertisers were quick to recognize that changes in audience composition and viewers per set might easily mean differences of millions of viewers between identically rated programs. Today, ARB reports give ample proof that this is true. Quite often they show a lower rated program actually reaching many more of the family members desired by the advertiser.

ARB TV-Nationals and ARB City Reports now supply this information to broadcasters and advertisers as part of an accurate, complete and well-balanced service covering both network and local programs. With the ARB interviewing technique assuring valid diary records in thousands of U.S. television homes each month, many of the following features are available from no other sources.

1. Two national network reports each month from a large probability sample, covering every county within 150 miles of any TV signal. Sample size permits detailed breakdowns.

2. Ratings, homes reached, and audience composition on all network programs ... commercial and sustaining ... delivered within two weeks.

3. Comparable city data on the same base and covering the same period in up to 15 individual markets. Complete reports available in 10 cities.

Why take less than the whole story ... accurately told? If you're not already using ARB reports, let us tell you more about them. Whether your problem is network or local, ARB can help you save money and sell more. Ask any television research director, then write or telephone us,

AMERICAN RESEARCH BUREAU, INC.
NATIONAL PRESS BUILDING
WASHINGTON 4, D. C.
REpublic 6002—7838—6193
James W. Seiler, Director

on West Coast call:
COFFIN, COOPER & CLAY, INC.,
Los Angeles, Calif.—Cumberland 3-3149

COMPLETE CITY REPORTS
Complete ARB TV Reports with all the features of the network study are now available monthly in the following metropolitan areas. Others will be added.

New York  Baltimore
Los Angeles  Washington
Chicago  Boston
Philadelphia  Detroit
Cleveland  San Francisco

To the station, these current, on-the-spot diary reports furnish an accurate, honest appraisal of audience levels throughout the week ... a valuable aid in both selling and programming for the future.

To the timebuyer, ARB reports bring factual information on how to reach the right TV audiences at the lowest cost per thousand. Based on competent research, they point out favorable factors and guard against "blue sky" ratings and claims. In addition to numerous agency and advertiser subscribers, twenty-three television stations are now using ARB reports as of February, 1952.
TV Stations in the U. S.

Richmond—

WTVR

LICENSEE: Havens & Martin Inc.

ADDRESS: 3301 W. Broad St. PHONE: 5-8611

AM AFFILIATE: WMBG FM AFFILIATE: WCOD

TV NETWORK AFFILIATION: NBC (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Wilbur M. Havens is principal stockholder.

BEGAN OPERATION: April 22, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 6 (82-88 mc)

TRANSMITTER ADDRESS: Staples Mill Road

MAKE OF TRANSMITTER: DuMont

EFFECTIVE RADIATED POWERS: Visual, 20 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA

ANTENNA HEIGHT: Above Average Terrain, 417 ft. Above Ground, 642 ft.

STUDIO ADDRESS: 3301 W. Broad St. HOURS OF OPERATION: 6:45 a.m.-11:30 p.m.

MAKE OF CAMERA CHAINS: DuMont


NEWS SERVICE: Acme

STUDIO FACILITIES: Two studios (29x17’1”x12 and 25x52x22 ft.). Three DuMont cameras. Four 16mm film projectors. Four slide projectors (2x2 in.). One 35mm strip film projector. One Bealopticon. Two 16mm motion picture cameras. Two 35mm motion picture cameras. Facilities for processing 16 and 35mm film.

EXECUTIVES:
Wilbur M. Havens, President, General Manager & Commercial Manager
Walter A. Bowry Jr., Assistant Manager
G. Conrad Rianhard, Program Director & Film Buyer
James Kyle, Chief Engineer

RATE INFORMATION: Class A hour rate—$600. Minute spot—$100. Rehearsals—$120 per hour, live studio. (From Rate Card No. 1, Jan. 1, 1952.)

WASHINGTON ATTORNEY: John H. Midlen

CONSULTING ENGINEER: James C. McNary

IN FACT
Here is the Picture...
108,878 sets (2/1/52)
34 county coverage
15½ hr. average operation daily
781,000 population
197,700 families
$580,000,000 retail sales
of Greatness

In the halls of history are many of Virginia's sons—those pioneers who set our way of life, who lengthened and broadened this country by their vision.

America's coastal frontiers are now the pioneer is, largely, industrial. From the state of pioneers, Havens and Martin Inc. established the South's first television station—WTVR.

To WTVR there is always a new frontier beyond the next hill always a bigger hill. It is excellence, public service or mass merchandising at lowest cost.

WTVR talks business with 781,000 people—your business—if you call Blair-TV or Havens and Martin, Inc., creators of the First Stations of Virginia.

WMBG AM  WCOD FM  WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA
IN
SEATTLE-TACOMA
AND THE GREAT
PACIFIC NORTHWEST
Television
IS
KING-TV

NOW MORE THAN 500,000* TELEVIEWERS BETWEEN PORTLAND, OREGON, AND VANCOUVER, BRITISH COLUMBIA DEPEND EXCLUSIVELY ON KING-TV FOR THE FINEST IN TELEVISION.

*January 1, 1952

OTTO BRANDT
Vice Pres. & Gen. Mgr.

JOHN BLAIR CO.
National Rep.

SEATTLE, WASHINGTON
Affiliated With
RADIO KING, the PACIFIC NORTHWEST’S MOST POWERFUL INDEPENDENT — 50,000 Watts and the
SEATTLE POST-INTELLIGENCER

TV Stations in the U. S.

Washington

Seattle—

KING-TV

LICENSEE: KING Broadcasting Co.

ADDRESS: Smith Tower ZONE: 4 PHONE: Mutual 1090

AM AFFILIATE: KING FM AFFILIATE: KING-FM

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Non-Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Mrs. A. Scott Bullitt is principal stockholder. Licensee is 25% owned by Hearst Corp., which owns WBAL-AM-FM-TV Baltimore, WISN-AM-FM Milwaukee and through affiliation WCBE-AM-FM Pittsburgh. Hearst Newspapers include Seattle Post-Intelligencer. (For other Hearst newspapers, see WBAL-TV Baltimore).

BEGAN OPERATION: November 25, 1948

NATIONAL REPRESENTATIVE: Blair-TV Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 301 Galer St.

MAKE OF TRANSMITTER: RCA MODEL NO: TT-SA

EFFECTIVE RADIATED POWERS: Visual, 19 kw Aural, 10 kw

MAKE OF ANTENNA: RCA TYPE: TF-3A, Superturnstile

ANTENNA HEIGHT: Above Average Terrain, 408 ft. Above Ground, 170 ft.

STUDIO ADDRESS: 302 2nd Ave., West HOURS OF OPERATION: 10 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA DESCRIPTION: TK-28

TYPE OF OPERATION: Uses local live, local film, network film, kinescopes.

FILM LIBRARY: Snader NEWS SERVICE: UP Telenews, Acme News Photos

LIBRARY SERVICE: Associated

STUDIO FACILITIES: Two studios (60x100 ft. each). Four field cameras. Two RCA TP-168 16mm film projectors. Two Eastman Model 250 16mm film projectors. Two 35mm Selectroslide projectors. Two RCA TK20A film cameras. One GE Balopticon.

EXECUTIVES:

Mrs. A. Scott Bullitt, President
Otto P. Brandt, Vice President & General Manager
Al Hunter, Commercial Manager
Lee Schulman, Program Director
George Freeman, Chief Engineer
Robert Friese, Operations Manager

RATE INFORMATION: Class A hour rate—$550 (film only). Minute spot—$110 (film). Participations—$65-125 per spot. Rehearsals—$75 per hour, live studio. Frequency discounts—Begin with 13 times at 2 1/2% up to 260 times at 13 3/5%. (From Rate Card No. 9, Feb. 1, 1952.)

WASHINGTON ATTORNEY: Haley, McKenna & Wilkinson

CONSULTING ENGINEER: Wm. L. Foss Inc.

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Broadcasting-Telecasting
670 National Press Building
Washington 4, D. C.

Attention: Editor

Dear Sir:

When it first became apparent that we were headed for sponsorship of a network television show I believed it expedient to subscribe to all the publications in the television field.

You will be interested to know that I have now narrowed my reading to your publication alone. It is my belief that Broadcasting-Telecasting gives me the information I need. Your editorial excellence is unmatched in the field of magazines devoted to this great business of television and radio.

Sincerely yours,

[Signature]

Dick Sierk
Advertising and Sales Promotion Manager

DS: pb
TV Stations in the U. S.

West Virginia

Huntington—

WSAZ-TV

LICENSEE: WSAZ Inc.

ADDRESS: West Virginia Bldg. ZONE: 18 PHONE: 3-9441

AM AFFILIATE: WSAZ

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected through privately-owned microwave relay)


BEGAN OPERATION: October 24, 1949

NATIONAL REPRESENTATIVE: The Katz Agency Inc.

CHANNEL: 5 (76-82 mc)

TRANSMITTER ADDRESS: 8th Street Hill

MAKE OF TRANSMITTER: RCA MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16.8 kw Aural, 8.4 kw

MAKE OF ANTENNA: RCA TYPE: TF3A, 3-Bay

ANTENNA HEIGHT: Above Average Terrain, 590 ft. Above Ground, 339 ft.

STUDIO ADDRESS: West Virginia Bldg. HOURS OF OPERATION: 11 a.m.-1 a.m.

MAKE OF CAMERA CHAINS: RCA


FILM LIBRARY: Snader NEWS SERVICE: AP

STUDIO FACILITIES: Two studios (18x37 and 18x34 ft.)—to be expanded to some number of studios, one 40x60 ft., other 30x40 ft. Two image orthicon cameras. One film camera. One RCA 16mm film projector. Two 35mm slide projectors. One Balopticon.

EXECUTIVES:

Col. J. H. Long, President
Lawrence H. Rogers, General Manager & Commercial Manager
James H. Ferguson, Director of Sales
Ted Eiland, Program Director
Elizabeth Canady, Supervisor of National Sales
Harold W. Shriver, Promotion Manager
T. I. Bordenkircher, Production Manager
Ned R. Brooke, Film Director
Eileen Beecher, Traffic Manager
Leroy E. Kilpatrick, Chief Engineer

RATE INFORMATION: Class A hour rate—$540 (live), $360 (film). Minute spot—$72 Participations—$26 per spot. Frequency discounts—Begin with 26 times at 5% up to 260 times at 25%. (From Rate Card No. 4, Sept. 1, 1951.)

WASHINGTON ATTORNEY: Cohn & Marks

CONSULTING ENGINEER: William L. Foss Inc.
AN AREA OF 2,000,000 PERSONS

SET CIRCULATION—76,000 (estimated to March 1, 1952)

call... THE KATZ AGENCY today!
**Wisconsin**

**Milwaukee**

**WTMJ-TV**

LICENSEE: The Journal Co.

ADDRESS: 720 E. Capitol Drive

ZONE: 12

PHONE: Marquette 8-6000

AM AFFILIATE: WTMJ

TV NETWORK AFFILIATION: ABC, CBS, NBC, DuMont (Interconnected)

PRINCIPAL STOCKHOLDERS AND OTHER INTERESTS: Licensee is publisher of Milwaukee Journal.

BEGAN OPERATION: December 3, 1947

NATIONAL REPRESENTATIVE: Harrington, Righter & Parsons Inc.

CHANNEL: 3 (60-66 mc)

TRANSMITTER ADDRESS: 720 E. Capitol Drive

MAKE OF TRANSMITTER: RCA

MODEL NO: TT-5A

EFFECTIVE RADIATED POWERS: Visual, 16 kw Aural, 10.2 kw

MAKE OF ANTENNA: RCA

TYPE: TF3C, 3-Element Batwing

ANTENNA HEIGHT: Above Average Terrain, 340 ft. Above Ground, 325 ft.

STUDIO ADDRESS: 720 E. Capitol Drive

HOURS OF OPERATION: 9 a.m.-Midnight

MAKE OF CAMERA CHAINS: RCA

DESCRIPTION: Studio and field image orthicons


FILM LIBRARY: Snader

NEWS SERVICES: NBC Weekly, AP, Telenews

STUDIO FACILITIES: Four studios (30x54, 26x43 ft., kitchen 18x26 ft. and auditorium 26x42 ft. stage, seating 340.) Four RCA studio image orthicon cameras. Four RCA field image orthicons. Two RCA Iconoscope camera chains. Two RCA 16mm film projectors. One LoBelle 35mm slide projector. One slide projector (3¼x4 in.). One 35mm strip film projector. One Boleopticon. One mobile unit.

EXECUTIVES:

- Walter J. Damm, Vice President & General Manager
- L. W. Herzig, Assistant General Manager
- R. G. Winnie, Station Manager
- Néola V. Bokke, Sales Manager
- Charles J. Coate, Assistant to the Manager
- George Nicaud, Assistant to the Manager
- James Robertson, Program Manager & Film Buyer
- Colby Lewis, Assistant Program Manager
- Frank Bignell, Traffic Manager
- Philip B. Laesser, Manager, Radio & TV Engineering
- Bruce Wallace, Manager, Public Service Broadcasts & Promotion
- Jack Kruenger, News Editor
- Edwin L. Cordes, Chief Engineer
- Maurice Kipnis, Music Director
- Wendell Palmer, Continuity Chief

*Information includes those stations actually on the air, under construction or officially proposed. Compiled from all available sources, including station licensees, U.S. government reports, RCA Frequency Bureau and news reports.*

Note: U.S. State Dept. International Division estimates that in 1950 there were less than 10,000,000 TV sets in use outside this country and 1,680,000 in October 1951. By October 1952, 2.5 million sets are estimated to be in use. Regular TV viewing audience abnormally estimated at two million for December 1950, 12 million in October 1951 and will reach 24 million in October 1952.

**CUBA**

(Estimated receivers: 40,000)

CMQ-TV Network—First South American television network, owned by Circuito CMQ S.A., of which Goa Mestre is director general. Network's key station is CMQ-TV Havana. It is includes four CMQ-TV Network outlets already in test operation or nearing completion. CMQ-TV Network is to officially inaugurate commercial operation March 10, using kinescope recordings of CMQ-TV Havana schedule, with one week delay for Santa Clara. Two additional CMQ-TV Network outlets are planned for Camaguey and three weeks delay for Santiago in mid-1952 construction is to begin on a $950,000, 18-hop, 500-mile microwave relay system from Havana to Santiago which will link all five CMQ-TV Network stations. Two additional outlets are planned for Holguin and Pinar del Rio (see below for further details).

Camaguey—CMQ-TV Network (Began test operation Dec. 6, 1951). Circuito CMQ S.A. Ch. 6. 82-88 mc. Power: 500 w visual, 250 w aural. ERP: 1.8 kw visual, 0.9 kw aural. 525 lines, 60 fields, FM sound. Transmitter: DuMont. Antenna: RCA 3-Section Superturnstile, 650 ft. above sea level. Station is equipped with one DuMont film camera chain and corresponding 16mm projector. Operation confined to rebroadcasting kinescopes of CMQ-TV Havana.

Havana—CMQ-TV Network (Began test operation Dec. 14, 1950; inaugurated March 12, 1951.) Circuito CMQ S.A., RadioCentro. Telephone: 8-9111. Director General: Goa Mestre. Ch. 6, 82-88 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 18.8 kw visual, 9.4 kw aural. 525 lines, 60 fields, FM sound. Transmitter: DuMont. Antenna: RCA 3-Section Superturnstile, 385 ft. above sea level. Studio equipment: RCA. CMQ-TV has six studios and 13 studio cameras, plus RCA mobile unit with three cameras. Second mobile unit is under construction locally. Program schedule as of Jan. 1: 9-10:45 a.m., test pattern; 10:45 a.m.-1 p.m., live programs and 15-minute news film; 2-6 p.m., test pattern; 6 p.m.-12 midnight, live programs and 1½-hour film.

Commercial sponsorship covers about 70% of program time and 95% of spot time.

CMQ-TV is key outlet for CMQ-TV Network, to be inaugurated on regular commercial basis March 10 with affiliates rebroadcasting kinescopes of full CMQ-TV schedule in Camaguey, Santa Clara and Santiago (see individual listings). Fifth outlet at Matanzas rebroadcasts CMQ-TV from off-air pickup. CMQ-TV Network plan add additional outlets at Holguin and Pinar del Rio. Circuito CMQ S.A.'s current investment in TV is $2,000,000 and eventually will exceed $3,000,000 after completion of microwave relay between Havana and Santiago and planned additional CMQ-TV Network outlets. Circuito CMQ S.A. also operates radio stations and radio network.

Havana—CMUR-TV (Began operation Oct. 24, 1950.) Union Radio Television S.A., Mason 82. Telephone: U-6056. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. ERP: Unknown. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Section Superturnstile, 250 ft. above ground. Two Union Radio, also radio station and radio network, operators, was purchased in August 1951 by Manuel Alonso and Jose Pelleyla for $500,000 from Gaspar Pumarejo & Assoc. Mr. Alonso, owner of motion picture interests, has majority interest. Mr. Pelleyla is an attorney. Additional TV outlet is contemplated for Santa Clara.


(Continued on page 188)
In March 1952 CMQ-TV will inaugurate its National Television Network, which will cover 80% of the Cuban territory—a market of over FIVE MILLION consumers. Besides the Havana station, now in actual operation, FOUR other television stations will be in operation in Matanzas, Santa Clara, Camagüey and Santiago de Cuba.

CMQ Television now offers the advertiser, THROUGH ITS NATIONAL NETWORK, total and efficient coverage of the island of Cuba—THIRD NATION OF THE WORLD IN TRADE WITH THE U. S. AND FIRST IN LATIN AMERICA.

EXCLUSIVE REPRESENTATIVE:
Melchor Guzmán Company, Inc., 45 Rockefeller Plaza, New York City, N. Y.

LOCATION AND POWER OF STATIONS

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<th>POWER</th>
<th>HEIGHT OF ANTENNA ABOVE SEA LEVEL</th>
<th>VIDEO</th>
<th>AUDIO</th>
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<td>HAVANA</td>
<td>6</td>
<td>5000  watts</td>
<td>385 feet</td>
<td>9382 W.</td>
<td>18765 W</td>
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<td>1760 &quot;</td>
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<td>15604 &quot;</td>
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</tbody>
</table>

IN CUBA... LET CMQ-TV SELL FOR YOU
FOREIGN TELEVISION STATIONS

(Continued from page 186)

Havana—CMQ-TV Network (Proposed). Circuito CMQ S.A. Ch. 5, 76-82 mc (see CMQ-TV Havana). 525 lines, 60 fields, FM sound.

Matanzas—CMQ-TV Network (To begin test operation Jan. 25). Circuito CMQ S.A. Ch. 9, 186-192 mc. Power: 1 kw visual, 0.5 kw aural. ERP: 3 kw visual, 1.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Section Superturnstile, 760 ft. above sea level. Station to rebroadcast off-the-air pickup of CMQ-TV Havana (see).


Santa Clara—CMQ-TV Network (Begun test pickup Jan. 1). Circuito CMQ S.A. Ch. 5, 76-82 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 16.9 kw visual, 8.4 kw aural. 525 lines, 60 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Section Superturnstile, 1,020 ft. above sea level. Equipped with one DuMont film camera chain and 16mm projector to rebroadcast kinescopes of CMQ-TV Havana (see). No provision for local pickups.


Santiago de Cuba—CMQ-TV Network (Scheduled to start test operation not later than Feb. 20). Circuito CMQ S.A. Ch. 2, 54-60 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 525 line 60 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Section Superturnstile, 2,200 ft. above sea level. Equipped with one DuMont film camera chain and 16mm projector to rebroadcast kinescopes of CMQ-TV Havana (see). No provision for local pickups.

Santo Domingo—CMQ-TV Network (Construction permit). Romulo O’Farril Sr. Ch. 3, 60-66 mc (see XHGC-TV Havana). (Estimated receivers: 30,000)

Acapulco—(Construction permit). Romulo O’Farril Sr. Ch. 6, 82-88 mc (see XHTV Mexico City).

Guadalajara—(Construction permit). Emilio Ascarra. Ch. 10, 192-198 mc (see XEW-TV Mexico City).

Guadalajara—(Construction permit). Romulo O’Farril Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Guaynabo—(Construction permit). Emilio Ascarra. Ch. 3, 60-66 mc (see XEW-TV Mexico City).

Guaynabo—(Construction permit). Romulo O’Farril Sr. Ch. 12, 204-210 mc (see XHTV Mexico City).

Hermosillo—(Construction permit). Romulo O’Farril Sr. Ch. 6, 82-88 mc (see XHTV Mexico City).

Jerez—(Construction permit). Romulo O’Farril Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Laredo—(Construction permit). Romulo O’Farril Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Matamoros (Brownsville, Texas)—XEDL-TV (Operating). Owned by Romulo O’Farril Sr. interests. For detailed listing see United States directory, page 164. (Also see XHTV Mexico City in this listing).

Merida—(Construction permit). Romulo O’Farril Sr. Ch. 4, 66-72 mc (see XHTV Mexico City).

Mexico City—XHTV (Inaugurated Aug. 31, 1950). Televisión de Mexico S.A. Edificio de la Loteria Nacional, Plaza de la Reforma 2. Telephone: 34-94. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: 3-Bay Superturnstile, 1,300 ft. above sea level. Tests include color TV.

Mexico City—XHGC-TV (Experimental). Guillermo Gonzalez Can-arena, Avenida San Juan de Letran 9. Ch. 5, 76-82 mc. Power: 1 kw visual, 0.5 kw aural. Antenna: 270 ft. Tests include color TV.

Mexico City—(Construction permit). University of Mexico. Noncommercial station. Ch. 13, 210-216 mc.

Monterrey—(Construction permit). Emilio Ascarra. Ch. 6, 82-88 mc (see XEW-TV Mexico City).

Monterrey—(Construction permit). Romulo O’Farril Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Nogales—(Construction permit). Romulo O’Farril Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Paso de Cortes—XEQ-TV Mexico City (Construction permit). Emilio Ascarra. Ch. 9, 186-192 mc (see XEW-TV Mexico City).

Paso de Cortes—(Construction permit). Romulo O’Farril Sr. Ch. 7, 174-180 mc (see XHTV Mexico City).

Piedras Negras—(Construction permit). Romulo O’Farril Sr. Ch. 2, 54-60 mc (see XHTV Mexico City).

Reynosa—(Construction permit). Romulo O’Farril Sr. Ch. 9, 186-192 mc (see XHTV Mexico City).

Tampico—(Construction permit). Emilio Ascarra. Ch. 6, 82-88 mc (see XEW-TV Mexico City).

Tampico—(Construction permit). Romulo O’Farril Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Tijuana—XEAZ-TV (Construction permit). Fernando Sanchez Mayans. Ch. 6, 82-88 mc.

Torreon—(Construction permit). Romulo O’Farril Sr. Ch. 3, 60-66 mc (see XHTV Mexico City).

Veracruz—(Construction permit). Emilio Ascarra. Ch. 10, 192-198 mc (see XEW-TV Mexico City).

Veracruz—(Construction permit). Romulo O’Farril Sr. Ch. 12, 204-210 mc (see XHTV Mexico City).

**CANADA**


Note: Common carrier microwave link between Buffalo and Toronto is under construction to relay programs from U.S. In 1953 relay is to be extended to Montreal. Government officials have indicated that no privately-owned TV stations will be authorized until after government-owned CBC stations have been put into operation.

**ARGENTINA**


Buenos Aires—(Proposed). Ch. 3, 60-66 mc. Power: 5 kw visual, 2.5 kw aural. 625 lines, 50 fields, FM sound. Transmitter: GE.

Rosario—(Proposed).

Cordoba—(Proposed).

Mendoza—(Proposed).

**AUSTRALIA**

Sydney—(Proposed). Frequency: 181.5-204 mc. Power: 5 kw visual, 2.5 kw aural. 625 lines, 50 fields, FM sound.
FOREIGN TELEVISION STATIONS

BRAZIL

(Brazilian Broadcast Corporation) Emissoras Associadas.

Belo Horizonte—(Under construction). Emissoras Associadas. Chief owner: Dr. Assis Chateaubriand, radio broadcaster and publisher. Ch. 4, 66-72 mc. Power: 5 kw visual, 2.5 kw aural. 525 lines, 60 fields, FM sound. Transmitter: RCA. Estimated construction cost: $500,000. (Also see Porto Alegro, Rio de Janeiro and Sao Paulo.)


Rio de Janeiro—PRE-8-TV (Begun operating in late 1951). Radio Tupi, Emissoras Associadas, Avenida Venezuela 43. Chief Owner: Dr. Assis Chateaubriand, radio broadcaster and publisher. Ch. 6, 62-88 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 21.2 kw visual, 12.7 kw visual. 625 lines, 50 fields, FM sound. Transmitter: GE. Antenna: RCA 3-Bay Superturnstile on Sugar Loaf Mt., 1,333 ft. (also see Belo Horizonte, Porto Alegro and Rio de Janeiro.)

Sao Paulo—PRF-3-TV (Begun operating Sept. 18, 1950). Radio Tupi, Emissoras Associadas, State Bank Bldg. Chief Owner: Dr. Assis Chateaubriand. Ch. 3, 60-66 mc. Power: 5 kw visual, 2.5 kw aural. ERP: 15 kw visual, 5 kw audio. 525 lines, 60 fields, FM sound. Transmitter: RCA. Antenna: RCA 3-Bay Superturnstile, 520 ft., atop State Bank Bldg. (Also see Belo Horizonte, Porto Alegro and Rio de Janeiro.)


COLOMBIA


CZECHOSLOVAKIA

Note: One experimental station is reported in operation on 140-147 mc with power of 500 w and using 625 lines, 50 fields and FM sound.

DENMARK

(Denmark Television) Emissoras Associadas.

Copenhagen—(Experimental. Started Oct. 1, 1951.) Frequency: 62.5 mc video, 67.5 mc audio. Power: 0.5 kw visual, 0.05 kw aural. 625 lines, 25 frames, double sideband, FM sound.

DOMINICAN REPUBLIC

Ciudad Trujillo—(Under construction). La Vox Dominicana. Power: 5 kw visual, 2.5 kw aural. Transmitter: RCA. Official presidential inauguration is scheduled for August.

FRANCE

(Proposed receivers: 55,000)

Note: All stations are under the government's Adm. de la Radiodiffusion et de la Television.

Bordeaux—(Proposed). Frequency: 68 mc video, 63.5 mc audio. Power: 30 kw visual, 6 kw audio. 819 lines, 25 frames, AM sound.


Marseille—(Proposed). Frequency: 54.5 mc video, 50 mc audio. Power: 30 kw visual, 6 kw audio. 819 lines, 25 frames, AM sound.

Nantes—(Proposed). Frequency: 68 mc video, 63.5 mc audio. Power: 30 kw visual, 6 kw audio. 819 lines, 25 frames, AM sound.

Paris—(Operating from top of Eiffel Tower). Frequency: 46 mc video, 42 mc audio. Power: 80 kw visual, 6 kw audio. 441 lines, 25 frames, 9 mc band, AM sound. Antenna height above ground: 1,000 ft.
TRANSMISSION LINE
for VHF
and UHF
TELEVISION

leading, most experienced manufacturer in the field—offers a complete series of coaxial transmission lines for TV service at frequencies from 54 to 890 MHC. The use of TEFLON\textsuperscript{*} insulators minimizes impedance discontinuities, increases efficiency. To obtain optimum performance, ANDREW coaxial line is compensated by under-cutting the inner conductor. A complete selection of accessories for VHF and UHF TV line is available. For additional information on these, and on transmission line applications, please write to the ANDREW sales department.

*TRADE-MARK FOR DU PONT TETRAFLUOROETHYLENE RESIN.

Andrew
CORPORATION
363 EAST 75TH STREET, CHICAGO 19
ANTENNA SPECIALISTS
TRANSMISSION LINES FOR AM/FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT
DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

The Alliance Mfg. Co.
Alliance, Ohio, Lake Park Blvd.; John Benitia, Mgr.; Tel: 1-5361
Products: Antenna rotators; boosters

Allied Radio Corp.
Chicago 7, 533 W. Jackson Blvd.; Gordon Hough, Mgr.; Tel: Haymarket 1-4800
Products: Replacements parts for immediate shipment; custom chassis, antennas, accessories, boosters, image orthicons, iconoscopes, transmitting tubes, video jack panels and plugs, disc and tape recording equipment, microphones, test equipment

All Star Products, Inc.
Defiance, Ohio, Squire Ave.; Wm. F. Reiter, Mgr.; Tel: Defiance 2-1065
Chicago 10, 810 N. Dearborn; R. T. McClaid, Mgr.; Tel: Superior 7-3809
Detroit 1, 4829 Woodward Ave.; R. C. Merchant, Mgr.; Tel: Temple 1-1677
Los Angeles 64, 10373 W. Pico Blvd.; W. Bert Knight, Mgr.; Tel: Bradshaw 2-5647
New York 7, 53 Park Pl.; Perry Saffler, Mgr.; Tel: Rector 2-5334
Products: Focus units, ion traps, centering devices

Altec Lansing Corp.
Beverly Hills, Calif., 9356 Santa Monica Blvd.; A. A. Ward, Mgr.; Tel: Crestview 5-5101
New York, 161 6th Ave.; H. S. Morris, Mgr.; Tel: Algonquin 5-3636
Products: Microphones, audio amplifiers, loudspeakers, transformers, speech input consoles

American Microphone Co.
Pasadena 1, Calif.; 378 S. Fair Oaks Ave.; Grover N. Christensen, Mgr.; Tel: Ryan 1-7444
New York, 161 6th Ave.; H. S. Morris, Mgr.; Tel: Algonquin 5-3656
Products: Microphones, audio amplifiers, loudspeakers, transformers, speech input consoles

American Volume Control Corp.
New York 6, 115 Liberty St.; Dave Parkhurst, Mgr.; Tel: Beekman 3-0234-25
Products: Volume controls, potentiometers, resistance cords

Amperite Co., Inc.
New York 12, 501 Broadway; S. Ruttenberg, Mgr.; Tel: Canal 6-1446
Products: Microphones; ballast and delay relay tubes

Amplex Electric Corp.
Redwood City, Calif., 934 10th St.; E. G. Swanson, Mgr.; Tel: Emerson 8-1471
Products: High fidelity magnetic tape recorders for audio and instrumentation recording

Amplifier Corp. of America
New York 13, 306 Broadway; Sidney Karr, Mgr.; Tel: Digby 9-1890
Products: Magnetic tape recorders; tape demagnetizers; flutter meters; audio amplifiers

Andrew Corp.
Chicago 19, 363 E. 73rd St.; John A. Estelle, Mgr.; Tel: Triangle 4-4000
Bergenfield, N. J., 18A Georgian Ct.; Karl Sterne, Mgr.; Tel: Dumont 4-5688
Simi, Calif.; Victor J. Andrew, Mgr.
Products: Transmission lines, tower lighting equipment, antenna specialties and transmitting antennas

Blaw-Knox Div. of Blaw-Knox Co.
Pittsburgh 30, P. O. Box 1198; E. J. Staab, Mgr.; Tel: Sterling 1-2700
Products: Towers to support antennas

(Continued on page 192)
DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

(Continued from page 191)

Collins Radio Co.
Cedar Rapids, Iowa, 855 35th St., N. E.; R. H. Holloway, Mgr.; Tel: 2-0881

Burbank, Calif., 2700 W. Olive Ave.; Carl W. Service, Mgr.; Tel: 2-1811

Dallas 2, 1337 Irving Blvd.; James G. Flynn, Jr., Mgr.; Tel: Riverside 5126

Knoxville, Dogwood Rd., Fountain City; J. F. Stanberry, Mgr.; Tel: 6-4378

New York 11, 11 W. 42nd St.; W. J. Barkley, Mgr.; Tel: Longacre 4-3900-1-2-3

Products: Speech equipment and accessories

Commercial Radio-Sound Corp.
New York 22, 231 E. 47th St.; Arthur W. Schneider, Mgr.; Tel: Plaza 9-5100

Products: Frequency distributing systems

Conrac, Inc.
Glendale, Calif., 19217 E. Foothill Blvd.; W. J. Moreland, Mgr.; Tel: Fleetwood 2-1241

Products: Receivers. Private brand receivers

Continental Electronics Mfg. Co.
Dallas, 4121 S. Buckner Blvd.; W. M. Witty, Mgr.; Tel: Evergreen 1137

Products: Transmitters (VHF and UHF); antenna systems

The Daven Co.
Newark 6, N. J., 191 Central Ave.; E. Grayson, Mgr.; Tel: Mitchell 2-4555

Products: Special audio & video gain controls, volume controls, RF attenuators, transmission measuring sets, signal generators, video line pads and distortion networks, roll-off networks, voltage calibrators, equalizers, electronic voltmeters, output power meters, volume level indicators, distortion and noise meters, special video switches

DeWald Radio Mfg. Corp.
Long Island City 1, N. Y., 35-15 37th Ave.; L. N. Weas, Mgr.; Tel: Stillwell 4-5534

Products: Receivers

Dresser Equipment Co. (Idealco Div.)
Columbus 8, Ohio, 875 Mich. Ave.; J. Roger Hayden, Mgr.; Tel: University 2123

Products: Steel towers—self-supporting and guyed types. Micro-wave relay towers

Allen B. DuMont Labs., Inc. (TV Transmitter Div.)
Clifton, N. J., 1000 Main Ave.; James B. Tharpe, Jr., Mgr.; Tel: Mulberry 4-7400

Products: Transmitter control; monitoring equipment. Image orthicon camera; camera mounting equipment; sync generators; sync distribution amplifiers; sync switching units; terminal facilities equipment; amplifiers; Monochrome scanners; Universal color scanners; Iconoscope film chains; 16mm film projectors; monitors; power supplies; patch panels, power panels and accessories; rack cabinets; microwave relays and associated equipment

Eastern Air Devices, Inc.
Brooklyn 17, N. Y.; 585 Dean St.; E. A. Janse, Mgr.; Tel: Stillwell 4-3406

Products: Motors to rotate color discs

Eastern Mike-Stand Co.
Brooklyn 12, N. Y., 56 Christopher Ave.; S. Sherman, Mgr.; Tel: Dickens 2-3538

Products: Microphone stands, adapters

Eastman Kodak Co.
Rochester 4, N. Y., 343 State St.; C. E. Hyndam, Mgr.; Tel: Locust 6000

Chicago 2, 137 N. Wabash Ave.; K. M. Mason, Mgr.; Tel: Financial 6-2554

Hollywood 38, 6706 Santa Monica Blvd.; E. Huse, Mgr.; Tel: Hollywood 9-3101

New York 11, 345 Madison Ave.; E. M. Siffle, Mgr.; Tel: Murray Hill 7-7080

Products: 16 mm TV recording and motion picture cameras, projectors, lenses, films

Edison Electronic Co.
Temple, Texas, 1802 N. Third St.; Merrill Edison, Mgr.; Tel: 3-3001

Products: Frequency measuring service

Etel-McCullough, Inc.
San Bruno, Calif., 798 San Mateo Ave.; Orrin H. Brown, Mgr.; Tel: Juno 8-1112

Products: Transmitting type vacuum tubes for RF driver and output stages in VHF and UHF services; video modulator tubes; picture tubes; air system sockets; power tube hardware

Electrical Tower Service, Inc.
Peoria, Ill., 309 Box 126; Merle Culp, Mgr.; Tel: Peoria 30866

Products: Manufacturers, installers and erectors of all type towers and antennas and other equipment used in these installations

(Continued on page 194)

BROADCASTING • Telecasting
The rich heritage of over 12 years' experience in the design, manufacture and use of telecasting equipment is reflected in every piece of Du Mont equipment today. This experience results in equipment without peer for performance, dependability and operating economies.

Du Mont-equipped stations were among the first to "break into the black" a few years ago. Today a roster of the most successful stations in the television world shows an impressive percentage of partial or 100% Du Mont-equipped operations.

It was Du Mont who first advocated the "Grow As You Earn" basis of station equipment. This has paid dividends to the many stations who recently increased their transmitting power through the Acorn-to-Oak Series Transmitters. Such power increases were achieved with no loss of "time on the air" or loss of former equipment.

Truly, a Du Mont-equipped TV station exemplifies OPERATION SUCCESS!

Allen B. Du Mont Laboratories, Inc., Clifton, N. J.

World Radio History
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Contact Person</th>
<th>Telephone Numbers</th>
<th>Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electro-Voice, Inc.</td>
<td>Buchanan, Mich., Carroll &amp; Cecil Sts.</td>
<td>Webster F. Soules</td>
<td>Buchanan 1000</td>
<td>Microphones; loudspeakers; speaker enclosures; microphone stands and accessories</td>
</tr>
<tr>
<td></td>
<td>Products: Microphones; loudspeakers; speaker enclosures; microphone stands and accessories</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electronic Service Corp.</td>
<td>Louisville 2, 12150 7th St.;</td>
<td>S. A. Cisler</td>
<td>Clay 4611-4150</td>
<td>Products: Buy and sell new and used equipment all types</td>
</tr>
<tr>
<td></td>
<td>Chicago 3, 29 E. Madison St.; M. J. Stillman</td>
<td></td>
<td>Central 6-9672</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Products: Stop watches, timers, chronographs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emerson Radio and Phonograph Corp.</td>
<td>New York 11, 111 Eighth Ave.</td>
<td>Stanley M. Abrams</td>
<td>Oregon 5-7000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Products: Receivers</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Fairchild Recording Equipment Corp.</td>
<td>Whitestone, N. Y., 154th St. &amp; 7th Ave.</td>
<td>Ray F. Crews</td>
<td>Independence 3-2100</td>
<td>Products: Synchronous tape recorder systems for film production, air monitor and direct playback from tape. Control track generator that makes most professional tape recorders suitable for synchronous recording</td>
</tr>
<tr>
<td></td>
<td>Products: Receivers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gates Radio Co.</td>
<td>Quincy, Ill., 123 Hampshire St.</td>
<td>Fred O. Grimson</td>
<td>Tel: Atwood 8536</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Houston, 2700 Polk Ave.; Wayne Marcy</td>
<td></td>
<td>Tel: Executive 1697</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Montreal 16, Que., 2442 Trenton Ave.;</td>
<td>C. E. Tremblay</td>
<td>Tel: Atlantic 9441</td>
<td></td>
</tr>
<tr>
<td></td>
<td>New York 16, 13 E. 40th St.; L. J. Cervone</td>
<td></td>
<td>Tel: Murray Hill 9-2000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Products: Transmitting, receiving tubes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gates Radio Co.</td>
<td>New York 16, 13 E. 40th St.;</td>
<td>L. J. Cervone</td>
<td>Tel: Metropolitan 0522</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Products: UHF, VHF transmitters from 500 to 5000 watts output power; complete studio control facilities; transmission lines; audio frequency equipment</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

(Continued on page 196)
FEDERAL
for COMPLETE TELEVISION STATION EQUIPMENT

Federal Telecommunication Laboratories, Inc.
an associate of the International Telephone and Telegraph Corp.
500 Washington Ave. Nutley, N. J.
Domestic Distributors: Graybar Electric Co., Inc. Offices in 108 cities
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

World Radio History
FOR ALL FREQUENCIES

Mycalex, the ideal insulation, offers low loss and high dielectric strength. It is impervious to oil or water, free from carbonization, withstands high temperature and humidity. Mycalex remains dimensionally stable permanently and possesses excellent mechanical characteristics. In its present high state of development, Mycalex combines every important insulating advantage—including economy. Mycalex is available in sheets and rods, can be injection or compression molded to close tolerance, is readily machineable, can be tapped, drilled, threaded and ground.

### INJECTION MOLDED GRADES

<table>
<thead>
<tr>
<th>Mycalex 410</th>
<th>Mycalex 410X</th>
</tr>
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<tbody>
<tr>
<td><strong>Power Factor, 1 megacycle</strong></td>
<td>0.0015</td>
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<tr>
<td><strong>Dielectric Constant, 1 megacycle</strong></td>
<td>9.2</td>
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<tr>
<td><strong>Loss Factor, 1 megacycle</strong></td>
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<tr>
<td><strong>Dielectric Strength, volts/mil</strong></td>
<td>400</td>
</tr>
<tr>
<td><strong>Volume Resistivity, ohm-cm</strong></td>
<td>1x10^13</td>
</tr>
<tr>
<td><strong>Max. Safe Operating Temp., °C</strong></td>
<td>350</td>
</tr>
<tr>
<td><strong>Water Absorption, % in 24 hours</strong></td>
<td>nil</td>
</tr>
<tr>
<td><strong>Tensile Strength, psi</strong></td>
<td>6000</td>
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### MACHINABLE GRADES

<table>
<thead>
<tr>
<th>Mycalex 400</th>
<th>Mycalex K-10</th>
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<tr>
<td><strong>Power Factor, 1 megacycle</strong></td>
<td>0.0018</td>
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<tr>
<td><strong>Dielectric Constant, 1 megacycle</strong></td>
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</tr>
<tr>
<td><strong>Loss Factor, 1 megacycle</strong></td>
<td>0.013</td>
</tr>
<tr>
<td><strong>Dielectric Strength, volts/mil</strong></td>
<td>500</td>
</tr>
<tr>
<td><strong>Volume Resistivity, ohm-cm</strong></td>
<td>2x10^13</td>
</tr>
<tr>
<td><strong>Arc Resistance, seconds</strong></td>
<td>300</td>
</tr>
<tr>
<td><strong>Max. Safe Operating Temp., °C</strong></td>
<td>370</td>
</tr>
<tr>
<td><strong>Water Absorption, % in 24 hours</strong></td>
<td>nil</td>
</tr>
<tr>
<td><strong>Tensile Strength, psi</strong></td>
<td>6000</td>
</tr>
</tbody>
</table>

### LOW-LOSS MINIATURE TUBE SOCKETS

**ECONOMICAL**—Comparative in cost to ordinary phenolic sockets, but far superior electrically. Dimensional accuracy unexcelled.

**AVAILABLE IN TWO GRADES**—Mycalex 410 fully approved as Grade L-4B under N.M.E.S. JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L." Mycalex 410X offers lower cost with insulating properties exceeding those of general purpose phenolics. Both Mycalex 410 and 410X Tube Sockets are supplied in 7 pin, 9 pin and subminiature. All are precision molded for highest accuracy.

**Mycalex Corporation of America**
Owners of 'MYCALEX' Patents and Trade-Marks

Executive Offices: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N.J.
DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

(Continued from page 196)

The LaPointe Plascomold Corp.
Windsor Locks, Conn.; Fred A. Hess, Mgr.; Tel: Windsor Locks 1690
Products: Receiving antennas; towers; lightning arresters; antenna accessories; boosters; antenna divider networks

Leach Relay Co.
Los Angeles 3, 5915 Avalon Blvd.; James L. Elliott, Mgr.; Tel: Adams 8221
Products: Electrical relays

Lehigh Structural Steel Co.
New York, 17 Battery Pl.; J. F. Neary, Mgr.; Tel: Whitehall 4-1424
Washington, D.C., 2532 Pa. Ave., N.W.; Mrs. Alva J. Myers, Mgr.; Tel: Dupont 3457
Products: Supporting towers

John E. Lingo & Son, Inc.
Camden 5, N.J., 2814 Buren Ave.; John E. Lingo, Mgr.; Tel: Woodlawn 4-0487
Products: Transmitting antennas; supporting poles for receiving antennas

Machlett Laboratories, Inc.
Springdale, Conn., 1063 Hope St.; H. J. Hoffman, Mgr.; Tel: Stamford 4-5781
Products: High power transmitting and rectifier tubes

Magnecord, Inc.
Chicago 1, 360 N. Mich. Ave.; C. G. Barker, Mgr.; Tel: Andover 3-3737
Products: Magnetic tape and film recorders, reproducers

J. A. Maurer, Inc.
Long Island City I, N.Y., 37-01 31st St.; L. A. Root, Mgr.; Tel: Stillwell 4-4600
Los Angeles 35, 1107 S. Robertson Blvd.; A. H. Lipman, Mgr.; Bradshaw 2-4602
Products: 16-mm professional motion picture cameras, sound-on-film and magnetic recording equipment; accessories

Measurements Corp.
Boonton, N.J.; Nelson C. Doland, Jr., Mgr.; Tel: Boonton 8-2131
Products: Test equipment

Milo Radio & Electronics Corp.
New York 7, 200 Greenwich St.; M. Putterman, Mgr.; Tel: Beekman 3-2080
Products: Distributors all types electronic equipment

Minnesota Mining and Mfg. Co.
St. Paul 4, 900 Fassuer Ave.; Roy J. Gavin, Mgr.; Tel: Cedar 3071
Atlanta 3, 133 Carnegie Way; C. M. Jacobson, Mgr.; Tel: Lamar 5621-22
Boston 10, 51 Sleeper St.; E. F. Gregg, Mgr.; Tel: Hancock 6-2586
(Continued on page 200)

Floating Action! for all TV Cameras

"BALANCED" TV TRIPOD

This tripod was engineered and designed expressly to meet all video camera requirements. Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:
3 wheel portable dolly with balanced TV Tripod mounted.

Write for further particulars

Page 198 • 1952 TELECASTING Yearbook
20° BELOW ZERO!
Climate does not cripple
THE MAURER 16MM.

This remarkable photo shows the Maurer 16mm. Professional Camera shooting a scene at twenty degrees below zero...one hundred and fifty feet down in a marble quarry!

But that Maurer is getting perfect pictures...it was designed not to "freeze up." The Maurer 16's dependability under all conditions is only one of many reasons why the nation's top professionals choose this fine camera for all phases of professional motion picture production.

Hair-line accuracy...precise high-power focusing...the 235° dissolving shutter...and many special exclusive features all add up to finer motion pictures with the Maurer 16mm. Top results mean economical results too!

Write us for more information about how the Maurer 16mm. can answer your motion picture production problems.

•

maurer
means finer motion pictures!

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, camcorder and filter holder, one 400-foot gear-driven film magazine, a 40-cycle 115-volt synchronous motor, one 16-frame handcrank, power cable and a lightweight carrying case.

THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

JAMAURER
CABLE ADDRESS: JAMAURER

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DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

(Continued from page 198)

Mole-Richardson Co.

- Products: Receivers
- Products: Loudspeakers; miniature (dial) lamps
- Products: Magnetic sound recording tape
- Products: Glass-bonded mica high frequency low loss insulation compression
- Products: Precision screw driver, drill & driver, wrench sets, scrapers

Myclex Corp. of America

- New York 20, 30 Rockefeller Plaza; Jerome Taishoff, Mgr.; Tel: Columbus 5-6800
- Chicago 33, 1100 N. Michigan Ave.; C. M. Jacobson, Mgr.; Tel: Madison 6-3070
- Los Angeles 22, 6225 Grinnell Ave.; J. J. O'Brien, Mgr.; Tel: Trinity 7-5111
- Grand Rapids 4, 815 Monroe Ave. N.W.; A. J. Fors, Mgr.; Tel: Glendale 6-8167

Moorish Co.

- Products: Painted color evaluated backgrounds and built sets

Moorhead Electronics, Inc.

- Products: Studio lighting equipment, lighting control equipment, dimmer and lighting control consoles, microphone booms

ORRadio Industries, Inc.

- Opelka, Ala., T-120 Marvy Rd.; J. Herbert Orr, Mgr.; Tel: 1123-W
- Products: Magnetic sound recording tape

Packard-Bell Co.

- Los Angeles 64, 12333 W. Olympic Blvd.; Kenneth R. Johnson, Mgr.; Tel: Arizona 4-7621
- Products: Receivers

Permoflux Corp.

- Chicago 39, 4900 W. Grand Ave.; R. S. Fenton, Mgr.; Tel: Berkshire 7-3200
- Glendale 5, Calif., 236 S. Verdugo Rd.; J. Mutscher, Mgr.; Tel: Chatan 5-1706
- Products: Studio monitoring, high fidelity loudspeakers; high fidelity monitor
dyor wave form and monitor: studio picture monitor; distribution ampli-
dier: portable picture monitor; portable oscilloscope; regulated power units; cuy system

Presto Recording Corp.

- Paramount, N. J., 300 Box 500, Hackensack, N. J.; Thomas B. Aldrich, Mgr.; Tel: Diamond 3-7900
- Buffalo, Ellicott Sq. Bldg.; Robert W. Mitchell, Mgr.; Tel: Garrison 2-0328
- Chicago 10, 580 Main St.; Warren Cozzen, Mgr.; Tel: Davis 8-4800
- Clayton, Mo., 139 Central Ave.; Lee Maynard, Mgr.; Tel: Delmar 3-7232
- Chicago, 1320 Euclid Ave.; Ernest P. Scott, Mgr.; Tel: Main 1565
- Dallas, 505 E. Ervart St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550
- Seattle, 2601 First Ave.; Lloyd Marsh, Mgr.; Tel: Main 8762
- Silver Spring, Md., 8614 Georgia Ave.; Morris F. Taylor, Mgr.; Tel: Shep-
berd 6-002
- Products: Disc recording, transcription; tape recording, transcription equip-
ment; amplifiers; equalizers, blank recording discs

Producers Service Co.

- Burbank, Calif., 2704 W. Olive Ave.; Edward Furer, Mgr.; Tel: Rockwell 9-3144
- Products: Recording cameras; special effects and animation equipment

Radio Corp. of America (RCA Victor Div., Engineering Products Dept., Broadcast Equipment, Section)

- Montreal 20, Quebec 1001 Lenoir St.; H. S. Walker, Mgr.; Tel: Wellington 7-5511
- Montreal, 1210 11th Ave. W.; R. E. Large, Mgr.; Tel: M-3028
- Halifax, N. S., 19 Brunswick St.; C. C. Bowens, Mgr.; Tel: 3-6186
- Toronto, Ont., 1170 Yonge St.; L. W. Booth, Mgr.; Tel: Midway 5421
- Vancouver, B. C., 1200 Homer St.; C. W. Smith, Mgr.; Tel: Marine 4241
- Winnipeg, Man., 169 Market St.; J. H. Ramsey, Mgr.; Tel: 97-201
- Products: Transmitters, studio equipment, antennas

Radio-Music Corp.

- Fort Chester, N. Y., 84 S. Water St.; Lionel B. Cornwell, Mgr.; Tel: Byram River 8-8620
- Products: Transmission reproducers, turntables, amplifiers; special filter net-
works and transformers

Rangerone, Inc.

- Newark 4, N. J., 73 Winthrop St.; Sam L. Ackerman, Mgr.; Tel: Humboldt 5-2550
- Products: High fidelity magnetic tape recorders—telemetry recorders, synchronous recorders for motion picture use—magnetic heads

Riisi Electronic Supply Co.

- Detroit 1, 1112 W. Warren Ave.; Virgil A. Wilton, Mgr.; Tel: Temple 5-6111
- Products: Distributors image orthicons, iconoscopes, kinescopes, allied equip-
ment

Rydex 16 MM Services, Inc.

- Hollywood 38, 1161 Vine St.; Fred Hynes, Mgr.; Tel: Hollywood 9-3511
- Products: Magnetic sound recording and editing equipment

Scenic Backgrounds, Inc.

- Hollywood, 1215 Bates Ave.; J. M. Grode, Mgr.; Tel: Normandie 2-1128
- Products: Painted color evaluated backgrounds and built sets

Schumaker Construction Co.

- Michigan City, Ind., E. Mich. St. at Warnke Rd.; Kenneth F. Schumaker, Mgr.; Tel: 3-3218
- Products: Tower, antenna erection; transmission line work

(Continued on page 202)
TV Towers

...designed to support all makes and types of T.V. antennas.

Write or wire:
STAINLESS, INC.
NORTH WALES, PA.

1952 TELECASTING Yearbook • Page 201
DIRECTORY OF TELEVISION EQUIPMENT MANUFACTURERS

(Continued from page 200)

Hermon Hosmer Scott, Inc.
Cambridge 39, Mass., 385 Putnam Ave.; Victor H. Pomper, Mgr.; Tel: Kirkland 7-0565
Chicago 10, 310 N. Dearborn St.; R. Karet, Mgr.; Tel: Whitehall 4-6845
Dallas 1, 2011 Cedar Springs; J. Schoonmaker, Mgr.; Tel: Sterling 2355
New York 7, 11 Park Pl.; S. S. Egert, Mgr.; Tel: Worth 4-0996
Philadelphia 19, 395 E. Cliveden St.; H. Estersohn, Mgr.; Tel: Victor 8-8886
Products: Dynamic noise suppressors

Shallcross Mfg. Co.
Collingdale, Pa., 520 Pusey Ave.; John S. Shallcross, Mgr.; Tel: Sharon Hill 4700
Products: Attenuators

Shure Brothers, Inc.
Chicago 10, 25 S. W. Huron St.; J. H. Morin, Mgr.; Tel: Delaware 7-4550
Products: Uni-directional moving-coil broadcast type dynamic microphone with cardioid pickup pattern and extended high-fidelity frequency response

Sierra Electronic Corp.
San Carlos, Calif., 1050 Brittan Ave.; W. Feldscher, Mgr.; Tel: Lytell 3-2104
Products: Transmitters—links

Mark Simpson Mfg. Co., Inc.
Long Island City 3, N. Y., 32-28 49th St.; David Libsohn, Mgr.; Tel: Ravenswood 8-5810
Products: Audio amplifiers, single stage boosters, dual speed boosters

Skyline Tower Co.
Chicago 36, 5900 S. Ashland Ave.; Walter E. Smith, Mgr.; Tel: Walbrook 5-1288
Products: Guyed, self-supporting, microwave towers; microwave, passive, parabolic reflectors

Rawdon Smith Associates, Inc.
Wash. 6, D. C., 1710 Rhode Island Ave., N. W.; John Shields, Mgr.; Tel: District 1970
Products: Multiple copies of magnetic tape recordings

Sound Apparatus Co.
Stirling, N. J.; A. W. Niemann, Mgr.; Tel: Millington 7-0600
Products: Graphic recorders

The Soundscriber Corp.
New Haven 4, Conn., 146 Munson St.; R. W. Davidson, Mgr.; Tel: 7-2125
Products: Recording equipment

Stainless, Inc.
North Wales, Pa., Third & Montgomery Sts.; Henry J. Guzewicz, Mgr.; Tel: North Wales 774
New York 7, 50 Church St.; Henry J. Guzewicz, Mgr.; Tel: Digby 9-4379
Phoenix, 5711 N. 14th Pl.; Frank Cooke, Mgr.; Tel: Phoenix 3-7235
Products: Self-supporting, guyed towers

The Stancil-Hoffman Corp.
Hollywood 38, Calif., 1018 N. Highland Ave.; William V. Stancil, Mgr.; Tel: Hillside 7461
New York 17, 60 E. 42nd St.; Henry J. Geist, Mgr.; Tel: Murray Hill 7-1550
Honolulu 14, T. H., 1545 S. Berentanie; Theodore Y. Tekase, Mgr.; Tel: 83769
Products: Magnetic film recorders and reproducers. Adaption kits from optical to magnetic sound on TV projectors for stripped magnetic film. Interlocked drives for projectors and sound equipment

Standard Electronics Corp.
Newark, 385 Emmett St.; David P. Bonner, Mgr.; Tel: Bigelow 3-5540
New York 18, 25 W. 43rd St.; J. H. Ganzenhuber, Mgr.; Tel: Bryant 9-1082
Products: Broadcast transmitter (VHF), associated equipment

Television Equipment Co.
Chicago 5, 1318 S. Wabash Ave.; M. A. Behrend, Mgr.; Tel: Harrison 7-1447
Products: Motion picture reels

Television Equipment Corp.
New York 38, 238 William St.; John B. Milliken, Mgr.; Tel: Beekman 3-6750
Products: Oscilloscopes, camera chains, color equipment, airborne electronic equipment

Television Utilities Corp.
New York 1, 1261 Broadway; A. E. Siegel, Mgr.; Tel: Murray Hill 4-2532
Products: Video monitors

(Continued on page 204)

TOWER, MAST and ANTENNA SUPPORT Headquarters

- Guyed supporting towers for TV-FM antennas
- TRYLON Vertical Radiators
- Micro-wave relay towers
- Complete antenna systems with switching units
- Communications antenna supports...
- and dozens of special items

Hundreds of installations in all parts of the world, under all conditions of use attest to Trylon Tower dependability. As specialists in antenna supports for over 18 years, Trylon offers a broad, time-tested line of standard units plus complete facilities for the economical production of special types and designs.

Write for literature on any desired type—or, better yet, outline your antenna support problem for recommendation by Trylon specialists.
Only One Source gives you Double Duty TV!

When you invest in GPL TV studio equipment, you're buying field equipment as well. Every GPL unit provides unparalleled flexibility, light weight, easy handling, precise control. Let GPL engineer your station, from camera to antenna. Have the Industry's Leading Line—in quality, in design.

- **Camera Unit**
  - Precision-built, lightweight, fast-handling. Push-button turret, remote iris control, remote focus and range selection. Easiest to service.

- **Camera Control Unit**
  - Touch-identified controls. 81/2" monitor tube. Split or single headphone intercom system. CRO views horizontal, vertical, and vertical sync block. Iris control.

- **Camera Power Unit**
  - Rugged, dependable, compact. Matched to other units in GPL chain. Standard relay panels swing out for maintenance.

- **Synchronizing Generator**

- **Video Switcher**
  - Full studio flexibility anywhere. Control can view, preview, fade, dissolve, etc. Views any of 5 inputs, 2 remotes, outgoing line. Twin fade levers.

- **'3-2' Projector**
  - Portable sync unit. No need for special phasing facilities. Projects rear-screen or "direct in." Ideal for remote origination of film. Reverses load on Telecine.

- **Professional TV Projector**
  - Highest quality 16-mm projector designed specifically for TV. Delivers 100 foot-candles to tube. Sharp, steady pictures from 4000-foot film magazine.

- **Remote Control Box**
  - Provides revolutionary remote control of camera focus, lens change, pan, tilt. Styled to match other components in the GPL TV line.

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General Precision Laboratory

Pleasantville

New York

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

BROADCASTING • Telecasting

1952 TELECASTING Yearbook • Page 203
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RECORDING EQUIPMENT SINCE 1931

Auricon "Cine-Voice" Camera

100 FT. 16mm Sound-On-Film .................. $695.99

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200 FT. 16mm Sound-On-Film .................. $1310.00

Auricon "Super 1200" Camera

for 33 minutes of continuous sound and picture
1200 FT. 16mm sound-on-film .................. 44315.00

Auricon Cameras provide ideal
working tools for Television Films of all
kinds, from Spot News and Sidewalk
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Tower Construction Co.
Sioux City 3, 107 Fourth St.; M. M. Lasensky, Mgr.; Tel: 5-7653
Products: Towers and erection of towers and installation antennae and coaxial line

Tower Engineering & Construction Co.
Houston 3, 2830 Pease; C. E. Norton, Mgr.; Tel: Central 1778
New York 41, E. 42nd St.; Malcolm W. Black, Mgr.; Tel: Vanderbilt 6-2960
Products: Construction and erection radio towers

Tower Sales & Erecting Co.
Portland 13, Ore., 6100 N. E. Columbia Blvd.; C. H. Fisher, Mgr.; Tel: Trinity 7303
Products: Supporting towers. Erection, lighting, painting. Installation coaxial lines

Trans-Lux Corp.
New York 29, 1270 Sixth Ave.; A. Giles, Mgr.; Tel: Circle 7-4970
Products: Teleprocess slide projector and rear projection screens for scenery backgrounds in studios

Truscon Steel Co.
Youngstown 1, Albert St.; George F. Bateson, Mgr.; Tel: Youngstown 32171
Boston 21, South; 307 Dorchester Ave.; E. H. Watt, Mgr.; South Boston 8-2420-21-22
Buffalo 3, Rand Bldg.; R. A. Bohling, Mgr.; Tel: Madison 5707-9
Cleveland 15, Hanna Bldg.; Annex; L. F. Stormont, Mgr.; Tel: Superior 1-9010
Dallas 1, M & W Tower Bldg.; H. T. Swanen, Mgr.; Tel: Randolph 5448
Kansas City 6, Mo., 1012 Baltimore Ave.; A. A. Raymond, Mgr.; Tel: Harri-son 3773
Los Angeles 22, P. O. Box 6788, E. Los Angeles Branch; G. R. Roden, Mgr.;
Tel: Underhill 6-1275
Minneapolis 2, Baker Bldg.; John W. Davies, Mgr.; Tel: Main 5527
New York 46-18 Northern Blvd., Long Island City 1; C. D. Loveland, Mgr.,
Tel: Astoria 2-4210
Omaha 2, Insurance Bldg.; R. Rippey, Mgr.; Tel: Harney 7283
Portland 12, 2139 N. Kirby Ave.; C. W. Anderson, Mgr.; Tel: Trinity 1153
St. Louis, Shell Bldg.; W. H. Hogeland, Mgr.; Tel: Central 0146
San Francisco 5, 604 Mission St.; C. F. Carney, Mgr.; Tel: Yukon 2-6633
Washington 5, D. C., Investment Bldg.; F. W. Youyr, Mgr.; Tel: District 0883
Products: Steel towers for TV antenna

The Turner Co.
Cedar Rapids, 809 17th St., N. E.; H. M. Murdoch, Mgr.; Tel: 3-8144
Products: Microphones, signal boosters

U. S. Recording Co.
Wash. D. C., 1121 Vermont Ave., N. W.; Eugene Rosen, Mgr.; Tel: Lincoln 2-7278
Products: Complete studio facilities for recording both tape and transcriptions

United States Television Mfg. Corp.
New York 23, 3 W. 61st St.; Hamilton Hoge, Mgr.; Tel: Circle 6-4255
Products: Receivers; theatre projection systems

United States Tower Co.
Petersburg, Va., Union Trust Bldg.; John J. Hoke, Mgr.; Tel: 3347-48
Products: Supporting antenna towers

Universal General Corp.
New York 12, 324 Canal St.; Morris Greenberg, Mgr.; Tel: Walker 5-9642
Products: Conversion, accessories, kits

University Loudspeakers, Inc.
White Plains, N. Y., 80 S. Kenisco Ave.; Lawrence J. Epstein, Mgr.; Tel: White Plains 6-7700
Products: Loudspeakers, high fidelity, monitor

The Ward Products Corp. (Div. of The Gabriel Co.)
Cleveland 3, 1523 E. 45th St.; J. L. Fine, Mgr.; Tel: Express 1-3300
Products: Receiving antennas

West Coast Electronics Co.
Los Angeles 6, 1601 S. Burlington Ave.; John P. Dally, Mgr.; Tel: Prospect 5041
Products: Chassis

Weston Electrical Instrument Corp.
Newark 5, N. J., 614 Pringley Ave.; E. T. Higginson, Mgr.; Tel: Bigelow 3-7400
Chicago 6, 205 W. Wacker Dr.; P. A. Westburg, Mgr.; Tel: Franklin 2-4656
New York 7, 59 Church St.; W. J. Healey, Mgr.; Tel: Worth 4-3510
Washington 11, D. C., 6230 Third St., N. W.; L. F. Farachini, Mgr.; Tel: Tucker- man 3-4697
Products: Insulation, circuit testers; vacuum tube voltmeters; electronic test equipment; VU and DB meters; panel instruments

Wincharger Corp.
Sioux City 2, E. 7th at Division; V. V. Holmes, Mgr.; Tel: 2-1844
Products: Antenna support towers

Wind Turbine Co.
West Chester, Pa.; E. Market St. & Pa. Railroad; A. I. Wason, Mgr.; Tel: West Chester 311B
Products: Supply, installation guyed towers; micro-wave relay towers

The Workshop Associates (Div. of The Gabriel Co.)
Needham Hights, Mass., 135 Crescent Rd.; C. W. Creaser, Mgr.; Tel: Needham 3-5006
Products: Antennas; connectors

Wright Zimmerman, Inc.
New Brighton, Minn.; 330 S. 5th; Joseph D. Zimmerman, Mgr.; Tel: Nestor 8877
Products: Speakers, microphones, relays

TV Equipment Manufacturers

(Continued from page 202)

Broadcasting • Telecasting
TRUSCON TOWERS
FOR TV TRANSMITTERS

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Truscon engineering has encountered and solved many types of problems in tower design and construction. Truscon manufacturing facilities are precise and efficient, assuring economical installation.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance. Call or write today.
Classification of TV Stations and Allocation of Frequencies
§3.601 Numerical designation of television channels—The channels or frequency bands set forth below are available for television broadcast stations.*

<table>
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* [EDITOR'S NOTE: The FCC has proposed an amendment to this section which would permit stock interest in more than five TV stations in the following degrees:

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same service area as another television broadcast station owned, operated, or controlled by such person.

The word "control", as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

Immediate Delivery

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RCA-5820 IMAGE ORTHICON

We have the RCA-5820 in stock for immediate shipment. Offer prices and conditions of sale are the same as in broadcast-type tubes. The manufacturer's lot or box number which is identical to those of the manufacturer. A full listing of all RCA Broadcast tubes is available. Let us save you time and trouble.

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Chicago 7
Cable: "Hawkeye 1-7019"

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Studio Location
§3.604 Metropolitan Stations.—[EDITOR'S NOTE: This section will be revised when the FCC issues its final rules and standards in Docket 8736. However, the pertinent rule regarding studio location may be the same as it is at present.]

(a) The main studio for Metropolitan stations shall be located in the city or metropolitan district with which the station is associated and the transmitter should be located so as to provide the maximum service to the city or metropolitan district served.

Operating Schedules
§3.661 Time of operations.—(a) All television stations will be licensed for unlimited time operation. Each such station shall maintain a regular program operating schedule as follows: Not less than two hours daily in any five broadcast days per week and not less than a total of 12 hours per week during the first 18 months of the station's operations; not less than two hours daily in any five broadcast days per week and not less than a total of 16 hours, 20 hours and 24 hours per week for each successive six-month period of operation, respectively; and not less than two hours in each of the seven days of the week and not less than a total of 28 hours per week thereafter.

"Operation" includes the period during which a station is operated pursuant to special temporary authority or during program tests, as well as the license period. Time devoted to test patterns, or to aural presentations accompanied by the incidental use of fixed visual images which have no substantial relationship to the subject matter of such aural presentations, shall not be considered in computing periods of program service.
For permanent San Diego coverage
KFMB-TV chose a

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**TV—AM—FM**

CONSULT

**C. H. FISHER & SON**

agents for

**TOWER SALES & ERECTING CO.**

6100 N.E. COLUMBIA BLVD.

—Portland, Oregon—
separately from the visual transmitter except for the following purposes:

(i) For actual tests of station equipment or actual experimentation in accordance with Section 3.662; and to transmit to the public aural periods of material of such nature that the audience will be enabled to remain tuned to the station; for example, music or news accompanying a test pattern or other visual presentation.

(ii) During periods of transmission of a test pattern on the visual transmitter of a television station while the same program is broadcast on the visual transmitter, the aural and visual transmissions shall be integral parts of a program or announcement and shall have a substantial relationship to each other; Provided that nothing herein shall preclude the transmission of a test pattern, still pictures or slides for the following purposes and periods:

(i) To accompany aural announcements of the station's program schedule and aural news broadcasts or news commentaries, for a total period not to exceed one hour in any broadcast day.

(ii) To accompany aural transmissions for a period of time not to exceed five minutes immediately prior to the commencement of a programming schedule.

Examples

(1) Duplication of AM or FM programs on the aural transmitter of a television station while the same program is broadcast on the visual transmitter (i.e. a “simulcast”) is consistent with this subsection.

(2) Duplication of AM or FM programs on the aural transmitter of a television station while the test pattern is broadcast on the visual transmitter is not consistent with this subsection, except for the specific purposes and periods specified in subsection (b) (2).

(3) A travel lecture in which the words of the lecturer are broadcast simultaneously with still pictures or slides of scenes illustrating the lecture, and a newscast in which the words of the newscaster are broadcast simultaneously with still pictures or slides of the news events, are examples of programs in which the aural transmissions and visual parts of the same program having a substantial relationship to each other, within the meaning of subsection (b) (2). Mood music unrelated to the visual transmission is not consistent with this subsection.

(4) The broadcast of a test pattern accompanied by a musical composition for the purpose of demonstration, sale, installation or orientation of television receivers or receiving antennas is not consistent with this subsection.

(5) Music accompanying the transmission of a test pattern upon which is visually imposed a moving text consisting of continuous program material, such as a running newscast or news commentary is consistent with this subsection.

(6) Music accompanying the transmission of a test pattern upon which is visually imposed a clock indicating the time of day, or a text that is changed at spaced intervals, is not consistent with this subsection.

(c) Persons desiring to enter into a voluntary sharing arrangement of a television channel may file applications with the Commission. Copies of the time-arrangement of the aural transmission shall be filed with the application.

§3.662 Experimental operation.—Television broadcast stations may conduct technical experimentation directed to the improvement of technical phases of operation and for such purposes may utilize a signal other than the standard television signal subject to the following conditions:

(a) That the licensee complies with the provisions of section 3.661 with regard to the minimum number of hours of transmission with a standard television signal.

(b) That no transmissions are radiated outside of the authorized channel and subject to the condition that no interference is caused to the transmissions of a standard television signal by other television broadcast stations.

(c) No charges either direct or indirect shall be made by the licensee of a television broadcast station for the production or transmission of program when conducting technical experimentation.

Operator Requirements

§3.665 Operator requirements.—One or more licensed radio-telephone first class operators shall be on duty at the place where the transmitting apparatus of each station is located and in actual operation on all signals transmitted. The license of each station operated under this section shall include a copy of the FCC No. 759) of each station operator shall be posted at the place where he is on duty. The licensed operator on duty and in charge of a television broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such stations. However, such duties shall in no wise interfere with the operation of the broadcast transmitter.

§3.681 Exclusive affiliation of station.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization under which the station is prevented or hindered from, or penalized for, broadcasting the programs of any other network organization.

§3.682 Territorial exclusivity.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which prevents or hinders another broadcast station serving substantially the same area from broadcasting the network programs so offered or already contracted for, prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization. This regulation shall not be construed to prohibit any contract, arrangement, or understanding between two or more television organizations pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

§3.683 Term of affiliation.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which provides, by original terms, provisions for renewal, or otherwise, for the affiliation of the station with the network organization for a period longer than two years: Provided, that a contract, arrangement, or understanding for a period up to two years, may be entered into within six months prior to the commencement of such period.

§3.684 Option time.—No license shall be granted to a television broadcast station which options4 for network programs any time subject to call on less than 96 days' notice, or more than a total of three hours' within each of four segments of the broadcast day, as herein described. The broadcast day is divided into 4 segments, as follows: 8:00 a.m. to 1:00 p.m.; 1:00 p.m. to 6:00 p.m.; 6:00 p.m. to 11:00 p.m., and 11:00 p.m. to 6:00 a.m. The options may be exclusive against other network organizations and may not prevent or hinder the station from offering or selling any, or all of the time covered by the option, or other time, to other network organizations.

§3.685 Right to reject programs.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization which (a), with respect to programs offered pursuant to an affiliation contract, prevents or hinders the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory or unsuitable; or which (b), with respect to network programs so offered or already contracted for, prevents the station from rejecting or refusing any program which, in its opinion, is contrary to the public interest, or from substituting a program of outstanding local or national importance.

§3.686 Network ownership of stations.—No license shall be granted to a network organization or to any person directly or indirectly controlled by or under common control with a network organization, for a television broadcast station in any locality where the existing television broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matters) that competition would be substantially restrained by such licensing.

§3.687 Dual network operation.—No license shall be issued to a television broadcast station affiliated with a network organization which maintains more than one network of television broadcast stations: Provided, That this regulation shall not apply to stations affiliated with any two or more networks simultaneously, or if there is no substantial overlap in the territory served by the group of stations comprising each such network.

§3.688 Control by networks of station rates.—No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied with a network organization under which the station is prevented or hindered from, or penalized for, fixing or altering its rates for the sale of broadcast time for other than the network's programs.

EDITOR'S NOTE: FCC proposed additional "temporary" rules, "to remain effective while the scarcity of television broadcast stations persists," designed to balance competition among TV networks. FCC suggested this might be

1. The term "network organization" as used herein includes national and regional network organizations. See Chapter VII, J, of Report on Chain Broadcasting.

2. As used in this section, an option is any contract, arrangement, or understanding, express or implied, with a network organization under which the network organization seeks to utilize the time during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

3. These segments are to be determined for each station in terms of local time at the location of the station but may remain constant throughout the year regardless of shifts from standard to daylight saving time or vice versa.

(Continued on page 210)
TRANS-LUX REAR PROJECTION

CHANGES SCENERY in 2 SECONDS

The only rear screen projector designed especially for TV use...Built by TRANS-LUX, the oldest name in rear projection.

Saves space...a file drawer full of slides replaces hundreds of square feet of scenery storage space.

For spot commercials...rear projection assures realistic scenery at low cost for local advertisers.

Ease of operation...controls conveniently grouped on panel for operating efficiency...storage space for slides and spare parts.

Inexpensive...scenery can be changed at a cost of pennies per slide...ideal for disc jockey shows, news shows and live commercials.

SLIDE LIBRARY — The Trans-Lux SLIDE LIBRARY provides a convenient, inexpensive source of slides for Rear Projection use.

PANORAMIC SLIDE DEVICE — Provides a moving projected background — ideal for cloud effects, train windows, etc.

WIDE ANGLE SCREEN — The choice of leading networks — minimizes "Hot Spot"...gives better pick up when viewing screen from an angle.

LOW BASE FRAME — Permits the picture to be projected within one inch of the studio floor...with no loss of support for screen.

TRANS-LUX CORPORATION

1270 AVENUE OF THE AMERICAS, NEW YORK CITY, NEW YORK

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(Continued from page 208)

done by limiting the number of program hours which stations in one-, two- and three-station markets might accept from any one network, or, affirmatively, by setting a minimum number of hours to be taken from each network. Following the Commission's lead, the 1950-51 FCC proposal was to allow an arrangement to share intercity networking facilities. But, as of Jan. 1 the FCC's proposal was still pending.

Common Antenna Site

§3.639 Use of common antenna site.—No television license or renewal of a television license will be granted to any person who owns, leases, or controls a particular site which is peculiarly suitable for utilization in broadcast service, or which is not available for use by other television licensees; and (b) no other comparable site is available in the area; and (c) where the exclusive use of such site by the applicant or licensee would unduly restrict competition among television stations.

Reports to Be Filed

§1.341 Financial report, broadcast licensees and permittees.—(a) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station engaged in interim operation shall file with the Commission on or before April 1 of each year Form 324, together with supporting schedules, a balance sheet showing its financial condition as of December 31 of the preceding calendar year and an income statement for said calendar year.

(b) Each licensee of a broadcast station (standard, FM, television, and international) and each permittee of a broadcast station (standard, FM, television, and international) shall file with the Commission within 30 days of execution thereof verified copies of all documents, instruments, contracts (the substance of oral contracts or understandings shall be set forth), in whole or in part, and agreements relating to network service, transcription contracts, and time sales to brokers.

§1.345 Ownership reports, broadcast licensees and permittees.—(a) Annual ownership reports. The licensees or permittees of each broadcast station (standard, FM, television, and international) shall file on or before April 1 of each year on FCC Form 325 an annual ownership report and shall show the following information as of December 31 of the preceding calendar year.

1. In the case of an individual, the name of such individual.

2. In the case of a partnership, the names of the partners and the interests of each partner.

3. In the case of a corporation or association: (i) Capitalization, with a description of the classes and voting privilege of the capital stock; (ii) the shares of each class issued and outstanding; (iii) the name, residence, citizenship, and stockholders of officers and directors, and stockholders; (iii) full information with respect to the interest and identity of any person whether or not a stockholder of record, having any interest, direct or indirect, in the licensee or permittee or any of its stock.

FOR EXAMPLE:

(a) Where A is the beneficial owner or votes stock held by B, the same information should be furnished for A as is required for B.

(b) Where X corporation controls the licensee or permittee, or holds 25% or more of the stock or control of the licensee or permittee, the same information should be furnished with respect to X corporation (its capitalization, officers, directors, and stockholders and the amount of stock in X held by each) as is required in the case of the licensee or permittee.

(c) The same information should be furnished as to Y corporation if it controls X corporation or holds 25% or more of the stock of X, and as to Z corporation if it controls Y corporation or holds 25% or more of the stock of Y and so on back to natural persons.

(d) Full information as to family relationship or business association between two or more officials and/or stockholders.

(Continued on page 212)

(Continued from page 208)

License Renewals

§1.344 Definitions of terms used in Sections 1.341-1.345.—As used in Sections 1.341-1.345:

(a) "Stock" shall include any interest, legal or beneficial in, or right or privilege in connection with stock.

(b) "Officer" and "director" shall include the comparable officials in unincorporated associations.

(c) "Contract" shall include any agreement (including, without limitation, an option, trust, or pledge) or any modification thereof, express or implied, oral or written.

License Renewal Application

§1.320 Application for renewal of license; broadcast and non-broadcast.—(a) Unless otherwise directed by the Commission, each application for renewal of license of a Standard Broadcast, FM Broadcast and Television Broadcast Station, an Auxiliary Broadcast Station, an Independent Station, and an Auxiliary Broadcast Station (Remote Pickup Broadcast, Broadcast STL, Television Pickup, Television STL and Television Inter-city Relay) shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a non-broadcast station shall be filed at least 60 days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission the information currently required by Sections 1.341-1.344, reference to which by date and file number shall be included in the application.

(b) Whenever the Commission regards an application for a renewal of license as essential to the proper conduct of a hearing or investigation, and specifically directs that it be filed by a date certain, such application shall be filed within the time thus specified. If the licensee fails to file such application within the time prescribed, the hearing or investigation shall proceed as if such renewal application had been received.

(c) The following application forms should be used:

[EDITOR'S NOTE: There follows a list of forms to be used in filing for license renewals.]

§5.618 Normal license period.—All television broadcast station licenses will be issued for a normal license period of one year. Licenses will be issued to expire at the hour of 12:00 midnight, Eastern Standard Time, in accordance with the following schedule and at one year intervals thereafter:*

* Before any change is made in the organization, capitalization, officials, directors, or stockholders of a corporation other than licensee or permittee, which results in a change in the control of the licensee or permittee, prior Commission consent must be received under Sec. 10(b) of the Communications Act.

* The 60-day requirement does not apply to Amateurs.
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Telephone: Victor 6410

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SAN FRANCISCO 3, CALIF.
1355 Market Street
Telephone: Hamlock 1-8350

CHICAGO 11, ILLINOIS
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The John Hancock Bldg.
200 Berkeley Street
stations in Delaware, Pennsylvania, Tennessee, Kentucky, Indiana and Texas, to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion thereof.

Sponsored Programs
(Announcement of)
§3.669 Sponsored programs, announcement.—(a) In the case of each program for the broadcasting of which money, services, or other valuable consideration is accepted in exchange for the broadcasting of such program, or which is arranged to be broadcast, or in the case of any political program or any program involving the discussion of public controversial issues for which any film, record, transcript, talent, script, or other material or services of any kind are furnished, either directly or indirectly in whole or in part, or for which the broadcasting of such program shall require or shall have been furnished to such station in connection with the broadcasting of such program; provided, however, that only one such announcement need be made in the case of any such program of five minutes' duration or less, which announcement may be made either at the beginning or conclusion of the program.

(b) The exact form of identifying announcement is not prescribed, but the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting instead of the name of such agent.

(c) In the case of any program, other than a program advertising commercial products or services, which is sponsored, paid for or furnished, either in whole or in part, or which is a retransmission of such a program, and (b) hereof are furnished, by a corporation, committee, association or other unincorporated group, the announcement required by this section, shall disclose the name of the corporation, committee, association or other unincorporated group and the name of the agent or persons by whom the request was made. In each such case the station shall require that a list of the chief executive officers or members of the executive committee or of the board of directors of the corporation, committee, association or other unincorporated group, be made available for public inspection at one of the television broadcast stations carrying the program.

(d) In the case of programs advertising commercial products or services, an announcement stating the sponsor's corporate or trade name or the name of the sponsor's product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

[EDITOR'S NOTE: In a statement issued in 1950, the FCC warned that the sponsor or his product must be identified by a distinctive name and not by one merely descriptive of the type of business, or product. The following examples are claimed by the Commission: "Heiny Smith furnishes you tea" or "Tom Smith's Tandy Co. offers you ..." or "Ajax Pepsi brings you ..." The following are not acceptable: "Send your money to Nylons, Box ..." or "This program is sponsored by your Sink Man ..."

§3.688 Mechanical reproductions.—(a) Each program which consists in whole or in part of one of more mechanical reproductions, either visual or aural, shall be accompanied by an appropriate announcement to that effect either at the beginning or end of such reproduction or at the beginning or end of the program in which such reproduction is used. No such announcement shall be required where a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of a program as a program of which no mechanical reproduction shall be broadcast.

(b) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall be required to make an announcement to create the impression that such program is being broadcast by mechanical reproduction consists of live talent.

Political Broadcasts
§3.690 Definitions.—(a) A "legally qualified candidate" means any person who has publicly announced that he is a candidate for nomination by a conven-
revocation of license, as provided in Section 312(a) of the Act, the Bureau of Law after referring with the other bureaus of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that the suspending or revoking order is not well supported and the Commission will set a time and place for hearing and shall give the licensee and other interested parties notice thereof. If no request for hearing on any order of revocation is made by the licensee against whom such order is directed, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the station is located.

§1.403 Modification of licenses.—Whenever it appears that public interest, convenience, and necessity would be served, or the provisions of the Communications Act of 1934 will be better served, and with or without modifications, by the surrender to one person of two or more permits, licenses, or construction permits, or by the modification of any radio station construction permit or license, the Bureau of Law and Engineering after referring with the other bureaus of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, an order will be issued to show cause why such construction permit or license should not be modified. Such order to show cause shall contain a statement of the grounds and reasons for such proposed modification, and shall specify wherein said construction permit or license is required to be modified. It shall require the licensee against whom it is directed, to appear at a place and time therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

OF OPERATOR LICENSES . . .

§1.404 Suspension of operator license.—Whenever it appears that grounds exist for suspension of an operator license, as provided in Section 303(m) of the Act, the Bureau of Law after referring with the other bureaus of the Commission prepares a report and other necessary papers which are presented to the Commission for action. If the Commission concludes that proceedings should be instituted, a suspension order will be issued. No order of suspension of any operator’s license shall take effect until 15 days’ notice in writing thereof has been served on the applicant for hearing. Said order of suspension shall be served on the operator licensee who may make written application to the Commission at any time within said 15 days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have 15 days in which to make such application for a hearing. In the event that physical conditions prevent mailing of the application before the expiration of the 15-day period, the application shall then be mailed as soon as possible thereafter whenever the Commission determines that suspension of proceedings should be instituted. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted in accordance with the rules and regulations of the Commission. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension. If the license is ordered suspended, the operator shall send his operator license to the Commission at any place therein named to show cause why the proposed modification should not be made and the order of modification issued. If the licensee against whom the order to show cause is directed does not appear at the time and place provided in said order, a final order of modification shall issue forthwith.

Lotteries

§3.692 Lotteries and Give-Away Programs.—(a) An application for consent to involuntary assignment or transfer of control; broadcast and non-broadcast.—Applications for consent to the assignment of construction permit or license for an AM, FM, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission, as set forth in Form 314 (Assignment of License), FCC Form No. 315 (Transfer of Control), or FCC Form No. 316 (Short Form). Such applications shall be filed with the Commission at least 60 days prior to contemplated effective date of assignment or transfer of control. A written request for hearing on any order of revocation is made within 15 days from the date of the order of revocation, the order of revocation shall be stayed pending the outcome of the hearing. If the revocation is affirmed, the order of revocation shall be vacated and the station shall return to full-time operation 10 days prior to the effective date of the order of revocation. If no request for hearing is filed within 15 days from the date of the order of revocation, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the station is located.

§3.132 Application for voluntary assignment or transfer of control; broadcast and non-broadcast.—(a) Applications for consent to involuntary assignment or transfer of control shall be filed with the Commission, as set forth in Form 314 (Assignment of License), FCC Form No. 315 (Transfer of Control), or FCC Form No. 316 (Short Form). Such applications shall be filed with the Commission at least 60 days prior to contemplated effective date of assignment or transfer of control. A written request for hearing on any order of revocation is made within 15 days from the date of the order of revocation, the order of revocation shall be stayed pending the outcome of the hearing. If the revocation is affirmed, the order of revocation shall be vacated and the station shall return to full-time operation 10 days prior to the effective date of the order of revocation. If no request for hearing is filed within 15 days from the date of the order of revocation, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the station is located.

§3.692 Lotteries and Give-Away Programs.—(a) An application for consent to involuntary assignment or transfer of control; broadcast and non-broadcast.—Applications for consent to the assignment of construction permit or license for an AM, FM, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission, as set forth in Form 314 (Assignment of License), FCC Form No. 315 (Transfer of Control), or FCC Form No. 316 (Short Form). Such applications shall be filed with the Commission at least 60 days prior to contemplated effective date of assignment or transfer of control. A written request for hearing on any order of revocation is made within 15 days from the date of the order of revocation, the order of revocation shall be stayed pending the outcome of the hearing. If the revocation is affirmed, the order of revocation shall be vacated and the station shall return to full-time operation 10 days prior to the effective date of the order of revocation. If no request for hearing is filed within 15 days from the date of the order of revocation, the order of revocation shall become final and effective, without further action of the Commission. When any order of revocation has become final, the person whose license has been revoked shall forthwith deliver the station license in question to the inspector in charge of the district in which the station is located.
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APPLICATIONS FOR TELEVISION STATIONS ON FILE WITH FCC
(On file as of Jan. 31, 1952)

ALABAMA
Birmingham—Birmingham News Co., WSGN, Ch. 9.

MOBILE—Kenneth R. Giddeens and T. J. Ester, Ch. 6; Mobile Press
Register Inc., WABH, Ch. 10; Pape Broadcasting Co., WALA, Ch. 12.

Montgomery—Montgomery Bestg. Co., WSFA, Ch. 6; Southern Bestg. Co., WAKA, Ch. 5.

Outlook—Montgomery and Margaret Covington
(Atlantic Television Co.), Montgomery, Ala., (Ch. 9, Southern Broadcasting
Covington, jr., deceased), WCOV, Ch. 12.

ARIZONA
Phoenix—T. M. Gibbons and J. M. Gibbons, Ch. 7; KTAR Bestg. Co., KTVK, Ch. 9; Maricopa Bestg. Inc., KOOL, Ch. 6.

Tucson—Leland Holzer, Ch. 6.

ARKANSAS
Blytheville—Harold L. Sudbury, Ch. 2.

Little Rock—Mid-South Television Bestg. Co., Ch. 10; Arkansas Radio &
Television Co., Ch. 10; Arkansas Bestg. Co., KMEX, Ch. 3.

Colorado Springs—Pikes Peak Bestg. Co., KFKA, Ch. 11; (Also see San Francisco).

Sacramento—Harmco, Inc., KROC, Ch. 3; KCRA Inc., KCRA, Ch. 6; Mid-State Bestg. Co., WMFG, Ch. 5.

Savannah—Nutmeg State Bestg. Co., WDHN (FM), Ch. 47.

Television Stations Inc., WBBC, Ch. 11.

NEW YORK


Reno—R & L Co., Ch. 7.

NEW HAMPSHIRE
Manchester—Grandview Inc., Ch. 12.

NEW JERSEY
Atlantic City—Atlantic City Television Co., (Philadelphia) Inc., WPTZ (TV), Ch. 13.


New Brunswick—Home News Publishing Co., WDHN (FM), Ch. 47.

Prenont—Trent Bestg. Corp., WTTM, Ch. 6.

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IOWA
Boone—Boone Bestg. Co., Ch. 7.

Cedar Rapids—American Bestg. Stations Inc., Ch. 9; The Gazette
Bestg. Co., KCGR, Ch. 7.

Davenport—Davenport Bestg. Co., KWSY, Ch. 7.

Des Moines—Central Bestg. Co., WHO, Ch. 12; Cowles Bestg. Co., WPEC, Ch. 9; Independent Bestg. Co., KID, Ch. 5; Murphy Bestg. Co., KBO, Ch. 7; Tribune Television & Bestg. Co., Ch. 2.

Ft. Dodge—State University of Iowa, WSUI, Ch. 11.

Oelwein—Northeast Iowa Radio Corp., Ch. 6; Sioux City—Perkins Brothers
Radio Co., KSCI, Ch. 5.


MINNESOTA
Duluth—Head of the Lakes Bestg. Co., WIBC, Ch. 3; Ridson Inc., WDSM, Ch. 6.

Hibbing—Head of the Lakes Bestg. Co., WMFG, Ch. 10.

Mankato—Cooper Broadcasting Co., WMDT Bestg. Corp., WSDT, Ch. 7; Mid-South Television Bestg. Co., WLM, Ch. 6; Minnir—Binney Imes Jr., WMMX, Ch. 11.

MISSISSIPPI
Jackson—The Herold Co., Ch. 3; Mississippi Bestg. Inc., WLOH, Ch. 7; Mike Cibberson Co., WLOH, Ch. 11.

MISSOURI
Columbia—Herschel Bestg. Corp., KFVS, Ch. 13.

Clayton—Lutheran Church—Missouri Synod, KCTV, Ch. 11.

Hannibal—Courier-Post Publishing Co., KHHM, Ch. 7.


Kansas City—KCMO Bestg. Co., KCIN Bestg. Co., KCKC, Ch. 2; Midwest Bestg. Corp., KMBC, Ch. 9; Mutual Radio Station KTTB Inc. KTTB, Ch. 4; Sunflower Television Co., Ch. 7.

MIDDLETOWN
Branson—Community Bestg. Service, WASH, Ch. 5.

Lebanon—Lebanon-Auburn Bestg. Corp., WCLO, Ch. 10; Portland—Community Bestg. Corp., WASH, Ch. 8; Congress Square Hotel Bestg. Co., WASH, Ch. 11; Maine Bestg. Services, WNMC, Ch. 8; Oliver Bestg. Corp., WPMM, Ch. 8.

MICHIGAN
Detroit—Booth, Radio & Television Bestg. Inc., WLIB, Ch. 5; Booth Broadcasting Inc., WJB, Ch. 5; The Goodwill Station Inc., WJR, Ch. 5.

Flint—Advancement Inc., WJAL (FM), Ch. 11; Booth Radio & Television Stations Inc., WBB, Ch. 13.

Grand Rapids—Radio & Television Stations Inc., WMA, Ch. 6.

Lansing—Booth Radio & Television Stations Inc., Wcer, Ch. 10.

Royal Oak—Royal Oak Bestg. Co., WEXL, Ch. 2.

Saginaw—Booth Radio & Television Stations Inc., WMGB, Ch. 6, Saginaw Bestg. Co., WSAV, Ch. 13.

MINNESOTA
Duluth—Head of the Lakes Bestg. Co., WIBC, Ch. 3; Ridson Inc., WDSM, Ch. 6.

Hibbing—Head of the Lakes Bestg. Co., WMFG, Ch. 10.

Mankato—Cooper Broadcasting Co., WMDT Bestg. Corp., WSDT, Ch. 7; Mid-South Television Bestg. Co., WLM, Ch. 6; Minnir—Binney Imes Jr., WMMX, Ch. 11.

MISSISSIPPI
Jackson—The Herold Co., Ch. 3; Mississippi Bestg. Inc., WLOH, Ch. 7; Mike Cibberson Co., WLOH, Ch. 11.

MISSOURI
Columbia—Herschel Bestg. Corp., KFVS, Ch. 13.

Clayton—Lutheran Church—Missouri Synod, KCTV, Ch. 11.

Hannibal—Courier-Post Publishing Co., KHHM, Ch. 7.


Kansas City—KCMO Bestg. Co., KCIN Bestg. Co., KCKC, Ch. 2; Midwest Bestg. Corp., KMBC, Ch. 9; Mutual Radio Station KTTB Inc. KTTB, Ch. 4; Sunflower Television Co., Ch. 7.

MIDDLETOWN
Branson—Community Bestg. Service, WASH, Ch. 5.

Lebanon—Lebanon-Auburn Bestg. Corp., WCLO, Ch. 10; Portland—Community Bestg. Corp., WASH, Ch. 8; Congress Square Hotel Bestg. Co., WASH, Ch. 11; Maine Bestg. Services, WNMC, Ch. 8; Oliver Bestg. Corp., WPMM, Ch. 8.

MICHIGAN
Detroit—Booth, Radio & Television Bestg. Inc., WLIB, Ch. 5; Booth Broadcasting Inc., WJB, Ch. 5; The Goodwill Station Inc., WJR, Ch. 5.

Flint—Advancement Inc., WJAL (FM), Ch. 11; Booth Radio & Television Stations Inc., WBB, Ch. 13.

Grand Rapids—Radio & Television Stations Inc., WMA, Ch. 6.

Lansing—Booth Radio & Television Stations Inc., Wcer, Ch. 10.

Royal Oak—Royal Oak Bestg. Co., WEXL, Ch. 2.

Saginaw—Booth Radio & Television Stations Inc., WMGB, Ch. 6, Saginaw Bestg. Co., WSAV, Ch. 13.
NEW MEXICO
Albuquerque—Alvaro Bestg. Co., KOAT, Ch. 7; William J. Baker, Ch. 5; Leland Holzer, Ch. 5.

NEW YORK
Albany—Hudson Valley Bestg. Co., 8; Ensign Film and Television Corp. (WHEN (TV) Syracuse), Ch. 7; Patroon Bestg. Co., WPTF, Ch. 9; Van Curier Bestg. Corp., Ch. 9.
Buffalo—Buffalo Courier-Express Inc., WKBW, Ch. 7; New England Television Corp., Ch. 6; WGR Bestg. Corp., WGR, Ch. 6; WKBW Inc., WKBW, Ch. 7; Buffalo Broadcasting Co., Ch. 11; see also Niagara, N. Y.
Corning—Corning Leader Inc., Ch. 9.
Elmira—Elmira Star Gazette Inc., WNTY, Ch. 5.
Rochester—Cornell University, WHC, Ch. 4.
Niagara Falls—Niagara Falls Gazette Publishing Co., WHP, Ch. 9; (Also see Buffalo, N. Y.)

Rochester—Meridith Publishing Co. (WHEN (TV) Syracuse), Ch. 11; WABC, Ch. 1; WHEC, Ch. 13; WROC, Ch. 13; WSYR, Ch. 13.
Syracuse—Onondaga Radio Bestg. Corp., WSM, Ch. 10; WAGE, Ch. 10; WFMY, Ch. 13.

Troy—Troy Bestg. Co., WTRY, Ch. 9.
Utica—WBIX Inc., WBIX, Ch. 19.

NORTH CAROLINA
Asheville—Mary Pickford Rogers, Ch. 5; Skyway Bestg. Co., WLOS-AM, FM, Ch. 5.
Charlotte—Charlotte City Advertising Co., WAYS, Ch. 11; Radio Station WSOQ Inc., WSOQ, Ch. 9; Snurety Bestg. Co., WIST (FM), Ch. 9.
Durham—Durham Radio Corp., WDNX, Ch. 4; Mary Pickford Rogers, Ch. 4; Harold H. Thomas, WHRT, Ch. 7.
Lumberton—Livingston Advertising Co., WCOG, Ch. 10.
Hendersonville—Radio Henderson Inc., WHP, Ch. 27.
High Point—Radio Station WMFR Inc., WMFR, Ch. 12.
Raleigh—WPTF Radio Co., WPTF, Ch. 5; Capitol Bestg. Co., WBAL, Ch. 5.
Salisbury—Mid-Carolina Bestg. Co., WSAT, Ch. 4.

Winston-Salem—Pladium Publishing Co., WSJS, Ch. 6; Mary Pickford Rogers, Ch. 6.

NORTH DAKOTA
Fargo—WDAY Inc., WDAY, Ch. 6; Red River Valley Television Corp., KVOX & KFGO, Ch. 6.

OHIO
Akron—Allen T. Simmons, WADC, Ch. 11; Summit Radio Corp, WAKR, Ch. 11.
Ashburb—WICA Inc., WICA, Ch. 15.
Canton—Brush-Moor Newsapers Inc., WHBC, Ch. 7.
Cincinnati—Buckeye Bestg. Co., WBAI, Ch. 2; Allen E. B. Monroe Labs Inc. (WABD (TV) New York), Ch. 2; L. D. Reynolds, WBNY, Ch. 1.
Cleveland—Allen B. DuMont Labs Inc. (WABD (TV) New York), Ch. 2; Cleveland Bestg. Inc., WDAY, Ch. 2; United Bestg. Co., WHK, Ch. 7; WQAR Bestg. Co., WQAR, Ch. 7; WJW, Ch. 2.
Columbus—Ohio State University (nontentneering Co., WSHQ, Ch. 6; Howard University, WHUP, Ch. 6; WOSU, Ch. 6.
Hamilton—Condo, Holbrook & Smith, Ch. 2.
Stark—Northwestern Ohio Bestg. Corp., WIMA, Ch. 35.
Toledo—Community Bestg. Corp., WTVF, Ch. 12; WLS (WLBW Cincinnati), Ch. 11; Maume Valley Bestg. Co., Ch. 11; Toledo Blade Co., Ch. 10.
Youngstown—Mansfield Radio Co., Ch. 15; Vindicator Printing Co., WFWM, Ch. 15; WKBW Bestg. Corp., WKBW, Ch. 15.

BROADCASTING • TELECASTING • 1952 TELECASTING Yearbook • Page 217
DON'T SEND A BOY TO DO A MAN'S JOB

...especially when you have a TV film production job to do.

Experience, creative and technical ability, and modern equipment often spell the difference between a good and bad commercial.

You'll be wise to select an old-timer like Alexander with a third of a century's experience in commercial film production to do the job.

ALEXANDER FILM CO.

COLORADO SPRINGS

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New York - Chicago - Dallas - San Francisco

Page 218 • 1952 TELECASTING Yearbook
Now available to all TV Stations, agencies and sponsors — a centralized booking office for your film programs.

The vast film libraries of many companies are now unified for booking exclusively thru Unity.

Whatever your need for films — whether a serial for kid appeal or action dramas for adult audiences, you may be sure to book it at Unity.

Write, phone or wire today for the unified booking plan of Unity.

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BOOKED SOLID ON CBS-TV NETWORK
“Summer Theatre” Sponsored by Anheuser-Busch

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THE GUY’NOR
CORDORIOF MIRRORS
END OF THE RIVER
DEAR MURDERER

MR. PERRIN AND MR. TRAIL
THE IRON DUKE
EAST MEETS WEST
SONG FOR TOMORROW

featuring such noted players as
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Sabu, Marius Goring, Patricia Roc, Will Fyffe,
Roland Young, George Arliss and Others.

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1501 BROADWAY, NEW YORK 18, N. Y. • LONG ACRE 4-8234
ARCHE MAYERS
President
“BOB” WORMHOUĐT
Sales Manager
“CONNIE” LAZAR
Program Director
SID WEINER
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MAJOR COMPANY FEATURES

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CARTOONS • SERIALS • COMEDIES

Synonymous with the name

COMMONWEALTH

Film and Television, Incorporated

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

M. D. SACKETT, President

DISTRIBUTORS OF TV FILM

(Continued from page 218)

COMMONWEALTH FILM AND TELEVISION Inc.
723 Seventh Ave., New York 19, N. Y.;
Tel.: Circle 3-6430; M. D. Sackett;
president.

Services: Films for television.

CORNELL FILM Co.
1901 Broadway, New York, N. Y.;
Tel.: Wisconsin 7-6631; Milton Salsburg.

Service: Films for television.

CORONET INSTRUCTIONAL FILMS
60 E. South Water St., Chicago 1, III.;
Tel.: Juniper 2-7474; Elsworth C.
Dent, director of distribution.

Service: Selected films.

CRAFTON BROTHERS Inc.
3110 W. Lawrence Ave., Chicago, Ill.;
Tel.: Juniper 8-0336; David M.
Crafton.

RING CROSBY ENTERPRISES Inc.
936 W. Washington Blvd., Culver City,
Calif.; Tel.: Vermont 8-2174; Charles
B. Brown, vice president in charge of
sales.

Service: Television film programs.

CRYSTAL PICTURES Inc.
1564 Broadway, New York 18, N. Y.;
Tel.: Plaza 7-1336; Melvin M. Hirsh.

HENRY H. DAGAND
30 Rockefeller Pl., New York 20, N. Y.;
Tel.: Circle 6-6224; H. H. Dagand.

DELBRIDGE & GORBELL
301 Fox Theatre Bldg., Detroit 26,
Mich.; Tel.: Woodward 3-6690; Bill
O’Halloran.

DEPHOURE STUDIOS
782 Commonwealth Ave., Boston, Mass.;
Tel.: Beacon 2-5722; Joseph De-
Phoure.

LOUIS DE ROCHENOMT ASSO.
35 West 45th St., New York, N. Y.;
Tel.: Luxembourg 2-1449; Louis DE
ROCHENOMT.

HARRY S. DUBE
10 Rockefeller Plaza, New York 20,
N. Y.; Tel.: Columbia 5-7035; J.
Knight, manager.

JEAN DUBOIS Co.
927 21st St., Denver 2, Colo.; Tel.: Main
5401; Jean M. F. Dubois, owner and
general manager.

Service: Commercial, feature and news-
reel motion pictures.

Branch Offices: 2214 Dahlia St., Denver,
Colo.; Tel.: East 8122.

DUDLEY TELEVISION Corp.
966 Santa Monica Blvd., Beverly Hills,
Calif.; Tel.: Crestview 1-7258; Carl
Dudley, president. Don McNamara,
executive vice president.

Services: TV film production (live,
animation, and package shows);
stock shot library.

Branch Office: 501 Madison Ave., New
York, N. Y.; Tel.: Eldorado 5-1076.

DEPHOURE STUDIOS
515 Madison Ave., New York 22, N. Y.;
Tel.: Murray Hill 8-5600.

Service: Teletranscriptions.

EDUCATIONAL FILMS Corp. of
America
1501 Broadway, New York 18, N. Y.;
Tel.: Pennsylvania 6-1780; Earl W.
Hammonds.

ELIS FILMS INC.
1501 Broadway, New York, N. Y. Tel.:
Longacre 3-5407; Jack Ellis.

Services: Features.

EXPLOITERS PICTURES Inc.
1501 Broadway, New York, N. Y.;
Tel.: Hudson 6-6074; Jules Well, president.

Services: Films for television.

JERRY FAIRBANKS PRODUCTIONS
Inc.
6065 Sunset Blvd., Hollywood 28, Calif.;
Tel.: Rudson 2-1091; Jerry Fairbanks,
executive producer and president.

Service: All types of filmed programs
and commercials for television.

Library

Films of the Nations Distributors, Inc.
Distributors for Films of the Nations, Inc.

TELEVISION FILMS

15 Minute, half hour or
full hour programs.

Substantial reductions for
package programs.

T. V. music clearance.

Preview and stand-by
prints supplied.

Top quality up to date
subjects.

New releases constantly
added to television library.

American narration.

Requests filled well in ad-
vance of play date.

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Films of the Nations Distributors, Inc.
Distributors of Educational and Human Interest
16mm Films

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DISTRIBUTORS OF FILM FOR TELEVISION

FAIR DEAL MOTION PICTURE SERVICE
2040 Chatterton Ave., New York, N. Y.
Tel.: Talmadge 9-6728; Louis Colson.
Services: Cartoons, serials, newscasts and features.

FILMS FOR INDUSTRY Inc.
135 W. 52d St., New York 19, N. Y.;
Tel.: Plaza 5-3800; Joseph McCaffery.

FILM PUBLISHERS Inc.
25 Broad St., New York 4, N. Y.; Tel.: Hanover 2-5916, Kenneth Alan Silver, president.
Service: Rent motion pictures.

FILM STUDIOS OF CHICAGO
135 W. 52d St., New York 19, N. Y.;
Tel.: Central 8-4147, H. A. Spanuth, managing director.
Service: Motion picture films and package shows furnished.

FILMS OF THE AMERICANS Inc.
1945 Vermont Ave., Los Angeles 43, Calif.; Tel.: Dunkirk 8-3213, Leonard Shane, president.
Service: Production of syndicated programs, tailor-made packages. Facilities in Mexico City.
Branch Offices: 550 Pith Ave., New York 17, N. Y.; Tel.: Plaza 8-3000; F. W. Tiline.

FILMS OF THE NATIONS DISTRIBUTORS Inc.
63 W. 45th St., New York 19, N. Y.;
Tel.: Murray Hill 2-0040, Maurice T. Balsam, director.

FILM VISION
62 W. 45th St., New York 19, N. Y.; Tel.: Normandy 2-6128, Eugene H. Gould, vice president in charge of TV.
Service: Foreign product principally Gauche series in Mexico for TV.

FOREIGN SERVICE FILM Corp.
3315 Sunset Blvd., Los Angeles 26, Calif.; Tel.: Normandy 2-6128; Eugene H. Gould, vice president in charge of TV.
Service: Foreign product principally Gauche series in Mexico for TV.

GENERAL ARTISTS Corp.
1270 Sixth Ave., New York 20, N. Y.; Tel.: Circle 7-7483; Thomas G. Rockwell.

GENERAL FILM PRODUCTION Corp.
68 West 58th St., New York 19, N. Y.; Tel.: Eliert S. Kapit.

GENERAL TELEVISION ENTERPRISES Inc.
4331 Hollywood Blvd., Hollywood 38, Calif.; Tel.: Gladstone 4146; Gordon Levoy.

GOVERNOR TELEVISION ATTRACTIONS Inc.
151 W. 46th St., New York 19, N. Y.; Tel.: Jusdon 4-6231; Arthur Kerman, president.
Service: Distributors of films (features, shorts, packages, westerns) for television. Deal with stations directly and with agencies.
Branch Office: 8040 Broad-Leaf Ave., Van Nuys, Calif.; Tel.: State 5-8944; Allen Martini, executive in charge.

HAFNER-VITTER
3 E. 57th Street, New York 22, N. Y.; Tel.: Plaza 3-2800; Joseph McCaffery.

HAMILBURG
877 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 3-4171; Mitchell J. Hamilburg, executive in charge.

HANCOCK TELEVISION
3872 Sunset Blvd., Hollywood 28, Calif.; Tel.: Templeton 8-2000; Sy Weintraub; Jim Harris; Dave Wolper.
Service: Serials, features and educational film shorts.

HANCOCK TELEVISION CORPORATION
5446 Carlton Way, Hollywood 28, Calif.; Tel.: Hillside 2181; Thomas H. Emmett.
Service: Representing artists, programs and films.
Branch office: 505 W. Wacker Dr., Chicago 6; Tel.: Randolph 8-7100, Laurin Healy, district manager.

HAWLEY-LORD Inc.
316 W. 57th Street, New York 19, N. Y.; Tel.: Judson 6-3750; André Lord.

HILLIDE TELEVISION
600 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hillside 2181; Thomas H. Emmett.
Service: Representing artists, programs and films.
Branch office: 505 W. Wacker Dr., Chicago 6; Tel.: Randolph 8-7100, Laurin Healy, district manager.

HEIRLE-DAMROTH Inc.
316 W. 57th Street, New York 19, N. Y.; Tel.: Judson 6-3750; André Lord.

HILTON TELEVIEWS INC.
135 W. 52nd St., New York 19, N. Y.; Tel.: Central 8-4147, H. A. Spanuth, managing director.
Service: Motion picture films and package shows furnished.

HILLIDE TELEVISION
600 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hillside 2181; Thomas H. Emmett.
Service: Representing artists, programs and films.
Branch office: 505 W. Wacker Dr., Chicago 6; Tel.: Randolph 8-7100, Laurin Healy, district manager.

HUNTINGTON FILM ENTERPRISES
135 W. 52nd St., New York 19, N. Y.; Tel.: Central 8-4147, H. A. Spanuth, managing director.
Service: Motion picture films and package shows furnished.

HUNTINGTON TELEVISION
135 W. 52nd St., New York 19, N. Y.; Tel.: Central 8-4147, H. A. Spanuth, managing director.
Service: Motion picture films and package shows furnished.

IDEAL PICTURES Corp.
65 E. South Water St., Chicago, III.; Tel.: Dearborn 2-7676; Paul R. Fogg.

IMPS INC. INTERNATIONAL MOVIE PRODUCERS SERVICE
515 Madison Ave., New York 22, N. Y.; Tel.: Ben Gradius.

INTERNATIONAL FILM BUREAU Inc.
6 N. Michigan Ave., Chicago, Ill.; Tel.: Andover 3-1820, W. H. Greene, president.
Services: Cartoons, serials, newsreels and features. Deal with stations directly and with agencies.

INTERNATIONAL PICTURES Inc.
932 N. La Brea Ave., Hollywood 38, Calif.; Tel.: State 5-8944; Allen Martini, executive in charge.

INTERNATIONAL TELEVISION INC.
600 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hillside 2181; Thomas H. Emmett.
Service: Representing artists, programs and films.
Branch office: 505 W. Wacker Dr., Chicago 6; Tel.: Randolph 8-7100, Laurin Healy, district manager.

I

IDEAL PICTURES Corp.
65 E. South Water St., Chicago, III.; Tel.: Dearborn 2-7676; Paul R. Fogg.

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INTERNATIONAL TELEVISION INC.
600 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hillside 2181; Thomas H. Emmett.
Service: Representing artists, programs and films.
Branch office: 505 W. Wacker Dr., Chicago 6; Tel.: Randolph 8-7100, Laurin Healy, district manager.

(Continued on page 224)

LET OUR TELEVISION EXPERIENCE SERVE YOU, TOO!

We offer this experience, and the recommendations of those we have served, as our best assurance of top quality television commercials and programs.

We have our own studio facilities: Shooting stages, editing and printing departments, the industry's largest stock shot library, and our own creative staffs for live and animated programs and commercials.

We'll be happy to discuss TV with you at any time!

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9908 SANTA MONICA BLVD., BEVERLY HILLS, CALIF.
CRESTVIEW 1-7258

BROADCASTING • Telecasting
1952 TELECASTING Yearbook • Page 221
You ought to be in
CASES OF EDDIE DRAKE—thirteen half-hour mystery programs with Don Haggerty ("Command Decision," "Canadian Pacific") as rough 'n' ready Eddie Drake and Patricia Morison as his girl.

STRANGE ADVENTURE—fifty-two different fifteen-minute dramas adaptable also to twenty-six half-hour programs...mystery and suspense guaranteed to keep viewers on the edge of their seats.

HOLLYWOOD ON THE LINE—twenty-six quarter-hour simulated telephone interviews using the big box-office appeal of twenty-six big Hollywood stars to attract audiences for your sales messages.

THE RANGE RIDER—fifty-two half-hour films of the early American frontier starring movie heroes Jack Mahoney and Dick Jones...ready and waiting to shoot the works for your product.

VIENNA PHILHARMONIC ORCHESTRA—thirteen concert programs of classical and semi-classical music played by the world-renowned Vienna Orchestra, filmed in Vienna and Salzburg.

THE GENE AUTRY SHOW—fifty-two half-hour action dramas starring the greatest Western hero of them all...cheered by critics as "one of the hottest film packages in TV" and "wonderful news for TV fans."

WORLD'S IMMORTAL OPERAS—seven popular operas carefully edited for half-hour programming, with internationally famous voices; many programs with commentary by Olin Downes.

BARBER OF SEVILLE—the full-length opera with Metropolitan Opera stars Ferruccio Tagliavini and Italo Tajo in the leading roles, and commentary by the noted Deems Taylor.

HOLIDAY IN PARIS—thirteen half-hour musical variety programs produced in Paris especially for television, with continental and Broadway musical-comedy star Dolores Gray as the leading lady.

Available soon: BETSY AND THE MAGIC KEY, FILES OF JEFFREY JONES

You ought to pack your customers in. And if you'll let us put you (and your sales message) in one of the CBS Television Film Sales pictures at the left, you will.

Because all of these pictures—created especially for television with top-quality programming and production—assure you of a huge audience...at a cost even your accountant will applaud.

And if you are looking for the one picture that will best reach your paying public, CBS Television Film Sales offers you as wide a variety as you will find anywhere.

But see for yourself. Just ask the CBS Television Film Sales representative nearest you for a private showing. Since each series is subject to prior sale in each market, we suggest you ask soon.

CBS Television Film Sales

Offices in New York, Chicago, Los Angeles, Memphis, San Francisco
DISTRIBUTORS OF FILM FOR TELEVISION

(Continued from page 221)

INTERNATIONAL FILM FOUNDATION Inc.
1000 Broadway, New York 19, N.Y.; Tel.: Circle 9-9438.

INTERNATIONAL GEOGRAPHIC PICTURES
1726 Broadway, New York 19, N.Y.; Tel.: Circle 6-4486; J. Allen Jullier.

INTERNATIONAL NEWS SERVICE
235 E. 45th St., New York, N.Y.; Robert H. Reid.

INTERNATIONAL RADIO & TELEVISION FEATURES
322 E. 55th St., New York, N.Y.; Jack Lloyd.

INTERNATIONAL TELEVISION CORPORATION
322 E. 55th St., New York, N.Y.; Jack McFedden.

M

M & A ALEXANDER PRODUCTIONS Inc.
6040 Sunset Blvd., Hollywood 28, Calif.; Tel.: Hilldale 3414; Arthur Alexander, president.
Service: Production and distribution of film for television.

MALLARD TELEVISION Inc.
120 Wall St., New York 5, N.Y.; Tel.: Digby 4-3162.
Service: Supply TV stations with rented TV films.

MARATHON TV NEWSREEL
125 E. 50th St., New York 22, N.Y.; Tel.: Murray Hill 8-0985; Konstantin Kaiser, executive director.
Service: Newsreel and general film production.

MARCH OF TIME TELEVISION
(Division of Time Inc.)
369 Lexington Ave., New York 17, N.Y.; Tel.: Judson 6-1212; Arthur B. Tourtelot, director of television.

MASTER MOTION PICTURE CO
49 Piedmont St., Boston 18, Mass.; Tel.: Hancock 6-3592; Maurice Master, president and treasurer.
Service: Television distributors and commercial film for television programs.

MAYFAIR PICTURES Inc.
707 Ninth Ave., New York 19, N.Y.; Tel.: Circle 5-6333; Leo Seigman, manager.
Service: Distribution of motion picture films.

NEW FILMS CORPORATION
115 West 45th St., New York 19, N.Y.; Tel.: Oregon 9-2968; Wm. L. Rogers, manager.

NATIONAL BROADCASTING CO.
655 Madison Ave., New York, N.Y.; Tel.: Templeton 8-2000; Eliot Hyman, president; Sy Weintraub, vice president; Steve) Broidy, president.
Service: Films for television.

NATIONAL CATHOLIC THEOLOGICAL SEMINARY
2718 Wauconda Rd., Chicago 45, Ill.; Tel.: Benson 3-6430; Msgr. Monsignor, president.

NATIONAL CATHOLIC TELEVISION NETWORK
115 West 45th St., New York 19, N.Y.; Tel.: York 8058; Juan C. Hutchinson.

NATIONAL CATHOLIC UNIVERSITY
1103 Martin Rd., Columbus, Ohio; Tel.: Adams 4116; Ralph S. Hartman, president.

NATIONAL CATHOLIC UNIVERSITY OF OHIO
25 W. 45th St., New York 19, N.Y.; Tel.: Plaza 7-0100; William R. Goodheart, Jr., president.
Service: Produce and distribute all types of television film packages.

OFFICIAL TELEVISION Inc.
25 W. 45th St., New York 19, N.Y.; Tel.: Murray Hill 2-3218; Harvey D. Cort, president.
Service: Film production and distribution, live package production.

P

PARAMOUNT TELEVISION PRODUCTIONS Inc.
1501 Broadway, New York 19, N.Y.; Tel.: Bryant 9-8700; George T. Shupert, vice president.
Service: Production of packaged TV shows; motion pictures and TV film distribution; program transcription service.
Branch Offices: 5451 Marathon St., Los Angeles 38, Calif.; Tel.: Hollywood 4-6360; Klaus Landsberg, vice president.

PICTORIAL FILMS Inc.
115 West 45th St., New York 19, N.Y.; Tel.: Trafalgar 6-8800; Frank Soule, president.
Service: Distributors of musicals, shorts; adventure series, sports reels and puppets.

POLARIS PICTURES Inc.
5859 W. 3rd St., Los Angeles 36, Calif.; Tel.: York 6008; Juan C. Hutchinson.

POST PICTURES Corp.
115 West 45th St., New York 19, N.Y.; Tel.: Luxembourg 2-6700; Alan L. Post, TV sales.
Service: Distributors of features and shorts.

PRODUCERS REPRESENTATIVES

R

RADIOVISION CORP.
115 South Elm Dr., Los Angeles 35, Calif.; Tel.: Crestview 3-1723; Walter J. Nelson, president.
Service: Film shorts, sports, cartoons.

RELIGIOUS FILM ASSN.
220 Fifth Ave., New York 1, N.Y.; Tel.: Oregon 9-2968; Wm. L. Rogers, executive director.
Service: Distribute 16mm motion picture film.

(Continued on page 226)
1952 SCHEDULE

"WILD BILL HICKOK" starring Guy Madison with Andy Devine, currently on Television. Sponsor: Kellogg's Corn Pops. Agency: Leo Burnett Co. Inc.


"TRAIL BLAZERS" A new television film series, starring Alan Hale, Jr. currently shooting first two half hour episodes.


"STARR DUST" A fifteen minute Television program behind the scenes in Hollywood. Starring the noted columnist Jimmy Starr. Shooting starts in February.

Plus: Other interesting musical, dramatic and juvenile television filmed series now past the planning stage.

Wm. F. Broidy Productions, Inc.
THE SUNSET STUDIOS
5545 Sunset Boulevard
Hollywood 28, Cal.
HE 6844

[THE COMPLETELY EQUIPPED SUNSET STUDIOS, WITH THREE MODERN SOUND STAGES ARE AVAILABLE TO PRODUCERS OF TELEVISION FILM. CONTACT BRODCO CORP., 5545 SUNSET BLVD. HOLLYWOOD 28.]
DISTRIBUTORS OF FILM FOR TELEVISION

REPUBLIC RADIO & TELEVISION FEATURES
64 E. Lake St., Chicago 1, Ill.; Tel.: State 2-0460; Capisco Kapps, director and producer.
Service: Producers and distributors of TV spots and programs.

ROYAL FILM EXCHANGE
1550 Cross-roads-of-the-World, Hollywood 28, Calif.; Tel.: Hempest 3172; Bill Scott Brown, president and director.
Service: TV film production; film distributors and broker.

SNADE PRODUCTIONS SALES
326 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 5-1114; Reub. R. Kauffman, president.
Service: Film distributor.
Branch Offices: New York, N. Y., 153 W. 42nd St., Tel. Longacre 4-3971; E. Jonny Graff, vice president in charge of sales; Chicago, Ill., 50 E. Van Buren., Tel. Webster 9566; Al LeVin; Atlanta, Ga., 735 Spring St., N. W., Robert Sherman; Cleveland, Ohio, 1720 Euclid Ave., George Blair; Brownville, Tex., 111 S. E. Levee St., Montie Kleban, Mexico representative; Toronto, Ontario, Canada, 150 Simcoe St., S. W. Caldwell, Canada representative.

SIMMEL - MEESEY TELEVISION PRODUCTIONS Inc.
321 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Circle 5-9254; Will Batta, national sales manager.
Service: Disc jockey films.

SONOCHROME PRODUCTIONS
112 W. 89th St., New York, N. Y.; Tel.: Trafalgar 3-6221; Nathan Zucker.

SPECIALTY TELEVISION FILMS Inc.
1501 Broadway, New York, N. Y.; Tel.: Judson 6-6774; Jules Weill, president.
Service: Films for television.

STANDARD TELEVISION Corp.
50 E. 51st St., New York 22, N. Y.; Tel.: Plaza 8-852; Walter Stuart, president.
Service: Distributor of films for TV.

STATION DISTRIBUTORS Inc.
361 W. 57th St., New York 19, N. Y.; Tel.: Judson 6-3706; Saul J. Turell, president.
Service: TV film producers and distributors; features, shorts, documentaries and film series, stock shot division.

Branch Office: 321 S. Beverly Drive; Stuart Reynolds, associate.

Sterling TELEVISION Co.
361 W. 57th St., New York 19, N. Y.; Tel.: Judson 6-3706; Saul J. Turell, president.
Service: TV film producers and distributors; features, shorts, documentaries and film series, stock shot division.

(Continued on page 228)

How to secure a top television film program:

Five basic requirements are necessary to produce a top television film program series—from promise to fulfillment. The real job is to find them all in one organization—with sufficient experience to insure that all five are working smoothly and efficiently.

These five requirements are:

... an adequate script department
... a mature casting group
... a truly fine production unit
... a top creative editorial staff
... ample capital.

As producers of 44 half-hour Fireside Theatre programs and now well under way with two new series of 52 half-hours each, Rebound and Crown Theatre, Crosby Enterprises, Inc. offers agencies and advertisers a background and experience probably unparalleled in this field. We have several additional properties available for consideration.

Inquiries should be addressed to Charles B. Brown, Crosby Enterprises, Inc., 9028 Sunset Boulevard, Hollywood 46, California.
Now, more than ever before, television has turned to film programming... and SNADER PRODUCTIONS leads the field with an impressive 1952 release program of more than 277 hours of top-quality tele-films!

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**WASHINGTON SPOTLIGHT** — direct from the nation's capital... weekly 1/4 hour on-the-spot interviews with government leaders.

**THIS IS THE STORY** — famous tales, masterfully recreated by America's greatest story-teller, Ed Prentiss. Twice weekly 1/4 hour series.

**NATIONAL TELE-VESPERS** — inspirational half-hour program featuring the nation's top spiritual leaders.

**FAIRY TALE FAVORITES** — the greatest of fairy tales beautifully dramatized for youngsters of all ages in Uncle Toby's own magical way. New weekly 1/4 hour series.

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Distributors for Canada — S.W. CALDWELL, LTD.
Distributors for Mexico — TELEVISION de MATAMOROS S. A.
(Continued from page 226)

HAL TATE PRODUCTIONS
831 S. Wabash Ave., Chicago 5, Ill., Tel.: Harrison 7-3610; Hal Tate, president.
Services: Feature films for TV.
Cleveland 14-7145 E. 23rd St.; Tel.: Prospect 1-2965; William Ellis, salesman.
Dallas 1-2030 Jackson St.; Tel.: Riverside 1363; Pat O'Brian, salesman.

UNITED TELEVISION PROGRAMS Inc.
301 E. Erie St., Chicago 11, Ill.; Tel.: Superior 7-9114; William L. Klein, president.
Service: Complete sound and film equipment for any type of production from 20-sec. spots to hour shows; Westrex magnetic film recorder, all types of cameras, cranes, and production staff.

UNITED PRESS ASSOCIATIONS
220 E. 42nd St., New York 17; Tel.: Murray Hill 2-0400; Leroy Keller, general sales manager.

UNITED PRODUCTIONS OF AMERICA
4440 Lakeside Dr., Burbank, Calif.; Tel.: Charleston 0-7111; Stephen Bosworth, president.
Service: Producers of animated commercial advertising spots and animated TV program pictures.

Branch Office: 454 S. Dearborn St., Chicago; Tel.: Central 6-0041; Milton M. Binkley, owner.
Service: Exclusive distributors for producers of films made expressly for TV: Bing Crosby Enterprises Inc.; Kling United Sleepy Joe Productions Inc.; Marion Pantonnet; Apex Films; General Entertainment Corp.; Still-films Inc.; Mutual Television Productions Inc.

Branch Offices: Aaron Beechcraft, 444 Madison Ave., New York 22, N. Y.; Tel.: Plaza 3-5630; Gerald King, 140 North La Brea, Los Angeles 36, Calif.; Tel.: Webster 9-8181.

UNITED WORLD FILMS Inc.
445 Park Ave., New York; Tel.: Plaza 9-8000; Norman E. Gluck, vice president.
Service: Production of spot commercials, distribution of shorts, production and distribution series film shows.

Branch Office: 542 S. Dearborn St., Chicago; Tel.: Webster 9-0660; Carl Waters, manager.
Los Angeles—7356 Metro Ave.; Tel.: Webster 8-6125; Frank Harrington, manager.
Atlanta—227 Techwood Dr., N. W.; Tel.: Cypress 6201; L. Berch, manager.
Dallas—2227 Bryan St.; Tel.: Sterling 4277; Ed Grindstaff, manager.

UNITY TELEVISION Corp.
1501 Broadway, New York 36, N. Y.; Tel.: Longacre 4-8244; Archie A. Mayer, president.
Service: Distributors of motion picture films.

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Service: Exclusive distributors for producers of films made expressly for TV: Bing Crosby Enterprises Inc.; Kling United Sleepy Joe Productions Inc.; Marion Pansonnet; Apex Films; General Entertainment Corp.; Still-films Inc.; Mutual Television Productions Inc.

Branch Offices: 444 Madison Ave., New York 22, N. Y.; Tel.: Plaza 3-5630; Gerald King, 140 North La Brea, Los Angeles 36, Calif.; Tel.: Webster 9-8181.

UNITY TELEVISION Corp.
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Ideal for low budgets.

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For Information Call, Write or Wire

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TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

For Film Distributors see Listing, page 218

A

ACADEMY FILM PRODUCTIONS INC. 122 W. Chestnut St., Chicago 11, Ill., Tel.: Michigan 2-0128; Bernard Howard, president. Services: TV package programs and commercials, production, talent.

ACADEMY FILMS P. O. Box 3088, Hollywood 38, Calif., Tel.: Gladstone 3218; James A. Alden, president. Services: TV production, commercials.

ACME TELEVISION DIV. OF NEA SERVICE INC. 445 S. Olive Ave., Los Angeles 17, Calif., Tel.: Superior 7-8520; J. L. Herman, manager.

ADVANCE FILM PRODUCTIONS 729 7th Ave., New York 19, N. Y., Tel.: Columbus 5-4400; William F. Crouch, executive vice president. Services: TV production, scripts, talent.

AFFILIATED ARTISTS REPRESENTATIVES 20 E. 53rd St., New York 22, N. Y., Tel.: Plaza 2-1182; Lee Wallace, Robert Mayberry, Irene Elkin. Services: TV package programs, production, scripts, talent.

AFFILIATED PROGRAM SERVICE 535 9th Ave., New York 17, N. Y., Tel.: Murray Hill 1-8811; Paul F. Adler, manager. Services: TV package programs and syndicated film services.

NICHOLS T. AGNETA RKO Bldg., New York 19, N. Y., Tel.: Columbus 5-6321; Nichols T. Agneta, manager. Services: TV production, scripts, talent.

ALLEN & ALLEN PRODUCTIONS 3407 W. 8th Pl., Los Angeles 43, Calif., Tel.: Ax 3-3314; George E. Allen, director, talent. Services: TV package programs.


ALTON ALEXANDER RADIO-TELEVISION PRODUCTIONS 825 W. 18th St., New York 3, N. Y., Tel.: Lorraine 8-3100; Tom White, manager. Services: TV scripts, package programs, production.

AMERICAN FILM PRODUCERS 1000 Broadway, New York 19, N. Y., Tel.: Plaza 7-5815; Robert Gross, executive producer. Services: TV productions, scripts, talent for food merchandising.

AMERICAN JEWISH BROADCASTING CO. INC. 190 Broadway, New York 7, N. Y., Tel.: Worth 2-3322; Herman Younglieb, manager. Services: Jewish programs.

TOBY ANGUISH MUSIC PICTURE PRODUCTIONS 8470 Melrose Ave., Los Angeles 46, Calif., Tel.: Webster 3-6311; Toby Anguish, owner. Services: TV package programs, production, scripts, talent.

ANIMATED ARTS 4001 Nichols Ave., Sw., Washington 20, D. C., Tel.: Johnson 2-8426; C. Wes Doty, producer. Services: TV slides and films, live and animated.

APEX RECORDING STUDIOS INC. 118 W. 57th St., New York 19, N. Y., Tel.: Plaza 7-7077; Robert E. Scheuermeyer, manager. Services: Recording.

ARCHER PRODUCTIONS INC. 4102 Broadway, Long Island City, N. Y., Tel.: Ravenswood 8-3801; Leo M. LeVay, manager. Services: TV scripts, package programs, production.

ARIZONA RECORDING PRODUCTIONS 534 N. 7th Ave., Phoenix, Ariz., Tel.: 2-6644; Alexander A. Boyles, manager. Services: TV package programs, scripts, talent.

ARTISTS RECORDING STUDIOS 15 W. 19th St., Kansas City 6, Mo., Tel.: Harrison 6106; Bill L. Godden, owner. Services: TV recording and sound production.

THE ASSOCIATED PRESS 36 W. 42nd St., New York 18, N. Y., Tel.: Plaza 7-1111; Oliver Cohen, Claude Barriere, general manager. Services: World-wide news service, AF Wirephoto spot news pictures.

ASSOCIATED PROGRAM SERVICE 151 W. 46th St., New York 19, N. Y., Tel.: Murray Hill 2-4944; Robert A. Stock, general manager. Services: TV productions, scripts, talent for food merchandising.

ATLAM FILM CORP. 1111 S. Boulevard, Oak Park, Ill., Tel.: Webster 8-5680; Norman C. Lubaroff, vice president and TV director. Services: TV package programs, production, scripts.

ATLAS TELEVISION CORP. 15 W. 44th St., New York 19, N. Y., Tel.: Murray Hill 7-5539; Henry Brown, president. Services: TV package programs, production, consultant service.

AUDIO-MASTER CORP. 341 Madison Ave., New York 17, N. Y., Tel.: Murray Hill 3-3881; Herbert Rosen. Services: TV package programs, production, talent.

AUDIO PICTURES LTD. 32 Lakeshore Rd., Toronto 14, Ontario, Canada, Tel.: Murray 7236; Arthur Gottlieb, president; Gladys Glad Gottlieb, vice president. Services: Complete production facilities for shorts.

AUDIO PRODUCTIONS INC. 318 E. 45th St., New York 19, N. Y., Tel.: Columbus 5-6171; Frank K. Spießel. Services: Complete production facilities.

AUDIO-VISUAL ENGINEERING CO. (AVE PRODUCTIONS) 232 E. Erie St., Chicago 11, Ill., Tel.: Murray Hill 4-6314; Alfred M. Zemo. Services: TV package programs, production.

AVEC PRODUCTIONS 232 E. Erie St., Chicago 11, Ill., Tel.: Murray Hill 4-6314; Alfred M. Zemo. Services: TV package programs, production.

A W I T T PRODUCTIONS 489 W. 46th St., New York 19, N. Y., Tel.: Murray Hill 3-6331; Walter J. Wittig. Services: TV package programs, production, talent.

BARR & ENRIGHT PRODUCTIONS INC. 104 E. 49th St., New York City, Tel.: 3-4424; Charles J. B. Spal, president. Services: TV scripts, production, talent.

BASCH RADIO & TELEVISION PRODUCTIONS 17 E. 45th St., New York 17, N. Y., Tel.: Murray Hill 2-8977; Charles J. Basch, manager. Services: TV package programs, production, scripts, talent.

BELTONE RECORDING CORP. 706 8th Ave., New York City, Tel.: Luxemburg 2-2620; Leslie C. Cahen, president. Services: TV film distribution.

GEORGE R. BENTEL & ASSOC. 6060 Sunset Blvd., Hollywood 38, Calif., Tel.: Granite 6008; George R. Bental, president. Services: TV production, package programs, scripts.

JULIAN BERCOVICI PRODUCTIONS 142 W. 108th St., New York 14, N. Y., Tel.: Chelsea 4-2399; Julian Bercovici. Services: TV package programs, production, scripts, packaging, rental.

BERMAN & BETTENBENDER 410 S. Michigan Ave., Chicago 5, Ill., Tel.: Webster 8-6196; Bernard S. Berman, partner. Services: TV package programs, production, talent.

ALBERT BLACK TELEVISION PRODUCTIONS 1279 6th Ave., Rockefeller Center, New York 20, N. Y., Tel.: Columbus 5-5800; Albert Black. Services: TV production, package programs, talent.

FRITZ BLOCKI PRODUCTIONS 72641, Fountain Ave., Hollywood 46, Calif., Tel.: Hudson 2-8971; Fritz Blocki. Services: TV package programs, production.

FORD BOND RADIO PRODUCTIONS 810 RCA Bldg., New York 20, N. Y., Tel.: Circle 7-2288; Ford Bond, president. Services: TV scripts, production, packaging, production development, advisory service.

BOYD ENTERPRISES Box 1844, Fort Worth, Texas; Harvey Boyd, owner. Services: TV package programs, production, talent.

BRACKEN RADIO & TELEVISION PRODUCTIONS INC. 825 Beverly Blvd., Los Angeles 18, Calif., Tel.: Webster 8-6196; Eddie Bracken, production manager. Services: TV package programs, production, talent.

BRISCOE & GOLDSMITH INC. 825 8th Ave., New York 19, N. Y., Tel.: Murray Hill 2-6544; Viola S. Becker, owner. Services: TV package programs, production, scripts, talent.

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solves your synchronization and dubbing problems for 16mm films, TV productions, slideshows . . . provides incidental and mood music of varying length and character for every type of situation, ranging from bridal music and romantic moods to weird and frolic melodies . . . specially-created selections recorded by full-size orchestras.

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BROADCASTING • Telecasting
1952 TELECASTING Yearbook • Page 231

World Radio History
### Television Program Production and Related Services

**Deporti Films, Inc.**

**Howard C. Brown**

6909 Melrose Ave., Hollywood 38, Calif.; Tel.: Hollywood 3-8171; Clifford E. Ogden, general manager.

**Services:** Rental of film, television, music, and other rights.

**C & G Film Effects**

1000 Broadway, New York 19, N.Y.; Tel.: Plaza 2-8541; Robert Crawford, president.

**Services:** Special effects services for television.

**Capitol Records Inc.**

1985 Vine St., Hollywood 28, Calif.; Tel.: Hollywood 3-8171; Clifford E. Ogden, general manager.

**Services:** Film rental and sales, scripts, talent.

**BROADCASTING PROGRAM SERVICE**

145 W. 45th St., New York 19, N. Y.; Tel.: Murray Hill 2-7400; Charles J. Cottrell, president.

**Services:** Film rental and sales, television commercials, television programs, television production.

**Buckeye Motion Picture Producers**

1907 Lea Crest Drive, Dallas, Texas; Tel.: Dallas 4-3592; Robert C. Jackson, president.

**Services:** Studio facilities and services.

**Byron Inc.**

1204 Melrose Ave., Washington 7, D. C.; Tel.: Dupont 1800; Byron Rouda, president.

**Services:** Complete production facilities, film rentals, and complete laboratory services for 16-mm processing and furnishing release prints.

**Byron Productions Co.**

724 W. 44th St., Hollywood 28, Calif.; Tel.: Circle 3-6777; Edward A. Byron, president.

**Cary Productions**

4754 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 8-0123; Robert L. Cashy, executive producer.

**Cavalcade Television Programs Inc.**

319 Seward St., Hollywood 38, Calif.; Tel.: Hollywood 9-5458; Harvey Perham, president.

**Cavaler Productions**

215 W. 44th St., New York 18, N. Y.; Tel.: Plaza 9-2890; Frank J. G. Carter, president.

**Cavalcade Television**

10 E. 49th St., New York 17, N. Y.; Tel.: Plaza 9-4523; Frank Christl, manager.

**Cinemat Inc.**

101 Park Ave., New York 17, N. Y.; Tel.: Murray Hill 4-1636; Varian Fry, president.

**Cinecolor Film Labs Inc.**

164 N. Wacker Dr., Chicago 6, Ill.; Tel.: Plaza 8-1535; George L. George, president.

**Cinecope Films**

424 E. 89th St., New York, N. Y.; Tel.: Murray Hill 4-1636; Varian Fry, president.

**Cinema (Canada) Pictures Ltd.**

315 Davenport Rd., Toronto 5, Ontario, Canada; Tel.: Ontario 6000; Carl B. French, managing director.

**Cinema West**

220 E. 42nd St., New York 17, N. Y.; Tel.: Murray Hill 4-1636; Varian Fry, president.

**Cine-Tele Productions**

1161 N. Highland Ave., Hollywood 38, Calif.; Tel.: Sunset 2-8171; Jack Richardson, manager.

**Cinescope Films**

424 E. 89th St., New York, N. Y.; Tel.: Murray Hill 4-1636; Varian Fry, president.

**Cinematk Inc.**

101 Park Ave., New York 17, N. Y.; Tel.: Murray Hill 4-1636; Varian Fry, president.

**Cine-Craft Div.**

254 W. 54th St., New York 19, N. Y.; Tel.: Columbus 5-7621; Frank Carlin, executive producer.

**Services:** Film and video production, television commercials, commercial film production, television programs, television production.

**Chamberlain Brown**

415 W. 45th St., New York 19, N. Y.; Tel.: Cherokee 5-6350; Chamberlain Brown, manager.

**Services:** Production, script, talent.

**Christian Films**

626 N. Mansfield Ave., Hollywood 36, Calif.; Tel.: Plaza 8-1535; George L. George, president.

**Services:** Film production, television production, television commercials, television programs, television production.

**Chicago Film Laboratories Inc.**

56 E. Superior St., Chicago 11, Ill.; Tel.: Whitehall 4-8911; A. G. Dunlap, manager.

**Services:** Film services, television programs, television commercials, television production.

**Chicago Tribune- New York News Syndicate Inc.**

225 E. 45th St., New York 17, N. Y.; Tel.: Murray Hill 2-1524; Mollie Slot, secretary.

**Choreographers Workshop**

471 Park Ave., New York 22, N. Y.; Tel.: Plaza 8-6329; Trudy Gough, director.

**Services:** TV packages, television programs (dance routines), television production, television commercials.

**Christopher Films**

531 N. La Cienega Blvd., Los Angeles 36, Calif.; Tel.: Crestview 1-6452; Frank Christl, manager.

**Services:** Film production, television production, television commercials, television programs, television commercials.

**Cinematse**

1161 N. Highland Ave., Hollywood 38, Calif.; Tel.: Sunset 2-8171; Jack Richardson, manager.

**Services:** Film production, television programs, television commercials, television production.

**Choreographers Workshop**

471 Park Ave., New York 22, N. Y.; Tel.: Plaza 8-6329; Trudy Gough, director.

**Services:** TV packages, television programs (dance routines), television production, television commercials.

**Christian Films**

626 N. Mansfield Ave., Hollywood 36, Calif.; Tel.: Plaza 8-1535; George L. George, president.

**Services:** Film production, television production, television commercials, television programs, television production.

**Chicago Film Laboratories Inc.**

56 E. Superior St., Chicago 11, Ill.; Tel.: Whitehall 4-8911; A. G. Dunlap, manager.

**Services:** Film services, television programs, television commercials, television production.

**Chicago Tribune- New York News Syndicate Inc.**

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**Choreographers Workshop**

471 Park Ave., New York 22, N. Y.; Tel.: Plaza 8-6329; Trudy Gough, director.

**Services:** TV packages, television programs (dance routines), television production, television commercials.
TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

TED COLLINS CORP.
1819 Broadway, New York 23, N. Y., Tel.: Circle 7-0094; Ted Collins, manager.
Services: Production, talent.

COLONIAL FILMS
1980 S. George Mason Dr., Arlington 4, Va., Tel.: Jackson 5-8021; Harold L. Lasater, owner.
Services: Motion picture production.

COLSON & CO.
709 Jefferson Tower, Dallas, Texas, Tel.: Yale 5510; Harrison D. Colson, president.
Services: Package films and commercials.

COLUMBIA ARTISTS MANAGEMENT INC.
112 W. 57th St., New York 19, N. Y., Tel.: Circle 7-6800; Frederick Schang Jr., president; Eleanor French, director of TV Dept.
Services: Talent.

COLUMBIA PRODUCTIONS & ARTISTS INC.
1350 N. Highland Ave., Hollywood 28, Calif., Tel.: Hollywood 9-3737; Sam Krumholz, president.
Services: Films for television.

COURNEYA PRODUCTIONS
418 S. Robertson Blvd., Los Angeles 33, Calif., Tel.: Crestview 5-4273.
Services: TV recording, package programs, production.

LOUIS G. COWAN, INC.
575 Madison Ave., New York 22, N. Y., Tel.: Plaza 9-3700; Alfred L. Holland, vice president.
Services: TV production, package shows, consultant service.

CRAGWATER PICTURES INC.
6764 Lexington Ave., Hollywood 32, Calif., Tel.: Hemsted 6858; Robert Crawford.
Services: TV package programs, production, equipment rental.

LEIGH CROSBY (Formerly Crosby & Fogle Radio Productions)
1651 Cosmo St., Hollywood 28, Calif., Tel.: Hollywood 9-5408; Tracy Moore.
Services: TV production.

CRISLEY BROADCASTING CORP.
140 W. 5th St., Cincinnati 2, Ohio, Tel.: Cherry 1822; R. E. Dunville, president.
Services: TV package programs, production, talent.

DEMBY CO.
34 E. State, New York 22, N. Y., Tel.: Plaza 9-4045; Emanuel H. Demby, director.
Services: Newsreel, package, film programs, educational film shows.

DEPICTO FILMS INC.
2465 Cadillac Tower, Detroit 26, Mich., Tel.: Woodward 1-6551; William F. Depen, president.
Services: TV package programs, commercials, recording.

DEPICTO FILMS Inc.
254 W. 54th St., New York 19, N. Y.; Columbus 8-1621; John Hans.
Services: TV film commercials.

JERRY DEVINE PRODUCTIONS
6331 Hollywood Blvd., Hollywood 28, Calif., Tel.: Hudson 2-1228; Jerry Devine, producer.
Services: Package programs.

ALFRED DIXON
190 E. 59th St., New York City, Tel.: Murray Hill 5-8415; Alfred Dixon, president.
Services: TV scripts, package programs, production, talent, coaching and consulting service.

DOUGLAS PRODUCTIONS
1425 S. Racine, Chicago 8, Ill., Tel.: Haymarket 1-0699; Arthur R. Jones, sales and planning manager.
Services: TV program production, package programs, scripts.

D. P. M. PRODUCTIONS Inc.
62 W. 45th St., New York 19, N. Y., Tel.: Murray Hill 2-0040; Dorothy P. Maukby.

SHERMAN H. DRYER PRODUCTIONS
601 Madison Ave., New York 22, N. Y., Tel.: Templeton 8-3877; Sherman H. Dryer, president.
Services: TV programs, talent, scripts.

HARRY S. DUBE
19 Rockefeller Plaza, New York 20, N. Y., Tel.: Columbus 5-7035; J. Knight, manager.
Services: TV package programs, production, scripts, talent.

(Continued on page 236)
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Your outstanding source of dependable programming.

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All Ziv Shows are Produced Expressly for Television by
Expert Ziv Technicians, Writers, Musicians, Directors, and
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Hollywood movie stars and an all-star supporting cast. Action-packed complete half-hour episodes featuring roof-top chases, careening taxi cabs, motorcycle pursuits... "action" impossible in "live" TV. Three full-length selling commercials.

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ADVENTURE! INTRIGUE!

Top Hollywood actors, outstanding music and brilliant original scripts are combined in this intriguing, suspenseful series. Each half-hour program a complete, provocative episode... planned for three 1-minute selling commercials.

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HOLLYWOOD

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TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(Carried on from page 234)

DUDLEY TELEVISION CORP.
9008 Santa Monica Blvd., Beverly Hills, Calif., Tel.: Crestview 1-7256, Bradley 2-5344; Mr. Lynn Dudley, managing director.

DYNAMIK FILMS INC.
106 W. 59th St., New York 19, N. Y., Tel.: Trafalgar 3-6221; Henry Morley, president.

E

BRUCE ELLS & ASSOCIATES.
(Broadcasters Program Service) 2317 Maravilla Dr., Hollywood 38, Calif., Tel.: Hollywood 9-5800; Bruce E. Ells, president.

F

FAMILY THEATRE INC.

FADMAN ASSOCIATES LTD.
1501 Broadway, New York 18, N. Y., Tel.: Central 1-6562; Bert Fadman, president.

FAMOUS ARTISTS CORP.
5043 Hollywood Blvd., Beverly Hills, Calif., Tel.: Crestview 1-2222; Jack Gish, president.

FANCHON & MARCO INC.
323 W. 6th St., Los Angeles 11, Calif., Tel.: Michigan 7381; Russ Stapleton, manager.

FERNANDEZ TELEVISION INC.
25 W. 40th St., New York 18, N. Y., Tel.: Plaza 3-5443; Maggy Fisher, owner.

FEDERAL TELEVISION PRODUCTIONS.
40 E. 40th St., New York 16, N. Y., Tel.: Murray Hill 3-1592; Hubert V. Chaim, president.

FERN MARTIN PRODUCTIONS.
106 W. 59th St., New York 19, N. Y., Tel.: Plaza 3-6231; Murray Hill 7-3561; Jack Fried, president.

FILM DEVICES INC.
13 E. 37th St., New York, N. Y., Tel.: Murray Hill 5-4175; Leo R. Dratsfeld, president.

FILMPAX PRODUCTIONS
19 E. 33rd St., New York 17, N. Y., Tel.: Murray Hill 3-5536; Charles S. Llewellyn, general manager.

FILMEFFECTS OF HOLLYWOOD
1134 N. Highland Avenue, Hollywood 28, Calif., Tel.: Hollywood 8-8900; Charles S. Lewis, General Manager.

FILM FEATURES ASSOCIATES, LINDNER VIDEO PRODUCTIONS
861 West Ave, New York 23, N. Y., Tel.: Monument 2-6111; Ed Lindner, director.

FILM SERVICES
Services: Package programs, scripts, production, jingles, consultant service.

FILM GRAPHICS INC.
245 W. 59th St., New York 18, N. Y., Tel.: Lavent 2-1582; Maggy Fisher, owner.

FILM MANKERS INC.
322 E. 24th St., New York 10, N. Y., Tel.: Murray Hill 5-3336; J. H. Lemon, president.

FILM STUDIOS OF CHICAGO
13 S. LaSalle St., Chicago 3, Ill., Tel.: Central 2-4942; Jules B. Schiff, manager.

FISHES
24 E. 46th St., New York 17, N. Y., Tel.: Times Square 2-5272; Alice Fishes, president.

FISHER PRODUCTIONS
347 E. 52nd St., New York City, Tel.: Plaza 3-5443; Maggy Fisher, owner.

FISHER PRODUCTIONS, INC.
6000 Sunset Blvd., Hollywood 28, Calif., Tel.: Hollywood 8-4907; Harry F. Mahon, executive producer.

FUTURISTIC-INCOMPARABLE PRODUCTIONS INC.
113 W. 57th St., New York 18, N. Y., Tel.: Crestview 1-5222; Frank A. Anderson, president.

G

G-L ENTERPRISES INC.
270 Park Ave., New York 17, N. Y., Tel.: Plaza 5-0472; Ed. R. Lewis, services: Educational film shorts and film productions.

G & W TELEVISION PRODUCTIONS, INC.
307 E. 44th St., New York 17, N. Y., Tel.: Murray Hill 7-5354; Robert Whiteman, manager.

GAINSBOURGH ASSOCIATES INC.
1440 Broadway, New York 3, N. Y., Tel.: Murray Hill 7-5354; Mitchell Jablon, president.

GALAXY AGENCY INC.
40 E. 46th St., New York 17, N. Y., Tel.: Plaza 7-3100; L. Clyde Anderson, owner.

GALE INC.
347 E. 52nd St., New York 17, N. Y., Tel.: Plaza 3-5443; Maggy Fisher, owner.

GALLY PRODUCTIONS
48 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-1108; Tim Gale, president.

GARREY PRODUCTIONS
48 W. 48th St., New York 19, N. Y., Tel.: Plaza 7-1108; Gisep Gale, president.

GASS PRODUCTIONS
3276 Meriden Rd., Waterbury 63, Conn., Tel.: 2-3972; Joe Gallucci, president.

GENERAL ARTISTS CORP.
1270 RKO Blvd., New York 20, N. Y., Tel.: Circle 7-7550; Thomas G. Rock, president.

GENERAL PRODUCTIONS INC.
112 E. 57th St., New York 21, N. Y., Tel.: Circle 7-5435; Thomas G. Rock, president.

GIBBONS PRODUCTIONS
169 E. 57th St., New York 21, N. Y., Tel.: Circle 7-5435; Thomas G. Rock, president.
H

HERMAN HACK PRODUCTIONS
333 N. Laurel Ave., Los Angeles 48, Calif.; Tel.: Plaza 3-4918; Herman Hack, president.
Services: TV scripts, program production and packages.

SYLVIA HAILO THEATRICAL
113 W. 57th St., New York 19, N. Y.; Tel.: Judson 6-2731; Sylvia Hailo. Services: TV talent.

WENDELL HALL MUSIC MAKER PRODUCTIONS
4355 N. Paulina St., Chicago 13, III.; Tel.: Uptown 7-4141; Wendell Hall. Services: TV package programs and commercials, talent.

MITCHELL J. HAMILBURG
8776 Sunset Blvd., Hollywood 46, Calif.; Tel.: Crestview 5-4171; Mitchell J. Hamlburg. Services: TV scripts, package programs, talent.

LADYDOLLIE HAMMOND PRODUCTIONS INC.
455 E. 51st St., New York 22, N. Y.; Tel.: Waldorf 4-1390; Paul Beal. Services: Animated and film productions.

PAUL HANCE PRODUCTIONS INC.
20 W. 47th St., New York 19, N. Y.; Tel.: Plaza 4-2031; W. S. Toman. Mark Goodman, partner.
Services: TV package programs, production.

MARTIN A. GOSCH PRODUCTIONS
14 E. 53rd St., New York 22, N. Y.; Tel.: Plaza 4-6531; Harry S. Goodman, general manager.
Services: TV package programs, production, (paid and syndicated spots).

GOODSON-TODMAN PRODUCTIONS
Services: TV package programs, production.

GOTHAM RECORDING CORP.
2 W. 46th St., New York 19, N. Y.; Tel.: Judson 5-5577; Herbert M. Moss, president.
Services: Film scoring, editing and recording, TV package programs.

GREEN ASSOCIATES
520 N. Michigan Ave., Chicago 11, Ill.; Tel.: Whitehall 4-0180; Lewis G. Green, manager.
Services: TV scripts, package programs, production, spot announcements, idea creations.

BRENN GREENE, FILM PRODUCTIONS
48 W. 48th St., New York 19; Tel.: Plaza 7-3868; Brenn Greene, executive in charge.
Services: Complete productions from script to finished film.

AL GROSSMANN AGENCY
RKO Bldg., 1374 Madison Ave., New York 20, N. Y.; Tel.: Circle 9-4229; Al Grossmann, owner.
Services: TV package programs, talent casting.

JOHN GUIDEL RADIO PRODUCTIONS
1860 N. Vine St., Hollywood 28, Calif.; Tel.: Hemptead 5166; John Guidel, vice president.
Services: Program packages, production, scripts.
If you plan to operate
you already operate
... a television station
en then this advertisement is aimed at you

Planning has become an indispensable factor in the successful growth of any business today. When rooted in sound knowledge and previous achievement, it can save many dollars and much time. Knowing where you're going gets you there faster.

The Peter R. Levin Organization offers the combined abilities of experts in many phases of station planning and operation. We can serve you at every step (and also save you many needless ones). If, for example, you are just entering the TV field, our group can prepare a long-range business plan and aid you with your license application. Or we can carry you through the design and architectural stages to the development of profitable programming, promotion, business-building policies, and efficient management techniques. Best of all, you may retain either overall or specific counsel-ling, as your needs demand.

Whether you plan to invest in a new TV station... or have an established property that should be more profitable—we invite your investigation, at no cost to you, of the useful services our group offers.

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management counsel in radio and TV
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TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

LEO MORRISON INC. 9441 Wilshire Blvd., Beverly Hills, Calif.; Tel.: Crestview 1-8191; Leo Morrison, president. Services: Talent.

CARLTON MORSE PRODUCTIONS 150 E. 57th St., New York 22, N. Y.; Tel.: Hollywood 9-6161; Carlton Morse, president. Services: Talent.

MORTON TELEVISION PRODUCTIONS INC. 360 N. Michigan Ave., Chicago, Ill.; Tel.: 312-414; Morton Jacobson, president. Services: Scripts, package programs, production.

MOSS FILM PRODUCTIONS 25 California St., San Francisco 11, Calif.; Tel.: Sutter 1-3967; Elmer Moss, owner. Services: Film commercials, production service.

HERBERT M. MOSS PRODUCTIONS 100 W. 55th St., New York, N. Y. Services: TV productions.

MOTION PICTURE ADVERTISING SERVICE CO. 270 E. 42nd St., New York, N. Y.; Tel.: Murray Hill 6-3717; Claude Lee. Services: TV productions.

MOTION PICTURE SERVICE CO. 15 E. 53rd St., New York, N. Y.; Tel.: Murray Hill 6-3717; Alfred K. Levy, manager. Services: Film productions.

TED NELSON ASSOCIATES 598 Madison Ave., New York 22, N. Y.; Tel.: Plaza 9-4500; Ted Nemeth, president. Services: TV scripts, package programs, production, talent.


NATIONAL PRODUCTIONS 1415 Coast Blvd., Corona del Mar, Calif.; Tel.: Hillside 6118; John Swallow, manager. Services: Film productions.

NATIONAL SAFETY COUNCIL 425 N. Michigan Blvd., Chicago 11, Ill.; Tel.: Whitehall 8800; Dan Thompson, radio director. Services: Film news coverage, sound and picture prints, laboratory.

NATIONAL SCREEN SERVICE CORP. 1600 Broadway, New York 19, N. Y.; Tel.: Harrison 9-0500; David J. Adam, director of advertising and publicity. Services: Television film commercials, TV trailers, weather spots, station openings, film openings.


TED NEMETH STUDIOS 725 Seventh Ave., New York 19, N. Y.; Tel.: Circle 5-8147; Ted Nemeth. Services: Production.

NETHERLANDS INFORMATION BUREAU 10 Rockefeller Plaza, New York 20, N. Y.; Tel.: Columbus 5-6218; J. F. Boureau, director. Services: TV programs about Holland. San Francisco—488 Mills Bldg., Tel.: Exbrook 2-1974; July Lundgren, director, Holland, Mich.—City Hall, Tel.: Holland 4-8174; Willard C. Wichers, director.

OLMANN TELEVISION PRODUCTIONS INC. 19 Rector St., New York, N. Y. Services: TV package programs, production.

ODESY PICTURES INC. 666 N. Robertson Blvd., Los Angeles 46, Calif.; Tel.: Crestview 1-6017; Douglas Jordan, Jr., co-owner; Sol Lesser, co-owner. Services: Production of film for television.

OLIO VIDEO TELEVISION PRODUCTIONS 20 E. 42nd St., New York, N. Y.; Tel.: Murray Hill 2-3218; Dick D. Cort, film director. Services: TV programs, package programs (live and film) production.

ORSBAT & CO. INC. 211 S. Beverly Dr., Beverly Hills, Calif.; Tel.: Crestview 6-2414; Irving Salt- kow. Services: TV scripts, package programs, talent.

OZKARTE TELEVISION PRODUCTIONS INC. 6233 Selma Ave., Hollywood 28, Calif.; Tel.: Hollywood 1-1111; Frank Oxart. Services: TV program packages, production.

PACKAGED PROGRAMS INC. 636 Penn Ave., Pittsburgh 22, Pa.; Tel.: Granite 1-7415; M. E. Fierst, general manager. Services: TV scripts, package programs, production, talent.

PARAMOUNT TELEVISION PRODUCTIONS INC. 1501 Broadway, New York 18, N. Y.; Tel.: Bryant 9-8631; George T. Shupert, vice president. Services: TV program packages, production, talent.

PAUL PARRY PRODUCTIONS 7537 Sunset Blvd., Hollywood 46, Calif.; Tel.: Granite 4-7714; Paul Parry, executive producer. Services: Film services, visual education and entertainment.

MEYER B. NORTH 1564 Broadway, New York 19, N. Y.; Tel.: Plaza 7-3445; Meyer B. North, president. Services: Talent, TV programs.


MOTION PICTURE SERVICE CO. 16 W. 47th St., New York 36, N. Y., Tel.: 76 Broad St., Guilford, Conn., Tel.: Whitehall 4-4800; Dan Thompson, radio director. Services: Film commercials, production, talent.

MOLLY'S FILM CO. 112-114 W. 46th St., New York, N. Y.; Tel.: Murray Hill 6-3800; Frank Oxart. Services: Package and film productions.

MONEY STREET PRODUCTIONS 10 Rockefeller Plaza, New York 20, N. Y.; Tel.: Columbus 5-6218; J. F. Boureau, director. Services: TV programs about Holland. San Francisco—488 Mills Bldg., Tel.: Exbrook 2-1974; July Lundgren, director, Holland, Mich.—City Hall, Tel.: Holland 4-8174; Willard C. Wichers, director.

PHILADELPHIA-PACKARD BLDG., Tel.: Rittenhouse 2-6741; Al Fingerman, manager. Hollywood—6611 Santa Monica Blvd., Tel.: Hillside 6118; John Swallow, manager. New York—270 Park Ave., Tel.: Plaza 6-8182; Howard Enders, vice president. Montreal—1176 Sherbrook St., W., Tel.: Grove 3-1280; Rosemary Lenso, manager. Services: TV scripts, package programs, production.

PETER J. MORRISON 9331 Sunset Blvd., Hollywood 28, Calif.; Tel.: Crestview 1-8191; Peter J. Morrison, president. Services: Talent.

PETER J. MORRISON 9331 Sunset Blvd., Hollywood 28, Calif.; Tel.: Crestview 1-8191; Peter J. Morrison, president. Services: Talent.

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PETER J. MORRISON 9331 Sunset Blvd., Hollywood 28, Calif.; Tel.: Crestview 1-8191; Peter J. Morrison, president. Services: Talent.
TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(Continued from page 241)

ROCKET PICTURES INC. 1200 Santa Monica Blvd., Hollywood 38, Calif., Tel.: Granite 7-2171; J. Richard Weston, president. Services: Commercial spots.

ROCKHILL RADIO & TV PRODUCTIONS 18 E 56th St., New York 22, N. Y., Tel.: Plaza 7-9796; Stanley J. Wolf, manager. Services: TV productions, recording.

RICHARD H. ROFFMAN ASSOCIATES 646 Park Ave., Hotel Sulgrave, New York 16, N. Y., Tel.: Trinidad 9-5640; Richard H. Roffman, president. Services: TV scripts, package programs, talent, publicity and public relations service.

ROGELL PRODUCTIONS INC. 646 Park Ave., Hotel Sulgrave, New York 16, N. Y., Tel.: Plaza 7-9796; Albert S. Rogell, manager. Services: TV productions, recording.

ROLLOW-CLARK & CO. 108 Oak Street, Denton, Texas; Bill Rollow.


RUBY FILM CO. 729 Seventh Ave., New York 19, N. Y., Tel.: Circle 5-5640; Edward Ruby.

S

SACK TELEVISION ENTERPRISES 358 W 44th St., New York 18, N. Y., Tel.: Judson 3-2230; Julius Sack, sales manager. Services: Motion picture films for television.

BARNARD L. SACKETT TELEVISION-RADIO PRODUCTIONS Bankers Securities Bldg., Philadelphia 44, Pa., Tel.: Kingsley 5-7085; Barnard L. Sackett. Services: TV scripts, package programs and commercials, talent.

SAM SAMUELS 1564 Broadway, New York 19, N. Y., Tel.: Judson 5-5640; Sam Samuels. Services: TV package programs, talent.

SANFT-COSTA TELEVISION FEATURES 17 E 42nd St., New York 17, N. Y., Tel.: Murray Hill 7-0720; Sidney Sanft, Don Costa, producers. Services: TV package programs, production, scripts.

JAMES L. SAPPHIRE AGENCY INC. 9338 Brighton Way, Beverly Hills, Calif., Tel.: Crestview 1-7231; James L. Sapher, president. Services: TV package programs, production, talent.

SABRA INC. 200 E 56th St., New York 22, N. Y., Tel.: Murray Hill 8-0685; Jack Henderson. Services: Custom made television commercials for national advertisers. Branch Offices: 16 E Ontario St., Chicago, Ill., Tel.: Whitehall 4-1515; Joe Betzer.

WALTER SCHWIMMER PRODUCTIONS INC. 75 Wacker Dr., Chicago 1, Ill., Tel.: Franklin 2-4932; Walter Schwimmer, president. Services: TV scripts, package programs, production.

SCIENCE PICTURES INC. 5 E 57th St., New York 17, N. Y., Tel.: Plaza 8-5352; Francis C. Thayer. Services: Animated, educational film shorts and film productions.

SCREEN GEMS INC., (TV Department) 729 Seventh Ave., New York, N. Y., Tel.: Circle 5-5044; Ralph Cohn, manager. Services: Television shows.

SEABOARD STUDIOS INC. 157 E 65th St., New York, N. Y., Tel.: Regent 7-9200; Sanford R. Johnson, president. Services: Commercial spots and shows for TV.

SEIDEL FILMS 853 Seventh Ave., New York, N. Y.; Tom Seidel.

SELLES COMPANY 9051 Main, Dallas, Texas, Tel.: Randolph 9976; J. E. Sellers, manager. Services: TV production and recording for films.


GEORGE SHACKLEY (Formerly Moonbeams Broadcasts Inc.) 701 7th Ave., New York 17, N. Y., Tel.: Columbus 5-7465; George Shackley, president. Services: TV scripts, production.

SHERWOOD PICTURES CORP. 1369 Broadway, Brooklyn, N. Y. T. Marc Sherwood.


SKYLINE PRODUCTIONS INC. 127 E 61st St., New York 21, N. Y., Tel.: Templeton 7-7550; Robert B. Spafford, president. Services: Film productions. Branch Offices: Hollywood 28, Calif., Tel.: Franklin 2-4932; Walter Schwimmer, president. Services: Television shows.

SEABOARD STUDIOS INC. 157 E 65th St., New York, N. Y., Tel.: Ben 7-2000; Sanford R. Johnson, president. Services: Commercial spots and shows for TV.

“Who has complete motion picture production facilities from script to finished film . . . for television?”

“Seaboard Studios . . . they have an entire building devoted to TV films . . . 157 East 69th Street, New York 21, New York . . . or call REgent 7-9200.”

Producers of Tele-Discs. Distributed by United Artists-TV.

SEABOARD STUDIOS, INC. Sandford Johnson, President

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BROADCASTING • Telecasting
THESE SPOTS BEFORE YOUR EYES

WERE PRODUCED BY

SARRA INC.
New York • Chicago

Hudson Motor Car Company
Brooke, Smith, French & Darrance, Inc.

Jules Montenier, Inc.
Earle Ludgin & Co.

The R. T. French Company
J. Walter Thompson Co.

Zenith Radio Corporation
MacFarland Aveyard & Company, Chicago

Ipona Toothpaste
Doherty, Clifford & Shenfield, Inc.

French's

Sun Oil Company
Hewitt, Ogilvy, Benson & Mather, Inc.

Ipana Toothpaste

Dohe-ty, Clifford & Shenfield, Inc.
TV STOCK SHOTS
over 2,000,000 feet
of up-to-date film

* SPORTS
* NEWS
* TRAVEL
* BACKGROUNDS
* PERSONALITIES

YOU NAME IT!
Chances are we have it—
ON FILM!

* STOCK SHOT DIVISION

STERLING TELEVISION CO., INC.
316 W. 57 St., NYC 19
Judson 6-3750

(Continued from page 242)

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

SNADER PRODUCTIONS
171 S. Beverly Drive, Beverly Hills, Calif.; Tel.: Crestview 5-4451; Louis D. Snader, president.
Services: Snader Telestractions library, musical films, features.
New York—229, 42d St.; Tel.: Long- acre 4-3971; Oliver A. Unger.
Chicago—59 E. Van Buren St., N. W.; Tel.: Webster 9-5466; E. Jonny Graff, national sales manager.
Atlanta—726 Spring St., N. W.; Jack McClain, southern sales manager.

JOSEPH I. SONDRENREICH
141 W. 14th St., New York 13, N. Y.; Tel.: Monument 3-7138; Joseph I. Sondrenreich, owner.
Services: TV program packages, production, production management and representation.

SOUND MASTERS INC.
165 W. 46th St., New York 19, N. Y.; Tel.: Plaza 1-6660; Francis Carter Wood Jr., vice president.
Services: Motion pictures for TV, sound recording services, lab.

SOUVANE COMPANY
305 Flower St., New York 20, N. Y.; Tel.: Circle 7-6566; Henry Souvane, president.
Services: TV program packages, production.

SIGMUND SPAETH
401 E. 56th St., New York 22, N. Y.; Tel.: Plaza 6-0678; Sigmund Spaeth, president.
Services: TV scripts, package programs, production, talent, personal appearances.

SPECIAL PURPOSE FILMS INC.
44 W. 56th St., New York 19, N. Y.; Tel.: Central 4-3888; Ben Salem, president.

SPECIALTY TELEVISION FILMS INC.
45 W. 45th St., New York 19, N. Y.; Tel.: Luxembourg 2-4717; Jules B. Weil, president.
Services: Films for TV.

SPEEDY-G & GENTHE SOUND EFFECTS
1344 S. Flower St., Los Angeles 15, Calif.; Tel.: Prospect 2005; Philip Johnson, manager.
Services: Recorded sound effects.

SQUARE DEAL PICTURES CORP.
Pines Bridge Road, Ostaining, N. Y.; Tel.: Ostaining 2-8217; Donn Marvin, vice president.
Services: Production, films available. Produces films to order, from idea to finish picture.

WILBUR STARK
510 Madison Ave., New York, N. Y.; Tel.: Plaza 3-1728.
Services: Package.

STARR PIANO CO.
1344 E. Flower St., Los Angeles 15, Calif.; Tel.: Prospect 2005; Philip Johnson, manager.
Services: Sound effects records.

STAMPFEL-OLENICK AGENCY
717 N. La Cienega Blvd., Los Angeles 46, Calif.; Tel.: Crestview 1-7411; Frank Stempel, partner.
Services: TV scripts, package programs.

STERLING TELEVISION CO.
316 W. 57th St., New York 19, N. Y.; Tel.: Judson 6-3168; Saul J. Turell, president.
Service: TV film producers, superb features, shorts, documentaries, and film series, stock shot di-

MIKE STOKEY PRODUCTIONS
6123 Selma Ave., Hollywood, Calif.; Tel.: Hudson 2-1241; Michael W. Stokey.
Services: Pack and film production.

WILBUR STRECH PRODUCTIONS
1697 Broadway, New York 19, N. Y.; Tel.: Judson 2-3618; Wilbur J. Streech, owner.
Services: Production of entertainment and commercial films.

STERNFIELD FILM CO.
520 Phelps Rd., N. E. Atlanta, Ga., Tel.; Cherokee 5217; Robert B. Strickland, owner.
Services: Studio complete production and processing facilities.

RICHARD STROUT PRODUCTIONS
Box 321, Hollywood 28, Calif.; Tel.: Hemptstead 8057; George C. Meacham, president.
Services: Custom-built films.

BILL STURM STUDIOS INC.
63 E. 9th St., New York, N. Y.; Tel.: Oregon 7-7470; A. D. Hecht, manager.
Services: Complete facilities, including large animation dept., for producing film from script to screen.

IRVIN PAUL SULDS INC.
654 Madison Ave., New York 21, N. Y.; Tel.: Templeton 4-9202; Irvin Paul Sulds.

SUN DIAL FILMS INC.
341 E. 43rd St., New York 17, N. Y.; Tel.: Murray Hill 6-5424; Samuel A. Dafove, president.
Services: TV film production.

JOHN SUTHERLAND PRODUCTIONS INC.
201 N. Occidental Blvd., Los Angeles 26, Calif.; Tel.: Dunkirk 8-3212; John Sutherland; New York, 60 E. 42nd St., Richard Culligan.

TELEFIRST PRODUCTIONS INC.

TECHNICON STUDIOS
Services: Features and packages.

TELEAIR ASSOCIATES
306 Madison Ave., New York 17, N. Y.; Tel.: Murray Hill 6-3168; Robert N. Brotherton, president.
Services: Cartoon film spots.

TELEVISION FEATURES INC.
460 Lexington Ave., New York 17, N. Y.; Tel.: Judson 6-3168; Larry Gordon, president.
Services: Educational film shorts, animated, packages and film productions.

TELEVISION FILMS OF AMERICA
6350 DeLongpre Ave., Hollywood 28, Calif.; Tel.: Hillside 9001; Jack Parker, vice president and executive pro-
ducer.
Services: Live and transcription programs to order; syndicated TV films available.

TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

1 TELEMATED CARTOONS
70 E. 45th St., New York 17, N. Y.; Tel.: Murray Hill 6-3168; Saul S. Taffet, producer director.
Services: TV film commercials, storyboards, animation, titles, scripts.

TELEMOUNT PICTURES INC.
5255 Clinton St., Los Angeles 4, Calif.; Tel.: Hollywood 8-3821; Henry B. Newman, president.
Services: Producer of motion picture film.

TELEPAK INC.
201 N. Carmelina Ave., Los Angeles 24, Calif., C. Robert Longnecker.

TELEPIX CORP.
6233 Hollywood Blvd., Hollywood, Calif.; Tel.: Mutual 8-3907; Wally Sherwin, executive producer.
Services: Features and packages.

TELEVISION CARTOONS INC.
135 W. 46th St., New York 19, N. Y.; Tel.: Judson 6-3168; Robert N. Brotherton, president.
Services: Cartoon film spots.

TELEVISION FEATURES INC.
460 Lexington Ave., New York 17, N. Y.; Tel.: Judson 6-3168; Larry Gordon, president.
Services: Educational film shorts, animated, packages and film productions.

TELEVISION FILMS OF AMERICA
6350 DeLongpre Ave., Hollywood 28, Calif.; Tel.: Hillside 9001; Jack Parker, vice president and executive pro-
ducer.
Services: Live and transcription programs to order; syndicated TV films available.

Branch Offices: 560 Stockton St., San Francisco 8, Calif.; Tel.: Butler 1-7810; Kaye Hyde, manager, 40 E. Oak St., Chicago 11, Ill.; Tel.: Whittall 4-6609; Elzie Jones, manager, 1105 Pitt St., New York 10, N. Y., Tel.: Mur-

TELECAST FILMS INC.
112 W. 48th St., New York 19, N. Y.; Tel.: Judson 6-5480; Gordon Hedwig, executive producer.
Services: Features for TV.

TELEFEATURE PRODUCTIONS INC.
30 Rockefeller Plaza, New York 20, N. Y.; Tel.: Judson 2-3208-7 & 8; West Hooker, president.
Services: TV package programs, production.

Chicago 6-205 W. Wacker Dr., Tel.: Randolph 6-7100; Lauren Healy, manager.

SWANK FILMS INC.
627 Salem Ave., Dayton 6, Ohio; Tel.: Taylor 4128; Jerrold A. Swank, president.
Services: Slides, art work, Balopticon cards, animation.

H. N. SWANSON INC.
5333 Sunset Blvd., West Hollywood 46, Calif.; Tel.: Crestview 1-5134; Edgar Carter.
Services: TV scripts, package programs.

HAL TATE PRODUCTIONS
831 S. Wabash Ave, Chicago 5, Ill.; Tel.: Harrison 1-3010; Hal Tate, presi-
dent.
Services: TV package programs, pro-
duction, consultant services.

TAYLOR PRODUCTIONS INC.

TELEVISION ASSOCIATED PRODUC-
TIONS
316 W. 5th St., Los Angeles 17, Calif.; Tel.: Mutual 3-9367; Wally Sherwin, executive producer.
Services: Features and packages.

TELEVISION CARTOONS INC.
135 W. 46th St., New York 19, N. Y.; Tel.: Judson 6-3168; Robert N. Brotherton, president.
Services: Cartoon film spots.

TELEVISION FEATURES INC.
460 Lexington Ave., New York 17, N. Y.; Tel.: Judson 6-3168; Larry Gordon, president.
Services: Educational film shorts, animated, packages and film productions.

TELEVISION ARTS PRODUCTIONS INC.
7233 Stuart St., Berkeley, Calif., J. T. Ward.

BROADCASTING • Telecasting

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TV PROGRAM PRODUCTION AND RELATED SERVICES

TELEVISION GUILD PRODUCTION INC.
210 N. Larchmont Blvd., Los Angeles 4, Calif., Tel.: Hollywood 3-2893; Jack Miles, president and production consultant.
Services: Film commercials and shorts.

TELEVISION INTERNATIONAL CO.
25 W. 45th St., New York 19, N. Y., Tel.: Plaza 7-4360.

TELEVISION PRODUCTION ASSOCIATES
130 E. 61st St., New York 21, N. Y., Tel.: Templeton 8-7023; Charles Irving, director.
Services: TV production, scripts, programs.

TELEVISION SCREEN PRODUCTIONS INC.
17 E. 45th St., New York 17, N. Y., Tel.: Murray Hill 2-8877; Charles J. Basch Jr., president.
Services: TV program packages, production, talent.

TEL RA PRODUCTIONS
1518 Walnut St., Philadelphia 2, Pa., Tel.: Kingsley 3-8340; W. Wallace Orr, director.
Services: TV program production.

MARCHALL TEMPLETON INC.

MICHAEL TERR INC.
1276 N. Crescent Hts., Hollywood 46, Calif., Tel.: Houdin 2-9128; Michael Terr, executive in charge.
Services: Production of dramatic TV shorts.

THE THEATRE GUILD INC.
22 W. 52nd St., New York, N. Y., Tel.: Columbus 2-6170; Warren Caro, executive director, TV dept.
Services: package.

TOMLIN FILM PRODUCTIONS INC.
480 Lexington Ave., New York 17, N. Y., Tel.: Plaza 8-2827; Frederick A. Tomlin, president.
Services: Animated and film productions.

TRANSCREATION BROADCASTING & TELEVISION CORP.
400 Lexington Ave., New York 17, N. Y., Tel.: Plaza 8-2827; Frederick A. Tomlin, president.
Services: Animated and film productions.

TRANSFILM INC.
35 W. 45th St., New York 19, N. Y., Tel.: Lucerne 2-1400; William B. Tomlinson, executive in charge.
Services: TV spot commercials and film production.

TRANSVIDEO CORP. OF AMERICA
2 W. 46th St., New York 29, N. Y., Tel.: Lucerne 2-1380; Theodore A. Paristi.

TRI-VIDEO PRODUCTIONS INC.
15 Central Park West, New York 23, N. Y.; Jack Goldstein.

TV ADS INC.
3839 Wilshire Blvd., Los Angeles 5, Calif., Tel.: Dunkirk 8-1123; Doris Ball, president.
Services: Commercials.

TV-PROGRAMS INC.
Empire State Bldg., New York 1, N. Y., Tel.: Chickering 4-1274; Edward Roberts Jr., president.
Services: TV program packages, production, talent.

U

GEORGE ULLMAN AGENCY INC.
879 Sunset Blvd., Los Angeles 46, Calif., Tel.: Crestview 4-5238; George Ullman, president.
Services: TV scripts, package programs, talent.

RICHARD H. ULLMAN INC.
295 Delaware Ave., Buffalo 2, N. Y., Tel.: Cleveland 2066; Richard H. Ullman, president.
Services: TV program packages, production, scripts.

UNITED BROADCASTING CO. INC.
301 Erie St., Chicago 11, Ill., Tel.: Superior 7-6114; William L. Klein, president.
Services: TV program production, talent, sound equipment.

UNITED FEATURE SYNDICATE INC.
220 E. 42nd St., New York 17, N. Y., Tel.: Trinity 1-3710; James V. Sircus, proprietor.
Services: Sound recording and script service.

UNITED FILM SERVICE INC.
3839 Wilshire Blvd., Los Angeles 5, Calif., Tel.: Chickering 4-1274; George H. Ullman, owner.
Services: TV package programs, production, talent.

UNITED TELEFILM CO.
106 W. 39th St., New York 18, N. Y., Tel.: Longacre 3-5127; Jesse L. Stern, president.
Services: TV program production.

UNITED TELEVISION ARTISTS

UNITED TELEVISION PROGRAMS INC.
360 N. Michigan Ave., Chicago 1, Ill., Tel.: Central 6-0041; William Blink, co-owner.
Services: TV package programs.

UNITED TELEVISION PROGRAMS INC.
New York 22-444 Madison Ave., Tel.: Plaza 8-2827; Aaron Beckwith, Los Angeles 36-140 N. La Brea, Tel.: Webster 8-9181; Gerald King, co-owner.

UNUSUAL FEATURES SYNDICATE
325 N. Michigan Ave., Chicago 1, Ill., Tel.: Franklin 2-3862; Dean Schaefer, owner.
Services: TV program production, programs.

V

THOMAS J. VALENTINO INC.
150 W. 46th St., New York 19, N. Y., Tel.: Circle 4-4874; T. J. Valentino, president.
Services: Sound effect records, musical backgrounds for TV films.

VALLEY-VIDEO
601 Santa Monica Blvd., Hollywood 38, Calif., Tel.: Hillside 6118; John W. Seallow, manager.
Services: Making of films.

VAN PRAAG PRODUCTIONS
1900 Broadway, New York 1, N. Y., Tel.: Plaza 7-2827.

VENTI-DAVIS INC.
12 E. 40th St., New York 17, N. Y., Tel.: Murray Hill 9-1084; Robert F. Davis, president.
Services: animated and film productions.

VICTOR RADIO ENTERPRISES
1004 E. Jefferson Ave., Detroit 7, Tel.: Woodward 2-3400; Clifford Hanna, partner.
Services: Producer of TV commercials.

VIDEO DRAMA PRODUCTIONS
505 5th Ave., New York City, Tel.: Murray Hill 2-0586; Henry E. Marzec, president.
Services: TV scripts, package programs, production.

VIDEO EVENTS INC.
535 5th Ave., New York 17, N. Y., Tel.: Murray Hill 7-1608; Juliusse Dupuy, president.
Services: TV package production.

VIDEO FILMS
1004 E. Jefferson Ave., Detroit 7, Tel.: Woodward 2-3400; Clifford Hanna, partner.
Services: Producer of TV commercials.

VIDEO PRODUCTIONS ASSOCIATES
319 W. 39th St., New York 1, N. Y., Tel.: Lackawanna 4-4422; Philip Brodsky, Miriam Tulin.
Services: TV scripts, package programs, production, consultant service.

(Continued on page 246)
TELEVISION PROGRAM PRODUCTION AND RELATED SERVICES

(Continued from page 245)

VIDEO VARIETIES CORP.
41 E. 50th St., New York 22, Tel.: Murray Hill 8-1162; Otto F. Williams, general sales manager.
Services: Film producers, programs & commercials. Studio: 510 W. 57th St., New York 19. Tel.: Circle 7-2066; Martin Henry, vice president production.

VIDICAM PICTURES CORP.
240 E. 29 St., New York 17, Tel.: Murray Hill 6-3311; Edward Roberts Carroll, vice president.
Services: TV film productions, both film commercials and regular programs.

J. FRANKLYN VIOLA
240 E. 39 St., New York 17, Tel.: Murray Hill 8-1162; William H. Viola, president.

VONNA PRODUCTIONS INC.
5818 Wilshire Blvd., Los Angeles, Calif., Tel.: Walnut 2098; Eddison Von Ostenfeld, president.
Services: TV program packages, production, scripts.

W.
ROGER WADE PRODUCTIONS
15 W. 46th St., New York 36, N. Y., Tel.: Circle 7-6797; Roger Wade, owner.
Services: Film production service, film commercials, slide films, motion pictures.

LOUIS WEISS & CO.
635 N. Fairfax Ave., Los Angeles 36, Calif., Tel.: Webster 8-5387; Adrian St. Louis, executive director.
Services: Production and distribution of television entertainment films.

WKBD (TV)
190 N. State St., Chicago 1, Ill., Tel.: Randolph 6-8310; John Mitchell.
Services: TV scripts, package programs, production, recordings.

WELGOT TRAILER SERVICE
620 Ninth Ave., New York 19, N. Y., Tel.: Circle 8-6450; Martin Gottlieb, Charles L. Wilson.
Services: Animated and feature films.

RUPE WERLING
Hidden Haven, Chalfont, Pa., Tel.: Lexington 707; Rupe Werling.
Services: TV scripts, package programs and commercials, production.

WILL H. VOELLER PRODUCTIONS
6097 Sunset Blvd., Hollywood 28, Calif., Tel.: Hudson 2-1597; William H. Voeller, owner.

WEST COAST SOUND STUDIOS
510 W. 57th St., New York 19, N. Y., Tel.: Circle 7-2066; Martin Henry.

WILSON PRODUCTIONS INC.
521 South Poplar St., Charlotte, N. C., Tel.: Judson 2-3711; Peter M. Rogers.
Washington-1121 Vernon Ave., N. W., Tel.: Stanley 3620; Jack Wagner.

WILLIAM ADVENTURE PRODUCTIONS INC.
120 South Poplar St., Charlotte, N. C., Tel.: F. White Jr., president.

WESTERN RECORDERS
6000 Sunset Blvd., Hollywood 28, Calif., Tel.: Hemphide 6117; R. Dixon Cinema, owner.

WESTERN TELEVISION DEVELOPMENTS
3000 Harry Hines Blvd., Dallas, Texas, Tel.: Riverside 3316; Alex Kessel, regional sales manager in charge film dept.
Services: Commercial announcements.

WILDING PICTURES PRODUCTIONS INC.
1345 Argyle St., Chicago 40, Ill., Tel.: Longyear 5-3020; C. H. Bradfield Jr., president.
Services: Producer of TV spot announcements and programs on film for TV.

WILSON PRODUCTIONS INC.
120 South Poplar St., Charlotte, N. C., Tel.: Judson 2-3711; Peter M. Rogers.

WOLF ASSOCIATES
420 Madison Ave., New York 17, N. Y., Tel.: 3-1760; Edward Wolf, manager.
Services: TV programs.

WOLFF-FEDMAN ENTERPRISES INC.
21 W. 42nd St., New York 18, N. Y., Tel.: Lackawana 4-3450; Max Wolf.

WOLFF-FEDMAN ENTERPRISES INC.
5631 Hollywood Blvd., Hollywood 28, Calif., Tel.: Granite 8-1016; Raphael G. Wolf, owner.
Services: Motion picture productions, 16mm and 35mm, black and white and color, animation.

WILLARD PICTURES INC.
45 W. 45th St., New York, N. Y., Tel.: Luxembourg 2-0430; John M. Squires Jr.

HAL WILSON PRODUCTIONS
442 Westbourne Dr., Los Angeles 48, Calif., Tel.: Cretsway 5-6814; Hal Wilson, owner.
Services: TV scripts, package programs, production, talent.

FRANK WIBAR PRODUCTIONS INC.
729 Santa Monica, Hollywood 46, Calif., Tel.: 2-3340; Frank Wibar.
Services: Film productions.

L. OSCAR WITTE
1004 S. Genesse Ave., Los Angeles 19, Calif., Tel.: Webster 1-9718; Oscar Witte, owner.
Services: TV scripts, cartoon characters for merchandising products.

WLS ARTIST BUREAU
1230 Washington Blvd., Chicago, Ill.,Tel.: Monroe 8-9700; George Ferguson, Earl K. Kurtz.
Services: Recording, talent representative for WLS artists.

WOLF ASSOCIATES
420 Madison Ave., New York 17, N. Y., Tel.: 3-1760; Edward Wolf, manager.
Services: TV programs.

WOLFF-FEDMAN ENTERPRISES INC.
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Foreign Television Stations

(Continued from page 189)

ITALY (Cont.)

Rome—(Proposed by June 1953).

Turin—(Proposed by June 1953).


JAPAN

Tokio (Kamada)—(Experimental). Radio Regulatory Commission. Frequency: 107.75-103.25 mc. Power: 0.5 kw. 525 lines, 30 frames.


MOROCCO


NETHERLANDS

(Estimated receivers: 5,000-6,000)


RUSSIA (U.S.S.R.)

(Estimated receivers: 21,500)

Note: Standards are 625 lines, 8 me channel, 50 fields, FM sound. Frequencies, powers and operating schedules are unknown

Kharkov—(Proposed). Power: 1 kw visual, 3 kw aural. 625 lines, 50 frames, FM sound.

Moscow—(Operating).

Stalingrad—(Proposed). Power: 5 kw visual, 3 kw aural. 625 lines, 50 frames, FM sound.


Stockholm—(Experimental). Power: 1 kw. 625 lines, 25 frames, 7 me channel, 5.5 mc video, FM sound.

Switzerland

Zurich—(Experimental). Power: 0.4 kw. 625 lines, 50 frames, 7 me channel, 5.5 mc video, FM sound.

Turkey

Istanbul—(Experimental). Technical University of Istanbul. 625 lines, 25 frames, 7 me channel, 5.5 mc video, FM sound.

Ukraine


Yugoslavia


BROAD CASTING  •  Telecasting

BEAUTY PRODUCTS, Ltd., 450 Lin- 
colin, Denver 2, Col., Noreen Super 
Satin Scent Cream Shampoo and 
Noreen Super Satin Crème 
Agency: Bradley Lane Adv. 
DEPARTMENT STORES, 215 W. 
BEECH-NUT PACKING Co., Cana- 
haraje, N., coffee, fried foods, 
J uice and Salad Mixes. Adv. Exec.: 
RALPH FOOTE; Agency: Kornfeld, 

PAUL REICH & CO., Bloomington, 
ILL., candy bars. Adv. Exec.: J. C. 
Moffett. Agency: Bowman & 
RUBENSON, 530 W. Lake St., Chi -

BELL & HOWELL CO., 7100 Mc-
Cormick Road, Chicago. Film- 
Sound and Eyemo motion picture 
equipment. Adv. Exec.: John 
Klepper. Agency: McCann- 
 Erickson 
Inc., Chicago. Exec.: Roland 
Cranmer.

BELTONE HEARING AID CO., 
1450 West 23rd St., Chicago. Belted 
hearing aids. Adv. Exec.: David 
H. Gross. Agency: Barlow, 
J. H. 
Chicago. Exec.: Henry 
Flaherty.

BENJAMIN FRANKLIN HOTEL, 
365 W. 42nd St., N. Y. 
Hotel. Adv. Exec.: Ralph 
Temple. Agency: 
Tatham- 
Laird Inc., Chicago.

BENJAMIN'S INC., 115 Dwight 
Ave., New Haven, Conn. 
Shoe repair. Adv. Exec.: 
E. H. BENEDIKSEN, 
South Bend, 
Wash.; canned oysters. Adv. 
Exec.: Geo. R. 
Evold. Agency: Botz, 
Constantine & Gardner, Seattle. 
Exec.: J. P. Hevly.

BERNICE BOWEN, 300 W. 
Main St., Silver Spring, Md. 
Cosmetics. Adv. Exec.: Leo 
M. 
Siegel. Agency: Eisenberg 
Inc., Chicago.

BETTER ICE CREAM Co., 45 S. Cather-
line, Baltimore, ice cream and choc - 
Blumberg. Agency: Frank L. 
Blumberg. Adv. Exec.: 

BETTY CO-ED OF HOLLYWOOD (Div.
of Garfield Enterprises Inc.), 1573 W. 
Saban, Los Angeles 28, Calif. 
Makeup—Noyes & Sproul Inc., N. Y. 
Acct. Exec.: Albert Lesser.

BICEGLIA BROS., Wines Corp., 4760 
Bloor St. W., Toronto, Ont. 
Wines. Adv. Exec.: Stan - 
ley S. 
Mansfield. Agency: 

BISHOP & CO., Inc., 1306 E. 7th 
Ave., Burbank, Calif. Candy Bar. 
Franklin Bruck Adv. Corp. 

BIXTON-FIFTH AVENUE LTD., 356 
Fifth Ave., N. Y. B. 
C. Massey and 
Bock. Agency: Al - 

BLACKETT OF AMERICA Inc., 350 5th 
Ave., N. Y. Ceramic tile. Adv. Exec.: 
Gene R. 
GENCY. Agency: VICTOR B. 
Crandell. Agency: 

BOVYR OF AMERICA Inc, 350 5th 
Ave., N. Y. Ceramic tile. Adv. Exec.: 
Gene R. 
GENCY. Agency: VICTOR B. 
Crandell. Agency: 

BREAKSTONE BROS., Inc., 45 Hubert 
St., New York City. Adv. Exec.: 
L. A. Acte. 

BRICKMAN'S INC., 4865 Stenton Ave., 
Exec.: William S. Savage. Agencies: 
Franklin Bruck Adv. Corp., New 

BREITSTEDT CO., 1210 E. Green-
wich Ave., Indianapolis, Ind. 
Cosmetics. Adv. Exec.: W. A. 
Foster. Special 
Affords & 

BROOKLYN BAKERY, 320 E. 55th 
St., N. Y., Men's and women's 
Brenn. Agency: 

BRUNO'S MANUFACTURING Co., 225 
Louisiana, Buffalo, pillows, mattresses, 
springs, gliders, reclining chairs, up -
holstered furniture & merchandising 
Agency: BBDO, Buffalo.

BARNEY'S CLOTHES Inc., 106 Seventh 
Ave., N. Y., Men's and women's 
shoes. Adv. Exec.: 
Emil Mogul. 
Agency: 

BARBIERI & COOLES, Wines Corp., 4760 
Bloor St. W., Toronto, Ont. 
Wines. Adv. Exec.: Stan - 
ley S. 
Mansfield. Agency: 

BOWMAN GUM Inc., 4865 Stenton Ave., 
Exec.: William S. Savage. Agencies: 
Franklin Bruck Adv. Corp., New 

BRAMHALL, 62 W. 4th, New York, 
bar, furniture, novelties, glassware, 
glasses & cellarettes. Adv. Exec.: 

BARRASCO, Inc., 846 N. Senate 
Ave, Indianapolis 7, Ind. Barbasco 
shaving creams, creme de corps and 
Fore & Aft shaving lotion. Agency: 
E. G. Wasey. 

BARBOUR, 475 5th Ave., N. Y., 
Kraft. Agency: 

BAUER & COIN, Inc., Baltimore.. Acct. Exec.: D. J. 
Baxley. Agency: 

BAXIGER INC., 463 W. Ohio, 
Chicago, bathroom scales. Adv. 
Exec.: J. M. Zapolone. Agency: 
Waltech-Ferry-Hanly Co., Phila.

BAY STATES BAKING CO., Inc., 
706 Bostwick Ave, Bridgeport, Conn. 
Bread, spray insect killer, air 
White. Agency: 

BELL & HOWELL Co., 7100 McCormick 
Road, Chicago. Film sound and 
Eyemo motion picture equipment. 
Adv. Exec.: John Klepper. Agency: 
McCann-Erickson Inc., Chicago. 
Exec.: Roland Cranmer.

BELL & HOWELL Co., 7100 McCormick 
Road, Chicago. Film sound and 
Eyemo motion picture equipment. 
Adv. Exec.: John Klepper. Agency: 
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McCann-Erickson Inc., Chicago. 
Exec.: Roland Cranmer.


BROADCASTING • Telecasting


(Continued from page 255)


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CANADIAN NATIONAL TELEGRAPH—547 Bay St., Toronto 1, Ont. Tel.: (Circle 6-2555.) Directors: J. R. White, general manager; D. H. Hawley, chief of commercial operations; A. E. Allen, supervisor of broadcast services.

CANADIAN PACIFIC COMMUNICATIONS—204 Hope St., Montreal, Quebec. Tel.: Marquette 7531. Officers: W. D. Neil, general manager; E. L. Scott, superintendent of broadcast services; R. A. Gunton, general contract and tariff supervisor.


MACKAY RADIO & TELEGRAPH CO. (ACER)—67 Broad St., New York 4. Tel.: Bowling Green 9-3800. Officers: Adm. William F. Halsey, chairman of board; Ellery W. Stone, president; F. L. Henderson, executive vice president; J. A. Kennedy, vice president and general counsel; R. B. Tower, vice president and controller; L. N. Anderson and C. R. McPherson, vice presidents; C. E. Scholz, vice president and chief engineer. E. H. Price, vice president, Marine Division; Robert D. Merrill, vice president, communications department; J. T. Chatterton (San Francisco), Morgan Heikell (Paris), A. C. Jorgensen (Tanger), Gordon Kern (Stuttgart, Germany) and Leroy Spangenberg (Germany) and Leroy Spangenberg (Paris), A. C. Jorgensen (Tanger), Gordon Kern (Stuttgart, Germany) and Leroy Spangenberg (Germany) and Leroy Spangenberg (Paris), A. C. Jorgensen (Tanger), Gordon Kern (Stuttgart, Germany) and Leroy Spangenberg (Germany) and Leroy Spangenberg (Paris), A. C. Jorgensen (Tanger), Gordon Kern (Stuttgart, Germany) and Leroy Spangenberg (Germany) and Leroy Spangenberg (Paris), A. C. Jorgensen (Tanger), Gordon Kern (Stuttgart, Germany) and Leroy Spangenberg (Germany) and Leroy Spangenberg (France).

MERRILL H. AYLESWORTH—30 Rockefeller Plaza, New York 20. Tel.: (Circle 6-2555.) (Advisory counsel.) Chairman of the Executive Committee, Ellington & Co., Inc., 535 Fifth Avenue, NYC.

BLACKBURN-HAMILTON CO.—Washington Bldg., Washington 5, D. C. Tel.: Sterling 4511. Officers: Walter P. Marshall, president; T. B. Gittings, public relations vice president; H. F. Cory, research vice president; S. M. Barr, planning and engineering vice president; J. Z. Millar, director of research; F. R. Bramhall, transmission research engineer; W. B. Sullinger, radio research engineer; E. C. Homer, electronics research engineer.

CONSULTANTS ALLIED ARTS


BROADCAST SERVICE BUREAU Inc.—1025 Vermont Ave., N. W., Washington 5, D. C. Tel.: National 7808. C. B. Collins, president. (FCC Broadcast Rules and Standards with amendment service.)

CARL H. BUTMAN — National Press Bldg., Washington, D. C. Tel.: National 7844. (Consultant on FCC procedural, regulatory and technical matters; applications supervised.)

DAVID DARRIN—1710 G St., N.W., Washington, D. C. Tel.: Republic 0645-Ext. 501. (Public relations consultant, Video programming, single or series.)

SMITH DAVIS—9 E. 62d St., New York. Tel.: Templeton 8-1420. (Brokerage, financing, newspapers, radio stations, television.)

REUBEN H. DONNELLEY CORP.—350 East 22nd Street, Chicago 16. Tel.: Victory 2-3323. Officers: Raymond M. Gunnison, chairman of the board; Gaylord Donnelly, vice chairman of the board; David L. Harrington, president; Arthur R. Bamberger, vice president; Curtiss E. Frank, vice president, & general counsel; Albert M. Anderson, vice president; Harold P. Harper, vice president; J. Aubrey Hope, vice president; Harry W. Warner, sec.-treas. (Contest judging, premium mailing, packaging; classified telephone directory publishers; house to house distribution; store service direct mail advertising, mailing lists.)

HARRIS A. HALL—National Bldg., Washington 20. Tel.: Circle 6-3976. Harris A. Hall. (Consultant on FCC procedural, regulatory and technical matters; applications supervised.)


TED NELSON ASSOCIATES—730 Fifth Ave., New York 19. Tel.: Circle 6-8470. Ted Nelson, owner and producer; Richard Diamond, script director; Perry Boklin, Charles Durand, TV directors; Ralph Tolleris, writer and assistant director. (Television consultants, television packages, TV advertising agency.)

M. S. NOVIK—630 Fifth Ave., New York 19. Tel.: Circle 6-3976. (Public service radio consultant.)

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SERVICES RELATED TO THE BUSINESS OF TELECASTING

(Continued from page 265)

FRED A. PALMER Co.—6800 N. High, Worthington, Ohio. Tel.: Franklin 2-7346. Fred A. Palmer, president. (TV sales consultant.)


RADIO REPORTS Inc.—220 E. 42nd St., New York 17. Tel.: Murray Hill 7-6665. Edward F. Loomis, president; Gordon V. Carruth, vice president. Branch offices: 5050 Joy Road, Detroit 4; 1550 E. 22nd St., Chicago; 38 Springfield St., Wilbraham, Mass.; 2024 W. Sixth St., Los Angeles 5; 519 6th St., N. W., Washington 1, D. C.; 1649 N. Broad St., Philadelphia; 264 Arlington Ave., Berkeley, Calif., and 12728 Woodland Ave., Cleveland. (Recordings, digesting, transcribing radio and TV news and comments, surveys of program content; monitoring of commercials in about 200 markets.)

MERRITT R. SCHEOFNELL & Co.—520 N. Michigan Ave., Chicago 11. Tel.: Whitehall 4-0185. Merritt R. Scheofnell, president; Lewis G. Green, vice president; R. Hall Adams, secretary-treasurer.

HOWARD STARK—50 E. 58th St., New York 22. Tel.: Eldorado 5-0405. (Brokerage, financing newspapers, radio stations, television.)


CLIFFORD YEWDALE—164 W. 14th St., New York 1. Tel.: Chelsea 2-4543. Branches: 11 S. LaSalle St., Chicago. Tel.: Randolph 6-7767. Sharp Bldg., Lincoln 8, Neb. Tel.: 2-8135. (Accountant specializing in radio.)

FREQUENCY MEASURING SERVICES

WILLIAM L. BURNETT RADIO LABORATORY—4814 Idaho St., San Diego 4, Calif. Tel.: Talbot 4943. William L. Burnett, engineer in charge.

COMMERCIAL RADIO MONITORING CO.—P. O. Box 7037, Kansas City 2. Tel.: Jackson 5302. Robert F. Wolskill, manager; Walter H. Campbell, chief engineer, and Wm. L. Blakeley, in charge of frequency measurements.


HUTTON MONITORING SERVICE—Rockwell and Westchester Aves., Catonsville 28, Md. Tel.: Catonsville 9078. J. W. Hutton, owner.

PRECISION FREQUENCY SERVICE—1426 S. Flower St., Santa Ana, Calif. Tel.: Kimberly 2-2117. John R. Schick, engineer.

RCA COMMUNICATIONS INC.—65 Broad St., New York 4, Tel.: Hanover 2-1511. Officers: Harry C. Bourse, vice president; Oscar vice president for commercial activities; Frank Flood, manager of special services. Branch: Riverhead, L. I., N. Y.; 2290; E. C. Rundquist, manager. Branch: San Francisco, 28 Geary St. Tel.: Garfield 4900, H. E. Austin, vice president and manager.

SOUTHWEST FREQUENCY MEASUREMENTS—P. O. Box 4114, Austin, Tex. Tel.: 7-2904. Marion T. Hill, engineer in charge.

T & T RADIO MEASUREMENTS Co.—2559 Atlantic Ave., Long Beach 6, Calif. Tel.: Long Beach 4-2015. Jay E. Tapp and Raymond B. Torian, co-owners.

MARTIN R. WILLIAMS—4701 E. 14th St., Indianapolis 19, Ind. Tel.: Blackstone 0388; Market 3326.

NATHAN WILLIAMS FREQUENCY MEASUREMENTS—20 Algoma Blvd., Oaksho, Wash. Tel.: Blackhawk 22.


ASSOCIATED MUSIC PUBLISHERS (AMP)—BMI Subsidiary. 25 W. 45th St., New York 19. Tel.: Luxembourg 2-1790. Lloyd Evans, president; Earl B. Hall, Karl Bauer, vice presidents; Charles A. Wall, treasurer.

BROADCAST MUSIC INC. (BMI)—580 Fifth Ave., New York 19. Tel.: Plaza 7-1800. Officers: Carl Haverlin, president; Sydney M. Kaye, vice president & general counsel; Charles A. Wall, vice president in charge of finance; Robert J. Burson, vice president in charge of publisher relations; Jean Geiringer, vice president in charge of foreign relations; Roy Harlow, vice president in charge of station relations. Directors: Justin Miller, NARTH, chairman; Sydney M. Kaye, vice chairman; Herbert Akerberg, CBS; John Elmer, WCBM Baltimore; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBLD Boulder, Colo.; Leonard Kapner, WCAE Pittsburgh; Leonard Reeg, ABC; Paul Morency, WTIC Hartford; J. Leonard Reinsch, WSB Atlanta; J. Harold Ryan, Fort Industry Co.; James E. Wallen, MBS.

COMPOSERS, AUTHORS and PUBLISHERS ASSN. OF CANADA LTD.—132 St. George St., Toronto. Tel.: 818-5475. Sir Ernest MacMillan, president; W. S. Low, gen. mgr.

HARRY FOX—45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. (Agent and trustee for international music publishers.)

MUSIC PUBLISHERS PROTECTIVE ASSOCIATION Inc.—45 Rockefeller Plaza, New York 20. Tel.: Circle 6-3084. Harry Fox, general manager; Walter G. Douglass, chairman of board.

NATIONAL ASSOCIATION OF PERFORMING ARTISTS—520 Fifth Ave., New York 20. Tel.: Circle 7-8194. Fred Waring, president and chairman of the board; Alfred Rice, general counsel.

G. RICORDI & Co.—1270 Avenue of the Americas, New York 20. Tel.: Plaza 7-6177. Dr. Franco Colombo, managing director.

BROADCASTERS PROMOTION SERVICE—Atlantic City, N. J. Tel.: 4-6118. James Dooley, business manager.

BRAND NAMES FOUNDATION—37 West 57th St., New York 19. Tel.: Plaza 9-8425. Henry E. Abt, president; Nathan Keats, vice president; William R. Sands, director of media relations.

BROADCASTING PROMOTION SERVICE—Atlantic City, N. J. Tel.: 6-3084. Harry Fox, general manager; Walter G. Douglass, chairman of board.


ROGER BROWN Inc.—40 E. 49th St., New York. Tel.: Plaza 6-3100. Roger Brown, president; Earle Ferris, chairman of the board.


SERVICES RELATED TO THE BUSINESS OF TELECASTING

CARL BYOIR & ASSOCIATES—10 E. 40th St., New York 16. Tel.: Murray Hill 6-5200. Officers: Carl Byoir, chairman of the board; Gerry Swinehart, president; George Hammond, executive vice president; Bob Davis, radio and television director. Offices: Washington, D. C., National Press Bldg. Tel.: Sterling 6-5656; William Wight, vice president. Chicago, 58 N. LaSalle St., Tel. Dearborn 2-6800; George Dye, executive vice president. Los Angeles, 727 W. Seventh St., Tel. Trinity 6421; Charles McVarish, vice president.


JAMES A. COWAN—20 Carlton Tower, Toronto, Ont., Canada. Tel. Empire 4-8681.

GEORGE EVANS ASSOC.—36 Central Park South, New York. Tel.: Murray Hill 8-5023. Budd Granoff, president.

THE FAUGHT COMPANY, Inc.—342 Madison Avenue, N.Y.C. 17. Tel.: Murray Hill 7-1171. Millard C. Faught, president.


KRIEDT & MYERS—J. Clarence Myers, Gary Kriedt, 607 Market St., San Francisco 5. Tel.: Ex- brook 2-7443.

MARK LARKIN—119 W. 57th St., c/o The Traveler, New York 19. Tel.: Columbus 5-8999.

PHILIP LESLY Co.—100 W. Monroe St., Chicago 3. Tel.: Central 6-7555. Philip Lesly, president. New York office, 381 Madison Ave. Tel.: Murray Hill 7-6459.


HOWARD J. MCCOLLISTER Co.—66 Acacia Drive, Atherton, Calif. Tel.: Davenport 3-3601. Regional promotional sales campaigns.

ARTHUR H. MILLER—39 E. 49th St., New York 17. Tel.: El Dorado 5-6092.

JACK PERLIS—2109 Broadway. Tel.: Trafalgar 3-5584.

MARLEN E. PEW ASSOCIATES—270 Park Ave., New York.


RICHARD H. ROFFMAN—Hotel Sulgrave, 456 Park Ave., New York 18. Tel.: Trafalgar 5-5640. Richard H. Roffman, president. (Also law counsel.)


BENJAMIN SONNENBERG—247 Park Ave., New York. Tel.: Plaza 5-2200.


PATT Sweeney—400 Madison Ave., New York. Tel.: Oregon 3-8887.

GEORGE R. TURPIN & ASSOCIATES—P. O. Box 802, Fort Worth 1, Texas. George R. Turpin, general manager; Ed Niehay, general manager; Billie Ruth Stroud, general manager; Ed Niehay, general manager; Richard H. Roffman, president. (Newspaper and periodical sales campaigns.)


RICHARD S. HAYES, president; George W. N. Riddle, vice president; Rufus Choate, secretary; George A. Frye, treasurer. (Auditing and circulation of business publications.)

CORNELIUS DU BOIS & CO.—17 E. 42nd St., New York. Cornelius Du Bois and Louise McCarty Du Bois, partners. (Audience, opinion, brand rating, and market surveys.)


ELLIOTT-HAYNES Ltd.—515 Wellington St. West., Toronto. Tel.: Empire 4-6373. John F. Graydon, president; Mrs. M. Sims, director of personnel; George Severs, chief statistician. Branch Office: 1466 Drummond St., Montreal. Tel.: Plateau 1734. Ethel Colwell, vice president.

ROBERT S. CONLAN & ASSOCIATES Inc.—1708 Wyandotte St., Kansas City. John L. Guyant, president; Erwin Stern, director of sales.

CONTROLED CIRCULATION AUDIT INC.—420 Lexington Ave., New York. Tel.: Lexington 2-6380. Adin L. Davis, managing director; Richard S. Hayes, president; George W. N. Riddle, vice president; Rufus Choate, secretary; George A. Frye, treasurer. (Auditing of circulation business publications.)


WALTER P. BURN—17 Washington St., Middletown, Vt. Tel.: 593. (Maps and coverage data.)

CANADIAN FACTS LTD.—146 Wellington St. West., Toronto, Ont. Tel.: Empire 4-6373. John F. Graydon, president; Mrs. M. Sims, director of personnel; George Severs, chief statistician. Branch Office: 1466 Drummond St., Montreal. Tel.: Plateau 1734. Ethel Colwell, vice president.


AMERICAN RESEARCH BUREAU—National Press Bldg., Washington 4, D. C. Tel.: Republic 6002. James W. Seiler, director. (Radio and television audience measurement.)


A. S. BENNETT-CHAIKIN Inc.—480 Lexington Ave., N.Y. 17. Tel.: Murray Hill 8-2475. Cy Chaikin, president; A. S. Bennett, vice president; Samuel N. Manfield, vice president. (Marketing, advertising, and media research and analysis.)

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SERVICES RELATED TO THE BUSINESS OF TELECASTING

(Continued from page 267)

TIONAL Aviation Bldg., Montreal. Tel.: University 1519 and 441 Seymour St., Vancouver, B. C.
EXECUTIVES RADIO-TV SERVICE—Larchmont, New York. Tel.: Larchmont 2-0833. James M. Boerat, managing editor. Publishers of pocket-size FACTuary containing sponsored radio and TV network data. Programs, agencies, sponsors, etc. Issued to subscribers quarterly, with interim revisions. Semi-annual time buyers register.

FACTS CONSOLIDATED — 116 New Montgomery St., San Francisco. Tel.: Douglas 2-2445. Partners: Roy S. Frothingham and Dorothy D. Corey. Los Angeles office, research associate. Los Angeles Office: 8461 Melrose Pl., Tel.: Wyoming 3181. (Marketing and opinion research, radio audience analysis, television surveys.)

GALLUP & ROBINSON—Princeton, N. J. Tel.: 3400. Dr. George Gallup & Dr. Claude Robinson. (Advertising research.)


PENN McLEOD & ASSOCIATES—Head Office: Bay and Gerrard Bldg., Toronto, Ont.; Branch Offices: 1673 West Fourth Ave., Vancouver, B.C.; President, J. D. Penn McLeod; vice-president, Vancouver office, William B. Watta; vice-president, Toronto office, R. B. Dickinson; vice-president, national sales, T. G. Vatcher; statistical consultant, Robert M. Clark; consulting psychologist, John C. Sawatsky; Montreal representative, Gerald St. Cuy; Seattle representative, John Bolan. (Marketing, public opinion and continuing radio and television research, political research specialists.)

MEDIA RECORDS Inc. — 353 Fourth Ave., New York 10. Tel.: Murray Hill 5-9376. John Halpin, president; L. H. Collins, vice-president; Officers: 174 E. Long St., Columbus 15, Ohio; Tel.: Main 7784; Frances Davis, manager. 173 W. Madison St., Chicago, Tel.: An- dover 3-5683; Ladious Siwak, manager. 381 Bush St., San Francisco 4; Tel.: Garfield 4989; E. R. Raleigh Jr., manager.


A. C. NIELSEN CO.—2101 Howard St., Chicago 45. Tel.: Holland 5-4100. Officers: Arthur C. Nielsen Sr., president; Arthur C. Nielsen Jr., administrative vice president; James P. Napier, executive vice president; Charlton G. Shaw, executive vice president. 500 Fifth Ave., New York 18. Tel.: Pennsylvania 6-2850. James O. Peckham, executive vice president. 215 Market St., San Francisco. Calif. Tel.: Yukon 2-1970. Franklin H. Graf, vice president. 109 St. Aldates, Oxford, England; Dr. Ed-ward L. Lloyd, managing director. 2436 Yonge St., Toronto, Ontario, Canada; D. M. Prather, president. 35 Fisher St., Peterham, N. S. W., Sydney, Australia; Justin Power, director. (Broadcast audience measurement, market research.)


O'CONNOR SURVEY CO.—304-305 Vester Bldg., Knoxville, Tel.: 5-2272. Bernice O. O'Connor, president. (Radio audience surveys.)

OFFICE OF RESEARCH Inc.—3470 Broadway, New York 31. Tel.: P. O. Box 666, Norwalk, Conn. Tel.: Audubon 7-4758. John G. Pimental, president and director. (Radio and TV consultants and publishers of weekly surveys of network music.)


ALFRED POLITZ RESEARCH INC.—270 Park Ave., New York 17. Tel.: Plaza 9-5200. Alfred Politz, president; Lester R. Frankel, technical director; Robert Weller, chief of sampling department; Jerome Greene, Eva Klein, Robert Lindsey, Harry L. Spath, project directors; Mildred Taylor, field director. (Marketing, advertising, product, opinion and media research.)

THE PSYCHOLOGICAL Corp.—522 Fifth Ave., New York 18. Tel.: Murray Hill 2-2145. Walter R. Miles, chairman of the board; George K. Bennett, president; Al- bert D. Freiberg, 1st vice president; Harold Seashore, 2d vice president; Henry C. Link, Rose G. Anderson, vice presidents; Richard A. Fear, secretary; Philip G. Corby, treasurer.


THE PULSE Inc.—15 W. 46th St., New York 36. Tel.: Judson 6-3316. Director: Dr. Sydney Roslow; Manager: David Klein; ass't director: Nelly Kelly; associate director, Laurence Roslow. (Radio, television, market research.)

RESEARCH CO. OF AMERICA—341 Madison Ave., New York 17. Tel.: Murray Hill 4-0075. General Manager, A. Edwin Fein; Director of research, Harold L. Mooney; Director of marketing management, division, Marquis Regan; director of management service division, Walter S. Stanley.


N. C. RORABAUGH Co.—347 Madison Ave., New York 17. Tel.: Murray Hill 6-2183. Publisher: N. Charles Rorbaugh. (Radio Editor: Stella Brauner; TV Editor: Margaret Miller. (Publishes monthly Rorbaugh Reports on Spot Radio & TV Advertising.)

S-D SURVEYS INC.—30 Rockefeller Plaza, New York 20. Tel.: Plaza 7-4230. Officers: Arthur B. Dougall, president and treasurer; Carl H. Henrikson Jr., vice president and general manager; John Dunn, secretary and director of field operations; Norman P. Heine, assistant secretary-treasurer.

SCHWERIN RESEARCH Corp.—2 W. 46th St., New York 19. Tel.: Luxemburg 2-4690. Horace S. Schwerin, president; Leonard Kudisch, executive vice president. (Radio, television, motion picture qualitative research and commercial studies.)

STANDARD AUDIT & MEASUREMENT SERVICES Inc.—89 Broad St., New York 4. Tel.: Whitehall 3-8380. Kenneth H. Baker, president; Owen Smith, vice president; Michael R. Notaro,
TEXT OF NARTB TELEVISION CODE

PREAMBLE

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

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

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

Television, and all who participate in it, are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, an
treasure; Edward Becker, secre
tary.

DANIEL STARCH & STAFF — 420 Lexington Ave., New York. Tel.: Lexington 2-6622. Jack Boyle, director of TV research. (Continuing monthly study of effectiveness of TV commercials.)


ADVANCEMENT OF EDUCATION AND CULTURE

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

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

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

4. In furthering this realization, the television broadcaster:
   a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.
   b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.
   c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community’s culture and education.

ACCEPTABILITY OF PROGRAM MATERIAL

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

a) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been accepted by culture and desirable meanings, and telecasts should be alert to eliminate such words.

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

c) Contests may not constitute a lottery.

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

e) Illicit sex relations are not treated as commendable.

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

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

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

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

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

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

1) Exhibitions of fortune-tell- ing, astrology, phrenology, palm- reading, and numerology are acceptable only when presented by a plot or the theme of a program, and then the presentation should be developed in the manner designed to foster interest or excite interest or belief in these subjects.

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

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

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

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

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

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

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

r) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

RESPONSIBILITY TOWARD THE CHILD

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are part of the world they will be called upon to meet, and a certain amount of property information of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life.
TEXT OF NARTB TELEVISION CODE

(Continued from page 269)

than they do. They should not be presented without indications of the resultant retribution and punishment.

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

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the comfortable activities of the American community.

d) In eliminating reference to kidnapping of children or threats or kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

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

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

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

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

COMMUNITY RESPONSIBILITY

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

TREATMENT OF NEWS AND PUBLIC EVENTS

News

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

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

3. Commentary and analysis should be clearly identified as such.

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

a) Morbid, sensational alarming details, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

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

c) At all times, pictorial and verbal material should be chosen with care and not presented in a misleading manner.

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

8. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news.

9. A television broadcaster should exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

PUBLIC EVENTS

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consistent with the public's need for informed and enlightened citizenry.

2. Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner that provides adequate and informed coverage as well as good taste in presentation.

CONTROVERSIAL PUBLIC ISSUES

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

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

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

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

POLITICAL TELECASTS

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

RELIGIOUS PROGRAMS

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

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

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

b) Religious programs should be presented respectfully and accurately and not be presented in a manner which would ridicule or caricature.

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

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

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

PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented to its audiences. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to reconsider the presently suggested practices.

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

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should exercise care to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as the case is sometimes called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "chase" announcements).

To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

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

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

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

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

(g) A charge for television time to churches and religious bodies is not recommended.
ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster, in recognition of his responsibility to the public, refuses the facilities of his station to an advertiser who has good reason to believe would be objectionable to a substantial and responsible segment of the community.

(a) The following principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the program content. The following principles should govern the business classifications listed below:

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

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

(c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or advancement should be discouraged.

(d) The advertising of firearms and fireworks is acceptable only when presented for the home and the family, including children, the following principles should govern the business classifications listed below:

(a) The advertising of firearms and fireworks is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

(e) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or advancement should be discouraged.

(f) The advertising of firearms and fireworks is acceptable only when presented for the home and the family, including children, the following principles should govern the business classifications listed below:

(a) The advertising of firearms and fireworks is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

(g) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or advancement should be discouraged.

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

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

ADVERTISING OF MEDICAL PRODUCTS

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

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

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

CONTESTS

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

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

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

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

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

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

TIME STANDARDS FOR ADVERTISING COPY

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

Length of Advertising Message (minutes and seconds)

<table>
<thead>
<tr>
<th>News Program and Day Class</th>
<th>All Other Programs and Time Hrs. (morning)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length Programs</td>
<td>Time Announcements</td>
</tr>
<tr>
<td>(15)</td>
<td>1:00</td>
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<tr>
<td>(30)</td>
<td>1:45</td>
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<tr>
<td>(60)</td>
<td>2:30</td>
</tr>
<tr>
<td>(90)</td>
<td>3:45</td>
</tr>
<tr>
<td>(120)</td>
<td>5:00</td>
</tr>
</tbody>
</table>

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

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

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

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

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

DRAMATIZED APPEALS AND ADVERTISING

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

SPONSOR IDENTIFICATION

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934 and the Rules and Regulations of the Federal Communications Commission.

(Continued on page 272)
TEXT OF NARTB TELEVISION CODE

(Continued from page 271)

II PURPOSE OF THE CODE

The purpose of this Code is to provide an orderly and acceptable level of professional television programing which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public. It is hoped that more and more people will be better served.

III SUBSCRIBERS

1. ELIGIBILITY

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit or is in any manner connected to a television broadcast station within the United States or its dependencies, shall, subject to the approval of the NARTB to the extent of one subscriber; (8) to recommend breaches of the Television Code by subscribers; (9) to receive, screen and clear programs concerning television programming; (10) to inform, expeditiously and properly, complainants of the NARTB against the regular and/ or special meeting; provided, however, that the following conditions precedent shall apply: (1) such subscriber shall be a television member of NARTB; (2) such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) if hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral argument may be heard at the hearing. Written argument or briefs to be submitted by the subscriber to and under such conditions as may be determined from time to time by the Television Board (see Article V, Section 7). (By-Laws of the NARTB); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which it or it pays to the NARTB TV.

IV RATES

Each subscriber shall pay "administrative" rates in accordance with such rates when and under such conditions as may be determined from time to time by the Television Board of Directors, including but not limited to the following:

1. To receive, screen and clear programs concerning television programming;
2. To inform, expeditiously and properly, complainants of the NARTB against the regular and/or special meetings of the Board; provided, however, that in no event shall a term be less than one year.

A. LIMITATION OF SERVICE

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

Section 2. QUORUM

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

Section 3. AUTHORITY AND RESPONSIBILITIES

The Television Code Review Board is authorized and directed: (1) to maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear programs concerning television programming; (3) to define and interpret words and phases in the Television Code; (4) to develop and maintain appropriate liaison with governmental agencies; (5) to inform, expeditiously and properly, complainants of the NARTB against the regular and/or special meetings of the Board; provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which it or it pays to the NARTB TV.

V THE TELEVISION CODE REVIEW BOARD

1. COMPOSITION

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to the fact that considerations, of character, experience, and general knowledge in matters pertaining to the television industry shall be given due consideration. Further, the NARTB TV.

A. DELEGATION OF POWERS AND RESPONSIBILITIES

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

B. MEETINGS

The Television Code Review Board shall meet regularly at least four times a year at a date

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to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

APPENDIX A

ADDITIONAL PROCEDURES RELATING TO ADMINISTRATION, HEARINGS AND DECISION*

THE TELEVISION CODE REVIEW BOARD—AUTHORITY AND RESPONSIBILITIES

(Reference Television Code, Regulations & Procedures V Sec. 3)

Section 1—PREFERING OF CHARGES—CONDITIONS PRECEDENT:

Prior to the preferring of charges to the Television Board of Directors concerning violation of the Code by a subscriber, the Television Code Review Board (1) shall have made an investigation in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board relating to the programming of said subscriber; (2) shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber and (3) shall have served upon the subscriber by registered mail a Notice of Intent, and provided that a time in which reply as the subscriber may tenere discretion, reconsider its program-wise in conformity with the Television Code. The Notice of Intent shall in the case of cross-interrogatories, shall satisfy this right.

Section 3: THE CHARGES:

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

HEARING AND DECISIONS—TELEVISION BOARD OF DIRECTORS

(References: Television Code, Regulations & Procedures, III, Sec. 4)

Section 1: A subscriber shall be advised, in writing by registered mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the Television Code.

Section 2: A subscriber against whom charges have been preferred, and who has exercised his right to hearing, shall be entitled to effect presentation of his case personelly, by agent, by attorney, or by deposition and interrogatory.

Section 3: Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

Section 4: A stenographic transcript of record shall be taken and shall be certified by the chairman of the Television Board of Directors to the office of the secretary of the NARTB, where it shall be maintained. The transcript shall not be open to inspection unless otherwise provided by the party respondent in the proceeding.

Section 5: The Television Code Review Board may, at its discretion, order that the secretary of the NARTB, or his designee, subpoena any witness, officer, member of the staff of the NARTB, or the matter of any proceeding, before the Board, or the duly authorized officer of the NARTB for the purpose of effecting its presentation in a hearing matter.

Section 6: At hearing, the Televison Code Review Board shall open and close.

Section 7: The right of cross-examination shall specifically obtain. When a transcript has been by deposition or interrogatory, the use of cross-interrogatories, shall satisfy this right.

Section 8: The presiding officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc.

On all other matters, authority to act shall be vested in a jury of the Television Board unless otherwise provided for in the Television Code. (Reference: Television Code, Regulations & Procedures, III, Sec. 4).

Section 9: Films, kinescopes, records, transcriptions, or other mechanical or electronic reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

Section 10: Continuance and extension of proceedings; limitation of time; privilege of the party; and who has exercised his right to hearing. The request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on) supporting the conclusion reached.

Section 11: For a request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on) supporting the conclusion reached.

Section 12: All hearings shall be recorded and the transcript shall be certified by the chairman of the Television Code Review Board. During the hearing, the Television Code Review Board may, at its discretion, order that the secretary of the NARTB, or his designee, subpoena any witness, officer, member of the staff of the NARTB, or the duly authorized officer of the NARTB for the purpose of effecting its presentation in a hearing matter.

Section 13: Requests for reconsideration or rehearing shall be filed within 10 days after receipt by the respondent of the decision. Opposition thereto may be filed within five days after the filing of the request.

Section 14: At the discretion of the Television Board, and also in the event of any penalty provided for in the decision may be suspended until the board makes final disposition of the request for reconsideration or rehearing.

Section 15: Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

NEWS SERVICES SERVING TELEVISION


INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York. Tel.: Murray Hill 7-8800. Executives: Seymour Berkson, general manager; Barry Faris, editor; William G. Goode, business manager; Frank J. Nicht, general sales manager; Robert H. Reid, INS-INS-TV Dept.; John M. Cooper, director, radio dept. (Worldwide news, feature scripts, daily and weekly TV newreels, TV wire service, TV newsreel, Photomontage film packages for TV, Super-projections, spot news and feature photos.)


PRESS ASSOCIATION (Associated Press subsidiary)—50 Rockefeller Plaza, New York 20. Tel.: Plaza 7-1111; Kent Cooper, president; Oliver S. Gramling, vice president; Lloyd Stratton, secretary.

UNITED PRESS ASSOCIATIONS—220 E. 42nd St., New York. Tel.: Murray Hill 2-0400. Officers: Hugh Baillie, president; Earl J. Johnson, vice president and general news manager; Jack Bisco, vice president and general business manager; Le Roy Keller, general sales manager; Phil Newsom, radio news manager; Special representative, Washington, D. C. (News, feature scripts, dramatized feature scripts, TV news shows, sports commentaries, business news, research, suggested programs.)

UNITED PRESS MOVIE-TONE TELEVISION NEWS—220 E. 42nd St., New York 17. Tel.: Murray Hill 2-0400. Phil Newsom, TV and radio newsmaster.
TELEVISION REFERENCE BOOKS AND PUBLICATIONS—1951

Editor's Note: This list includes material published during the current year or the near future. Unless otherwise noted, place of publication is New York City. Where the word apply appears, the listing is given for information but no guarantee can be made that it is available. However, depository libraries for radio and television have been established in more than a hundred city and university libraries. It is therefore recommended that a check be made in the one nearest you for the material listed here and other studies which it was not possible to include.

Agnes Law, Librarian, CBS Reference Department, Editor.


Eight television dramas, illustrated with photos, diagrams, layouts and assignments, (25). Apply. An annotated list of television workshops. Issued annually.


CHILDREN AND THE THEATRE. A handbook for selecting, casting and rehearsing plays, costuming, and staging plays by child actors for juvenile audiences. Television and movies and also with phonetical spelling. NBC Handbook of Pronunciation. By James F. Bender. Crowell, 1950. 372p. $4.50. This revised and expanded edition contains over fifteen thousand hard-to-pronounce words, with spelling indicated as pronounced and also with phonetical spelling.

NO PEOPLE LIKE SHOW PEOPLE. By Maurice Zolotow. Random House, 1951. 350p. $5.00. Biographies of eight prominent personalities of radio, stage and screen, written in a popular style and amplified with anecdotes.


HERE IS TELEVISION, YOUR WINDOW TO THE WORLD. By Thomas H. Hutchinson. Hastings House, 1950. 385p. $4.00. A completely revised edition of a comprehensive account of television with emphasis on program planning techniques together with an over-all picture of the industry.

JINX. By Jinx Falkenburg. Duell, Sloan & Pearce, 1951. 278p. $3.50. The autobiography of a popular radio and television star.

MOTION PICTURE HANDBOOK, Eastman Kodak Co. Motion Picture Film Dept. Rochester 4, N. Y. 1951. $3.50. A looseleaf notebook with two booklets already issued to be followed by continuing service. Booklets include: Motion picture films for professional use. 2d ed. 79p. and Hazard in the Handling and Storage of nitrate and Safety Motion Picture Film. 1951. 35p.

My Friend IRMA. By James Reach. Samuel French, 1951. 87p. 85 cents. A complete guide covering the psychological aspects, the description of various effects and their uses on shows to the actual construction of equipment with a glossary of the extensive glossary.

HELP WANTED, PICTURES: A Manual for the Professional and the Amateur. By William H. Offenhauer, Jr. Intercinema, 1949. 580p. $10.00. Heretofore scattered information brought together in a practical and authoritative guide to the use of the 16-Mm film with special consideration to its important use in television. The author has had long experience in both media.

SHOW BIZ FROM VAUDE TO VIDEO. By Abel Green and Joe Laurie, Jr. Henry Holt, 1951. 613p. $6.00. A half century of show business culled from the pages of Variety presented in seven eras of the national scene with facts, figures, names and anecdotes, together with a glossary of VARIETESE and extensively indexed.

phases are combined in this comprehensive textbook, together with a historical view of the American system of commercial radio. Complete with summaries at the end of each chapter, glossary and sample forms. Written by a professor of advertising and an advertising agency executive.

TAPE RECORDING IN THE CLASSROOM. By the Minnesota Mining and Manufacturing Co. St. Paul, 1960. n.p. apply. An informative handbook for teachers and administrators on the newest medium and its use. Written in non-technical language and well-illustrated, it was issued as a promotion piece to fill a long-felt need.


TELEVISION & FM ANTENNA GUIDE. By Edward M. Noll and Matthew Mandl. Macmillan, 1951. $1np. $6.50. Divided into two parts, the first is devoted to the principles of antenna systems and the second is a reference guide to the practical applications.


TELEVISION REPORT. By Tom Noone and others. Washington, U.S. Dept. of Agriculture, 2v. Apply. A report on the progress of the Department of Agriculture's television research project in the utilization of television to disseminate information on the marketing of agricultural products. In three parts, the first deals with films for TV and the second, titled Visual Aids, concerns the use of such aids in TV. The third will deal with Program Methods.

TELEVISION STORY. By John T. Floherty. Phi1ippincott, 1951. 160p. $2.75. A history and a non-technical account of the workings of television with 32 photographs.


THE BLUE BOOK OF TIN PAN ALLEY. By Jack Burton. Watkins, Century House, 1951. 650p. $7.50. A human interest anthology of American popular music from 1890 to the present, including little-known facts about the composers and their songs, which are listed according to copyright date. Available record information is also included.

THE LICENSING OF RADIO SERVICES IN THE U.S. By Murray Edelman. Urbana, University of Illinois press, 1950. 229p. $3.00. A study in administrative formation of policy. It was published for the Graduate School of Journalism. 13p. Apply. A reprint of seven articles on a survey of the effects of television on American life appearing in the present, including little-known facts about the composers and their songs, which are listed according to copyright date. Available record information is also included.


THE TELEVISION PROGRAM: Its Writing, Direction and Production. By Edward B. Starks. A. A. Wyn, 1951. 335p. $4.95. This first book devoted exclusively to the TV program is in four parts. The first deals with the program, its types and fundamental units in camera work, while two parts are devoted to thorough treatment of writing for all types of shows, their markets, and including the use of codes of self-regulation. The fourth concerns direction and production. It is well-illustrated with carefully detailed scripts and photos.

THE USE OF MOTION PICTURE FILMS IN TELEVISION. By the Motion Picture Film Dept. of Eastman Kodak Co., Rochester 4, N. Y., Jan. 1951. Apply. A reissue of a useful pamphlet originally published is 1949.

TV AND ELECTRONICS AS A CAREER. By Ira Kamen and Richard H. Dorf. Rider, 1961. 320p. $4.96. A guide to available careers in all branches of the electronics industry, written by experts with chapters contributed by specialists. A chapter is devoted to success stories of ten outstanding industrialists and appen- dices list pay scales, and courses in educational institutions.

TV DICTIONARY/HANDBOOK FOR SPONSORS. Comp. by Herbert True. Sponsor Magazine, 510 Madison Ave. (22). 70p. $1.50 to Non-subscribers. A greatly expanded edition of this useful handbook compiled by an advertising agency radio and TV executive. In addition to some thousand television terms, it contains tabular data on film and slide specifications, a lens scale and a glossary of TV's sign language.


USE OF TELEVISION FREQUENCIES FOR EDUCATIONAL PURPOSES. Washington, U. S. Gov't. print. off. 1951. 44p. 15 cents. Hear- ing before the sub-committee of Inter- state and Foreign Commerce Comm. on Sen. Res. 127, May 31st, the Senate bill on Assignment of TV Channels.

WHAT'S HAPPENING TO LEISURE TIME IN TELEVISION HOMES. By Batters, Barton, Duration & Berns, 383 Madison Ave. (17) 1961. 28p. Apply. A study by a large advertising agency of the activities of 5,657 persons in urban America.


### Television Awards

**Information on Awards**

Following is partial list of addresses for obtaining information in connection with television awards:

- **duPont-Write** Washington & Lee University, Lexington, Va. (deadline for entries, Dec. 31; announced in March).
- National Headliners Club—Mal Dodson Convention Hall, Atlantic City, N. J. (awards announced in May each year; Atlantic City).
- George Foster Peabody—Dean John E. Drewry, University of Georgia, Athens, Ga. (entries taken January or later; annual awards in April).
- National Headliners Club—Mal Dodson Convention Hall, Atlantic City, N. J. (awards announced in May each year; Atlantic City).
- George Foster Peabody—Dean John E. Drewry, University of Georgia, Athens, Ga. (entries taken January or later; annual awards in April).

**duPont Awards**

- **WFTL-TV Philadelphia**
  - John Cameron Swayze, NBC-TV
  - Made annually. One to high-power station, another to low-power station, and third to news commentary.

- **George Foster Peabody Awards**
  - Established in 1949 by National Assn. of Radio News Directors. Both awards given for outstanding reporting, general coverage and presentation of news.

**National Headliners Awards**

- **WFTL-TV Philadelphia**
  - For its “consistently outstanding newscast, for its seven-day-a-week program.”

- George Foster Peabody Awards

**JIMMY DURANTE**

- For outstanding entertainment in television comedy (NBC-TV).

**DuMont Television Network**

- For educational programming, The Johns Hopkins Science Review.

**ABC-TV and NBC-TV**

- For outstanding entertainment in television comedy (NBC-TV).

**National Headliners Awards**

- **WFTL-TV Philadelphia**
  - For its “consistently outstanding newscast, for its seven-day-a-week program.”

**George Foster Peabody Awards**

### Local Chevrolet Dealers Assn.

- Apply for “exceptional service to safety” in producing and sponsoring a film-cartoon safety spots and one lister-clipper, The Fellow, for network use.

- Alfred P. Sloan Awards for High-Way Safety established in 1948 by Mr. Sloan, president, Alfred P. Sloan Foundation, administered by the National Safety Council.

**NARND News Award**

- WBAP-TV Fort Worth for outstanding television news operation.

- Television award established in 1949 by National Assn. of Radio News Directors. Both awards given for outstanding reporting, general coverage and presentation of news.

**George Foster Peabody Awards**

- Established in 1949 in honor of the late George Foster Peabody by the board of regents of the U. of Georgia, to be jointly administered by its Henry Grady school of journalism and the NARTS.
### UNIONS AND LABOR GROUPS REPRESENTING TV EMPLOYEES

<table>
<thead>
<tr>
<th>Name of Organization</th>
<th>Address &amp; Telephone No.</th>
<th>Executives</th>
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<tr>
<td><strong>American Federation of</strong></td>
<td><strong>AMERICAN FEDERATION OF</strong></td>
<td><strong>Executives</strong></td>
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<td><strong>Television Authority</strong></td>
<td><strong>LABOR (AFL)</strong> (Headquarters) <strong>(801 Massachu-</strong></td>
<td><strong>Motion Picture Studio</strong></td>
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<td><strong>setta Ave., N.W., Washington, D.C.</strong></td>
<td><strong>Grips Local 80</strong></td>
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<td></td>
<td><strong>Pres.: William Green</strong></td>
<td><strong>4924 Santa Monica Blvd, Hollywood 38, Calif.</strong></td>
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<td><strong>American Federation of</strong></td>
<td><strong>American Federation of</strong></td>
<td><strong>International Brotherhood</strong></td>
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<td><strong>of Electrical Workers</strong></td>
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<td><strong>Screen Extra Guild (SEG)</strong></td>
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<td><strong>Local 194</strong></td>
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<td><strong>Chicago Local 10</strong></td>
<td><strong>International Sound</strong></td>
<td><strong>1900 15th St., N.W. Washington, D.C.</strong></td>
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<td><strong>Technicians (IATSE)</strong></td>
<td><strong>Tel.: District 5994</strong></td>
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<td><strong>45 N. Ogden Ave., Chicago, Ill.</strong></td>
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<td><strong>Tel.: Sec'y 3-7890</strong></td>
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<td><strong>American Federation of</strong></td>
<td><strong>Motion Picture Studio</strong></td>
<td><strong>Broadcast - Television Re-</strong></td>
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<td>**Musicians Mutual Protec-</td>
<td><strong>Grips Local 80</strong></td>
<td><strong>cording Engineers Local</strong></td>
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<td>tive Assn. Local 47**</td>
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<td><strong>Chicago 11, Ill.</strong></td>
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<td><strong>Tel.: Plaza 7-7660</strong></td>
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<td><strong>6636 Hollywood Blvd.</strong></td>
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<td><strong>Hollywood 28, Calif.</strong></td>
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<td><strong>Tel.: Gladstone 8889</strong></td>
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<td><strong>New York 22, N. Y.</strong></td>
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<td><strong>Tel.: Plaza 4-4300</strong></td>
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<td><strong>114 E. 52d St.</strong></td>
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<td><strong>Tel.: Sec'y 7-5244</strong></td>
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<td><strong>1591 Cross Roads-of-</strong></td>
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<td><strong>Tel.: Plaza 9-6875</strong></td>
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<td><strong>1655 N. Cherokee Ave.</strong></td>
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<td><strong>Hollywood 28, Calif.</strong></td>
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<td><strong>Tel.: Granite 5866</strong></td>
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<td><strong>1413 N. Dearborn Pkwy.</strong></td>
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<td><strong>Chicago 10, Ill.</strong></td>
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<td><strong>Tel.: Delmar 7-8877</strong></td>
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<td><strong>1396 Buhl Blvd.</strong></td>
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<td><strong>535 Griswold St.</strong></td>
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<td><strong>Detroit 28, Mich.</strong></td>
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<td><strong>Tel.: Woodward 2-1432</strong></td>
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<td><strong>2601 Park Ave.</strong></td>
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<td><strong>Philadelphia 30, Pa.</strong></td>
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<td><strong>Tel.: Tresse 7-5737</strong></td>
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<td><strong>101 Wayne St.</strong></td>
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<td><strong>Arlington, Va.</strong></td>
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<td><strong>Tel.: Owens 7-1119</strong></td>
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<td><strong>Tel.: Executivo 5959</strong></td>
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<td><strong>Pres.: Philip Murray</strong></td>
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<td><strong>American Newspaper Guild</strong></td>
<td><strong>99 University Pl.</strong></td>
<td><strong>New York City</strong></td>
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<td><strong>Tel.: ORegon 7-1661</strong></td>
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<td><strong>Communications Workers</strong></td>
<td><strong>1808 Adams Mill Rd.</strong></td>
<td><strong>Washington, D.C.</strong></td>
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<td><strong>of America</strong></td>
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<td><strong>Tel.: HUDSON 9300</strong></td>
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<td><strong>National Assn. of Broadcast</strong></td>
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<td><strong>Tel.: Plata 7-3665</strong></td>
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<td><strong>80 E. Jackson Blvd.</strong></td>
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<td><strong>Chicago 6, Ill.</strong></td>
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<td><strong>Tel.: Wabash 2-2462</strong></td>
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<td><strong>6223 Selma Ave.</strong></td>
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<td><strong>375 Or菲尔尔 St.</strong></td>
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<td><strong>San Francisco 2, Calif.</strong></td>
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<td><strong>Tel.: Ordway 3-8484</strong></td>
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<td><strong>INDEPENDENT NON-AFFILIATED</strong></td>
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<td><strong>Joseph Selly, Pres.</strong></td>
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<td><strong>William Bender, V.P.</strong></td>
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<td><strong>Atlantic Branch Local No. 1.</strong></td>
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<td><strong>Joseph Beirne, Pres.</strong></td>
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<td><strong>Rex Stoult, Pres.</strong></td>
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<td><strong>Silouise Luccio, Exec.</strong></td>
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<td><strong>Evelyn Burkey, Asst. Exec.</strong></td>
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<td><strong>Milton Merlin, Nat'l Treas.</strong></td>
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<td><strong>Karl Marlin, Nat'l Sec.</strong></td>
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<td><strong>Edward Lynch, Exec.</strong></td>
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<td><strong>Edwin Stolzenberger, Nat'l Sec.</strong></td>
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<td><strong>George Mahler, Nat'l Treas.</strong></td>
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<td><strong>James H. Brown, Legal Counsel &amp; Rep.</strong></td>
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<td><strong>Ben H. Doty, Hollywood</strong></td>
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<td><strong>Chapter Chrm.</strong></td>
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<td><strong>Clifford Schreyer, San Francisco Chapter Chrm.</strong></td>
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<td><strong>(Note: Chicago Chapter joined NABET-CIO.)</strong></td>
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<td><strong>Screen Writers Guild</strong></td>
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<td><strong>9123 Sunset Blvd.</strong></td>
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<td><strong>Los Angeles 46, Calif.</strong></td>
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<td><strong>Tel.: Crestview 5-1125</strong></td>
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<td><strong>(Continued on page 277)</strong></td>
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**BROADCASTING • Telecasting**

**Page 276 • 1952 TELECAST Yearbook**
ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

Unions and Labor Groups

(Continued from page 276)

Name of Organization

Distribution Process & Of-Society of Motion Picture

Address & Telephone No.

1952 TELECASTING Yearbook • Page 277

Distributing Process & Of-Society of Motion Picture 266 S. Robertson Blvd.

Screen Cartoonists Guild (SDG)

Screen Directors Guild

Society of Motion Picture Art Directors

Tel.: 3324-0850

Address & Telephone No.

3324-0850

1050 N. Charles St., Baltimore

Radio Dept; Maurice Azerel, president; George Avis, timerbuyer and TV director.

Television Accounts: Giveaway program formats.

B.BADGER & BROWNING & HERSEY

30 Rockefeller Plaza, New York 20

Television Dept.: Jack Wilcher, TV director.

FREDERICK E. BAKER & ASSOCIATES

374 Delaware Ave., Buffalo 2

Television Dept.: Everett L. Thompson, TV director; Joseph H. Radder, managing director; Ron Walsh, Leon A. McNamara Jr., timerbuyer; E. R. Swartz, E. R. Crawford, H. H. Haney, account executives.

BARNES ADVERTISING AGENCY INC.

142 W. Washington Sq., Philadelphia 6—W. Washington Sq. Tel.: 530 Broadway, San Diego 1

Television Accounts: Bowman Biscuit Co. and Bowman Biscuit Co. of Texas.

BARNES-CHASE CO.

312 E. Milwaukee Ave., Chicago 2

Television Dept: Donn O'Meara, TV production manager; R. A. Middelkoop, timebuyer and TV director.

BARNES-CHASE CO.

320 Fifth Ave., New York 1

Television Dept.: Charles E. Hires Coffee Inc. (S); Charles E. Hires Coffee Inc. (S); Illinois Bell Telephone Co. (S); Chrysler Corp., Plymouth Div. (S); Dodge Division, Chrysler Corp. (S); Gor- don Baking Co. (S); Hills Bros. Coffee Inc. (S); Howard D. Johnson & Co. (S); Lever Bros.-Surf (S & N); Michigan Bell Telephone Co. (S); John Morrell & Co. (S); Nathl Dairy Queen Inc. (S); The Pennsylvania Na- va Co. (S); Sheffield Farma Milk Co. (S); Swift & Co. (S); Stroh's Brewery (S); Carrier Corp. (S); Daystrom Corp. (S); Dallas Terminal Bldg., Inc. (S); Sullpe-Wills-Jones Milk Co. (S); Yardell & Co. (S).
ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

(Continued from page 277)

BATTEN, BARTON, DURSTINE & OSBORN INC.
380 Madison Ave., New York 17
Tel.: Eldorado 5-5800

Television Dept.: Arthur Pryor Jr., vice president in charge; Bob Foreman, vice president; Howard Picker, president; Frank W. J. Balsdon, commercial supervisor; Edwin Martin, treasurer; Frank Silvernall, chief timebuyer; Tucker Scott, coordinator; James Burnham, treasurer; Scan-
lan, Fred Stoutland, Norman Chester, Hope Morgan, Al B. Circulation, F. A. Wurster, George Polk, Rob-\nerty, William Lawrence, Mary Eula, Richard McKeever, timebuyers.

Boston 16—1230 Statler Office Bldg., Tel.: Hubbard 2-0430; F. W. Hatch, vice president.

Buffalo 3—3 Rand Bldg., Tel.: Cleveland 5-1930; F. W. Hatch, vice president.

Chicago 11—919 N. Michigan Ave., Tel.: Superior 7-9200; H. H. Allbutt, vice president.

Cleveland 13, 0 Terminal Tower, Tel.: Tower 1-7270; E. E. Haring, president.

Detroit 26—2656 Penobscot Bldg., Tel.: Woodward 5-6620; R. E. Anderson, vice president.

Detroit 28—1640 N. Vine St., Tel.: Hollywood 8-7337, Wayne Tiss, vice president.

Los Angeles 48—4836 Wilshire Bldg., Tel.: Webster 1-1234, A. W. Neely, vice president.

Minneapolis 2—800 Bank Bldg., Tel.: 780-8561; J. C. Cornwell, executive vice president; E. A. Cash, vice president.

Pittsburgh 19—Grant Bldg., Tel.: Grant 1-6600; L. D. Hansen, vice president.

San Francisco 4—Russ Bldg., Tel.: Sut-
er 1-2223; J. M. Goether, vice president.

Television Accounts: Murine: Creme of Wheat, Murphy's; Puppy Chow; Whirlpool; Westclox; Farmers & Mechanics Savings Bank; Circus Foods; Northrup; Cleveland Baking Co.; Lebo-
spolls Brewing Co.; MJMS Co.; Leobor Company; Tele-
phone & Telegraph; Scott Atwater Mfg. Co.; Brook Dairies Inc.; Alcoa; Axline Dog Food; Proctor & Gamble; (Co); L. G. V. Trading Co.; General Foods Corp. (closed circuit TV); Aspiring; Ameri-
can Century Insurance Co.; Chesebrough-Pond's Inc.; (N-S); Confitte Shampoo (N-S); Tilden, Thomas Meany, manager; Ralph Starr Butler Jr., Arthur Tatum, William Lawrence, Mary Eula, Richard McKeever, timebuyers.

Television Dept.: Arthur Pryor Jr., vice president in charge of TV; Thomas J. Breen, media director; production; William E. Schneider, business manager of TV dept. Herb Leder, director of film produ-
tion; William F. Reilly, program director; Howard Barbour, Charles Fisher, Creative Director; E ver-

timation: Don Wallace, Ralph Starr Butler Jr., William Mann, Lawrence White, Olga Druce, William Slates, program directors; Thomas Kern, director of TV tivity; Mary McCauley, Jean Janowicz, timebuyer; Gordon Englin, Eilane Sloat, Tom Brown, Production Jones, Anah Janowicz, timebuyers.

Hollywood 28—8253 Hollywood Blvd., Tel.: Hillside 9011, Al Kase, vice president in charge of West Coast Area.

Cincinnati— Enquirer, Tel.: Gar-
fiel, 1590, Georgia Waite, office manager.

Television Accounts: General Foods Corp. (Maxwell House Coffee; Folgers Coffee; Diamond Crystal Salt, Instant Max-


Television Accounts: Griffin Shoe Pol-

Television Dept.: Van C. Newkirk, director.

LEE S. BIESPEL ADVERTISING
605 N. Michigan Ave., Chicago 11
Tel.: Lexington 7-7500

Television Dept.: L. S. Biespiel, TV director and timebuyer; A. C. N. Cort, account executive.


RALPH BING ADVERTISING
300 Frederick Bldg., Cleveland 15, O
Tel.: Superior 2733.

Television Dept.: Ralph S. Bing, TV director.

Television Accounts: Blauhild Motors; Pelutil Motors; Northern General Appliance; Al Sirit Grotto Circus.

BLOW CO. INC.
640 Fifth Ave., New York 19
Tel.: Plaza 4-7777

Television Dept.: Robert Nickell, manager; Roy Winsor, vice director of TV; J. E. Kucera, timebuyer.

Hollywood—1900 N. Argyle, Tel.: Hempl-

Television Dept.: J. McDermott, director of TV.

San Francisco 3—703 Market St., Tel.: Gar-

BLACKSTONE ADVERTISING
1261 Market St., New York 19
Tel.: Circle 9-4615

Television Dept.: Frank Kauf, media director.

BLAINE-THOMPSON CO.
234 W. 44th St., New York 18
Tel.: Longacre 4-0080

Television Dept.: Albert L. Lesser, executive vice president and timebuyer.

FRANK L. BLUMBERG ADV.
AGENCY
800 Madison Ave., New York B1
Tel.: Murray Hill 8-1100

Television Dept.: Horace J. Elias, TV director.

Television Accounts: Kress Farm Dairy; Park Circle Motor Co.

THE FRED BOCK ADVERTISING CO.
1717 E. Collax Ave., Denver 6
Tel.: Florida 3-5520

Television Dept.: John Barrick, Jay Tallant.

Television Accounts: McCollum-Low Corp. (closed circuit TV).

W. EARL BOTTWELL INC.
690 Grant St., Pittsburgh 19
Tel.: Union 1-6680.

Television Dept.: Richard C. Bachman, traffic manager and manager.

New York 16—22 E. 46th St., Tel.: Lex-
ington 2-1022, Vincent Van Buren, radio director; Harry Tord, media director.

Hollywood 28—1680 N. Vine St., Tel.: Hillside 9009, Thomas Dealy, manager.

BOTSFORD, CONSTANTINE & GARDNER
115 Southwest Fourth Ave., Portland 4, Ore.
Tel.: Atwater 5941

Television Dept.: Frank C. Hedges (Parliament Cigar-

Television Dept.: J. C. Cornwell, executive vice president; E. A. Cash, vice president.

Television Dept.: John Barrick, Jay Tallant.

Television Accounts: Crystal Rock Brands.

Television Dept.: A. R. Brooks, time-

Television Dept.: A. R. Brooks, time-

Television Dept.: Ethel H. Kendall

Television Dept.: Van C. Newkirk,

Television Dept.: Van C. Newkirk,

Television Dept.: Van C. Newkirk,

Television Dept.: Van C. Newkirk,

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Television Dept.: Van C. Newkirk,
ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

(Continued from page 279)

THE CRAMER-KRASSELT CO.
733 N. Van Buren St., Milwaukee 2
Tel.: Daly 8-3000
Television Dept.: Roger W. LeGrand, TV director; Loretta Mahler, TV assistant; Prritchard, account executive.
Television Accounts: Amity Leather Products Co. (S); Phoenix Hostelry Co. (S); J. M. Ford Co., Inc. (S); Chevrolet Dealers of Greater Milwaukee, Inc. (S); Wisconsin Gas Co. (S); PlANKinton Packing Co. (S); Altotter Bros. Co. (S); First Federal Savings & Loan Association (S); Henroid Food Products Co. (S); Pfugfelder Co. (S); F. W. Woolworth Co. (S); Marine National Exchange Bank.

CRIENER & COMPANY
631 Hollywood Blvd., Los Angeles 6
Tel.: Grant 4107
Television Dept.: Dick Creamer, TV director; Weldon L. Moore, manager.

CROZER & ADVERTISING AGENCY
Southwestern Life Bldg., Dallas 1
Tel.: Riverside 1776
Television Dept.: David Kittrell Jr., media director; Weldon L. Moore, manager.

SAMUEL C. CROOT CO.
26 W. 44th St., New York 18
Tel.: Bryant 9-0445
Television Dept.: Earl M. Cummings, TV director; Leonard Bridges, account executive.

CUMMINGS, BRAND & McPHERSON
405 Gas & Electric Bldg., Rockford, III.
Tel.: 3-0677
Television Dept.: John R. Sheehan, TV director; John R. Sheehan, manager.

CUMMING & WALSH INC.
49 E. 54th St., New York 16
Tel.: Murray Hill 4-6900
Television Dept.: John R. Sheehan, manager; TV; Fred Cushing, client timebuyer.

DANCER-FITZGERALD-McDOUGAL INC.
San Francisco 4–114 Sansome St.
Tel.: Douglas 2-5107
Television Dept.: John J. O’Hara, TV director; Richard Tibbott, account executive.
Television Accounts: Western Electric Co. (S); Palmolive-Peet Co. (N-S); M & M Ltd. (S); Coca-Cola Co. (New York-N-S); National Carbon (S).

DAFFRITZ-FITZGERALD-SAMPLE INC.
447 Madison Ave., New York 17
Tel.: 5-8600
Television Dept.: Lyndon O. Brown, director of research and media; James E. Timm, vice president and TV director.

DANZINGER, B. B.
221 North LaSalle St.
Tel.: Financial 4-4093
Television Dept.: Sewall Gardner, Paul Keenan, vice president; Dettchak, executive; James Neale, vice president, TV director; Lynden O. Brown, V.P. media & research director; Francis Kenney, copy chief.

DANZINGER, J. H.
190 Broadway, New York 6
Tel.: Eldorado 2-8050
Television Dept.: William A. Russell, manager of TV; Fred Cusick, chief timebuyer.

DANTZLER BROTHERS
2011 Walnut St., Philadelphia 3
Tel.: 7-8070
Television Dept.: James C. Douglass, TV director; Ruth G. Graze, Jerry Horwitz, account executives.

DAP, INC.
180 Madison Ave., New York 16
Tel.: 4-7730
Television Dept.: Donald A. Hughes, TV director; John J. Pollan, account executive; John J. Pollan, timebuyer; Jacqueline Ruta, account executive; Sylvia Devey, Fred Waller, account executives; Robert Friend, film director.

DARDAR, INC.
145 K St. N.W., Washington, D. C.
Tel.: 7-3750
Television Dept.: James C. Douglass, TV director; John J. Pollan, account executive; John J. Pollan, timebuyer; Robert Fraden, film director.

DARDEN & DORISKO
147 W. 42nd St., New York 18
Tel.: 5-5400
Television Dept.: Alvin Haas, TV director; William Mann, advertising director.

DOHERTY, CLIFFORD & SHIELDEN
350 Fifth Ave., New York 1
Tel.: Woodward 5-7400
Television Dept.: Charles MacCracken, vice president, TV director; Esther C. Gilman, account executive.

RALPH L. DOBROWSKI CO., INC.
11 E. Franklin St., Richmond, Va.
Tel.: Circle 6-1400
Television Dept.: T. Michael Moody, TV director; Robert W. Cooper, TV account executive.
Television Accounts: Goldberg Electric Co.

DONAHUE & CO.
KCO Bldg., New York 20
Tel.: Central 6-5426
Television Dept.: A. Carl Rigrod, TV director; Howard Fisher, Robert Wash, account executives.
Television Accounts: Natrop & Holman.

DOW BAKELITE
350 Fifth Ave., New York 1
Tel.: Woodward 5-7400
Television Dept.: Charles MacCracken, vice president, TV director; Esther C. Gilman, account executive.
Television Accounts: Rose Jewelers; Food Industries; Short Stop Stores, Winnipeg; Bunkye's; Bunkye's;Dye 

DORREY & COMPANY
1015 Chestnut St., Philadelphia 7
Tel.: Plaza 7-2411
Television Dept.: James C. Douglass, TV director; Betty Nasse, timebuyer.

DOVERCO AND COMPANY
1520 Locust St., Philadelphia 2
Tel.: 4-1718
Television Dept.: L. W. Devereux, TV director; Joseph R. Rollins, manager.

DOUGLAS & CO.
1520 Locust St., Philadelphia 2
Tel.: 4-1718
Television Dept.: L. W. Devereux, TV director; Joseph R. Rollins, manager.

DOUGLAS & CO.
1520 Locust St., Philadelphia 2
Tel.: 4-1718
Television Dept.: L. W. Devereux, TV director; Joseph R. Rollins, manager.

DOUGLAS & CO.
1520 Locust St., Philadelphia 2
Tel.: 4-1718
Television Dept.: L. W. Devereux, TV director; Joseph R. Rollins, manager.

DOUGLAS & CO.
1520 Locust St., Philadelphia 2
Tel.: 4-1718
Television Dept.: L. W. Devereux, TV director; Joseph R. Rollins, manager.

DOUGLAS & CO.
1520 Locust St., Philadelphia 2
Tel.: 4-1718
Television Dept.: L. W. Devereux, TV director; Joseph R. Rollins, manager.

DOUGLAS & CO.
1520 Locust St., Philadelphia 2
Tel.: 4-1718
Television Dept.: L. W. Devereux, TV director; Joseph R. Rollins, manager.

DOUGLAS & CO.
1520 Locust St., Philadelphia 2
Tel.: 4-1718
Television Dept.: L. W. Devereux, TV director; Joseph R. Rollins, manager.

DOUGLAS & CO.
1520 Locust St., Philadelphia 2
Tel.: 4-1718
Television Dept.: L. W. Devereux, TV director; Joseph R. Rollins, manager.
BROADCASTING • Telecasting

Chicago 2-1 La Salle St. Tel.: Dearborn
Television Dept.: Robert W. Day, director

London-27 Hill St. W 1. Tel.: Mayflower
Television Dept.: T. W. Benson, TV director

Houston 2—Esperson Bldg. Tel.: Atwood 6-3701
Television Dept.: Mrs. Robert G. Black, TV buyer

San Francisco 4-235 Montgomery St. Tel.: Sutter 1-2355. L. A. Jones, media buyer.
Television Dept.: Mrs. Robert G. Black, TV buyer

FOOTE, CONE & BELDING
FLACK ADVERTISING AGENCY INC.

M. M. FISHER ASSOCIATES
Television Dept.: Selma Crosswirth, director; Carl Brown, Grace Spanihel, timebuyer; C. Burt Oliver, vice president of media; Helen Stenson, TV copy chief; Tom Newman, TV director.

GLASSER-GAILEY INC.
Television Dept.: Gerald L. Seaman, TV director; H. C. Conklin, executive producer; Elizabeth Cherry, film, TV director.

GUENTHER, BROWN & BERNE INC.
Television Dept.: I. L. Stiteman, account executive; Frank W. Rush, TV director and program producer.

GUILD, BASCOM & BONFIGLI INC.
Television Dept.: William A. Chalmers, TV director; Jose A. Terry, Waldo de Becker, timebuyer.

HAROLD M. WOOD ROYSEN INC.
Television Dept.: I. L. Stiteman, account executive; Frank W. Rush, TV director and program producer.

GODFREY  & CROSS
Television Dept.: Francis K. Glew, director; Joseph S. Spiegel, director; Bernard B. Golden, general manager; Edith H. Wilcox, account executive (Dallas).

HAROLD M. WOOD ROYSEN INC.
Television Dept.: Wm. D. Fisher, director; Mrs. E. S. Hearst, vice president; May A. Kohler, production supervisor; Jay Kacin, coordinator; John Grace McMullan, Earl Hotze, timebuyer.

Vernon 7211. Phil Jackson, manager of broadcast operations.

GOLDENSTERN, MACHADO & CO.
Television Dept.: Arthur A. Kron, director; Mrs. W. E. Stoeckle, account executive.

JOHN L. HALPIN ADVERTISING AGENCY
Television Dept.: John L. Halpin, timebuyer; John E. Styles, TV director.

JOHNSON & WIGNALL INC.
Television Dept.: Mrs. R. S. Flora, TV director; Mrs. R. S. Flora, timebuyer.

GRANGE, WATTS & QUIGLEY
Television Dept.: Ray K. Glenn, president; John H. Stewart, executive vice president; John R. McDaniel, program director (Ft. Worth); John R. McDaniel, program director (Washington, D.C.); John R. McDaniel, program director (Dallas).

GAYNOR, OGDEN, KERR & CO.
Television Dept.: William J. O'Day, account executive; Frank W. Rush, TV director and program producer.

GIERSCH, BRENNEMAN & WORTH
Television Dept.: M. M. Fisher, director; M. M. Fisher, account executive; Mrs. R. S. Flora, TV director; Mrs. R. S. Flora, timebuyer.

GROVE, LAWLESS & CO.
Television Dept.: IUE-CIO.

GUARDIAN BROADCASTING CORPORATION
Television Dept.: I. L. Stiteman, account executive; Frank W. Rush, TV director and program producer.

GOLDENSTERN, MACHADO & CO.
Television Dept.: Mrs. W. E. Stoeckle, TV director; Mrs. W. E. Stoeckle, timebuyer.
ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

N Network, S Spot, R Regional

HENRY J. KAUFMAN & ASSOC.
1470 Market St., San Francisco 12, D.C.
Tel.: District 7400


Television Accounts: Ambassador Hotel; Chemical National Bank; Farms-Chey Chase Dairy; Giant Food Stores; General Foods, Coffee Div.; Greyhound Bus Lines; H. H. Browning Brewing Co.; Bruce Hunt Inc.; Launderettes of America Inc.; Li'l Bobbin Distributing Corp.; Tom's Auto Service Inc.

KEARIO COLBERTS
100 Court Square Bldg., Baltimore 2, Maryland 2

Television Dept.: Baylen H. Smith, TV director.

Television Accounts: Embros Wine Co.; Sun Life Insurance Co.

KELO & STITES
3830 West 2nd Avenue, Cincinnati 1

Tel.: Parkway 1310

Television Dept.: Arthur A. Radkey, TV director.

KENYON & ECHARD INC.
247 Park Avenue, New York 17

Tel.: Murray Hill 8-5900

Television Dept.: Roland Montgomery, vice president and TV director; Howard Fishman, manager; J. D. Merchandiser, in charge of TV.


Detroit 2—Pentobod, Bldg. Tel.: Westinghouse 3-0103

Television Dept.: Paul Ahern Kelly, vice president and general manager.

Atlanta 5—805 Peachtree St. N.E. Tel.: Vernon 0194, Irving Deffider, manager.

San Francisco 4—620 Market St. Tel.: Yorba 2-9009, John Wiley, manager.

Toronto 1—49 King St. W. Tel. 15-0000

Television Dept.: Harold Ferro, time buyer, president and manager.

KLEIN & KELLER ASSOCIATES INC.
9 E. 40th St. New York 16

Tel.: Lexington 2-5025

Television Dept.: Horace Hagedorn, vice president and TV director; Arthur J. Davidson, assistant TV director; Sam S. Binks, senior account executive; L. G. Chase, account executive.

Television Accounts: V. LaRoza & Sons Inc.; Royal Lace Paper Works Inc.; Ahrens & Stockard Inc.; Bicyles; Stern's Nurseries; Standard Kitchen Appliance Co.

KELLY & LAMB ADVERTISING AGENCY
891 Highs Ave., Columbus 8, Ohio

Tel.: Klondike 3383

Television Dept.: Paul Ahern Kelly, partner; Gladys J. Lamb, partner; John V. Williams, account executive; Dorothy Williams, TV dept.

Television Accounts: Geo. Byers Sons Inc.; Modern Finance; Graf & Sons; C. D. Kenny; Bubble-Up (Vasa); Flashy Fashions (Vasa); Radio Crafters (Vasa); C. D. Kenny (Vasa); French's (Vasa); Pointe (Vasa); Mayfair (Vasa); Sun Home Appliances (Vasa); Wings (Vasa); Jay's 39th (Vasa); R. S. & M. (Vasa); Home Appliances (Vasa); Franken (Vasa); Food Services (Vasa); Smith (Vasa); Auto Air (Vasa); Auto Air (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); Marine Service (Vasa); 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<table>
<thead>
<tr>
<th>Company</th>
<th>TV Director/Manager</th>
<th>Phone Number</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada Dry Gin</td>
<td>Charles H. Hellwell</td>
<td>6-9590</td>
<td>87 Weybosset St., Providence 3</td>
</tr>
<tr>
<td>Esso Standard Oil</td>
<td>J. B. Ganty</td>
<td>6-9590</td>
<td>57 Weybosset St., Providence 3</td>
</tr>
<tr>
<td>Iroquois Beverage</td>
<td>Julian Malkiel</td>
<td>6-9590</td>
<td>110 Pearl St., Buffalo 2</td>
</tr>
<tr>
<td>Mohawk Carpet Co.</td>
<td>Seth M. Sandler</td>
<td>6-9590</td>
<td>239 W. Carson St., Philadelphia 2</td>
</tr>
<tr>
<td>NABisco</td>
<td>Seth M. Sandler</td>
<td>6-9590</td>
<td>239 W. Carson St., Philadelphia 2</td>
</tr>
<tr>
<td>National Biscuit Company</td>
<td>Seth M. Sandler</td>
<td>6-9590</td>
<td>239 W. Carson St., Philadelphia 2</td>
</tr>
<tr>
<td>National Pressure Cooker Co.</td>
<td>Seth M. Sandler</td>
<td>6-9590</td>
<td>239 W. Carson St., Philadelphia 2</td>
</tr>
<tr>
<td>Nemith Motors Inc.</td>
<td>Seth M. Sandler</td>
<td>6-9590</td>
<td>239 W. Carson St., Philadelphia 2</td>
</tr>
<tr>
<td>Reynolds Water Works</td>
<td>Seth M. Sandler</td>
<td>6-9590</td>
<td>239 W. Carson St., Philadelphia 2</td>
</tr>
<tr>
<td>Vegetable Oil Products Co.</td>
<td>Seth M. Sandler</td>
<td>6-9590</td>
<td>239 W. Carson St., Philadelphia 2</td>
</tr>
<tr>
<td>Swift &amp; Co.</td>
<td>Seth M. Sandler</td>
<td>6-9590</td>
<td>239 W. Carson St., Philadelphia 2</td>
</tr>
</tbody>
</table>

(Continued from page 283)
<table>
<thead>
<tr>
<th>Advertising Agencies Handling Television Accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PACIFIC NATIONAL ADVERTISING</strong></td>
</tr>
<tr>
<td>605 Union St., Seattle 1</td>
</tr>
<tr>
<td>Tel.: Elliott 1401</td>
</tr>
<tr>
<td>Television Dept.: Trevor Evans, TV director.</td>
</tr>
<tr>
<td>Portland-715 Cascade Bldg., Tel.: Capitol 1021,</td>
</tr>
<tr>
<td>Milton, Florida</td>
</tr>
<tr>
<td>Spokane-606 Chateau Bldg., Tel.: Circle 6-4255,</td>
</tr>
<tr>
<td>Vernon, Nevada</td>
</tr>
<tr>
<td>Television Accounts: Seattle First National Bank,</td>
</tr>
<tr>
<td>Washington Co-Op Pacific Lincoln Mercury</td>
</tr>
<tr>
<td><strong>PARIS &amp; PEART</strong></td>
</tr>
<tr>
<td>740 Lexington Ave., New York 17</td>
</tr>
<tr>
<td>Tel.: 71-2424</td>
</tr>
<tr>
<td>Television Dept.: Paul A. Danielson, media director and timebuyer.</td>
</tr>
<tr>
<td><strong>PAYZ &amp; CURTIS</strong></td>
</tr>
<tr>
<td>437 E. Broadway, Long Beach, Calif. Tel.: 6-1259</td>
</tr>
<tr>
<td>Television Dept.: John Curtis, TV director.</td>
</tr>
<tr>
<td>Nancy Purvine, writer; Gene Curtis, account executive.</td>
</tr>
<tr>
<td>Television Accounts: L. B. Board of Realtors</td>
</tr>
<tr>
<td>5-500 Cluft Dairy; Kellogg Supply Co.; L. B. Insurance Ass'n</td>
</tr>
<tr>
<td><strong>HANCOCK PAYNE ADV. ORGANIZATION</strong></td>
</tr>
<tr>
<td>12 S. Washington St., Philadelphia 7</td>
</tr>
<tr>
<td>Tel.: Lombard 3-2405</td>
</tr>
<tr>
<td>Television Dept.: Ben Kaplan, executive vice president and timebuyer.</td>
</tr>
<tr>
<td><strong>PEARS Advertising Agency INC.</strong></td>
</tr>
<tr>
<td>250 Park Ave. New York City 22</td>
</tr>
<tr>
<td>Tel.: 65-6855</td>
</tr>
<tr>
<td><strong>FERRY-BROWN, INC.</strong></td>
</tr>
<tr>
<td>2831 Vernon Place, Cincinnati 19</td>
</tr>
<tr>
<td>Tel.: Plaza 8200</td>
</tr>
<tr>
<td>Television Dept.: John Edward D. Joran, TV director.</td>
</tr>
<tr>
<td>Television Accounts: Williams Dairy; The Handy Window Shade Co.</td>
</tr>
<tr>
<td><strong>PECK ADVERTISING INC.</strong></td>
</tr>
<tr>
<td>400 Madison Ave. New York 17</td>
</tr>
<tr>
<td>Tel.: 39-2317</td>
</tr>
<tr>
<td>Television Dept.: Arthur J. Daly, TV director.</td>
</tr>
<tr>
<td>Donald Blaustein, assistant vice president and executive.</td>
</tr>
<tr>
<td><strong>PEDLER AND RYAN INC.</strong></td>
</tr>
<tr>
<td>250 Park Ave. New York 17</td>
</tr>
<tr>
<td>Tel.: 65-6855</td>
</tr>
<tr>
<td>Television Dept.: Wilfred S. Roberts, TV director; John Hamilton, assistant TV director; T. C. Fisher, vice president in charge of P &amp; A, account executive; Donald Quinn, timebuyer, executive vice president, account executive.</td>
</tr>
<tr>
<td><strong>PHILLIPS-RAMSEY COMPANY</strong></td>
</tr>
<tr>
<td>First Nat'l Bank Bldg., San Diego 1</td>
</tr>
<tr>
<td>Tel.: 23-2201</td>
</tr>
<tr>
<td>Television Dept.: Orva Huff, TV director; Robert Lewis, media director; W. Phillips, C. C. Ramsey, account executives.</td>
</tr>
<tr>
<td><strong>PLATT-FORBES INC.</strong></td>
</tr>
<tr>
<td>7 E. 44th St., New York 16</td>
</tr>
<tr>
<td>Tel.: Murray Hill 3-3440</td>
</tr>
<tr>
<td>Boston-16-21 Providence St.: Tel.: Kenmore 6-3153,</td>
</tr>
<tr>
<td>Irvin Gould, manager.</td>
</tr>
<tr>
<td><strong>PLAZA ADVERTISING INC.</strong></td>
</tr>
<tr>
<td>9 Rockefeller Plaza, New York 20</td>
</tr>
<tr>
<td>Tel.: Circle 6-6595</td>
</tr>
<tr>
<td>Television Dept.: John T. Ophelther, president; Nancy M. Viaroli, timebuyer.</td>
</tr>
<tr>
<td><strong>POZNER-ZABIN ADVERTISING</strong></td>
</tr>
<tr>
<td>95 Madison Ave., New York 1</td>
</tr>
<tr>
<td>Tel.: Murray Hill 9-3776</td>
</tr>
<tr>
<td>Television Dept.: James B. Zabin, Jack Posner.</td>
</tr>
<tr>
<td><strong>REINCKE, MEYER &amp; FENN</strong></td>
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<tr>
<td>520 N. Michigan Ave., Chicago 13</td>
</tr>
<tr>
<td>Tel.: Whitehall 4-7400</td>
</tr>
<tr>
<td>Television Dept.: Frank M. Baker, TV director.</td>
</tr>
<tr>
<td><strong>EML REINHARDT ADVERTISING INC.</strong></td>
</tr>
<tr>
<td>1736 Franklin St., Philadelphia 3</td>
</tr>
<tr>
<td>Tel.: Templehof 2-2608</td>
</tr>
<tr>
<td>Television Dept.: Joseph Connor, TV director; James C. Resor, timebuyer; James C. Mason, account executive; Fred Irvine, James B. Innis, account executives.</td>
</tr>
</tbody>
</table>


**REISS ADVERTISING**
221 W. 57th St., New York 19
Tel.: Plaza 7-8030
Television Dept.: Alice Brothers, TV timebuyer.

**FLETCHER D. RICHARDS INC.**
18 Rockefeller Plaza, New York 20
Tel.: Judson 6-6400
Television Dept.: David Davidson, vice president and TV director; George E. Pamental, timebuyer. - Chicago: 1-220 Boyston St.: Tel.: Central 6-7321.

**S. F. RICHARDS (Harrington-Dix)**
356 Butler St.: Tel.: Exbrook 1-4057, Virginia Miller, TV buyer.

**OHIO ADVERTISING AGENCY INC.**
230 Payne Ave. S.W., Cleveland 14
Tel.: Superior 1-7070
Television Dept.: Mel Tenenbaum, director of TV; Marilyn Williams, writer-producer; Samuel L. Abrams, Victor Gelb, Herman Spero, TV account executives. - Accounts: Old Dutch Beer.

**OLMISTED & FOLEY**
3100 Second Ave. Minneapolis 3
Tel.: Minn. 3-1106

**ONEIL LARSON MCMAHON**
220 N. Michigan Ave., Chicago 1
Tel.: Andover 3-4740

**ORGANIZATION**
200 Madison Ave. New York 17
Tel.: Franklin 2121
Television Dept.: John T. O'Flaherty, TV director; John O'Brien; Bob Smith, vice president; Donald Blauhut, assistant timebuyer. - Accounts: Television Accounts: First National Bank Bldg.; Associated Lace Corp.; Montana Products Co.; National Bank; The Handy Window Shade Co.; American Joint Stock Co.

**R.tv A.D.V. CORP. OF AMERICA**
67 Avenue Ave., Jersey City 5
Tel.: Bergen 4-3233
Television Dept.: Albert A. Flore, TV director; John Critelli, timebuyer; John R. Ryan, vice president.

**RAY-HIRSCH CO. INC.**
3015 N. Michigan Ave. Chicago 1
Tel.: Douglas 5407
Television Dept.: Arthur J. Daly, TV director; Florence Grady, TV director. - Accounts: Television Accounts: Crown Petroleum Co.; George E. Dewey Co.; Hairy & Young; State Line Potato Chips.

**THE FRED M. RANDALL COMPANY**
750 2nd St., St. Louis 1
Tel.: Garfield 6400
Television Dept.: George L. Prater, account executive, TV director; Barbara Block, copywriter; Robert O. Scott, TV director. - Accounts: Television Accounts: Falls City Brewing Co.; R. D. T. Brewing Co.; Bell Telephone Co.; Missouri Brass Co.

**PRESA, FELLERS & PRESBA CO.**
340 N. Michigan, Chicago 1
Tel.: Central 6-7866
Television Dept.: John N. Smith, president and TV director; E. E. Eldridge, timebuyer.

**R.**
**RAY-HIRSCH CO. INC.**
3124 N. Milwaukee Ave., Chicago 17
Tel.: Central 6-7866

**RICHARDS**
3142 Wilshire Blvd., Los Angeles 5
Tel.: Dunkirk 7-6134
Television Dept.: Mrs. Ilse Stein, media buyer.

**DAN RIVKIN AGENCY**
1216 W. Madison St., Chicago 7
Tel.: Webster 3-5577

**IRVING ROSEN ADVERTISING**
502 S. Wacker Dr., Chicago 1
Tel.: 225-3131

**CHARLES ROSS ADVERTISING AGENCY INC.**
1418 N. Highland Ave., Hollywood 28
Tel.: Hudson 2-1184

**ROSS, GARDNER & WHITE**
2536 N. Western Ave., Los Angeles 5
Tel.: Dunkirk 7-6134
Television Dept.: Frank Ryblik, TV director; William W. Schweitz, timebuyer.

**RUTTHAUF & RYAN INC.**
1518 Wabansia Ave., Chicago 17
Tel.: General 2-1184
Television Dept.: Daniel M. Gordon, vice president and TV director; Alfred A. H. Aronson, accounts manager and head of TV.

(Continued on page 286)
## ADVERTISING AGENCIES HANDLING TELEVISION ACCOUNTS

### N Network, S Spot, R Regional

(Continued from page 285)

<table>
<thead>
<tr>
<th>Agency Name</th>
<th>Telephone Number</th>
<th>City, State</th>
<th>Television Dept.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SCHWIMMER &amp; SCOTT INC.</td>
<td></td>
<td>Detroit, MI</td>
<td>Television Dept.: Evelyn Vanderpoege,</td>
</tr>
<tr>
<td>SCOTT'S ADVERTISING AGENCY INC.</td>
<td></td>
<td>Los Angeles, CA</td>
<td>vice president and account executive:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Philadelphia, PA</td>
<td>George S. Olin, TV director and account</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Minneapolis, MN</td>
<td>executive: Roger S. Winters, account</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rochester, NY</td>
<td>executive: Florence S. Jeffras, account</td>
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<td></td>
<td></td>
<td>Dallas, TX</td>
<td>executive: George S. Olin, account</td>
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<td>Denver, CO</td>
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<td>New York, NY</td>
<td>executive: Florence S. Jeffras, account</td>
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<td>Miami, FL</td>
<td>executive: George S. Olin, account</td>
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<td>Honolulu, HI</td>
<td>executive: Florence S. Jeffras, account</td>
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<td>San Francisco, CA</td>
<td>executive: George S. Olin, account</td>
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<td>Seattle, WA</td>
<td>executive: Florence S. Jeffras, account</td>
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</tbody>
</table>

### MAXWELL SACKHEIM & CO., INC.

- **Baltimore, MD:** 301 West Chester St., Baltimore 18, 2121 N. Charles St., Baltimore 18, 212 N. Charles St., Baltimore 18
- **Chicago, IL:** 50 E. 42nd St., New York 17
- **Los Angeles, CA:** 1250 Wilshire Blvd., Los Angeles 17
- **New York, NY:** 1250 Wilshire Blvd., Los Angeles 17
- **Philadelphia, PA:** 1250 Wilshire Blvd., Los Angeles 17
- **San Francisco, CA:** 1250 Wilshire Blvd., Los Angeles 17
- **Seattle, WA:** 1250 Wilshire Blvd., Los Angeles 17

### MCFARLAND & COMPANY INC.

- **Baltimore, MD:** 301 West Chester St., Baltimore 18, 2121 N. Charles St., Baltimore 18
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- **Los Angeles, CA:** 1250 Wilshire Blvd., Los Angeles 17
- **New York, NY:** 1250 Wilshire Blvd., Los Angeles 17
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- **San Francisco, CA:** 1250 Wilshire Blvd., Los Angeles 17
- **Seattle, WA:** 1250 Wilshire Blvd., Los Angeles 17

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- **Philadelphia, PA:** 1250 Wilshire Blvd., Los Angeles 17
- **San Francisco, CA:** 1250 Wilshire Blvd., Los Angeles 17
- **Seattle, WA:** 1250 Wilshire Blvd., Los Angeles 17
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<td><strong>N Network, S Spot, R Regional</strong></td>
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**SULLIVAN, STAUFFER, COLWELL & BAYLES INC.**
437 Broadway, New York 16
Tel.: 3-2050
Television Dept.: Philip H. Cohen, vice president and TV director; Arthur Stark, business manager.

**SUPER MARKET TV PRODUCTIONS Inc.**
95 E. New York 16
Television Dept.: Lester Wolff, executive vice president and TV director; Gertrude Armstrong, director of TV.

**TAGGART & YOUNG**
1304 Beverley Dr., Los Angeles 36
Tel.: Webster 3-1108
Television Dept.: E. L. Taggart, director of TV; Ray Lewis, TV director and timebuyer.

**TATHAM-LAIRD, INC.**
420 North Wacker Drive, Chicago 6
Tel.: Randolph 6-2171
Television Dept.: George A. Bolas, TV director; E. C. Perry, TV buyers.

**TAGGART, MACKENZIE & CO. INC.**
420 Market St., San Francisco 11
Tel.: Garfield 1-6812
Television Dept.: George Taylor, timebuyer; Carl Christopher, account executive.

**J. WALTER THOMPSON COMPANY**
420 North Wacker Drive, Chicago 6
Tel.: Murray Hill 3-2000
Television Dept.: Stanley Sorel, president; Frank S. Kelly, TV director in charge of TV; Ernie M. Shannon, timebuyers; Virginia Sawyer, H. Bart Moline Jr., Howard Reidy, talent buyers.

**GEORGE TAYLOR AD. AGENCY**
420 Market St., San Francisco 11
Tel.: Garfield 1-6812
Television Dept.: George Taylor, timebuyer; Carl Christopher, account executive.

**WILLS ADVERTISING AGENCY LTD.**
44 King St. W., Toronto, Ont.
Tel.: 6-2668
Television Dept.: J. E. Palmer, TV director; M. Porter, timebuyer.

**WILLIAM WARREN, JACKSON & CO.**
45 W. 45th St., New York 19
Tel.: Judson 6-0500
Television Dept.: Robert Stevens, TV director and account executive.

**VANSANT DUDGALL & CO. INC.**
15 East Fayette St., Baltimore 2
Tel.: Lexington 5400

**VANTAGE magazine**
Washington, D.C.
Tel.: 202-347-8000
Television Dept.: Carl Venti, producer and account executive; Robert V. Walsh, TV director; Joseph F. Jones, account executive.

**V. W. VOMACK INC.**
338 Kings Highway, Brooklyn 23
Tel.: Lex. 5460
Television Dept.: W. L. Vomack, president; Robert B. Vallo, executive vice president and secretary.

**W. G. WARE ADVERTISING INC.**
230 Park Ave., New York 17
Tel.: Murray Hill 3-8476
Television Dept.: Carl Venti, producer; timebuyer; William M. Vomack, associate producer; Philadelphia.

**WORLD TELEVISION**
119 Monona Ave., Madison 3, Wis.
Tel.: 2-2668
Television Dept.: Philip Davies.

**TRAPEZ KENY & CO. INC.**
515 Madison Ave., New York 22
Tel.: Eldorado 5-4640
Television Dept.: Philip H. Baeker, TV director; Larry A. Wolfe, writer-producer-director; William J. Kienley, TV writer, account executive.

**TRUPIX**
Tallboy Bldg., Dayton 2
Tel.: Hemlock 5542
Television Dept.: Philip L. McIlhenny, TV director and account executive.

**TURNER ADVERTISING AGENCY**
101 E. Ontario St., Chicago 11
Tel.: Michigan 2-6428

**TURNER-ADVERTISING AGENCY**
330 S. Dearborn St., Chicago 5
Tel.: Dearborn 2-4649
Television Dept.: C. J. Ulrich, account executive.

**WAXELBAUM ADVERTISING CO.**
10 E. 43rd St., New York 17
Tel.: Murray 8-3368
Television Dept.: Marvin R. Carlson, TV director; Ruth Johnson, TV timebuyer; Ed Lytle, agency TV producer.

**WESTERN ADV. AGENCY INC.**
868 S. Corona, Los Angeles 5
Tel.: Dunkirk 7-3797
Television Dept.: John deBevec, media director.

**WILSON, BERTRAND & CO.**
120 W. 42nd St., New York 18
Tel.: Wisconsin 7-5978

**WILSON, BERTRAND & CO.**
11 West 42nd St., New York 18
Tel.: Wisconsin 7-5978

**WILSON, BERTRAND & CO.**
1307 Pacific Ave., Dallas 1
Tel.: 2-2200
Television Dept.: Fred Stiles, vice president and account director; Sabino Bros., account executive.

**WILLIAM H. WEINTRAUB & CO.**
3508 Wilshire Boulevard, Los Angeles 5
Tel.: 6-2668
Television Dept.: Allen F. Waters, TV director; William A. Welsh, executive vice president.

**WILLIAM H. WEINTRAUB & CO.**
119 Monona Ave., Madison 3, Wis.
Tel.: 2-2668
Television Dept.: Anthony 6288
Television Dept.: Louis E. Wade, account executive and timebuyer; G. A. Goldberg, account executive.

**WILLIAM H. WEINTRAUB & CO.**
294 Paramount Blvd., Fort Wayne 2
Tel.: Anthony 6288
Television Dept.: Louis E. Wade, account executive and timebuyer; G. A. Goldberg, account executive.

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**1951 by Classifications**

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<td>Food &amp; Food Products</td>
<td>$4,346,396</td>
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<tr>
<td>Automobiles &amp; Accessories</td>
<td>$2,434,112</td>
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<tr>
<td>Radio, Ref., Electrical Appliances</td>
<td>$2,155,490</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>$4,346,396</td>
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<td>$18,297,589</td>
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**1951 by Agencies**

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<th>Agency</th>
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<td>Young &amp; Rubicam Inc.</td>
<td>$2,504,512</td>
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<tr>
<td>Dancer-Fitzgerald-Sample</td>
<td>$1,949,426</td>
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<tr>
<td>Kenyon &amp; Eckhardt Inc.</td>
<td>$1,245,444</td>
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<tr>
<td>Tatham-Laird Inc.</td>
<td>$1,116,649</td>
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<td>Lennox &amp; Mitchell</td>
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<td>lettuce</td>
<td>$25,783</td>
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**1951 by Accounts**

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<tbody>
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<td>General Mills Inc.</td>
<td>$1,600,037</td>
</tr>
<tr>
<td>Kellogg Company</td>
<td>$1,203,972</td>
</tr>
<tr>
<td>Lorillard Corp.</td>
<td>$799,455</td>
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<tr>
<td>Nash-Kelvin Corp.</td>
<td>$751,141</td>
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<tr>
<td>Goodyear Tire &amp; Rubber Tire Co.</td>
<td>$725,955</td>
</tr>
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<td>Ralston Purina</td>
<td>$683,568</td>
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<td>Bendheim Appliances</td>
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<td><strong>TOTAL</strong></td>
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**1951 by Television Accounts**

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<td>Winus-Brandon CO.</td>
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<tr>
<td>WOJF-JOLIET-CONKEY INC.</td>
<td>$1,203,972</td>
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<tr>
<td>WOLFE-JACKLYN-CONKEY INC.</td>
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<tr>
<td>WOA-JOLIET-CONKEY INC.</td>
<td>$751,141</td>
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<td>WOJF-JOLIET-CONKEY INC.</td>
<td>$725,955</td>
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<td>LORAN-TORONTO</td>
<td>$683,568</td>
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<tr>
<td>WOJF-JOLIET-CONKEY INC.</td>
<td>$460,006</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>$18,297,589</td>
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</tbody>
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PROFESSIONAL AND TECHNICAL SCHOOLS FOR TELEVISION

Name, Address, Tel.
American Institute of the Air*
3125 E. Lake St.
Minneapolis 8, Minn.
Tel.: Wesley 1639

American Telecasting Corp.*
5600 Sunset Blvd.
Hollywood 28
Tel.: Hollywood 9-8347

American Television Institute of Technology*
5005 N. Broadway
Chicago 40, Ill.
Tel.: Uptown 8-6300

American Television Labs of Calif.*
5606 Sunset Blvd.
Hollywood 28
Tel.: Hollywood 9-8347

American Television Labs. of Calif.*
5606 Sunset Blvd.
Hollywood 28
Tel.: Hollywood 9-8347

Hal Bagg School of Broadcasting*
1674 Broadway, New York 19
Tel.: Columbia 5-5756

Beck School for Radio*
Lyceum Theatre
Minneapolis
Tel.: Lincoln 4703

Broadcasters Network Studios*
6615 Sunset Blvd.
Hollywood 28
Tel.: Hudson 2-9101

California Institute of Radio & Television*
5910 Sunset Blvd.
Hollywood 26, Calif.
Tel.: Hollywood 9-1938

Cambridge School of Radio Broadcasting*
806 Seventh Ave.
New York 19
Tel.: Judson 6-0025

Capital Radio Engineering Institute*
3224 16th St., N.W.
Washington, D. C.
Tel.: Hobart 1520

Central Radio & Television Schools Inc.*
1844 Wyandotte St.
Kansas City 8, Mo.
Tel.: Harrison 8852

Chicago Academy of Radio & Dramatic Arts*
306 S. Wabash Ave.
Chicago 8
Tel.: Harrison 7-5907

Chicago Technical College*
2000 S. Michigan Ave.
Chicago 5
Tel.: Calumet 5-8200

Columbia College*
410 S. Michigan Blvd.
Chicago 5
Tel.: Wabash 2-6761

The Crescent School of Radio & Television*
500 Pacific St.
Brooklyn 17
Tel.: Triangle 5-5656

De Forest's Training,
2533 North Ashland
Chicago 14, Ill.
Tel.: Lincoln 9-7260

Courses Offered
Announcing, writing, directing, control operating, Sports play-by-play, Radio Time selling
Television production.

140-week TV engineering course, 72-week TV production. Night classes also.
Radio, television servicing; communications.

Radio, television servicing; communications.

Commercial TV announcing, TV production

Announcing, acting, singing

Radio announcing & associated subjects

Staff announcing, writing

Announcing, sportscasting, script writing, directing-producing, publicity and promotion

Residence courses in AM, FM, TV engineering, and servicing; aeronautical engineering

Courses leading to 1st class FCC license in radio & television; air-line station agent, flight radio operator

Announcing, acting, directing, production

Radio and TV engineering, practical radio

Radio broadcasting, television - radio broadcast engineering, advertising, journalism, stage

Radio and TV technician; communications; mathematics; servicing; FCC license; programming and production; camera operation

Electronic fundamentals, television-radio servicing, industrial electronics, communications, television and radio engineering and design, nuclear instrumentation.

Name, Address, Tel.
The Delehanty Institute*
105 E. 13th St.
New York 3
Tel.: Gramercy 3-6900

Electronic Technical Institute
769 Venice Blvd.
Los Angeles 15, Calif.
Tel.: Richmond 9381

Emerson College*
130 Beacon St.
Boston 16
Tel.: Kenmore 6-3340

Maren Elwood College*
4949 Hollywood Blvd.
Hollywood 27
Tel.: Normandy 3-3123

Geller Theatre Workshops*
6040 Wilshire Blvd.
Los Angeles 36
Tel.: York 5205

Goodman Memorial Theatre, School of Drama of the Art Institute of Chicago*
Chicago 3
Tel.: Central 6-2337

Institute of Visual Training*
40 E. 49th St.
New York 17
Tel.: Eldorado 5-1443

Jo Keith School & Agency*
228 S. Wabash Ave.
Chicago 4
Tel.: Webster 9-6272

Courses Offered
Radio & television service and repair; telegraphy & telephony, radio technology
Servicing, studio procedure

Radio production, script

Four-year college with courses in all branches of writing including radio writing, publicity and public relations

Comprehensive radio

Acting, directing, radio scene & costume design, technical practice (B.F.A. & M.F.A. degrees)

Singing, dramatics, dancing, modelling, radio, stage, screen, TV

(Continued on page 290)
### Professional and Technical Schools for Television

**Radio FM and television technician, communications, amateur radio.**

<table>
<thead>
<tr>
<th>School Name</th>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
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</thead>
<tbody>
<tr>
<td>Midway Television Institute*</td>
<td>4825 Indiana Ave.</td>
<td>Chicago, IL</td>
<td>314-0115</td>
<td>Radio, television, allied electronics; diesel, automotive and allied mechanics.</td>
</tr>
<tr>
<td>National Academy of Broadcasting Inc.*</td>
<td>3338 16th St., N.W.</td>
<td>Washington, DC</td>
<td>781-5250</td>
<td>Radio, television, allied electronics; all phases of motion picture production,</td>
</tr>
<tr>
<td>National Schools*</td>
<td>4000 S. Figueroa St.</td>
<td>Los Angeles, CA</td>
<td>213-7575</td>
<td>All phases of radio, broadcasting, program directing, and station management.</td>
</tr>
<tr>
<td>New Institute for Film &amp; Television*</td>
<td>29 Flatbush Avenue</td>
<td>Brooklyn, NY</td>
<td>718-8383</td>
<td>Courses taught on technical college (not trade level).</td>
</tr>
<tr>
<td>Pathfinder School of Radio &amp; Television Announcing</td>
<td>1222-A Oak St.</td>
<td>Kansas City, MO</td>
<td>816-5300</td>
<td>Radio, television, allied electronics; diesel, automotive and allied mechanics.</td>
</tr>
<tr>
<td>Pierce School of Radio &amp; Television*</td>
<td>52 E. 19th St.</td>
<td>New York, NY</td>
<td>212-6150</td>
<td>Radio FM-television technician, radio communications, radio and TV service.</td>
</tr>
<tr>
<td>Leland Powers School Inc.*</td>
<td>31 Evans Way</td>
<td>Boston, MA</td>
<td>617-567-7000</td>
<td>Theatre, radio, television, public speaking</td>
</tr>
</tbody>
</table>

**Radio Institute of Chicago**

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
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</thead>
<tbody>
<tr>
<td>105 W. Adams</td>
<td>Chicago, IL</td>
<td>312-372-7000</td>
<td>Radio, drama, engineering, television</td>
</tr>
</tbody>
</table>

**Radio Television Arts Academy**

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
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<tbody>
<tr>
<td>3819 Wilshire Blvd.</td>
<td>Los Angeles</td>
<td>213-777-7430</td>
<td>Television film production, programming, sales</td>
</tr>
</tbody>
</table>

**RCA Institutes Inc.*

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>350 W. 4th St.</td>
<td>New York, NY</td>
<td>212-666-6400</td>
<td>Radio and television technology</td>
</tr>
</tbody>
</table>

**The Celeste Rush Radio Preparatory System**

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>6119 Harold Way</td>
<td>Hollywood, CA</td>
<td>213-467-6000</td>
<td>Drama motives &amp; radio elements of production</td>
</tr>
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</table>

**School of Radio Technique**

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
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<th>Courses Offered</th>
</tr>
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<tbody>
<tr>
<td>228 S. Wabash Ave.</td>
<td>Chicago, IL</td>
<td>312-560-1000</td>
<td>Announcing, writing, newscasting, production, direction, acting, speech</td>
</tr>
</tbody>
</table>

**Frederick H. Speare, Professional Radio & Television School**

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>6291 Santa Monica Blvd.</td>
<td>Hollywood, CA</td>
<td>213-958-7000</td>
<td>Announcing, news, sports, acting, control and production techniques, writing, TV, sound effects</td>
</tr>
</tbody>
</table>

**Hal Styles School of Radio & Television**

<table>
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<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>8800 Wilshire Blvd.</td>
<td>Beverly Hills, CA</td>
<td>213-978-3000</td>
<td>Correspondence courses in TV servicing and TV broadcasting</td>
</tr>
</tbody>
</table>

**Television Communications Institute**

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>205 W. Wacker Dr.</td>
<td>Chicago, IL</td>
<td>312-376-7000</td>
<td>Television studio operation, camera operation, program production, television advertising.</td>
</tr>
</tbody>
</table>

**Television Workshop of N. Y.**

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>1780 Broadway</td>
<td>New York, NY</td>
<td>212-402-7000</td>
<td>Program production, creative &amp; commercial writing, announcing, camera operation (in fully equipped TV studios).</td>
</tr>
</tbody>
</table>

**Twin City Television Lab, Affiliated with Beck Studios, Inc.*

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lyceum Theatre</td>
<td>Minneapolis, MN</td>
<td>612-797-3000</td>
<td>Radio communications; radio, TV servicing</td>
</tr>
</tbody>
</table>

**Western Radio-Television Institute**

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>341 W. 18th St.</td>
<td>Los Angeles, CA</td>
<td>213-936-7000</td>
<td>Radio communications; radio, TV servicing</td>
</tr>
</tbody>
</table>

**Program production, creative & commercial writing, announcing, camera operation (in fully equipped TV studios).**

**Television studio operation, camera operation, program production, television advertising.**

**Television workshop of N. Y.**

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>312-2200</td>
<td>New York, NY</td>
<td>212-266-7000</td>
<td>Television studio operation, camera operation, program production, television advertising.</td>
</tr>
</tbody>
</table>

**M.S. Powers* School Inc.**

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 Evans Way</td>
<td>Boston, MA</td>
<td>617-567-7000</td>
<td>Radio, television, public speaking</td>
</tr>
</tbody>
</table>

**Leland Powers School Inc.**

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 Evans Way</td>
<td>Boston, MA</td>
<td>617-567-7000</td>
<td>Theatre, radio, television, public speaking</td>
</tr>
</tbody>
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**Leland Powers School Inc.**

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<tr>
<th>Address</th>
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<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>341 W. 18th St.</td>
<td>Los Angeles, CA</td>
<td>213-936-7000</td>
<td>Radio communications; radio, TV servicing</td>
</tr>
</tbody>
</table>

**M. M. Lloyd* Institute**

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>8800 Wilshire Blvd.</td>
<td>Beverly Hills, CA</td>
<td>213-978-3000</td>
<td>Radio communications; radio, TV servicing</td>
</tr>
</tbody>
</table>

**M. M. Lloyd* Institute**

<table>
<thead>
<tr>
<th>Address</th>
<th>City, State</th>
<th>Telephone No.</th>
<th>Courses Offered</th>
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<tbody>
<tr>
<td>341 W. 18th St.</td>
<td>Los Angeles, CA</td>
<td>213-936-7000</td>
<td>Radio communications; radio, TV servicing</td>
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<td>Bodde Screen &amp; Projector Co.</td>
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<td>Audio-Master Corp.</td>
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<td>William F. Broidy Productions, Inc.</td>
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<td>The Princeton Film Center, Inc.</td>
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<td>SARRA, Inc.</td>
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<td>Seaboard Studios, Inc.</td>
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<td>Sterling Television Co. Inc.</td>
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<td>The TEEVEE Co.</td>
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<th>Station</th>
<th>City</th>
<th>Network/Group</th>
</tr>
</thead>
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<td>Fort Worth</td>
<td>WMAR-TV, Baltimore</td>
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<tr>
<td>WBNS-TV</td>
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<td>WMBR-TV, Jacksonville</td>
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<td>WDSU-TV, New Orleans</td>
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<td>WVEU-TV, Cleveland</td>
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The Alan Young Show
CBS Television Network
Starring Alan Young with guests William Perlberg and George Seaton of Paramount Pictures, producers of "Aaron Slick from Pumpkin Creek." Color by Technicolor.

There are many good reasons why Houston-Fearless television camera pedestals and dollies are standard equipment in a vast majority of television stations. They are skillfully designed to give complete mobility to the camera, engineered to withstand constant usage, and built to give dependable performance at all times.

They embody 26 years of leadership in manufacturing camera and film processing equipment for the motion picture studios of Hollywood and throughout the World. You can rely on Houston-Fearless for quality and dependability.

Write for catalog on television equipment.

The HOUSTON FEARLESS Corporation

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"
For TV station planners

...from your nearest RCA Sales Representative

This 64-page book is prepared specifically for TV station management, chief engineers, architects, consultants, and attorneys connected with station designing, planning, building, and operating. In a single reference it contains concise descriptions of RCA's entire line of TV transmitter and antenna equipment—including transmitter plans and layouts, general application data, and cost charts.

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Telephone: Circle 6-4030

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Telephone: R-1371, 1372, 1373

Cleveland 15, Ohio
716 Keith Building
Telephone: Cherry 1-3450

Atlanta 3, Ga.
322-333 Forsyth Bldg.
Forsyth and Luckie Streets, N. W.
Telephone: Walnut 2946

Kansas City 8, Mo.
221 W. 18th Street
Telephone: Victor 6410

Hollywood 28, Calif.
1560 North Vine Street
Telephone: Hollywood 9-2154

San Francisco 3, Calif.
1335 Market Street
Telephone: Hemlock 1-8300

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