INDEX TO CONTENTS OF 1953 TELECASTING YEARBOOK & MARKETBOOK

A
academy of Television Arts & Sciences 428
Advertress Research 454
Advertisers Index 455
Advertising—Agencies 384
Advertising Assn. of the West 428
Advertising Council Inc. 458
Advertising Fed. of America 428
Advertising Research Foundation 434
Affiliations 383
Affiliations Handling Television 384
Agriculture Dept. 46
Alabama Broadcasters Assn. 400
T.V.
Market Data by Counties 49
Market Indicators 49
NBC TV Home Estimates 49
TV Stations 49
Abroadations 2
avid O. Alber Assoc. Inc. 433
Alaska TV Stations 290
Lied Arts 431
Altered States Assn. of Motion Picture Exhibitors 428
Locations List 405
Locations, FCC Rules 332
American Assn. of Adv. Agencies 428
American Broadcasting Co.—Executive & Staff 20
Map of Network 44
No. of Affiliates 383
Owned & Managed Stations 372
Rates 24
American Council for Better Broadcasts 428
American Inst. of Television Analysts 428
American Marketing Assn. 428
American Newspaper Pub. Assn. 428
American Radio Publications 431
American Radio Relay League 428
American Research Bureau 434
American Society of Composers, Authors & Publishers 433
American Telephone & Telegraph Co. 431
TV Network Routes (Bell System) 44
American Women in Radio & TV 428
Anderson Stations 372
Antenna Site, FCC Rules 340
Anthony & Sons Stations 409
Applications for TV Stations 409
Apply for Station, How to 339
Argentina, TV Stations 291
Arizona, Broadcasters Assn. 400
Arizona:
Market Data by Counties 52
Market Indicators 51
NBC TV Home Estimates 52
TV Stations 52
Arkansas Broadcasters Assn. 400
Arkansas:
Market Data by Counties 56
Market Indicators 56
NBC TV Home Estimates 56
TV Stations 56
Arrow Assoc. 433
ASCAP 433
Assignments by Channels 408
Assignments, Related to TV 428
Asso. of Canadian Advertisers 428
Asso. for Education by Radio-Television 428
Asso. of Federal Comm. Consultants 428
Asso. of Native Advertisers 428
Associated Press 382
Atomic Energy Commission 46
Attorneys 416
Audience Behavior 13
Audience Composition 438
Audit Bureau of Circulations 428
Australia, TV Stations 291
Austria, TV Stations 291
Authorizations, Statistics of 19
Gene Autry Stations 372
Awards, 1952 19
B
William J. Bailey 438
Baldwin & Mermey 438
Banner & Bight 438
E. C. Barn 434
Bartell Stations 372
Belgium, TV Stations 291
Bell Telephone Labs 431
Boll System, TV Network Routes 44
B. S. Bennett-Chaikin Inc. 434
Bentley & Livingston Inc. 438
Edward L. Bernays 433
Billings, Gross, Networks 360
Binner, H. M., Stations 372
Ivan Black Assoc. 433
Blackburn-Hamilton Co. 431
BMF 433
John W. Bolter Stations 372
Bolivia, TV Stations 291
Books, Relating to TV 442
Booz, Allen & Hamilton 431
Boxscore, FCC's on Post-Freeze 12
J. Robb Brady Stations 372
Brand Foundation 428
Brazil, TV Stations 291
Budweiser 451
Broadcast Advertising Bureau 428
Broadcast License, How to Apply 330
Broadcast Management Services Co. 431
Broadcast Measurement Bureau 434
Broadcast Music Inc. 433
Broadcast Service Bureau Inc. 431
Broadcasters' State Associations 400
H. A. Bruno & Assoc. 433
Bureau of Ad. (of ANPA) 428
Bureau of Broadcast Measurement 434
Walter P. Burn 434
Wm. L. Burnett Radio Lab. 432
Carl H. Butman 431
Cary Co & Assoc. 433
California:
Market Data by Counties 58
Market Indicators 58
NBC TV Home Estimates 58
TV Stations 60
California State Radio & Television Broadcasts Assn. 400
Call Letters, U. S. TV Stations 16
Cambridge Crystals 432
Canada, TV Stations 291
Canadian Assn. of Radio & TV Broadcasters 428
Canadian Broadcasting Corp. 383
Canadian Facts Ltd. 434
Canadian National Telegraphs 401
Canadian Representatives 42
Carmen, Smith & Wathall Stations 372
Carriers, Comm. 431
Censorship, FCC Rules 359
Ceylon, TV Stations 294
Channel Allocations 405
Channel Assignments 405
Channel Shifts 413
Channel Utilization (F.C.C.) Rules 332
Chile, TV Stations 294
Chronicle Publ. Co. Stations 372
Church of Jesus Christ Latter Day Saints, St. 372
Cities, 1952 19
Joseph K. Close Stations 372
Clear Channel Bestg. Service 429
Code, TV 448
George L. Coleman Stations 372
Harry Coleman & Co. 404
Coll & Freeman Inc. 431
College Network 431
Colombia, TV Stations 294
Colorado Broadcasters Assn. 400
Colorado:
Market Data by Counties 74
Market Indicators 74
NBC TV Home Estimates 74
TV Stations 75
Colorado Broadcasting System Inc. Divisions 382
Executives & Staff 382
CBS Television Division—Executives & Staff 22
Map of Network 23
No. of Affiliates 383
Owned & Managed Stations 372
Rates 22
Commerce Department 46
Commercial Radio Monitoring Co. 432
Committes, Relating to TV 432
Common Antenna Sites, FCC Rules 340
Communications Carriers 431
Community TV Stations 421
Composers, Authors & Publishers Assn. of Canada 433
Congress, Radio-TV Galleries 426
Robert S. Conlan & Assoc. 434
College Radio—Education Stations 372
Connecticut:
Market Data by Counties 77
Market Indicators 77
NBC TV Home Estimates 78
TV Stations 78

For Facts on Radio, See—

1953 BROADCASTING Yearbook

Construction Permits, Late 12
Consultants, Allied Arts 431
Consulting Engineers 492
Contracts, FCC Rules on Filing 454
Controlled Circulation Audit 434
Copyright Society of U.S.A. 433
Correspondents, Radio-TV 426
James A. Cowan 434
James M. Cox Stations 372
Leslie E. Crumblies 372
Ed Craney Stations 372
Harry L. (Bing) Crosby, St. 372
Crosley Broadcasting Corp. 432
Crossley Inc. 434
Cuba, TV Stations 294
Cyprus, TV Stations 295
Czecho-slovakia, TV Stations 295

D
Defense Department 46
Delaware:
Market Data by Counties 82
Market Indicators 82
NBC TV Home Estimates 82
TV Stations 82
Deletion of TV Permits 454
Denmark, TV Stations 295
Direct Mail Advertising Assn. 429
Distros of TV Film 344
District of Columbia:
Market Data 83
Market Indicators 83
NBC TV Estimates 83
TV Stations 83
Dominican Republic, TV Sta. 295
Reuben H. Donnelly Corp. 431
Douglas, Engel & McBrier, Stations 372
Dorrance & Co. 434
Dowdy-Whitmore-Doughton-Thomas 372
Alfred I. duPont Awards 19
L. J. duTrell & Assoc. 432
DuMont Television Network—Executives & Staff 26
Map of Network 28
No. of Affiliates 383
Owned & Managed Stations 372
Rates 26

E
Economic Protest, FCC Rules 454
Educational TV & Radio Center 429
Egypt, TV Stations 295
Electronics Mfrs. Assn. 429
Elliott-Haynes Ltd. 434
Empire Cable Co, Stations 372
Lyle Kenyon, Engel 431, 434
Engineers, Consulting 402

(Continued on page 4)
Grants, Late .......................... 12
Grants, TV Delected .................. 454
Claude M. Gray ........................ 432
Great Britain, TV Stations ............. 296
Great Plains Television Properties ........ 373
Gross Billings, TV Networks .......... 309
Growth of TV, Summary ............... 11
Group Ownership ........................ 372
Guatemala, TV Stations ................. 296
Guide-Post Research .......................... 435

H
Haiti, TV Stations .......................... 296
Michael R. Hanna ........................ 431
Steve Hannagan Assoc. .................. 404
Lanrewk, J. Harvey, Sr .................... 397
Hawaii, TV Stations ...................... 290
Hawaiian Assn. of Radio & Television Broadcasters .......... 400
Raymond Stations ........................ 373
Health, Education & Welfare, TV Stations .......................... 46
Highlights, 1953 .......................... 433
C. E. Hooper Inc. ......................... 435
How to Apply for Broadcast License ................. 330
Huft, Eubank & Russell .................. 422
Hutton Monitoring Service ............. 422

I
Idaho Broadcasters Assn. ............... 401
Idaho:  
Market Data by Counties ............... 96
Market Indicators ....................... 98
NBC TV Home Estimates ............... 99
TV Stations .......................... 99
Identification of Station, FCC Rules ................. 342
Illinois Broadcasters Assn. ............ 401
Illinois:  
Market Data by Counties ............... 98
Market Indicators ....................... 98
NBC TV Home Estimates ............... 99
TV Stations .......................... 99
Important Stories, 1955 ............... 459
Indecent Language, FCC Rules ................. 359
Index of Advertisers ........................ 455
India, TV Stations ...................... 296
Indiana Broadcasters Assn. ............ 401
Indiana:  
Market Data by Counties ............... 107
Market Indicators ....................... 107
NBC TV Home Estimates ............... 108
TV Stations .......................... 108
Indicators, Market ...................... 497
INS-Television Dept. ..................... 382
Institute for Education by Radio-Television ................. 429
Institute of Radio Engineers .......... 429
Intercollegiate Bestg. System ......... 431
International Monitoring Service ........ 433
International News Service ............ 382
International Tel. & Tel. Corp. .......... 431
Iowa Broadcasters Assn. ............... 401
Iowa:  
Market Data by Counties ............... 113
Market Indicators ....................... 113
NBC TV Home Estimates ............... 114
TV Stations .......................... 114
Israel, TV Stations ..................... 296
Italy, TV Stations ...................... 296

J
Japan, TV Stations ...................... 296
Joint Committee for Educational Television ................. 429
Joint Tech. Advisory Committee ................. 426
Justice Department ...................... 46

K
Allen Kander .......................... 432
Kansas Assn. of Radio Broadcasters ................. 401
Kansas:  
Market Data by Counties ............... 120
Market Indicators ....................... 120
NBC TV Home Estimates ............... 120
TV Stations .......................... 120
Robert S. Keller Inc ..................... 434
Kentucky Broadcasters Assn. .......... 401
Kentucky:  
Market Data by Counties ............... 122
Market Indicators ....................... 122
NBC TV Home Estimates ............... 124
TV Stations .......................... 124
Kenyon & Eckhardt Survey on Merchandising .......... 374
Kiggins & Rollins Stations ............. 373
A. Lewis King .......................... 432
John S. Knight Stations ................. 373
Krueit & Myers ........................ 434

L
Labor Department ...................... 46
Labor Groups in TV ...................... 380
Lamar & Gibbons Stations ............... 373
Edward Lamb Enterprises ............... 373
Mark Larkin .......................... 432
Lawyers .......................... 416
Lead Story .......................... 411
Austin C. Lescarboua & Staff .......... 454
Philip Lesby Co. ......................... 454
Peter R. Levin ........................ 432
Bernard L. Lewis Inc. ................... 434
Hal Leyshon & Assoc. ................... 434
License, How to Apply ................... 330
License Renewals, FCC Rules ................. 342
Licensing Groups, Music ................. 433
Location of Studio, FCC Rules ................. 340
Lotteries, FCC Rules Governing .......... 343
Louisiana Assn. of Broadcasters .......... 401
Louisiana:  
Market Data by Parishes ............... 127
Market Indicators ....................... 127
NBC TV Home Estimates ............... 127
TV Stations .......................... 127
Manufacturers, Market .................. 435
Manufacturers, TV Equipment ................. 302
Richard Manville Research .............. 435
Maps:  
ABC Network .......................... 21
HBO System TV Network Routes ................. 44
CBS Television Network ................. 23
DuMont Television Network ............... 28
NBC Network .......................... 32
Market Indicators ....................... 427
Market Research ......................... 454
Market Research Corp. of America .......... 435
Market Research of Cleveland ............... 435
Marketscope Research Co. ............... 435
Maryland:  
Market Data by Counties ............... 1
Market Indicators ....................... 1
NBC TV Home Estimates ............... 1
TV Stations .......................... 1
J. Elroy McCaw Stations ................. 3
Howard J. McCollister Co. ............... 4
Robert R. McCormick Stations .......... 4
McKibben & Pelletier ................... 4
McKinsey & Co. ......................... 4
George McKitterick & Co. ............... 4
Andrew N. McEllian ....................... 4
Media Records Inc. ...................... 4
Measuring Services ...................... 4
Merchandising, TV Station ............... 3
Meredith Publ. Co. Stations .......... 37
Philip Merriman & Assoc. ............... 4
Mexico, TV Stations ..................... 2
Michigan Assn. of Broadcasters .......... 4
Minnesota:  
Market Data by Counties ............... 1
Market Indicators ....................... 1
NBC TV Home Estimates ............... 1
TV Stations .......................... 1
Arthur H. Miller ......................... 4
Minnesota Assn. of Broadcasters .......... 4
Mississippi:  
Market Data by Counties ............... 1
Market Indicators ....................... 1
NBC TV Home Estimates ............... 1
TV Stations .......................... 1
Mississippi Assn. of Broadcasters .......... 4
Missouri:  
Market Data by Counties ............... 1
Market Indicators ....................... 1
NBC TV Home Estimates ............... 1
TV Stations .......................... 1
Reg Mitchell & Assoc. ................... 4
Modifications, FCC Rules ............... 34
Moffett Research Co. ..................... 45
Montana Radio Stations Inc. .......... 4
Montana:  
Market Data by Counties ............... 1
Market Indicators ....................... 1
NBC TV Home Estimates ............... 1
TV Stations .......................... 1
Mormon Church, Stations ................. 3
Morocco, TV Stations .................... 20
Murphy-Bridges Stations ................ 3
Multiple Ownership, FCC Rules ................. 34
Music Licensing Groups ................. 4

(Continued on page 6)
Index to Yearbook
(Continued from page 4)

N
NAB Television Code 448
National Appliance & Radio-TV Dealers Assn. 429
National Assn. for Better Radio & TV 429
National Assn. of Educ. Bstrs. 430
National Assn. of Manufacturers 430
National Assn. of Performing Artists 433
National Assn. of Radio Farm Directors 430
National Assn. of Radio & Television Bstrs. 399, 430
National Better Business Bureau 430
National Broadcasting Co.—Executives & Staff 29
Map of Network 32
No. of Affiliates 383
Owned & Managed Stations 373
Rates 29
National Citizens Committee for Educational Television 430
National Council of the Churches of Christ in the USA 430
National Electrical Mfrs. Assn. 430
National Exhibitors Theatre Television Committee 430
National Headliners Awards 19
National Labor Relations Board 46
National Register Pub. Co. 432
National Retail Dry Goods Assn. 430
National Safety Awards 19
Nebraska Broadcasters Assn. 401
Nebraska:
Market Data by Counties 167
Market Indicators 167
NBC TV Home Estimates 168
TV Stations 168
Ted Nelson Assoc. 432
Netherlands, TV Stations 297
Networks, FCC Rules 340
Networks—
ABC Executives & Staff 20
ABC Map 21
Affiliates, No. 383
Bell System TV Network Routes 44
Billings, Gross 369
CBS Television Executives & Staff 22
CBS Television Map 23
DuMont Television Network Executives & Staff 26
DuMont Television Map 28
Expenses 369
FCC Rules 340
Financial Data 369
Gross Billings 369
NBC Executives & Staff 29
NBC Map 32
Rates (See Individual Network Listing)
Regional 436
Nevada State Broadcasters Assn. 401
Nevada:
Market Data by Counties 170
Market Indicators 170
NBC TV Home Estimates 170
TV Stations 170
Jacob A. Newborn Stations 373
New Hampshire:
Market Data by Counties 171
Market Indicators 171
NBC TV Home Estimates 171
TV Stations 171
Newhouse Newspaper Stations 378
New Jersey Broadcasters Assn. 401
New Jersey:
Market Data by Counties 171
Market Indicators 171
NBC TV Home Estimates 171
TV Stations 172
New Mexico Broadcasters Assn. 401
New Mexico:
Market Data by Counties 173
Market Indicators 173
NBC TV Home Estimates 173
TV Stations 173
New York, U. of State, Board of Regents Stations 373
New York:
Market Data by Counties 174
Market Indicators 174
NBC TV Home Estimates 176
TV Stations 176
Newspaper Ownership, Stations Identified with News Services 382
A. C. Nielsen Co. 425
Edward J. Noonan Market Research Organization 435
North Carolina Assn. of Broadcasters Inc. 401
North Carolina:
Market Data by Counties 186
Market Indicators 186
NBC TV Home Estimates 187
TV Stations 187
North Dakota:
Market Data by Counties 192
Market Indicators 192
NBC TV Home Estimates 192
TV Stations 192
North Dakota Broadcasters Assn. 401
Norway, TV Stations 297
M. S. Novik 432
O
O'Connor Survey Co. 435
Gene O’Fallon Stations 373
Office of Research Inc. 435
Ohio Assn. of Radio & Television Broadcasters 401
Ohio State Awards 19
Ohio:
Market Data by Counties 194
Market Indicators 194
NBC TV Home Estimates 195
TV Stations 196
Public Relations Services 4
Publications, Relating to TV 4
Publishers Information Bureau 4
Puerto Rican Assn. of Broadcasters 4
Puerto Rico, TV Stations 4
Pulse Inc., The 43
R
Radio & TV Commission of the So. Baptist Convention 7
Radio & TV Executives Society 4
Radio Corp. of America 2
Radio-Electronics--Television Mfg. Assn. 4
Radio Pioneers 4
Radio Reports Inc. 4
Radio-Television Correspondents Galleries, Congress 4
Radio-Television Mfrs. Assn. of Canada 4
Radio-Television News Directors Assn. 4
Radio-Television News Directors Awards 4
RCA Communications 4
RCA Communications Inc. 4
Rebroadcast, FCC Rules 2
Recording Equipment Mfrs. 3
Recording Services 3
Recordings, FCC Rules 3
Regional TV Networks 4
Regulations Governing TV 3
Renewals, FCC Rules Governing 3
Reports Filed, FCC Rules Governing 3
Representatives, Canadian 3
Representatives of Stations U.S. 3
Requirements, Operator 3
Research Co. of America 4
Research, Radio 4
Revenue, TV Stations 3
Revocations, FCC Rules 3
Donald W. Reynolds Sta. 3
Rhode Island Radio & TV Broadcasters Assn. 4
Rhode Island:
Market Data by Counties 2
Market Indicators 2
NBC TV Home Estimates 2
TV Stations 2
G. Ricordi & Co. 4
Richard H. Roffman 4
Elmo Roper 4
N. C. Rorbaugh Co. 4
Rowley & Brown Stations 3
Rudman Stations 3
Rules Governing Television 3
Russia (USSR), TV Stations 2
S
Saat, TV Stations 2
A. A. Schechter Assoc. 4
Schedules, Operating (FCC Rules) 3
(Continued on page 8)
Broadcasting • Telecasting

Page 6 • 1953 Telecasting Yearbook-Marketbook

www.americanradiohistory.com
Schine Theatre Stations ................................................. 373
Merritt R. Schoenfeld & Co. ........................................ 432
Schools, TV ................................................................ 436
Norman A. Schorr & Co. .............................................. 434
Schwerin Research Corp. .............................................. 438
Scripps-Howard Radio Group ....................................... 373
Wm. J. Scripps Assoc. .................................................. 432
S-D Surveys Inc. .......................................................... 436
Securities & Exchange Commission ................................ 46
James W. Seiler's Audience Survey ............................... 13
Selvage, Lee & Chase .................................................... 434
Services Related to Business of Telecasting .................. 428
Services, Related to TV Program .................................. 354
SESAC Inc. ............................................................... 433
Set Ownership—By Geographic Area ............................ 43
By State ...................................................................... 31
Set Production, TV ........................................................ 372, 373
Sets, Estimated Value ................................................... 372
Sets, Sold, 1946-52 ...................................................... 383
Sets in Use ................................................................... 372
Shifts in Channels ........................................................ 413
Sigma Delta Chi Awards ................................................ 19
Site, Common Antenna (FCC Rules) ............................... 340
Alfred P. Sloan Awards ............................................... 19
William B. Smullin Stations .......................................... 373
Benjamin Sonnenberg .................................................. 434
Southern California Broadcasters Assn. ................. 430
South Carolina Radio & Television Broadcasters Assn. 401
South Carolina: Market Data by Counties ...................... 295
Market Indicators ....................................................... 295
NBC TV Home Estimates ........................................... 295
TV Stations ............................................................... 295
South Dakota Broadcasters Assn. ................................. 402
South Dakota: Market Data by Counties ....................... 298
Market Indicators ....................................................... 297
NBC TV Home Estimates ........................................... 298
TV Stations ............................................................... 298
Southwest Frequency Measurements ............................ 433
Southwest Research Inc. ................................................ 436
Spain, TV Stations ........................................................ 298
Sponsored Programs, FCC Rules ................................. 342
Standard Audit & Measurement Services Inc. .............. 436
Daniel Starch & Staff ................................................... 436
Howard E. Stark .......................................................... 432
State Broadcasters Associations ..................................... 400
State Department ........................................................ 46
States, TV Set Ownership ............................................ 301
Station Authorizations .................................................. 19
Experimental ............................................................. 298
Station Identification, FCC Rules ................................. 342
Station License, How to Apply .................................... 330
Station Representatives .............................................. 340
In Canada ................................................................. 42
Station Representatives Assn ....................................... 340
Stations (See Television Stations) ................................. 373
Steinman Stations ....................................................... 373
Storer Broadcasting Co. .............................................. 373
Strain Engineering Service .......................................... 433
Studio Location, FCC Rules ........................................ 340
Summary of TV Growth ............................................. 11
Surveys & Market Research ........................................ 434
Suspensions, FCC Rules ............................................. 343
Swedish, TV Stations .................................................. 298
Pat Sweeney Associates .............................................. 434
Switzerland, TV Stations ............................................. 298
T
Tele-T raining and Related Services ............................ 435
Telenews Productions Inc. .......................................... 382
Tele-Census .............................................................. 438
Tele-Par ................................................................. 436
Television—
Agencies, U. S. ........................................................ 384
Allocations & Assignments, FCC 387, 389, 405
Applications ............................................................. 409
Attorneys ..................................................................... 418
Audience Behavior ..................................................... 13
Audience Composition ............................................... 13
Authorizations, FCC .................................................. 19
awards & Citations .................................................. 19
Books Regarding ...................................................... 442
Broadcasters Associations .......................................... 400
Code ........................................................................... 448
Consulting Engineers .................................................. 402
Correspondents, Capitol .............................................. 426
Equipment Manufacturers .......................................... 426
Film Distributors ........................................................ 444
Film Producers, Packagers ........................................ 354
Financial Data, 1952 .................................................... 369
Gross Billings ............................................................ 369
Important Stories, 1953 .............................................. 453
Lawyers ....................................................................... 382
Newspapers ............................................................... 382
Operating Costs .......................................................... 369
Polls, TV ................................................................. 369
Production Firms ........................................................ 354
Publications on TV ...................................................... 442
Regional Networks ..................................................... 436
Representatives of Sta. (U.S.) ...................................... 34
Representatives of Sta. (Canadian) .............................. 42
Rules and Regulations Governing ............................... 332
Schools ................................................................. 436
Services Related to ..................................................... 428
Set Ownership by State ............................................. 301
Set Ownership (Geographic) ...................................... 43
Set Production, 1946-53 ............................................. 372, 373
Set Sales, 1946-53 ...................................................... 383
Summary of TV Growth ............................................ 11
Time Sales ............................................................... 369
Unions Dealing with ................................................... 380
Television Stations—
Affiliations with Networks, No. of .............................. 883
Allocations ............................................................... 405
Applications for ........................................................ 409
Authorizations ........................................................... 19
Call Letters, U. S. ...................................................... 16
Changes in Ownership ................................................. 300
Channel Shifts ........................................................... 413
Community TV .......................................................... 421
Expenses .................................................................... 369
Experimental ............................................................ 298
Foreign ...................................................................... 291
Group Ownership ....................................................... 370
How to Apply for License ........................................... 330
Identified with Newspapers ........................................ 419
Income ....................................................................... 369
Late Grants .................................................................. 12
Merchandising Survey ................................................ 374
National Representatives ............................................ 34
Processing Procedure .................................................. 299
Representatives of U.S. ............................................... 34
Representatives of Canadian ....................................... 42
Revenue ..................................................................... 369
U. S. by Call Letters .................................................... 16
U. S. by States ............................................................ 49
Tennessee Assn. of Broadcasters ................................. 402
Tennessee: Market Data by Counties ......................... 299
Market Indicators ....................................................... 299
NBC TV Home Estimates ........................................... 299
TV Stations ............................................................... 240
Texas Assn. of Broadcasters ....................................... 402
Texas: Market Data by Counties ................................. 242
Market Indicators ....................................................... 242
NBC TV Home Estimates ........................................... 242
TV Stations ............................................................... 242
Thailand, TV Stations ................................................ 298
Theatre Network Television Inc. ............................... 430
Theatre Owners of America ........................................ 430
Time Stations ............................................................ 373
Trade-Ways Inc. ........................................................ 432
Transcription Services ................................................. 354
Transmitter & Equip. Firms ......................................... 354
Transfers, FCC Rules Governing ................................. 359
Transfers & Proposed Transfers ................................... 300
Treasury Department .................................................. 46
Trieste TV Stations .................................................... 298
T & T Radio Measurements ......................................... 433
Turkey, TV Stations .................................................... 298
George R. Turpin & Assoc. ......................................... 432
TV Film Distributors ................................................... 344
TV Film Producers, Packagers .................................... 354
TV Financial Data ........................................................ 369
TV Stations (see Television Stations) ......................... 402
U
Unions Dealing with TV .............................................. 380
United Nations Radio .................................................. 430
United Press Associations .......................................... 382
United Press Movietone Television News .................... 382
United Press Newspapers .......................................... 382
Uruguay, TV Station .................................................. 298
U. S. Government Agencies ....................................... 46
U. S. Information Agency ............................................ 46
U. S. Market Indicators ............................................... 427
U. S. Television Sta. by States ...................................... 49
U. S. Television Stations by Call Letters ..................... 16
Utah Broadcasters Assn. ............................................. 402
Utah: Market Data by Counties ................................. 299
Market Indicators ....................................................... 299
NBC TV Home Estimates ........................................... 299
TV Stations ............................................................... 242
V
Van Nostrand Radio Engineering Service ................. 298
Venezuela, TV Stations ............................................... 298
Vermont: Market Data by Counties .............................. 299
Market Indicators ....................................................... 299
NBC TV Home Estimates ........................................... 299
Veterans Administration ............................................ 46
Videodex Inc. ............................................................ 46
Virginia Assn. of Broadcasters .................................... 402
Virginia: Market Data by Counties .............................. 299
Market Indicators ....................................................... 299
NBC TV Home Estimates ........................................... 299
TV Stations ............................................................... 242
Voice of America ....................................................... 242
W
Washington, D. C., TV Stations ................................. 298
Washington Post Stations ........................................... 298
Washington State Assn. of Broadcasters ..................... 298
Washington (State): Market Data by Counties ............ 299
Market Indicators ....................................................... 299
NBC TV Home Estimates ........................................... 299
TV Stations ............................................................... 242
WDSU Broadcasting Corp. Stations .......................... 401
West Virginia Broadcasters Assn. ............................... 298
West Virginia: Market Data by Counties ...................... 299
Market Indicators ....................................................... 299
NBC TV Home Estimates ........................................... 299
TV Stations ............................................................... 242
Western Assn. of Broadcasters .................................... 298
Western Union Telegraph Co. .................................. 430
Westinghouse Radio Stations Inc. .............................. 390
Wheelock, Pickens & Coffield Stations ....................... 374
White House (President) ............................................ 46
Martin R. Williams .................................................... 46
Nathan Williams Frequency Measurements ............... 46
Winston-Salem, Bostig. Co. ........................................ 46
Wisconsin Broadcasters Assn. ..................................... 400
Wisconsin: Market Data by Counties ......................... 299
Market Indicators ....................................................... 299
NBC TV Home Estimates ........................................... 299
TV Stations ............................................................... 242
Wyoming: Market Data by Counties ......................... 299
Market Indicators ....................................................... 299
NBC TV Home Estimates ........................................... 299
TV Stations ............................................................... 242
Y
Clifford Yewdall ........................................................ 46
Yugoslavia, TV Stations .............................................. 46
Wrather-Alvarez Stations ............................................ 374
Broadcasting • Telecasting