National Screen Service brings to the Television advertiser 35 years of recognized experience in the production of advertising film designed to convey your message vividly, succinctly, successfully.

Some of the distinguished leaders of American business who have availed themselves of this experience are listed. Scores of others – large and small – have found, through their advertising agencies, that National Screen Service is synonymous with quality!

**NATIONAL Screen SERVICE**

NEW YORK - 1600 BROADWAY - CIRCLE 6-5700
Hollywood - 7026 SANTA MONICA BLVD., GLADSTONE 3136

www.americanradiohistory.com
"GENERAL SPORTS TIME" . . .
-sponsored by General Tire & Rubber Co.

"BETHLEHEM SPORTS TIME" . . .
-sponsored by Bethlehem Steel Co.

"THIS WEEK IN SPORTS" . . .
-sponsored by International News Service

HARRY WISMER
General Teleradio, Inc.
5 NEW GUILD WINNERS
to build station ratings and sponsor sales

PAUL COATES’ CONFIDENTIAL FILE
Exposes rackets, unmasks social problems, reports on unusual personalities that make up America. Tremendous sales impact . . . Los Angeles’ highest rated local show. Dynamic, exciting, unique!

THE GOLDBERGS
starring GERTRUDE BERG
They’ve moved to Haverville, U.S.A. and there’s a fresh new flavor to America’s most beloved family show as it embarks on a heart-warming new series of adventures.

I SPY
starring RAYMOND MASSEY
Distinguished actor, Raymond Massey, recounting the true stories behind history’s most famous spies. Sets a new trend for impact in mystery, intrigue and adventure.

BROTHER MARK
starring RICHARD KILEY
Television’s great new dramatic discovery starring in a new and different type of high-pitch adventure drama with a bright spiritual quality, and authentic European backgrounds.

The INA RAY HUTTON Show
Television’s first all-girl musical extravaganza. Another thrill-packed musical-variety treat from the producers of the famous LIBERACE Show.

check these current GUILD Hits:
- LIBERACE SHOW
- FLORIAN ZABACH SHOW
- FRANKIE LAINE SHOW
- LIFE WITH ELIZABETH
- JOE PALOOKA
- CONRAD NAGEL THEATRE
- IT’S FUN TO REDUCE
- LOONEY-TUNES
- MPTV FEATURE FILMS
- JOHNNY MACK BROWN WESTERNS
- WRESTLING FROM HOLLYWOOD
MODERN holds the key to clear your TV traffic jam

A COMPLETE TV FILM traffic and distribution system, backed by years of know-how and experience in association with leading advertising agencies.

A SPECIALIZED SERVICE created exclusively to eliminate your TV film traffic and print procurement problems.

for further information:

NEW YORK —
219 E. 44 St., New York 17, New York

CHICAGO —
420 N. Michigan Ave., Chicago 11, Illinois

LOS ANGELES —
3450 Wilshire Blvd., Los Angeles 5, Calif.
Certainly, fish can talk

... when you use film!

Ever a guppy (to say nothing of the magnificent specimens shown here) can be made to sell for you, tell all about your product, and—what is very important—get your message right every time, everywhere, without chance of misquote. Easy and economical, too, when you USE EASTMAN FILM.

For further information—what film to use—latest processing techniques, address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

www.americanradiohistory.com
For all your motion picture film requirements: picture or sound, black-and-white or color — negative or positive — 16 mm or 35 mm —

the W. J. German Organization

is at your service

* * * * *

Agents for the sale and distribution of —

EASTMAN Professional Motion Picture Film

W. J. GERMAN, INC.
Fort Lee, Chicago, Hollywood
1956

INTERNATIONAL TELEVISION ALMANAC

Edited By:
CHARLES S. AARONSON

Associates:
JAMES D. IVERS, G. H. FAUSEL, PETER BURNUP,
WILLIAM R. WEAVER, JAY REMER, PINKY HERMAN

QUIGLEY PUBLICATIONS • NEW YORK
Foreword

This first edition of the International Television Almanac is backed by the research and statistical resources of its companion publication—the International Motion Picture Almanac, now in its 28th year. Even before World War II television was treated extensively in the Almanac. During the past several years it occupied a large part of the book. The reference needs of the television industry now are such that they can best be served by a separate volume. Within these pages will be found information relative to all phases of television. One of the unique characteristics of the Almanac is the comprehensive biographical section, while other sections include data on the men and companies responsible for providing television entertainment for the American public. This book is dedicated—as its annual successors will be—to the artistic and commercial advancement of the television industry.

—MARTIN QUIGLEY
Network and Station Operations

There were 440 commercial stations operating in the United States as of November, 1955 located in 290 markets and serving more than 34,000,000 families.

TOTAL REVENUE OF TELEVISION NETWORKS AND STATIONS

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>$500,000</td>
</tr>
<tr>
<td>1947</td>
<td>1,900,000</td>
</tr>
<tr>
<td>1948</td>
<td>8,700,000</td>
</tr>
<tr>
<td>1949</td>
<td>34,300,000</td>
</tr>
<tr>
<td>1950</td>
<td>105,900,000</td>
</tr>
<tr>
<td>1951</td>
<td>235,700,000</td>
</tr>
<tr>
<td>1952</td>
<td>324,200,000</td>
</tr>
<tr>
<td>1953</td>
<td>432,700,000</td>
</tr>
<tr>
<td>1954</td>
<td>593,000,000</td>
</tr>
</tbody>
</table>

BROADCAST REVENUES, EXPENSES, AND INCOME OF TELEVISION NETWORKS AND STATIONS

(Million dollars)

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenues</th>
<th>Expenses</th>
<th>Income (before Federal tax)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>$593.0</td>
<td>502.7</td>
<td>90.3</td>
</tr>
<tr>
<td>1953</td>
<td>$432.7</td>
<td>364.7</td>
<td>68.0</td>
</tr>
<tr>
<td>1952</td>
<td>$324.2</td>
<td>268.7</td>
<td>55.5</td>
</tr>
<tr>
<td>1951</td>
<td>$235.7</td>
<td>194.1</td>
<td>41.6</td>
</tr>
<tr>
<td>1950</td>
<td>$105.9</td>
<td>115.1</td>
<td>(9.2)</td>
</tr>
<tr>
<td>1949</td>
<td>$34.3</td>
<td>59.6</td>
<td>(25.3)</td>
</tr>
</tbody>
</table>

( ) Denotes loss.

TOTAL BROADCAST REVENUES OF ALL NETWORKS AND STATIONS: AM and AM-FM, FM and TV

(Total broadcast revenues are defined as total time sales, less commissions to agencies and national sales representatives, but plus incidental revenues.)

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of Stations</th>
<th>Revenues</th>
<th>Year</th>
<th>No. of Stations</th>
<th>Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1937</td>
<td>629</td>
<td>$114,223,000</td>
<td>1946</td>
<td>1,043</td>
<td>323,228,000</td>
</tr>
<tr>
<td>1938</td>
<td>660</td>
<td>111,358,000</td>
<td>1947</td>
<td>1,531</td>
<td>366,032,000</td>
</tr>
<tr>
<td>1939</td>
<td>705</td>
<td>123,882,000</td>
<td>1948</td>
<td>1,974</td>
<td>416,867,000</td>
</tr>
<tr>
<td>1940</td>
<td>765</td>
<td>147,147,000</td>
<td>1949</td>
<td>2,223</td>
<td>449,544,000</td>
</tr>
<tr>
<td>1941</td>
<td>825</td>
<td>168,785,000</td>
<td>1950</td>
<td>2,336</td>
<td>550,400,000</td>
</tr>
<tr>
<td>1942</td>
<td>862</td>
<td>178,809,000</td>
<td>1951</td>
<td>2,374</td>
<td>686,100,000</td>
</tr>
<tr>
<td>1943</td>
<td>852</td>
<td>215,428,000</td>
<td>1952</td>
<td>2,467</td>
<td>809,400,000</td>
</tr>
<tr>
<td>1944</td>
<td>885</td>
<td>275,550,000</td>
<td>1953</td>
<td>2,812</td>
<td>908,000,000</td>
</tr>
<tr>
<td>1945</td>
<td>912</td>
<td>299,715,000</td>
<td>1954</td>
<td>(Not available)</td>
<td>(Not available)</td>
</tr>
</tbody>
</table>

[The statistics herein have been compiled from varied sources within the Television industry and the Government, inclusive of the Federal Communications Commission, U. S. Department of Commerce, Radio-Electronics-Television Manufacturers Association, NBC Research Department, Publishers Information Bureau, Nielsen Television Index, American Research Bureau.]
### NETWORK TELEVISION BILLINGS

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$1,391,991</td>
<td>$6,628,662</td>
<td>$18,585,911</td>
<td>$18,353,003</td>
<td>$21,110,680</td>
<td>$34,713,098</td>
<td>$18,226,301</td>
</tr>
<tr>
<td>CBS</td>
<td>3,446,893</td>
<td>12,964,531</td>
<td>42,470,844</td>
<td>69,058,548</td>
<td>97,466,809</td>
<td>146,222,660</td>
<td>78,054,922</td>
</tr>
<tr>
<td>DuMont</td>
<td>955,525 (no rep't)</td>
<td>7,761,506</td>
<td>10,140,656</td>
<td>12,374,360</td>
<td>13,143,919</td>
<td>2,685,835</td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td>6,500,104</td>
<td>21,185,692</td>
<td>59,171,452</td>
<td>83,242,573</td>
<td>96,633,807</td>
<td>126,074,597</td>
<td>66,572,049</td>
</tr>
<tr>
<td>Total</td>
<td>$12,294,513</td>
<td>$40,778,885</td>
<td>$127,989,713</td>
<td>$180,794,780</td>
<td>$227,610,400</td>
<td>$320,154,274</td>
<td>$165,539,107</td>
</tr>
</tbody>
</table>

*First five months.

**Not available, but DuMont officially announced total network revenue as $4,500,000.**

### TELEVISION NET TIME SALES*

<table>
<thead>
<tr>
<th>Year</th>
<th>Network</th>
<th>1953</th>
<th>1952</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$171,900,000</td>
<td>$137,988,000</td>
<td>$97,088,000</td>
<td></td>
</tr>
<tr>
<td>Spot</td>
<td>124,318,000</td>
<td>80,235,000</td>
<td>59,733,000</td>
<td></td>
</tr>
<tr>
<td>Local</td>
<td>88,474,000</td>
<td>65,171,000</td>
<td>51,304,000</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$384,692,000</td>
<td>$283,394,000</td>
<td>$208,125,000</td>
<td></td>
</tr>
</tbody>
</table>

*Before commission to regularly established agencies, representatives, brokers and others.

### RECEIVER PRODUCTION AND SALES

#### RETAIL TELEVISION SET SALES

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Cumulative Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>3,602,872*</td>
<td></td>
</tr>
<tr>
<td>1950</td>
<td>6,132,000</td>
<td></td>
</tr>
<tr>
<td>1951</td>
<td>9,734,872</td>
<td></td>
</tr>
</tbody>
</table>

*Cumulative Total from 1941.

#### TELEVISION SET PRODUCTION AND MANUFACTURER’S VALUE

<table>
<thead>
<tr>
<th>Year</th>
<th>Units</th>
<th>Manufacturer’s value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>6,476</td>
<td>$1,250,000</td>
</tr>
<tr>
<td>1947</td>
<td>178,571</td>
<td>50,000,000</td>
</tr>
<tr>
<td>1948</td>
<td>975,000</td>
<td>230,000,000</td>
</tr>
<tr>
<td>1949</td>
<td>3,000,000</td>
<td>580,000,000</td>
</tr>
<tr>
<td>1950</td>
<td>7,463,800</td>
<td>1,350,000,000</td>
</tr>
<tr>
<td>1951</td>
<td>5,384,798</td>
<td>956,986,300</td>
</tr>
</tbody>
</table>

#### TELEVISION RECEIVERS SHIPPED TO DEALERS

(First 9 months of 1955)

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>89,564</td>
</tr>
<tr>
<td>Arizona</td>
<td>27,609</td>
</tr>
<tr>
<td>Arkansas</td>
<td>57,809</td>
</tr>
<tr>
<td>California</td>
<td>448,095</td>
</tr>
<tr>
<td>Colorado</td>
<td>39,864</td>
</tr>
<tr>
<td>Connecticut</td>
<td>71,928</td>
</tr>
<tr>
<td>Delaware</td>
<td>11,710</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>48,881</td>
</tr>
<tr>
<td>Florida</td>
<td>178,658</td>
</tr>
<tr>
<td>Georgia</td>
<td>113,265</td>
</tr>
<tr>
<td>Idaho</td>
<td>20,233</td>
</tr>
<tr>
<td>Illinois</td>
<td>285,858</td>
</tr>
<tr>
<td>Indiana</td>
<td>137,253</td>
</tr>
<tr>
<td>Iowa</td>
<td>74,527</td>
</tr>
<tr>
<td>Kansas</td>
<td>65,262</td>
</tr>
<tr>
<td>Kentucky</td>
<td>85,782</td>
</tr>
<tr>
<td>Louisiana</td>
<td>110,833</td>
</tr>
<tr>
<td>Maine</td>
<td>36,845</td>
</tr>
<tr>
<td>Maryland</td>
<td>72,577</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>144,428</td>
</tr>
<tr>
<td>Michigan</td>
<td>213,501</td>
</tr>
<tr>
<td>Minnesota</td>
<td>86,422</td>
</tr>
<tr>
<td>Mississippi</td>
<td>44,579</td>
</tr>
<tr>
<td>Missouri</td>
<td>135,191</td>
</tr>
<tr>
<td>Montana</td>
<td>14,494</td>
</tr>
<tr>
<td>Nebraska</td>
<td>44,059</td>
</tr>
<tr>
<td>Nevada</td>
<td>6,761</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>18,893</td>
</tr>
<tr>
<td>New Jersey</td>
<td>106,236</td>
</tr>
<tr>
<td>New Mexico</td>
<td>17,825</td>
</tr>
<tr>
<td>New York</td>
<td>498,625</td>
</tr>
<tr>
<td>North Carolina</td>
<td>131,684</td>
</tr>
<tr>
<td>North Dakota</td>
<td>17,429</td>
</tr>
<tr>
<td>Ohio</td>
<td>271,212</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>75,380</td>
</tr>
<tr>
<td>Oregon</td>
<td>62,636</td>
</tr>
</tbody>
</table>
State       Total  
Pennsylvania          327,772
Rhode Island           25,658
South Carolina         72,719
South Dakota           18,772
Tennessee              103,183
Texas                  290,099
Utah                   18,908
Vermont                15,387
Virginia               92,824
Washington             87,697

State       Total  
West Virginia         55,807
Wisconsin             112,471
Wyoming               5,164
U. S. TOTAL          5,155,378
Alaska                5,865
Hawaii                13,489
GRAND TOTAL          5,174,732

Advertisers

THE LEADING NATIONAL ADVERTISERS

<table>
<thead>
<tr>
<th>Company</th>
<th>Total Investment</th>
<th>Network Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble Co.</td>
<td>$14,151,220</td>
<td>$23,701,228</td>
</tr>
<tr>
<td>2. General Motors Corp.</td>
<td>$30,774,822</td>
<td>10,304,242</td>
</tr>
<tr>
<td>3. Colgate-Palmolive Co.</td>
<td>$26,727,057</td>
<td>14,089,737</td>
</tr>
<tr>
<td>4. General Foods Corp.</td>
<td>$25,256,953</td>
<td>9,728,567</td>
</tr>
<tr>
<td>5. Gillette Co.</td>
<td>$19,499,770</td>
<td>11,540,452</td>
</tr>
<tr>
<td>6. Chrysler Corp.</td>
<td>$18,378,063</td>
<td>8,820,955</td>
</tr>
<tr>
<td>7. General Electric Co.</td>
<td>$17,860,888</td>
<td>6,961,548</td>
</tr>
<tr>
<td>8. Lever Brothers Co.</td>
<td>$17,771,633</td>
<td>7,214,427</td>
</tr>
<tr>
<td>9. R. J. Reynolds Tobacco Co.</td>
<td>$16,706,162</td>
<td>11,828,928</td>
</tr>
<tr>
<td>10. General Mills, Inc.</td>
<td>$16,120,255</td>
<td>7,630,599</td>
</tr>
<tr>
<td>11. American Tobacco Co.</td>
<td>$15,937,237</td>
<td>9,485,152</td>
</tr>
<tr>
<td>12. Ford Motor Co.</td>
<td>$15,418,383</td>
<td>5,972,306</td>
</tr>
<tr>
<td>13. P. Lorillard Co.</td>
<td>$12,732,170</td>
<td>6,669,859</td>
</tr>
<tr>
<td>14. Liggett &amp; Myers Tobacco Co.</td>
<td>$12,344,584</td>
<td>6,131,819</td>
</tr>
<tr>
<td>15. American Home Products Corp.</td>
<td>$11,328,944</td>
<td>5,534,537</td>
</tr>
<tr>
<td>16. Campbell Soup Co.</td>
<td>$10,664,064</td>
<td>4,546,362</td>
</tr>
<tr>
<td>17. National Dairy Products Corp.</td>
<td>$10,327,232</td>
<td>5,884,217</td>
</tr>
<tr>
<td>18. Swift &amp; Co.</td>
<td>$9,099,850</td>
<td>2,900,885</td>
</tr>
<tr>
<td>19. Kellogg Co.</td>
<td>$8,077,670</td>
<td>4,263,627</td>
</tr>
<tr>
<td>20. Miles Labs., Inc.</td>
<td>$7,922,527</td>
<td>695,872</td>
</tr>
<tr>
<td>21. Pillsbury Mills, Inc.</td>
<td>$7,882,017</td>
<td>4,010,683</td>
</tr>
<tr>
<td>22. Quaker Oats Co.</td>
<td>$7,725,467</td>
<td>2,365,384</td>
</tr>
<tr>
<td>23. Bristol-Myers Co.</td>
<td>$7,599,898</td>
<td>2,778,271</td>
</tr>
<tr>
<td>24. Sterling Drug, Inc.</td>
<td>$7,564,729</td>
<td>723,983</td>
</tr>
<tr>
<td>25. Goodyear Tire &amp; Rubber Co.</td>
<td>$6,780,939</td>
<td>1,634,011</td>
</tr>
</tbody>
</table>

ESTIMATED VOLUME OF ADVERTISING IN U. S. (In Millions of Dollars)

<table>
<thead>
<tr>
<th></th>
<th>1949</th>
<th>1950</th>
<th>1951</th>
<th>1952</th>
<th>1953</th>
<th>1954*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network</td>
<td>29.4</td>
<td>85.0</td>
<td>180.8</td>
<td>256.4</td>
<td>320.1</td>
<td>444.2</td>
</tr>
<tr>
<td>Spot</td>
<td>9.2</td>
<td>30.8</td>
<td>69.9</td>
<td>93.8</td>
<td>145.4</td>
<td>189.0</td>
</tr>
<tr>
<td>Local</td>
<td>19.2</td>
<td>55.0</td>
<td>81.6</td>
<td>103.7</td>
<td>140.7</td>
<td>175.9</td>
</tr>
<tr>
<td>Total</td>
<td>57.8</td>
<td>170.8</td>
<td>332.3</td>
<td>453.9</td>
<td>606.2</td>
<td>809.1</td>
</tr>
</tbody>
</table>

*Estimated.

Films for Television

The average station uses film 29½ hours weekly in a year; while all stations will use 685,730½ hours of film in a year.
The amount of film made for television since 1949-50 is more than $304,000,000. This investment covers about 7,600 hours of television-produced film fare available. This does not include 3,017 hours of feature film, 989 hours of Westerns, 216 hours of motion picture serials or 11,494 hours of motion picture short subjects available.

### TYPE OF TV FILMS USED BY STATIONS (By Weekly Hours)

<table>
<thead>
<tr>
<th>Type of Film</th>
<th>To 50,000 families</th>
<th>50-150,000</th>
<th>150-500,000</th>
<th>500-1,000,000</th>
<th>Over 1,000,000</th>
<th>All Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feature Film</td>
<td>Morning</td>
<td>.8</td>
<td>1.8</td>
<td>1.5</td>
<td>2.0</td>
<td>1.3</td>
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### Viewing Habits

More than 34,000,000 families own television sets—71% of the nation. There are 94.3% one-set homes, 5.7% two-set homes as of June, 1955.

More time is spent each day watching television than any other activity except working or sleeping—5 hours and 49 minutes each day.

### TELEVISION VIEWING HABITS BY DAY OF WEEK

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<thead>
<tr>
<th>Day</th>
<th>Men</th>
<th>Women</th>
<th>Children (under 16)</th>
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<td>Monday—Friday</td>
<td>Sign-On to Noon</td>
<td>15%</td>
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<td>Noon to 6 p.m.</td>
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<td>6 p.m. to Sign-Off</td>
<td>34%</td>
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<td>Sign-On to Noon</td>
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<td>Noon to 6 p.m.</td>
<td>46%</td>
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<td>6 p.m. to Sign-Off</td>
<td>34%</td>
<td>38%</td>
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<td>42%</td>
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<td>39%</td>
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### TELEVISION VIEWING HABITS BY TIME OF DAY (U. S. Homes)

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### Employment Data

#### RADIO AND TELEVISION EMPLOYEE DATA

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<td>1935</td>
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<td>1945</td>
<td>36,000</td>
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<td>1954</td>
<td>76,000</td>
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Nashville and Huntington do not require off-the-air pickup.
American Broadcasters Association

RESEARCH DEPT. OCT. 30, 1955

XVIII
IDEA television," the unconventional form of TV programming, has taken a firm place alongside the regular, familiar pattern of "hit television." Not only has "idea television" won the acceptance of the public and advertiser alike, but it may well become the rule rather than the exception in the television schedule of the future. For it has brought us completely new yardsticks for measuring program success.

When I say "hit," I mean the kind of program which finds a common denominator among us all—the regularly scheduled George Gobel's, the Dragnet's, the $64,000 Questions. These shows are successful from the point of view of audience ratings, cost per thousand, and other factors easily and quickly apparent. But they are comparatively static from a programming viewpoint.

Ratings are no longer considered the only objective in an advertiser's approach to television. Now that we have firm, healthy advertiser support for the 90-minute or two-hour Spectacular, the one-hour teleelementary or historical documentary, the opera or the ballet, we at NBC believe television has exploded the myth that cost per thousand is the only yardstick for a time buyer.

Our network has genuine advertiser interest for programs that are not confined to the comparatively small, short-sighted approach of hit television. This commercial support has welcomed the power to cause talk in millions of American homes, the excitement to make people think of a product above all the other things consumers have to worry about, and the built-in values needed to impress opinion-forming groups, by doing a better job than that expected of a commercial enterprise.

Throughout the past two years of Pat Weaver's and Bob Sarnoff's leadership team at NBC, the industry has come to agree that TV was saved by breaking away from the old patterns of radio, where control of individual programs rested largely with the advertising agencies. TV required more than could be obtained by conventional quarter-hour and half-hour programming. Fluid time allocations for creative talent, the one-shots, the heavy schedule of special programs in entertainment, the arts and public affairs became necessary, standard equipment for NBC's "give-them-something-better" programming and selling schedules.

"Idea television" is spearheaded by the firm belief that a network is its programming, by knowing that the programming sets the commercial policies and in turn the network's public policies and its responsibility for influencing the minds of its viewers by offering something for everyone—this means not only presenting a Groucho Marx, a Sid Caesar and a "Hit Parade," but also a Sadlers Wells "Sleeping Beauty" ballet, a "Wide Wide World," a "Cyrano de Bergerac," a "Skin of Our Teeth," and "Assignment: India," a "Madame Butterfly," a Maurice Evans in "The Devil's Desciple," the upcoming world premiere of the three-hour motion picture, "Richard III," a "Nightmare in Red," plus a "Peter Pan" and a "Babes in Toyland."

These are great lasting productions—most of them presented in full color, and some taking as much as a year to prepare and execute. We believe they enhance our regular programs, those which have the talent and ingenuity to keep attracting the big audiences to the weekly format.

NBC believes this leavening of programming via cultural events—backdropped by a bulk of hit TV and guided by the network's policy of enlightenment through exposure—will, in the words of Mr. Weaver, "make the common man the uncommon man."

Already this is being effected by programming regular shows three weeks out of four and replacing them once a month by special programs. This is being done not only by NBC which pioneered the Spectaculars in the 1954-55 season, but now by other networks which are programming with an eye and ear to creating excitement and expectancy.

To obtain the advertiser support necessary for TV as we know it, the networks must provide useful TV selling for all national advertisers. In order to provide these advertisers with attractive circulation, the networks must offer programs of every interest for every home and every person in that home.

This can only be done by gambling on shows, talent and projects and only a forward-looking network can afford the risk.

This two-sided coin of television programming must include the ideas as well as the hits, for only then will the networks attract the entire American audience, including the influential and opinion-forming levels. And only by creating other new yardsticks for program success will advertisers continue to support the medium, which promises to dwarf all others in growth.
CBS TELEVISION — 1956
by J. L. VAN VOLKENBURG
President, CBS Television

During 1956 the CBS Television programming pattern will reflect integration of two highly successful policies: program continuity on the one hand, and periodic presentation of only the highest calibre of one-time broadcasts.

Over the past several years, our policy of program continuity and frequency—which, briefly, gives a program a reserved spot on the CBS Television schedule and presents it at the same time on the same day week after week—has resulted in establishing CBS Television as the largest single advertising medium in the world, with the majority of the most popular programs day and night.

It is by now well established that television is a national habit. There is no question that given an exciting program, produced with skill and imagination, the television audience will stay with it week after week. I need hardly emphasize that this policy is also, of course, of incalculable benefit to advertisers. By associating his product or service week after week with a regularly scheduled television program the advertiser capitalizes on the viewing habits of millions of people—this is in essence the keynote of our policy of program continuity and frequency.

And now there is ample evidence in the public and critical acclaim of our one-time broadcasts since September, and in the equally top quality one-timers scheduled for 1956, that CBS Television will make even greater strides in its network leadership during the coming year.

Our "Ford Star Jubilee" monthly series of 90-minute Saturday night broadcasts, and the Edward R. Murrow-Fred W. Friendly "See It Now" one-timers have had terrific impact. The "Jubilee" opener in September, with Judy Garland, hit the highest Trendex of any 90-minute television program—34.8. "The Caine Mutiny Court Martial" hit the highest Trendex for any 90-minute dramatic show, 29.3. The Mary Martin-Noel Coward offering was very well received, and at this writing, the Eddie Fisher 90-minute show in December, "I Hear America Singing" gives promise of an equally enthusiastic public reception.

As for "See It Now" its first two 90-minute one-timers, on the Vice-Presidency and on the nation's educational problems, demonstrated that serious subjects can be presented with both brilliance and entertainment values. We are sure that the "See It Now" efforts in the new year will be up to the program's most auspicious start as it appears in its expanded format.

Carefully selected one-time broadcasts for 1956 include, on "Ford Star Jubilee" Noel Coward's "Blithe Spirit" starring Lauren Bacall, Claudette Colbert, Mr. Coward and Mildred Natwick; "The Day Lincoln Was Shot," a Paul Gregory adaptation of Jim Bishop's book of the same name; "High Tor," starring Bing Crosby in a musical version of Maxwell Anderson's drama, and others. Victor Borge will do two one-man, one-hour shows on CBS Television in 1956. And Jack Benny in addition to his alternate Sunday half-hour programs, will do a total of five special shows on the Chrysler-sponsored full hour "Shower of Stars" monthly color series.

Our expanded schedule of one-time broadcasts is a natural development at CBS Television, and we are old exponents of 90-minute programs. "Omnibus" started in 1952 on CBS Television as the first 90-minute series, and for years we have been broadcasting such great events as the "Kentucky Derby," "The Orange Bowl," and the annual round-up of our foreign correspondents called "Years of Crisis," to mention a few.

However, our faith in one-time broadcasts is justifiable only if these conditions are met:

1. We believe a one-time broadcast may be effective for advertisers if it supplements a regular campaign. In our opinion it is a mistake for an advertiser to put all of his eggs in one basket. For example, it makes excellent sense for an automobile manufacturer to initiate his selling season with an important one-time broadcast, but only, of course, if he follows this up with a regularly-scheduled series.

2. We believe that the one-time broadcast can only be justified by the dimensions of the program idea or subject. If the subject matter in terms of both popular appeal and scope—for example, a national political convention or a "Gone With the Wind"—deserves the elaborate care and treatment of a one-time shot, by all means put it on the air. On the other hand, we do not believe in the arbitrary scheduling of one-time broadcasts merely for the sake of one-time broadcasts.

One other point: Our faith in the policy of continuity and frequency does not mean we are complacent in our programming outlook. We are continually devising new program ideas which we hope will become a part of the regular viewing patterns.
165 WAYS TO BOOST SALES

by SLOCUM CHAPIN

Vice-President in Charge of Sales, ABC-TV

THERE are over 165 ways in which network television can increase sales. I use the figure of 165 because in a recent two-week count of network TV users there were that many advertisers—and a little investigation shows that each is using TV in its own way to solve its individual, specific problems.

Some are using the networks to reach women. Others are interested in reaching men, others aim for children and still others are reaching men, women and children in varied combinations. Some are on television several times a day, others once a week, others on infrequent or irregular schedules. Some have their own shows; an increasing majority share a program with others. Some sell penny items, others costly cars, while several advertisers just want to sell an idea. The aim of one sponsor is to reach doctors primarily. Others have as their target special groups such as the Government, their employees, suppliers, stockholders, major customers and/or opinion-molders.

This is just one indication of the tremendous variety and flexibility of approach which TV permits. Nine out of 10 things to be sold are sold better by TV. Instead of 165 ways, there are 1,001 ways—an infinite number of ways—in which network TV sells effectively. There is a way that is exactly suited to the needs of each advertiser, whatever the product and whether the company is big or small.

I believe the figure of 165 advertisers in network TV is far too low. I say this not from the TV industry’s point of view, because the industry’s income in 1955 is estimated at over one billion dollars, but because many advertisers need video’s unequalled sales power.

One of the reasons why some advertisers are not in television is its alleged “high costs.” To be sure, there has been a lot of talk about television’s “sky-rocketing prices.” This has been the result of the press’ over-emphasis on the handful of performers getting fabulous salaries. But the fact of the matter is that during the past three years television’s costs—time and talent—have increased less than 100 per cent. And these costs have been more then offset by the growth in television circulation.

In contrast, magazine and newspaper ad costs have increased without circulation gains. I would like to point out in passing that the television public itself spends more for electricity to view television programs and on repair and maintenance of sets than the advertisers pay. And this does not include the vast sums that the public has invested in television sets.

The $1,500,000,000 which Americans spent for 8,000,000 new TV sets in 1955 indicates the tremendous appeal of the medium. The vast audiences of network TV programs make it an excellent buy in terms of cost-per-1,000 homes reached. The average evening show reaches 1,000 families for approximately $3.50. Not only is this very favorable compared with other media in quantitative terms, but qualitatively television has much greater impact—as a result of its combination of sight, sound and motion delivered directly into the home.

The cost of reaching people through network TV has been reduced through new sales concepts and formats. For instance, a one-minute participation is available on one of our new programs at the low cost of $2,500 without including available discounts. For comparison, $2,500 will buy only 1/10 of a page in Life or only one-half page in the Chicago Tribune or the New York Times. Thus, the advertiser can get a full 60-second commercial on the ABC-TV network with all the force that TV can deliver for no more money that he would spend on one newspaper in one city. With network TV now available in these economy packages there is every reason for new advertisers to try the medium. And I am certain that a fair trial will bring excellent results.

There are many advantages accruing to the advertiser using television participation programs. His message can be timely, without the long delays necessary for printing of plates. There need be no costly ad production, and on some of our ABC-TV network participation shows the services of the host to deliver live commercials are offered free. There are other advantages. In any form, TV is the most glamorous of advertising media. As such, and with its unquestionable power of selling goods and services, network TV enlists immediately the dealer and trade support necessary to make a campaign successful. Network TV is the most merchandisable and promotable means for an advertiser to move his product.

In short, I think that the broadening base of network television will expand even more in 1956. More and more small and medium size advertisers will come into network television to join the multi-million dollar giants—companies which are leaders in media research— who spend one-half of their advertising dollars in network TV. Our entire economy will profit.
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(R) indicates reissue; (C) color; (Cs) CinemaScope; (Vv) VistaVision; (Ss) SuperScope; Au.: Austrian; Aust.: Australian; Braz.: Brazilian; Can.: Canadian; Brit.: British; Czech.: Czechoslovakian; Fr.: French; Ger.: German; Gr.: Greek; Ind.: Indian; Ital.: Italian; Jap.: Japanese; Mex.: Mexican; Pol.: Polish; Russ.: Russian; So. Afr.: South African; Sp.: Spanish; Swed.: Swedish.

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414 Princess in the Mail (C) (Cs) June
413 Gambler from Natchez (C) July
412 Garden of Evil (C) (Cs) July
411 Broken Lance (C) (Cs) Aug.
410 Raid, The (C) Aug.
409 Laya, The (C) Sept.
408 There's No Business Like Show Business (C) (Cs) Oct.
407 Devil's Harbor Dec.
406 Other Woman, The Dec.
405 Carmen Jones (C) (Cs) Jan.
532 Prince of Players (C) (Cs) Jan.
531 White Heart (C) (Cs) Feb.
528-8 Riders, The (C) (Cs) Feb.
527-7 Untamed (C) (Cs) Mar.
526-6 Angels Apr.
525-6 Man Called Peter, A (C) (Cs) Apr.
524-5 Violent Saturday (C) (Cs) Apr.
523-4 Adventures of Santa (Brit.) (C) May
522-3 Daddy Long Legs (C) May
521-2 That Lady (C) (Cs) May
520-1 Magnificent Maudie, The (C) (Cs) June
519-2 Seven Little Hearts (C) (Cs) June
518-3 Soldier of Fortune (C) (Cs) June
517-4 Hard-Boiled Hooligan (C) (Cs) June
516-5 How to Be Very, Very Popular (C) (Cs) June
515-6 Life in the Balance July
514-5 Living Swamp, The (C) (Cs) July

UNITED ARTISTS

1954
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BUG (C) (BD) June
Hedgehog (C)
Man with a Million (Brit.) (C) June
Adventures of Don Juan (C) (Brit.) Aug.
Anchorman (C)
Lawless Frontier (C)
Return to Treasure Island (C) (Brit.) July
Cruised Swords (C)
Divine Wizard, The (C) (Brit.) Aug.
Down Three Dark Streets Aug.
Madame Butterfly (C) (Brit.) Aug.
Victry of Sea Aug.
Golden Mistress (C) Sept.
Jesse James' Women (C) Sept.
Rhythm Patrol (C) Sept.
Barefoot Contessa, The (C) (Brit.) Oct.
Little Johnny (C) (Brit.) May
Operation Manhunt Oct.
Sitting Bull (C) (Cs) Oct.
Shield for Murder Nov.
Snow Creature Nov.
Tweety and Sylvester (C) Dec.
White Orchid (C) (Ital.) Nov.
You and What's Heel Sails Are (Brit.) (C) Nov.
Romeo and Juliet (Brit.) (C) Dec.
Steamboat (C) Dec.
Vera Cruz (C) (SS) Dec.
Battle Taxi Jan.
Beau Brother, The (Brit.) Jan.
Black Tuesday Jan.
Carmen Cropped (C) Feb.
Good Die Young, The (Brit.) Feb.
Babak (C) Feb.
Big House, U.S.A. Mar.
Martyl Mar.
Stranger on Horseback (C) Apr.
Bullet for Joey, A Apr.
Little Debutante (Brit.) (C) Apr.
Purple Plain (Brit.) (C) Apr.
Kiss Me Deadly Apr.
Robber's Roost May
Tiger and the Flame (C) May
Top of the World (C) May
Big Bluff May
Brain of Berlin (C) June
Others

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1954
422 Drums Across the River (C) June
423 Black Horse Canyon (C) June
424 Johnny Dark (C) July
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<td>Tiger Island (R)</td>
<td>Reallart</td>
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<tr>
<td>Time in the Sun (Mex.)</td>
<td>Brandon</td>
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<tr>
<td>Times Gone By (Ital.)</td>
<td>J. F. E.</td>
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<tr>
<td>To Paris With Love (Brit.) (C)</td>
<td>Continental Dist.</td>
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<td>Tomorrow Is Too Late (Ital.)</td>
<td>Burstyn</td>
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<tr>
<td>Tonight at 8:30 (Brit.) (C)</td>
<td>Continental Dist.</td>
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<tr>
<td>Tony Draws a Horse (Brit.)</td>
<td>Fine Arts</td>
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<tr>
<td>Topaze (Fr.)</td>
<td>Union</td>
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<tr>
<td>Train of Events (Brit.)</td>
<td>Fine Arts</td>
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<tr>
<td>True and the False, The</td>
<td>Davis</td>
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<tr>
<td>True Glory</td>
<td>Film Renters</td>
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<tr>
<td>Turn the Key Softly (Brit.)</td>
<td>Astor</td>
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<td>Twice Upon a Time (Brit.)</td>
<td>Fine Arts</td>
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<tr>
<td>Twilight (Fr.)</td>
<td>A. F. E.</td>
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<tr>
<td>Two Cents Worth of Hope (Ital.)</td>
<td>Times</td>
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<td>Two Madonnas, The (Ital.)</td>
<td>Casolare</td>
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<td>Two Orphans (Ital.)</td>
<td>Globe</td>
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<td>Ugetsu (Jap.)</td>
<td>Harrison</td>
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<td>Uncentered, The</td>
<td>Margolies</td>
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<td>Under Suspicion (R)</td>
<td>Astor</td>
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<tr>
<td>Under the Paris Sky (Fr.)</td>
<td>Union</td>
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<td>Unknown, The (Ital.)</td>
<td>Great</td>
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<td>Variety Stars (Russ.) (C)</td>
<td>Artkino</td>
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<tr>
<td>Vienna Melodies (Ger.)</td>
<td>Casino</td>
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<tr>
<td>Voice in Your Heart, A (Ital.)</td>
<td>Scala</td>
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<td>Wages of Fear, The (Fr.-Eng. dubbed)</td>
<td>DCA</td>
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<td>Warning to Wantons (Brit.)</td>
<td>I. R. O.</td>
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<td>Waterfront Women (Brit.)</td>
<td>Bell</td>
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<td>Welcome the Queen (Brit.) (C)</td>
<td>British Info.</td>
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<tr>
<td>Where is Zaza? (Ital.)</td>
<td>Casolare</td>
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<tr>
<td>White Corridors (Brit.)</td>
<td>Fine Arts</td>
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<td>Wicked Lady, The (Brit.) (R)</td>
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<td>Wide Boy (Brit.)</td>
<td>Reallart</td>
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<td>Woman Accused (R)</td>
<td>Astor</td>
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<tr>
<td>Woman Hater (Brit.)</td>
<td>Bell</td>
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<td>Women of Paris (R)</td>
<td>Favorite Att.</td>
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<tr>
<td>You Will Remember (Brit.)</td>
<td>English</td>
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<tr>
<td>Young and the Damned, The (Mex.)</td>
<td>Kingsley</td>
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<td>Young Scarlett (Brit.)</td>
<td>Kingsley</td>
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Foreign Films in the United States

The foreign film in the United States generally fluctuates very little in quality, quantity or importance from one year to the other and this past year has been no exception. The art houses still thrive on them although several American films have successfully been given the "art house treatment" because of their offbeat quality.

Some British and Italian films are getting more playing time in more theatres, however, because many of the major distributors are acquiring these additional pictures to augment their releasing schedules. As an example, Columbia has several deals with British companies for Anglo-American productions and Republic and United Artists are releasing many important British films. I.F.E., of course, still specializes in the Italian film, both dubbed and subtitled, while the Ponti-De Laurentiis company in Italy has a co-production deal with Paramount.

Coming into prominence for the first time is the Japanese film. Although only three or four have been released here, many are scheduled. The Japanese, unlike their French and Italian cohorts, apparently are most successful (at least in the U. S.) with the ethereal rather than the realistic.

Among the important current and upcoming films from foreign producers that the majors will release are "The Dam Busters," "The Deep Blue Sea," "Svengali," "War and Peace" and "The Divided Heart."

The new screen techniques—CinemaScope, VistaVision, etc.—have begun to cross the ocean. England, France and Italy are utilizing them with more and more consistency although only a few such films were scheduled for release in the U. S. before the end of 1955. Color, always an important asset, is also finding its way into a large amount of foreign product.

Some of the important imports this past year include: (British) "Court Martial," "The Detective," "Doctor in the House," "The Little Kidnappers" and "Roméo et Juliette"; (French) "Holiday for Henrietta," "Mr. Hulot's Holiday," "The Sheep Has Five Legs" and "The Wages of Fear"; (Italian) "Aida" and "Bread, Love and Dreams"; (Japanese) "Gate of Hell" and "Ugetsu."

The number of art theatres (both full-time and part-time) is practically the same as last year. New York City has the most, numerically, followed by Los Angeles, Philadelphia, Chicago and San Francisco.

A report from the New York State Motion Picture Division, covering the period from April 1, 1954, to March 31, 1955 showed a total of 559 foreign films reviewed. Hong Kong topped the list with 110 and was followed by Mexico with 99; England, 63; Italy, 55; Germany, 52; U.S.S.R., 38, and France, 33.

The films listed below include foreign-language—and also British—pictures with English subtitles or English dubbing, excepting some of the Greek, Hungarian, German and Spanish product. The language of the film is indicated in parentheses after the title: (Aust) Australian; (Br) British; (Can) Canadian; (Cz) Czechoslovakian; (F) French; (G) German; (Gr) Greek; (H) Hungarian; (J) Indian; (I) Irish (Ir) Italian; (J) Japanese; (M) Mexican; (P) Polish; (Russ) Russian; (Sc) Afri. South African; (S) Spanish; (Sw) Swedish. (R) indicates a reissue and (C) a picture in color.

A. F. E. CORPORATION, 1270 6th Avenue, New York 20, N. Y. Circle 6-8927.

PAUL GRAETZ, president.

Beloved Vagabond (F) (R)

Doctors, The (F)

God Needs Men (F)

ALLIED FILMS, INC., 151 West 46th Street, New York 36, N. Y.; Judson 2-1877.

MOR KERMAN, president; J. J. FELDER, vice-pres.

Black Narcissus (Br) (R) (C)

Brief Encounter (Br) (R)

Caesar and Cleopatra (Br) (R) (C)

Death of Night (Br) (R)

Great Expectations (Br) (R)

Green for Danger (Br) (R)

I Know Where I'm Going (Br) (R)

Madonna of the Seven Moons (Br) (R)

Mikado, The (Br) (R) (C)

Notorious Gentleman (Br) (R)

Odd Man Out (Br) (R)

Seventh Veil, The (Br) (R)

Stairway to Heaven (Br) (R) (C)

This Happy Breed (Br) (R) (C)

Wicked Lady, The (Br) (R)

ARDEE FILMS, INC., Fine Arts Bldg., 130 E. 58th Street, New York 22, N. Y.; Plaza 5-6819.

RICHARD DAVIS, president; DON GETZ, sales manager.

Holiday for Henrietta (F)

ARLAN PICTURES, 511 5th Avenue, New York 17, N. Y.; Murray Hill 2-3056.

HAROLD WIESENTHAL, president.

Companions of the Night (F)

Daughters of Destiny (F-It) (Eng, dial.)

Earrings of Madame De... (F)

Hello, Elephant (It)

Moment of Truth, The (F)

Women, Soldiers and Sins (F-It) (Eng, dial.)
ARTIKNO FILMS, INC., 722 Seventh Avenue, New York 19, N. Y. Circle 5-6570. NICOLO NAPOLI, president.
Anna Cross (Russ) (C)
Big Family, The (Russ) (C)
Boris Godunoy (Russ) (C)
Boys From Leningrad (Russ) (C)
Emperor and the Golem (C) (C)
5 From Breska Street (P) (C)
Heroes of Chipka (B) (C)
Lind, The (Russ) (C)
Safety Match (Russ) (C)
Stars of the Russian Ballet (Russ) (C)
Tiger Girl (Russ) (C)
True Friends (Russ) (C)
Variety Artists (Russ) (C)

ASSOCIATED ARTISTS PRODUCTIONS, INC., 345 Madison Avenue, New York 17, N. Y.; Murray Hill 6-2323. EJOT HYMAN, president; BOB RICH, general sales manager.
Belles of St. Trinian's, The (Br)
Eight O'Clock Walk (Br)
Four Against Fate (Br)
Front Page Story (Br)
Fuss Over Feathers (Br) (C)
Green Scarf, The (Br)
Heart of the Matter, The (Br)
Inspector Calls, An (Br)
Intruder, The (Br)
Naked Heart, The (Br)
Teckman Mystery, The (Br)
Three Who Dare (Br) (C)
Three Cases of Murder (Br)

ASTOR PICTURES CORP., 130 West 46th St., New York 36, N. Y.; Judson 2-1287. ROBERT M. SAVINI, president.
Master Plan, The (Br)
Road House Girl (Br)
Slewing Tiger, The (Br)
3 Stops to Murder (Br)
Turn the Key Softly (Br)

AZTECA FILMS, INC., 1743 South Vermont Avenue, Los Angeles, Calif.; Republic 3-2591: 1564 Broadway, New York 19, N. Y.; Plaza 7-6950; 410 San Pedro Ave., San Antonio 1, Texas; Capitol 1-2666; 410 S. Michigan Avenue, Chicago 5, Ill.; Webster 9-5899.
ROGER A. CALDEZON, president; GUSTAVO A. ACOSTA, secretary-treasurer.
The company has available some 700 Mexican pictures, plus 60 Spanish films of which about 15 have subtitles.

BAKER, SAM-DAVID BRILL, ASSOCIATES, 1501 Broadway, New York 36, N. Y.; Lackawanna 4-1400.
SAM BAKER, DAVID BRILL, partners.
Breakdown in Udi (Br)
Fighting Rats of Tobruk, The (Br)
Four Madames, The (F)
Jetta (Aust) (C)
Marika (Au Eng dial) (C)
Savage World (Br)
Sea Raider, The (Br)
Stronghold of the Wild (So A)
Woman in Every Room (F)

BELL PICTURES CORP., 190-20 Continental Avenue, Forest Hills, N. Y.; Ligger 4-0419. FRANCES FRANK, secretary-treasurer.
Bitter Springs (Aust)
Blackmaled (Br)
Dance Hall Girls (Br)
Hell's Gateway (Can) (R)
Man of Evil (Br)
Seven Journeys (G)
Spider and the Fly, The (Br)
Waterfront Woman (Br)
Woman Hater (Br)
You Can't Fool an Irishman (I)

BRANDON FILMS, INC., 200 W. 57th Street, New York 19, N. Y.; Circle 6-4868. THOMAS J. BURSTEIN, president.
Amphitryon (G) (R)
Antoine & Antoinette (F) (R)
Baker's Wife, The (F) (R)
Captain from Köpenick (G) (R)
Diary of a Country Priest (F)
Drole de Drame (Bizarre, Bizarre) (F) (R)
Harvest (F)
Imposter, The (J)
Les Miserables (Cossette & Jean Valjean) (F) (R)
Loves of Tosi, The (F) (R)
Murderers Among Us (G)
Nais (F) (R)
Passion for Life (F)
Well Digger's Daughter, The (F) (R)

BRENNER, JOSEPH ASSOCIATES, 276 West 43rd Street, New York 36, N. Y.; Chickering 8-4271. JOSEPH BRENNER, owner.
Angelika (G)
Confessions of a Rogue (F)
His Excellency (Br)
Hoboes in Paradise (F)
Passionelle (F)
Rules of the Game (F) (R)
Street of Shadows (F)

BURSTYN, INC., 113 W. 42nd Street, New York 36, N. Y.; LoNzaacre 4-7124. FRED M. MIKE, secretary-treasurer.
A Nous La Liberte (F) (R)
Justice Is Done (F)
Male Brute, The (F)
Prisoner of Furs, The (F) (Eng. dial.)
Rebellion of the Hanged (M) (Eng. dial.)
Romantic Youth (F)
Side Street Story (It)

CARROLL PICTURES, INC., 1775 Broadway, New York 19, N. Y.; Judson 6-5967. CARROLL L. PUCIATO, president.
Alone in the Streets (It)
Fighting Pimpernel, The (Br) (C)
Four Ways Out (It) (Eng. dubbed)
Intimate Relations (Br)
Lady Godiva Rides Again (Br)
Mr. Denning Drives North (Br)
Princess Cinderella (It) (Eng. dubbed)

CASINO FILM EXCHANGE, INC., 1564 Broadway, New York 19, N. Y.; Judson 6-1442-3. MUNIO PODHORZER, president.
Bel Ami (Au)
Danegwah (G)
Das Kann Jeden Passieren (G)
Das Kruz Am Jaegerstieg (G)
Day Will Come, The (G)
Dein Herz Ist Meine Heimat (G)
Dein Mund Verspricht Mir Liebe (G)
Der Engel Mit Dem Flammenschwert (G)
Der Mann Meines Lebens (G)
Der Weibliche Love (G)
Die Dritte Von Rechts (G)
Gerahmte Franzi, Doktor (G)
Grapes Are Ripe, The (G)
Heart of Vienna (Au)
Hochzeit Im Heu (It)
Keepers of the Night (G)
Life of Ferdinand Raimund (Au)
Lockende Gefahr (G)
Merry Go Round (G)
Operetta (Au)
Original Sin (G)
Rosen Aus Dem Suden (G)
Secrets of a Soul (G)
Singing Angels (Au)
Strange Deception (It)
Stranger Witness (It)
Tausend Rote Blumen (G)
Vienna Melodies (Au)
Wiener Maedeln (Au)

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C&SALVORO FILMS DISTRIBUTING CO., 227 Canal Street, New York 13, N. Y.; Worth 6-2122.

SALVATORE CASALO, president.

Anthony of Padua (It)
Baron Carlo Mazza, The (It)
Buried Alive (It)
Caravan of the Sin (It)
Desire of Sunshine (It)
Dead Woman's Kiss, A (It)
Eugastolo (It)
Fisherman of Posillipo (It)
He Should Be Condemned (It)
Neapolitan Letter (It)
Remorse (It)
This Wine of Love (It)
Tombolo (It)
Voice of the Blood, The (It)
When Love Calls (It)

CELTIC FILMS, INC., 747 Madison Avenue, New York 21, N. Y.; Regent 7-5810 and Plaza 3-5442.

DANIEL DEVLIN, president.

Spell of Ireland, The (I) (C)

CLASA-MOHME, 199 South Vermont Avenue, Los Angeles 5, Calif.; Republic 4-4712.

G. J. MOHME, president.

Other offices of the company are located at 501 Soledad Street, San Antonio 6, Texas; 1475 Broadway, New York 36, N. Y.; 122 Twenty-First Street, Denver 2, Colo.; 1219 So. Wahash Ave., Chicago, Ill.

Clasa-Mohme Inc. specializes in the distribution of Spanish-dialogue 35mm feature films to theatres serving the Spanish-speaking Latin American population of the United States. It has over 800 films, the overwhelming majority of them produced in Mexico. It has over 125 of these films in 35mm form for distribution principally to universities for use in Spanish-language classes. It also has eight features in 35mm with complete English sub-titles. A full listing of the company's product is available through the Los Angeles office. Following are the titles of the sub-titled features:

Bethsheba (F)
Donna Barbara (S)
Paloma (S)
Red Rain (S)
Rio Escandido (S)
Subida Al Cielo (S)
Three Amigos (S)

COMMANDER PICTURES CO., 1790 Broadway, New York 19, N. Y.; Plaza 7-5363.

MAX A. GOLDBERG, WILLIAM GOLDBERG, ERWIN A. LESSER, partners.

Sinners, The (F)

COMMERCIAL PICTURES, INC., 119 W. 57th Street, New York 19, N. Y.; Circle 6-1905.

RAYMOND HARIK, president.

Angel Street (Br)
Cheri (F)
Edward and Caroline (F)
La Ronde (S)
Mam'zelle Nitouche (F) (C)
Minne, the Curious Bride (F)
Pepe Le Moko (F) (R)
Secret of Mayerling, The (F)
Therese Raquin (F)

CONTINENTAL DISTRIBUTING CO., 50 W. 57th Street, New York 19, N. Y.; Plaza 7-2593.

FRANK KASELER, president; SAWFORD WEINER, sales manager.

Adorable Creatures (F)
Final Test, The (Br)
Leonardo Da Vinci (F-J-Us) (C)
To Paris with Love (Br) (C)
Tonight at 8:30 (Br) (C)

CONTINENTAL MOTION PICTURES CORPORATION, 1500 Broadway, New York 36, N. Y.; Plaza 7-3548.

GEORGE MARCOLLIN, president.

Cavalcade of Songs (It) (C)
Grand Variety (It) (C)
Half Century of Songs (It) (C)
Our Friends Are Coming (It)
Snowwhite and the 7 Thieves (It)

CREST FILMS, 1501 Broadway, New York 36, N. Y.; Longacres 3-5458.

JACK ELLIS, president.

Heart and Soul (It)
Jealous Husband (It)
Outcry (It)

DANUBIA PICTURES, INC., 729 Seventh Avenue, New York 19, N. Y.; Circle 5-5578.

DEEBO SZEKES, president.

HARRY JANOS (H)
Hajnaro Lelek (Hunting Soul) (H)
Maria Ket Ejszaka (Mary's Two Nights) (H)
Uzenet a Vojzapatrolo (Message from Volga) (H)

DAVIS, ARTHUR, RELEASING ORGANIZATION, 55 W. 42 Street, New York 36, N. Y.; Longacres 5-5317.

Belle (F)
Caged Women (Sw)
Caroline Cherie (F)
Dreams of Love (F)
Four Intimate Passions (F)
Filbert and Chocolat (Sw)
Mistress of the Mountains (It)
Naked Spy, The (F)
Night Is My Kingdom, The (F)
Paris Incident (F)
Pit of Loneliness (F)
Red Inn, The (F)
Thirst (Sw)
Virgin of the Rhine (F)

DE RoCHEMONT, LOUIS, ASSOCIATES, 300 Madison Avenue, New York 17, N. Y.; Oxford 7-0350.

BENSON MAE, president.

Great Adventure, The (Sw)

DISTRIBUTORS CORPORATION OF AMERICA, 1500 Broadway, New York 36, N. Y.; JUdson 6-7800.

FRED J. SCHWARTZ, president.

Animal Farm (Br) (C)
Frisky (It)
Stranger's Hand, The (Br)
Wages of Fear, The (F) (Eng. dubbed)

ELLIS FILMS, 1501 Broadway, New York 36, N. Y.; Longacres 3-5457.

JACK ELLIS, president.

Broken Horses (Br)
Cage of Gold (Br)
City of Sin (It)
Inside Girls Dormitory (F)
Marry Me (Br)
Maggie by 3 A.M. (Br)
One Step to Eternity (F)
Ringer, The (Br)
Stars Look Down, The (Br) (R)
Temptress, The (It)
There Was a Young Lady (Br)
Thirty-Nine Steps, The (Br) (R)
Three Forbidden Stories (It)
Thunder Rock (Br) (R)


NAT SANDERS, president.

Headline (Br)
Showtime (Br)
You Will Remember (Br)
EXCELSIOR PICTURES CORP., 1564 Broadway, New York 36, N. Y.; Circle 5-6157-8.
WALTER BIRD, president.
Barber of Seville (It); Golem, The (F); Skipper Next to God (F)

FILM RENTERS, INC., 1560 Broadway, New York 36, N. Y.; Plaza 7-8547-8.
NAT SANDERS, president.
Broken Jug (G); Cabinet of Dr. Caligari (G) (R); Last Laugh, The (G) (R); On Approval (Br) (R); Peer Gynt (G) (R)

FINE ARTS FILMS, INC., 1501 Broadway, New York 36, N. Y.; RYANT 9-6734.
DR. ARTHUR EINSTEIN, president; RICHARD F. O'CONNELL, general sales manager.
Curtain Up (Br); Dark Man, The (Br); Folly to Be Wise (Br); Hue and Cry (Br); In Which We Serve (Br) (R); Inheritance, The (Br); Kind Hearts and Coronets (Br) (R); Lavander Hill Mob (Br) (R); Man in the White Suit, The (Br) (R); Marie du Port (F); Midnight Epilogue (Br); No Way Back (G); Passionate Sentries, The (Br); Possession (Sw); Promoter, The (Br) (R); Quartet (Br) (R); Red Shoes, The (Br) (R) (C); Reluctant Widow, The (Br); Strangers (It) (Eng. dubbed); Symphonic Pastoral (F); Tught Little Island (Br) (R); Tony Draws a Horse (Br); Train of Events (Br); Twice Upon a Time (Br); White Corridors (Br)

JULIUS STEIN, president; MAE ALEXANDER, vice-president; ARTHUR ALEXANDER, secretary-treasurer.
Agitator, The (Br); Appointment with Crime (Br); Butler's Dilemma, The (Br); Laughing Lady, The (Br) (C); Lisbon Story (Br); Loyal Heart (Br); Seventh Survivor, The (Br); Shipbuilders, The (Br); Springtime (Br); These Kids from Town (Br); Welcome Mr. Washington (Br); Woman to Woman (Br)

G-B INTERNATIONAL RELEASING CORP., Fine Arts Bldg., 130 E. 58th Street, New York 22, N. Y.; Plaza 5-6819.
RICHARD DAVID, president.
Mr. Hulot's Holiday (F)

EDWARD HARRISON, WILLIAM DAVIDSON, officers.
Gate of Hell (F) (C); Ugetsu (J)

HELLENIC FILMS CORP., 220 W. 43rd Street, New York 36, N. Y.; LONGACRE 4-2616.
N. MARK JUSTIN, president.
Madmoselle—Age 29 (Gr); Mr. Pennypincher (Gr); Santa Tskita (Gr); Village School Teacher (Gr); Wind of Hate (Gr); Windfall in Athens (Gr)

HOFFBERG PRODUCTIONS, INC., 362 W. 44th Street, New York 36, N. Y.; Circle 6-9031-2.
JACK H. HOFFBERG, president.
Ballet de France (F); Chandra (In); Hans Christian Andersen (Br); Horror Maniacs (Br); Khamishe (Five Tales from Israel) (Israel) (Eng. dial.); Le Puritan (F); Once a Sinner (Br); Overnight Girl (Br); Strangers Morgue (Br); Walte by Strauss (G)

I. F. E. RELEASING CORP., 1501 Broadway, New York 36, N. Y.; LONGACRE 4-4843.
DR. REMARO GUALINO, president; BERNARD JACOBI, vice-president in charge of sales.
Anita Garibaldi (It); Appointment for Murder (J); Bellissima (It); Fugitive in Trieste (It); Germane Dragnet (It); His Last 12 Hours (It); Mademoiselle Gobette (It); Melody of Love (It); My Heart Sings (It); Times Gone By (It); For other I. F. E. releases, see Feature Releases, 1954-55, page 355.

INTERNATIONAL FILM ASSOCIATES CORP., 350 Fifth Avenue, New York 36, N. Y.; Plaza 7-6454.
D. BERNARD KREISLER, president; EDWARD KREISLER, vice-president.
High Time (It); Paris Affair (F)

INTERNATIONAL RELEASING ORGANIZATION, 452 5th Avenue, New York 16, N. Y.; LONGACRE 3-0516.
JULIUS GARFIELD, GEORGE GARFIELD, officers.
Another Shore (Br); Bad Lord Byron (Br); Beware of Pity (Br); Great Mr. Händel, The (Br) (C); Handman's Holiday (Br); History of Mr. Polly (Br); Kiniska, Man of Africa (Br) (C); Maniacs on Wheels (Br); Massacre Hill (Br); Sin of Esther Waters (Br); Third Time Lucky (Br); Warning to Wannons (Br)

EDWARD L. KINGSLEY, president.
Annapurna (F—Eng. narr.) (C); Bed, The (F & Eng. dial.); Big Day, The (F); Court Martial (Br); Le Plaisir (F); Life Begins Tomorrow (F); Magic Box, The (Br) (C); Paris 1900 (F) (Eng. narr.); Pennywhistle Blues, (Magic Garden) (So. Af.); Pickwick Papers, The (Br); Stretch on the Rocks (Br); Suicide of Life, The (F); Strange Ones, The (F); Too Bad She's Bad (It); Young and the Damned, The (M); YoungScarface (Br)

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MacDONALD PICTURES, INC., 1639 Broadway, New York 19, N. Y.; JUdson 2-5636. B. R. SCHNEID, president. Cash on Delivery (Br)

Dirty Hands (F)

Edith Piaf Story, The (F)

King of the Coral Sea (Aus)

Paris Express, The (Br) (C)

So Little Time (Br)

MADDER, NOEL, ASSOCIATES, 229 W. 42nd Street, New York 36, N. Y.; LONgacre 5-7763; Wisconsin 7-1014.

NOEL MEADOW, owner.

Congress Dances (G-Eng duble) (R)

Dodge (F)

Eagle with Two Heads, The (F)

Francis the First (F)

Jenny Lamo (F)

Lucrezia Borgia (F)

Resistance (F)

Seven Ravens (G-Eng duble)

White Legs (F)

MEXICAN FILM ENTERPRISES, INC., 6027 Sunset Blvd., Hollywood 28, Calif.; HOLliwood 5-5963.

J. C. RIBALTA, president.

The company distributes selected Mexican and Argentine productions.

OMNIFILMS, INC., 229 West 42nd Street, New York 36, N. Y.; LONgacre 5-7763; Wisconsin 7-1014.

NOEL MEADOW, president; AARON SLOAN, secretary-treasurer.

This Strange Passion (M)

PACEMAKER PICTURES, INC., 1790 Broadway, New York 19, N. Y.; PLAza 7-5963.

MAX A. GOLDBERG, president; WILLIAM GOLDBERG, treasurer; ERWIN A. LESSER, secretary.

Chance Meeting (Br)

Happiest Days of Your Life, The (Br)

High Treason (Br)

Holly and the Ivy, The (Br)

Tempest in the Flesh (Br)

PRESIDENT FILMS, INC., 1564 Broadway, New York 36, N. Y.; CIRCLE 7-7826.

JOSEPH GREEN, president.

Border Street (P)

Castles in the Skies (Yiddish) (Eng duble) (R)

Il Trovatore (It)

Interlude (Sw)

Naughty Martine (F)

Unmarried Mothers (Sw)

Wishing Well Inn (Br)


RICHARD GORDON, president.

Adventures of Sadie, The (Br) (C)

Dance Little Lady (Br) (C)

Flaw, The (Br)

Grand National Night (Br)

Port of Escape (Br)

Swengal (Br) (C)

Time of His Life, The (Br)

SCALERA FILM, INC., 1560 Broadway, New York 36, N. Y.; PLAza 7-5548.

PIETRO BULIOTTO, president.

Angelo (Mulatto) (It) (R)

Blood Red Rose (It)

Bosrome (F) (R)

Bridge of Glass, The (It)

Carmen (It, F) (R)

Cavalleria Rustica (It) (R)

King's Jester (It) (R)

Lady of the Golden West, The (It)

Lagrange, The (It) (R)

Officer and the Lady, The (It) (R)

Rocambole (F)

Tosca (It) (R)

Villain of Venice, The (It)

Voice in Your Heart, A (It)

Way Down, The (It)

SCREEN ART SALES COMPANY, 723 Seventh Avenue, New York 19, N. Y.; Circle 6-5883.

NATHAN K. BRAUNSTEIN, general manager.

Force of Destiny, The (S)

TIMES FILM CORPORATION, 144 W. 57th Street, New York 19, N. Y.; PLaza 7-6980.

JEAN GOLDWURM, president; WILLIAM SHELTON, vice-president.

Cinderella (It)

Desperate Decision (F) (Eng. dubbed)

Forbidden Games (F)

French Touch, The (F)

Game of Love, The (F)

Naked Amazon (Brazilian-Eng. narr.) (C)

One Summer of Happiness (Sw)

Overcoat, The (It)

Rome 11 O'Clock (It)

Royal Affair in Versailles (F) (Eng. duble) (C)

Two Cents Worth of Hope (It)

TOHAN PICTURES, INC., 200 West 57th Street, New York 19, N. Y.; Circle 6-4838.

HERBERT R. STEINMANN, president.

Ballet of Romeo and Juliet (Russ) (C)

Letters from My Windmill (F)

TUDOR PICTURES, INC., 151 West 46th Street, New York 36, N. Y.; JUdson 2-1877.

MOE KERMAN, president; J. J. FELDER, vice-president.

Heartbreak Ridge (F) (C)

Innocents in Paris (Br)

UNION FILM DISTRIBUTORS, INC., 1501 Broadway, New York 36, N. Y.; CIRCLE 7-5933.

PETER P. HOKNER, president.

Blind Desire (F)

Casino d'Or (Story of a Blonde) (F)

Cheat, The (F)

Children of Paradise (F)

Damned, The (F)

Daughter of the Sands (F)

Eternal Return (F)

Lady Panama (F)

Ma. Pomme (F)

Manon (F)

Mignette (F)

Orpheus (F)

Pan (F)

Perfectionist, The (F)

Simple Case of Money (F)

Storm Within, The (F)

Toupee (F)

Under the Paris Sky (F)

Union also distributes all Kingsley International releases.

UNITED MOTION PICTURE ORGANIZATION, Fine Arts Bldg., 130 E. 58th Street, New York 22, N. Y.; PLAza 5-6819.

RICHARD DAVIS, president.

Sheep Has Five Legs, The (F)

WORLD TRAVEL FILMS, Box 156, Wynnwood, Pa.; MIDway 2-7089.

HARRY DUGAN, president and owner.

Hills of Ireland, The (It) (C)

ZENITH FEATURES, INC., 151 W. 46th Street.

N.Y. 36, N. Y.; JUdson 2-1877.

MOR KERMAN, president; J. J. FELDER, vice-president.

Diamond City (Br)
British Films in the United States

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<td>Artkino</td>
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<tr>
<td></td>
<td>Variety Artists (C)</td>
<td>Artkino</td>
</tr>
<tr>
<td>YIDDISH</td>
<td>Castles in the Skies (Eng. dubbed) (R)</td>
<td>President</td>
</tr>
</tbody>
</table>
Television Stations

[The following listing of television stations in the United States includes those in operation as well as those having a construction permit (CP) and are not operating. All stations are authorized by and operate under the approval of the Federal Communications Commission, Washington, D.C.]

ALABAMA

Andalusia

WAIQ (Channel 2) (non-com)

Birmingham

WABT (Channel 13) NBC, ABC, DuMont
The Television Corp., P. O. Box 2553, Birmingham 2, Ala.; 4-3506.
Operation: 1949; TV sets in area: 255,000.

WBIQ (Channel 10) (non-com)

WBRC-TV (Channel 6) CBS
Storer Broadcasting Co., Birmingham 9, Ala.; 4-4701.
Operation: 1949; TV sets in area: 225,000.

WJLN-TV (Channel 48)
Johnston Broadcasting Co., P.O. Box 5767, Birmingham, Ala.; 54-3466.
George Johnston, Jr., pres. & gen. mgr. CP, not operating.

Decatur

WMSL-TV (Channel 23)
Frank Whisenant, pres. & gen. mgr.; John V. Short, chief eng.; nat'l rep., Walker Representation Co.
Operation: 1954; TV sets in area: 22,000.

Dothan

WTVY (Channel 9) CBS
WTVY, Inc., Cottonwood Road, Dothan, Ala.; 5-2810.
Operation: 1955; TV sets in area: 22,400.

Mobile

WALA-TV (Channel 10) ABC, CBS, NBC
Pape Broadcasting Co., Inc., 210 Government St., Mobile, Ala.; HE 3-3756.
Operation: 1953.

WKAB-TV (Channel 48)
Pursley Broadcasting Service, P. O. Box 1306, Mobile, Ala.; 7-6345.
CP, not operating.

WKRG-TV (Channel 5)
WKRG-TV, Inc., Downtown Theatre Bldg., Mobile, Ala.
Kenneth R. Giddens, pres.; Joseph H. Little, vice-pres.; Andrew C. Smith, treas.
CP, not operating.

Montgomery

WCOV-TV (Channel 20) CBS, DuMont
Capitol Broadcasting Co., P. O. Box 1029, Montgomery, Ala.; 5-3561.

Operation: 1953; TV sets in area, 35,000.

WSFA-TV (Channel 12) NBC, ABC
Montgomery Broadcasting Co., Inc., P. O. Box 1013, Montgomery 1, Ala.; 5-1251.
Operation: 1954; TV sets in area: 35,000.

Munford
WTIQ (Channel 7) (non-com)

Selma
WSLA (Channel 8)
Deep South Broadcasting Co., Box 1447, Montgomery, Ala.

ARIZONA
Phoenix
KOOL-TV (Channel 10) CBS
Operation: 1953.

KPHO-TV (Channel 5) CBS basic, DuMont
Operation: 1949; TV sets in area: 92,000.

KTVK (Channel 3) ABC
Arizona Television Company, 3435 North 16th St., Phoenix, Ariz.; AMherst 6-5691.
Operation: 1955; TV sets in area: 92,000.

Phoenix-Mesa
KVAR (Channel 12) NBC
KTAR Broadcasting Co., 1101 N. Central Ave., Phoenix, Ariz.; ALpine 4-4161.
Operation: 1953; TV sets in area: 92,000.

Tucson
KOPO-TV (Channel 13) CBS
Old Pueblo Broadcasting Co., 115 W. Drachman St., Tucson, Ariz.; 4-2511.
Operation: 1952; TV sets in area: 46,900.

KVOA-TV (Channel 4) NBC, ABC
Arizona Broadcasting Co., Inc., P.O. Box 2911, Tucson, Ariz.; 3-2555.
Operation: 1953; TV sets in area: 46,900.

Yuma
KIVA (Channel 11) NBC
Valley Telecasting Co., Box 1708, Yuma, Ariz.; 6-8311.
Operation: 1953.

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Building Excitement

Late in the 1954-1955 season, Jack Gould of the New York Times wrote: "During the last season ... NBC has had a virtual monopoly on TV excitement."

And this excitement built new and bigger audiences. Nielsen figures show that the average rating of the first 23 Spectaculars was 41.6. These 90-minute color extravaganzas reached an average of 12,300,000 homes, and became the season's most talked-of programs.

For 1955-1956, the excitement builds still higher. New shows will add strength and balance
to the strongest programming lineup in television. The Perry Como Show, the new Colgate Sunday Hour and Maurice Evans Presents are only three of the brilliant new additions to the NBC schedule. Color spread weds the Spectaculars with NBC's magazine concept to provide bigger shows with more chances for participating advertisers to make selling impressions with the most impressive programs in television.

There's a big year behind NBC and a big year ahead.

Exciting things are happening on NBC Television Network
ARKANSAS
El Dorado
KRBB (Channel 10)
South Arkansas Television Co., Inc. c/o KVMA, Magnolia, Ark.
Dr. Joe F. Rushton, pres.; W. C. Blewster, vice-pres.; W. M. Bigley, secy.-treas. & mgr.
CP, not operating.

Ft. Smith
KFSA-TV (Channel 22) NBC, ABC, DuMont, CBS
Operation: 1953; TV sets in area, 36,600.

KNAC-TV (Channel 5)
American Television Co., Inc., 15 Court St., Fort Smith, Ark.
H. S. Nakdimen, pres.; Dick Allis, vice-pres.; Edgar E. Bethell, secy.-treas.
CP, not operating.

Jonesboro
KBTH (Channel 8)
Regional Broadcasting Co., Box 794, Jonesboro, Ark.
CP, not operating.

Little Rock
KARK-TV (Channel 4) NBC, DuMont
Operation: 1953; TV sets in area, 110,650.

KATV (Channel 7) CBS, ABC
Central South Sales Co., 620 Beech St., Little Rock, Ark.; MO 6-9401.
Operation: 1953; TV sets in area, 110,650.

KTHV (Channel 11) CBS
Arkansas Television Co., P. O. Box 269, Little Rock, Ark.
Operation: 1955; TV sets in area, 112,000.

CALIFORNIA

Bakersfield
KBAK-TV (Channel 29) DuMont
Bakersfield Broadcasting Co., Box 1448, Bakersfield, Calif.; F'Airview 4-6421.
Al Constant, gen. mgr.; Don Anderson, chief eng.; nat'l rep., Weed Television Corp.
Operation: 1953; TV sets in area, 95,000.

KERO-TV (Channel 10) NBC, CBS, ABC
Kern County Broadcasters, Inc., 1420 Truxtun Ave., Bakersfield, Calif.; F'Airview 7-1441.
Operation: 1953; TV sets in area: 109,600.

Chico
KHSL-TV (Channel 12) CBS, NBC, ABC, DuMont
Golden Empire Broadcasting Co., Box 303, Chico, Calif.; F'Airview 2-5614.
Operation: 1953; TV sets in area: 30,000.

Corona
KCOA (Channel 52)
KOWL Broadcasting Co., Pico Blvd., Santa Monica, Calif.
Arthur H. Croghan, pres.
CP, not operating.

Eureka
KIEM-TV (Channel 3) CBS, DuMont, ABC, NBC
Redwood Broadcasting Co., Box 1021, Eureka, Calif.; Hillside 3-3123.
Operation: 1953.

Fresno
KBID-TV (Channel 53)
John Poole Broadcasting Co., 1117 N St., Fresno, Calif.; 6-0791.
John H. Poole, owner.
CP, not operating.
KJE0 (Channel 47) ABC, CBS
O'Neill Broadcasting Co., Box 1708, Fresno, Calif.; 7-8405.


Operation: 1953.

KMJ-TV (Channel 24) NBC, CBS


Operation: 1953.

Los Angeles

KABC-TV (Channel 7) ABC


Operation: 1949; TV sets in area: 1,800,-000.

KBIC-TV (Channel 22)

John H. Poole, owner.
CP, not operating.

KCOP (Channel 13)

A. W. Shipton, pres.; Jack Heintz, vice-pres. & gen. mgr.; Anos T. Baron, sales mgr.; M. F. Wentworth, chief engr.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 1,800,-000.

KHJ-TV (Channel 9) DuMont
Don Lee Broadcasting System (a div. of General Teleradio, Inc.), 1313 N. Vine St., Los Angeles 28, Calif.; HOLlywood 2-2133.


Operation: 1951; TV sets in area: 1,800,-000.

KNXT (Channel 2) CBS
CBS, Inc., 1313 N. Vine St., Los Angeles 28; HOLlywood 9-1212.


Operation: 1950; TV sets in area, 2,187,-200.

KRCA (Channel 4) NBC

Thomas McCray, gen. mgr.; James Parks, sales mgr.; Robert Pelegram, pub. mgr.; John Knight, chief eng.; George Burke, film dept. head; nat'l rep., NBC Spot Sales.

Operation: 1949; TV sets in area, 2,187,-000.

KTHE (Channel 28) [non-com]
University of Southern California, Allan Hancock Foundation, 36th & University Ave., Los Angeles, Calif.
CP, not operating.

KTLA (Channel 5)
Paramount TV Productions, Inc., 5800 Sunset Blvd., Los Angeles 38; HOLlywood 9-3181.


Operation: 1947; TV sets in area, 2,187,-000.

KTTV (Channel 11)

Norman Chandler, chmn. of bd.; Richard A. Moore, pres.; Harrison Chandler, exec. vice-pres.; Omar F. Johnson, vice-pres. and ass't. secy.; John R. Vrba, vice-pres. in chge. of sales; Robert W. Brecsknor, vice-pres. in chge. of prog.; Edward Benjamin, chief eng.; nat'l rep., Blair-TV, Inc.

Operation: 1948; TV sets in area, 2,187,-000.
For 1955...

There's only one!

SHOWMANSHIP PACKAGE
of Major Co. Features

...and don't forget "SCRAPPY" and "KRAZY KAT" CARTOONS
and "WILD BILL ELLIOTT" WESTERNS
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BIG PRODUCERS
BIG PICTURES
and the Result...

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Detroit, Michigan
WOodward 1-3979

HOLLYWOOD
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Hollywood 38, Calif.
Hollywood 7-4882

Canadian Representative: TELEFILM OF CANADA 130 Carlton St. • Toronto, Canada
Modesto
KTRB (Channel 14)

Sacramento
KBET-TV (Channel 10) CBS
Sacramento Telecasters, Inc., 601 7th Avenue, Sacramento 18, Calif.; HUDson 1-4041.
    Operation: 1955; TV sets in area, 260,000.

KCUC-TV (Channel 40) ABC, CBS, DuMont, NBC
Capital City TV Corp., Senator Hotel, Sacramento, Calif.; Glilbert 3-4843.
    Operation: 1953; TV sets in area, 191,000.

KACA-TV (Channel 3) NBC
KACA, Inc., 310 10th St, Sacramento 14, Calif.; HUDson 1-4631.
    Operation: 1955; TV sets in area: 285,000.

Salinas
KSBW-TV (Channel 8) CBS, ABC, NBC
Salsin Broadcasting Corp., P. O. Box 1651, 238 John St, Salinas, Calif.; 2-6422.
    Operation: 1953; TV sets in area: 110,900.

San Diego
KFMB-TV (Channel 8) ABC, CBS, Dumont
    Operation: 1949, TV sets in area, 308,000.

KFSD-TV (Channel 10) NBC
KFSD, Inc., 3642 Enterprise St, San Diego 10, Calif.; CYpress 8-7151.
    Operation: 1949, TV sets in area, 308,000.

XETV (Channel 6)
    Operation: 1953; TV sets in area: 241,000.

San Francisco
KBAY-TV (Channel 20)
Bay Television, 414 N. Camden Drive Beverly Hills, Calif. CP, not operating.

KGO-TV (Channel 7) ABC
American Broadcasting-Paramount Theatres, Inc., 277 Golden Gate Ave., San Francisco 2; UNderhill 3-0077.
    Operation: 1949; TV sets in area: 145,600.

KPIX (Channel 5) CBS
Westinghouse Broadcasting Co., Inc. (Cal.), 2655 Van Ness Ave, San Francisco 9, Calif.; PROspect 6-8100.
    Operation: 1948; TV sets in area: 1,145,600.

KQED (Channel 9) (non-com)
Bay Area Educational Television Association, 165 Post St, San Francisco 8, Calif.; YUKon 6-5910.
    Operation: 1954; TV sets in area: 800,000.
KRON-TV [Channel 4] NBC
George T. Cameron, pres.; Chas. Thieriot, vice-pres. & gen. mgr.; H. P. See, stat. mgr.;
Norman Louau, sales mgr.; Douglas Elle-
Operation: 1949; TV sets in area: 1,415.-

KSAN-TV (Channel 32)
S. H. Patterson, owner; Norwood J. Pat-
(KSAN), San Francisco 3, Calif.; MArket 1-8171.
S. H. Patterson, owner; Norwood J. Pat-
terson, gen. mgr. & comm. mgr.; Hal Simp-
son, chief eng.; nat'l rep., Stars National,
Operations, 1953; TV sets in area: 1,415.-

San Jose
KNTV (Channel 11)
Standard Radio & Television Co., 645 Park
Ave.; San Jose, Calif.; CYpress 7-5577.
A. T. Gilliland, pres.

San Luis Obispo
KVEC-TV [Channel 6] ABC, CBS, DuMont
The Valley Electric Co., KVEC-KVEC-
TV, Mt. View & Hill Sts., San Luis Obispo,
Calif.; San Luis Obispo 1100-1101.
Christina M. Jacobson, pres.; Les Hacker,
gen. mgr.; Robert Wilton, prog. dir.; Si
Darrak, comm. mgr.; James Cochran, chief
eng.; nat'l rep., W. S. Grant Co., Inc.
Operation: 1953; TV sets in area: 97,800.

Santa Barbara
KEY-T [Channel 3] ABC, CBS, NBC, DuMont
Santa Barbara Broadcasting & Television
Corp., 730 Miramonte Drive, Santa Barbara,
Calif.; WOODland 5-8533.
Colin M. Selph, pres. & gen. mgr.; Cecil
l. Smith, vice-pres. & treas.; Arthur F.
Marquette, secy.; Russell L. Furse, dir. of
oper.; Mary Ann Casey, prog. super.; Lloyd
Jones, chief eng.; nat'l rep., George P. Holl-
ingbery Co.
Operation: 1953; TV sets in area: 430,200.

Stockton
KOVR [Channel 13] DuMont
Television Diablo, Inc., 225 E. Miner Ave.,
Stockton 2, Calif.; HOWard 6-6981.
H. L. Hoffman, chmn. of bd.; A. E. Jos-
celyn, pres.; Terry H. Lee, gen. mgr.;
William Rambo, sales mgr.; Stanton D. Bennett,
chief eng.; nat'l rep., Blair-TV, Inc.
Operation: 1954; TV sets in area: 1,125.-

KTVU [Channel 36]
San Joaquin Telecasters, Senator Hotel,
Sacramento, Calif.; Gilbert 3-4843.
Howard Brown, Jr., pres.; beginning Sep-
tember 1, 1955, operated in conjunction with
KCCC-TV, Sacramento, Calif.; nat'l rep.,
Weed Television.
Operation: 1953; TV sets in area: 191,000.

Tulare
KVVG [Channel 27]
UHF Tel. Corp., 9155 Sunset Blvd., Holly-
wood, Calif.; CRestview 4-5301.
E. David Beatie, vice-pres. & gen. mgr.;
Charles Smith, prog. dir.; Joe Ridgeway, film
dir.; nat'l rep., Adam Young, Television
Corp.
Operation: 1953; TV sets in area: 300,000.

Visalia
KAKI [Channel 43]
c/o Irvin V. Willat, intending to do busi-
ess as Sequoia Telecasting Co., 400 East
Tulare St., Tulare, Calif.
CP. not operating.

COLORADO
Colorado Springs
KKTU [Channel 11] ABC, CBS, DuMont
TV Colorado, Inc., 512 S. Tejon, Colorado
Springs, Colo.; MEIrose 4-2844.
Jim Russell, pres. & gen. mgr.; Betty Z.
Russell, vice-pres.; Robert D. Ellis, vice-
pres. & nat'l sales mgr.; Cecil Seavey, prog.
dir.; nat'l rep., George P. Hollingbery Co.
Operation: 1952; TV sets in area: 59,200.

KROD-TV [Channel 13] NBC
Pikes Peak Broadcasting Co., P. O. Box
1457, 3995 8th St., Colorado Springs, Colo.;
MEIrose 2-1515.
Harry W. Hoth, Jr., pres. & gen. mgr.;
Jack Finlayson, prog. dir.; Herbert Schu-
barth, chief eng.; nat'l rep., Avery-Knodel,
Inc.
Operation: 1953; TV sets in area: 40,000.

KBTU [Channel 9] ABC
TV Denver, Inc., 1089 Bannock St., Den-
ver 4, Colo.; TAhor 5-6386.
John C. Mullins, pres.; Joseph Herold,
stat. mgr.; E. L. Colbourn, exec. sales dir.;
Ray Gallagher, exec. prod. dir.; Robert W.
Dupree, bus. mgr.; Marshall Faber, oper.
mgr.; nat'l rep., Free & Peters, Inc.
Operation: 1952; TV sets in area: 300,000.

KFEL-TV [Channel 2] DuMont
Gotham Broadcasting Co. and Founders
Corp., 550 Lincoln St., Denver, Colo.; AL-
pine 4681.
Jon R. McKinley, mgr.; Brad Robinson, oper. mgr.; Frank Bishop, comm. mgr.; Duncan Ross, prog. dir.; Rhea D. Cunningham, chief eng.; nat'l rep., Hoag-Blair Co.

Operation: 1952; TV sets in area: 209,900.

KLZ-TV (Channel 7) CBS
Alladin Broadcasting Corp., 131 Speer Blvd., Denver 3, Colo.; Main 3-4271.
Operation: 1953; TV sets in area: 300,000.

KOA-TV (Channel 4) NBC
KOA, Inc., 1625 California St., Denver 2, Colo.; Main 3-6211.
Operation: 1953; TV sets in area: 300,000.

KRMA-TV (Channel 6) (non-com)
414 14th St., Denver 2, Colo.; Amherst 6-2255.

Grand Junction
KFJX-TV (Channel 5) CBS, NBC, ABC, DuMont
Western Slope Broadcasting Co., 116 Hillcrest Manor, Grand Junction, Colo.; 1300.
Operation: 1954.

Pueblo
KCSJ-TV (Channel 5) NBC
Star Broadcasting Co., Inc., 2226 Television Lane, Pueblo, Colo.; Lincoln 4-5782.
Russ Truesdell, gen. mgr.; John Henry, sales mgr.; Marion Cunningham, chief eng.; nat'l rep., Avery-Knodel, Inc.
Operation: 1953; TV sets in area: 56,500.

CONNECTICUT
Bridgeport
WCTB (Channel 71) (non-com)
Connecticut State Board of Education, State Office Building, Hartford, Conn.
CP, not operating.

WICC-TV (Channel 43) ABC, DuMont
Operation: 1953.

Hartford
WEDH [Channel 24] (non-com)
Connecticut State Board of Education, State Office Building, Hartford, Conn.
CP, not operating.

WGTH-TV (Channel 18) ABC
General-Times Television Corp., 54 Pratt St., Hartford, Conn.; Jackson 7-9131.
Operation: 1954.

New Britain
WKNB-TV (Channel 30) CBS, NBC
New Britain Broadcasting Co., 1422 New Britain Ave., West Hartford, Conn.; Adams 3-7511.
Operation: 1953; TV sets in area: 302,100.

New Haven
WELI-TV (Channel 59)
Conn. Radio Foundation, Inc., 221 Orange St., New Haven, Conn.
Richard W. Davis, pres.; John B. Grant, secy.; Wm. J. Falsey, treas.
CP, not operating.

WNHC-TV (Channel 8) ABC, CBS, DuMont, NBC
Elm City Broadcasting Corp., 1110 Chapel St., New Haven 10, Conn.; SPruce 7-3611.
Operation: 1948; TV sets in area: 948,700.
SAN FRANCISCO BEAT

Investigate at once ... "San Francisco Beat" ... 39 exciting, authentic half-hour detective dramas from CBS Television Film Sales.

A network-proven show, this series stands up under any investigation. As "The Line-Up," it was number one in its time period on the CBS Television Network ... rated 59% higher than the average nighttime network program — 64% higher than the average network mystery program. (Prelim, second report — May 1965)

"San Francisco Beat" co-stars Tom Tully and Warren Anderson ... in powerful, fast-moving drama based on actual cases. Produced "on location," it's a vivid portrayal of big-city police in action, filmed by famed Desilu Productions under the supervision of the San Francisco Police Department.

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CBS TELEVISION FILM SALES, INC. with offices
in New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. Distributor in Canada: S. W. Caldwell Ltd., Toronto
New London
WNLC-TV (Channel 26)
The Thames Broadcasting Corp., 281 State St., New London, Conn.; 2-4365.
CP, not operating.

Norwich
WCTN (Channel 63) (non-com)
Connecticut State Board of Education, State Office Building, Hartford, Conn.
CP, not operating.

Stamford
WSTF (Channel 27)
WSTF, 120 Summer St., Stamford, Conn.; 5-2969.
Operation: 1947; TV sets in area, 625,000.

Waterbury
WATR-TV (Channel 53) ABC
WATR, Inc., 440 Meadow St., Waterbury, Conn.; 2-9300.
Operation: 1952; TV sets in area: 210,600.

DELAWARE
Wilmington
WPWF (Channel 12) NBC, DuMont
WDEL, Inc., 10th and King Sts., Wilmington; 8-6257.
Operation: 1949; TV sets in area: 134,000.

DISTRICT OF COLUMBIA
Washington
WMAL-TV (Channel 7) ABC
Operation: 1947; TV sets in area: 625,000.

WOOK-TV (Channel 14)
CP, not operating.

WRC-TV (Channel 4) NBC
Operation: 1947; TV sets in area, 625,000.

WTOP-TV (Channel 9) CBS
Philip L. Graham, chmn. of bd.; John S. Hayes, pres.; George F. Hartfield, vice-pres. for TV; Thos. B. Jones, prog. dir.; Clyde M. Hunt, vice-pres. of eng.; Laurence P. Richardson, dir. of gen. services; Robert Borden, sales mgr.; nat'l rep., CBS-TV Spot Sales.
Operation: 1949; TV sets in area: 625,000.

WTG (Channel 5) DuMont
Operation: 1947; TV sets in area: 665,000.

Daytona Beach
WESH-TV (Channel 2)
Telrad, Inc., 444 N. Beach St., Daytona Beach, Fla.
CP, not operating.

**Ft. Lauderdale**

WITV (Channel 17) ABC, DuMont
Gerico Investment Co., 300 E. Las Olas Blvd., Ft. Lauderdale, Fla.; 3-8252; 5500 W. Hallandale Beach Blvd., Hollywood, Fla.; 3-1566, 2-6650.
Operation: 1953; TV sets in area: 200,000.

**Fort Myers**

WINK-TV (Channel 11) ABC
Fort Myers Broadcasting Co., 54 Palm Beach Blvd., Fort Myers, Fla.; 4-1341.
Operation: 1954.

**Jacksonville**

WJHP-TV (Channel 36) NBC, ABC, DuMont
Operation: 1953.

WMBR-TV (Channel 4) ABC, CBS, DuMont
WMBR an operating division of the Washington Post Co., 605 S. Main St., Jacksonville, Fla.; Exbrook 8-0501.

**Orlando**

WDOD-TV (Channel 6) ABC, CBS, NBC, DuMont
Orlando Broadcasting Co., Inc., 30 S. Ivanhoe Blvd., Orlando, Fla.; 5-0541.
Operation: 1954; TV sets in area: 60,000.

**Palm Beach**

WJNO-TV (Channel 5) NBC basic, CBS, DuMont
WJNO-TV, Inc., 5 Cocoanut Row, Palm Beach, Fla.; 3-2471.

E. D. Rivers, Sr., pres.; Jack R. Sharpe, treas.; Carmen Maeri, secy.
CP, not operating.

**Miami**

WGBS-TV (Channel 23) NBC
Storer Broadcasting Co., 229 SE First Ave., Fort Lauderdale, Fla.; Jackson 3-6531.
Operation: 1953; TV sets in area: 330,000.

WMFL-TV (Channel 33)
Miami Biscayne TV Corp., Biscayne Terrace Hotel, Miami, Fla.; 82-6641.
Nathaniel J. Klein, pres.; Irving Kipnis, secy.; Edward Mercer, treas.
CP, not operating.

WTHS-TV (Channel 2) (Non-com)
Lindsey Hopkins Vocational School of Dade County Board of Public Instruction, Miami, Fla.
Angus W. Graham, chmn.; C. Raymond Van Dusen, vice-chmn.
CP, not operating.

WTVJ (Channel 4) CBS basic NBC, ABC, DuMont
Operation: 1948; TV sets in area: 239,800.

Operation: 1954; TV sets in area: 301,000.

**Panama City**

**WJDM (Channel 7)** ABC, NBC

J. D. Manly, Box 428, Panama City, Fla.; Adams 4-2251.


Operation: 1953.

**Pensacola**

**WEAR-TV (Channel 3)** ABC, Dumont, CBS

Gulfport Broadcasting Co., Inc., Box 1188, Pensacola, Fla.; 8-4449.


Operation: 1954.

**WPFA-TV (Channel 15)** CBS, DuMont

WPFA-TV, Inc., North O & Loleta, Pensacola, Fla. HEmlock 3-1141.


Operation: 1953; TV sets in area: 175,000.

**St. Petersburg**

**WSUN-TV (Channel 38)** ABC, DuMont

City of St. Petersburg, Million Dollar Pier, St. Petersburg 1, Fla.; 5-4121.


Operation: 1953.

**Tampa**

**WFLA-TV (Channel 8)** NBC

The Tribune Company, 905 Jackson St., Tampa, Fla.; 20-131.


Operation: 1955; TV sets in area: 190,000.

**WTVT (Channel 13)** CBS

Tampa Television Company, 1113 Memorial Highway, Box 1198, Tampa 9, Fla.; 71113.


Operation: 1955; TV sets in area: 185,000.

**W. Palm Beach**

**WEAT-TV (Channel 12)** ABC

WEAT-TV, Inc., P.O. Box 70, West Palm Beach, Fla.; 3-9668.


Operation: 1953.

**WIRK-TV (Channel 21)**

WIRK-TV, Inc., 711 S. Flagler Dr., Box 2148, West Palm Beach, Fla.; 3-1711.


Operation: 1953; TV sets in area: 10,000.

**GEORGIA**

**Albany**

**WALB-TV (Channel 10)** NBC, ABC, DuMont


Operation: 1954.

**Atlanta**

**WAGA-TV (Channel 5)** CBS, DuMont

Storer Broadcasting Co., 1018 W. Peachtree St., N.W., Atlanta, Ga.; VErnon 3553.


Operation: 1949; TV sets in area: 511,600.

**WLW-A (Channel 11)** ABC

Crosley Broadcasting of Atlanta, Inc., 1611 West Peachtree St., N.R., Atlanta 2, Ga.; VErnon 1141.

Harry L. Brun, gen. mgr.; Bernard I. Ochs, gen. sales mgr.; Harvey J. Aderhold, chief eng.; Gerard Appy, prog. dir.; John
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Serving The Entertainment Industry Since 1931
Operation: 1951; TV sets in area: 511,600.

WQXI-TV (Channel 36)
Robert W. Ronsavage, 3165 Mathieson Drive, N. E., Atlanta, Ga.; Cherokee 2196.
CP, not operating.

WSB-TV (Channel 2) NBC
The Atlanta Newspapers, 1601 W. Peachtree St., Atlanta, Ga.; ATwood 3827.

Augusta

WJBF-TV (Channel 6) NBC, ABC, DuMont
Georgia-Carolina Broadcasting Co., Box 490, Augusta, Ga.; 7-7787.

WRDW-TV (Channel 12) CBS

Columbus

WDAK-TV (Channel 28) NBC, ABC, DuMont
Television Columbus, Inc., 1307 First Ave., Columbus, Ga.; 2-8829.
Operation: 1953; TV sets in area: 185,000.

WRBL-TV (Channel 4) CBS, ABC
Columbus Broadcasting Co., Inc., 1350 13th Ave., Columbus, Ga.; 2-0601.

Macon

WMAZ-TV (Channel 13) CBS basic, ABC, DuMont
Southeastern Broadcasting Co., 682 Cherry St., Macon, Ga., 2-7373.
Operation: 1953; TV sets in area: 185,000.

WOKA-TV (Channel 47)
Macon Television Co., 710 Persons Bldg., Macon, Ga.; 3-9355.
Ail Lowe, exec. vice-pres.
CP, not operating.

Rome

WROM-TV (Channel 9)
WROM-TV, Inc., 121½ Broad St., Rome, Ga.; 3-0833.
Operation: 1953.

Savannah

WSAV (Channel 3) NBC
Operation: 1955; TV sets in area: 72,500.

WTOC-TV (Channel 11) CBS
Savannah Broadcasting Co., 516 Abercorn St., Savannah, Ga.; 2-0127.
William T. Knight, Jr., pres. & gen. mgr.; F. Schiley Knight, vice-pres. in chge. of TV; S. P. Driscoll, vice-pres. & secy.; Ben Williams, vice-pres. & comm. mgr.; Dwight J. Bruce, vice-pres. & prog. dir.; Kyle B. Goodman, chief eng.; nat'l rep., Avery-Knodel, Inc.
Thomasville
WCTV (Channel 6) CBS
John H. Phibbs Broadcasting Stations, P. O. Box 989, Tallahassee, Fla.; 3-3666.
John H. Phibbs, owner; L. Herschel Graves, gen. mgr.; W. A. Snowden, dir. of eng.; Joe Hasford, oper. dir.
Operation: 1955; TV sets in area: 44,800.

IDAHO
Boise
KBOI (Channel 2) CBS
Boise Valley Broadcasters, Inc., 311 N. 10th St., Boise, Idaho; 2-2222.
Operation: 1953.

KIDO-TV (Channel 7) NBC, ABC
KIDO, Inc., 709 Crestline Drive, Boise, Idaho; 2-4611.
Operation: 1953; TV sets in area: 30,000.

KID-TV (Channel 3) CBS, NBC, DuMont
Operation: 1953; TV sets in area: 40,200.

Lewiston
KLEW-TV (Channel 3)
Lewiston TV Corp., 1411 Fourth Avenue Bldg., Seattle, Wash.
CP, not operating.

Twin Falls
KLIX-TV (Channel 11) CBS, ABC
Southern Idaho Broadcasting and Television Co., Elizabeth Blvd. & Eastland Drive, Twin Falls, Idaho; 2820.
Frank C. Carman, pres.; Frank C. McIntyre, vice-pres.; James Brady, treas.; D. Ray Owen, secy.; Joe Clemen, sales mgr.; Vic Graybeal, film buyer; C. W. Evans, tech. dir.; natl' rep., George P. Hollingbery Co.

ILLINOIS
Bloomington
WBLN (Channel 15) ABC
WBLN Television, Inc., Box 646, Bloomington, Ill.; 4-3031.
Operation: 1953; TV sets in area: 113,000.

Champaign
WCIA (Channel 3) CBS, NBC, DuMont
Midwest Television, Inc., 509 S. Neil St., Champaign, Ill.; 6-8333.
Operation: 1953; TV sets in area: 297,000.

Champaign-Urbana
WILL-TV (Channel 12) [non-com]
228 Gregory Hall, University of Illinois, Urbana, Ill.; 7-6611.
Frank E. Schooly, mgr.; Richard L. Rider, asst. mgr.; John R. Brugger, chief eng.
Operation: 1955; TV sets in area: 100,000.

Chicago
WBKB-TV (Channel 2) CBS
American Broadcasting-Paramount Theatres, Inc., 20 N. Wacker Dr., Chicago 6, Ill.; ANDover 3-0800.

WGN-TV (Channel 9) DuMont
WGN, Inc., 441 N. Michigan Ave., Chicago 11, Ill.; SUperior 7-0100.
J. Howard Wood, pres.; Frank P. Schriever, vice-pres. & sta. mgr.; Ted Weber, TV
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Operation: 1948; TV sets in area: 2,237.

WHFC-TV (Channel 26)

WHFC, Inc., 3350 S. Kedzie Ave., Chicago, Ill.

Richard W. Hoffman, pres.; Rose M. Hoffman, secy.

CP, not operating.

WIND-TV (Channel 20)


CP, not operating.

WNBO (Channel 5) NBC

National Broadcast Co., Merchandise Mart, Chicago 54, Ill.; Superior 7-8300.

Jules Herbeaux, gen. mgr.; John M. Keys, dir. of sales; Floyd Beaston, sales mgr.; George Heinemann, prog. dir.; John Whalley, oper. dir.; Richard D. Johnson, prod. mgr.; Howard Luttgens, eng. in charge; Isabel Cooney, film procurement; natl rep. NBC Spot Sales.

Operation: 1949; TV sets in area: 2,700.

WOPT (Channel 44)

WOPA, Inc., 408 S. Oak Park Ave., Oak Park, Ill.

Eugene Sonderling, pres.; Richard Goodman, vice-pres.; Mason Lounby, secy.

CP, not operating.

WTTW (Channel 11) (non-com)

Chicago Educational Television Association, 1761 E. Museum Drive, Chicago 37, Ill.; Museum 4-3800.

Robert L. Fette, secy.


Danville

WDAN-TV (Channel 24) ABC


Operation: 1953; TV sets in area: 35,000.

Decatur

WTVX (Channel 17) ABC, DuMont

Prairie Television Co., Television Center, South Side Drive, Decatur, Ill.; 8-4304.

W. L. Shellabarger, pres. & treas.; David S. Shellabarger, vice-pres.; Mary D. Shellabarger, secy.; Robert G. Wright, prog. dir.; Shaun F. Murphy, stat. mgr.; Hubert F. Ablalter, chief eng.; The Bolling Co., Inc.

Operation: 1953; TV sets in area: 170,000.

Evanston

WTLE (Channel 32)

Northwestern Television Broadcasting Corp., 2201 Oakton St., Evanston, Ill.


CP, not operating.

Harrisburg

WSIL-TV (Channel 22) ABC

Turner-Farrar Association, 21 W. Poplar St., Harrisburg, Ill.; 373.


Operation: 1953; TV sets in area: 30,000.

Peoria

WEEK-TV (Channel 43) NBC

West Central Broadcasting Co., 2907 Springfield Rd., E. Peoria, Ill.; 6-5571.


Operation: 1953; TV sets in area: 200,000.

Quincy

WGEM-TV (Channel 10) NBC, ABC

Quincy Journal Star, Peoria 3, Ill.; 6-5561.


Operation: 1953; TV sets in area: 200,000.

Operation: 1953; TV sets in area: 107,100.

Rock Island
WHBF-TV [Channel 4] CBS, ABC, DuMont
Rock Island Broadcasting Co., Telco Bldg., 231 18 St, Rock Island, Ill.; Rock Island 6-5441.

Operation: 1950; TV sets in area: 304,000.

Rockford
WREX-TV [Channel 13] CBS basic, ABC
Greater Rockford Television, Inc., P. O. Box 530, Rockford, Ill.; 8-1813.

Operation: 1953; TV sets in area: 252,000.

WTVO [Channel 39] DuMont, NBC
Winnebago Television Corp., N. Meridian Rd. & State, Rockford, Ill.; 3-5413.

Operation: 1953; TV sets in area: 252,000.

Springfield
WICS [Channel 20] NBC, ABC, DuMont

Operation: 1953; TV sets in area: 70,000.

INDIANA
Anderson
[Channel 61]
Great Commission Schools, Inc., Box 727, Anderson, Ind.
Paul E. Billeheimer, pres.; Jenny Billeheimer, secy.-treas.
CP, not operating.

Bloomington-Indianapolis
WTTV [Channel 4] ABC, CBS, NBC, DuMont
Sarkes Tarzian, Inc., 535 S. Walnut St., Bloomington, Ind.; 2-1407.

Operation: 1949; TV sets in area: 265,000.

Elkhart
WSJV [Channel 52] NBC, ABC
Truth Publishing Co., P. O. Box 403, Elkhart, Ind.; 2-1518.


Evansville
WFIE [Channel 62] NBC, ABC, DuMont

Operation: 1953; TV sets in area: 90,200.

Fort Wayne
WANE-TV [Channel 69]
CP, not operating.

WKJG-TV [Channel 33] NBC, DuMont

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A. Chase, chief eng.; natl rep., Paul H. Raymer Co.

Operation: 1953; TV sets in area: 140,000.

Indianapolis

WFMB-TV (Channel 6) CBS, DuMont
WFMB, Inc., 1330 N. Meridian St., Indianapolis; Lincoln 8521.


Operation: 1949; TV sets in area: 662,000.

WISH-TV (Channel 8) ABC, CBS, DuMont
Universal Broadcasting Co., Inc., 1440 N. Meridian St., Indianapolis, Ind.; MEmrose 4-6411.


Operation: 1954; TV sets in area: 662,000.

Lafayette

WFAM-TV (Channel 59) DuMont, CBS
WFAM, Inc., McCarty Lane, Lafayette, Ind.; 2-4300.


Operation: 1953.

Muncie

WLBC-TV (Channel 49) CBS, NBC, ABC, DuMont
Tri-City Radio Corp., 420 Alden Rd., P. O. Box 271, Muncie, Ind.; 4403.


Operation: 1953; TV sets in area: 80,000.

Princeton

WRAY-TV (Channel 52)
Southern Indiana Tele-Casting, Inc., Outer West Broadway, Princeton, Ind.; 52.

M. R. Lankford, pres. & gen. mgr.
CP, not operating.

South Bend (Notre Dame)

WNDU-TV (Channel 46) NBC
Michiana Telecasting Corp., Juniper Road, Box 989, South Bend, Ind.; CEntral 3-7111.


Operation: 1955; TV sets in area: 147,000.

South Bend

WSBT-TV (Channel 34) CBS, DuMont
South Bend Tribune, 225 W. Colfax Ave., South Bend 26, Ind.; CEntral 3-3141.


Operation: 1952; TV sets in area: 185,000.

Terre Haute

WTHI-TV (Channel 10) CBS, ABC, DuMont
Wabash Valley Broadcasting Corp., 918 Ohio St., Terre Haute, Ind.; Crawford 9481.


Operation: 1954; TV sets in area: 100,600.

Waterloo-Fort Wayne

WINT (Channel 15) CBS, ABC


Operation: 1954.

IOWA

Ames

WOI-TV (Channel 5) ABC, DuMont
Iowa State College of Agriculture and Mechanical Arts, Ames, Ia.; CEDarr 2-3400.


Operation: 1950; TV sets in area: 315,600.

Cedar Rapids

KCRG-TV (Channel 9) ABC, DuMont
Cedar Rapids Television Co., 104 First St., S.W., Cedar Rapids, Ia.; 4-4194.

Joseph F. Hladky, Jr., exec. vice-pres.; Wade S. Patterson, gen. mgr.; Ralph D. Willey, prog. dir.; Edna A. Herbst, promo-
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DIRECTS

STARS
tion dir.; Richard Yoakum, news editor; Carl R. Rollett, chief eng.; Joyce Ross, film dir.; nat'l rep., Venard, Rintoul & McConnell, Inc.
Operation: 1953; TV sets in area: 288,700.

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WMT-TV (Channel 2) CBS
American Broadcasting Stations, Inc. Paramount Theatre Bldg., Cedar Rapids, Ia.; 4-0171.
Operation: 1953; TV sets in area: 217,600.

Davenport
WOC-TV (Channel 6) NBC
Central Broadcastg Co., 805 Brady St., Davenport, Ia.; 3-3601.
Operation: 1949; TV sets in area: 118,000.

Des Moines
KGTV (Channel 17)
Rib Mountain Radio, Inc., 2nd Ave. & Hobson Drive, Des Moines, Ia.; 8-6751.
W. C. Bridges, pres.; Morgan Murphy, vice-pres.; Norman M. Postles, secy.-treas.
CP, not operating.

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KRNT-TV (Channel 8) CBS
KRNT-TV Company, 9th & Pleasant St., Des Moines 14, Ia.; 3-2111.
Operation: 1955; TV sets in area: 196,100.

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WHO-TV (Channel 13) NBC
Central Broadcastg Co., 1100 Walnut St., Des Moines 7, Iora.; 8-6511.
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KWGB-TV (Channel 10)
Goodland Broadcasting Co., Goodland, Kans.
CP, not operating.

Great Bend
KCKT (Channel 2)
Central Kansas Television Co., Inc., Box 182, Great Bend, Kans.; 7808.
Operation: 1954; TV sets in area: 144,000.

Hutchinson
KTVH (Channel 12) CBS basic, DuMont
Hutchinson TV, Inc., 1800 N. Plum St., Hutchinson, Kans.; 5-5503.
Operation: 1953; TV sets in area: 99,000.

Manhattan
KSAC-TV (Channel 8) (non-com)
Kansas State College of Agriculture & Applied Science, Manhattan, Kans.
CP, not operating.

Pittsburg
KOAM-TV (Channel 7) NBC, ABC, DuMont
Mid-Continent Telecasting, Inc., P.O. Box 603, Pittsburg, Kans.; 2508.
Operation: 1953.

Topeka
WIBW-TV (Channel 13) CBS, DuMont, ABC
Topeka Broadcasting Assn., Inc., 1035 Topeka Blvd., Topeka, Kansas; 2-3377.
Ben Ludy, gen. mgr.; Art Holbrook, TV mgr.; Gilbert Voiles, chief eng.; Hilton Hodges, sales mgr.; Allan Young, prom. mgr.; Bill Barton, film dir.; nat'l rep., Capper Publications, Inc.
Operation: 1953; TV sets in area: 456,300.

Wichita
KAKE-TV (Channel 10) ABC
KAKE-TV, Inc., 1500 North West St., Box 1010, Wichita, Kans.; W-Hitcheall 3-4221
Operation: 1954.

KARD-TV (Channel 3)
Wichita Television Corp., Inc., 218-20 N. Broadway, Wichita 2, Kans.; AMherst 5-5633.
Operation: 1955; TV sets in area: 255,000.

KEDD (Channel 16) NBC
Operation: 1953; TV sets in area: 161,000.

KENTUCKY
Ashland
WPTV (Channel 59)
Polan Industries, 321 8th St., Huntington, W. Va.
CP, not operating.

Henderson-Evansville (Ind.)
WEHT-TV (Channel 50) CBS
Ohio Valley Television Co., Box 395, Evansville, Ind.; 5-2634.
Operation: 1953; TV sets in area: 85,000.

Lexington
WLAP-TV (Channel 27)
Gilmore N. Nunn, pres.; J. E. Willis, vice-pres.
CP, not operating.
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Louisville
WAVE-TV [Channel 3] NBC basic, ABC, DuMont
WAVE, Inc., 334 E. Broadway, Louisville 2, Ky.; WABASH 2201.
Operation: 1948; TV sets in area: 385,000.

WHAS-TV [Channel 11] CBS
Operation: 1950; TV sets in area: 470,000.

WKLO-TV [Channel 21]
Mid-America Broadcasting Corp., Henry Clay Hotel, Louisville, Ky.; Clay 4441.
CP, not operating.

WOXL-TV [Channel 41]
Robert W. Ronsaville, 2549 S. Third St., Louisville, Ky.; Calhoun 3660.

Newport
WNOP-TV [Channel 74]
Tri-City Broadcasting Co., 606 Monmouth St., Newport, Ky.; Juniper 7100.
James G. Lang, pres.; Vincent Harold, vice-pres.; Ann R. Lang, secy.-treas.; Wm. S. Snyder.
CP, not operating.

LOUISIANA
Alexandria
KALB-TV [Channel 5] NBC
Operation: 1954.

Baton Rouge
WAFB-TV [Channel 28] CBS, ABC, DuMont
Modern Broadcasting Co. of Baton Rouge, Inc., 920 Government St., Baton Rouge, La.; 4-8571.
Operation: 1953; TV sets in area: 85,000.

WBRZ [Channel 2] NBC, ABC
Louisiana Television Broadcasting Corp., P. O. Box 1926, Baton Rouge, La.; 8-1491.

Lafayette
KLFY-TV [Channel 10]
Camellia Broadcasting Co., Inc., P. O. Box 992, Lafayette, La.; 8-9494.
CP, not operating.

Lake Charles
KPLC-TV [Channel 7] NBC, ABC
Calsasieu Broadcasting Co., 320 Division St., P. O. Box 1521, Lake Charles, La.; 11Emlock 6-3631.
Operation: 1954; TV sets in area: 66,000.
MAX LIEBMAN PRESENTS Spectaculars
KTAG-TV (Channel 25) CBS basic, ABC, DuMont
KTAG-TV, Inc., P. O. Box 173, 631 15th St., Lake Charles, La.; HEmlock 9-9413.
Warren Berwick, pres.; T. E. Gibbens, vice-pres.; Wm. F. Hession, gen. mgr.;
Harper Clarke, comm. mgr.; Lawrence Vicknair, chief eng.; nat'l rep., Adam Young
Television Corp.
Operation: 1953; TV sets in area: 62,100.

Monroe
KNOE-TV (Channel 8) CBS, NBC, ABC, DuMont
James A. Noe, Knoe Road, P. O. Box 1713, Monroe, La.; 8155.
dir.; Ray Boyd, vice-pres. & tech. dir.; Jack Ansell, Jr., sales & prom. mgr.; Pete
McCausland, oper. mgr.; Lee Hunt, film dir.; Jack Ratliff, chief eng.; nat'l rep., H-R
Television, Inc.

New Orleans
WCKG (Channel 26)
WCKG Television Co., Melrose Bldg.,
Houston, Tex.
Lester Kamim, pres.; Pat Coon, vice-pres.;
Billy B. Goldberg, secy.-treas.
CP, not operating.

WDSU-TV (Channel 6) NBC basic, CBS, ABC, DuMont
WDSU Broadcasting Corp., 520 Royal St.,
New Orleans 16, La.; TUlane 4371.
Edgar B. Stern, Jr., pres.; Robert D.
Sweezev, exec. vice-pres. & gen. mgr.; A.
Louis Read, vice-pres. & comm. mgr.; Lester
E. Kabakov, secy.-treas.; Tom Hicks, prog.
mgr.; Stanley Holiday, oper. mgr.; Herman
Lively, prog. dir.; Marion Ameberg, publ.
dir.; Lindsey Riddle, chief eng.; nat'l rep.,
Blair TV, Inc.
Operation: 1948; TV sets in area: 336,300.

WJMR-TV (Channel 20) CBS, ABC
Supreme Broadcasting Co., Inc., 1500 Canal
St., New Orleans 12, La.; Canal 0356.
Chester F. Owens, pres.; George A. May-
oral, exec. vice-pres. & gen. mgr.; Tom
Abbott, comm. mgr.; Aubrey Moore, prog.
dir.; Jack Petrick, chief eng.; nat'l rep., The
Bolting Co., Inc.
Operation: 1953.

Shreveport
KCIS (Channel 12)
Shreveport Television Co., 516 Crockett
St., Shreveport, La.
Don George, mgr.
CP, not operating.

KSLA (Channel 12) CBS, ABC
Shreveport Television Co., P. O. Box 1661,
Shreveport, La.; 3-6151.
Don George, pres. & gen. mgr.; Henry
Davis, prog. dir.; Carol Vinson, prom. dir.;
John Renshaw, prod. mgr. & film dir.; Morris
C. Barton, chief eng.; nat'l rep., Paul H.
Raymer Co., Inc.
Operation: 1953; TV sets in area: 87,000.

WABI-TV (Channel 5) ABC, CBS, NBC,
DuMont
Community Telecasting Service, 57 State
St., Bangor, Me.; 8255.
Horace A. Hildreth, pres.; John M. Kim-
ball, Carleton D. Brown, vice-pres.; Arnold
L. Veague, secy.; James F. White, treas.;
Leon P. Gorman, Jr., gen. mgr.; Walter
Dickson, operating mgr.; Leon H. Nelson,
prog. dir.; Harold M. Shaw, prod. dir.; El-
mer C. Snow, eng. supervisor; nat'l rep.,
George P. Hollingbery Co.; Kettell-Carter
(New England).
Operation: 1953.

Forrest City
WFTV (Channel 4) ABC, CBS, DuMont
Friends of Telecasting Corp., 1300 E.
Main St., Forrest City, Ariz.; 7-3644.
Charles W. Wray, Jr., pres.; Charles W.
Wray, secy. & treas.; Tom White, nat'l rep.
Operation: 1953.

W-TWO (Channel 2)
Murray Carpenter and Assoc., 46 Ham-
mond St., Bangor, Me.; 2-4822.
Murray Carpenter, gen. mgr.; Rudy Mar-
conx, business mgr.; William Clark, oper.
mgr.; Clifton Reynolds, prod. mgr.; nat'l rep.,
Venard, Rintoul & McConnell, Inc.
Operation: 1954.

Lewiston
WLAM-TV (Channel 17) CBS, DuMont
Lewiston-Auburn Broadcasting Corp., 129
Lisbon St., Lewiston, Me.; 4-5401.
Elden H. Shute, Jr., pres.; Frank S. Hoy,
treas.
CP, not operating.
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Desi Arnaz, president
**Poland Spring**

WMTW (Channel 8) CBS, ABC, DuMont

Mt. Washington TV Inc., Poland Spring, Me.; 31.


Operation: 1954.

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**Portland**

WCSH-TV (Channel 6) NBC, DuMont

Maine Radio and Television Co., 157 High St., Portland 3, Me.; SPrice 2-0181.


Operation: 1953; TV sets in area: 173,800.

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WGAT-TV (Channel 13) ABC, CBS

Guy Gannett Broadcasting Services, 390 Congress St., Portland, Me.; SPrice 2-4661.


Operation: 1954; TV sets in area: 182,000.

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WMPT (Channel 53) CBS, ABC, DuMont

Portland Telecasting Corp., Columbia Hotel, Portland, Me.; 2-8327.

Frank S. Hoy, pres., treas. & gen. mgr. CP, not operating.

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**MARYLAND**

**Baltimore**

WAAM-TV (Channel 13) ABC, DuMont

WAAM, Inc., Television Hill, Baltimore, Md.; MOhawk 4-7600.


Operation: 1948; TV sets in area: 540,000.

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WBAL-TV (Channel 11) NBC

The Hearst Corp., 2610 N. Charles St., Baltimore 18, Md.; HOpkins 7-3000.


Operation: 1948; TV sets in area: 540,000.

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WITH-TV (Channel 72)

WITH-TV, Inc., 7 E. Lexington St., Baltimore 3, Md.; LE 7808.

Thomas G. Tinsley, Jr., pres. & gen. mgr.; Robert C. Embry, vice-pres.; Louise McClure Tinsley, secy. & treas. CP, not operating.

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WMAR-TV (Channel 2) CBS

The A. S. Abell Co., Sun Square, Baltimore 3, Md.; MULberry 5-5670.


Operation: 1947; TV sets in area: 540,000.

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WTLF (Channel 18)

United Broadcasting Co. of Eastern Maryland, Inc., 912 N. Charles St., Baltimore, Md.

Richard Eaton, pres.; Margaret G. Eaton, secy.-treas. CP, not operating.

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**Cumberland**

WTBO-TV (Channel 17)

Cumberland Valley Broadcasting Corp., 31 Frederick St., Cumberland, Md.

Arthur W. German, pres.; Edward Murrar, vice-pres.; Morris H. Bergreen, secy.-treas. CP, not operating.

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**Salisbury**

WBOC-TV (Channel 16) ABC, CBS


Operation: 1954; TV sets in area: 51,750.
MASSACHUSETTS

Adams-Pittsfield

WMGT (Channel 19) ABC, DuMont
Operation: 1954; TV sets in area: 507,000.

Boston

WBZ-TV (Channel 4) NBC
Westinghouse Broadcasting Co., Inc., 1170 Soldiers Field Road, Boston 34, Mass.; Algonquin 4-5670.
Operation: 1948; TV sets in area: 1,315,-200.

WJDW (Channel 44)
J. D. Wrather, Jr., 172 Delfern Drive, Beverly Hills, Calif.
CP, not operating.

WNAC-TV (Channel 7) ABC, CBS, DuMont
Operation: 1948; TV sets in area: 1,300,-000.

Brookton

WHEF-TV (Channel 62)
Harry E. Franks, pres. & treas.; Catherine De Ville, secy.
CP, not operating.

Cambridge

WGBH-TV (Channel 2) [non-com]
WGBH Educational Foundation, 84 Massachusetts Ave., Cambridge 39, Mass.; University 4-6400.
Parker Wheatley, gen. mgr.; Hartford N. Gunn, Jr., dir. of oper.; Edward G. She-
MICHIGAN

Ann Arbor

WPAG-TV (Channel 20) DuMont
Operation: 1953; TV sets in area: 27,000.

WUOM-TV (Channel 26) (non-com)
Board of Regents of the University of Michigan, 504 S. State St., Ann Arbor, Mich.
W. K. Pierpont, vice-pres.
CP, not operating.

Battle Creek

WBCK-TV (Channel 58)
Robert H. Holmes, pres.; David N. Holmes, secy.-treas.
CP, not operating.

Bay City-Saginaw

WNEM-TV (Channel 5) NBC, DuMont
Operation: 1953; TV sets in area: 205,000.

Cadillac

WWTV (Channel 13) CBS, DuMont, ABC
Operation: 1953; TV sets in area: 42,800.

Detroit

WJBK-TV (Channel 2) CBS, DuMont
Storer Broadcasting Company, 500 Temple, Detroit; TEmple 3-7900.
Operation: 1948; TV sets in area: 1,590,000.

WWJ-TV (Channel 4) NBC
Operation: 1947; TV sets in area: 1,546,000.

WXYZ-TV (Channel 7) ABC
Operation: 1948; TV sets in area: 1,546,000.

Detroit-Windsor (Canada)

CKLW-TV (Channel 9) CBC, DuMont
JACK LESCOULIE

announcer for

JACKIE GLEASON
DAVE GARROWAY
BUICK
ter, eng. dir.; nat'l rep., Adam Young Television Corp. (U. S.), All Canada Television (Canada).

Operation: 1954.

**East Lansing**

WKAR-TV (Channel 60) (non-com)

Michigan State College, 600 Kalamazoo St., East Lansing, Mich.; Edgewood 2-1511.

Dr. Armand L. Hunter, dir.; Pat Callihan, prod. mgr.; Carl Williams, film dir.; J. D. Davis, prog. & oper. mgr.; Linn P. Towsley, chief eng.

Operation: 1954.

**Flint**

WJRT (Channel 12) CBS


Operation: 1955; TV sets in area: 400,000.

**Grand Rapids**

WMCN (Channel 23)

Peninsular Broadcasting Co., 123 Pearl St., N.W. Grand Rapids, Mich.

John D. Loeks, pres.; Edward A. McCready, Jr., vice-pres.; Howard W Freck, vice-pres. & secy.; E. A. McCready, treas.

CP, not operating.

WOOD-TV (Channel 8) NBC basic, ABC

Grandwood Broadcasting Co., Woodland Center, 120 College Ave., S.E., Grand Rapids, Mich.; 9-4125.


Operation: 1951; TV sets in area: 540,300.

**Kalamazoo**

WKZO-TV (Channel 3) CBS, ABC, DuMont


Operation: 1950; TV sets in area: 583,000.

**Lansing**

WJIM-TV (Channel 6) NBC, CBS, ABC


Operation: 1950; TV sets in area: 435,300.

**WTOM-TV (Channel 54) ABC, DuMont**


Operation: 1953; TV sets in area: 175,000.

**Marquette**

WAGE-TV (Channel 6)


Jerome Sill, pres.; Ethel Sill, vice-pres.; Herbert R. Herzberg, secy.-treas.

CP, not operating.

**Muskegon**

WTVM (Channel 35)


Leonard M. Versluis, pres. & treas.

CP, not operating.

**Saginaw**

WKNX-TV (Channel 57) ABC, CBS


Operation: 1953.

**Traverse City**

WPBN-TV (Channel 7)

Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich.; 2700.

Lee Biederman, pres. & gen. mgr.; William H. Kiker, vice-pres. & chief eng.; Drew Mc-

Operation: 1954.

MINNESOTA

Austin

KMMT (Channel 6) ABC, CBS, DuMont
Minnesota-Iowa Television Co., 405-A N. Main, Austin, Minn.; 8836.


Operation: 1953; TV sets in area: 90,000.

Duluth-Superior (Wis.)

KDAL-TV (Channel 3) ABC
Red River Broadcasting Co., Inc., 218 Bradley Bldg., Duluth, Minn.; RAndolph 2-4466.


Operation: 1954.

WDSM-TV (Channel 6) NBC
WDSM Television Co., Radio & Television Center, Duluth 2, Minn.; 7-6875.


Operation: 1953; TV sets in area: 108,000.

Hibbing

KHTV (Channel 10)
North Star Television Co., 3100 First Nat'l Bank Bldg., St. Paul, Minn.


CP, not operating.

Minneapolis-St. Paul

KEYD-TV (Channel 9)
Family Broadcasting Corp., Foshay Tower, Minneapolis 2, Minn.; Fillmore 8811.


Operation: 1955; TV sets in area: 600,000.

KSTP-TV (Channel 5) NBC
KSTP, Inc., 3415 University Ave., St. Paul or Minneapolis 14, Minn.; Prior 2717.


Operation: 1948; TV sets in area: 615,000.

WCCO-TV (Channel 4) CBS
Mid-West Radio-TV, Inc., 50 S. 9th St., Minneapolis, Minn.; Lincoln 0552.


Operation: 1949; TV sets in area: 591,400.

WTCN-TV (Channel 11) ABC
Minnesota Television Public Service Corp., W. Lake St. at Dean Blvd., Minneapolis 16, Minn.; Mohawk 9-6771 & Prior 1690.


Operation: 1953; TV sets in area: 591,400.

Rochester

KROC-TV (Channel 10) NBC


Operation: 1953; TV sets in area: 91,250.

MISSISSIPPI

Hattiesburg

WDAM-TV (Channel 9)
Lion Television Corp., P. O. Box 711 Hattiesburg, Miss.


Operation: 1956; TV sets in area: 22,000.

Jackson

WJTV (Channel 12) ABC
Standard Life Broadcasting Co., P. O. Box 1817, Jackson, Miss.; 2-6625.

Operation: 1954; TV sets in area: 135,000.

WLBT (Channel 3) NBC
Lamar Life Broadcasting Co., 715 South Jefferson, Jackson, Miss.; 2-2691.
Fred L. Beard, mgr.; Maurice Thompson, prog. dir.; Frank Gentry, comm. mgr.; Robert Smathers, chief eng.; Walter Tienson, prom. dir.; Cliff Bingham, film dir.; nat'l rep, George P. Hollingbery Co.

Operation: 1953; TV sets in area: 135,000.

Meridian
WCOC-TV (Channel 30)
Mississippi Broadcasting Co., Threefoot Bldg., Meridian, Miss.; 7714.
D. Withers Gavin, pres., secy. & gen. mgr.; Mrs. E. S. Gavin, vice-pres.
CP, not operating.

WOTK-TV (Channel 11) CBS basic, NBC, ABC, DuMont
Southern Television Corp., Southern Bldg., Meridian, Miss.; 3-1441.

Operation: 1953, TV sets in area: 61,000.

Tupelo
(Channel 9)
Tupelo Citizens Television Co., 553 Main St., Tupelo, Miss.
Frank K. Spain, mgr.; Joseph G. Petit, chief eng.
CP, not operating.

MISSOURI
Cape Girardeau
KFVS-TV (Channel 12) CBS
Hirsch Broadcasting Co., 324 Broadway, Cape Girardeau, Mo.; 5-5511.

Operation: 1954.

Clayton
KFUO-TV (Channel 30)
The Lutheran Church—Missouri Synod, 210 Broadway, St. Louis, Mo.
CP, not operating.

Columbia
KOMU-TV (Channel 8) NBC, ABC, DuMont
The Curators of the University of Missouri, Highway 63, South, Columbia, Mo.; 2-1122.

Operation: 1953; TV sets in area: 98,650.

Festus-St. Louis
KACY (Channel 14)
Ozark Television Corp., 4010 Lindell Blvd., St. Louis, Mo.; Jefferson 1400 (St. Louis).
CP, not operating.

Hannibal
KHQA-TV (Channel 7) CBS, DuMont

Operation: 1953; TV sets in area: 107,000.

Jefferson City
KRCG-TV (Channel 13) CBS basic
Jefferson Television Company, Jefferson City, Mo.; 6-6188.


Joplin
KJSM-TV (Channel 12) CBS
Air Time, Inc., 1928 W. 13th, Joplin, Mo.; MAIN 3-7260.

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415
Kansas City

KCMO-TV [Channel 5] CBS
Meredith Engineering Co., 125 E. 31st St., Kansas City 8, Mo.; Jefferson 6789.
Operation: 1953; TV sets in area: 498,350.

WMK-TV (Channel 9) ABC
KMBK Broadcasting Co., KMBC Bldg., 11th & Central, Kansas City, Mo.; Harrison 2650.
Operation: 1953; TV sets in area: 499,900.

WDAF-TV [Channel 4] NBC

Kansas City

KCMO-TV [Channel 5] CBS
Meredith Engineering Co., 125 E. 31st St., Kansas City 8, Mo.; Jefferson 6789.
Operation: 1953; TV sets in area: 42,000.

KMBC-TV [Channel 9] ABC
KMBC Broadcasting Co., KMBC Bldg., 11th & Central, Kansas City, Mo.; Harrison 2650.
Operation: 1953; TV sets in area: 498,350.

Kirksville

KTVO [Channel 3]
KBIZ, Inc., 2513 N. Court, Ottumwa, Ia.
CP, not operating.

St. Joseph

KFEQ-TV [Channel 2] CBS, DuMont
Barton Pitts, pres. & gen. mgr.; Glen G. Griswold, treas., & comm. mgr.; J. Ted Branson, secy.; Wally Johnson, prog. dir.; J. Wesley Koch, chief eng.; nat'l rep., Headley-Reed TV.
Operation: 1953; TV sets in area: 139,000.

St. Louis

KETC (Channel 3) [non-com]
St. Louis Educational Television Commission, 6996 Millbrook Ave., St. Louis 5, Mo.; Volunteer 3-0995.

Operation: 1954.

KSD-TV [Channel 5] NBC
The Pulitzer Publishing Co., 1111 Olive St., St. Louis 1, Mo.; Main 1-1111.
Operation: 1947; TV sets in area: 800,000.

KTVI [Channel 36] ABC, CBS, DuMont
Signal Hill Telecasting Corp., 5915 Berth-old Ave., St. Louis 10, Mo.; Mission 7-3600.
Operation: 1953; TV sets in area: 378,500.

KWK-TV [Channel 4]
KWK, Inc., 1215 Cole St., St. Louis 6, Mo.; Main 1-9100.
Operation: 1954.

WIL-TV [Channel 42]
Missouri Broadcasting Corp., Chase Hotel, St. Louis, Mo.
Lester A. Benson, pres.; John W. Giesecke, vice-pres. & secy.
CP, not operating.

Sedalia

KDKO-TV [Channel 6]
Milton J. Hinlein, 2100 W. Broadway, Sedalia, Mo.; 4004.
Operation: 1954.
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1418 Highland Avenue, Hollywood 28, Calif.
Springfield
KTTS-TV (Channel 10) CBS, DuMont
Operation: 1954; TV sets in area: 20,000.

MONTANA
Billings
KOOK-TV (Channel 2) CBS basic, ABC, DuMont, NBC
The Montana Network, P. O. Box 1498, Billings, Mont.; 9-7788.
C. L. Crist, pres.; J. Carter Johnson, vice-pres.; Jerome Anderson, secy.; V. V. Clark, gen. mgr.; Edmund L. Peiss, dir. of oper.; Grant French, chief eng.; John Conner, comm. mgr.; nat'l rep., Headley-Reed TV.
Operation: 1953; TV sets in area: 22,000.

Butte
KXLF-TV (Channel 6) NBC, DuMont, ABC
Television Montana, 1681 George St., Butte, Mont.; 2-2690.
Operation: 1953.

Great Falls
KFBB-TV (Channel 5) CBS
Buttrex Broadcast, Inc., P. O. Box 1139, Great Falls, Mont.; 4-4377.

Missoula
KGVO-TV (Channel 13) CBS, ABC
Mosby's Inc., 127 E. Main, Missoula 1, Mont.; 9-7668.
Operation: 1954; TV sets in area: 315,000.

NEBRASKA
Hastings
KTV (Channel 5)
Seaton Publishing Co., 906 West 2nd St., Hastings, Neb.
Senator Fred A. Seaton, pres.; Fay N. Seaton, vice-pres.; Richard M. Seaton, secy.-treas.
CP; not operating.

Kearney
KHOL-TV (Channel 13) CBS, ABC, DuMont
Bi States Co., 414-416 East Ave., Holdrege, Neb.; 1012.
Operation: 1953; TV sets in area: 75,000.

Lincoln
KOLN-TV (Channel 10) CSS, ABC, DuMont
Cornhusker Radio & Television Corp., 40th & W Sts, Lincoln, Neb.; 6-2367.
Operation: 1953; TV sets in area: 129,400.

KUON-TV (Channel 12) (non-com)
University of Nebraska, 202 Stout Hall, Lincoln 8, Neb.; 2-7631.
Operation: 1954; TV sets in area: 100,000.

Omaha
KMTV (Channel 3) CBS, ABC, DuMont
May Broadcasting Co., 2615 Farnam St., Omaha 2, Neb.; HArney 3333.
Operation: 1949; TV sets in area: 315,000.
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Keene
WKNE-TV (Channel 45)
WKNE Corp., 17 Dunbar St., Keene, N. H.; 2080.
CP, not operating.

Manchester
WMUR-TV (Channel 9) ABC
The Radio Voice of New Hampshire, Inc.,
1819 Elm St., Manchester, N. H.; Manchester 5-5788.
Hon. Francis P. Murphy, pres.;
Norman A. Gittleson, exec. vice-pres. & gen. mgr.;
James J. Powers, Edward F. O'Brien, vice-pres.;
Gordon E. Moore, sales mgr.;
Charles Halle, chief eng.; Robert Book, prod. super.;
William Gildersleeve, prog. mgr.; nat'l rep., Weed Television Corp.

NEW JERSEY
Asbury Park
WRTV (Channel 58)
Atlantic Video Corp., Rt. 4 Nat Rd. 35,
Eatontown, N. J.
Walter Reade, Jr., pres. & treas.;
Edwin Gage, vice-pres. & secy.
CP, not operating.

Atlantic City
WFPG-TV (Channel 46)
Neptune Broadcasting Corp. Steel Pier,
Atlantic City, N. J.
Fred Weber, pres.; John Laux, exec. vice-pres. & secy.;
Louis Berkman, vice-pres.
CP, not operating.

WOCN (Channel 52)
David E. Mackey, 207 W. Swisshvale Ave.,
Pittsburgh, Pa.
CP, not operating.

Camden
WKDN-TV (Channel 17)
South Jersey Broadcasting Co., 2881 Mt. Ephraim Ave., Camden, N. J.
Ranulf Compton, pres. & treas.;
Gordon Giffen, vice-pres.
CP, not operating.

WTLV (Channel 19) (non-com)
New Jersey Department of Education,
State House, Trenton, N. J.
CP, not operating.
Newark
WATV (Channel 13)
Bremer Broadcasting Corp., 1020 Broad St., Newark, N. J.; Mitchell 2-6400 and PLaza 5-1331 (New York).
Operation: 1948; TV sets in area: 4,650.-000.

NEW MEXICO
Albuquerque
KGGM-TV (Channel 13) CBS
New Mexico Broadcasting Co., Inc., 1414 Coal Ave., S.W., Albuquerque, N. M.; 3-4543.
Operation: 1953; TV sets in area: 60,000.

KOAT-TV (Channel 7) ABC
Alvarado Television Co., Inc., 122 Tulane Drive, S.E., Albuquerque, N. M.; 5-8716.
Operation: 1953; TV sets in area: 60,000.

KOB-TV (Channel 4) NBC
Albuquerque Broadcasting Co., 1430 Coal Ave., S.W., Albuquerque, N. M.; 3-4411.
Operation: 1948; TV sets in area: 65,000.

Roswell
KSW5-TV (Channel B) NBC, CBS, ABC
John A. Barnett, 1723 W. Second, Roswell, N. M.; MaIn 2-6450.
Operation: 1953; TV sets in area: 30,000.

New York
Albany
WPTR-TV (Channel 23)
J. Meyer Schine, pres.
CP, not operating.

WROW-TV (Channel 41) CBS, ABC, DuMont
Hudson Valley Broadcasting Co., Inc., Box 4100, Albany, N. Y.; Albany 3-2225.
Frank M. Smith, pres.; Thomas S. Murphy, gen. mgr.; Harry L. Goldman, sta- mgr.; Gig Pogan, dir. of TV oper.; Harry Littler, sales mgr.; Hilda Nauman, prom. & merch. mgr.; Charles Heisler, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.
Operation: 1953; TV sets in area: 82,000.

Binghamton
WINR-TV (Channel 40)
Southern Tier Radio Service, Inc., Courthouse Square, Binghamton, N. Y.
CP, not operating.

WNBF-TV (Channel 12) NBC, CBS, ABC, DuMont
Triangle Publication, Inc., Radio & Televi- sion Division, P. O. Box 48, Arlington Hotel, Binghamton, N. Y.; 3-7311.
Operation: 1949; TV sets in area: 335,000.

Buffalo
WBEN (Channel 4) CBS basic, ABC, DuMont
WBEN, Inc., Hotel Statler, Buffalo 2, N. Y.; MOhawk 0930.
Operation: 1948; TV sets in area: 567,547.

WBUF-TV (Channel 17) ABC, CBS, NBC
WBUF-TV, Inc., 184 Barton St., Buffalo, N. Y.; Summer 1717.
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WGR-TV (Channel 2) ABC basic, DuMont, ABC

WGR Corporation, 184 Barton St., Buffalo 13, N. Y.; Summer 7115.


Carthage-Watertown

WCNY-TV (Channel 7) CBS, ABC, DuMont

The Brockway Co., Box 211, Watertown, N. Y. 410; Sales, 2930.


Operation: 1954; TV sets in area: 69,800.

Elmira

WTVE (Channel 24)

Elmira Television, 159 Madison Ave., Box 89, Elmira, N. Y.; 3-6624.

T. K. Cassel, John S. Booth, partners.

CP, not operating.

Ithaca

WHCU-TV (Channel 20)

Cornell University, Savings Bank Bldg., Ithaca, N. Y.

Michael R. Hanna, gen. mgr.

CP, not operating.

Kingston

WKNY (Channel 66) CBS, NBC, ABC, DuMont

WKNY-TV Corp., 601 Broadway, Kingston, N. Y.; 4500.


Operation: 1954; TV sets in area: 36,000.

New York City

WABC-TV (Channel 7) ABC

American Broadcasting-Paramount Theatres, Inc., 7 W. 66th St., New York City; Susquehanna 7-5000.


Operation: 1948; TV sets in area: 4,650,000.

WABD (Channel 5) DuMont

Allen B. Du Mont Laboratories, Inc., 205 East 67th Street, N. Y.; L'High 5-1000.


Operation: 1944; TV sets in area: 4,650,000.

WCBS-TV (Channel 2) CBS

Television, Division of Columbia Broadcasting System, Inc., 485 Madison Ave., New York; Plaza 1-2345.


Operation: 1941; TV sets in area: 4,650,000.

WNYC-TV (Channel 31)


Seymour N. Siegal, dir.; Bernard Buck, prod. mgr.; William H. Pitskin, chief eng.

CP, not operating.

WOR-TV (Channel 9)

General Teleradio, Inc., 1440 Broadway, New York; Longacre 4-8000.


Operation: 1949; TV sets in area: 4,650,000.

WPIX (Channel 11)


424

Operation: 1948; TV sets in area: 4,500,-000.

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WRCA-TV [Channel 4] NBC

The National Broadcasting Co., 30 Rockefeller Plaza, New York; Circle 7-8300.


Operation: 1941; TV sets in area: 4,740,-000.

Plattsburg-Burlington (Vt.)

WIRI [Channel 5] NBC, ABC, DuMont

Great Northern Television, Inc., 357-361 Cornelia St., Plattsburg, N. Y.; 3070.


Operation: 1954; TV sets in area: 97,150.

Rochester

WCBF-TV [Channel 15]

Star Broadcasting Co., Inc., 87 Seneca St., Geneva, N. Y.

Maurice R. Forman, pres.; Thomas L. Brown, vice-pres.; R. Carleton Greene, secy.

CP, not operating.

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WHAM-TV [Channel 5] NBC, ABC, DuMont

Stromberg Carlson Broadcasting Corp., 201 Humboldt St., Rochester 3, N. Y.; Culver 7240.


Operation: 1949; TV sets in area 310,000.

WHEC-TV [Channel 10] CBS, ABC

WHEC, Inc., 40 Franklin St., Rochester 4, N. Y.; Baker 6740.


Operation: 1953; TV sets in area: 310,000.

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WRNY-TV [Channel 27]

Genesee Valley Television Corp., 40 N. Main St., Groversville, N. Y.


CP, not operating.

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WVET-TV [Channel 10] CBS, basic, ABC

Veterans Broadcasting Co., Inc., 17 Clinton Ave. 5, Rochester 4, N. Y. 4820.


Operation: 1953; TV sets in area: 310,000.

Schenectady

WRGB [Channel 6] NBC, CBS, ABC, DuMont


Operation: 1939; TV sets in area 439,000.

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WTRI [Channel 35]

Van Curler Bros., 15 No. Pearl St., Menands, Albany, N. Y.; 5-5291.


CP, not operating.

Syracuse

WHEN-TV [Channel 8] CBS basic, ABC

DuMont

Meredith Syracuse Television Corp., 101 Court St. Syracuse 8, N. Y.; 74-5711.

www.americanradiohistory.com

Operation: 1948; TV sets in area, 368,000.

WSYR-TV [Channel 3] NBC
Central New York Broadcasting Corp., 224 Harrison St., Syracuse 2, N. Y.; 3-7111.


Operation: 1950; TV sets in area, 368,000.

Utica

WKTU (Channel 13) NBC, CBS, ABC, DuMont
Copper City Broadcasting Corp., P. O. Box 386; Utica, N. Y.; Phone: 3-0404.


Operation: 1949; TV sets in area, 193,000.

NORTH CAROLINA

Asheville

WISE-TV [Channel 62]
WISE-TV, Inc., 100 College St., Asheville, N. C.; 3-4793.


Operation: 1953.

WLOS-TV (Channel 13) ABC, DuMont


Operation: 1954.

Chapel Hill

WUNC-TV (Channel 4) (non-com)
Consolidated University of North Carolina, Chapel Hill, N. C.; 8-415; studios also in Greensboro, Raleigh.

Robert F. Schenck, dir. of TV; Alan B. MacIntyre, chief eng.; Richard B. Barnhill, prod. mgr.; Ralph L. Burgin, prog. dir., Raleigh; David M. Davis, prog. dir., Greensboro; Duff Browne, prog. dir., Chapel Hill.

Operation: 1954.

Charlotte

WBTV (Channel 3) CBS, ABC, NBC, DuMont


Operation: 1949; TV sets in area, 500,000.

WQMC-TV (Channel 36)
WQMG-TV, Inc., Box 3666, Dilworth Post Office, Charlotte, N. C.; FRanklin 7-5516.

Hugh A. Deadwyler, owner & gen. mgr.; Eleanor M. Deadwyler, traffic mgr.; nat'l rep., The Bolling Co., Inc.

CP, not operating.

Durham

WTVD (Channel 11) NBC, ABC

Harmon L. Duncan, pres., treas. & gen. mgr.; J. Floyd Fletcher, vice-pres. & secy.; Ernie Greup, prog. mgr.; Mike Thompson, sales & comm. mgr.; Henry Cronin, tech. dir.; Harry N. Middleton, prod. coordinator; Paul Riggsbee, film dir.; nat'l rep., Headley-Reed TV.

Operation: 1954.

Fayetteville

WFLB (Channel 18)
Fayetteville Broadcasters, Inc., Box 512, Fayetteville, N. C.


Operation: 1955; TV sets in area, 30,000.
Gastonia
WTVX (Channel 48)
Air-Pix Corp., Lowell, N. C.
CP, not operating.

Greensboro
WFMY-TV (Channel 2) CBS, ABC, DuMont
Greensboro News Co., Inc., 212 N. Davie St., Greensboro, N. C.; Phone 4-0114.
Operation: 1949; TV sets in area: 369,000.

Greenville
WNCT (Channel 9) CBS, ABC, DuMont
Carolina Broadcasting System, Inc., P. O. Box 989, Greenville, N. C.; 6181.
Operation: 1953; TV sets in area: 131,000.

New Bern
WNBE-TV (Channel 13)
Nathan Frank, Box 810, Henderson, N. C.
CP, not operating.

Raleigh
WNAO-TV (Channel 28) CBS, ABC, DuMont
Operation: 1953; TV sets in area: 60,000.

Washington
WRFF-TV (Channel 7)
CP, not operating.

Wilmington
WMFD-TV (Channel 6) NBC, ABC, DuMont
WMFD-TV, Inc., 225 Princess St., Wilmington, N. C.; 3-4666.
Operation: 1954.

WTHT (Channel 3)
Wilmington Television Corp., Box 604, Wilmington, N. C.
CP, not operating.

Winston-Salem
WSJS-TV (Channel 12) NBC
Triangle Broadcasting Corp., 419 North Spruce St., Winston-Salem, N. C.; 5-2311.
Operation: 1953.

WTOB-TV (Channel 26) ABC, DuMont
Operation: 1953; TV sets in area: 55,000.

NORTH DAKOTA
Bismarck
KBNB (Channel 12)
North Dakota Broadcasting Co., Inc., Bismarck, N. D.
CP, not operating.

KFYR-TV (Channel 5) NBC, CBS, DuMont
Meyer Broadcasting Co., 200½ 4th St., Bismarck, N. D.; Capital 3-0900.
Operation: 1953; TV sets in area: 28,250.
Fargo
WDAY-TV (Channel 6) NBC, ABC, DuMont
Operation: 1953; TV sets in area: 78,000.

Grand Forks
KNOX-TV (Channel 10)
Community Radio Corp., c/o Carroll E. Day, Grand Forks, N. D.
CP, not operating.

Minot
KCBJ-TV (Channel 13) CBS, NBC, DuMont, ABC
Operation: 1953; TV sets in area: 26,800.

Valley City
KGXJ-TV (Channel 4) CBS
North Dakota Broadcasting Co., Inc., Granger Hill, Valley City 1, N. D.; 1500.
Operation: 1954; TV sets in area: 80,000.

Ohio
Akron
WKRA-TV (Channel 49) ABC
Summit Radio Corp., 853 Copley Rd., Akron 20, Ohio; PORTage 2-8811.
Operation: 1953; TV sets in area: 150,000.

Ashtabula
WICA-TV (Channel 15)
Operation: 1953; TV sets in area: 35,000.

Cincinnati
WCET (Channel 48) (non com)
The Greater Cincinnati TV Educational Foundation, 1243 Elm, Cincinnati 10, Ohio; DuMont 4033.
Operation: 1954; TV sets in area: 767,700.

WCPO-TV (Channel 9) ABC, DuMont
Scripps-Howard Radio, Inc., 2345 Symmes St., Cincinnati 6, Ohio; Capital 1-0777.
Operation: 1949; TV sets in area: 767,700.

WKRC-TV (Channel 12) CBS
Radio Cincinnati, Inc., Times-Star Bldg., Cincinnati 2, Ohio; Garfield 1331.
Operation: 1949; TV sets in area: 804,000.

WLW-T (Channel 5) NBC
Croley Broadcasting Corp., 140 W. Ninth St., Cincinnati, Ohio; Cherry 1-1822.
R. E. Dunville, pres. & gen. mgr.; Ward L. Quaal, vice-pres. & asst. gen. mgr.; John T. Murphy, vice-pres. & dir. of TV oper.; Harry M. Smith, vice-pres. of sales; K. T. Murphy, vice-pres. & treas.; Gilbert W.
Operation: 1948; TV sets in area: 804,000.

WQXN-TV (Channel 54)
Robert W. Rounsville, 3165 Mathieson Drive, N. E., Atlanta, Ga.
CP, not operating.

Cleveland
WERE-TV (Channel 65)
Cleveland Broadcasting, Inc., Bulkley Bldg., Cleveland 15, Ohio; SUperior 1-9600.
Ray T. Miller, pres.; Richard M. Klaus, gen. mgr.; nat’l rep., Venard, Rintoul & McConnell, Inc.
CP, not operating.

WEWS (Channel 5) CBS
Scripps-Howard Radio, Inc.; 1816 E. 13th St., Cleveland 14, Ohio; TOWER 1-5454.
Operation: 1947; TV sets in area: 1,029,000.

WHK-TV (Channel 19)
United Broadcasting Co., 5000 Euclid Ave., Cleveland, Ohio.
Sterling E. Graham, pres.
CP, not operating.

WNBK (Channel 3) NBC
National Broadcasting Co., NBC Bldg., 815 Superior Ave., Cleveland 14, Ohio; CHerry 1-0942.
Operation: 1948; TV sets in area: 1,205,000.

WXEL (Channel 8) CBS
Storer Broadcasting Company, 1630 Euclid Avenue, Cleveland 15, Ohio; TOWER 1-8989.
George B. Storer, pres.; Franklin Snyder, vice-pres. & man. dir.; Ben Wickham, dir. of prog. oper.; R. C. Wright, comm. mgr.; H. A. Brinkman, chief eng.; Barbara Snyder, pub. dir.; nat’l rep., The Katz Agency, Inc.
Operation: 1949; TV sets in area: 1,102,900.

Columbus
WBNS-TV (Channel 10) CBS
Dispatch Printing Co., 33 N. High St., Columbus, Ohio; FLetcher 2611.
Operation: 1949; TV sets in area: 283,000.

WLW-C (Channel 4) NBC
Crosley Broadcasting Corp., 3165 Olentangy River Rd., Columbus 2, Ohio. AMherst 3-5441.
Operation: 1949; TV sets in area: 350,800.

WOSU-TV (Channel 34) (non-com)
The Ohio State University, c/o Robert C. Higgy, director of WOSU, Columbus 10, Ohio.
Howard L. Bevis, pres., Ohio State U.; Robert C. Higgy, TV dir.
CP, not operating.

WTVN (Channel 6) ABC, DuMont
WTVN, Inc., 753 Harmon Ave., Columbus 8, Ohio; CAPitol 8-5801.

Dayton
WHIO-TV (Channel 7) CBS
Miami Valley Broadcasting Corp., 1414 Wilmington Ave., Dayton, Ohio; ADams 2261.

Operation: 1949; TV sets in area: 310,000.

WIFE (Channel 22)
Skyland Broadcasting Corp., 380 W. First St., Dayton 2, Ohio; WAlm 2101.
Ronald B. Woodyard, pres.
CP, not operating.

WLW-D (Channel 2) NBC, ABC
Crosley Broadcasting Corp., 4595 S. Dixie Highway, Dayton 9, Ohio; WAlm 2101.
Operation: 1949; TV sets in area: 310,000.

Elyria
WEOL-TV (Channel 31)
CP, not operating.

Lima
WLOK-TV (Channel 35) NBC, CBS, DuMont, ABC
WLOK, Inc., 1424 Rice Ave., Lima, Ohio; 6-3411.
Operation: 1953; TV sets in area: 57,250.

Mansfield
WTVG (Channel 36)
Fergum Theatres, Inc., Madison Theatre, Mansfield, Ohio.
William N. Skibball, pres.; Jack H. Skibball, vice-pres.
CP, not operating.

Massillon
WMAC-TV (Channel 23)
Midwest TV Co., 500 Security Bldg., Toledo, Ohio.
CP, not operating.

Steubenville
WSTV-TV (Channel 9) CBS
WSTV, Inc., 428 Market St., Steubenville, Ohio; ATlantic 2-6265.
Operation: 1953; TV sets in area: 1,100,000.

Toledo
WSBP-TV (Channel 13) CBS basic, NBC, ABC, DuMont
The Storer Broadcasting Co., 136 Huron St., Toledo, Ohio; FU-3260.
Operation: 1948; TV sets in area: 372,000.

WTOH-TV (Channel 79)
Max Osnos, pres. & treas.; Jacob Kellman, vice-pres. & secy.
CP, not operating.

Youngstown
WFMJ-TV (Channel 21) NBC
The Vindicator Printing Co., 101 W. Boardman St., Youngstown 3, Ohio; RIderside 3-4121.
Operation: 1953; TV sets in area: 160,000.

WKBN-TV (Channel 27) CBS, ABC, DuMont
WKBN Broadcasting Corp., 3930 Sunset Blvd., Youngstown 1, Ohio; STerling 2-1145.
Operation: 1953; TV set in area: 160,000.

www.americanradiohistory.com
Zanesville
WHIZ-TV (Channel 50) NBC, CBS, ABC, DuMont
Southeastern Ohio Television System, Downdar Rd., Zanesville, Ohio; 3-0361.
Operation: 1953; TV sets in area: 80,000.

OKLAHOMA
Ada
KTEN (Channel 10) ABC, DuMont
Eastern Oklahoma Television Co., Inc., P. O. Box 10, Ada 6, Okla.; 1010.
Operation: 1953; TV set in area: 86,400.

Ardmore
KVSO-TV (Channel 12)
John F. Easley, 1614 Stanley St., Ardmore, Okla.
CP, not operating.

Enid
KGEO-TV (Channel 5) ABC
Streets Electronics, Inc., Box 168, Enid, Okla.; 835.
Operation: 1954.

Lawton
KSWO-TV (Channel 7) ABC, DuMont
Oklahoma Quality Broadcasting Co., East City, Lawton, Okla.; 7725.
Operation: 1953; TV sets in area: 80,000.

Muskogee
KTVX (Channel 8) ABC
Tulsa Broadcasting Co., Box 9697, Tulsa, Okla.; Hickory 6-6184; 720 Eastside Blvd., Muskogee, Okla.
Operation: 1954; TV sets in area: 275,000.

Oklahoma City
KETA (Channel 13) (Non-com.)
Oklahoma Educational Television Authority, P. O. Box 2005, Norman, Okla.
Dial Currin, chmn.; Wm. D. Little, vice-chmn.; Guy H. James, secy.
CP, not operating.

KMPT (Channel 19)
KLPR Television, Inc., 128 W. Commerce, Oklahoma City 9, Okla.; Central 2-1341.
Byrne Ross, pres.; R. Lewis Barton, vice-pres.; Lester E. Johnson, secy.-treas.
CP, not operating.

KTVQ (Channel 25) ABC
Republic Television Company, Northwest Station, Oklahoma City, Okla.; Jackson 5-1561.
E. A. "Jack" Fariss, pres.; R. M. Lester, Jr., sta. mgr.; Ralph Sacks, sales mgr.; Dick Kirchner, prog. dir.; Buddy Myers, film dir.; John Green, chief eng.; nat'l rep., Joseph Hershey McGillvra, Inc.
Operation: 1954; TV sets in area: 265,000.

KWTV (Channel 9) CBS, DuMont
Oklahoma Television Corp., 7401 Lincoln Blvd., Oklahoma City 14, Okla.; Victor 3-6641.
Operation: 1953; TV sets in area: 265,000.

WKY-TV (Channel 4) NBC, ABC
WKY Radiophone Co., 500 E. Britton Rd., Oklahoma City 14, Okla.; Trinity 8-2161.
Operation: 1949; TV sets in area: 341,000.

www.americanradiohistory.com
Tulsa

KCEB (Channel 23)
Elfred Beck, Lookout Mountain, Red Fork Station, Tulsa, Okla.
CP, not operating.

KOED-TV (Channel 11) (non-com.)
Oklahoma Educational Television Authority, State Capitol, Oklahoma City, Okla.
CP, not operating.

KOTV (Channel 6) CBS
KOTV, Inc., 302 S. Frankfort St., Tulsa, Okla.; Phone: 2-9233.
Operation: 1949; TV sets in area: 248,000.

KSPG (Channel 17)
Arthur R. Olson, Box 2680, Tulsa, Okla.
CP, not operating.

KVOO-TV (Channel 2) NBC
Central Plains Enterprises, 311 S. Denver St., Tulsa 3, Okla.; LU 4-7204.
Operation: 1954; TV sets in area: 248,000.

Oregon

Eugene

KVAL-TV (Channel 13) NBC primary, ABC, DuMont
Eugene Television, Inc., Blanton Heights, P. O. Box 548; Eugene, Ore.; 4-3245.
Operation: 1954; TV sets in area: 56,000.

Klamath Falls

KFJ-TV (Channel 2)
KFJ Television Broadcasters, Inc., 327 Main, Klamath Falls, Ore.; 22551.

Medford

KBES-TV (Channel 5) CBS, ABC, NBC, DuMont
Southern Oregon Broadcasting Co., Box 1189, Medford, Ore.; 3-4581.
Operation: 1953.

Portland

KLR (Channel 12) ABC
Oregon Television, Inc., 915 N. E. Davis, Portland, Ore.; BEacon 4-9721.
Operation: 1955; TV sets in area: 310,000.

Koin-TV (Channel 6) CBS
Mount Hood Radio & Television Broadcasting Corp., 140 S.W. Columbia St., Portland 1, Ore.; Atwater 3333.
Operation: 1953; TV sets in area: 197,000.

Kptv (Channel 27) NBC basic, DuMont
Empire Coil Co., Inc., 735 S.W. 20th Place, Portland 5, Ore.; Capitol 2-9921.
Operation: 1952; TV sets in area, 287,300.
Roseburg
(Channel 4)
Southwest Oregon Television Broadcasting Corp., 1500 Harvard St., Roseburg, Ore.
Noble B. Goettel, pres.; John T. Pierce, vice-pres.
CP, not operating.

Salem
KSLM-TV (Channel 3)
Oregon Radio, Inc., Senator Hotel, Salem, Ore.
CP, not operating.

Pennsylvania
Allentown
WFMZ-TV (Channel 67)
CP, not operating.

WQCY (Channel 39)
Queen City Broadcasting Co., Inc., P. O. Box 689, Allentown, Pa.; Hemlock 3-3166.
Operation: 1952; TV sets in area: 150,000.

Altoona
WFBG-TV (Channel 10) ABC, CBS, DuMont, NBC
Operation: 1953; TV sets in area: 418,800.

Bethlehem
WLEV-TV (Channel 51) NBC
Associated Broadcasters, Inc., Saveroold Ave., Fountain Hill, Bethlehem, Pa.; HEmlock 4-6278.
Operation: 1953; TV sets in area: 67,500.

Easton
WGLV (Channel 57) ABC, DuMont
Operation: 1953; TV sets in area, 90,200.

Erie
WICU (Channel 12) NBC, ABC, DuMont
Dispatch, Inc., 3515 State St., Erie, Pa.; 45201.
Operation: 1949; TV sets in area: 218,500.

WSEE (Channel 35) CBS
Great Lakes Television Co., 1220 Peach St., Erie, Pa.; 5-7575.
Operation: 1954; TV sets in area: 218,500.

Harrisburg
WCMB-TV (Channel 27) DuMont
Rossmoynie Corp., 228 Court St., Harrisburg, Pa.; 4-3005.
Operation: 1952; TV sets in area: 190,000.

WHP-TV (Channel 55) CBS
WHP, Inc., 216 Locust St., Harrisburg, Pa.; 4-3211.
Operation: 1953; TV sets in area: 190,000.
WTPA (Channel 71) NBC, ABC
Operation: 1953; TV sets in area: 190,000.

Hazleton
WAZL-TV (Channel 63)
CP, not operating.

Johnstown
WARD-TV (Channel 56) CBS, DuMont
Operation: 1953; TV sets in area: 155,000.

WJAC-TV (Channel 6) NBC, CBS, ABC, DuMont
Operation: 1949; TV sets in area: 155,000.

Lancaster
WGAL-TV (Channel 8) NBC, CBS
WGAL, Inc., 8 W. King St., Lancaster, Penna.; Phone 5246.
Operation: 1949; TV sets in area: 912,950.

WWLA (Channel 21)
Harold C. Burke, 2 Rona St., Interlaken, N. J.
CP, not operating.

Lebanon
WLBR-TV (Channel 15)
Lebanon Television Corp., 8th at Cumberland, Lebanon, Pa.; 2-7651.
CP, not operating.

New Castle
WKST-TV (Channel 45)
CP, not operating.

Philadelphia
WCAU-TV (Channel 10) CBS
Operation: 1948; TV sets in area: 2,094,850.

WFIL-TV (Channel 6) ABC, DuMont
Operation: 1947; TV sets in area: 2,100,000.

WPTZ (Channel 3) NBC

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Operation: 1941; TV sets in area, 2,088,300.

Pittsburgh
KDKA-TV (Channel 2) NBC, CBS, ABC, DuMont
Westinghouse Broadcasting Co., Inc., 1 Gateway Center, Pittsburgh 22, Pa.; Express 1-3000.
Operation: 1949; TV sets in area, 1,134,100.

WENS [Channel 16] ABC, CBS, NBC
Telecasting, Inc., 700 Ivory Ave., Pittsburgh, Pa.; Atlantic 1-4300.
Operation: 1953; TV sets in area: 963,000.

WKJF-TV [Channel 53]
Mrs. Agnes J. Reeves Greer, 1715 Grandview Ave., Pittsburgh 11, Pa.; Hubbard 1-2626.
Mrs. Agnes J. Reeves Greer, owner; Peter E. Pappas, chief eng.; Thomas J. Daugherty, mgr.
CP, not operating.

WQED [Channel 13] [non-com]
Metropolitan Pittsburgh Educational Television Station, 4337 Fifth Ave., Pittsburgh 13, Pa.; Museum 3-1300.
Operation: 1954; TV sets in area: 636,000.

WTVQ (Channel 47)
Golden Triangle Television Corp., 5 S. Jefferson St., Dayton, Ohio.
CP, not operating.

Reading
WEEU-TV (Channel 33)
Hawley Broadcasting Co., 433 Penn St., Reading, Pa.; 6-7335.
Hawley Quier, pres.; Thomas E. Martin, exec. vice-pres. & gen. mgr.
CP, not operating.

WHUM-TV (Channel 61) CBS, ABC
Eastern Radio Corp., Skyline Drive, Reading, Pa.; 4-4805.
Operation: 1953; TV sets in area, 297,100.

Scranton
WARM-TV (Channel 16) ABC
Operation: 1954; TV sets in area: 260,000.

WGBI-TV (Channel 22) CBS
Operation: 1953; TV sets in area: 260,000.

WTVU (Channel 73)
Appalachian Co., Inc., Hotel Jermyn, Scranton 3, Pa.; Diamond 7-3334.
Operation: 1953; TV sets in area, 260,000.
Sunbury

WOK-TV (Channel 38)

Sunbury Broadcasting Corp., 1150 North North Front St., Sunbury, Pa.

Harry H. Haddon, pres.; George S. Beck, vice-pres.; Basse A. Beck, treas.; Homer R. Smith, secy.

CP, not operating.

Wilkes-Barre

WBRE-TV (Channel 28) NBC

Louis G. Baltimore, 62 S. Franklin St., Wilkes-Barre, Pa.; 3-3101.

Louis G. Baltimore, owner; David M. Baltimore, gen. mgr.; F. D. Coslett, prog. dir.; Charles Sakoski, Sr., chief eng.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 270,000.

WILK-TV (Channel 34) ABC, DuMont

Wyoming Valley Broadcasting Co., 88 N. Franklin St., Wilkes-Barre, Pa.; VA 4-4666.


Operation: 1953; TV sets in area: 275,000.

Williamsport

WRAK-TV (Channel 36) DuMont

WRAK, Inc., 244 W. 4 St., Williamsport, Pa.

John E. Person, Jr. pres.

CP, not operating.

York

WNOW-TV (Channel 49) DuMont

Broadcast Division, Helm Coal Co., Box 300, York, Pa.; 27821-22.


Operation: 1953; TV sets in area: 90,000.

WSBA-TV (Channel 43) ABC


Operation: 1952; TV sets in area: 106,000.

RHODE ISLAND

Providence

WJAR-TV (Channel 10) NBC, ABC, DuMont

The Outlet Co., 176 Weybosset St., Providence, R. I.; GAspec 1-8255.

George O. Griffith, vice-pres. and treas.; Peter James, mgr. TV operations; Seymour Horowitz, prog. mgr.; Thomas C. J. Prior, chief eng.; Dody Sinclair, dir. of public relations & merch.; Manning V. Tesser, prod. mgr.; Edward Boghosian, sales mgr.; Jay Hoffer, prom. mgr.; nat'l rep., Weed Television Corp.

Operation: 1949; TV sets in area: 1,098-200.

WNET (Channel 16) CBS, ABC, DuMont

Channel 16 of Rhode Island, Inc., Box 1553, Providence, R. I.; UNion 1-3100.


Operation: 1954; TV sets in area: 1,098-200.

WPRO-TV (Channel 12)

Cherry & Webb Broadcasting Co., 24 Mason St., Providence, R. I.

William S. Cherry, Jr., pres.; Anna Cherry Gross, vice-pres.; Charles W. Knowles, treas.

CP, not operating.

SOUTH CAROLINA

Anderson

WAIM-TV (Channel 40) CBS

Wilton E. Hall, 1 Martin St., Anderson, S. C.; Canal 6-1511.

Wilton E. Hall, owner; Glen P. Warnock, gen. mgr.; John Willis, dir. of eng.; Ray Barath, dir. of prog.; John McCallum, dir. of sales; Virginia Barath, prom. mgr.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 129,600.

Camden

WACA-TV (Channel 14)

Camden Broadcasting Corp., Camden, S. C.

Haywood S. Bowden, pres.; Thomas J. Richards, vice-pres. & treas.; Harold W. Funderburk, secy.

CP, not operating.

Charleston

WCSC-TV (Channel 5) CBS, ABC


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Operation: 1953; TV sets in area: 197,100.

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WUSN-TV (Channel 2) NBC, DuMont
Southern Broadcasting Co., Inc., P. O. Box 879, Charleston, S. C.; 8-1-81.


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WCOS-TV (Channel 25) ABC, NBC


Operation: 1953; TV sets in area: 97,500.

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WIS-TV (Channel 10) NBC
WIS-TV Corp., 1111 Bull St., Columbia, S. C.; 3-6431.


Operation: 1953; TV sets in area: 172,200.

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WNOK-TV (Channel 67) CBS


Operation: 1953; TV sets in area: 97,500.

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Florence

WBTW (Channel 8) CBS, DuMont, NBC, ABC


Operation: 1954.

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Greenville

WFBC-TV (Channel 4) NBC
WMRC, Inc., 505 Riverside St., Greenville, S. C.; 5-9653.


Operation: 1953; TV sets in area: 75,300.

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WGVL (Channel 23) ABC, DuMont


Operation: 1953; TV sets in area: 75,300.

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Spartanburg

WSPA-TV (Channel 7) CBS
Spartan Radiocasting Co., 291 E. Main St., Spartanburg, S. C.

Walter J. Brown, pres.; D. S. Burnside, secy.-treas.

CP, not operating.

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SOUTH DAKOTA

Florence

KDLO-TV (Channel 3) NBC basic, CBS, ABC
Triple City Broadcasting Co., c/o KELO-TV, Sioux Falls, S. D.; Sioux Falls 4584.


Operation: 1955; TV sets in area: 167,000.

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Rapid City

KOTA-TV (Channel 3) CBS, ABC
Mrs. Helen Duhamel, pres.; J. Norman Heffron, vice-pres.; Leo D. Borin, secy.; William F. Turner, treas.; nat'l rep., Headley-Reed TV.

Operation: 1955; TV sets in area: 6,500.

Sioux Falls
KELO-TV (Channel 11) NBC, ABC, CBS, DuMont


Operation: 1953; TV sets in area: 65,000.

TENNESSEE
Chattanooga
WDEF-TV (Channel 12) NBC, CBS, ABC
WDEF Broadcasting Co., Inc, Volunteer Bldg., Chattanooga 2, Tenn.; 6-0124.


Operation: 1953; TV sets in area: 189,000.

Jackson
WDXI-TV (Channel 7) CBS
Dixie Broadcasting Co., Williams Bldg., Jackson, Tenn.; 7-9611.

Aaron B. Robinson, pres. & gen. mgr.; Dr. Frank M. Davis, Harley M. Moses, Dave M. Palmer, Jr., vice-pres.; Jack Murphy, sales mgr.; Larry Crenshaw, prog. mgr.; Dave O'Brien, prom. & pub. dir.; James Thomas, chief eng.; nat'l rep., Burn-Smith Co., Inc.


Johnson City
WJHL-TV (Channel 11) CBS basic, NBC, ABC, DuMont

WJHL, Inc., 145 W. Main St., Johnson City, Tenn.; 2700.


Operation: 1948; TV sets in area: 175,000.

Knoxville
WATE-TV (Channel 6) NBC, ABC
Greater East Tennessee TV, Inc., 612 Gay St., S.W., Knoxville, Tenn.; 2-7111.


Operation: 1953; TV sets in area: 200,500.

WSK-TV (Channel 26) CBS, DuMont, ABC
South Central Broadcasting Corp., Memorial Park Road on Sharps Ridge, Knoxville, Tenn.; 5-2113.


Operation: 1953; TV sets in area: 120,000.

Memphis
WHBO-TV (Channel 13) ABC
General Teleradio, Inc. (N. Y.), 1381 Madison Ave., P. O. Box 176, Memphis 1, Tenn.; 32-1705.


Operation: 1953; TV sets in area: 362,900.

WMCT (Channel 5) NBC, DuMont
Memphis Publishing Co., Goodwyn Institute Bldg., P. O. Box 311, Memphis, Tenn.; Phone: 8-7464.


Operation: 1948; TV sets in area: 362,000.

WREC-TV (Channel 3) CBS
WREC Broadcasting Service, Hotel Peabody Bldg., Memphis 3, Tenn.; 5-1313.


Operation: 1955; TV sets in area: 335,000.

Nashville
WLAC-TV (Channel 5) CBS
WLAC-TV, Inc., 159 Fourth Ave., N., Nashville 3, Tenn.; 42-4331.

Operation: 1954; TV sets in area: 432,900.

WSIX-TV [Channel 8] ABC, DuMont
R. D. Stanford, Jr., pres. & gen. mgr.; E. S. Tanner, vice-pres. & comm. dir.; Harry Stone, vice-pres. & dir. of TV; Charles Duke, chief eng.; nat'l rep., George P. Hollingsbery Co.

Operation: 1953; TV sets in area: 250,500.

WSM-TV [Channel 4] NBC, DuMont
WSM, Inc., 301 7th Ave., Nashville, Tenn.; Phone 6-7181.

Operation: 1950; TV sets in area: 260,000.

TEXAS
Abilene
KRBC-TV [Channel 9] NBC, ABC, DuMont
Abilene Radio & Television Co., 4510 S. 14th St., Abilene, Tex.; 2-8491.

Operation: 1953; TV sets in area: 30,300.

Amarillo
KFDA-TV [Channel 10] CBS, ABC
Amarillo Broadcasting Co., Inc., P. O. Box 1400, Amarillo, Texas; DRAKE 4-5343.

Operation: 1953; TV sets in area: 73,500.

KGNC-TV [Channel 4] DuMont, NBC

Operation: 1953; TV sets in area: 73,500.

Austin
KTBC-TV [Channel 7] ABC, CBS, NBC
Texas Broadcasting Corp., Box 717, Austin 64, Tex.; 2-2424.

Operation: 1952.

Beaumont
KBMT [Channel 31] NBC, ABC, DuMont
Television Broadcasters, Box 1192, Beaumont, Texas; 9-2476.

Operation: 1954; TV sets in area: 34,000.

KFDM-TV [Channel 6] CBS, ABC

Operation: 1955; TV sets in area: 104,000.

Big Spring
KBST-TV [Channel 4] CBS
Big Spring Television, Inc., 1600 Kentucky Way, Big Spring, Texas 3-2611.


Corpus Christi
KVDO [Channel 22]
Coastal Bend Television Co., 409 S. Staples, Corpus Christi, Texas; T 2-7468.

Operation: 1955; TV sets in area: 48,000.

Dallas
KLIF-TV (Channel 29)
Trinity Broadcasting Corp., 2104 Jackson St., Dallas, Tex.

Barton R. McLendon, chmn. of bd.; Gordon B. McLendon, pres.; Cecil Hobbs, treas. CP, not operating.

KRLD-TV (Channel 4) CBS
Dallas Times Herald, Herald Square, Dallas, Texas; RAndolph 6811.


Operation: 1949; TV sets in area: 480,000.

WFAA-TV (Channel 8) NBC, ABC, DuMont
The Dallas Morning News, 3000 Harry Hines Blvd., Dallas 2, Tex.; Riverside 3315.


Operation: 1949; TV sets in area: 337,000.

El Paso
KOKE-TV (Channel 13)
Trinity Broadcasting Corp., 4530 Delta, El Paso, Texas; 3-3658.


Operation: 1955; TV sets in area: 60,000.

KODJ-TV (Channel 4) CBS, DuMont, ABC


Operation: 1952; TV sets in area: 60,000.

KTSJ-TV (Channel 9) NBC


Operation: 1953; TV sets in area: 74,950.

XEJ-TV (Channel 5) [Mexican Border—Juarez]
Television de la Frontera, S.A., Box 442, El Paso, Texas; 111-511.


Operation: 1954.

Fort Worth
KFJZ-TV (Channel 11)
Texas State Network, Inc., 4801 West Freeway, Fort Worth 1, Texas; PE 6631.


Operation: 1955; TV sets in area: 485,000.

WBAP-TV (Channel 5) NBC, ABC


Operation: 1948; TV sets in area: 490,000.

Galveston
KGUL-TV (Channel 11)
Gulf Television Co., 11 Video Lane, Galveston, Texas; 3-1607.


Operation: 1953; TV sets in area: 276,000.
Harlingen
KGBT-TV (Channel 4) CBS, ABC, DuMont
Harbenito Broadcasting Co., Box 711, Harlingen, Texas; Garfield 3-4880.
Operation: 1953; TV sets in area: 73,000.

Houston
KNUZ-TV (Channel 39)
KNNUZ Television Co., Box 2631, Houston, Tex.; Keystone 6666.
CP, not operating.

KPRC-TV (Channel 2) NBC
Houston Post Co., P. O. Box 1234, Houston, Texas; Madison 3-9271.
Operation: 1949; TV sets in area: 435,000.

KTRK-TV (Channel 13) ABC
Houston Consolidated Television Co., 4513 Cullen Blvd., P. O. Box 12, Houston 4, Texas; Jackson 6-1311.
Operation: 1954; TV sets in area: 424,000.

KUHT (Channel 8) (non-com)
University of Houston & Houston Independent School District, 3801 Cullen Blvd., Houston, Texas; Channel 4-0141.
Operation: 1953; TV sets in area: 337,000.

KXYZ-TV (Channel 29)
Shamrock Broadcasting Co., Gulf Bldg., Houston, Texas.
Glenn H. McCarthy, pres.
CP, not operating.

Longview-Tyler
KTEV (Channel 32)
East Texas Television Co., Box 2029, Longview, Texas; Plaza 8-5551.
Operation: 1953; TV sets in area: 40,000.

Lubbock
KCBD-TV (Channel 11) NBC, ABC
Bryant Radio & Television, Inc., Box 1507, Lubbock, Texas; 4-1414.
Operation: 1953; TV sets in area: 53,800.

KDUB-TV (Channel 13) CBS, DuMont
Texas Telecasting, Inc., 7400 College Ave., Lubbock, Texas; Sherwood 4-2345.
Operation: 1952; TV sets in area: 53,800.

Lufkin
KTRE-TV (Channel 9)
Forest Capital Broadcasting Co., Box 701, Lufkin, Texas; 3-7771.
Richman Lewin, vice-pres. & gen. mgr.
CP, not operating.

Midland
KMID-TV (Channel 2) ABC, DuMont, NBC, CBS
Midessa Television Co., P. O. Box 2758, Midland, Texas; 2-7322.
Operation: 1953; TV sets in area: 31,500.
San Angelo

KTXL-TV (Channel 8) CBS, NBC, ABC, DuMont
Westex Television Co., 1015 E. 28th St., San Angelo, Texas; 7677.
Operation: 1953; TV sets in area: 21,100.

San Antonio

KCOR-TV (Channel 41)
KCOR, Inc., 310 S. Flores St., San Antonio, Texas.

KENS-TV (Channel 5) CBS, ABC, DuMont
Express Publishing Co., Transit Tower Bldg., San Antonio; Capital 7-8151.
Operation: 1950; TV sets in area: 262,600.

WOAI-TV (Channel 4) NBC
Southland Industries, Inc., P. O. Box 2641, 1031 Navarro St., San Antonio 6, Texas; GArfield 4221.
Operation: 1949; TV sets in area: 190,000.

Sweetwater

KPAR-TV (Channel 12) CBS, DuMont
Texas Telecasting, Inc., 7400 College Ave., Lubbock, Texas.
W. D. Rogers, Jr., pres. & gen. mgr.
CP, not operating.

Temple

KCEN-TV (Channel 6) NBC
Bell Publishing Co., Box 188, Temple, Texas; PROSpect 3-8688.
Operation: 1953; TV sets in area: 125,150.

Texarkana

KCMC-TV (Channel 6) CBS, ABC, DuMont
Operation: 1953; TV sets in area: 150,000.

Tyler

KETX (Channel 19)
Jacob A. Newborn, Jr., P. O. Box 1572, Beaumont, Texas; 2-6801 & 4-6309.
CP, not operating.

Tyler-Longview

KLTV (Channel 7) NBC, CBS, ABC, DuMont
Lucille Ross Lansing, Box 957, Tyler, Texas; 2-3875.
Operation: 1954; TV sets in area: 102,000.

Waco

KANG-TV (Channel 34) CBS, ABC, DuMont
Texas Broadcasting Corp., Box 3127, Waco, Texas; 3-1525.
Operation: 1953; TV sets in area: 113,900.

KWITX-TV (Channel 10) ABC
KWTX Broadcasting Company, 108½ S. 6th St., Waco, Texas; 3-7331.
Operation: 1935; TV sets in area: 113,900.

Weslaco

KRGV-TV (Channel 5) NBC
KRGV-TV, Inc., 311 Missouri Ave., Weslaco, Texas; 516-317.

Operation: 1953 TV sets in area: 82,700.

Wichita Falls
KFDX-TV (Channel 3) ABC, NBC
Wichetex Radio & Television Co., Box 2040, Wichita Falls, Texas; 2-8668.

Operation: 1953 TV sets in area: 99,100.

KWFT-TV (Channel 6) CBS, DuMont
Wichita Falls Television, Inc., P. O. Box 420, Wichita Falls, Tex.; 3-4181.

Operation: 1953; TV sets in area: 99,100.

UTAH
Salt Lake City
KSL-TV (Channel 5) CBS, DuMont
Radio Service Corp. of Utah, 145 Social Hall Ave., Salt Lake City 1, Utah; 5-6641.

Operation: 1949; TV sets in area: 178,000.

KVT (Channel 4) NBC
Intermountain Broadcasting & TV Corp., 130 Social Hall Ave., Salt Lake City, Utah; 22-5081.

Operation: 1948; TV sets in area: 175,000.

KUTV (Channel 2) ABC
Utah Broadcasting & Television Corp., 179 Social Hall Ave., Salt Lake City, Utah; 22-2505.


VERMONT
Montpelier
WCAX-TV (Channel 3) CBS
Mt. Mansfield Television, Inc., 135 Main St., Burlington, Vt.; Burlington 2-5761.

Operation: 1954; TV sets in area: 122,500.

VIRGINIA
Danville
WBTM-TV (Channel 24) ABC
Piedmont Broadcasting Corp., 710 Grove St., Danville, Va.; 2350.
CP, not operating.

Hampton-Norfolk
WVEC-TV (Channel 15) NBC
Peninsula Broadcasting Corp., 812 W. 21st St., Norfolk, Va.; MA 7-7774; Box 481, Hampton, Va.; 6332.

Operation: 1953; TV sets in area: 230,000.

Harrisonburg
WSVA-TV (Channel 3) CBS, DuMont, NBC, ABC
Shenandoah Valley Broadcasting Corp., Rawley Pike, Harrisonburg, Va.; 4-4431.

Operation: 1953; TV sets in area: 114,400.

Lynchburg
WLVA-TV (Channel 13) CBS
Lynchburg Broadcasting Corp., 925 Church St., Lynchburg, Va.; 2-1242.

Operation: 1953; TV sets in area: 175,000.

Newport News-Norfolk

WACH-TV (Channel 33)
Eastern Broadcasting Corp., 114 24th St., Newport News, Va.; 3-1631.
John Doley, pres. & treas.; Stuart A. Smith, vice-pres.; George H. Hill, secy.; H. A. Seville, gen. mgr.; Sanford Willis, chief eng.; nat'l rep., The Walker Representation Co., Inc.

Operation: 1953; TV sets in area: 270,000.

Norfolk

WTAR-TV (Channel 3) CBS

WTAR Radio Broadcasting, 720 Boush St., Norfolk 10, Va.; Phone: MA 5-6711.

Operation: 1950; TV sets in area: 214,000.

WTOV-TV (Channel 27)

Commonwealth Broadcasting Corp., 21st & Manteo, Norfolk, Va.; 4-7786.
CP, not operating.

Petersburg

WXEX-TV (Channel 8) NBC

Petersburg Television Corp., 124 West Tabb St., Petersburg, Va.; REgent 3-7876.

Operation: 1955; TV sets in area: 398,600.

Richmond

WOTV (Channel 29)

Winston-Salem Broadcasting Co., Inc., 826½ W. 4th St., Winston-Salem, N. C.
CP, not operating.

WTVR (Channel 6) NBC, ABC

Havens & Martin, Inc., 3301 W. Broad St., P. O. Box 5229, Richmond, Va.; Phone: S-8611.

Operation: 1948; TV sets in area: 441,100.

Roanoke

WDBJ-TV (Channel 7) CBS

Times-World Corp., 124 W. Kirk Ave., Roanoke 2, Va.; 8131.


WSLS-TV (Channel 10) NBC, ABC

Shenandoah Life Stations, Inc., Shenandoah Bldg., 301 1st St. S. W., Roanoke, Va.; 4-9227.


WASHINGTON

Bellingham

KVOS-TV (Channel 12) CBS, DuMont

KVOS-TV, Inc., 1151 Ellis St., Bellingham, Wash.; 790.

Operation: 1953; TV sets in area: 192,900.

Ephrata

KBAS-TV (Channel 43)

Basin TV Co., Ephrata, Wash.
CP, not operating.

Pasco

KEPR-TV (Channel 19) CBS, NBC, ABC, DuMont

[Satellite of KIMA-TV, Yakima, Wash.]
Cascade Broadcasting Co., Inc., P. O. Box 766, Pasco, Wash.; 7766.

Operation: 1954; TV sets in area: 57,800.
Seattle
KCTL (Channel 20)
Edward J. Schneider, pres.; Wm. G. Clark, vice-pres.; Frank J. Capretto, secy.-treas.
CP, not operating.

KCTS (Channel 9) (non-com)
University of Washington, Seattle 5, Wash.; MElrose 0630.
Operation: 1954; TV sets in area: 400,000.

KING-TV (Channel 5) NBC, ABC
King Broadcasting Co., Radio & Television Center, 320 Aurora Ave., Seattle, Wash.; MUTual 3555.
Operation: 1948; TV sets in area: 443,600.

KOMO-TV (Channel 4) NBC
Fisher's Television Co., 100 Fourth Ave., N., Seattle 9, Wash.; SEneca 6000.
Operation: 1953; TV sets in area: 443,600.

Spokane
KHQ-TV (Channel 6) NBC
Operation: 1952; TV sets in area: 140,050.

KREM-TV (Channel 2) ABC
Louis Wasmers, 4103 Regal St., Spokane 36, Wash.; KElstone 0466.
Operation: 1954; TV sets in area: 139,600.

KXLY-TV (Channel 4) CBS
Operation: 153; TV sets in area: 148,000.

Tacoma
KTNT-TV (Channel 11) CBS, DuMont
Tribune Publishing Co., Tacoma 5, Wash.; FULTon 2561.
L. H. Higgins, mgr.; Burke Ormsby, prog. dir.; Larry Carino, comm. mgr.; Max Bice, chief eng.; nat'l rep., Weed Television Corp.
Operation: 1953; TV sets in area: 443,600.

KTVW (Channel 13)
KTVW, 5544 N. 35th St., Tacoma 7, Wash.; Skyline 3544; 230 8th Ave., Seattle 9, Wash.; SEneca 3113.
Operation: 1954; TV sets in area: 445,000.

Vancouver
KVAN-TV (Channel 21)
KVAN, Inc., 707½ Main St., Vancouver, Wash.
Sheldon F. Sackett, pres.; D. Elwood Caples, vice-pres.
CP, not operating.

Yakima
KIMA-TV (Channel 29) CBS, NBC, ABC, DuMont
KEPR-TV (Pasco, Wash.), satellite
Cascade Broadcasting Co., Inc., Radio & Television Center, Yakima, Wash.; 6104.
Operation: 1953; TV sets in area: 58,000.
WSTV (Channel 6) NBC


Operation: 1955; TV sets in area: 100,000.

Charleston

WCHS-TV (Channel 8) CBS, DuMont

WCHS-TV, Inc., 1111 Virginia St. E., Charleston, W. Va.; 6-5558.


Operation: 1954.

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WKNA-TV (Channel 49)


CP, not operating.

Clarksburg

WBLK-TV (Channel 12)

Ohio Valley Broadcasting Corp., 211 5th St., Parkersburg, W. Va.


CP, not operating.

Fairmont

WJBP-TV (Channel 35)


CP, not operating.

Huntington

WHTN-TV (Channel 13) ABC, DuMont

Greater Huntington Radio Corp., 625 4th Avenue, Huntington, W. Va.; 3-3453.

Sol J. Hyman, chmn. of bd. & vice-pres.; Fred Weber, pres. & gen. mgr.; Julian Sil-
WISCONSIN

Eau Claire

WEAU-TV [Channel 13] NBC, ABC, DuMont
Central Broadcasting Co., 2415 S. Hastings Way, Eau Claire, Wis.; 2-3589.
Operation: 1953.

Green Bay

WBAY-TV [Channel 2] CBS, ABC, DuMont
Operation: 1953; TV sets in area: 45,000.

La Crosse

WKBW TV [Channel 8] NBC, CBS, DuMont
WCBH Television, Inc., 141 So. 6th St., La Crosse, Wis.; 2-4678.
Operation: 1954; TV sets in area: 98,000.

Madison

WHA-TV [Channel 21] (non-com)
State of Wisconsin—State Radio Council, Madison, Wis.; 1Alpine 5-2988.
H. B. McCarty, dir.; Wm. G. Harley, prog. dir.; John Stiehl, chief eng.; John P. Highlander, prod. supvr.
Operation: 1954.

WKOW-TV [Channel 27] CBS
Operation: 1953; TV sets in area: 42,500.

WMVT [Channel 13] NBC, ABC, DuMont
Bartell Television Corp., Madison, Wis.; CEdar 3-5381.
Operation: 1953; TV sets in area: 125,000.

Marinette-Green Bay

WMBV-TV [Channel 11] NBC, ABC
M & M Broadcasting Co., Inc., Radio Park, Marinette, Wis.; 2-6631.
Operation: 1954.

Milwaukee

WCAN-TV [Channel 25]
Midwest Broadcasting Co., 5445 N. 27th St., Milwaukee 3, Wis.; BRoadway 6-2154.
Lou Poller, pres. & gen. mgr.; Cy Blumenthal, secy.-treas.; Alex Rosenman, vice-pres.; Theodore Rosenak, exec. vice-pres.
CP, not operating.

WFOX-TV [Channel 31]
CP, not operating.

WISN-TV [Channel 12] ABC
WISN Division—The Hearst Corp., 540 No. Plankinton Ave., Milwaukee 1, Wis.; BRoadway 1-1644.
Operation: 1954; TV sets in area: 764,000.

WTMJ-TV [Channel 4] NBC
The Journal Co., Radio City, 720 E. Capitol Dr., Milwaukee 1, Wis.; BROADWAY 1-6000.
Walter J. Damm, vice-pres. & gen. mgr. TV & radio; R. G. Winnie, asst. gen. mgr.;


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WXIX (Channel 19) CBS


Operation: 1953; TV sets in area: 287,500.

Neenah-Appleton-Menasha

WNAM-TV (Channel 42)


CP, not operating.

Wausau

WSAU-TV (Channel 7) CBS, NBC, ABC, DuMont

Wisconsin Valley Television Corp., 714 5th St., Wausau, Wisc.; 2-1021.


Operations: 1954; TV sets in area: 76,100.

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WYOMING

Cheyenne

KFBC-TV (Channel 5) CBS, ABC, NBC, DuMont

Frontier Broadcasting Co., 2923 East Lincolnway, Cheyenne, Wyo.; 4-4461.


Operation: 1954; TV sets in area: 40,000.

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U. S. TERRITORIES & POSSESSIONS

ALASKA

Anchorage

KENI-TV (Channel 2) NBC, ABC

Midnight Sun Broadcasting Co., 4th Ave. Theatre Bldg., P. O. Box 935; 5-2210, 2-0301.


Operation: 1953; TV sets in area: 21,300.

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HAWAIIAN ISLANDS

Hilo, Hawaii

KHBC-TV (Channel 9) CBS

Hawaiian Broadcasting System, Ltd., Box 1476, Hilo, Hawaii; 4616.


Honolulu, Oahu

KGMB-TV (Channel 9) ABC, CBS, NBC


J. Howard Worrall, pres.; C. Richard Evans, vice-pres. & gen. mgr.; Robert Costa, prog. dir.; Ralph Davison, sales mgr.; John T. Quinlan, prom. dir.; Larry Stevens, local

Operation: 1954; TV sets in area: 5,500.
sales mgr.; Sheridan D. Reid, prod. mgr.; Dan Hunter, chief eng.; nat'l rep., Free & Peters, Inc.
Operation: 1952; TV sets in area: 85,050.

KONA (Channel 2) NBC
Radio Honolulu, Ltd., 206 Koula St., Honolulu; 6-2366.

KULA-TV (Channel 4) ABC, DuMont
Pacific Frontier Broadcasting Co., Ltd., 1290 Ala Moana Blvd., Honolulu, Hawaii; 6-3666.

Wailuku, Maui
KMAU (Channel 3)
Hawaiian Broadcasting System, Ltd., Box 54, Wailuku, Maui, T.H.

KMVI-TV (Channel 12) NBC
Operation: 1955; TV sets in area: 3,000.

PUERTO RICO
Mayaguez
WORA-TV (Channel 5)
Supreme Broadcasting Co., Inc. of Puerto Rico, Box 43, Mayaguez, Puerto Rico; 1150.
Operation: 1955; TV sets in area: 30,000.

San Juan
WAPA-TV (Channel 4) NBC, ABC, DuMont
Ponce de Leon Broadcasting Co., Inc., Ponce de Leon #357, San Juan, Puerto Rico; 3-3006.
Operation: 1954; TV sets in area: 70,000.

WIPR-TV (Channel 11) (non-com)
Department of Education, Zequeira Bldg., Stop 34, San Juan, Puerto Rico; 6-1100.
Mariano Villaronga, secy. of education; Rafael Delgado Marquez, gen. mgr.; Perdo L. Jimenez, chief eng.
CP, not operating.

WKAQ-TV (Channel 2) CBS
El Mundo, Inc., Box 1072, San Juan; 3-3800.
A Ramos, pres.; Jack Tudor, chief eng.; nat'l rep., Inter-American Publications, Inc.
Operation: 1954; TV sets in area: 96,000.
### TV Channel Allocations

On April 13, 1952, the Federal Communications Commission announced lifting of the “freeze” on new television station construction which had been in effect since September 30, 1948. In so doing, it also made public the allocation of the new ultra-high frequency channels and some changes in the existing very-high frequency bands. Theoretically, allocation of the ultra-high frequency channels makes possible 2,053 new stations in 1,291 communities. This includes 242 exclusive educational outlets and is in addition to the 108 TV stations then on the air. Following is the complete list of cities and the channels assigned to each. The population of each community is given in parentheses. The asterisk (*) preceding a channel number indicates a frequency reserved for educational use.

<table>
<thead>
<tr>
<th>Town and population</th>
<th>Channel No.</th>
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<td><strong>ALABAMA</strong></td>
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<tr>
<td>Andalusia (9,162)</td>
<td>*2, 29</td>
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<td>Anniston (31,066)</td>
<td>*2, 60</td>
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<td>Auburn (12,039)</td>
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<td>Bessemer (28,445)</td>
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<tr>
<td>Birmingham (32,437)</td>
<td>6, *10, 13, 42, 48</td>
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<tr>
<td>Brookwood (14,146)</td>
<td>*14</td>
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<td>Clanton (4,640)</td>
<td>*14</td>
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<tr>
<td>Cullman (7,233)</td>
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<td>Decatur (13,974)</td>
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<td>Demopolis (5,004)</td>
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<td>Dothan (21,384)</td>
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<td>Enterprise (7,208)</td>
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<td>Eutaw (1,443)</td>
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<td>Florence (23,879)</td>
<td>*41</td>
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<tr>
<td>Fort Payne (6,228)</td>
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<td>Gadsden (35,725)</td>
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<td>Greensville (6,781)</td>
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<td>Huntsville (6,437)</td>
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<td>Jasper (8,589)</td>
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<td>Mobile (129,009)</td>
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<td>Montgomery (106,320)</td>
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<td>Opeika (12,035)</td>
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<td>Selma (22,840)</td>
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<td>Sheffield (10,767)</td>
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<td>Sylacauga (9,066)</td>
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<td>Talladega (13,114)</td>
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<td>Thomasville</td>
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<td>Troy (8,555)</td>
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<td>Tuscaloosa (40,396)</td>
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<td>Tuskegee (6,712)</td>
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<tr>
<td>University</td>
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</table>

| **ARIZONA**         |             |
| Ano (5,817)         | 14          |
| Bisbee (3,891)      | 15          |
| Casa Grande (4,181) | 18          |
| Clifton (3,466)     | 25          |
| Coolidge (4,306)    | 30          |
| Douglas (9,442)     | *3          |
| Eloy (5,380)        | 24          |
| Florence (22,840)   | 8, 58       |
| Globe (6,419)       | 34          |
| Holbrook            | 14          |
| Kingman (3,342)     | 6           |
| Kingman (16,790)    | 12          |
| Miami (4,329)       | 28          |
| Morenci (5,417)     | 31          |
| Nogales (6,153)     | 17          |
| Phoenix (106,818)   | 3, 5, *8, 10|
| Prescott (6,764)    | 15          |
| Safford (2,756)     | 21          |
| Tucson (45,454)     | 4, *6, 9, 13|
| Williams (2,152)    | 25          |
| Winslow (6,518)     | 16          |
| Yuma (9,145)        | 11, 13      |

| **ARKANSAS**        |             |
| Arkadelphia (6,819) | 34          |
| Batesville (6,414)  | 30          |
| Benton (6,277)      | 30          |
| Blytheville (16,234)| 64, 74      |
| Cam (11,372)        | 50          |
| Conway (6,810)      |              |
| El Dorado (23,076)  | 10, 26      |
| Fayetteville (17,074)| 13, 41      |
| Forest City (7,607) |              |
| Ft Smith (47,942)   | 5, 16, 22, 39|
| Harrison (5,542)    | 24          |
| Helena (1,216)      |              |
| Hope (6,083)        | 15          |
| Hot Springs (29,307)| 9, 52       |
| Jonesboro (16,310)  | 28          |
| Little Rock (102,213)| 8, 39       |
| Magnolia (6,918)    |              |
| Malvern (6,074)     | 46          |
| Morrilton (5,843)   | 43          |
| Newport (6,254)     | 28          |
| Paragould (9,688)   | 58          |
| Pine Bluff (37,162) | 7, 38       |
| Russellville (6,166)| 19          |
| Searcy (6,094)      | 33          |
| Springdale (5,843)  | 22          |
| Stuttgart (2,767)   | 14          |

| **CALIFORNIA**      |             |
| Alturas (2,819)     |             |
| Bakersfield (14,784)| 10, 22      |
| Brawley (11,922)    | 25          |
| Chico (12,272)      | 12          |
| Coronado (10,233)   | 32          |
| Delano (6,17)       | 37          |
| El Centro (12,590)  | 16, 56      |
| Eureka (2,058)      | 3, 13       |
| Fresno (9,649)      | 12, 18, 24, 47, 51 |
| Hanford (10,058)    | 21          |
| Los Angeles (3,970,558)| 2, 4, 5, 7, 9, 11, 13, 22, *28, 34 |
| Madera (10,497)     | 39          |
| Merced (15,278)     | 34, 66      |
| Modesto (17,389)    | 14, 58      |
| Monterey (16,203)   | (see Salinas) |
| Napa (13,579)       | 62          |
| Oakland (see San Francisco) |       |
| Oxnard (21,567)     | 33          |
| Palm Springs       | 14          |
| Petaluma (10,515)   | 68          |
| Pittsburgh         | 16          |
| Port Chicago       | 39          |
| Porterville        | 54          |
| Red Bluff (4,905)   | 15          |
| Redding (10,256)    | 7           |
| Riverside (46,74)   | 40          |
| Sacramento (137,572)| 5, 6, 10, 40, 43 |
| Salinas (13,917)    | 8, 35       |
| San Bernardino (63,053)| 18, *24, 30 |

451
## Town and population

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<th>Town</th>
<th>Population</th>
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<td>San Buenaventura</td>
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<td>Walsenburg</td>
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## COLORADO

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<td>Walsenburg</td>
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## CONNECTICUT

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<td>Bridgeport</td>
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<td>Hartford</td>
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<td>New Britain</td>
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<td>New Haven</td>
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<td>Stamford</td>
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## DELAWARE

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<td>Wilmington</td>
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## DISTRICT OF COLUMBIA

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## FLORIDA

<table>
<thead>
<tr>
<th>Town</th>
<th>Population</th>
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<tbody>
<tr>
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<td>Lake Worth</td>
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<td>Ocala East</td>
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<td>Palatka</td>
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<td>Panama City</td>
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## GEORGIA

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<td>Griffin</td>
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<td>Macon</td>
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<td>Marietta</td>
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<tr>
<td>Milledge</td>
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<td>Newman</td>
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<td>Rome</td>
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<td>Vidalia</td>
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## IDAHO

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<td>Emmett</td>
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<td>Gooding</td>
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<tr>
<td>Jerome</td>
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<tr>
<td>Ketchum</td>
<td>4,913</td>
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<td>Lewiston</td>
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<td>Payette</td>
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<td>Preston</td>
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<td>Rexburg</td>
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<td>Rupert</td>
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<td>Sandpoint</td>
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<td>Twin Falls</td>
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## ILLINOIS

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<td>De Kalb</td>
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<tr>
<td>Town and population</td>
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<tr>
<td>Eunice (8,184)</td>
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<td>Franklin (6,144)</td>
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<td>Hampton (18,672)</td>
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<td>Houma (11,505)</td>
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<tr>
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<td>Jennings (6,667)</td>
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<td>Minden (7,657)</td>
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<td>Monroe (10,597)</td>
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<td>New Iberia (8,467)</td>
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<td>Shreveport (127,306)</td>
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<td>Thibodaux (7,730)</td>
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<tr>
<td>Winnfield (5,629)</td>
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**MAINE**

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<td>Bar Harbor (2,574)</td>
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<td>Belfast (5,960)</td>
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<td>Damariscotta (6,807)</td>
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<td>Houlton (6,629)</td>
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<tr>
<td>Lewiston (11,623)</td>
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<td>Millinocket (3,755)</td>
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<tr>
<td>Orono (3,634)</td>
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<td>Portland (37,624)</td>
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<td>Presque Isle (9,954)</td>
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<td>Rockland (9,234)</td>
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<td>Rumford (7,888)</td>
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<td>Sabattus (4,732)</td>
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<td>Waterville (18,287)</td>
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**MARYLAND**

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<th>Channel No.</th>
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<td>Baltimore (949,708)</td>
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<td>Cambridge (10,351)</td>
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<tr>
<td>Cumberland (27,679)</td>
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<td>Frederick (18,142)</td>
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<tr>
<td>Hagerstown (36,260)</td>
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<td>Salisbury (15,141)</td>
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**MASSACHUSETTS**

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<td>Boston (801,444)</td>
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<td>Easthampton</td>
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<td>Fall River (111,963)</td>
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<td>Greenfield (15,075)</td>
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<tr>
<td>Holyoke (54,651)</td>
<td>(see Springfield)</td>
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<td>Lowell (109,294)</td>
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<tr>
<td>New Bedford (109,189)</td>
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<td>North Adams (21,567)</td>
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<td>Northampton (29,063)</td>
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<td>Pittsfield (53,348)</td>
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<td>Springfield (162,399)-Holyoke</td>
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**MICHIGAN**

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<td>Alpena (13,135)</td>
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<td>Ann Arbor (48,251)</td>
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<tr>
<td>Bad Axe (2,973)</td>
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<tr>
<td>Battle Creek (48,466)</td>
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<td>Bay City (52,923)</td>
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<tr>
<td>Benton Harbor (18,769)</td>
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<td>Big Rapids (9,736)</td>
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<td>Calumet (10,425)</td>
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<td>Cheboygan (687)</td>
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<td>Covert (2,954)</td>
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<td>Detroit (1,849,558)</td>
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<td>East Lansing (2,325)</td>
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**MISSISSIPPI**

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<td>Canton (7,065)</td>
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<td>Clarksdale (16,539)</td>
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<td>Columbus (12,124)</td>
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<td>Columbus (12,172)</td>
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<td>Corinth (9,785)</td>
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<td>Greenville (29,936)</td>
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<td>Greenwood (8,961)</td>
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<td>Grenada (7,388)</td>
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<td>Gulfport (22,639)</td>
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<td>Hattiesburg (20,454)</td>
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<td>Jackson (98,271)</td>
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<td>Kosciusko (6,753)</td>
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<td>Laurel (7,487)</td>
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<tr>
<td>Town and population</td>
<td>Channel No.</td>
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<td>Scottsbluff</td>
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<td>York (6,178)</td>
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**MISSOURI**

<table>
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<td>Chillicothe</td>
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<td>Clinton</td>
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<td>Columbia</td>
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<td>Farmington</td>
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<td>Festus</td>
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<td>Fulton</td>
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<td>Hannibal</td>
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<tr>
<td>Kentucky</td>
<td>456,622</td>
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<td>St. Joseph</td>
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<td>St. Louis</td>
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<td>Sedalia</td>
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<td>Sikeston</td>
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<td>Springfield</td>
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<td>West Plains</td>
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**MONTANA**

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<td>Butte</td>
<td>33,251</td>
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<tr>
<td>Cut Bank</td>
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<td>Deer Lodge</td>
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<td>Glendive</td>
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**NEBRASKA**

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**NEVADA**

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<tr>
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<tr>
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<tr>
<td>Renton</td>
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**NEW JERSEY**

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**NEW MEXICO**

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**NEW YORK**

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### Town and population

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### NORTH CAROLINA

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### Town and population

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### OHIO

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### OKLAHOMA

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<tr>
<td>Stillwater</td>
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<td>Tulsa</td>
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<tr>
<td>Vinita</td>
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<td>Woodward</td>
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<tr>
<td>Town and population</td>
<td>Channel No.</td>
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<tr>
<td>---------------------</td>
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<td>Oregon</td>
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<tr>
<td>Ashland (7,729)</td>
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<tr>
<td>Astoria (12,331)</td>
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<tr>
<td>Baker (9,471)</td>
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<tr>
<td>Bend (11,460)</td>
<td>16</td>
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<tr>
<td>Burns (3,063)</td>
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<tr>
<td>Corvallis (16,297)</td>
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<tr>
<td>Eugene (35,879)</td>
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<tr>
<td>Grants Pass (8,116)</td>
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<tr>
<td>Klamath Falls (9,875)</td>
<td>14</td>
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<tr>
<td>La Grande (6,635)</td>
<td>43</td>
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<tr>
<td>Lebanon (5,837)</td>
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<tr>
<td>Medford (6,655)</td>
<td>19</td>
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<tr>
<td>Medford (17,351)</td>
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<td>North Bend (6,069)</td>
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<tr>
<td>Pendleton (11,774)</td>
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<tr>
<td>Portland (23,516)</td>
<td>6, 7, 10, 12, 21, 28</td>
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<td>Roseburg (8,950)</td>
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<tr>
<td>Salem (3,140)</td>
<td>3, 18, 24, 66</td>
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<tr>
<td>Springfield (7,676)</td>
<td>32</td>
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<tr>
<td>The Dalles (7,676)</td>
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<table>
<thead>
<tr>
<th>Town and population</th>
<th>Channel No.</th>
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<tbody>
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<td>Pennsylvania</td>
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<tr>
<td>Allentown (106,755)</td>
<td>39, 67</td>
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<tr>
<td>Altoona (71,157)</td>
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<tr>
<td>Bethlehem (36,203)</td>
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<td>Bradford (17,354)</td>
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<tr>
<td>Butler (21,482)</td>
<td>46</td>
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<tr>
<td>DuBois (11,497)</td>
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</tr>
<tr>
<td>Easton (35,632)</td>
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<tr>
<td>Emporium (3,646)</td>
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<tr>
<td>Erie (1,180,881)</td>
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<tr>
<td>Harrisburg (69,544)</td>
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<td>Hazleton (35,491)</td>
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<td>Irwin</td>
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<td>Johnstown (61,252)</td>
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<td>Lewistown (13,894)</td>
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<td>Lock Haven (11,381)</td>
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<td>Meadville (18,972)</td>
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<td>New Castle (48,844)</td>
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<td>Philadelphia (2,071,605)</td>
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<td>Pittsburgh (667,866)</td>
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<td>Reading (109,320)</td>
<td>33, 61</td>
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<td>Scranton (125,536)</td>
<td>16, 22, 44</td>
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<td>Shamokin</td>
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<td>Sharon (26,454)</td>
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<td>State College (17,227)</td>
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<tr>
<td>Souderton (13,570)</td>
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<td>Uniontown (20,471)</td>
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<tr>
<td>Washington (26,680)</td>
<td>63</td>
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<tr>
<td>West York (16,727)</td>
<td>28, 31</td>
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<tr>
<td>Williamsport (45,047)</td>
<td>36</td>
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<tr>
<td>York (59,953)</td>
<td>43, 49</td>
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| Rhode Island       |             |
| Providence (248,674) | 10, 12, 16, 36 |

<table>
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<th>South Carolina</th>
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<tr>
<td>Aiken (7,083)</td>
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<tr>
<td>Anderson (19,770)</td>
<td>40, 58</td>
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<tr>
<td>Canton (5,956)</td>
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<tr>
<td>Charleston (70,174)</td>
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<td>Clarendon (10,704)</td>
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<tr>
<td>Clemson (86,914)</td>
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<td>Columbia (86,914)</td>
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<td>Florence (22,513)</td>
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<td>Georgetown (9,246)</td>
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<tr>
<td>Greenville (50,161)</td>
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<tr>
<td>Greenwood (13,806)</td>
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<td>Newberry (7,460)</td>
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<td>Orangeburg (15,322)</td>
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<tr>
<td>Rock Hill (24,302)</td>
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<tr>
<td>Spartanburg (36,294)</td>
<td>12, 15</td>
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<tr>
<td>Sumter (20,185)</td>
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<td>Union (9,730)</td>
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<td>Alpine (5,261)</td>
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<td>Amarillo (74,246)</td>
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<tr>
<td>Artesia (5,194)</td>
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<tr>
<td>Austin (132,459)</td>
<td>7, 18, 24</td>
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<tr>
<td>Big Spring (7,280)</td>
<td>4, 34</td>
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<tr>
<td>Bonham (7,679)</td>
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<tr>
<td>Borger (1,059)</td>
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<tr>
<td>Brownfield (6,510)</td>
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<tr>
<td>Brownsville (34,365) (also see Brownsville)</td>
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<tr>
<td>Martinsville (10,161)</td>
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<tr>
<td>Mesquite (7,200)</td>
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<tr>
<td>Midland (10,012)</td>
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<tr>
<td>Pampa (13,702)</td>
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<tr>
<td>Childress (7,619)</td>
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</table>

(1) These assignments may be utilized in any community living within the area of the triangle formed by Brownsville, Harlingen, and Weslaco.

www.americanradiohistory.com
Channel No.

Town and population
Cleburne(12,905)
Coleman(6,530)
College Station(7,925)
Conroe(7,298)
Corpus Christi(108,287)
Corsicana(19,211)
Crockett(5,932)
Crystal City(7,198)
Cuero(7,498)
Dalhart(5,918)
Dallas(434,462)
Del Rio(14,211)
Denison(17,504)
Denton(21,372)
Eagle Pass(7,276)
Edinburg(12,383)
El Campo(6,237)
El Paso(130,485)

57
21

3, 48

20

6, 10,

16, 22, 43

47

4, 8,

13,

56
28
25
16
23, 29, 73
16

52

2, 17

26
26

27
20, 26

7, 9, 13,

4,

Falfurrias(6,712)
Floydada(3,210)
Fort Stockton(4,444)

4552

Fort Worth(278,778)

Gainesville(11,246)
11, 35,
Galveston(66,568)
Gonzales(5,659)
Greenville(14,727)
Harlingen(23,229) (also see Brownsville-

22

26
49
41, 47

5, 11, 20,

64
69

Harlingen- Weslasco)
Hebbronville(4,302)

23

Henderson(6,833)

4258

Hereford(5,207)
Hillsboro(8,363)
Houston(596,163)
Huntsville(9,820)
Jacksonville(8,607)
Jasper(4,403)
Kermit(6,912)
Kilgore(9,638)
Kingsville(16,898)
Lamesa(10,704)
Lampasas(4,869)
Laredo(51,910)
Levelland(8.264)
Littlefield(6,540)
Longview(24,502)
Lubbock(71,747)
Lufkin(15.135)
McAllen(20,067)
McKinney(10,560)
Marfa(3.603)

2,

8,

19
63
13, 23, 29, 39
15

36
49
14

59

40
28
40
8, 13, 155
32
5, 11, 13,

458

10,

Waxahachie (11,204)
Weatherford(8,093)

28,34
45
51

Weslaco(7,514) (see Brownsville -Harlingen-Weslaco)
3 6, *16, 22
Wichita Falls(68,042)

UTAH
Brigham(6,790)
Cedar City(6,106)

36
5
12,9

Ogden(57,112)Lo0

Price(6,010)
Provo(28,937)
Richfield(4,212)
St. George(4,562)
Salt Lake City(182,121)
Tooele(7,269)
Vernal(2,845)

24
'Ì8.46
6

11, 22,

'28
13

2, 4, 5,

VERMONT
Bennington (8,002)
Brattlehoro(9.606)

Burlington(33,155)
Montpelier(8,599)
Newport(5,2I7)
Rutland(17,659)
St. Albans(8,552)
St. Johnsbury(7,370)

7,

18

20, 26
44
3

74
77
3, *16, 22

40
46

49
34
30

VIRGINIA
Blacksburg(3,358)
Bristol(9,768) (see Bristol, Tenn.)
Charlottesville(15,954)
Covington (5,860)

'60
'45,

1)anville((35,066)

Emporia(5 664)

Farmville('4,375)
Freedricksburg(12,158)
Front Royal(8,115)

Harrisonburg(10,810)
Lexington(5,976)
Lynchburg(47,727)

Marion(6,982)
Martinsville(17,251)
Newport News(42,358) (see Norfolk -

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44
24
25
19

47
39
3, 34
54
13, 16
50
35

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52
Norton(4,315)
8, 41
Petersburg(35,054)
-Portsmouth
(see
Norfolk
Portsmouth(80,039)
and also see Norfolk -Portsmouth -Newport News
37
Pulaski(9,202)
6, 12, '23, 29
Richmond(230,310)
7, 10, 27, *33
Roanoke(91,921)
South Boston(6,057)
Staunton(19,927)

33

Waynesboro(12,357)

36

31
16

Winchester (13,841)

50

2, 18
38
14
9

Mount Pleasant(6,342)

18
19

27

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Mercedes(10,081)
Mexia(6.627)
Midland(21,713)
Mineral Wells(7,801)
Mission(10,765)
Monahans(6,311)

Channel No.

Portsmouth -Newport News)
Norfolk -Portsmouth -Newport -News)
Norfolk -Portsmouth -Newport News (also see
3, 10, 15, *21,
Norfolk -Portsmouth)

19
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Marshall (22.347)

Nacogdoches(12.327)
New Braunfels(12,210)
Odessa(29,495)
Orange(21,174)
Pampa(16.583)
Paris(21,643)
Pearsall(4.481)
Pecos(8,054)
Perryton(4.417)
Plainview(14.044)
Port Arthur(57,530) (See Beaumont)
Quanah(4,589)
Raymondville(9.113)
Rosenberg(6.210)
San Angelo(52.093)
4.
San Antonio(408,442)
San Benito(13,271)
San Marcos(9,980)
Seguin (9,733)
Seymour(3.779)
Sherman(20.150)
Snyder(12.010)
Stephenville(7.155)
Sulphur Springs(8,991)
Sweetwater(13,619)
Taylor(9.071)
Temple(25.467)
Terrell(11,544)
Texarkana(24,753)
Tyler(38,968)
Uvalde(8,674)

32, 38
26
9, 46
20

20,

Town and population
Vernon(12,651)
Victoria(16,126)
Waco(84,706)

35

40
62
7, 24
43

Norfolk(213,513) Portsmouth (also see

Williamsburg(6,735)

33

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WASHINGTON

42
42

Aberdeen(19,653)
Anacortes(6,919)
Bellingham(34,112)
Bremerton(27,678)
Centralia(8,657)
Ellensburg(8,430)
Ephrata(4,589)
Everett(33,849)
Grand Coulee(2,741)
Hoquiam(11,123)
Kelso(7,345)
Kennewick (10,106) (also see Kennewick -

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Richland -Pasco)
Kennewick -Richland -Pasco

Longview(20,339)
Olympia(15,819)
Omak(3,791) Okanogan
Okanogan (see Omak)
Pasco(10,228) (also see Kennewick -

Richland -Pasco)

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'65

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22, 28

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39
25

41

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60
*35
19


Town and population | Channel No.
--- | ---
Port Angeles(11,223) | 16
Pullman(12,022) | *10, 24
Richland(21,809) (also see Kennewick-Richland-Pasco) | 31
Seattle(467,591) | 4, 5, 7, *9, 20, 26
Spokane(161,721) | 2, 4, 6, *7
Tacoma(143,672) | 11, 13, *56, 62
Walla Walla(34,102) | 5, 8, *22
Wenatchee(13,072) | *35, 55, 67
Yakima(28,468) | 23, 29, *47

WEST VIRGINIA

Beckley(19,397) | 4, 21, 66
Bluefield(21,506) | 6, 41
Charleston(33,501) | 8, *43, 49
Clarksburg(32,014) | 12, 22, 69
Elkins(9,121) | 40
Fairmont(26,346) | 35
Hinton(5,780) | 31
Huntington(86,353) | 3, 13, *53
Logan(3,697) | 23
Mansfield(15,621) | 58
Morgantown(25,525) | *24
Parkersburg(29,084) | 15
Wheeling(6,631) | 25
Weston(8,945) | 5, 32
Wheeling(38,891) (also see Wheeling-Steubenville, Ohio) | *57
Wheeling-Steubenville, Ohio | 7, 9, 51
Williamson(8,634) | 17

WISCONSIN

Adams | *58
Appleton(31,010) | 42
Ashland(10,640) | 15
Beaver Dam(11,677) | 15
Beloit(29,590) | 57
Chilton | 24
Eau Claire(36,658) | 13, *19, 25
Fond du Lac(29,936) | 54
Green Bay(52,738) | 2, 5, 70
Janesville(4,899) | 63
Kenosha(54,301) | 15
La Crosse(47,535) | 8, *32, 38, 72
Madison(90,956) | 3, *21, 27, 33
Manitowoc(27,598) | 25
Marinette(14,178) | 11, 32, *38
Milwaukee(627,892) | 4, *10, 12, 19, 25, 31
Oshkosh(41,584) | 48
Park Falls(2,924) | *18
Portage(2,044) | 17
Prairie du Chien(5,392) | 17
Racine(71,193) | 49, 55
Rhinelander(8,774) | 22
Rice Lake(6,815) | 21
Richland Center(4,608) | 15, *66
Sheboygan(42,365) | 59
Shelby Lake | 49
Sparta(5,893) | 50
Stevens Point(16,564) | 20, 26
Sturgeon Bay(7,654) | 44

Town and population | Channel No.
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Superior(35,325) (see Duluth, Minn.) | 15
Wausau(30,414) | 7, 16, *46
Whitefish Bay | 6
Wisconsin Rapids(13,496) | 14

WYOMING

Buffalo(2,674) | 29
Casper(53,673) | 2, 6
Cheyenne(31,935) | 3, 5
Cody(3,827) | 24
Douglas(2,544) | 14
Evanson(3,663) | 14
Gillette | 31
Green River(3,180) | 16
Greybull | 40
Lander(3,349) | 17
Laramie(15,581) | *8, 18
Lander(3,349) | 17
Laramie(15,581) | *8, 18
Lusk | 19
Newcastle(3,395) | 29
Powell(3,804) | 30
Rawlins(7,415) | 11
River (4,142) | 10
Rock Springs(10,827) | 13
Sheridan(11,509) | 9, 12
Thermopolis(2,870) | 27
Torrington(3,247) | *27
Wheatland | 24
Worland(4,202) | 34

U. S. TERRITORIES AND POSSESSIONS

ALASKA

Anchorage(11,060) | 2, *7, 11, 13
Fairbanks(5,625) | 2, 4, 7, *9, 11, 13
Juneau(5,819) | *3, 8, 10
Ketchikan(5,302) | 2, 4, *6
Seward(2,063) | 4, 9
Sitka(2,080) | 13

HAWAIIAN ISLANDS

Lihue, Kauai | 3, *8, 10, 12
Honolulu, Oahu(245,612) | 2, 4, *7, 9, 11, 13
Wailuku, Maui(7,411) | 2, 4, *7, 9, 11, 13
Hilo, Hawaii(27,019) | 2, 7, 9, 11, 13

PUERTO RICO

Arecibo(28,300) | 13
Caguas(31,733) | 2, 3
Mayaguez(38,744) | 3, 5
Ponce(99,190) | 7, 9
San Juan(221,949) | 2, 4, *11

VIRGIN ISLANDS

Christiansted(4,110) | 8
Charlotte Amalie(11,463) | 10, 12
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460
Producers-Distributors

- PROGRAMS
- COMMERCIALS
- FEATURE FILMS
- SHORTS
Producers and Distributors

ABC-TV Film Syndication, Inc.
10 East 44 St., New York 17, N. Y.; Susquehanna 7-5006. George T. Shupert, president. (Distributes filmed series.)
- Racket Squad (98); The Playhouse (104); Kieran's Kaleidoscope (104); Passport to Danger (39); Douglas Fairbanks Presents (79).

ATV Film Productions, Inc.
35-01 Northern Blvd., Long Island City 1, N. Y.; Exeter 2-4949. Mickey Schwarz, president; Jack L. Lemmon, vice president, sales; Frank Beckwith, production director; Milton Cohen, production manager; Murphy McHenry, series promotion manager. (Producers of commercials.) (See also page 530)

Academy Film Productions, Inc.
123 W. Chestnut St., Chicago, Ill.; Michigan 2-0148. Bernard Howard, president. (Produce live and filmed shows and commercials.)
- Bob Elson's Interviews of the Century (17).

Academy Pictures, Inc.

Acus Pictures Corporation
156 West 48th St., New York 36, N. Y.; Plaza 7-2265. P. E. Shanahan, treasurer; George Blake, secretary. (Distributors of feature films.)
- 8 feature films.

Adelphi Company
33 Key St., Eastport, Me.; Eastport 308. Tammar Lane production manager, Mr. Mert, business manager. (Produce filmed programs, commercials and musicals.)

Advance Film Productions, Inc.
728 Seventh Ave., New York 19, N. Y.; Circle 5-8873. Charles A. Alicoate, president; Bert Kean, executive vice-president in charge of production. (Produce filmed shows and commercials.)

Advertisers' Television Program Service, Inc.
9100 Sunset Blvd., Hollywood 46, Calif.; Crestview 6-4946. Maurice H. Gresham, vice-president and general manager; Charles C. Alsop, sales manager. (Distributors of filmed television series.)
- Mr. and Mrs. North (57).

Affiliated Artists Representatives
730 Fifth Avenue, New York 19, N. Y.; Circle 5-8410. Irene Etkin, partner. (Packages.)

Affiliated Program Service Inc.
635 Fifth Ave., New York 17, N. Y.; MU 7-1831. Paul F. Adler, president. (Distributes filmed series.)
- Wolf in Chef's Clothing (13).

Aladdin Television Productions, Inc.
165 N. La Brea Ave., Los Angeles 36, Calif.; WEBster 3-9437. Harry M. Popkin, president; Julius F. Tuchler, vice-president and associate producer. (Producer of filmed series.)
- Kid Magic (13).

Alexander Film Co.
Colorado Springs, Colo.; Melrose 3-1771. J. Don Alexander, president; Don Alexander, Jr., vice-president; Earl Austin, TV manager. (Produce commercials.)

Alexander, Alton, Productions, Inc.
595 Madison Ave., New York 22, N. Y.; Plaza 9-3277. Alton Alexander, president; Dr. Robert Lustgarten, vice-president. (Produce programs, commercials.)
- Do It Together; Lie Detector, Your Lucky Numbers (all live).

6040 Sunset Blvd., Hollywood 28, Calif.; Hollywood 4-3414. Arthur Alexander, president; Max Alexander, vice-president. (Produce and distributes filmed series, feature films, shorts.)
- Renfrew of the Royal Mounted (13); Chico and Pablo (13); Boss Lady (15); 198 featured and 46 westerns.

Allegro Pictures, Inc.

Allen & Allen Productions
3947 West Third Place, Los Angeles 43, Calif.; Alexminster 3-3194. George E. Allen, direct ing manager. (Produces filmed series.)
- Wild Life (series)

Allen 'or Productions, Inc.
607 No. La Brea Ave., Los Angeles 36, Calif.; WEBster 8-2191. Algernon G. Walker, president; J. L. Siegel, vice-president. (Produce commercials.)

Alley, Paul, Productions
619 W. 54 St., New York 19; JUdson 6-2383-4. Paul Alley, president. (Produce filmed programs.)

Allied Artists Productions
1560 Broadway, New York, 36, N. Y.; Plaza 7-3070. G. Ralph Branton, president; Lloyd Lind, vice-president & national sales manager. (Produce and distribute features, dramatic programs, westerns, musicals, shorts.)

All-Scope Pictures, Inc.
- Learning Sports (29).

Alpha Television Productions, Inc.
7234 Santa Monica Blvd., Los Angeles 46, Calif.; OIdfield 4-2800. Chester Erskine, president & producer; Joe D. Brown, vice-president & general manager. (Produces filmed programs.)
- TV Reader's Digest (network series).

American-Ulritian TV Movies, Inc.
260 W. 57 St., New York 19, N. Y.; JUdson 6-7708. Nat Kramer, president; Michael Hyams (Producer and Distributor of filmed series, feature films.)
- 93 British features; Muffin the Mule (32); Case Histories of Scotland Yard (26); Cafe Continental (26).

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PLaza 7-1800
American Film Company
1329 Vine St., Philadelphia 7, Pa.; WA 2-1800.
Ben Harris, manager. (Produce film commercials.)

American Film Producers
1600 Broadway, New York 19, N. Y.; Plaza 7-5915. Robert Gross, executive producer-partner; Lawrence A. Glesnes, executive producer-partner. (Produce and distribute commercials.)

American TV Enterprises
7324 Santa Monica Blvd., Hollywood 46, Calif.; Oldfield 4-3858. Louis DeWitt, president. (Producers of commercials.)

Anderson, Clyde, Productions
334 A. Street, Salt Lake City 3, Utah; 3-5437. L. Clyde Anderson, mgr., owner. (Produce filmed programs.)

Anderson, Leonard
115 W. 45 Street, New York 36, N. Y.; Plaza 7-4162. Leonard Anderson, owner. (Produce commercials.)

Anguish, Toby, Motion Picture Productions
4100 Cahuenga Blvd., North Hollywood, Calif.; Stanley 7-1529. Toby Anguish, general manager & producer; Ada Fancher, sales manager. (Produce filmed programs.)

Anton, Evan J., Productions, Ltd.
60 W. 46 St., New York 36, N. Y.; Circle 6-0118. Evan J. Anton, president; Vera Kay, vice-president. (Producers of commercials.)

Argyle Television Films, Inc.
60 W. 46 St., New York 36, N. Y.; Circle 6-4347. Louis Goldstein, president; Bob Seidelman, vice-president; Jerome Hyams, treas. (Distributors of feature films.)

Armstrong, J., & Co.
19 West 44th St., New York 36, N. Y.; Murray Hill 7-0669. Joseph Armstrong, president. (Producers of commercials.)

Arnett, Peter, Productions
750 Park Ave., New York 21, N. Y.; Trafalgar 9-5097. Peter Arnett, owner & producer; Jean Heaton, production manager. (Producers of live and filmed shows.)

• I'll Buy That, What's In a Word, Wheel of Fortune (live); The Name's the Same (live, in association with Goodson-Todman Productions).

Arrow Productions, Inc.

Arrowhead Productions
8822 W. Washington Blvd., Culver City, Calif.; Texas 0-7619. Ed Beloin, producer; Burt Harris, business manager. (Produce packages filmed series.)

• So This Is Hollywood (network series); Schlitz Playhouse of Stars (network series).

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"All-Star Baseball Games"
"Rose Bowl Games"
"Brooklyn Dodgers Baseball Games"

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American Tobacco Co. (Lucky Strike Cigarettes)
F & M Schaefer Brewing Co.
Artex Film Productions, Inc.
151 E. 6th St., New York 21, N. Y.; REgent 7-9200 Sam Eisenberg, president. (Producer of features, commercials.)

Associated Artists Productions, Inc.

• Johnny Jupiter (series); Candid Camera (189); 111 feature films.

Associated Broadcast Advertising Co.
1001 No. Western Ave., Los Angeles 29, Calif.; Hollywood 5-0580. Irwin T. Porter, Gertrude T. Porter, partners. (Produce commercials.)

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1001 No. Western Ave., Los Angeles 29, Calif.; Hollywood 5-0580. Irwin T. Porter, Gertrude T. Porter, partners. (Produce commercials.)

Associated Broadcast Advertising Co.
1001 No. Western Ave., Los Angeles 29, Calif.; Hollywood 5-0580. Irwin T. Porter, Gertrude T. Porter, partners. (Produce commercials.)

Associated Enterprises
735 N. Vine St., Hollywood 33, Calif.; Hollywood 4-2049. Robert Struble, owner. (Package shows, commercials.)

Associated Press, The

Atlantic Television Corp.
130 W. 46th St., New York 36, N. Y. JUdson 2-1287. Robert M. Savini, president; David A. Bader, vice president. (Distributors of feature films.)

• 100 features; 31 westerns.
(See also page 476)

Atlas Film Corp.
1111 South Boulevard, Oak Park, Ill.; Austin 7-8620. L. P. Mominee, vice-president and genl. man.; Norman C. Lindquist, vice-president and dir. of TV; Albert S. Bradish, vice-president, production. (Produces filmed commercials.)
Atlas Television Corp.
15 W. 44, New York 36, N. Y.; MUrrey Hill 7-5535. Henry Brown, president; Robert B. Brown, vice president; Jackson E. Dubie, eastern sales mgr.; Peter S. Rogers, midwestern sales mgr.; William Jones, Jr., southwest sales mgr.; Maryelen Anderson, agency representative. (Film production and distribution.)

Audio - Visual

* Captain Z-RO (26); Hollywood to Broadway (13); Grantland Rice (13); Your Family Theatre (39); 115 feature films; 50 westerns; 350 shorts.

Audience Tested Productions
1150 So. Beverly Drive, Los Angeles 35, Calif.; RAdshaw 2-8561: Bernard D. Cirtin, president. (Film producer, commercials.)

Audio Productions, Inc.
630 Ninth Ave., New York 36, N. Y.: PLazas 7-6760. Frank K. Speidel, president; Herman Roessie, vice-president; Harold Lipman, manager, TV dept. (Producers of filmed commercials.)
(See also page 493)

Audio-Visual Eng. Co. (Avec Production)
218 East Huron St., Chicago 11, Ill.: MOhaw 4-4335. Wm. J. Dee, in charge of production; Adolfo M. Zenio, studio mgr. (Produce films.)

Aurora Film Distributors, Inc.
1410 Howard St., Omaha 2, Nebraska: ATlanico 8476. Keith T. Smith, president; Donald W. Smith, vice-president. (Distributor of feature films and shorts.)

* Sleepy Joe (13); Life and Songs of Stephen Foster (13); 11 westerns; 30 shorts.

Award Television Corp.
1501 Broadway, New York 36, N. Y.; Wisconsin 7-6650. Milton J. Salzburg, president; David B. Dash, vice-president. (Producers of filmed series, commercials.)

* Jimmy Demaret Show (13).
(See also page 481)

B & R Enterprises, Inc.

* Ray Bolger Show (60).

Bagnall, George, and Associates

* This Is Hawaii (13); Scene with a Star (13); Sportsmirrors (26); Spotlight on Hollywood (13); Let's Draw with Frank Webb (52); World of Wolo (13); Hollywood Hour (59); Front Page Detective (26); Public Prosecutor (26); Jackson and Jill (13); Ringside with the Rasslers (52); Paradise Island (26); Crusader Rabbit (15); TV Closeups (26); Going Places with Uncle George (26); I Search for Adventure (26); 32 features.

Bailey Films, Inc.

Circle 7-2062

Lackawanna 4-2912

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Armstrong Cork
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510 West 57th Street  New York 19, N. Y.
Bailey, Tom, Productions, Inc.  
722 North Fourth Ave., Tucson, Ariz.; Phone 21907. Tom Bailey, president and executive producer; William Freytag, vice-president. (Distribute features and Australian film series.)

Baldwin Organization, Inc., The  
276 Park Ave., New York 17, N.Y.; Plaza 5-9830. Ted Baldwin, president. (Distribute features and Australian film series.)

Barbre, Thos. J., Productions  
1215 E. Virginia Ave., Denver 9, Colo.; Race 2-4605. Thos. J. Barbre, manager. (Producer, distributor of filmed shows, producer of film commercials.)

Barry & Enright Productions, Inc.  

Basch Radio & TV Productions  
17 E. 45th St., New York 17, N.Y.; Murray Hill 2-8877. Frances Scott Basch and Charles J. Basch, Jr., partners. (Produce live and film shows and commercials.)

Battison, John H., Enterprises  
4515 Saul Road, Kensington, Md.; Olympic 7-9393. (Produce filmed series, commercials.)

Baym, Zach Films  
50 East 42nd St., New York 17, N.Y.; Murray Hill 2-4813. Zach Baym, owner. (Distribute of feature films, produce, distribute of filmed series.)

Beacon Television Features, Inc.  
118 Newbury St., Boston 16, Mass.; Commonwealth 6-6881. J. L. Sanderson, president; Barbara Keane, treasurer. (Produce filmed series, commercials, packages.)

Becker, V. S. Productions  
551 Fifth Avenue, New York 17, N.Y.; Murray Hill 2-0777. Viola S. Becker, owner. (Produce live and filmed package shows and commercials.)

Bell Pictures Corporation  
630 Ninth Ave., New York 36, N.Y.; Circle 6-1833. Lawrence Kulick, vice-president. Distribute filmed programs.)

Bemiller Productions  

Bengal Pictures  
3192 Quincy St., Albuquerque, N.M.; Phil E. Cantonwine, producer; Tom Pillsbury, cameraman; Cheri Le Blanche, writer, narrator. (Producers of films and commercials.)

Biddick, Guy  
1131 South Broadway, Los Angeles 15, Calif.; Richmond 4184. Guy Biddick, owner and manager. (Producers of animated commercials, filmed spots.)

Charles Sanford
Musical Director
Max Liebman Productions
NBC-TV
Black, Albert, Television Productions
9 Rockefeller Plaza, New York 20, N. Y.; Circle 5-7466. Albert Black, president and exec. producer; Michael Lippert, genl. mgr. and producer. (Produces live and filmed shows, commercials.)

Blinkkey Productions, Inc.
149 Broadway, New York, N. Y.; Beekman 3-8275. Murray King, production director; Syd Parker, production supervisor. (Producer of film series, packages, commercials.)

Boyd, William, Productions, Inc.
9901 Wilshire Blvd., Beverly Hills, Calif.; CRestview 4-5248. William Boyd, president; Robert Stabler, vice-president. (Producers of filmed series.)

Borden Films, Inc.
200 W. 57th St., New York 19, N. Y.; Circle 6-4868. (Distributes feature films.)

Bray Studios, Inc.
729 Seventh Ave., New York 19, N. Y.; Circle 5-4382. John R. Bray, president; Paul A. Bray, vice-president; R. D. Hess, film distribution manager; Max Fleischer, director; Bray-Fleischer animation division. (Producers and distributors of features, cartoons, filmed series.)

British Information Services, Film Division

Broadcasting and Film Commission of National Council of the Churches of Christ in the USA
220 Fifth Ave., New York 1, N. Y.; Oregon 9-2968. S. Franklin Mack, executive director; Wesley B. Goodman, associate executive director; Alexander B. Ferguson, director of films; Albert Crews, director of television; Frank B. Nichols, associate director of television; Elizabeth Lee, television producer.

Broadcasting Foundation of America
Suite 1026, 165 Broadway, New York 6, N. Y.; Worth 2-8028-9. Frank N. Freeman, president; Seymour N. Siegel, executive vice-president & treasurer; Lewis Hill, George E. Frobst, vice-presidents; Myron K. Wilson, secretary, general counsel. (Produces and distributes educational programs.)

Bruce-Hall Productions
6 West Ontario St., Chicago 10, Ill.; Whitestock 2-6462. Laurin Hall Healy and Robert

DENNIS JAMES

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AARON B. STEINER
Bruce Hicks, partners. (Producers of live and film package programs.)
• This Is Your Navy (live); Cavalcade of Wings (filmed series); Indoor Polo shows (live); Pony League Baseball (live).

Buffington, Al Productions

Burrrud, Bill Productions

Butterfield & Wolf, Inc.
5 East 57th St., New York 22, N. Y.; Plaza 9-8620. Alfred Butterfield, chairman; Edward A. Byron, president. (Distributors of feature films.)

Byron, Inc.
1226 Wisconsin Ave., Washington 7, D. C.; DuPont 7-1300. Byron S. Roudabush, president; Dudley Spruill, vice-president and general manager; Ray N. Mahan, sales manager. (Production of features and commercials.)

Byron Productions
8 E. 52 St., New York 22, N. Y.; Plaza 3-6830. Edward A. Byron, president. (Distributor of package shows.)

CBS Television Film Sales, Inc.

Cambridge Productions
1011 Olympia Theatre Bldg., Miami 32, Fla.; Tel.: 82-1216. Hunt, president; J. L. Richards, executive vice-president; Ted Edwards, vice-president. (Produces films, commercials.)

Camera Craft
6764 Lexington Ave., Hollywood 38, Calif.; Hollywood 3-6856. (Produce commercials.)

Cambridge Film Production
14 East 53rd St., New York 22, N. Y.; Plaza 3-3280. Nat Campus, executive producer. (Producer of films.)

Calhoun Studios, Inc.
260 E. 78 St., New York 21, N. Y.; LE 5-2120. Brian Calhoun, president; William S. Kent, vice-president; Howard Kaiser, operations; Charles F. Gennell, sales mgr. (Producers and distributes filmed programs, commercials.)

Calhoun, Bill Productions
5746 Sunset Blvd., Hollywood 28, Calif.; Hollywood 2-7111. Bill Burrud, president; Rick Spalh, vice-president; Reed Bingham, treasurer; Miles Hinshaw, secretary. (Producers of film series, commercials, packages.)

Assignment America, Wanderlust (series).

Byron, Inc.
1226 Wisconsin Ave., Washington 7, D. C.; DuPont 7-1300. Byron S. Roudabush, president; Dudley Spruill, vice-president and general manager; Ray N. Mahan, sales manager. (Production of features and commercials.)

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Cambridge Film Production
14 East 53rd St., New York 22, N. Y.; Plaza 3-3280. Nat Campus, executive producer. (Producer of films.)
Motion Pictures for Television and Industry

Caravel Films, Inc.
739 Fifth Ave., New York 19, N.Y.; Circle 7-6110. David I. Pincus, pres.; Albert Z. Carr, sales v-p.; Calhoun McKeen, in charge of TV films and commercials. (Produce filmed programs and commercials.)

Carlson TV Films

Cascade Pictures of California, Inc.
1027 No. Seward St., Hollywood, Calif.; Hollywood 2-6481. B. J. Carlson, president; Roy Seawright, vice-president, photography director; Vaughan Paul, production coordinator; Philmore Phipps, producer. (Produces commercials.)

Carlson TV Films

Cascade Pictures of California, Inc.
1027 No. Seward St., Hollywood, Calif.; Hollywood 2-6481. B. J. Carlson, president; Roy Seawright, vice-president, photography director; Vaughan Paul, production coordinator; Philmore Phipps, producer. (Produces commercials.)

Caravel Films, Inc.
739 Fifth Ave., New York 19, N.Y.; Circle 7-6110. David I. Pincus, pres.; Albert Z. Carr, sales v-p.; Calhoun McKeen, in charge of TV films and commercials. (Produce filmed programs and commercials.)

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Cheryl-TV Corp.  
442 N. La Cienega Blvd., Los Angeles 48, Calif.; O'Leander 5-8440; 630 Ninth Ave., New York, N. Y.; Circle 6-1717. Simon Lipson, president; Jack Broder, vice-president; John Ettlinger, national sales manager. (Distributors of feature films.)
- 20 feature films.

Chesire and Associates  
6606 Selma Ave., Hollywood 38, Calif.; Hollywood 9-4380; 630 Ninth Ave., New York, N. Y.; Circle 6-1717. Simon Lipson, president; Jack Broder, vice-president; John Ettlinger, national sales manager. (Distributors of feature films.)
- 20 feature films.

China Film Enterprises of America, Inc.  
165 W. 46th St., New York 36, N. Y.; Plaza 7-2320. Hsing-thing Weng, president. (Documentary and informational films on Chinese art, culture, etc.)

Ciemar (S.A.R.L.)  
52 Av. des Champs Elysees, Paris 8e, France; Balzac 56-24. Maurice Marvie, gerant; Rene Molin, director. (TV film producer.)

Cinegraphics, Inc.  
5 E. 57th St., New York 22, N. Y.; Plaza 9-8620. Francis C. Thayer, president. (Produce filmed series, commercials.)

Cinema Service Corp.  
106 West End Ave., New York 23, N. Y.; Trafalgar 3-1411. Joseph P. Smith, president; Francis D. Smith, general sales manager. (Producers and distributors of filmed series, commercials.)
- The World Through Stamps (26).

Cinema-Vue Corporation (Subsidiary of Cinepix, Inc.)  
243 West 55th St., New York, N. Y.; Circle 6-0888. Joseph P. Smith, president; Francis D. Smith, vice-president in charge of sales. (Distributors of feature films, cartoon packages.)
- 150 British feature films; 100 animated cartoons; 300 Hal Roach-Mack Sennett comedies; 79 westerns.

Cinepix, Inc.  
243 West 55th St., New York, N. Y.; Circle 6-0888. M. Klinerman, president; Francis D. Smith, general sales manager. (Distributors of feature films and cartoons.)
- 52 features; 52 westerns; animated cartoons.

Cinescope Films  
29 Robin Hill Road, Scarsdale, N. Y.; Scarsdale 3-3963. George L. George, president. (Film programs and commercials.)

Cine-Tele Productions  
Film Service Bldg. 6375 Santa Monica Blvd., Hollywood 38, Calif.; Hollywood 5-3376. Harry J. Lehman, executive producer; Jacques R. Lehman, co-ordinator; Jesse Davis, camera; Gale McKiddy, prod. (Producer and distributor of filmed series, commercials.)
- Caliente Races (39); Your Road to Romance (15).

Cine-Video Productions, Inc.  
Boston Post Road and Cedarhurst Lane, Milford, Conn. Triniti 4-6590. Garo W. Ray, president. (Producers of educational films.)

Cited Films, Inc.  
30 Rockefeller Plaza, New York 20, N. Y.; Circle 7-2673. Joe Well, president. (Film producer and distributor.)
- 10 British feature films; 100 animated cartoons; 300 Hal Roach-Mack Sennett comedies; 79 westerns.

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RUTH HUSSEY  
RANDOLPH SCOTT  
ADOLPH MENJOU  
ELEANOR POWELL
Clairmont Films

Colson & Company, Inc.
1122 Jackson St., Dallas, Texas; STeerling 2878. Harrison D. Colson, president and general manager. (Producer of live and filmed shows.)

Combined Television Pictures, Inc.
241 So. Beverly Drive, Beverly Hills, Calif.; CRestview 5-1114. John A. Byers, president. (Distributes filmed series.)
• Dick Tracy (39).

Commodore Productions and Artists, Inc.
971 N. La Cienega, Hollywood 46, Calif.; CRestview 1-7106. Walter White, Jr., president and executive producer; William C. Heath, associate producer. (Distributors of film series.)

Commonwealth Film & Television, Inc.
723 Seventh Ave., New York 19, N. Y.; Circle 5-6456. Mortimer D. Sackett, president; S. Sackett, treasurer. (Producers and distributors of filmed programs, feature films.)
• 125 feature films; 34 westerns; 350 cartoons.

Condor Pictures, Inc.

Continental International Pictures
448 Harrison Ave., Greenville, Ohio 870-R Walter D. MacFarland, executive producer. (TV film producer.)

Cooper, Frank, Associates
521 Fifth Ave., New York 17, N. Y.: VAnderbilt 6-5661; 6277 Selma Ave., Hollywood, Calif.; Hollywood 4-7235. Frank Cooper, Sy Fischer, chief officers. (Live and film packages.)

Cornell Films, Inc.
Paramount Bldg., 1501 Broadway, New York 36, N. Y.; Wisconsin 7-6650-1-2. J. Milton Salzberg, president; David B. Dash, vice-president. (Producers and distributors of filmed programs; shorts, cartoons.) (See also page 481)

Cornwall Productions
30 W. 56th St., New York 19, N. Y.: CCircle 6-2082. Ella Raines, president; William Dozier, executive vice-president. (Producer of filmed programs.)

Coronet Instructional Films
• Your Health and Safety (13); Your Days at School (13); Dating, Marriage and Family Living (13); Exploring Science (13); Personality Development (13); How

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Corradine, Tom J., & Associates
5746 Sunset Blvd., Hollywood 28, Calif.; HO 2-4448. Branch office in New York. Tom Corradine, president; Kyle C. Thomas, Vice-President & General Manager; Haan Tyler, Sales Manager. (Distribute filmed series, feature films.)

The Ruggles (91) 409 feature films; 192 westerns; 350 shorts. Western distributors for: Big Game Hunt (26); Buster Crabbe Show (26); Eddie Arnold Time (26); Championship Bowling (26).

Cosman Productions, Inc.
8533 Sunset Blvd., Los Angeles 46, Calif.; CRestview 6-4345. Lou Costello, president. (Produces filmed programs.)

Courneya, Jerry, Productions
633 No. Almond Drive, West Hollywood 46, Calif.; CRestview 4-5647, Jerry Courneya, owner & producer; Paul Fees, executive producer. (Producers of filmed series, shorts, features, commercials, packages.)

Cousens, Clayton W., Productions
436 W. 57th St., New York 19, N. Y.; Columbus 2-7380. Clayton W. Cousens, owner. (Producers of film commercials.)

Cower, Louis G., Inc.

Harry Fleischman, president; Steven R. Carlin, vice president. (Produce and package live programs.)

- Stop The Music (live); Down You Go (live); $64,000 Question (live); Quiz Kids (live); Hy Gardner Calling (live).

Crandall, Roland D., Productions
31 Heusted Drive, Old Greenwich, Conn.; NE 7-0425. Roland D. Crandall, owner. (Produces animated commercials.)

Craven Film Corporation
108 West 56th St., New York 19, N. Y.; Circle 6-8887. Thomas Craven, president; Fynnne Hamden, vice-president; Michael Wyler, production manager. (Producers of filmed series, commercials.)

- The World through Stamps (26); The World Around Us (26).

Creativision
1790 Broadway, New York 19, N. Y.; Circle 5-4830. Winfield Hoskins, creative director; Victor Kayfetz, associate director. (Produces live and animated commercials.)

Crest Productions, Inc.
55 W. 42nd St., New York 36, N. Y.; L.Acka-wanna 4-2261. Joe Graham, president; John Fisher, executive vice-president. (Produce commercials.)

Crest Television Productions
10361 McCormick St., No. Hollywood, Calif.; sunscreen 2-3138. Lloyd Friedgen, president; Elva Fraser, secretary-treasurer. (Distributor and producer of features.)

Crosby, Bing, Enterprises, Inc.
9026 Sunset Blvd., Los Angeles 46, Calif.; CRestview 1-1171; New York branch office. Everett N. Crosby, president; Basil F. Grillo, executive vice-president; Chas. B.
Brown, vice-president, director of sales; John O'Melveny, vice-president. (Produced filmed series.)
- Where Were You (26); Counterpoint (26); Royal Playhouse (52); Curtain Call (39); The Chimps (13).

Crown Pictures International
- 20 features; 10 shorts.

Crystal Pictures, Inc.
1564 Broadway, New York 36, N. Y.; Plaza 7-6150. Melvin M. Hirsh, president. (Distribute features, Westerns, packages.)
- 15 features; 9 sports shorts.

Culhane, Shamus, Productions, Inc.
207 E. 37th St., New York 16, N. Y.; Murray Hill 2-8243. Shamus Culhane, president, director. (Produces commercials.)

DBA Consolidated Television Sales
(see Bagnall, George, and Associates)

D.P.M. Productions, Inc.
62 W. 56th St., New York 36, N. Y.; Murray Hill 2-0040. Dorothy P. Maulsby, president; Maurice Groen, director of operations. (Producer of commercials.)

Dawson, Ronald, Associates
346 Fifth Ave., New York 17, N. Y.; Murray Hill 7-6865. Ronald Dawson, owner. (Live and filmed programs.)

Day, Gordon M., Productions

Demby Productions, Inc.
Hotel Plaza, 1 W. 58th St., New York 19, N. Y.; Plaza 9-2495. Emanuel Demby, president; Harvey Mitzer, vice-president; Al Marshall, special projects. (Produce live and film packages, features, commercials.)
- Hollywood to Broadway (13); What's Playing (live); Carnival (live).

Denove, Jack, Productions, Inc.
5823 Santa Monica Blvd., Hollywood 28, Calif.; Hollywood 4-8881. Jack Denove, president; Dick Denove, vice-president. (Produce filmed series, commercials.)
- Cavalcade of America (series).

Department of the Army, Radio & TV Branch

Dephoure Studios
782 Commonwealth Ave., Boston 15, Mass.; Beacon 2-5722. Joseph Dephoure, owner. (Film commercials, program films.)

Depicto Films, Inc.
254 West 54th St., New York 19, N. Y.; Columbus 5-7620. John Hans, president; Charles S. Hans, vice-president; Carl V. Ragdale, production manager. (Producers of filmed commercials.)

Desilu Productions, Inc.

BILL NIMMO
"Bill The Bartender"
PABST BLUE RIBBON BOXING ABC-TV

SCHICK Commercials
"THE JACKIE GLEASON SHOW"
CBS-TV

"The PLAIN-CLOTHES-MAN"
Du Mont

Management Charles Conaway

474
director. (Produce & distribute film series, commercials.)

- I Love Lucy (network series); December Bride (network series); Willy (network series); Those Whiting Girls (13).

(See also page 403)

Disney, Walt, Productions
2400 West Alameda Ave., Burbank, Calif.; Victoria 9-3461; 477 Madison Ave., New York, N.Y.; Plaza 9-3860. Walter E. Disney, chairman of the board; Roy O. Disney, president; Gunther R. Lessing, vice-president, general counsel; Oliver B. Johnson, vice-president in charge; character merchandising; Paul L. Pease, treasurer; James A. Johnson, secretary; Leo F. Samuels, sales manager. (Produce filmed series.)

Disneyland (network series).

Douglas, Jack, Productions

- I Search for Adventurc (26).

Dryer, Sherman H., Productions
667 Madison Ave., New York 22, N.Y.; Templeton 6-7827. Sherman H. Dryer, president. (Produce programs.)

Dube, Harry S.
10 Rockefeller Plaza, New York 20, N.Y.; Columbia 5-7035. Harry S. Dube, owner. (Live and film shows, commercials.)

Dubois, Jean M. F., Motion Pictures
(The Jean Dubois Co.), 2214 Dahlia St., Denver 7, Colo.; East 8122 and Main 5401. Branch office: 927 21 St., Denver 2, Colo.; Main 5408. Jean M. F. Dubois, owner, general manager; Lyle Liggett, editor. (Produce reels, shorts, and features.)

Dudley TV Corporation
9808 Santa Monica, Beverly Hills, Calif.; Crestview 1-7258. Carl Dudley, president; Don McNamara, executive vice-president. (Produce commercials.)

Du Mont Television Network
515 Madison Ave., New York 22, N.Y.; Murray Hill 8-2600. Ted Bergmann, managing director; Gerry Martin, director of sales; James L. Caddigan, director of programming; Robert S. Woolf, manager of film syndication dept. (Package programs, live and film shows, commercials.)

- Scotland Yard, (13); Pathe Hy-Lights (26); 28 feature films.

Dunn, Cal, Studios
159 E. Chicago Ave., Chicago 11, Ill.; Whitehall 2-2424. Cal Dunn, president. (Produce commercials.)

Dynamic Films, Inc.
112 W. 86th St., New York 24, N.Y.; Trafalgar 3-6221. Henry Morley, president; Nathan Zucker, board chairman. (Produce of filmed commercials.)

WARREN HULL

"Strike It Rich"

475
• On Stage With Monty Woolley (13); Speed Classics (13); Christmas Carols (20); The Continua (13).

Educational Films Corporation
1501 Broadway, New York 18, N. Y.; Pennsylvania 6-1750. Earl W. Hammons, president; Glen Lambert, general manager. (Produce live and film shows.)

Edwards, Ralph, Productions

Elan-Porter Productions, Inc.
19 West 45th St., New York, N. Y.; Trafalgar 9-4830. Ralph Porter, production manager; Raphael Elan, business and sales manager. (Producers of filmed shows, commercials.)

Emerson Film Corp.
301 E. Erie St., Chicago 11, Ill.; Superior 7-9295. (Produces commercials.)

Emperor Films, Inc.
1650 Broadway, New York 36, N. Y.; Columbus 5-2294. Brandt Enos, producer; Donald Higgins, editorial director; Ted Wear, production manager; David Cazalet, supervising film editor. (Documentary film series, shorts.)

Endorsements, Inc. (TV)

Enders, Robert J., Inc.
1001 Connecticut Ave., N. W., Washington 6, D. C.; Sterling 3-2222. Robert A. Enders, president; Howard A. Enders, vice-president; Ray Hill, vice-president in charge of sales; Robert L. Friend, executive producer. (Producers of live and filmed commercials, packages.)

Endorsements, Inc. (TV)

Empire Films, Inc.
580 Fifth Ave., New York 36, N. Y.; Plaza 7-3770. Joseph Handel, president. (Distrib utor of TV films.)

Empire Production Corp.
480 Lexington Ave., New York, N. Y.; Plaza 9-4500. Arthur Lubo, president; Fred De Jaager, vice-president; Helen D. Kelleher, secretary-treasurer; William Reilly, general manager; David H. Lyon, executive producer. (Producers of live and filmed commercials, packages.)

(See also page 479)

Charles Goren on Bridge (series); Roger Hornsby Baseball School (series).

Endorsements, Inc. (TV)

Enos, Brandt, Associates
270 Park Ave., New York 17, N. Y.; Plaza 5-2294. Brandt Enos, producer; Donald Higgins, editorial director; Ted Wear, production manager; David Cazalet, supervising film editor. (Documentary film series, shorts.)

• America's Arts and Skills (9); World's Great Religions (10).
Ettelson, David, & Associates
111 W. Washington St., Chicago, Ill.; DE 2-0853. (Produce, distribute films.)

Explorers Pictures Corp.
1501 Broadway, New York 36, N. Y. Longacre 4-5592. Jules B. Weil, president; Murray M. Kaplan, executive assistant to president. (Producer and distributor of feature films, packages.)

Fair Deal Motion Picture Service

Fairbanks, Jerry, Productions
* Front Page Detective (39); Hollywood Half Hour (37); Jackson and Jill (13); Public Prosecutor (26); TV Closeups (26); Crusader Rabbit (195).

Fairbanks, "Tiny", Enterprises, Inc.
1775 Broadway, New York 19, N. Y.: Circle 7-5549. "Tiny" Fairbanks, president. (Produce live and filmed programs.)

Falk, Richard R., Associates
220 West 42nd St., New York, N. Y.; Chickering 4-5797. Richard R. Falk, president; Mel Ducat, sales manager; Don Softness, media director. (Producers of live and filmed programs, commercials.)

Family Films, Inc.
* This Is The Life (feature film).

Family Theater, Inc.
* 9 religious feature films.

Famous Artists Corporation
9441 Wilshire Blvd., Beverly Hills, Calif.; CRestview 1-5222. Chas. K. Feldman, president; T. F. Greenhow, radio-TV dept. (Package shows.)

Feddersen, Don, Productions
1201 Wilshire Blvd., Beverly Hills, Calif.; BRadshaw 2-5031. Don Feddersen, president; Fred Henry, producer. (Produce programs.)
* The Millionaire (network series).

Federal Telefilms, Inc.
* Adventures of the Falcon (39).

Ferrin, Frank, Productions

Film Arts Productions, Inc.
1032 North 6th St., Milwaukee 3, Wise.;BRoadway 6-5870. A. K. Hadley, president; Harlan P. Croy, general manager, secretary & treasurer. (Produce commercials.)

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JOHN GART
Composer-Conductor

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www.americanradiohistory.com
**Film Associates, Inc.**  
4600 S. Dixie Ave., Dayton 9, Ohio; Walnut 2164. E. Raymond Arn, president; Mildred G. Arn, vice-president; Edward F. Lang, general manager. (Produce film commercials, package programs.)

**Film Classic Exchange**  
1611 N. La Brea Ave., Hollywood 28, Calif.; Hollywood 7-4255. (Produce, distribute filmed episodes, features.)  
- Charlie Weaver and his Mt. Idy Friends (13); The Living Past (7); 104 cartoons; 30 features; 15 westerns.

**Film Creations, Inc.**  
112 W. 59 St., New York 24, N. Y.; SUaquehanna 7-6024. Joseph Barnett, president; William Groody, secretary; Edward R. Carroll, treasurer. (Produce commercials.)

**Film Images, Inc.**  
1809 Broadway, New York 23, N. Y.; Circle 7-1877. Rosalind Kossoff, president; Kenneth Mead, director of distribution. (Distributes filmed shorts.)

**Film Makers, Inc.**  
322 E. 24th St., New York 10, N. Y.; Murray Hill 5-3588. J. H. Lenauer, president. (Produce films, commercials, packaging.)

**Film Network, Inc.**  
833 Seventh Ave., New York 19, N. Y.; Judson 2-3026. West Hooker, president. (Films for TV.)

**Film Studios of Chicago, Ill.**  
135 So. LaSalle St., Chicago 3, Ill.; CE 6-8417. George L. Reasor, owner; H. A. Spanuth, general manager, director. (Distribute sports, religious and feature films.)  
- 100 features.

**Film Vision Corp.**  
1501 Broadway, New York 36, N. Y.; Longacre 3-6187. Jerome Balsam, executive. (Feature film distributor.)  
- 95 features; 63 westerns.

**Filmac Studios**  
1327 S. Wabash Ave., Chicago 5, Ill.; HArrison 7-3356. 630 Ninth Ave., New York 36, N. Y.; PLa-xa 7-0900. Irving Mack, president; Don Mack, vice-president in charge of sales (N. Y.); Jack Saperstein, TV production (N. Y.); Lou Kravitz, sales manager; Bernie Mack, secretary; Joseph Mack, treasurer; Vi. Dane, promotion manager; Pat Cascio, TV production; Dick Pitts, advertising. (Produce filmed commercials.)

**Filmcraft Productions**  
5451 Melrose Ave., Hollywood 46, Calif.; WEBster 3-9281. I. Lindenbaum, president. (Produces films and commercials.)

**Films For Industry**  

**Films For Television of Hollywood, Inc.**  

**Films of the Nations, Inc.**  
62 W. 45 St., New York 36, N. Y.; Murray Hill 2-0040. Henry M. Moolinan, president; Birger Nordholm, vice-president. (Producers and distributors of filmed programs.)

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**"BREAK THE BANK"**  
**"PENNY TO A MILLION"**  
**"MASQUERADE PARTY"**

**starring**  
**BERT PARKS**  
**PETER DONALD**  
**BILL GOODWIN**

**for**  
**Dodge Division of Chrysler Corp.**  
**Knomark Mfg. Co.** (Esquire Shoe Polish)  
**Raleigh Cigarettes**

**ABC-TV Sun.**  
10:00 p.m. EST  
**ABC-TV Wed.**  
9:30 p.m. EST  
**ABC-TV Wed.**  
9:00 p.m. EST

**WOLF ASSOCIATES**  
**WOLF PRODUCTIONS**  
**WOLF ENTERPRISES**

420 MADISON AVE., NEW YORK, N. Y.
Filmways, Inc.
241 W. 54th St., New York 19, N. Y.; PLaza 7-3396. Edwin T. Kasper, president; Martin Ranish, executive vice-president; L. Dowling, secretary-treasurer; Mickey Dubin, TV sales director. (Producer of commercial films.) (See also page 463)

Filmwright Productions, Inc.
3 E. 57 St., New York 22, N. Y.; Eldorado 5-6038. Max Glandbard, president. (Produce commercials.)

Fiore Films
128 Mallory Ave., Jersey City 4, N. J.; Henderson 2-4474-5. Albert A. Fiore, TV & film director. (Produce filmed programs, commercials.)

First National Film Productions
7324 Santa Monica Blvd., Hollywood 46, Calif.; Bernard Prockter, executive producer; Edward Conne, charge of studio operations. (Produce films for TV.)

Fishbein, Frieda
353 Circle 7-4398; 57th St., New York 19, N. Y.; Frieda Fishbein, owner. (Live and film programs.)

Five Star Productions, Inc.

Flamboyant Films, Inc.

- Stars of the Grand Ole Opry, Hollywood Preview, Superman, Wild Bill Hickock (series), Cowboy G-Men (38); Beulah (78); Flamboyant Theatre (30); Top Secret (26); Superman Cartoons (16); Telecomics (165); TV's Baseball Hall of Fame (78); TV's Football Hall of Fame (26); 26 feature films.

Flash Television Films, Inc.
72 East Ave., Rochester 4, N. Y.; Baker 1466. Elmer Foote, president; Thelma Prinzivalli, treasurer; Jean Schantz, vice-president (Distributor of filmed programs.)

Fleetwood Films, Inc.
10 Fiske Place, Mount Vernon, N. Y.; Mount Vernon 4-5051. Myron Bresnick, president; Sally Fagin, vice-president; Renee Bresnick, secretary; Leonard Fagin, treasurer. (Produce filmed programs.)

- Captain Quest (13).

Flying A Pictures, Inc.

- Gene Autry (91); Range Rider (78); Annie Oakley (52); Death Valley Days (53); Cavalcades of America (6); Buffalo Bill Jr. (26).

Fordel Films, Inc.
1187 University Ave., New York 52, N. Y.; Ludlow 8-5100. Blifford F. Potts, president; Gordon Hesslar, vice-president. (Producers of filmed programs.)

Foreign Service Film Corp.

Ralph Edwards
This Is Your Life
Wednesday
10 P.M. EST

Truth
Or
Consequences
Friday
3 P.M. EST

Jack Bailey
Formont Film Corporation
129 East 61st St., New York 21, N. Y.; TEMpleton 8-5040. Art Ford, president; Charles Joseph, studio supervisor; Michael Schwartzwald, coordinator of production; Nancy Clough, office manager. (Producers of filmed series, features.)
- I Cover Crime (13); Juvenile Delinquent (13); 1 feature film.

Fortune Features, Inc.

Fortune Merchandising Corp. (Productions Division)
442 No. La Cienega, Los Angeles, Calif.; OLYmpia 2-1000. Leonard Shane, president; Maxim Konecky, executive vice-president. (Producers of filmed commercials.)

Foundation Films Corp.
Citizens Bank Bldg., Pasadena 1, Calif.; SYcamore 6-2649, RYan 1-8121. Richard D. Pearse, president. (Distribute religious films.)
- Reading the Bible (13); special holiday features.

Four Star Productions, Inc.
1052 Carol Drive, Los Angeles 46, Calif.; CRestview 4-6253. Don K. Sharpe, president; Dick Powell, Charles Boyer, David Niven, vice-presidents. (Producer of film series.)
- Four Star Playhouse (network series); The Star and the Story (39).

Framer, Walt, Productions
1150 Ave. of Americas, New York 36, N. Y.; OXford 7-3322. Walt Framer, producer; Joe Gottlieb, associate producer. (Offer package audience participation and quiz shows.)
- Strike It Rich (live); The Big Payoff (live).
(See also page 490)

Fremantle Overseas Radio & Television, Inc.

Frieberg, Hardie, Television Enterprises, Inc.
545 Fifth Ave., New York 17, N. Y.; MUrray Hill 7-6685. Hardie Frieberg, president; Bernard Samuels, treasurer. (Producers of live and film shows.)

Funt, Allen A., Productions
100 Central Park South, New York 19, N. Y.; JJudson 6-5227. Allen A. Funt, president; Al Slep, production executive. (Produce and distribute live and film programs, commercials.)
- Candid Camera (189).

GBA Productions
737 Meriden Rd., Waterbury 4, Conn.; PLaza 3-5272. J. G. Gallucci, president; N. T. Gallucci, general manager; L. W. Gallucci, sales manager. (Produce films and commercials.)

G-L Enterprises, Inc.
270 Park Ave., New York 17, N. Y.; PLaza 5-8473. Marion Gering, president. (Produce filmed series.)
26 features (Spanish, English dubbed); Famous Jury Trials (26); Gentlemen of Fortune (13).

**G. & W. Television Production, Inc.**
307 E. 44th St., New York 17, N. Y.; Murray Hill 5-4258. Felix Greenfield, president; Robert Whiteman, secretary-treasurer. (Producers of live, filmed shows & commercials.)

**Gainsborough Associates, Inc.**
2090 Seventh Ave., New York 27, N. Y. Region 9-2720. Mitchell Jablons, president; Josephine Savoca, vice-president. (Live and filmed shows, commercials.)

**Galaxy Productions, Inc.**
Box 1774, Miami 10, Fla.; Tel.: 82-1216. (Subsidiary of Cambridge Productions, Inc.). F. V. Neurode, president; Ted Edwards, vice-president; Gregory M. Friedrich, secretary-treasurer. (Producers of feature films, travelogues, shorts.)

**Ganz, William J., Co., Inc.**
40 E. 49 St., New York 17, N. Y.; Eldorado 5-1443. William J. Ganz, president; Herbert R. Dietz, TV consultant and producer. (Producers of films.)

**General Artists Corp.**

**General Entertainment Corp.**
128 E. 56th St., New York 22, N. Y.; Eldorado 5-3520. Howard G. Barnes, president, treasurer; A. Edward Masters, vice-president, secretary; Hugh Brooks, general manager. (Live and film programs and spots, commercials.)

**General Teleradio, Inc., Film Division**
1440 Broadway, New York, N. Y.; Longacre 4-8000; 9121 Sunset Blvd., Los Angeles 46, Calif.; Crestview 5-5255; 420 N. Michigan Ave., Chicago, Ill.; Whitehall 4-5060. Thomas F. O'Neill, president; Dwight Martin, general manager; Peter Roback, sales manager; Sumner Moulton, promotion director. (Distributors of feature films, filmed series.)

- Children's Animated Fairy Tales (13); The Greatest Drama (39); Uncommon Valor (26); Fulton Lewis, Jr. (13); 42 feature films.

**General Television Enterprises, Inc.**

- Strange Adventure (52).

**Geographic Film Corp.**

**Gertz, Mitchell, Agency, Inc.**
338 No. Rodeo Drive, Beverly Hills, Calif.; Crestview 4-5491. Mitchell Gertz, president. (Producers and distributors of live and filmed shows, packages.)

- Nothing New Under The Sun (13).
Gibbs, John E., & Co., Inc.
1270 Avenue of the Americas, New York 20, N. Y.; Plaza 7-5859. John Gibbs, president; Francis Head, director of writers department. (Producers of programs.)

Glenar Productions
6618 Sunset Blvd., Hollywood 28, Calif.; Hollywood 4-0406. Sid Glenar, owner. (Produces educational films, commercials.)

Globe Film Distributors, Inc.
200 W. 57 St., New York, 19, N. Y.; Judson 6-7198. Joseph Green, president; Michael Hyams, vice-president. (Distributor of foreign films.)

Globe TV Corporation

Gold, Mel, Productions, Inc.
1639 Broadway, New York 19, N. Y.; Judson 6-5444. Melvin L. Gold, president; Robert E. Gips, production supervisor; Dennis D. Carlin, executive producer. (Producer and packager of live and film programs, commercials.)

Goldburg, Jack, Productions
1650 Broadway, New York, 19, N. Y.; Plaza 7-2760-1-2. Jack Goldberg, president; A. Allen Saunders, vice-president and treasurer. (Produce and distribute filmed programs.)

Golden Key Productions, Inc.
1921 Hillhurst Ave., Hollywood 27, Calif.; Normandy 3-9421. Dr. Gene Spiller, president; Charles S. Davis, vice-president. (Produces filmed programs.)

Goldstone, Nat C., Productions, Inc.
120 El Camino Drive, Beverly Hills, Calif.; Crestview 6-1071. Nat Goldstone, Charles Goldstone, Herb Tobias, chief officers. (Producers of filmed programs.)

Gomolco Enterprises
9100 Sunset Blvd., Hollywood 46, Calif.; CRestview 4-5921. George Gobel, David P. O'Malley, partners. (Producers of live programs.)

Goodman, Harry S. Productions
19 E. 53rd St., New York 22, N. Y.; Plaza 5-6131. Harry S. Goodman, general manager; Everett F. Goodman, sales manager; Bill Baron, office manager; Frank Gerache, traffic manager. Branches in Toronto, Canada; London, England; Sydney, Australia. (Produce and distribute live and filmed series, commercials.)

- A Word From the Stars (13); Jump Jump of Holiday House (65); Streamlined Fairy Tales (13); TV Telephone Game (live); Dilemma (13); Cyclone Malone (65); Bert and Elmer (13).

Goodman, Martin, Productions
65 W. 54 St., New York 19, N. Y.; Judson 6-1180. Martin Goodman, president; George Spota, vice-president. (Package production.)

Goodson-Todman Productions
41 E. 57th St., New York 22, N. Y.; Plaza 1-0600; Goodson-Todman Enterprises, Ltd. 449 S. Beverly Drive, Beverly Hills, Calif.

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THE MOST WANTED FILMS IN TV!
For TOPS in Ratings! For TOPS in Programming!
Crestview 4-7357. William S. Todman, Mark Goodson, partners; Gil Fates, executive producer; Howard F. Todman, business manager; Harris Kattelman, director of West Coast office. (Producers of live programs.)

- What's My Line; Two For The Money; I've Got A Secret; The Name's The Same; Beat The Clock (all live).

(See also page 399)

Governor TV Attractions, Inc.
151 W. 46 St., New York 36, N. Y.; JUdson 8-4221. Arthur Kerman, president. (Distributors of feature films, shorts, cartoons, packages.)

- 72 features; 236 shorts.

Gray, O'Reilly Studios
480 Lexington Ave., New York 17, N. Y.; PLaza 5-2060. John F. O'Reilly, James E. Gray, owners. (Producers of commercial films.)

Green Associates
520 N. Michigan Ave., Chicago 11, Ill.; Whitehall 4-0818. Lewis G. Green, general manager. (Producers of commercials.)

Greene, Ben, Film Productions
1650 Broadway, New York 19, N. Y.; PLaza 7-553K. Ben Greene, owner. (Film producer.)

Greenfield, Ernest Wm., Adv. Inc.
1518 Walnut St., Philadelphia, 2, Pa.; KI 5-5228. Alfred Finge motor, TV coordinator. (Live and film programs and commercials.)

Greshler, Abner, Productions, Inc.
324 S. Beverly Dr., Beverly Hills, Calif. Abner Greshler, president. (Produce and distribute filmed programs.)

- 12 feature films.

Gross, Gerry-Norman Baer Productions, Inc.
Savoy Plaza Hotel, New York 22, N. Y.; MUrray Hill 8882. Gerry Gross, president Norman Baer, vice-president-treasurer. (Producers of live packages, filmed show.)

- Junior Champions (live); Maggi McNellis Show (live).

Gross-Krasne, Inc.
650 No. Bronson Ave., Los Angeles 4, Calif.; HOLlywood 9-8321. Jack J. Gross, president; Philip N. Krasne, vice-president; Lee Savin, executive vice-president; Vernon Clark, vice-president in charge of commercial division. (Produce filmed series.)

- Lone Wolf (39); Big Town (series); Mayor of the Town (39) (co-producer).

Grossman, Al.

Guedel, John, Productions
8321 Beverly Blvd., Los Angeles 48, Calif. WEbster 6-6291. John Guedel, vice-president; Art Linkletter, vice-president; Groucho Marx, vice-president. (Produce and package live and filmed shows.)

- People Are Funny, You Bet Your Life, Linkletter And The Kids (filmed series); House Party (live).

Guild Films Co., Inc.
400 Park Ave., New York 22, N. Y.; MUrray Hill 8-5365; 5746 Sunset Blvd., HOLlywood 28, Calif. Branches in Kansas City, Chicago, Cleveland, Detroit, Columbia, S. C., Boston, and Dallas. Reub Kaufman, president; Lou Shainmark, Manny Reiner, Jos-

HARRY VON ZELL
Featured With
BURNS and ALLEN

P.S. Also sells for
TEXACO

Represented by:
M.C.A.
eph P. Smith, C. Peter Jaeger, vice-presidents. (Producers & distributors of packaged shows, filmed series & feature films.)

- Conrad Nagel Theatre (26); Joe Palooka (26); Liberace Show (52); Florian ZaBach Show (39); Life With Elizabeth (52); Frankie Lane Show (26); I Spy (39); Loo-ney Tunes (191); 39 features. (See also page II)

Hack, Herman, Production and Scripture Films

Hammond, Laurence, Productions, Inc.
455 East 51st St., New York 22, N. Y.; Plaza 9-2210. Laurence Hammond, president and general manager; Merikay Howard, vice-president. (Live and filmed packages.)

Handel Film Corporation
6926 Melrose Ave., Hollywood 38, Calif.; Webster 6-5924. Leo A. Handel, president; John Mansure, vice-president; Monroe Manning, secretary; Sam Zagon, legal advisor. (Produces filmed series.)

Hankinson Studio, Inc.
15 W. 46th St., New York 36, N. Y.; Judson 6-0133. Frederick L. Hankinson, owner. (Producers of commercials.)

Harris-Tuchman Productions
751 N. Highland Ave., Hollywood 38, Calif.; Webster 6-7189; 185 N. Wabash Ave., Chicago, Ill.; Andover 3-2898. Ralph G. Tuchman, sales director, Fran Harris, creative director. (Producers of commercials.)

Harriscaple, Inc.
355 North Beverly Drive, Beverly Hills, Calif.; Crestview 6-4632. Burt I. Harris, president; Irving B. Harris, Don P. Nathanson, vice-presidents. (Production distribution of filmed programs.)

- Jalopy Races From Hollywood (26); Main Event Wrestling (63); Beyond The Yukon (13); Christie Comedies (104); All Girl Wrestling (26); Blackstone, The Magician (39); Vaudeville-Musicals (160).

Hartley Productions, Inc.
339 East 68th St., New York 17, N. Y.; Eldorado 5-7762. Irving Hartley, president; Elda Hartley, vice-president. (Produce filmed series, commercials.)

- Marion Palmer Workshop (7); Inside Decoration (4).

Hawley-Lord, Inc.
205 E. 43rd Street, New York 17, N. Y.; Oxford 7-2520. Andre Lord, president; Lewis D. Abbott, executive vice-president, treasurer. (Produce shorts.)

Hawley, Mark, Associates, Inc.
520 Fifth Ave., New York, N. Y.; Murray Hill 2-5844. Mark H. Hawley, president. (Package shows, films, shorts, serials.)

Hayes, Sam, Productions
6000 Sunset Blvd., Hollywood, 28, Calif.; Hollywood 3-1515. Sam Hayes, president and general manager; Hazel Thornton, secretary. (Filmed news and sport commentaries.)

Heilo Pictures Corp.
244 West 49th St., New York 36, N. Y.; Circle 6-8150. Joe Rice, president. (Distributors of feature films.)

- 17 features.

Current and Choice:

CAVALCADE OF AMERICA
(Chertok)

FALSTAFF CELEBRITY THEATRE
(Screen Gems)

KRAFT TV THEATRE
(NBC)

DR CHRISTIAN (PILOT)
(Ziv TV)

I LOVE A MYSTERY (PILOT)
(Ziv TV)
Henley, Arthur, Productions
Shelton Hotel, 49th St & Lexington Ave., New York 17, N. Y.; Plaza 5-7145. Arthur Henley, producer; Lee Wallace, production coordinator; Ruth Salmon, production assistant. (Produce live programs.)

- Make Up Your Mind (live).

Hirsch, Sidney
225 Potter Road, West Palm Beach, Fla.; Tel.: 2-7737. Sidney Hirsch, owner. (Distributes feature films, westerns, serials, cartoons, comedies.)

Hoffberg Production, Inc.

Hollywood Film Commercials
932 No. La Brea Ave., Hollywood 38, Calif.; Hollywood 5-4126. David Commons, president; Jay Eisman, executive vice-president. (Producers of filmed commercials.)

Hollywood Film Enterprises, Inc.
6060 Sunset Blvd., Hollywood 28, Calif.; Hollywood 4-2181. Mickey Kaplan, president; Robert Warde, vice-president; Thomas H. Emmett, secretary-treasurer. (Distributors of feature films, shorts.)

- 65 silent features; 28 educational films; 15 religious films.

Hollywood Television Productions
505 Fifth Ave., New York 17, N. Y.; Murray Hill 2-0326. Studios, 880 Bergen Ave., Jersey City, N. J.; JO 4-3104. Jack McGowan, president; Michael Bennet, vice-president. (Produce and distribute documentary films, commercials.)

Hollywood Television Service, Inc.

- Stories of the Century (39); Commando Cody (13); 264 features; 93 westerns; 85 serials.

Hour Glass Productions
810 N. Highland Ave., Hollywood 38, Calif.;(HOLywood 2-2301. Wanda Tuchock, producer; George de Normand, director. (Producers of film series.)

Howard Radio-TV Productions
(See Academy Film Productions, Inc.)

Hoyt, Harry O., Productions
2541 Kelton Ave., Los Angeles 64, Calif.; BBrighton 6-4757. Harry O. Hoyt, president, manager; Frank Ragsdale, sales manager; Eric Neilson, production manager. (Produce films and commercials.)

Hu Chain Associates
40 E. 40th St., New York 16, N. Y.; MURray Hill 5-7220. Owner: Hubert Chain. (Produce filmed programs.)

Hudiburg, Lucille, Productions
131 E. 53 St., New York 22, N. Y.; ELdorado 5-3508. Lucille Hudiburg, producer. (Packagers; film producers on assignment.)

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By SAUL LEVINSON

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Hullinger Productions
5200 Klingle St., N.W., Washington 16, D. C.; Woodley 6-9487. Edwin Ware Hullinger, president, production manager. (Film package programs, commercials.)

Hurrell Productions, Inc.
333 North Rodeo Drive, Beverly Hills, Calif.; Chesterwood 1-8823. George E. Hurrell, president. (Produce and distribute package shows and commercials.)

Hygo Television Films, Inc.
- Wild Bill Elliot (26); 100 features; 156 cartoons; 95 westerns (See also page 376-377)

IFA-TV Corp.
550 Fifth Ave., New York, N. Y.; Plaza 7-6454. B. Bernard Kreisler, president. (Producers of filmed series, feature shorts, commercials.)
- 2 series; 3 features.

I.F.E. Television Department
1501 Broadway, New York 36, N. Y.; Longacre 4-4843. Ralph Serpe, director. (Packager of Italian films, arranges co-production of films.)

IMPS, Inc.

IWF, Inc. (Imperial World Films)
49 East Oak St., Chicago 1, Ill.; Michigan 2-6200. R. W. Davis, president; Gene Lucas, general sales manager. (Produce and distribute filmed series.)
- Raymond Massey Reads the Bible (65); Wrestling, International Amphi-theatre (continuous).

Ideal Pictures, Inc.
58 E. South Water St., Chicago 1, III.; Financial 6-5480, 5481. Branches in 27 cities. Paul R. Fogle, president; Wm. Kirkpatrick Jr., vice-president & secretary. (Distributors of shorts.)
- 281 shorts.

Impro Productions, Inc.
American National Studios, 7324 Santa Monica Blvd., Los Angeles, Calif.; Hollywood 2-6292. Herbert L. Strick, president; Richard G. Taylor, vice-president. (Feature films, commercials, shorts.)

Independent Producers Film Exchange, Inc.
6325 Santa Monica Blvd., Los Angeles, Calif.; Hollywood 4-2719. J. Sandler, president. (Producers of filmed series.)

Information Productions, Inc.
3 East 57th St., New York 22, N. Y.; Plaza 9-8620. Thomas H. Wolf, president; Alfred Butterfield, director; Lee Hazen, secretary-treasurer. (Producer of filmed shows, commercials.)
- Herblock’s Week (13); See It Now (filmed section only); 1 feature film.

Intericinema, Inc.
1925 Connecticut Ave., N.W., Washington 6, D. C.; Republic 7-4040; Sterling 3-6455. Edmund M. Sculfo, president; John del Re, managing director. (Producer and distributor for filmed programs.)

Inter-Continental Television Corp.
280 West 57th St., New York, N. Y.; Judson 6-1890. Edward Gruskin, chairman; Martin H. Poll, president. (Producers of filmed programs.)
International Film Foundation, Inc.
345 East 46th St., New York, N. Y.; Oxford 7-1888. Julien H. B-yan, executive director. (Produce and distribute documentary shorts.)

International Geographic Pictures
1776 Broadway, New York 19, N. Y.; Circle 6-4486. J. Allen Julier, executive president. (Produce educational films.)

International News Service
235 E. 45 St., New York 17, N. Y.; Murray Hill 7-8800. Branch offices in 29 cities. Seymour Berkson, general manager; Robert H. Reid, TV sales manager. (Distributes daily, weekly news and sports films.)

International 16mm., Corporation
165 W. 46 St., New York 36, N. Y.; Plaza 7-2265. Patrick E. Shanahan, president and treasurer; George Blake, secretary. (Producers and distributors of filmed programs, specializing in classical music.)

International Tele-Film Productions, Inc.
331 Madison Ave., New York 17, N. Y.; Murray Hill 7-9116. Paul F. Moss, president. (Producers of commercials, filmed programs.)

Interstate Television Corp.
4376 Sunset Drive, Hollywood 27, Calif.; Normandy 2-9181; 1560 Broadway, New York 36, N. Y.; Plaza 7-3070; 307 S. Harwood St., Dallas, Tex.; 1115 High St., Des Moines, Iowa; 1250 S. Wabash, Chicago, Ill.; 1835 Central Parkway, Cincinnati, Ohio. G. Ralph Branton, president; S. Brod, chairman of the board; George D. Burrows, executive vice-president, treasurer; Harold J. Mirtisch, Lloyd L. Lind, vice-presidents. (Producer and distributor of TV films.)

- Ethel Barrymore Theatre (12): Tales of Hans Christian Andersen (26); Little Rascals (100); Adventures of Blkey (26); Popular Science Newsreels (78); Adventure Album (26); 138 features (See also page 482)

Jaffe Agency, The, Inc.
853 Sunset Blvd., Hollywood 46, Calif.; Crestview 6-6121. Sam Jaffe, president. (Producers of live and film shows.)

Jam Handy Organization, The

Jan Productions, Inc.

- This Is Your Music (26).

TONY MARVIN

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Jewell Radio and Television Productions
185 N. Wabash Ave., Chicago 1, Ill.; Financial 6-4474. James E. Jewell, president; W. Ralph Jewell, vice-president. (Producers and distributors of filmed series, live, and filmed commercials.)
- The Silver Eagle (13).

Joseph, Robert, Television Productions
4455 Carpenter Ave., N. Hollywood, Calif.; SUNset 1-1331. Robert Joseph, president; Deane Andrews, vice-president in charge of production; Alan Levinger, director of publicity. (Producers of filmed series, live, and filmed commercials.)

Junior Programs, Inc.
22 Lawrence St., Newark 5, N. J.; MARKet 2-0770. (Producers of film and live programs.)

KRK Productions, Inc.
561 Fifth Ave., New York 17, N. Y.; VAnderbilt 6-5889. Eleanor J. Kendrick, president; Robert Breckenridge, secretary-treasurer; Natalie M. Kalmus & Rudy Martinelli, vice-presidents. (Producers of films.)

Kaie Deei Television Talent
1674 Broadway, New York 19, N. Y.; COLUMbus 5-3623 & TURNbull 7-0289. Kaie Deei, owner. (Specialists in non-Caucasian talent, packages, commercials.)

Karlen, Bernard E., Productions

Kayfetz, Victor, Productions, Inc.
1189 Broadway, New York 19, N. Y.; Circle 5-1830. Victor Kayfetz, president, executive producer. (Producers of filmed series, live, and commercials.)
- Water World (13).

Keith, Allan, Productions
358 Fifth Ave., New York, N. Y.; PLaza 7-6454. Allan Keith, president. (Distributors of filmed programs.)

Kelsey-Fraser Productions
2132 Fordem Ave., Madison, Wis.; CH 4-3528. W. M. Fraser, president; W. A. Korbel, vice-president; Fenton Kelsey, Jr., treasurer. (Producers and distributes filmed series, live and animated commercials.)
- TV Kitchen (26).

Kerkow, Herbert, Inc.
480 Lexington Ave., New York 17, N. Y.; PLaza 1-1833. Herbert Kerkow, president; Rosemond Kerkow, secretary. (Producers of commercials.)

Key Productions, Inc.
18 E. 41st St., New York 17, N. Y.; LEXington 2-4111. Morton Schindel, president; James D. Korbel, vice-president. (Produce films. Package shows.)

Kier Film Co.
154 Davis Court, San Antonio, Texas; TRavis 0623, T-9984. H. W. Kier, owner. (Producers of films.)

King, John Reed, Enterprises, Inc.
318 W. 50th St., New York 19, N. Y.; COLUMbus 5-0343. John Reed King, president; Jean Abbott King, vice-president, treasurer. (Live shows.)

EVE ARDEN
Kling Film Productions
601 N. Fairbanks Court, Chicago 11, Ill.; DELaware 7-4000; 1058 W. Washington Blvd., Chicago 7; SEEley 8-4181; 1416 N. La Brea, Hollywood 28, Calif.; HOLlywood 3-2131. Robert Eitinberg, president; Lee Blevins, director West Coast operations; Fred A. Niles, vice-president & director film-TV division. (Producers of package shows, commercials.)

Knickerbocker Productions, Inc.
1600 Broadway, New York 19, N. Y.; Circle 6-9850. Howard A. Lesser, president; Thomas S. Dignan, vice-president; Mary Morrissey, secretary-treasurer. (Film producers.)

Lakeside Television Co., Inc.
1465 Broadway, New York 36, N. Y.; LONgacre 5-4582. Richard Stevers, president; Bernard Schulman, vice-president. (Produce & distribute filmed series, shorts, packages, features.)
- Wild Life In Action (52); Where In The World (78); Opera & Ballet (13); Adventure Is My Job (13); Fun With Felix (13); The Bible (39); Magic Vault (52); Out Of The Past (38); This Is Hawaii (26); 20 features.

Lalley & Love, Inc.
565 Fifth Ave., New York 17, N. Y.; ELdorado 3-1283. James A. Love, president. (Producers of film spots and programs.)
- Professor Yes 'N' No (26). (See also page 470)

Landau, Ely, Inc.
60 West 5th St., New York 19, N. Y.; PLaza 7-2100. Ely A. Landau, president; Harold Kovner, secretary. (Producer of filmed shows.)
- Bill Corum Sports Show (26); The Pas-serby (26); Man's Heritage (13).

Landt, Karl, Radio-TV
7 East 47th St., New York 17, N. Y.; ELdorado 5-7785. Karl Landt, president; Ted Persons, publicity director. (Producers of live and filmed commercials.)

Lang, Albert, Productions
KTTV, Sunset Blvd., Hollywood 28, Calif.; HUDson 2-1111. Albert Lang, president and general manager; Olga Haney, vice-president and secretary. (Producers and distributors of commercial films.)

Larchmont TV Studios, Inc.
(See TV Guild Productions, Inc.).

Lassner, Wynn
1019 Broadway, New York 19, N. Y.; PLaza 7-0876. Wynn Lassner, president & treas-urer. (Commercial films & live programs.)
- Variety Shows (live & film); Tales of Robin Hood (series).

Latin-America Radio & TV Corporation

Laufman, Herbert S., & Company
221 No. LaSalle St., Chicago 1, Ill.; RANDolph 6-1086. Herbert S. Laufman, president; James A. Jennings, Jr., vice-president. (Producers of live programs, commercials.)
- The Doctor Answers (live).

Norman Wright Productions, Inc.

* Industrial Motion Pictures

Entertainment And Commercial Film For T.V.

* Halliburton Oil Well Refining Company
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Hughes Tool Company
Byron Jackson
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Prudential Insurance Company
Richfield Oil Corporation

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8414 Melrose Avenue Hollywood 46, California OLive 3-4292
Lawrence, Robert, Productions, Inc.
418 W. 54 St., New York 19, N. Y.; Juddson 2-5247. Robert L. Lawrence, president; Philip Kornblum, treasurer; Henry Traiman, vice-president in charge of editorial supervision; Gabriel Bayz, Doris Reichbart, production supervisors; Roy Lockwood, producer-director. Louis Muccioli, vice-pres. in charge of studio operations; Barbara Cooper, casting director. (Produce filmed series and commercials.)
• Sightseeing With The Swayzes (13).

Leichter, Mitchell
6811 Hollywood Blvd., Hollywood 28, Calif.; Mitchell Leichter, president and head of production; Jean Rich, general manager. (Produce and distribute filmed programs.)

Lesser, Sol-Jack Denove TV Films, Inc.
RKO Pathé Studio, 9336 W. Washington Blvd., Culver City, Calif.; Texas 6-2931. Sol Lesser, chairman of the board; Jack Denove, president, Norman Freeman, Richard Denove, vice-presidents. (Produce filmed series.)
• Tarzan (series).

Lester, Gene, Productions
1477 N. Vine St., Hollywood 28, Calif.; Hollywood 4-7287. Gene Lester, producer and director; Robert Ernst, chief technician. (Produce film packages and commercials.)
• Calling All Stars (26).

Levene, Carol, Productions
1736 Stockton, San Francisco 11, Calif.; Sutter 1-5022. Carol Levene, owner. (Produce of commercial packages.)

Lewis & Martin Films, Inc.
1431 No. Wells St., Chicago 10, Ill.; Whitehall 4-7477. Martin Schmidhofer, president; Arthur E. Kaplan, Richard C. Lewis, vice-presidents; Herschell C. Lewis, secretary-treasurer. (Producers of filmed programs, commercials.)
• Back to God Hour (13); Chuck Wagon Boys (series).

Lewis, Edward, Productions
• Play of the Week (26).

Lewis, Lester H., Associates
11 E. 48th St., New York 17, N. Y.; Plaza 3-5083. Lester Lewis, vice-pres. (Live and film packages.)

Lewis Sound Films
75 West 45th St., New York 38, N. Y., Juddson 2-1322. Vernon Lewis, president; Frank Herman, director; Robert Rubin, Henry Tretter, production assistants, Rosario Alcistra, sales manager. (Produce commercials.)

Lewisler Enterprises, Inc.
9756 Wilshire Blvd., Beverly Hills, Calif.; Crestview 6-7173. Thomas H. A. Lewis, president. (Produce filmed shows, commercials.)
• Loretta Young Show (network series).

Libra Film Distributors & Producers
6255 Sunset Blvd., P. O. Box 1104, Hollywood 28, Calif.; HOS-161, HOS-7906. Charles M. McCoy, vice-president; Loy Lester, secretary. (Live and film shows, commercials.)

Library Films, Inc.
25 W. 45th St., New York 36, N. Y.; Plaza 7-3450; Paul N. Robins, president. (Distributor of feature films.)
• 11 features.

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sales mgr.; Ray Wild, vice president & McManus, vice president & international southern sales manager; Hank Long, vice president & western sales manager; Aaron Beckwith, New York office sales manager; Howard Wormser, public relations director. (Distributes filmed series.)

* Abbott and Costello (52); Biff Baker, USA (26); City Detective (55); Counterpoint (26); Curtain Call (39); Dr. Hudson's Secret Journal (39); Famous Playhouse (200); Follow That Man (39); Guy Lombardo (39); Heart of the City (91); Hollywood Offbeat (13); I'm the Law (26); Lone Wolf (39); Man Behind the Badge (39); Mayor of the Town (39); Playhouse 15 (78); Pride of the Family (40); Rocky Jones, Space Ranger (39); Royal Playhouse (52); Telesports Digest (52); Touchdown (13); Waterfront (78); Where Were You? (26).

(See also page 391)

MPA Service Co., Inc. (see U. M. & M., Inc.)

MPD Productions, Inc. 15E. 33St., New York 22, N. Y.; MURray Hill 8-7530. Judd L. Pollock, president; Lawrence Madison, vice-president. (Pro-

Madison, Noel & Associates, Inc. 8947 Sunset Blvd., Los Angeles 46, Calif.; CREstview 4-9481. Noel Madison, president, treasurer; Louis Kaminar, secretary. (Pro-

Major Television Productions, Inc. 1270 6th Ave., New York 20, N. Y.; PLaza 7-8990. (Subsidiary of Producers Repre-

* 51 feature films.

Marathon TV Newsreel, Inc. 10 E. 49th St., New York 17, N. Y.; MURray Hill 8-9985. Konstantin Kaiser, president and executive producer; Kenneth Baldwin, vice president and production super-

March of Time, The 363 Lexington Ave., New York 17, N. Y.; JDudson 5-1212. Arthur Murphy, manager; Frank Shea, sales director. (Producers of films.)

Mardys Films, Inc. 270 Park Ave., New York 17, N. Y.; PLaza 5-9473. Marion Gering, president; Gladys Spero, secretary. (Producers of feature films.)

* 3 feature films.

Mark VII, Ltd. 2400 W. Alameda, Burbank, Calif.; Victoria 5-2461. Stanley Meyer, producer; Jack Webb, director. (Produce dramatic series.)

* Dragnet (network series).


* Make Room for Daddy (30); It's Always Jan (26).

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Film Center Building
630 Ninth Avenue New York 36, N. Y.
Merriwell, Frank, Enterprises
• The Adventures of Frank Merriwell (series).

Metro Artist Bureau
720 Fifth Ave., New York, 19, N. Y.; Circle 6-8471. T. M. Nelson, director. (Live packages.)

Michelson, Charles, Inc.
45 West 45th St., New York 36, N. Y.; Plaza 7-0995. Charles Michelson, president; Aaron Michelson, vice president, export manager; Martin Diamond, traffic manager. (Producers and distributors of filmed series.)
• Capsule Mysteries (39); Famous Jury Trials (290); The Plainsclothes Man (260).

Milverne Productions, Inc.

Minot TV, Inc.
(see U. M. & M., Inc.)

Modell, Arthur B., TV Productions, Inc.
2166 Broadway, New York 34, N. Y.; Susquehanna 7-5453. Arthur B. Modell, president & producer; Charles H. Rosen, vice-president & executive producer; Morton Zimmerman, associate producer-director. (Live shows, film packages, commercials.)
• Dione Lucas Cooking Show (78); Tiny Fairbanks Show (12); Door Prize (series); Dione Lucas Cooking Show (live).

Modern Talking Pictures Service, Inc.
45 Rockefeller Plaza, New York, 20, N. Y.; JUdson 6-3830. Branch offices: TV Div., 219 E. 44th St., New York (TV); 420 N. Michigan Ave., Chicago (TV); Store 152, Tishman Bldg., 3450 Wilshire Blvd., Los Angeles (TV); F. H. Arlinghaus, president; J. R. Ritenour, vice president in charge of television. Pete Markovich, Chicago manager; John Lipsky, Los Angeles manager. (Distribute filmed programs.)
(See also page 111)

Mogull's Films
112-114 W. 45th St., New York 36, N. Y.; Plaza 7-1414. Charles Mogull, president. (Distributes films.)

Morris, William, Agency, Inc.
1740 Broadway, New York 19, N. Y.; JUdson 6-5100. Abe Lastfogel, president; Nat Lefkowitz, treasurer; Morris Stoller, secretary. Wallace S. Jordan and George Gruskin, heads of radio-TV dept. (Live and film TV shows, commercials.)

Morton Television Productions, Inc.
54 East Lake St., Chicago 1, Ill.; CEntral 6-4144-5. Morton Jacobson, president; Cecilia Jacobson, secretary, treasurer. (Producers of live and film shows.)
• This Is the Story (52); What's Wrong with this Picture (260).

Moss, Herbert M., Productions
2 W. 46 St., New York 36, N. Y.; JUdson 6-5557. Herbert M. Moss, president; Rose Gray, secretary and treasurer. (Produce and distribute live and filmed shows.)

Motion Picture Productions, Inc.
Western Reserve Bldg., Cleveland 13, Ohio. Donald Clark Jones, president; James L. Baker vice president. (TV films, commercials.)
Motion Picture Service Co.
125 Hyde St., San Francisco 2, Calif.; ORD- way 3-9162. Gerald L. Karask, president. (TV film commercials, animation and live action.)

Motion Pictures for Television, Inc.

• Drew Pearson Washington Merry-Go-Round (26).

Movie Advertising Bureau
70 E. 45 St., New York 17, N. Y.; MUrray Hill 6-3717. Claude F. Lee, director of national sales. A. E. Smith, office manager. (Produce and distribute spot commercials, filmed programs.)

Movietone News, Inc.
460 W. 54 St., New York 19, N. Y.; COlumbus 5-7200. W. C. Michel, president; Edmund Reek, vice president. (Producers of newsreels, shorts and film commercials.)

• United Press Movietone (continuous).

Murphy, Owen, Productions, Inc.
723 Seventh Ave., New York 19, N. Y.; Plaza 7-8144. Owen Murphy, president; Charles L. Turner, vice-president, production; Elwood Siegel, general manager; Edward Boughton, supervising editor; Don Tompkins, general sales manager. (Producers of film shows, packages, commercials.)

Musical Features, Inc.
444 Madison Ave., New York, N. Y.; Plaza 3-2114. GAS Haenschen, president. (Spot commercials.)

Mutual Television Productions, Inc.

• International Playhouse (26).

Myerberg, Michael, Productions, Inc.
234 W. 44th St., New York 36, N. Y.; CHickering 4-4846. Michael Myerberg, chairman; Arthur Gray, Jr., president; John J. Bergen, Jr., vice-president. (Producers of commercials.)

NBC Film Division
30 Rockefeller Plaza, New York 20, N. Y.; Circle 7-8300. Sales offices: 30 Rockefeller Plaza, New York 20, N. Y. (Leonard F. Warager); Merchandise Mart, Chicago, Ill. (H. Weller Keever); Sunset & Vine, Hollywood. Cal. (Clifford Ogden); Carl M. Stanton, NBC vice-president in charge; Edgar G. Sisson, director; Charles A. Henderson, director of publicity; Robert A. Anderson, business manager; John B. Cron, national sales manager; Frank C. Lepore, manager of film & kinescope operation; Stanton M. Osgood, manager of film production; David Savage, manager of film procurement; Jay H. Smolin, manager of advertising and promotion. (Film sales and syndication.)

• Adventures of the Falcon (39); Badge 714—"Dragnet" (series A, 48; series B, 39); Captured—"Gangbusters" (26); Dangerous Assignment (39); The Great Gildersleeve (39); His Honor, Homer Bell (39); Hopalong Cassidy (series A, 26; series B, 26; one hour, 25); Inner Sanctum (39); Life of Riley (series A, 26; series B, 29; series C, 39); Lilli Palmer Show (25); Paragon Playhouse—"Douglas Fairbanks Presents" (39); Steve Donovan, Western Marshal (39); Victory at Sea (26); The Visitor (24); Watch the World (26). (See also page 537)

Nassour Pictures, Inc.
8160 West 3rd St., Los Angeles 48, Calif.; OLive 3-0400. William Nassour, president; Edward Nassour, vice-president, treasurer; Fred Nassour, secretary. (Produce film programs, feature films and commercials.)

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National Productions
(see Enders, Robert J., Inc.)

National Telefilm Associates, Inc.
60 West 55th St., New York 19, N. Y.; Plaza 7-2100. Ely Lundau, president; Oliver Un- ger, executive vice-president; Harold Goldman, vice-president in charge of sales. (Distributor of feature films, filmed series.)

- Bobo the Hobo (26); Bill Corum Sports Show (26); China Smith (26); Design for Living (26); Find a Hobby (26); Hal Roach Laff Time Show (13); Hand to Heaven (13); Health and Happiness Club (105); Holiday (26); International Playhouse (26); James Mason Show (26); Layman's Call to Prayer (52); M. D. (130); Man's Heritage (13); Music of the Masters (13); New Adventures of China Smith (26); Orient Express (26); Pantomime Quiz (13); The Passerby (26); Play of the Week (26); Police Call (26); 214 feature films.

(See also page 393)

National Television Films

- Lash of the West (13); Secret Chapter (13); 13 features.

Neal, Stanley, Productions, Inc.
475 Fifth Avenue, New York 17, N. Y.; MUrray Hill 3-0336. Branch offices: Wash- ington, D. C., Munsey Building; Sterling 3-0918, Los Angeles. Calif.; 1277 No. Clark St., CReskview 6-8663; Chicago 11, 1809 Tribune Tower, WWhitehall 4-2360; Phila- delphia, Pa., 1420 Walnut St., PENnepacker 5-6135. Donald J. Lane, president; Charles W. Cromer, executive vice-presi- dent; Sobey Martin, vice-president in charge of production; Louise C. Neal, secre- tary-treasurer. (Produce filmed programs, commercials.)

Nelson, Ted, Associates
730 Fifth Ave., New York 19, N. Y.; Circle 6-9440. Ted Nelson, director. (Packages.)

Nemeth, Ted, Studios
729 Seventh Ave., New York 19, N. Y.; Circle 5-5147-8. Ted Nemeth, production director; M. E. Bute, art director. (Producers and distributors of shorts and commercials.)

- 9 shorts.

Neptune Productions Co.
50 Rockefeller Plaza, New York 20, N. Y.; Circle 7-8500. John Gibbs, Robert Mont- gomery, partners. (Produce live TV shows.)

Kew Albion Films, Inc.
991 Tennessee St., San Francisco 7, Calif.; VAlecencia 4-8484. Mrs. Enid Thompson Sales, president; Grover G. auaman Sales, sales manager. ( Produces filmed series.)

- The World of Wolo (13).

Nicol, Oliver W., Productions

Norman, John, Productions
2404 Sackett, Houston 6, Texas; LYNchburg 7356. John Norman, general manager. (Live shows, film commercials.)

North American Television Productions, Inc.
601 46th St., New York 19, N. Y.; MUrray Hill 7-2913. E. M. Glucksman, president; Joseph Plunkett, vice-president; L. B. Glucksman, secretary-treasurer. (Pro- duces filmed programs.)
Official Films, Inc.  
25 W. 45th St., New York 36, N. Y.; Plaza 7-0100. Branches: 333 Candlestick Bidg., Atlanta, Ga.; 121 S. Lapeer Drive, Beverly Hills, Calif.; 419 Boylston St., Boston, Mass.; 360 N. Michigan Ave., Chicago, Ill.; 301 Fenwick Rd., Cleveland, Ohio; Santa Fe Bidg., Dallas, Tex.; 1535 Hudson St., Denver, Colo.; 3100 Raleigh Ave., Minneapolis, Minn.; 1420 Walnut St., Philadelphia, Pa.; 808 E. Essex St., Glendale (St. Louis), Mo. Isaac D. Levy, chairman of the board; Harold L. Hackett, president; Herb Jaffe, vice-president in charge of sales; Herman Rush, Robert Sanford, vice-presidents. (Producer, distributor of filmed series, features, shorts.)

- Adventures of the Scarlet Pimpernel (39); Bozo the Clown (13); Colonel March of Scotland Yard (26); Dateline Europe (78); Meet the O'Brien's (39); My Hero (33); My Little Margie (126); Overseas Adventure (39); Secret File, U. S. A. (26); Sports News—Events (45); The Star and the Story (39); Terry and the Pirates (19); This Is Your Music (26); The Trouble with Betsy (13); "Stu Erwin Show" (130); 117 features; 26 sports features; 1,864 shorts.

Okun, Lilian, Productions  
Hotel Ruxton, 90 W. 72nd St., New York 23, N. Y.; Susquehanna 7-0500. Lilian Okun, president. (Live shows—children and teen-age, women's.)

On Film, Inc.  

Onyx Picture Corp.  
224 West 49th St., New York, N. Y.; Plaza 7-4667. Sam Lake, president. (Distributor of film series, features.)

- Our Gang Comedies (52); Craig Kennedy series (26); Thrill of Your Life (13); Canine Comment (18); Jim and Judy in Tealand (15); Little Story Shop Christmas shows (5); 29 features: 120 westerns; 6 wrestling films.

Opera Cameos TV Productions  
551 Fifth Ave., New York 17, N. Y.; Murray Hill 2-4061. Carlo Vinti, president; Joseph Vinti, Jim Knisely, vice-presidents; Anne Marie Andreuzzi, secretary; F. X. Giaccone, coordinator. (Producers live series.)

- Opera Cameos (live).

Owens, Harry, Television Productions  
6710 Melrose Ave., Hollywood 38, Calif.; WYoming 1491. Harry Owens, president; Homer O'Donnell, vice-president. (Film producer.)

PTE, Inc. (formerly Frockter Television Enterprises) (see Pyramid Productions, Inc.)

Packaged Programs, Inc.  
634 Penn Ave., Pittsburgh 22, Pa.; Grant 1-4756. M. E. Fierst, general manager. (Produce and distribute live and film shows, commercials, film news.)

- Mr. Rumple Bumpie (15); Home Is Happiness (198).

Palisade Television Productions, Inc.  
157 East 60th St., New York 21, N. Y. George F. Foley, president; J. C. Halabian, vice-president; Daniel Vilardi, film sales manager; M. E. MacMurray, program sales manager. (Package shows, filmed programs.)

Palladium Radio Productions, Inc.  
445 Park Avenue, New York 22, N. Y.; Plaza 9-8644. Monroe W. Greenthal, president; S. George Gallu, vice-president and general sales manager. (Producer and distributor of programs.)
Motion Picture and Television Expert

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P Plaza 3-2326

Pan American Productions
Box 1774, Miami 10, Fla.; Tel.: 821216. Eduard de Tejada, president; Charles Duerkes, vice-president; Robert J. McGowan, secretary-treasurer. (Producers of Spanish-language feature films, commercials.)

Pan-American Television Corp.
1049 So. Hill St., Los Angeles 26, Calif.; Richmond 7-8861. Frank Fouse, president; Frank L. Fouse, vice-president; Herbert T. Silverberg, secretary. (Film product in English with Spanish titles and films in Spanish.)

Paramount Television Productions, Inc.
5451 Marathon St., Hollywood 38, Calif.; Hollywood 9-3181. (Subsidiary of Paramount Pictures Corp.) Paul Rabourn, president; Klaus Landsberg, vice-president; general manager; Bernard Goodwin, vice-president. (Produce and distribute packages, filmed series)

- Wrestling from Hollywood (continuous series)

Parry, Paul, Productions
7557 Sunset Blvd., Hollywood 46, Calif.; Hollywood 7-4774. Paul Parry, president; Diane Parry, vice-president; Charles L. Lauder, secretary, treasurer. (Film programs and commercials)

Parsonnet-Wheeler, Inc.

- Brother Mark (30); The Visitor (44)

Parsons, Lindsley, Productions, Inc.
5746 Sunset Blvd., Hollywood 28, Calif.; Hollywood 2-7111. Lindsley Parsons, president; Sam Wallis, treasurer. (Produce films and commercials)

Partington, Jack, Television Productions
300 W. 53rd St., New York 19, N. Y.; PLaza 7-8316. Jack A. Partington, Jr., president. (Film producer, package shows)

Pathoscope Productions
580 Fifth Ave., New York 19, N. Y.; PLaza 7-5290. (Pathoscope Company of America, Inc.) Edward J. Lamm, president; William M. Nelson, executive director; Rogers Keene, director and supervising editor; James Pierce, production manager. (Produce programs and commercials)

Patin, Ray, Productions

Pearson & Luce Productions
26 O'Farrell St., San Francisco, Calif.; YUkon 2-1272. Studios: Bellevue Hotel, Geary & Taylor, San Francisco; PROspect 6-6335. Lloyd K. Pearson, sales manager; Ralph W. Luce, production manager. (Film shorts, commercials, newsreels)

Pentagon Films, Inc.
(Subsidiary of Cambridge Productions, Inc.) Box 1774, Miami 10, Fla. Edward Vaughan, president, Ted Edwards, vice-president; F. Neurde, secretary-treasurer. (Produce filmed programs, packages)

Philosco TV Enterprises
2725 Malcolm Ave., West Los Angeles 64, Calif.; ARizona 9-3139. Michael Phillips, president. (Film producers)

Pictorial Films, Inc.
1501 Broadway, New York 36, N. Y.; PEnnsylvania 6-3756-7-8. Frank Soule, chairman of the board; Milton Salzberg, president; Hyman Rosner, vice-president, treasurer. (Producer and distributor of shorts)

- 69 shorts
Television Films from Britain

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PLaza 8-1357

Radio City Associates
32 East 68th St., New York 21, N. Y. : LEhigh 5-8950. Morton D. Cato, director of sales; Eugene Aretsky, director of programming, promotion; Norman B. Alt, director of production. (Producers of live programs.)
- What's New; Surprise Party (live).

Radio Corporation of America (Recorded Program Services Department)
155 East 24th St., New York, N. Y. : MUrray Hill 9-7200; branches in Atlanta, Chicago, Dallas, Hollywood: A. B. Sambrook, management; RCA-Victor Recorded Program Services Department; G. Field, field representative. (Distributors of packages, feature films.)
- 18 feature films.

Rainbow Island Productions, Inc.
3061 Kapiolani Blvd., Honolulu, Hawaii.
Chuck Smouse, president; George Vanderbilt, vice-president. (Producers.)

Ram Productions
661 West End Ave., New York 25, N. Y. : Monument 2-5111. Ed Lindner, director. (Producers of live package programs, medical films and programs, commercials.)
- Medical Reporter (live); Vera Wallace, Private Investigator (live); Time & Again (live); Eben & Egbert (live); Animal Inn (live).

Redlin-Grant, Inc.
650 Bronson Ave., Hollywood 4, Calif.; Hollywood 9-3231. John Rawlins, president; Marshall Grant, vice-president. (Film series producers, commercials.)
- Mayor of the Town (39) (co-producer).

Reed Productions, Inc.
17699 Ventura Blvd., Encino, Calif.; STate 4-8133. William A. Redlin, president; Emil F. Redlin, secretary, treasurer. (Live and film programs.)

Reda Films, Inc.
17 N. W. Third St., Miami 32, Fla.: Tel.: 2-2108. Stanley Stern, president; Dick Wolfson, vice-president; Frank Brodick, general manager. Michael Brown, executive producer. (Producers of filmed series, packages, commercials.)

Reemack Enterprises, Inc.
1270 Ave. of the Americas, New York 20, N. Y. : Circle 6-7300. Lou Goldberg, president. (Producers of live shows.)

The text continues with more entries for various companies and individuals, detailing their roles and productions.
Regal Television Pictures Corp.  
151 W. 46th St., New York 36, N. Y.; Luxembourg 2-1877. President: Joseph Felder, vice-president. (Feature films and shorts.)

Regent Productions, Inc.  

Regent Pictures, Inc.  
729 Seventh Ave., New York 19, N. Y.; PLaza 7-5645. Robert Plk, president. (Distributor of feature films, shorts and cartoons.)
• 13 features; 24 shorts.

Republic Television Features  
64 East Lake St., Chicago 1, Ill.; STate 2-0460. Capico Kapps, president; Joseph Kapps, vice-president. (Producers and distributors of live and transcribed shows.)

Revue Productions, Inc.  
9370 Santa Monica Blvd., Beverly Hills, Calif.; HOLlywood 4-5483. (Produces filmed series.)
• City Detective (65); Famous Playhouse (200); General Electric Theatre (26); Pepsi Cola Playhouse (series); Pride of the Family (40); Ray Milland Show (series); Bill Baker, U. S. A. (26).

Reynolds, Stuart, Productions  
9120 Sunset Blvd., Los Angeles 46, Calif.; Cresentview 4-7863. Stuart Reynolds, president. (Distributes package shows, film series.)
• General Electric Theatre (26); Sovereign Theatre (26); Your Jeweler's Showcase (26).

Rice, Craig, Enterprises  
1040 North Las Palmas Ave., Hollywood, Calif.; HOLlywood 2-6311. Tony London, producer; Sam Neuman, writer-director. (Producer of filmed series.)
• The Craig Rice Theater (series).

Riddick, Marion, Productions  
1102 Eberhart St., Houston 6, Tex.; JACKson 4-9663. William M. Riddick, director. (Producer and distributor of filmed series, commercials.)
• Modelette Television Dramatics (26).

Riviera Productions  
1713 Via El Prado, Redondo Beach, Calif.; FRontier 5-4592. F. W. Zens, executive producer; Lionel Grover, associate producer. (Produce filmed series, commercials.)
• Punch and Trudy (6); Teletunes (15).

Roberts, Bob L. Productions  
152 West 54th Street, N. Y. 19, N. Y. PLaza 7-4315. Bob L. Roberts, president. (Produce live and film shows.)

Rocket Pictures, Inc.  
6108 Santa Monica Blvd., Hollywood 38, Calif.; HOLlywood 7-7131. J. Richard West, president; J. Harry Ebert, vice-president in charge of sales; Harlow Wilcox, vice-president; Don Bartelli, production manager. (Producers of films and programs.)

Rockett, Frederick K., Co.  
8081 Sunset Blvd., Hollywood 28, Calif.; HOLlywood 4-3183. Fred K. Rockett, general manager; Alfred Higgins, production supervisor. (Producers of commercials.)

Rockethill Productions  
15 E. 50 St., New York 22, N. Y.; PLaza 9-7979. Stanley J. Wolf, president. (Produce and distribute live and film shows.)
(See also page 423)

Rodney-Young Prod.  
(see Cavalier Prod.)
Roffman, Richard H., Associates
675 West End Ave., New York 25, N. Y.; Riverside 9-3647. Richard H. Roffman, president; Maurice Roffman, Alvin Rubin, Herman Jaffe, Lila King, Emanuel Targum, vice-presidents. (Producers of shows.)

Rogell Productions, Inc.
224 N. Canon Drive, Beverly Hills, Calif.; CRestview 1-0585. Albert S. Rogell, producer-director; A. W. Moore, secretary-treasurer. (Features, other films.)

Rogers, Roy, Productions
Samuel Goldwyn Studio, 1041 N. Formosa Ave., Hollywood 46, Calif.; GRange 5111. Roy Rogers, executive producer; Jack Lacey, producer. (Produce Westerns.)
• Roy Rogers Show (series).
(See also page 417)

Rosamond Productions, Inc.
8913 Sunset Blvd., Hollywood 28, Calif.; REmtelevision 4-5401. David Chudnow, president; Rosamond Chudnow, vice-president. (Produce films for TV.)

Ross-Danzig Productions
• California Living, Musical Chairs (live).

Rourke, Jack, Productions
6331 Hollywood Blvd., Hollywood 28, Calif.; HEmtelevision 7178. Jack Rourke, president; Richard Wendelken, production manager; Fred Fuld, Jr., treasurer. (Live programs and sporting events.)

Roush, Leslie, Productions, Inc.
333 W. 56 St., New York 18, N. Y.; Columbus 5-6430. Leslie M. Roush, president; Jules K. Sindic, vice-president. (Produce films and commercials.)

Rouzer, Danny, Studio
7022 Melrose Ave., Hollywood 38, Calif.; Webster 6-2494, Danny Rouzer, president. (Produce films.)

Ruby Film Company
729 Seventh Ave., New York 19, N. Y.; Circle 5-5640. Edward Ruby, production manager; Sidney Nannes, office manager. (Produce film programs.)

Rusk, John, Productions, Inc.
527 Lexington Ave., New York, N. Y.; Plaza 5-5136. John Rusk, president. (Produce live & filmed programs.)

Sack Television Enterprises
356 W. 52 St., New York 36, N. Y.; JUdson 6-2258 and Film Exchange Bldg., Dallas, Texas, STrerling 3069. Alfred S. Sack, general manager; Julius M. Sack, sales manager. (Producer and distributor of filmed series, features.)
• Hillbilly Jamboree (13); 29 features; 150 shorts.

Sackett, Barnard L., Productions
Suite 210, 138 South 9th St., Philadelphia 7, Pa.; WAlnut 3-0300. Barnard L. Sackett, owner. (Produce of live shows and cartoon films and commercials.)

Samuels, Sam
1564 Broadway, New York 36, N. Y.; JUdson 6-9012. Sam Samuels, owner. (Package shows.)

Saperstein, Abe, TV Enterprises
127 No. Dearborn Ave.; Chicago, Ill.; D'Earborn 2-2427, Suite 7614, Empire State Bldg., New York 1, N. Y.; LOnngaer 3-4677; 8306 Sunset Blvd., Hollywood, Calif.; CRestview 4-2602. Abe Saperstein, president; Samuel Rosen, vice-president in charge of production; Fay Sape-stein, Walter Kennedy, producers. (Distributes filmed series.)
• Kid Magic (13); Tic Toc Tales (13).
Saphier, James L., Agency, Inc.
9538 Brighton Way, Beverly Hills, Calif.; Crestview 1-7231; 65 E. 45 St., New York; Murray Hill 7-8370. James L. Saphier, president. (Production of live and filmed programs.)
- Bob Hope Show (live); Tony Martin Show (live).

Sarra, Inc.
200 E. 56th St., New York 22, N. Y.; Murray Hill 8-0940; 16 E. Ontario St., Chicago 11, Ill.; Whitehall 4-5151. Valentina Sarra, president; Morris D. Behrend, general manager. (Production of film commercials and package programs.)

Schafer, Kermit, Radio & Television Productions
45 E. 51st St., New York, N. Y.; Plaza 8-2675. Kermit Schafer, president; Harry Lee, general manager. (Produce and distribute live and film programs.)

Schubert, Bernard L., Inc.
- Movie Quick Quiz (780).

Schultz, Robert, Associates
22 East 67th St., New York 21, N. Y.; L'Enfant 5-4542. Robert Schultz, owner; Gloria Mamber, associate. (Producers of live and animated commercials.)

Schwarz, Mickey, Productions, Inc.
1600 Broadway, New York, N. Y.; Circle 7-6434. Mickey Schwarz, president; Jack L. Lemmon, vice-president. (Produce commercials.)

Schwimmer, Walter, Productions, Inc.
79 E. Wacker Drive, Chicago 1, Ill.; N. Y. Tel.: L'Exning 2-1791; 16 East 41st St., New York, N. Y.; L'Exning 2-1791. Walter Schwimmer, president; George Guyan, vice-president; Bernard Crost, sales manager. (Produce and distribute film series, package programs.)
- Movie Quick Quiz (780); Eddy Arnold Time (26); Championship Bowling (26).

Screen Gems, Inc.
233 W. 49 St., New York 19, N. Y.; Circle 5-5044 and 7334 N. Beachwood, Hollywood 28, Calif.; Hudson 2-011. Branch Offices:
- 230 N. Michigan Ave., Chicago, Ill.; 995 Market St., San Francisco, Calif. (1600 E. Warren Rd., Detroit, Mich. (1350 Maple Drive, N. E., Atlanta, Ga. (4924 Greenville Ave., Dallas, Tex.; 212 Beach Building, Salt Lake City, Utah. Ralph Cohn, vice-president and general manager; John Mitchell, vice-president in charge of sales; Burton Hanft, business mgr.; Fred Briskin, production executive (Hollywood); Ben Berenberg, executive producer (East Coast); Henry S. White, advertising director; Frank Young, public relations director. (Produce, distribute programs, animated and live film commercials.)
- Adventures of Rin Tin Tin (network series plus 39 for syndication); Big Play-back (52); Jet Jackson (39); Music to Remember (13); Professor Yea 'N' No (26); Top Plays of 1935 (44); Your All Star Theatre—"Ford Theatre" (117); Jungle Jim (26); Damon Runyon Theatre (network series); Father Knows Best (network series); Ford Theatre (network series); Captain Midnight (network series).

Screen-Television Productions, Inc.
333 South Beverly Drive, Beverly Hills, Calif.; Crestview 1-6131. Robert Lord, executive vice-president and producer: Jacques Braunstein, president and auditor. (Produce and distribute filmed programs, commercials.)

DAVID LOWE
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Plaza 3-1742

503
Screencraft Pictures, Inc. 15 W. 44th St., New York 36, N. Y.; Murray Hill 7-5011. Edward Berkson, vice-president in charge TV; Peter Piech, sales manager TV. (Distributors of features and Westerns.)
• 90 features; 76 westerns. (See also page 502)
Scripture Film (see Hack, Herman, Prod.)
Leon D. Selznick, owner. (Producer of films and commercials.)
Semaphore Film Corporation (Capitol Productions) (Motion Pixies) 1586 Cross Roads of the World, Hollywood 28, Calif.; Hollywood 4-8179-0. Robert C. Bennett, president; Milton N. Mound, treasurer; Elifie S. Cunnings, secretary. (Producers of live programs.)
Sheela's Hour; Caesar Presents (live).
Sheltric Corp. 6 West 57th St., New York 19, N. Y.; Judson 6-7715. Sid Caesar, president; Florence Caesar, vice-president; Milton N. Mound, treasurer; Elifie S. Cunnings, secretary. (Producers of filmed series.)
Yesterday's World Today (13); Isles of Mystery (5); Ghost Towns (13).
Simon, Al, Productions 1040 No. Las Palmas Ave., Hollywood 38, Calif.; Hollywood 4-2121. Al Simon, owner. (Film producer, commercials.)
Sixteen Screen Service Co. 6710 Melrose Ave., Hollywood 38, Calif.; Webster 9-1491. Leonard Clairmont, Homer O'Connell, partners. (Produces commercials.)
Skibo Productions, Inc. 165 W. 48 St., New York 36, N. Y.; Plaza 7-2265. Patrick E. Shanahan, president and treasurer; George Blake, secretary. (Distributes various types of films.)
• 70 shorts.
Skinner, Charles E., Productions 1600 Broadway, New York 19, N. Y.; Circle 6-6915. Charles E. Skinner, executive producer-director; Raymond J. Rand, associate & general manager; Tom Curtis, production supervisor; Albert Kelley, consultant-director; Nelson Gidding, supervising editor. (Producers of filmed series, commercials.)
• Sergeant Preston of the Yukon (52).
Slesinger, Stephen, Inc. 247 Park Ave., New York 17, N. Y.; Eldorado 5-2544. Hugh Sears, president. (Produce films.)
Smith, Fletcher, Studios, Inc. 321 East 64th St., New York 17, N. Y.; Murray Hill 3-9010. Fletcher Smith, president; Charles Schettler, vice-president; Peter Caldera, secretary-treasurer. (Producer of commercials.)

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Management
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HOWARD MORRIS
featured on
CAESAR'S HOUR—NBC-TV

504
Snader Productions, Inc.
9130 Sunset Blvd., Hollywood 46, Calif.; Crestview 4-6561. Louis D. Snader, president. (Producer of filmed series.)
* Korla Pandit (13)

Song Ads Co.
6000 Sunset Blvd., Hollywood 28, Calif.; Hollywood 5-6181. Robert Sande, president, production director; Del Porter, vice-president, creative director; Don Estey, vice-president, director of sales; Larry Greene, vice-president, music director; Michael Doyle, Jr., director of film division; Lloyd Vaughan, director of animation division; Hugh Hudson, national sales manager. (Produce live shows, live and filmed commercials.)
* Tell It to Oscar (live)

Sonnenreich, Joseph I.
165 West 91st St., New York 24, N. Y.; Susquehanna 7-1797. Joseph I. Sonnenreich, owner. (Live and film programs.)

Sonney Amusement Enterprises Inc.
1656 Cordova St., Los Angeles, 7, Calif.; Republic 7-7236. Branch offices in San Francisco. Edward Sonney, president; Daniel Sonney, vice-president; Jesse J. Goldburg, foreign sales mgr. (Producers, distributors of domestic and foreign films.)

Southwest Film Productions, Inc.
5301 Post Oak Road, Houston, Tex. Howard T. Tellepsen, chairman of bd.; John Paul Goodwin, president; Harlan Mendenhall, executive vice-president and general manager. (Produce package programs and commercials.)

Souvaine Co., The
119 W. 27th St., New York 19, N. Y.; Circle 4-6100. Henry Souvaine, Howard Taylor, chief officers. (Distributor of package shows and feature films.)

Sovereign Productions, Inc. (see Reynolds, Stuart Productions)

Spaeth, Sigmund
400 E. 38th St., New York 22, N. Y.; Plaza 8-0879. Sigmund Spaeth, president, general manager; Mrs. H. Richel, secretary, treasurer. (Live and film programs dealing with music of all kinds, packages.)
* Music for Everybody (13)

Specialty Television Films, Inc.
1501 Broadway, New York 36, N. Y.; Longacre 4-5592. Jules B. Weill, president; Murray M. Kaplan, vice-president. (Producer and distributor of film packages.)
* 26 features.

Sportsvision, Inc.
* All American Game of the Week for 1955 (13); Big Ten Football Hilites (13); Pacific Coast Conference Football Hilites (13); Gridiron Cavalcade (13); Summer Football (39).

Spotlitc News (Hollywood Spotlitc Newsfilm Services, Inc.
607 No. La Brea Ave., Los Angeles 36, Calif.; WEBster 8-2191. J. L. Siegal, president and
general manager; A. G. Walker, vice-president, production manager. (Produces newreels.)

Square Deal Pictures Corp.
Pines Bridge Rd., Ossining, N. Y.; Ossining 2-2617. Horace Ayers, president; Donn Marvin, vice-president, general manager. (Produce and distribute filmed programs.)

Stage Five Productions
1040 No. La Palmas Ave., Hollywood, Calif.; Hollywood 7-3456. Ozzie Nelson, producer, director; Leo Pepin, assistant producer. (Produces filmed series.)

* Adventures of Ozzie and Harriet (series)

Standard Television Corp.
321 South Beverly Drive, Beverly Hills, Calif.; CRESTview 4-6969. Lawrence Berger, president. (Film distributor.)

* Pan American Showtime (13); 20 features.

Star Entertainment Corporation
214 W. 42nd Street, New York 18, N. Y.; Lackawanna 4-3450. Max Wolff, president; Al Roth, vice-president. (Film packager.)

Stark, Wilbur-Jerry Layton, Inc.
570 Park Ave., New York 8, N. Y. Wilbur Stark, Jerry Layton, owners. (Package producers.)


(See also page 503)

Station Distributors, Inc.
1450 Broadway, New York 36, N. Y.; Wisconsin 7-2655. Milton Gettner, president. (Distribute filmed series.)

* Call the Play (32).

Stempel, Frank, Agency
117 N. La Cienega Blvd., Hollywood 46, Calif. Frank Stempel, owner. (Live & film shows.)

Stephens, William, Company
6666 Santa Monica Blvd., Hollywood 46, Calif.; William Stephens, production supervisor. (Producer of film series.)

Sterling Television Co., Inc.
205 East 42 St., New York 17, N. Y.; Oxford 7-2520. Branch offices: 6715 Hollywood Blvd., Hollywood, Calif.; 30 N. LaSalle St., Chicago, Ill.; 305 East 6th St., Cincinnati, O.; 211 South Akard St., Dallas, Tex. Saul J. Turell, president; Robert E. Rhoades, secretary-treasurer; Bernice Coe, vice-president in charge of sales; Richard Carlson, vice-president, operations; Carl King, vice-president. (Producer and distributor of features, shorts and film series.)

* Adventures in the News (13); Adventures in Sport (26); Animal Time (104); Armchair Adventure (104); Beat the Experts (55); Betsy and the Magic Key (39); Building for Peace (36); Camera's Eye (39); Fearless Fosdick (13); Feminine Touch (26); For the Ladies (104); Gig and Jock (10); Going Places with Gadabout Gaddis (25); Hollywood Scrapbook (26); Into the Night (26); Invitation Playhouse (25); Junior Crossroads (104); King's Crossroads (104); Little Show (25); Little Theatre (52); Movie Museum (100); Music for Everybody (13); Oklahoma Chuck Wagon Boys (13); Old Time Comedies (52); Paul Killam Show (39); Photoguide (250); Playtime with Jerry (13); Ray Forrest Show (39); Safari (26); Sports on Parade (104); Tales of Tomorrow (26); This Is Charles Laughton (26); This Is the Story (52); This Land of Ours (26); This World of Ours (26); Tropic Hazard (13); Turn of a Card (13); Vienna Philharmonic Orchestra (15); World We Live In (25); Wonders of the Wild (39); 28 features; 176 cartoons; 3,000 miscellaneous shorts.

JOE GRAHAM
Writer — Director

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DIRECTOR-PRODUCER
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Narrator
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JOSEPH BURSTYN, INC.

506
Stevens, Mark, Productions, Inc.
7324 Santa Monica Blvd., Hollywood 46, Calif.; OLdfield 4-2800. Mark Stevens, president; Charles Goldstone, vice president; George Gottfried, secretary. (Producers of filmed series.)
* Big Town (network series).
(See also page 395)

- Stokey, Mike, Enterprises, Inc.

- Strickland Film Co.
220 Pharr Road, N.E., Atlanta, Ga.; Cherokee 5317. Robert B. Strickland, owner; C. L. Strickland, general manager. (Distributors of filmed series, producers of commercials.)

- Studio City TV Productions, Inc.

- Strickland Film Co.
220 Pharr Road, N.E., Atlanta, Ga.; Cherokee 5317. Robert B. Strickland, owner; C. L. Strickland, general manager. (Distributors of filmed series, producers of commercials.)

- Stories of the Century (39); Behind the Scenes (39); Adventures of Dr. Fu Manchu (78).

- Studio Films, Inc.
380 Madison Ave., New York 17, N.Y.; OXFORD 7-2580. S. A. Costello, president; Ben Frye, executive vice-president; David N. Laux, vice-president; Norman S. Ginsburg, director of advertising sales promotion. (Produce and distribute filmed series, shorts.)

- Showtime (39); 1,120 musical shorts.

- Sturm, Bill, Studios, Inc.
723 7th Ave., New York 19, N.Y.; JDson 6-1650. Bill Sturm, Orry Calpini, directors; William A. Gilmartin, production manager. (Filmed programs, commercials, animation.)

- Sun Dial Films, Inc.
43rd St. at United Nations Plaza, New York 17, N.Y.; MURray Hill 6-2046-7. Samuel A. Datlowe, president. (Produce commercials.)

- Sutherland, John, Productions, Inc.
201 No. Occidental Blvd., Los Angeles 26, Calif.; DUnkirk 8-5121; 461 Fourth Ave., New York 16, N.Y.; MURray Hill 6-4590. John Sutherland, president and general manager; Ross Sutherland executive vice-president. (Producers of filmed shows.)

- Swift-Chaplin Productions, Inc.
1136 North Highland Ave., Hollywood 38, Calif.; HOLlywood 2-0761. Charles F. Chaplin, president; Howard Swift, vice-president. (Producer of commercials.)

- Syndicated Films
1022 Forbes St., Pittsburgh 19, Pa.; EXpress 1-1355. H. John Kemerer, president. (Distributes filmed series.)
* 67 Melody Lane (13): Outdoors with Harris Breth (series); Sportsman’s Club (78).

- T-bar-V Productions, Inc.
5208 Kelvin Ave., Woodland Hills, Calif.; Diamond 7-3062. Donna Fargo, president; Lois Landon, vice-president; Ned Davenport, camera director; Gail Davenport, script editor. (Live and film western and outdoor packages.)
“Miss” Sydney Smith
“By Line”
WRCA’s Woman’s Editor

PHIL TONKEN
Producer, Announcer, Narrator, Actor.

“Alec Templeton Show”
“The Big Picture”
“Youth Wants To Know”

Radio Registry MU 8-6600

— Rodeo Revue (live or film); Tom-Tom Tales (series); Trader Lee (live); T-bar-V Stories (film); The Winner’s Circle (live); Caldwell’s Corner (live).

T.C.A.
8533 Sunset Blvd., Los Angeles, Calif.; Crestview 6-4345. Lou Costello, president; Pat Costello, vice-president. (Produces filmed series.)
• Abbott and Costello (52).

TCF Television Productions, Inc. (Subsidiary of Twentieth-Century-Fox Film Corp.)
• General Electric (20); Flicka series (39).

TV Ads, Inc.
3839 Wilshire Blvd., Los Angeles 5, Calif.; DU 8-1323. Doria Balli, president; Charles A. Lorrain, sales manager. (Film commercials.)

TV Attractions

TV Guild Productions, Inc.
(1501 Broadway, New York 36, N. Y.; BYrant 9-6734. Dr. Arthur M. Epstein, president. (Children’s film series.)

TV Spots, Inc.
1037 N. Cole Ave., Hollywood, Calif.; Hollywood 2-5171. Robert L. Wickersham, president; Dorothy Johnson, sales manager; Verne Whittaker, asst. to the president. (Animated and live action commercials.)

TV Unlimited, Inc.
17 East 45th Street, New York 17, N. Y.; OXford 7-0725. Herbert Rosen president. (Producer of films, package shows.)

TeeVee Company, The
211 S. Beverly Drive, Beverly Hills, Calif.; Crestview 5-1076. Gifford Phillips, president; Marc Frederic, vice-president and general manager. (Producer of filmed series.)

Teitel Television Films
410 So. Michigan Ave., Chicago 5, III.; Harrison 7-3025. Charles Teitel, president. (Distributors of feature films, shorts.)
• 20 feature films; 52 shorts.

Tel Ra Productions
1518 Walnut Street, Philadelphia 2, Pa.; Kingsley 6-4140. George J. Kerrigan, Jr., director of programming and sales. (Producer of film shows and commercials.)
• Sports Spotlight (series); Telesports Digest (52); Touchdown (13).

Telamerica, Inc.
270 Park Ave., New York 17, N. Y.; Eldorado 5-1422. John Whitaker, president. (Produce films.)

Tele-America, Inc.
364 No. Camden Drive, Beverly Hills, Calif.; Crebox 4-5330. Thor L. Brooks, president; Howard Taylor, vice-president. (Producer of live and filmed shows and commercials.)

Telecast Films, Inc.
247 West 46th St., New York, N. Y.; Judson 6-5480. W. K. Hedwig, president; G. W.
Hedwig, treasurer, secretary. (Feature films and shorts, commercials.)
- 31 features; 141 shorts.

Telecine Film Studios, Inc.
100 So. Northwest Highway, Park Ridge, Ill.; TA 3-1418. Byron L. Friend, president; William Sprague, production manager; June A. Friend, secretary-treasurer. (Producers of filmed series, commercials.)
- Zoo Parade; Home Show; This is the Midwest (series)

Telecraft Productions
1270 6th Avenue, New York 20, N. Y.; Circle 5-8422. Al Grossman, president and general manager. (Shows for television.)

Telefilm Enterprises
38 E. 57th St., New York, N. Y.; Plaza 8-3360. Charles Wick, president. (Distributor of film series.)
- Fabian of Scotland Yard (39).

Telefilm, Inc.

Telearton Cartoons
70 E. 45th Street, New York 17, N. Y.; Murray Hill 6-8933. Saul Taffet, producer-director. (Producer of film commercials.)

Telemount Pictures, Inc.
P. O. Box 24355, Los Angeles 24, Calif. Henry B. Donovan, president and producer. (Producers of Cowboy G-Men film series.)
- 39 Westerns; 13 shorts.

Telemount Productions, Inc.
630 Ninth Ave., New York 36, N. Y.; Judson 6-3450. Herbert Scheffel, president; Alfred G. Burger, executive vice-president; Charles N. Burris, general manager. (Producers of programs, film commercials.)

Telematic Films
(Producers and distributors of filmed series.)
- Pulse of the City (26); Judge's Chambers (series).

Television Adventure Films Corp. (TAFCO)
- I Search for Adventure (52).

Television and Radio Features of America
7th & 46th St., New York 36, N. Y.; Judson 2-5139. Oliver W. Nicoll, executive director; Sandra Munsell, associate director.

Paul Taubman

Carl Reiner

 featured on

Caesar's Hour—NBC-TV
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Television Today

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Television Today

Published every Monday in conjunction with Motion Picture Daily

(Program production, live and film package shows, commercials.) See Radio Features of America.

Television Clearing House
7162 Melrose Ave., Hollywood 46, Calif.; 57-7079 S. Samuel Liggett, owner; George Janes, manager. (Distribution of filmed series, features.)

Television Exploitation
1456 Broadway, New York 36, N. Y.; Wisconsin 7-2655. Milton M. Gettig, president; Robert Gettig, vice president. (Distributes feature films.)

Television Films of America
Box 1906, Beverly Hills, Calif. Jack Parker, vice-president, executive producer. (Film programs and commercials.)

- Voice of Experience (260); Voice of Experience Views The News (series); Racket Investigator (52); Board of Human Relations (52); Modern Homemaker Institute (260).

Television Graphics, Inc.

Television International Co.
- 59 features.

Television Library, Inc.
3 East 55th St., New York 22, N. Y.; PLaza 3-4840. Marvin M. Grieve, vice-president. (Distributes feature films.)
- 3 feature films.

Television Programs of America, Inc.

- Adventures of Ellery Queen (32); Captain Gallant of the Foreign Legion (39); Ramar of the Jungle (52); Science in Action (39); Your Star Showcase (52); Count of Monte Cristo (39); 27 features. Halls of Ivy (network series); Lastie (network series).

Television Screen Productions, Inc.
17 E. 45th St., New York 17, N. Y.; MURray Hill 2-8877. Charles J. Basch, Jr., president; Frances Scott, vice-president, secretary. (Produce and distribute live and film commercials and programs.)
- Jim and Judy in Teleland (52).

Television Snapshots, Inc.
54 Pack Ave., New York 16, N. Y.; MURray Hill 9-6874. Babette J. Doniger, president; Dwight Godwin, Jess Meeker, partners; vice-presidents. (Produce and distribute filmed programs, commercials.)

Telorama Productions, Inc.
Citizens Bank Bldg., Pasadena 1, Calif.; SY 2-6476. Richard D. Pearseall, president. (Religious and educational films.)

Terr, Michael, Inc.
1276 N. Crescent Heights, Hollywood 46, Calif.; HUDson 2-7038. John Reinhardt, executive director. (Film programs and commercials.)

Theatre Guild, The
Television Department, 23 W. 53rd St., New York 19, N. Y.; COLUMbus 5-0710. Atina Marshall, executive director. (Live and filmed programs.)
- U. S. Steel Hour (live).

Thordikne, Jensen & Parton, Inc. 551 Fifth Ave., New York, N. Y.; MURray Hill 3-4443. Charles J. Thordikne, Jr. pres.; Oliver Jensen, vice-president. (Produce films.)

Thunderbird Film Productions, Inc. 1456 Viewsite Terrace, Hollywood 46, Calif.; CReStview 6-0003. Milton Simon, president. (Films on musical varieties, sports, drama.)

Times Square Productions, Inc. 145 W. 45th St., New York 36, N. Y.; Circle E-4443. Charles W. Curran, pres.; Fred Kelly, associate producer. (Produce and distribute filmed programs and commercials.)

You Are What You Write (series).

Times Television Corp. 1560 Broadway, New York 36, N. Y.; Circle E-6918; 1162 Melrose Ave. Hollywood, Calif; David H. Coplan, exec. pres.; Nat Liebeskind, general manager; Sam Litten, Hollywood manager. (Produce and distribute filmed series and features.)

Window on Canada (13): On The Soot (39); Eye Witness (60).

Toddy Pictures Co. 148 Walton St., Atlanta 1. Ga. Ted Toddy, president. (Distributor of films.)

27 features.

Tower Productions 11541 Landale St., No. Hollywood, Calif; Helen L. Moser, owner. (Live programs.)

Space Patrol (live, plus 300 half hour and 200 15 minute kinescopes).

Trans Continental Films 723 Seventh Ave., New York 19, N. Y.; PLazza 7-8444. J. A. Cordero, president. (Distributor of Spanish-language films.)

(See also page 497)

Transfilm, Inc. 35 W. 45th St., New York 36, N. Y.; JUdson 2-1400. William Miesegaes, president; Walter Louie, executive vice-president; Robert Klaeger, vice-president in charge of production; William Burnham, vice-president in charge of sales; Michael A. Palma, secretary-treasurer. (Produce commercials.)

Transvideo Corporation of America 27 W. 46th St., New York 36, N. Y.; JUdson 2-1280-1. Theodore A. Parisi, president; George Litten, secretary; Marie R. Paissanteau, treasurer. (Musical films.)

Trans-World Films, Inc. 2309 E. 75th St., Chicago 49, Ill.; BAyport 1-3203. E. T. Myers, president; R. H. Larsen, F. H. Mann, vice-presidents. (Produce films.)

Tressel Television Productions, Inc. 7905 Burburn Ave., Chicago 17, Ill. Frank Tracey, president & general manager. (Producer of commercials.)

20th Century-Fox Television Productions, Inc. 414 W. 57th St., New York 19, N. Y.; COlumbus 4-3250. 1518 No. Western Ave., Los Angeles, Calif. Len Jones, vice-president & director of sales; Clayton Bond, national sales representative. (Produce and distribute films and packages.)


Sherlock Holmes (39); Paris Precinct (26); N. O. P. D. (New Orleans Police Department) (39); Duffy's Tavern (39); Hank McCovey (52); Janet Gordon (49); Junior Science (39); Tim McCoy (39); Gabby Hayes (52); Do You Know Why? (300); Television Court (26); Washington Merry-Go-Round (39).

Ullman, George, Agency 8979 Sunset Blvd., Los Angeles 46, Calif.; CReStview 4-5238. George Ullman, president; Jack Easton, vice-president. (Live and film shows and commercials.)

Ullman Richard H., Inc. 295 Delaware Ave., Buffalo 2, N. Y.; CLeveland 3-6844. Richard H. Ullman, president; Marvin A. Kempner, executive vice-president. (Distributors of filmed and live programs.)

Watch the Birdie (repr. Soundac Productions, Inc.) (52); Dollar Derby (live).

Unifilms, Inc. 146 E. 47 St., New York 17, N. Y.; MURray Hill 2-0400. Frank H. Bartholomew, president; Earl J. Johnson, vice-president, general news manager; Jack Blaco, vice-president, general business manager; LeRoy Keller, vice-president, general sales manager; Mims Thompson, vice-president, general manager. United Press Newspictures. (Distribute filmed news programs.)

Adventures of Capt. Hartz (13); Prof. Pet (26); Amy Vanderbilt (78); Herald of Truth (39); Joe Emerson Show (13).

United Film Service, Inc. (see U. M. & M., Inc.)

United Press Associations 270 E. 42nd St., New York 17, N. Y.; MURray Hill 2-0400. Frank H. Bartholomew, president; Earl J. Johnson, vice-president, general news manager; Jack Blaco, vice-president, general business manager; LeRoy Keller, vice-president, general sales manager; Mims Thompson, vice-president, general manager. United Press Newspictures. (Distribute filmed news programs.)

United Press Movietone News (continuous series)

United Producers-Distributors 631 North Aimon Drive, West Los Angeles 46, Calif.; CReStview 4-5621. Jerry Courneya, president; Donna MacDonald, secretary. (Produce and distribute filmed series and packages.)

Strange Adventure (52); Adventures of Noah Beery, Jr. (26); The Chimps (13); World of Adventure (13); 41 features. 30 westerns.


United World Films, Inc. 1445 Park Ave., New York 8, N. Y.; THompson 3-5200. Branches: 542 So. Dearborn St., Chicago, Ill.; F. Manarelli, br. mgr.; 2227 Bryan St.,

* Animal Fun and Mischief (17); Baseball and Track (17); Going Places (39); Great Moments on the Gridiron (15); Headlines on Parade (26); Sportscholar (52); Stranger than Fiction (65); also Holiday films.

Unity Television Corp.

1501 Broadway, New York 26, N. Y.; Longacre 4-8834, Joseph H. Seidelman, president; Len Firestone, sales manager. (Unity Television Corp. of California, 8891 Sunset Blvd., Los Angeles, Calif.; Len Firestone, branch manager, western division.) (Distributors of filmed series, packages, commercials, features and shorts.)

* Crusade in Europe (26); Stars on Parade (20); Three Guesses (26); 300 features.

Unusual Features Syndicate

333 N. Michigan Ave., Chicago 1, Ill.; Franklin Schaefer, vice-president; Willard P. Allen, sales. (Filmed programs, package shows, film commercials.)

Van Praag Productions

1050 Broadway, New York 19, N. Y.; Plaza 7-2887; 2301 Dime Bldg., Detroit, Mich. William Van Praag, president; Marc A. Ackerman, vice-president; William Robert Woodburn, vice-president; Gilbert M. Williams, production director. (Film commercials, and外语language; foreign language services, animation.) (See also page 498)

Van, Wally, Productions

42 W. 35th St., New York, N. Y.; Wisconsin 7-0200, Wally Van, president (Film producer.)

Vavin, Inc.

134 East 57th St., New York 22, N. Y.; Murray Hill 8-5897, Richard de Rochemont, president; Brian de Rochemont, general mgr.; William Robert Woodburn, vice-president; Gilbert M. Williams, production director. (Film commercials, and packaged series, packages, shorts.)

* "L. Lincoln" (5) (produced for Omnibus program of Ford Foundation's TV-Radio Workshop).

Victor Radio Enterprises, Inc.

P. O. Box 465, Pasaic 1, N. J.; Prescott 7-7012; 2500 Goodman, Hantramack 12, Mich.; Trinity 3-0993, John Victor Nowak, president; Charles Maycher, vice-president; J. A. Knox, general mgr.; Jack Marshall, director of talent; Eugene Brodinski, talent director (Michigan). (Producers of filmed series, commercials.)

* "L. Lincoln" (5) (produced for Omnibus program of Ford Foundation's TV-Radio Workshop).

Video Events, Inc.

535 Fifth Ave., New York 17, N. Y.; Murray Hill 7-1668, Julienne Dupuy, president. (Live programs, commercials.)

Video Films


* Commercials, Spots, Animation.

Video Pictures, Inc.

Executive and sales offices: 500 5th Avenue, New York 17, N. Y.; Lachman 4-2912, Studio: 510 W. 57th Street, New York 19, N. Y.; Circle 7-2022, Martin Henry, president; Richard Goman, vice-president. (Producers of commercials.)

(See also page 466)

Vidicam Pictures Corporation

210 East 5th St., New York, N. Y.; Algonquin 4-1607; Los Angeles 4-9215, Studio: 510 W. 57th Street, New York 19, N. Y.; Circle 7-2022. Martin Henry, president; Richard Goman, vice-president. (Producers of commercials.)

Vincent, Chick, Co.

509 Madison Ave., New York 22, N. Y.; Eldorado 5-3434, Chick Vincent, producer, director. (Producers of filmed packages, features, commercials.)

Visual Drama, Inc.


* Gangbusters (series); 1 feature film.

Visual Media, Inc.

21-29 45th Road, Long Island City 1, N. Y.; Stilwell 4-5941, William M. Nelson, president, James E. Holmes, v.p., film dir.; Jack J. Conrad, prod. mgr. (Producers of commercials, packages, shorts.)

Volcanicism, Inc.


Wade, Roger, Productions

15 W. 46th St., New York 36, N. Y.; Circle 7-8797, Roger Wade, owner. (Producers of commercials.)

Wallach, George, Productions


Weiss, Adrian, Productions

655 N. Fairfax Avenue, Los Angeles 36, Calif.; WEstber 8-5287, Adrian Weiss, producer. (Producers of film shows.)

* Craig Kennedy, Cinemologist (26).

Weiss, Louis, & Co.

655 No. Fairfax Avenue, Los Angeles 36, Calif.; WEstber 8-5287, Adrian Weiss, distributor; Louis Weiss, assistant. (Distributor of filmed series, features, shorts.)

* Craig Kennedy, Cinemologist (26); Thrill of Your Life (13); Canine Comments (13); 120 westerns; 29 features; 180 shorts.

Welting, Rupe

Hidden Haven, Chalfont, Bucks County, Pa.; LEXington 707, Rupe Welting, owner. (Producers live and film commercials.)

Westward Productions, Ltd.

1270 6th Ave., New York 20, N. Y.; Plaza 7-7860; Studio: 1041 N. Formosa Ave., Los Angeles 46, Calif.; Samuel Goldwyn, Jr., executive producer. (Producers of filmed programs.)
Whitehead TV Pictures, Inc.
36 W. 26th St., New York, N. Y.; Chelsea 2-8922. Charles G. Whitehead, president. (Producer of film commercials, features and shorts.)

Wilding Picture Productions, Inc.
1345 Argyle St., Chicago 40, Ill.; Longbeach 3-9419. Branches in Detroit, New York, Cleveland, Cincinnati, St. Louis, Pittsburgh, Hollywood. *Studio facilities in addition to those in Chicago C. H. Wildfield, Jr., president; H. W. Fish, executive vice-president; Lang S. Thompson, vice-president; sales; Clinton B. Hatchet, secretary-treasurer; James A. Kellock, vice-president, operations. (Producer of commercials.)

William Films, Inc.

Williams-Nickols, Animated Productions
4133 1/4 Somerset Drive, Los Angeles, Calif.; Hollywood 9-8948. Nick J. Nickolas, president, general manager; William H. Williams, vice-president, treasurer. (Filmed live action and animated commercials.)

Williams Productions, Inc.
Goldwyn Studios, 1041 No. Formosa Ave., Hollywood, Calif.; H0lywood 4-9217. Rene Williams, president; Lazar Bernard, treasurer; Ruth Williams, secretary. (Producers of film series.)

Winik Films Corp.
250 W. 57th St., New York 19, N. Y.; Circle 6-7360. Leslie Winik, president; Richard Winik, vice-president. (Producer filmed series, commercials.)
- Madison Square Garden (26); Greatest Sport Thrills (104); Famous Fights (39).

Winston, Lou R.

Wisbar, Frank, Productions, Inc.
7324 Santa Monica Blvd., Hollywood 46, Calif.; Hollywood 2-2296. Frank Wisbar, president, producer, director; Benjamin H. Kline, vice-president; Arnold Leader, secretary, treasurer. (Dramatic film series.)

Wolf Associates, Inc.
470 Madison Ave., New York 17, N. Y.; Plaza 5-2050. Edward Wolf, president and general manager; Herbert Wolf, vice-president. (Producers of live programs.)
- Break the Bank (live); Masquerade Party (live); Penny To A Million (live). (See also page 478)

Wolf, Raphael C., Studios

Workshop Productions, Inc.
611 N. Orchard Drive, Burbank, Calif.; Ernest Baumeister, president; Paul Garrison, vice-president. (Produces films, commercials.)

Wraith Television Productions, Inc.
9383 Wilshire Blvd., Beverly Hills, Calif.; CREstview 5-4586. (Producers of film series.)

Wright, Carter, Enterprises

Wright, Norman, Productions, Inc.
6414 Melrose Ave., Hollywood 46, Calif.; OLive 3-4292. Norman Wright, president; Robert Butts, vice-president; C. M. Wright, treasurer. (Producers of live and animated commercials.)
(See also page 489)

Yorke, Emerson, Studio
245 W. 55th Street, New York 19, N. Y.; Judson 2-2216-2217. Emerson Yorke, owner and executive producer. (Producer of filmed programs.)
- This Is Baseball (26).

Zahler Productions, Inc.
418 South Robertson Blvd., Los Angeles 48, Calif.; CRestview 5-4373, Gordon B. Zahler, president; Millard Jacobs, vice-president. (Producer of filmed programs.)

Ziv Television Programs, Inc.
- Boston Blackie (58); Cisco Kid (130); The Eddie Cantor Comedy Theatre (39); Favorite Story (78); I Led Three Lives (78); The Living Book (113); Meet Corliss Archer (39); Mr. District Attorney (78); Science Fiction Theatre (39); Sports Album (104); Story Theatre (26); Times Square Playhouse (39); The Unexpected (39); Yesterday's Newsreel (137); Your TV Theatre (130); Highway Patrol (39).

Zouary, Maurice H., Television Productions
129 W. 52nd St., New York 19, N. Y.; Circle 6-6329. Maurice H. Zouary, owner. (Produce filmed programs, packages, commercials.)
- Film Scrapbook (13).
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Services for Producers

Rental Studios and Production Facilities

BOSTON
DEKKO FILM PRODUCTIONS, INC., 126 Dartmouth; KEnmore 6-2511.
MASTER MOTION PICTURE CORP., 50 Piedmont St.; Hanover 6-3592.
TELAVIX STUDIOS, 216 Tremont St.; Liberty 2-9611.

CHICAGO
ATLAS FILM CORP., 1111 South Blvd., Oak Park; AUtun 7-8620.
NORMAN C. LINDQUIST.
CHICAGO FILM STUDIOS, 56 E. Superior; Whitehall 4-6971.
DOUGLAS PRODUCTIONS, 1425 S. Racine, 8; HAYWARD 4-3797.
LAWRENCE-PHILLIP STUDIOS, 343 S. Dearborn; AUqua 8-1945.
SCIENTIFIC FILM CO., 609 E. 31st St.; LaGrange Park; FLeewood 2-0330.
SONIC FILM RECORDING, INC., 548 N. Lake St.; Whirlpool 1-3440.
TRESSEL STUDIOS, 7905 S. Burnham; REGent 4-7100.

CLEVELAND
CINE'CRAFT PRODUCTIONS, INC., 2515 Franklin Ave.; SUperior 1-2300.
ESCAR MOTION PICTURE SERVICE, INC., 715 Carnegie Ave.; ENildorf 1-2207.
FARIS, HERB, STUDIOS, INC., 1796 Euclid Ave.; SUperior 1-4323.

DALLAS
SELLERS COMPANY, 2102 Jackson St.; RI 5836.

DENVER
HUGHES SOUND FILMS, 3110 E. Alameda Ave.; SP'rce 7-0191.

DETROIT
CINE-FILMS, 940 Mace-Royal Oak; R.lincoln 5-1604.
MOVICON MOTION PICTURES, 2148 Gratiot; Woodward 1-9111.
REGAN FILM PRODUCTIONS, 19730 Ralston; TULsa 3-4334.

LOS ANGELES
AMERICAN NATIONAL STUDIOS, INC., 7234 Santa Monica Blvd., Hollywood 46; CRestview 3-4116.
BERNARD J. PROCTOR.
CINEMA RESEARCH CORP., 7000 Romaine St., Hollywood 38; OLifield 4-4117.
HAROLD A. SCHEIB.
COMPLETE FILM SERVICE COMPANY, 923 N. LaBrea Ave. Hollywood 38; HOLlywood 3-4125.
DAVID COMMONS.
LARCHMONT TV STUDIOS, INC., 210 N. Larchmont Blvd. Los Angeles 4; HOLlywood 9-9895.
JACK MILES.
LIBRA FILM DISTRIBUTORS AND PRODUCERS, 652 Sunset Blvd., Hollywood 28; HOLlywood 3-1161.
CHARLES W. MCCOY.
MEYER, LOUIS, STUDIOS, 6337 Santa Monica Blvd., Hollywood 38; HOLlywood 9-8290.
LOUIS MAYER.
MILAN PICTURES CENTER STUDIOS, 846 N. Calleuena Blvd., Hollywood 38; HOLlywood 9-5981.
JOSEPH JUSTMAN.

MOVIOLA MANUFACTURING CO., 1451 Gordon St., Hollywood 7-3178.
MARK SCHRODER.
OLESEN, OTTO K., CO., 1534 Calleuena Blvd., Hollywood; HOLlywood 5-5194.
(See also page 537).
ROACH, HAL, STUDIOS, INC., 882 W. Washington Blvd., Culver City; VERmont 8-2185.
HAL ROACH, JR.
(See also page 419).
ROCKETT, FREDERICK E., CO., 6063 Sunset Blvd., Hollywood 28; HOLlywood 4-3183.
FORD K. ROBERT.
ROUZER, DANNY, STUDIO, 7022 Melrose Ave., Hollywood 28; WEBster 6-2494.
DANNY ROUSER.
STEWART TRANS-LUX CORP., 1111 West Sepulveda Blvd., Torrance; D.Avenuero 6-1422.
ROY C. STEWART.
(See also page 533).
TELEFILM, INC., 6039 Hollywood Blvd., HOLlywood 28; HOLlywood 9-7205.
J. A. THOMAS.
UNITED PRODUCERS-DISTRIBUTORS, 633 No. Almont Drive, West Los Angeles 46; CR 4-5621.
JERRY COUTREY.

MIAMI
REELA FILMS, INC., 17 N.W. Third St., 32: 2-2108.
STANLEY STERN.

MILWAUKEE
DOUGLAS PRODUCTIONS, 925 No. Jackson; BRoadway 2-5680.

NEW YORK
ATV FILM STUDIOS, INC., 35-01 Northern Blvd., Long Island City, 1: EXeter 2-4049.
MICKEY SCHWARZ.
ANDERSON, 115 W. 45th St., 36; PLaza 7-4162.
CALHOUN STUDIOS, INC., 266-268 E. 78th St., 21; LEbirgh 5-2120.
BRIAN CALHOUN.
CAMPUS FILM PRODUCTIONS, 14 E. 53rd St., 22; Plaza 3-3280.
NAT CAMPS.
CINEMA SERVICE CORP., 106 West End Ave., 23; TRaligator 3-1411.
JOSEPH RIEBER.
CINEMA SOUND STAGE CORP., 206 E. 95th St.; LEbirgh 4-1614.
MARTIN RANSOMOFF.
DICHTER SOUND STUDIOS, 414 West 54th Street, NEW YORK, N.Y.; Plaza 7-8716.
MURRAY DICHTER.
(See also page 514).
DYNAMIC FILMS, INC., 112 W. 89th St., 24; TRalfager 6-2211.
HENRY MORLEY.
EMPIRE PRODUCTIONS CORP., 480 Lexington Ave., New York 17, N.Y.; PLaza 9-4900.
ARTHUR LUGO.
(See also page 501).
FILMWAYS, INC., 241 E. 54th St., 17; PLaza 7-3390.
EDWIN T. KASPER.
(See also page 473).
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(See also page 391)

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(See also page 527)

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PATHECOLOR, Pathe Laboratories, 105 E. 106th St., New York 29; Trailgazer 6-1120, 6833 Santa Monica Blvd., Los Angeles 38; Hollywood 9-3561.

RAINBOWLAB, INC. (div. of MovieLab Film Laboratories, Inc.), 619 W. 54th St., New York 19, N. Y.; Juddson 6-0360.

TECHNICOLOR MOTION PICTURE CORPORATION (Technicolor), 30 Rockefeller Plaza, New York 20, N. Y.; Circle 7-7934; 6311 Romaine Street, Hollywood; Hollywood 7-1101.

Spaint T. Kalmus.

TRI-ART COLOR (See Du Art Film Laboratories).


Film Storage Vaults

ATLANTA

SAVINI FILM STORAGE COMPANY. Warehouse: 1570 Marietta Road, BElmont 4162.

HOLLYWOOD-LOS ANGELES

(All Hollywood studios have own film-storage vaults on premises.)

BEKINS VAN AND STORAGE COMPANY, 1023 North Highland Avenue, Hollywood 9-8181.

BONDED TV FILM SERVICE, INC., 904 N. La Cienega Blvd., 46; Broadway 2-7235.

CONSOLIDATED FILM INDUSTRIES, 959 No. Seward Street, Hollywood 9-1411. (Stores only film which Consolidated Laboratory is handling.)

LYON VAN & STORAGE COMPANY, 6372 Santa Monica Boulevard, Hollywood 9-1401.

TELEVISION CLEARING HOUSE, 7162 Melrose Ave., 46; WEBster 7079.

NEW YORK CITY

BONDED FILM STORAGE, 630 Ninth Ave., New York 36; Juddson 6-1030.

CONSOLIDATED FILM INDUSTRIES (main office), 1740 Broadway, New York 19, N. Y. Juddson 5-1700.

ULLYMOND (MILES) FILM STORAGE & SHIPPING, 729 Seventh Avenue; New York 19, N. Y. Columbus 5-540.
Raw Stock Manufacturers

ANSCO RAW FILM DIVISION, 1001 North La Brea, Hollywood, Cal. HEmpstead 7181. (Distributor of films manufactured by Ansco—division of General Aniline and Film, Binghamton, N. Y.)

DUPONT DE NEMOURS, E. I., AND CO., INC., Photo Products Department, Wilmington 98, Delaware, Wilmington 4-1211; 248 W. 18th Street, New York 11, N. Y.; Watkins 4-3100; 6656 Santa Monica Boulevard, Los Angeles 38, Calif.; HOLLYWOOD 9-5147; 805 Peachtree St., Atlanta 5, Ga., Emerson 2841; 140 Federal Street, Boston 10, Mass., Hancock 6-3711; 3259 North California Avenue, Chicago 18, Ill., Cornelia 7-1411; 1033 Union Commerce Building, Cleveland 14, O., Cherry 1-1248; 225 South 15th Street, Philadelphia 2, Pa., Pennypacker 3-6160; 506 Tower Petroleum Building, Dallas 1, Tex., Riverside 1404. (Manufacturer of motion picture raw stock.)

EASTMAN KODAK CO., 343 State Street, Rochester 4, N. Y.; LOCust 6000; 6706 Santa Monica Boulevard, Hollywood 38, Calif.; HOLLYWOOD 9-3101; 342 Madison Avenue, New York 17, N. Y.; Murray Hill 7-5000; 137 N. Wabash Ave., Chicago, Ill., Financial 6-2554. (See W. J. German.)

(See also page IV)

GERMAN, W. J., INC., distributor of Eastman motion picture film, John Street, Fort Lee, N. J. LONGacre 5-5978-80; Fort Lee, 8-5100; 6200 Santa Monica Boulevard, Hollywood 38, Calif., Hillside 6131; 6040 North Pulaski Road, Chicago 30, Ill., IRving 8-4064.

(See also page V)

GEVAERT CO. OF AMERICA, INC., distributor of Gevaert motion picture film. Executive offices: 321 W. 54th Street, New York 19, N. Y.; JUDson 6-2770; 150 North Wacker Drive, Chicago, Ill., FRanklin 3485; 6730 Santa Monica Boulevard, Hollywood, Calif.; HOLLYWOOD 9-7539; Gevaert Canada (Ltd.), 345 Adelaide Street, W., Toronto 28, Ont.

Stock-Shot Film Libraries

(All major studios have film libraries for stock-shot: the newsreels—see INDEX, under NEWSREELS—are similarly equipped, but only Warner-Pathe and 20th Century-Fox Movietone operate public stock-shot libraries.)

HOLLYWOOD-LOS ANGELES

FILM LIBRARY OF THE ACADEMY OF MOTION PICTURE ARTS AND SCIENCES, Academy headquarters, 9038 Melrose Avenue, CRestdale 5-1146.


IMPRO PRODUCTIONS, INC., American National Studios, 7324 Santa Monica Blvd.; HOLLYWOOD 2-6281.

INDEPENDENT FILM LIBRARY, Hal Roach Studio, Culver City, Calif. TExas 0-261.

NEW YORK CITY

ADVANCE FILM LIBRARIES, 729 Seventh Avenue; Circle 5-6573.

JAMES WONNAGAL, librarian.

INTERNATIONAL NEWS SERVICE, 235 E. 45th St., 17; MURRAY HILL 7-8900.

MUSEUM OF MODERN ART FILM LIBRARY, 11 West 53rd Street, Circle 3-8990.

RICHARD GRIFFITH, Curator.

NBC FILM LIBRARY, 105 E. 106th St.; Circle 7-8300. THEODORE H. MARKOVIC, chief librarian.

RKO PATHE, INC., 105 East 106th Street; SACramento 2-2600. BENJAMIN LITTEL, librarian.

TELENEWS PRODUCTIONS, INC., 630 9th Ave., BOX TUDSON 6-7450.

HERBERT SHFETT, president.

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Film Exchanges in Key Cities

(Sales personnel of national distributors are listed under each company in Corporations Section)

ALBANY
Allied Artists Productions, 1046 Broadway; Allied Artists 4-5566; Nate Dickman, br. mgr.
Columbia Pictures Corp., 1050 Broadway; Albany 3-3427; Norman Jacker, br. mgr.
Loew's Inc., 1060 Broadway; Albany 3-3538; Jack Goldberg, br. mgr.
Paramount Film Dist., Corp., 545 Broadway; Albany 3-2187; Daniel R. Houlihan, br. mgr.
RKO Radio Pictures, Inc., 1048 Broadway; Albany 3-3118; Max Westphalen, br. mgr.
Realart Pictures of Upstate New York, 951 Western Ave.; Albany 2-9424; Sylvan Leff, br. mgr.
Republic Pictures Corp., 1046 Broadway; Albany 3-2291; Arthur J. Newman, mgr.
20th Century-Fox Film Corp., 1052 Broadway; Albany 3-1201; Clinton G. Pantages, mgr.
Universal Film Exchange, Inc., 1054 Broadway; Albany 4-4127; Norman Weitman, mgr.
Warner Bros. Pictures Distributing Corp., 1058 Broadway; Albany 4-1197; R. S. Smith, mgr.

ATLANTA
Astor Pictures Co. of Georgia, 164 Walton St., N. W.; Main 9845; W. M. Richardson, mgr.
Buena Vista Film Distribution Corp., 92 Walton St.; Ken Land, mgr.
Columbia Pictures Corp., 131 Walton St.; WA-1524; R. J. Jordan, br. mgr.; Paul Hargette, br. mgr.
Howco Exchange, Roy Nield, mgr.; AL-5688.
I. F. E. Releasing Corp., 115 Walton St., N. W.; Carpet 9036; John Safford.
Kay Film Exchange, 158-160 Walton St., N. W.; Lamar 0260.
Loew's Inc., 198 Luckie St., N. W.; CY-2736; Russell Gaus, br. mgr.
Paramount Film Distributing Corp., 154 Luckie St., N. W.; CY-1636; Foster Hotard, mgr.
Republic Pictures Corp., 162 Walton St.; Jackson 5210; Ed Brauer, br. mgr.
RKO Radio Pictures, Inc., 195 Luckie St., N. W.; Cypress 1971; Ira Stone, br. mgr.
Toddy Pictures Co., 148 Walton St., N. W.; Main 3117; J. Roberts, mgr.
20th Century-Fox Film Corp., 197 Walton St., N. W.; CY-4633; Dan Coursey, mgr.
United Artists Corp., 191 Walton St.; Walnut 6386; Byron Adams, br. mgr.
Universal Film Exchanges, Inc., 201 Walton St.; CY-5081; Bill Kelly, br. mgr.
Wallace Film Exchange, 164 Walton St., N. W.; Walnut 9527; Howard Wallace, owner.
Warner Bros. Pictures Distributing Corp., 197 Luckie St., N. W.; CY-3495; Charles T. Jordan, Jr., br. mgr.

BALTIMORE
Capitol Pictures Co., Tower Bldg.; MUn 5-3535; Irwin Cohen, mgr.
National Film Co., 140 N. Front St.; Saratoga 7-9833; Vogelstein, Harry; 140 N. Front St.; Saratoga 7-9833.

BOSTON
Allied Artists Corp., 39 Church St.; HANcock 2-4180; Ben Abrams, mgr.
Ambuter Motion Picture Co., 42 Melrose St.; HANcock 2-6734; Edward Klein, mgr.
Bay State Film Co., 36-38 Melrose St.; HANcock 2-6433; Edward Klein, mgr.
Buena Vista Film Distributing Co., 110 Arlington St.; HANcock 6-1114; Herbert Schuefer, mgr.
Cinema, Inc., 214 Clarendon St.; COpley 7-0200; Irwin S. Buechzahl, mgr.
Classes, Inc. of New England, 54 Piedmont St.; Liberty 2-6574; Al Swerdlove, mgr.
Columbia Pictures Corp., 57 Church St.; HANcock 6-9800; Harry Rogovin, mgr.
Devonshire Film Co., 185 Devonshire St.; HANcock 2-6450; M. Andelman, mgr.
Embassy Pictures Corp., 19 Winchester St.; HANcock 2-3333; Joseph Levine, mgr.
Federal Film Co., 54 Piedmont St.; Liberty 2-6754; Al Swerdlove, br. mgr.
Hub Film Exchange, 246 Stuart St.; HANcock 2-7033; Jack Meyers, mgr.
Ideal Pictures Co., 50 Melrose St.; HANcock 6-1133; Jerry Wells, mgr.
Italian Film Exchange, 14 Piedmont St.; Liberty 2-9396; Al Herman, mgr.
Lippert Pictures of Boston, 54 Piedmont St.; Liberty 2-6754; Al Swerdlove, mgr.
Master Motion Picture Co., 50 Piedmont St.; HANcock 6-3592; Maurice Master, mgr.
Loew's Inc., 46 Church St.; HANcock 6-9844; Bess H. Rosenwald, br. mgr.
Paramount Film Distributing Corp., 58-60 Berkeley St.; HANcock 6-1070; Jasper Urban, mgr.
Regal Pictures Corp. of New England, 246 Stuart St.; HANcock 6-3411; Irving Farber, mgr.
Republic Pictures Corp., 40 Piedmont St.; HANcock 6-4268; Julian Parker, mgr.
Ben Rogers Pictures, 1450 Beacon St.; Bowdoin 2-3074.
Screen Guild Production of New England, 54 Piedmont St.; Liberty 2-6254; Al Swerdlove, mgr.
20th Century-Fox Film Corp., 115 Broadway; HANcock 6-2180; Al Levy, mgr.
United Artists Corp., 53 Church St.; HANcock 6-8346; Harry Segal, mgr.
Universal Films Exchanges, Inc., 60 Church St.; HANcock 6-6738; David Felman, mgr.
Visual Education Service, 116 Newbury St.; KEnmore 6-8030; Sidney M. Doyle, br. mgr.
Wholesome Film Service, Inc., 20 Melrose St.; HANcock 6-0155; Norman R. Forstey, mgr.

BUFFALO
Clark Service, Inc., 505 Pearl St.; MO 6541; John Pauly, br. mgr.
Columbia Pictures Corp., 505 Pearl St.; WA-3523; Benjamin Felcher, br. mgr.
Lieber Film Distributing Co. (Lippert), 505 Pearl St., MA 3856; Lewis J. Lieber, br. mgr.
Loew's Inc., 294 Franklin St.; WA-1224; J. B. Mundstuk, br. mgr.
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RKO Radio Pictures, Inc., 505 Pearl St.; Cleveland 6242; John Chinnell, br. mgr.

Republic Pictures Corp., 505 Pearl St.; Cleveland 2421; Leon A. Herman, br. mgr.

24th Century-Fox Film Corp., 290 Franklin St.; Cleveland 3857; Al F. Clute, br. mgr.

United Artists Corp., 505 Pearl St.; Cleveland 1500; Stanley Kosinsky, br. mgr.

Universal Film Exchanges, Inc., 301 Franklin St.; MA 2016; Jerry Wechsler, br. mgr.

Warner Bros. Pictures Dist. Corp., 470 Franklin St.; Lincoln 2700; Nat Marcus, br. mgr.

Charlotte

Allied Artists Productions, 212 S. Poplar St.; Tel. 3-9261; F. E. Dyer, br. mgr.

Astor Pictures Exchange, 300 W. Third St.; Telephone 5-5152; R. F. Pinson, br. mgr.

Carolina Film Service Corp., 1336 South Graham St.; Phone 4-5825.

Christian Film Service Corp., 1302 E. 4th St.; telephone 3524.

Columbia Pictures Corp., 225 W. 4th St.; telephone 2-2156; R. D. Williamson, br. mgr.

Holly Smith Pictures, 617 E. 28th St.; telephone R 5-5290.

Howco Productions, 120 S. Poplar St.; FR 5-0581; J. F. White, Jr., pres.

Italian Film Export, 133-116, Brevard Court; EDison 2-6660; Dave H. Williams, br. mgr.

Kay Film Exchange, 225 S. Church St.; telephone F.Ranklin 5-5771; J. W. Bishop, br. mgr.

Louis H. Belles, Inc.; 300 S. Church St.; telephone EDison 2-5147; J. C. Reville, br. mgr.

Observer Transportation Company, 600 S. Tryon St.; Phone EDison 4-1651; J. G. Ward, mgr.

Paramount Film Dist. Corp., 305-307 So. Church St.; Telephone 2-5101; Lawrence Terrell, br. mgr.


Republic Pictures Corp., 227 West 4th St.; EDison 3-5138; J. H. Dillon, br. mgr.

Sandy Film Co., 315 S. Church St.; EDison 4-2525.

Screen Guild Productions of the Carolinas, Inc., 500 W. Third St.; EDison 4-6430; Scott Lett, mgr.

24th Century-Fox Film Corp., 309 Church St.; telephone EDison 2-7101; John E. Holston, br. mgr.

United Artists Corp., 331 S. Church St.; Tel.: EDison 2-5109; Harold Kreiter, br. mgr.

United Artists, Inc., 313 So. Church St.; EDison 2-3159; J. Greenleaf, mg.

Warner Bros. Pictures Dist. Corp., 311 S. Church St.; Tel. F.Ranklin 6-5611; Grover Livingston, br. mgr.

Western Adventure Productions, Inc., 120 So. Poplar St.; F.Ranklin 5-6051; J. F. White, Jr., pres.

Chicago

Allied Artists Pictures, 1250 So. Wabash Ave.; Wabash 2-7397; Nat Nathanson, dist. mgr.


Capital Films—see Elman, Henri, Enterprises.

Clasa-Mohme, Inc., 1219 S. Wabash Ave.; Wabash 2-6186; Louis Hess, br. mgr.

Columbia Pictures Corp., 1301 S. Wabash Ave.; HARRISON 7-6137.

Dezel, Albert Productions; 831 So. Wabash Ave.; HARRISON 7-3626; Sam Kaplan, br. mgr.


Essonjav Films, 1325 S. Wabash; Webster 9-0737; Irwin Joseph, owner.

Foreign Films, Inc.—see Elman, Henri, Enterprises.

Globe Films, 57 Monroe St.; State 2-7416; James J. Mellick, br. mgr.

I. F. E. Releasing Corp., 1325 So. Wabash Ave.; HARRISON 7-0074; Sam Chernoff, br. mgr.

Lippert Pictures, Inc., 831 So. Wabash Ave.; HARRISON 7-3027; Sam Kaplan, br. mgr.

Loew's Pictures, Inc., 1307 S. Wabash; William J. Devaney, mgr.; WABASH 2-6500.


RKO Radio Pictures, Inc., 1300 So. Wabash Ave.; Harrison 7-3629; Ray Nolan, mgr.

Real Art Pictures—see Elman, Henri, Enterprises.

Republic Pictures Corp., 1304 So. Wabash Ave.; WEbster 9-6900; Sam Seplowin, br. mgr.

A. Teitel Film Co., 82 E. 39th St.; HA 7-3024.

20th Century-Fox Film Corp., 1200 So. Wabash Ave.; WABASH 2-9625; Tom Gilliam, br. mgr.

United Artists Corp., 1301 So. Wabash Ave.; Harrison 7-5419; Harry Goldman, br. mgr.

Universal Film Exchanges, Inc., 1232 S. Michigan Ave.; WABASH 3-7803; Leo Berman, br. mgr.

Warner Bros. Pictures Dist. Corp. 1397 So. Wabash Ave.; Harrison 7-6032; George Leiko, br. mgr.

Cincinnati

Allied Artists Pictures Co., 1635 Central Parkway; PARKWAY 0179; Milton Gurnam, mgr.

Columbia Pictures Corp., 1634 Central Parkway; CH-6883; Phil Fox, br. mgr.


Loew's, Inc., 1625 Central Parkway Blvd.; CHERRY 3577; E. M. Booth, br. mgr.

Paramount Pictures, Inc., 1214 Central Parkway; CHERRY 6150.

Realart Pictures of Cincinnati, 1632 Central Park-

Weinert's, Inc., 1307 So. Wabash Ave.;

RKO Radio Pictures, Inc., 1634 Central Parkway;

Screen Classics, Inc. of Cincinnati; CHERRY 1-3671;

Wabash; Webster Ave.; WEbster 9-0737.

United Artists Corp., 1634 Central Parkway; WEbster 9-0737; Jack Finberg, br. mgr.

Universal Film Exchanges, Inc., 1628 Central Park-

Wabash Ave.; GARDEN 8380; Franklin E. Schreiber, br. mgr.

Warner Bros. Pictures Dist. Corp., 1600 Central Park-

Cleveland

Academy Film Service, Inc., 2110 Payne Ave.; MAIn 1-9973; Blair Mooney, pres.

Advancadea Co., Film Exchange Bldg.; SUPERIOR 1-1251.

Allied Artists Film Distributors, Inc., Film Exchange Bldg., 2108 Payne Ave.; PROSPECT 1-2741; Nate Schubert, br. mgr.

Buena Vista Film Districts Corp., Film Bldg., 2108 Payne Ave.; SUPERIOR 1-3413; Leo Greenfield, br. mgr.

Columbia Pictures Corp., Film Exchange Bldg., 2108 Payne Ave.; CHERRY 3-9455; Jerome Safron, br. mgr.

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Universal Film Exchanges, Inc., 2342 Payne Ave.; PROSPECT 1-9411; Carl Reardon, br. mgr.

**DALLAS**

Allied Artists Pictures Corp. of Texas, 364 S. Harwood; PROSPECT 1668; W. E. Finch, mgr.
Associated Producers, 3006 Jackson; ST 3737; True owner-mgr.
Astor Pictures, 3035 S. Harwood; PROSPECT 2408; O. K. Bourgeois
Capitol Pictures, 312 South Harwood St.; John L. France, owner; C. B. Drcher, mgr.
Columbia Pictures Corp., 1818 Wood St.; PROSPECT 5488; Mon Whetler, mgr.
Loret Pictures, Inc., 211 Jackson St.; R ANDOLPH 8055; H. R. Bieierdorf, mgr.
Loew's Inc., 2013 Jackson St.; RIVERSIDE 4171; Leroy Bickel, mgr.
Mack Enterprises, 408 S. Harwood; PROSPECT 2100; Wally Smith, mgr.
Paramount Film Dist. Corp., 401 N. Pearl Expressway; RIVERSIDE 5555; Frank Rule, mgr.
RKO Radio Pictures, Inc., 402 S. Harwood; R ANDOLPH 4127; Claude Atkinson, mgr.
Republic Pictures Corp., 412-414 S. Harwood; R ANDOLPH 4127; Claude Atkinson, mgr.
Sacramento Amusement Enterprises, 308 S. Harwood; PROSPECT 9421; Sally Sack, mgr.
Toddy Pictures Co., 307 1/2 S. Harwood; R 9998; Harold Schwarz, mgr.
Tower Pictures Co., 302 S. Harwood; R ANDOLPH 7736; Harold Schwartz, owner.
20th-Century-Fox Film Corp., 1801 Wood St.; RIVERSIDE 5991; William B. Williams, mgr.
United Artists Corp., 2020 Jackson; Riverside 1344; DuKe Clark, mgr.
Universal Film Exchanges, Inc., 310 So. Harwood St.; RIVERSIDE 6312; R. N. Wilkinson, br. mgr.

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Beuna Vista Film Dist., 717-719 S. Alpina 5-2862; Marvin Goldfarb, dist. supvr.
Class-Mohn Inc., 826 21st St.; CHERRY 4-2133; Carl Martin, br. mgr.
Columbia Pictures Corp., 2140 Champa St.; KEYSTONE 4-6341; R. C. Hill, br. mgr.
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United Artists Corp., 2065 Broadway; TALBOR 5-2325; Bud Austin, mgr.
Universal Film Exchange, Inc., 801 21st St.; MAIN 3-2283; Mayer H. Mousy, br. mgr.
Warner Bros. Pictures Dist. Corp., 2002 Stout St.; KEYSTONE 4-6178; E. A. Bell, mgr. (P. O. Box 2499).

**DES MOINES**

Allied Artists, 1115 High St.; 3-417; Jack Kennedy
Columbia Pictures Corp., 1003 High St.; Tel. 3-0103; Byron M. Shapiro, br. mgr.
Loew's Inc., 618 12th St.; TEL 4-6271; G. E. Mc- Glyn, br. mgr.
National Sales Service, 1003 1/2 High St.; TEL 4-0187; Milton Feinberg, br. mgr.
Paramount Pictures, Inc., 1125 High St.; TEL 4-3197; Don Hoover, br. mgr.
Parrot Distributing Co., 1700 Keo Way; I. E. Gold man, owner.
Realart Pictures, Inc., 1112 High St.; William Pfeil.
RKO Radio Pictures, Inc., 1022 High St.; TEL 2-9171; Donald H. Conley, br. mgr.
Republic Pictures, Inc., 1204 High St.; TEL 4-2255; Kenneth Wilson, br. mgr.
20th-Century-Fox Film Corp., 1300 High St.; TEL 4-4241; Dave Gold, mgr.
United Artists Corp., 1110 High St.; Carl Olson, br. mgr.; Dorothy Polast, booker.
Universal Film Exchanges, Inc., 1005 High St.; TEL 4-4219; Lou Levy, br. mgr.
Warner Bros. Pictures Dist. Corp., 1001 High St.; TEL 4-2397; Herbert Blass, br. mgr.

**DETROIT**

Allied Artists Prod., Inc., 2130 Cass Ave.; Woodward 1-2992; Nathan D. Levin, br. mgr.
Allied Film Exchange, 2130 Cass Ave.; Woodward 2-7778; J. Zide, owner; Dorothy Harrison, mgr.
Columbia Pictures Corp., 200 Film Exchange 14-dp.
Fordwood 2-8021; Milton Zimmerman, br. mgr.
Dexel, Art Productions, 2130 Cass Ave.; Woodward 1-0646; Albert Dezel, pres.
I. F. E. Releasing Corp., 610 Blaire Ave.; Larry Leins, manager.
Ideal Pictures Corp., 13400 W. McNichols University 2-4413; Charles Dobbertin, owner.
Loew's Inc., 2130 Cass Ave.; Woodward 1-4456; Lon Marks, resident mgr.
Paramount Pictures, Inc., 479 Ledyard Ave.; Woodward 2-8171; Thomas F. Dionne, br. mgr.
RKO Radio Pictures, Inc., 2130 Cass Ave.; Woodward 1-8681; Otto N. Ebert, Sr., mgr.
Republic Pictures Corp., 2211 Cass Ave.; Woodward 1-6415; Morris Judelson, br. mgr.
United Artists Corp., 2100 Cass Ave.; Woodward 2-6500; S. J. Bowman, br. mgr.
Universal Film Exchange, Inc., 2130 Cass Ave.; Woodward 1-2141; Joseph Rosen, br. mgr.

**HOUSTON**

Columbia Pictures Corp., 4521 Almeda Road; J. Winberg, br. mgr.
20th-Century-Fox Film Corp., 2101 Bagby St.; Henry F. Harrell, br. mgr.

**INDIANAPOLIS**

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Columbia Pictures Corp., 432 N. Illinois St.; ME 4-6408; Murray Devaux, br. mgr.
Loew's Inc., 421 No. Illinois St.; ME 4-4361; F. B. Gauker, br. mgr.
Paramount Pictures, Inc., 116 W. Michigan St.; ME 4-7563; G. R. Frank, mgr.
Realart Pictures of Indianapolis, 441 N. Illinois St.; ME 4-4438; Joseph F. Johnson, br. mgr.
RKO Radio Pictures, Inc., 428 N. Illinois St.; ME 5-2828; R. L. Brentlinger, mgr.
Republic Pictures Corp., 441 N. Illinois St.; ME 5-4149; Howard Brace, br. mgr.
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20th-Century-Fox Film Corp., 326 N. Illinois St.; ME 4-5881; Robert Conn, mgr.
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United Artists Pictures, Inc., 210 W. 18th St.; GRand 1123; Ralph Anachich, br. mgr.

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Cinema Distributors, 1907 S. Vermont Ave., Los Angeles 7; Republic 3-1123; Edward Barison, mgr.


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Embassy Pictures, 1966 S. Vermont Ave., Los Angeles 7; Republic 4-8847; J. W. Sonenshine, mgr.

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Hardesty Films, 25 So. Bemiston; PA 6-0302.
Lions, Inc., 3010 Olive St.; JE 3-2001; Thomas E. Bailey, br. mgr.
O'Brien, H. J., 3238 Olive St.; JE 3-8827.
Paramount Film Distrib., 2494 Olive St.; JE 3-4548; Harry Hais, mgr.
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Associated Film Exchange, 258 E. First South; Phone 3-6662; J. Marinich-Nercessian, manager; Clark Distributors, 254 E. First South St. Rear.
Columbia Pictures Corp., 206 E. First South St.; Phone 4-1910; Sam Mcdadden, br. mgr.
Lippert Pictures, Inc., 246 E. First South St.; Ph.: 3-6867; Fred Polasky, mgr.
Loew's, Inc., 121 W. Main St. at S.; C. P. Nedley, mgr.
Paramount Pictures, Inc., 270 E. First South St.; Salt Lake City 4-5506; F. H. Smith, mgr.
RKO Radio Pictures, Inc., 204 E. 1st South St.; Salt Lake City 3-4835; G. Davison, mgr.
Republic Pictures Corp., 206 E. 1st South St.; Salt Lake City 3-5709; James L. Ecker, mgr.

20th Century-Fox Film Corp., 216 East 1st South St.; Kenneth Lloyd, mgr.
United Artists Corp., 216 E. 1st South St.; Salt Lake City 3-7236; W. W. McKinstry, mgr.
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Class-MoHme, Inc., 501 Soledad St.; Garfield 6-0247; Gordon B. Dunlap, manager.
Constellation Attractions, Hi-Lo Theatre Bldg.; 4610 S. Presa St.; L. 4-3911; Jake Webb, br. mgr.
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Independent Film Exchange, 216 University Ave.; Pershing 7501; R. W. Barron, manager.
Kier Film Company, 154 Davis Court; Travis 9984; H. W. Kier, owner.
Mann, Robert L., 801 Evans Ave.; UNiversity 6-106.
Safety Screen Advertising Agency, c/o S. San Theatre, Quartz St. 2-0001; Ted Waggoner, mfrs.

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Astor Pictures, 166 Golden Gate Ave.; Ordway 3-0750; Sam Sobol, owner.
Columbia Pictures Corp., 229 Golden Gate Ave.; UN: 1-4845; Mel Klein, br. mgr.
Favorite Films of Calif. Inc., 170 Golden Gate Ave.; Phone 6-4409; N. P. Jacob, br. mgr.
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Paramount Pictures, Inc., 205 Golden Gate Ave.; Market 1-0861; Jack Stevenson, mgr.
RKO Radio Pictures, Inc., 251 Hyde St.; Ordway 1-2938; C. Emerson, br. mgr.
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United Artists Corp., 201 Golden Gate Ave.; Underhill 1-690; Frank Harris, br. mgr.
Universal Film Exchange, 129 Hyde St.; Prospect 3-3641; Theodore Reich, br. mgr.

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Columbia Pictures Corp., 2412 Second Ave., Elliott 5349; L. N. Walton, br. mgr.
Favorite Films of California, Inc., 2419 Second Ave.; SEneca 6666; Lloyd V. Lamm, mfrs.
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Lippert Pictures, Inc., 2414 Second Ave.; Seneca 4787; Jack J. Engerman, br. mgr.
Loew's Inc., 2311 Second Ave.; Elliott 4056; S. Davis, mfrs.
Northwest Film Service, 2330 Third Ave.; Seneca 0241; A. T. V. Latimer, pres.
Paramount Pictures, Inc., 2312 Second Ave.; Main 4287; II. W. Haustein, mfrs.
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Republic Pictures Corp., 2409 Second Ave.; Elliott 8678; Paul McElhinney, mfrs.
Saffles Theatre Service, 2325 Fourth Ave.; Elliott 5177; Maury Saffle, pres.

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20th Century-Fox Film Corp., 2421 Second Ave.; ELlott 7815; Jack Burk, mgr.

United Artists Corp., 2403 Second Ave.; Main 3788; FLoy 7605; John R. Thomson, mgr.

Universal Film Exchange, 2401 Second Ave.; Main 3246; Arthur Green, mgr.

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Rank, J. Arthur, Film Distributors (Canada) Ltd., 708 Sixth St. W.; Club Tel.ij. 5935; F. L. Green, br. mgr.

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Allied Artists Productions, 12 Hazzen Ave.; 3-3827.

Cardinal Films, Ltd., 162 Union; Tel.: 3-2784; F. Murphy, mgr.

Cardinal Films, Ltd., 123 Princess St.; phone 3-1241; J. Bellamy, m.

International Film Distributors Ltd., 162 Union St.; phone 3-2794; F. Murphy, mgr.

Metro-Goldwyn-Mayer Pictures of Canada, Ltd., 131 Princess St.; phone 3-6535.

Paramount Film Service Ltd., 136 Princess St.; Tel.: 3-2528; P. F. Perry, br. mg.

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MOTOR EXPRESS, 55 E. 28th Street; CAlumet 3-0608; Gregory Koerner, owner.

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CENTRAL SHIPPING TERMINAL, 1836 East 23rd St.; CHerry 1-3871; L. C. Gross, mgr.
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MORGAN EXPRESS, 2021 Young St.; PR 1594.
TEXAS FILM SERVICE, 1308 Canton St.; RA 8191; Paul E. Dahlgren, mgr.
WHITE EXPRESS, INC., 2021 Young St.; PR 6603; G. A. White, owner.

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INLAND EXPRESS, 12115 Grand Street; Telephone: 3-7007.
IOWA FILM DELIVERY, 1312 Grand Avenue; Telephone: 3-0509.
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KING DELIVERY SERVICE, 506 Locust Street; Telephone: 3-5259.

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FILM TRUCK SERVICE, INC., 2310 Cass Ave.; WWoodward 5-6552; Ray Branch, pres.

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RAPID FILM SERVICE, 416 N. Sycamore Street. Telephone 2713.

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MILLS FILM TRANSFER, 2801 S. 16th Street; Telephone 2-1197.

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MILWAUKEE
FILM SERVICE, INC., 1032 No. Eighth St.; BRoadway 1-5224.

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ELK FILM DELIVERY CORP., 630 Ninth Avenue; Circle 6-6964.
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PIERCE FILM SERVICE; Telephone; 240 Cedar.

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EXHIBITORS SERVICE CO., 85 Helen St., McKees Rocks; STanding 1-5010; George Callahan, Jr., pres.

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FILM MESSENGER SERVICE, 147 Hyde Street; ORdway 3-0171; Jack Frazier.

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NORTHWEST FILM SERVICE, 2330 Third Avenue; SEneca 6241.

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STANLEY WARNER MANAGEMENT CORP. SCREENING ROOM, 110 No. Pearl St.; ALbany 4-9161.

ATLANTA
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E. M. LOEW THEATRES, 177 Huntington Ave.; CO 7-2424.

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BLOWITZ-MASKEL, 6305 Yucca St., Hollywood 28; HOLLYwood 2-3291.

BYOR, CARL & ASSOCIATES, INC., 727 W. 7th St., Los Angeles 17; TRinity 4-621.

CLEARY, STRAUS & IRWIN, 1258 N. LaBrea, Hollywood 36; HOLLYwood 4-7371-2-3.

CONLON, SCOOPI, 10111 Valley Spring Lane, North Hollywood, Calif.; SUNSET 2-2536; STANley 7-2419.

EDDY, ARTHUR, 8584 Sunset Blvd., Los Angeles 46; CRESTview 1-0213.

EPSTEIN, DAVE, 449 So. Beverly Dr., B. H.; CRESTview 1-3114.

ETTINGER COMPANY, THE, 8720 Sunset Blvd., Hollywood 46; CRESTview 4-6721.

EVELove, ALEX, 128 So. Beverly Dr., Beverly Hills, Calif.; BIRadshaw 2-7858.

FERGUson, HELEN, 321 South Beverly Drive, Beverly Hills, Calif.; CRESTview 5-0155.

FOLDARe, GREER & BOCK, 1741 Ivar, Hollywood 28; HOLLYwood 9-8133.

GARDNER-ROss, 9956 Santa Monica Blvd, Beverly Hills; HIRadshaw 2-8066.

HEBERT, WILLIAM, 8582 Sunset Blvd., L. A. (463); CRESTview 9-5301; BIRadshaw 2-1723.

JACobs, ARTHUR P., 449 So. Beverly Dr., Beverly Hills, Calif.; CRESTview 1-5685; BRadshaw 2-0323.

KAMINS, BERNIE, 239Y5 S. Beverly Drive, Beverly Hills; CRESTview 1-8411.


KEnNEDY, KING, BILL HENDRIX, 1430 Belle-Loast Dr. Los Angeles 46; CRESTview 1-8276.

KLINE-SIMPSON & ASSOCIATES, 6223 Selma Ave., Hollywood 28, HOLLOW 2-6751.

LAWSON, JACK, 13000 Blairwood Dr., Studio City; STANley 7-1739.

LOEFF, TED, 177 So. Beverly Dr., Beverly Hills; CRESTview 5-4320.

MAYER, HOWARD G., and DAVE O'BRIEN, 1108 Guaranty Bldg., Hollywood 28; HOLLOW 3-5658.

MILLAR, MACK, 228 So. Beverly Dr., B. H.; CRESTview 5-6811.

MILLIGAN, BERNIE, 11144 Valley Spring Pl., No. Hollywood; STate 7-6660.

MULcAyH, J. T., 451 North La Cienega Boulevard, Los Angeles 36, Calif.; OLymia 2-2836.

PERRETT, FRANK, Hal Roach Studios, 8822 W. Washington Blvd., Culver City; TExas 0-4361.

PETTEBONE, JEAN, 8706 Sunset Plaza Pl., Los Angeles 46; CRESTview 5-360.

PRESTON, JOEL, 8589 St. Ives Dr., Los Angeles 46; CRESTview 5-4341.

PROCTOR, Jack, 6926 Melrose Avenue, Hollywood 38, Calif.; YORK 2723.

RACKIN, A. L., 1418 North Highland Avenue, Hollywood 28; HOLLOW 4-7370.

ROche, ECKhoff and ASSOCIATES, 8721 Beverly Blvd., Los Angeles 48; OLeander 5-7670.

ROGERS AND COWAN, 177 S. Beverly Dr., Beverly Hills, Calif.; CRESTview 9-8181.

ROSE, GLENN, 8582 Sunset Blvd., Los Angeles 46; CRESTview 5-3611; BRadshaw 2-1723.

RUBINE, IRVING, 12020 Otto St., North Hollywood, Calif.; STANley 7-4600.
SCOFIELD, ED, ASSOCIATES, 951 North La Cle-nera Blvd., Hollywood (46); OLeander 5-8578.
SMITH, LOU, 338 N. Rodeo Drive, Beverly Hills;
CRestview 4-7251.

New York

DAVID O. ALBER ASSOCIATES, INC., 654
Madison Avenue, 21; TEmpleton 6-8300.
AMES AND NORR, 11 West 42nd Street, 36;
PEnnsylvania 6-4074.
BASCH, BUDDY, OFFICE, 17 East 45th St., 17;
MUrray Hill 7-8351.
MYER P. BECK, 729 7th Avenue, 19; Circle 5-5552.
BIRDWELL, RUSSELL and ASSOCIATES, INC.,
30 Rockefeller Plaza, 20; Circle 6-1164.
BRENON and MORGAN ASSOCIATES, 270 Park
Avenue, 17; PLaaza 9-1257.
BYOIR, CARL & ASSOCIATES, INC., 10 East
40th St., 15; MUrray Hill 6-3200.
REGINA CREWE, 240 Central Park South, 19;
Circle 6-0031.
DINE & KALMUS, 430 Park Ave.: PLaaza 3-1370.
MARGARET ETTINGER and CO., 509 Madison
Ave., 22; MUrray Hill 8-4842.
FALK, RICHARD R., ASSOCIATES, 220 W. 42nd
St., 36; CHickering 4-5797-8.
FARNOL, LYNN, 1270 6th Avenue, 20; JUdson
6-5777.
STEVE HANNAGAN ASSOCIATES, INC., 420
Lexington Ave.; ORegon 9-2100.
EDWARD HARRISON, 1501 Broadway, 36;
LAckawanna 4-1318.

HORNE, HAL, ORGANIZATION, INC., 20 East
50th Street, 22; Circle 6-5661.
ARTHUR P. JACOBS, 720 Fifth Ave.,
JUdson 2-2745.
BERNARD M. KAMBER ORGANIZATION, 729
7th Ave., 19; Circle 7-2120.
KATZ, ALFRED, 113 W. 57th St., 19;
PLaaza 7-4775.
MARK LARKIN, 119 West 57th Street, 19; Circle
7-4499.
NOEL MEADOW ASSOCIATES, 229 West 42nd
Street, 36; LOngacre 5-7763; WIsconsin 7-1014.
NORTON & CONDON, INC., 471 Park Avenue;
PLaaza 9-4010.
PINE, ARTHUR, ASSOCIATES, 67 W. 44th St.;
VAnbark 6-2280.
JAMES D. PROCTOR, 545 5th Avenue, 19;
VAnbark 6-5084.
ROFFMAN, RICHARD H., ASSOCIATES, 675
West End Avenue; RIVERSIDE 9-3647.
RUSSELL, JOE, ASSOCIATES, 156 W. 48th St.;
Circle 5-4848.
SCHREIER, GEORGE, ASSOCIATES, 400 Madison
Ave., 17; PLaaza 3-6640.
BENJAMIN SONNENBERG, 247 Park Avenue, 17;
PLaaza 5-2200.
TOM WALLER ASSOCIATES, 516 5th Avenue, 18;
MUrray Hill 7-1277.
A. P. WAXMAN, 55 Central Park West, 23;
SUsguehanna 7-4181.
WEIL, JOE, ASSOCIATES, 299 Madison Ave.;
OXford 7-0279.
Programs

- NETWORK STAR PRODUCER SPONSOR — AGENCY SUSTAINING SHOWS

- SYNDICATED STAR PRODUCER DISTRIBUTOR

- POLL AND AWARD WINNERS
Television Programs

[The listings below include star (m.c., narrator), producer, sponsor, advertising agency, network, running time, live or film—for network shows; star, producer, distributor, running time—for syndicated shows. Sustaining network programs are also included. All programs are weekly unless otherwise indicated.]


**ABBOTT AND COSTELLO** Bud Abbott, Lou Costello. TCA. prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.


**ADVENTURE ALBUM** Wallace Taber. Toley Anguish, prod. Interstate Television Corporation, dist. Syndicated. Quarter-hour. Film.


**ADVENTURES OF NOAH BEERY, JR** Noah Beery, Jr. Jerry Courneya, prod. United Producers Distributors, dist. Syndicated. Quarter-hour. Film.


AMATEUR HOUR

THE AMERICAN FORUM

AMERICAN HERITAGE SERIES

AMERICAN HISTORY SERIES

AMERICAN INVENTORY

AMERICAN STANDARD OF LIVING SERIES

AMERICANS AT WORK

AMOS 'N' ANDY
Spencer, Williams, Alvin Childress, Freeman Godden, Charles Correll, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.

AMY VANDERBILT'S ETIQUETTE
Amy Vanderbilt. National Telefilm Associates. Syndicated. 5 min. Film.

ANIMAL ADVENTURES FOR CHILDREN

ANIMAL FUN AND MISCHIEF
Various. United World Films, Inc. Syndicated. 10 min. Film.

ANIMAL TIME
Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.

ANNIE OAKLEY

THE ANSWER MAN

ANSWERS FOR AMERICANS

ARMCHAIR ADVENTURE
Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.

ARMCHAIR TRAVELER

ARMSTRONG CIRCLE THEATRE

ART LINKLETTER'S HOUSE PARTY

ARTHUR GODFREY AND HIS FRIENDS

ARTHUR GODFREY TIME

ARTHUR GODFREY'S TALENT SCOUTS

BADGE 714 (DRAGNET)

BASEBALL AND TRACK
Various. United World Films, Inc. Syndicated. 10 min. Film.

BEAT THE CLOCK

BEAT THE EXPERT

BEHIND THE SCENES IN INDUSTRY

BERT AND ELMER

BETSY AND THE MAGIC KEY

BEULAH

BEYOND THE YUKON

BIFF BAKER

THE BIG FIGHT


BOB ELSON'S INTERVIEWS OF THE CENTURY Bob Elson, Academy Film Productions, Inc. Syndicated. Quarter-hour. Film.


CAPSULE MYSTERIES Glenn Langan. Charles Michelson, Inc. Syndicated. 5 min. Film.


CAPTAIN QUEST AND HIS JUNIOR EXPLORERS Richard Coogan. Fleetwood Films, Inc. Syndicated. Quarter-hour. Film.


CHILDREN'S ANIMATED FAIRY TALES Various. Primrose Productions, Ltd., prod. General Teletalk Film Division, dist. Syndicated. 10 min. Film.


CITY DETECTIVE Rod Cameron. Revue Productions, prod. MCA-TV Film Syndication Division. Syndicated. Half-hour. Film.


THE COGALATE VARIETY HOUR Various stars and producers. Colgate-Palmolive Co. (Ajax, Palmolive Soap, Halo, Colgate Dental Cream, Palmolive Shave Cream and After Shave Lotion, Fab)—William Esty Co., Inc. NBC Network. Hour (3 out of 4 weeks). Live.


COUNT OF MONTE CRISTO George Dolenz. Television Programs of America, Inc. Syndicated. Half-hour. Film.


DANGEROUS ASSIGNMENT Brian Donlevy. Donlevy Development Corp., prod. NBC Film Division, dist. Syndicated. Half-hour. Film.

A DATE WITH LIFE Logan Field. T. Lewis, prod. The Borden Company—Young & Rubicam, Inc. NBC Network. Quarter-hour (5 days a week). Live.


DESIGN FOR LIVING Dr. Fletcher Harding. National Telefilm Associates. Syndicated. 5 min. Film.


DING DONG SCHOOL Dr. Frances Horwich. Dr. Frances Horwich, prod. Participating sponsorship. NBC Network. Half-hour (5 days a week). Live.
DISNEYLAND Walt Disney. ABC-Walt Disney. American Dairy Assoc.—Campbell-Mithun, Inc.; American Motors Corp.—Geyer Advertising, Inc.; Brooke, Smith, French & Dorrance, Inc.; Derby Foods, Inc.—McCann-Erickson, Inc. ABC Network. Hour. Film.


DR. HUDSON'S SECRET JOURNAL John Howard. Authors Playhouse, prod.—MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.


EXPLORING SCIENCE Various. Coronet Films. Syndicated. 10 min. Film.

EYE ON THE WORLD Walter Cronkite. CBS Television Film Sales, Inc. Syndicated. Half-hour. Film.


FAMOUS FILM FESTIVAL Allyn Edwards. ABC-Ken Rockefeller. Participating Sponsorship. ABC Network. 90 minutes. Film.


FOLLOW THAT MAN Ralph Bellamy. William Esty Co., prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.


FOR THE LADIES Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.


GENE AUTRY Gene Autry. Republic Pictures Corp., prod. MCA-TV Film Syndication Division, dist. Syndicated. Hour. Film.


THE GREAT GILDERSLEEVE Willard Waterman, Matthew Rapf, prod. NBC Film Division, dist. Syndicated. Half-hour. Film.

GREAT MOMENTS ON THE GRIDIRON Various. United World Films, Inc. Syndicated. 5 min., 10 min. Film.

THE GREATEST DRAMA Various. Fox Movietone News, Mike Sklar, prod. General Teleradio Film Division, dist. Syndicated. Quarter-hour. Film.


GRIDIRON CAVALCADE Don Klein. Sportsvision, Inc. Syndicated. Quarter-hour. Film.


THE HANDYMAN Norman Brokenshire. Princeton Film Center, Inc. Syndicated. 5 min. Film.


HEALTH AND HAPPINESS Club Philena Barden. National Telefilm Associates. Syndicated. 5 min. Film.

HEART OF THE CITY Pat McVey, Jane Nigh, Gross Krane, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.


HOME IS HAPPINESS Various. Packaged Programs, Inc. Syndicated. Quarter-hour. Film.


HOME MANAGEMENT Various. Coronet Films. Syndicated. 10 min., Quarter-hour. Film.


INNER SACRUM Various. Galahad Productions, prod. NBC Film Division, dist. Syndicated. Half-hour. Film.


INTRODUCTION TO ART Mary Holmes. University of California. Syndicated. Quarter-hour. Film.

IS THIS MAGIC? Various. Atlas Television Corp. Syndicated. 5 min. Film.


IT'S FUN TO REDUCE Margaret Firth. Guild Films Co., Inc. Syndicated. Quarter-hour. Film.


JIM AND JUDY IN TELERAND Various. Charles J. Busch, Jr., prod. Television Screen Productions, Inc., dist. Syndicated. 5 min. Film.

THE JIMMY DEMARET SHOW Jimmy Demaret. Award Television Corp. Syndicated. Quarter-hour. Film.


JUNIOR CROSSROADS Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.


LAWRENCE WELK SHOW Lawrence Welk. ABC-Edward Soble, Dodge Division—Chrysler Corp.—Grant Advertising, Inc. ABC Network. Hour. Live.

LAYMAN’S CALL TO PRAYER Various. Trancete TV, prod. National Telefilm Associates, dist. Syndicated. 5 min. Film.


THE LIFE OF RILEY William Bendix. Tom McKnight, prod. Gulf Oil Corp.—Young & Rubicam, Inc. Half-hour. Film.


LIFE WITH FATHER Leon Ames, Lorene Tuttie. McCadden Corp.—Fletcher Markle, prod. CBS Television Film Sales, dist. Syndicated. Half-hour. Film.

LILLI PALMER SHOW Lilli Palmer. Charles Kebbe, prod. NBC Film Division, dist. Syndicated. Quarter-hour. Film.


THE LITTLE SHOW Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.


566


M.D. Various. National Telefilm Associates. Syndicated. 5 min. Film.


MAN BEHIND THE BADGE Charles Bickford, Bernard Prockter, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.


MAYOR OF THE TOWN Thomas Mitchell, Gross-Krasne, Rawhins-Grant, prod. MCA-TV Film Syndication Division. Syndicated. Half-hour. Film.


MICKEY MOUSE CLUB Mickey Mouse; Bill Walsh for Walt Disney, prod. Participating Sponsorship. ABC Network. Hour (5 days a week). Film.

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<table>
<thead>
<tr>
<th>Title</th>
<th>Producer/Studio</th>
<th>Network/ Syndication</th>
<th>Duration</th>
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<tbody>
<tr>
<td>THE MILLIONAIRE</td>
<td>Marvin Miller, Don Fedderson, prod. Colante-Palmolive Co. (Lustre-Creme Shampoo, Colgate Dental Cream, Colgate Barber Shave, Fab)—Ted Bates &amp; Co., Inc. CBS Network.</td>
<td>Half-hour. Film</td>
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<tr>
<td>MR. DISTRICT ATTORNEY</td>
<td>David Brian. Ziv Television Film Programs, Inc. Syndicated.</td>
<td>Half-hour. Film</td>
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<tr>
<td>MR. AND MRS. NORTH</td>
<td>Barbara Britton, Richard Denning, John W. Loveton Productions.</td>
<td>Half-hour. Film</td>
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<tr>
<td>MR. RUMPLE BUMBLE</td>
<td>Mr. Rumble Bump. Packaged Programs, Inc. Syndicated, 3 min.</td>
<td>Film</td>
<td></td>
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<tr>
<td>MODFLETTTE TELEVISION DRAMATICS</td>
<td>Various. Marion Riddick Productions, Inc. Syndicated.</td>
<td>Quarter-hour. Film</td>
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<tr>
<td>MODERN ROMANCES</td>
<td>Martha Scott. Wilbur Stark-Jerry Layton Inc. Colante-Palmolive Co. (Halo Shampoo, Cashmere Bouquet Soap)—Bryant Houston, Inc. NRC Network.</td>
<td>Quarter-hour (5 days a week). Live</td>
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<tr>
<td>MOVIE MUSEUM</td>
<td>Paul Killiam. Sterling Television Co., Inc. Syndicated.</td>
<td>Quarter-hour. Film</td>
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<tr>
<td>MUSIC TO REMEMBER</td>
<td>Rome Philharmonic Orchestra. Screen Gems, Inc. Syndicated.</td>
<td>Half-hour. Film</td>
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<tr>
<td>MUSICAL MOMENTS</td>
<td>Various. Dynamic Films, Inc. Syndicated.</td>
<td>5 min. Film</td>
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<tr>
<td>NAME BAND MUSICALS</td>
<td>Various. Associated Artists Production. Syndicated.</td>
<td>Quarter-hour. Film</td>
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<tr>
<td>NATURE IN ACTION</td>
<td>Various. Coronet Films. Syndicated.</td>
<td>Quarter-hour. Film</td>
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<tr>
<td>NEWSFILM</td>
<td>Various. CBS Television Film Sales, Inc. Syndicated.</td>
<td>Quarter-hour. Film</td>
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<tr>
<td>NOTHING NEW UNDER THE SUN</td>
<td>Various. Mitchell Gertz Agency. Syndicated. 5 min.</td>
<td>Film</td>
<td></td>
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</tbody>
</table>
NOW I'LL TELL ONE Jack Brickhouse. Jack Strausberg Productions. Syndicated. 5 min. Film.


OH BABY Jack Barry. Barry & Enright Productions, Inc. Syndicated. 5 min. Film.

OKLAHOMA CHUCK WAGON BOYS Oklahoma Chuck Wagon Boys. Lewis and Clark, prod. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film


OLD TIME COMEDIES Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.


OPERA AND BALLET Various. Lakeside Television Co., Inc. Syndicated. Quarter-hour. Film.


PARADOX Various. Kling Film Productions. Syndicated. 5 min. Film.

PARAGON PLAYHOUSE (DOUGLAS FAIRBANKS PRESENTS) Various. Douglas Fairbanks, Jr., prod. NBC Film Division, dist. Syndicated. Half-hour. Film.


www.americanradiohistory.com


PLAYHOUSE IS Various. Bernard Proctor, prod. MCA-TV Film Syndication Division, dist. Syndicated. Quarter-hour. Film.


RAY BOLGER SHOW Ray Bolger. Jerry Bressler, Stanley Shapiro, prod. ABC Film Syndication, dist. Syndicated. Half-hour. Film.


RAYMOND MASSEY READS THE BIBLE Raymond Massey. IWF, Inc. Syndicated. 5 min. Film.


ROCKY JONES, SPACE RANGER Richard Crane. Roland Reed, prod. MCA-TV Film Syndication Division, dist. Syndicated. Film.

ROY ROGERS Roy Rogers. Republic Pictures Corp., prod. MCA-TV Film Syndication Division, dist. Syndicated. Hour. Film.


ROYAL PLAYHOUSE (FIRESIDE THEATRE) Various. Bing Crosby Enterprises, Inc., prod. MCA-TV Film Syndication Division, dist. Syndicated. Hour. Film.


THE SAM SNEAD SHOW Sam Snead. Scope Productions, Inc., prod. Radio Corp. of America, dist. Syndicated. 5 min. Film.


SPEED CLASSICS Various. Dynamic Films, Inc. Syndicated. Quarter-hour & half-hour. Film.

SPORT SKILLS Various. Coronet Films. Syndicated. 10 min. & quarter-hour. Film.

SPORTS ALBUM Various. Ziv Television Programs. Syndicated. 5 min. & quarter-hour. Film.


SPORTS NEWS—EVENTS Various. Official Films, Inc. Syndicated. 5 min. & 10 min. Film.

SPORTS ON PARADE Various. Sterling Television Co., Inc. Syndicated. Quarter-hour & half-hour. Film.

SPORTS SPOTLIGHT Bob Wilson. Tel Ra Productions. Syndicated. Quarter-hour. Film.


STAR STAGE Various. Music Corp. of America—Mort Abrahams, Campbell Soup Co.—Batten, Barton, Durstine & Osborn, Inc.; Cheesborough-Ponds, Inc. (Pond's Cold Cream, Pond's Dry Skin Cream, Angel Face, Angel Skin, Lipstick, Makeup Mist)—J. Walter Thompson Co. NBC Network. Half-hour. Live or film.


STARS ON PARADE Various. Albert Lewin, prod. Unity Television Corp., dist. Syndicated. 10 min. Film.


STUDIO TELESCRIPTIONS Various. Studio Films, Inc. Syndicated. 5 min. Film.


TV DISC JOCKEY FILMS Various. Benedict Berenberg, prod. Screen Gems, dist. Syndicated. 5 min. Film.


TELESPORTS DIGEST Bob Wilson. Tel Ra Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.

TELETUNES Various. Riviera Productions. Syndicated. 5 min. Film.


THIS LAND OF OURS Art Gilmore. Dudley TV, prod. Sterling Television Co., dist. Syndicated. 10 min. Film.


TODAY Dave Garway. Jerry Greene, prod. Participating sponsorship. NBC Network. 2 hours (five days a week). Live.

TOMORROW'S CAREERS Henry Barnes. ABC in cooperation with Johns Hopkins University, Sustaining. ABC Network. Half-hour. Film.


THE TONY MARTIN SHOW Tony Martin. Alan (Bud) Yorkin, prod. Webster Chicago Corp.—John W. Shaw Advertising; Associated Products, Inc. (Five Day Deodorant Pads)—Grey Advertising, Inc. NBC Network. Quarter-hour. Live.


TRAVELER'S DIARY Various. United World Films, Inc. Syndicated. 10 min. Film.


UNITED STATES STEEL HOUR Various. The Theatre Guild, prod. United States Steel Corp.—Batten, Barton, Durstine & Osborn, Inc. CBS Network. Hour (alternate weeks). Live.


VICTORY AT SEA Leonard Graves. NBC Film Division. Syndicated. Half-hour. Film.


THE VISITOR Various. Marion Parsonsot, prod. NBC Film Division, dist. Syndicated. Half-hour. Film.


WATCH THE WORLD Don Goggard. George Wallach, prod. NBC Film Division, dist. Syndicated. Quarter-hour. Film.

WATERFRONT Preston Foster, Roland Reel, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.


WHAT’S YOUR EYE-Q? Various. Lewis & Clark Productions, prod. Lakeside Television, dist. Syndicated. 5 min. quarter-hour & half-hour. Film.


WHERE WERE YOU? Ken Murray-Bing Crosby Enterprises, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.


WILD BILL ELLIOTT Bill Elliott. Hycro Television Films, Inc. Syndicated. Hour. Film.


WILD LIFE IN ACTION Various. Lakeside Television Co., Inc. Syndicated. Quarter-hour. Film.


THE WORLD WE LIVE IN Various. Coronet Films. Syndicated. Quarter-hour. Film.

THE WORLD'S GREATEST FIGHTERS IN ACTION Various. The Big Fights, Inc. Syndicated. Quarter-hour. Film.


RESTLING FOR TV Various. Croxley Broadcasting Corp. Syndicated. Hour. Film.

RESTLING FROM HOLLYWOOD Dick Lane. Paramount Television Productions, Inc. Syndicated. Hour. Film.

RESTLING—INTERNATIONAL AMPHITHEATRE Russ Davis. IWF, Inc. Syndicated. Quarter-hour, half-hour & hour.


YESTERDAY'S NEWSREEL Various. Ziv Television Programs, Inc. Syndicated. Quarter-hour. Film.

YESTERDAY'S WORLD TODAY Marvin Miller. Simmel-Messenger TV Productions. Syndicated. Quarter-hour. Film.


QUIGLEY PUBLICATION AWARDS

TV CHAMPIONS

Winners of the 6th annual poll conducted by Motion Picture Daily and Fame among television critics of the United States in 1954 were:

Best Network Program—(1) Toast of the Town, (2) Disneyland, (3) Omnibus.
Most Promising Female Star—(1) Eva Marie Saint, (2) Elizabeth Montgomery, (3) Pat Carroll.
Most Promising Male Star—(1) Dick Shawn, (2) Orson Bean, (3) Steve Hill.
Most Effective Color Use—(1) Max Liebman Presents, (2) The Best of Broadway.
Best Actress—(1) George Gobel, (2) Jackie Gleason, (3) Sid Caesar.
Best Comedy Team—(1) Lucille Ball, (2) Imogene Coca, (3) Martha Raye.
Best Comedy Team—(1) Lucille Ball & Desi Arnaz, (2) Dean Martin & Jerry Lewis, (3) George Burns & Gracie Allen.
Best Comedy Program—(1) The Jackie Gleason Show, (2) George Gobel Show, (3) I Love Lucy.
Best Variety Program—(1) Toast of the Town, (2) The Jackie Gleason Show, (3) Colgate Comedy Hour.
Best Panel Discussion—(1) Meet the Press, (2) American Forum of the Air.
Best New Dramatic Program—(1) Medic, (2) Chorus, (3) The Best of Broadway.
Most Unique New Program—(1) Disneyland, (2) Tonight.
Best Dramatic Program—(1) Studio One, (2) United States Steel Hour, (3) Robert Montgomery Presents.
Best Mystery Program—(1) Dragnet, (2) Danger, (3) Sherlock Holmes.
Best Male Vocalist—(1) Perry Como, (2) Eddie Fisher, (3) Tony Martin.
Best Female Vocalist—(1) Dinah Shore, (2) Jane Froman, (3) Jo Stafford.
Best Musical (Classical)—(1) Voice of Firestone, (2) NBC Opera, (3) Chicago Symphony.
Best Musical Show (Popular)—(1) Your Hit Parade, (2) Perry Como Show, (3) Dinah Shore Show.
Best Audience Participation Quiz Show—(1) Groucho Marx Show, (2) Two for the Money, (3) Break the Bank.
Best Panel Quiz Show—(1) What's My Line, (2) I've Got a Secret, (3) Twenty Questions.
Best Sportscaster—(1) Mel Allen, (2) Bill Stern, (3) Tom Harmon.
Best Daytime Program—(1) Today, (2) Garry Moore Show, (3) Home.
Best Children's Program—(1) Ding-Dong School, (2) Honey, Doozy, (3) Kukla, Fran & Ollie.
Best Commercial (Audience viewpoint)—(1) Lucky Strike, (2) Kraft Theatre, (3) General Electric.

Winners of the preceding polls were:

Best Network Program—Texaco Star Theatre, 1949; Your Show of Shows, 1950; Your Show of Shows, 1951; Your Show of Shows, 1952; Omnibus, 1953.

Best Promising Female Star—Felicia Montecalle, 1949; Imogene Coca, 1950; Lucille Ball, 1951; Maria Riva, 1952; Audrey Meadows, 1953.
Best Comedy—Sid Caesar, 1950; Sid Caesar, 1951; Sid Caesar, 1952; Jackie Gleason, 1953.
Best Comedy Team—Imogene Coca, 1950; Imogene Coca, 1951; Lucille Ball, 1952; Imogene Coca, 1953.
Best Comedy Team—Sid Caesar & Imogene Coca, 1953.
Best News Program—Texaco Star Theatre, 1949; Colgate Comedy Hour, 1950; Your Show of Shows, 1951; I Love Lucy, 1952; Colgate Comedy Hour, 1953.
Best Variety Program—Texaco Star Theatre, 1949; Your Show of Shows, 1950; Your Show of Shows, 1951; Your Show of Shows, 1952; Toast of the Town, 1953.
Best Panel Discussion Program—Meet the Press, 1952; Meet the Press, 1953.
Best New Dramatic Program—United States Steel Hour, 1953.
Best Dramatic Program—Studio One, 1949; Studio One, 1950; Studio One, 1951; Studio One, 1952; Studio One, 1953.
Best Variety Program—Texaco Star Theatre, 1949; Your Show of Shows, 1950; Your Show of Shows, 1951; Your Show of Shows, 1952; Toast of the Town, 1953.
Best Musical Show (Popular)—Fred Waring Show, 1950; Fred Waring Show, 1951; Your Hit Parade, 1952; Your Hit Parade, 1953.
Best Audience Participation Quiz Show—Groucho Marx Show, 1952; Groucho Marx Show, 1953.
Best Master of Ceremonies—Bert Parks, 1950; John Daly, 1951; John Daly, 1952; Ed Sullivan, 1953.
Best Announcer—Bud Collyer, 1950; George Fenneman, 1951; Dennis James, 1952; George Fenneman, 1953.
Best News Commentator—John Cameron Swayze, 1950; John Cameron Swayze, 1951; John Cameron Swayze, 1952; John Cameron Swayze, 1953.
Best Sports Announcer—Dennis James, 1950; Jimmy Powers, 1951; Mel Allen, 1952; Mel Allen, 1953.
Best Daytime Program—Ransom Sherman, 1950; Kate Smith Show, 1951; Kate Smith Hour, 1952; Gary Moore Show, 1953.
Best Children's Program—Kukla, Fran & Ollie, 1949; Kukla, Fran & Ollie, 1950; Kukla, Fran & Ollie, 1951; Kukla, Fran & Ollie, 1952; Ding Dong School, 1953.
Best Commercial (Audience viewpoint)—Texaco, 1949; Lucky Strike, 1950; Lucky Strike, 1951; Ford, 1952; Ford, 1953.

QUIGLEY PUBLICATION AWARDS

RADIO CHAMPIONS

Winners of the 9th annual poll conducted by Motion Picture Daily and Fame among the radio columnists of the daily press throughout the United States in 1954 were as follows:

Best Program—(1) Friday with Garroway, (2) Jack Benny Show, (3) Lux Radio Theatre.
Best Performer—(1) Dave Garroway, (2) Jack Benny, (3) Bob Hope
Most Promising Star—(1) Jimmie Nelson, (2) Gary Crosby
Hit Comedy—(1) Jack Benny, (2) Bob Hope, (3) Groucho Marx
Best Comedienne—(1) Eve Arden, (2) Marion Jeffries, (3) My Living Moxley
Best Comedy Team—(1) Fibber McGee & Molly, (2) Amos & Andy, (3) Dean Martin & Jerry Lewis
Best Popular Vocalist (Male)—(1) Perry Como, (2) Eddie Fisher, (3) Bing Crosby
Best Popular Vocalist (Female)—(1) Robert Merrill, (2) Ferruccio Tagliavini, (3) Etta Pinza
Best Classical Vocalist (Female)—(1) Rise Stevens, (2) Patrice Munsel, (3) Roberta Peters
Best Dramatic Program—(1) Lux Radio Theatre
Hall of Fame—(1) Suspense
Best Mystery Program—(1) Dragnet, (2) Suspense, (3) Mr. Keen, Tracer of Lost Persons
Best Master of Ceremonies—(1) Dave Garroway, (2) Art Linkletter, (3) Don McNeill
Best News Commentator—(1) Edward R. Murrow, (2) Morgan Berry, (3) Martin Aiken
Best Announcer—(1) George Fenneman, (2) Tony Martin, (3) Don Wilson
Best Sportscaster—(1) Bill Stern, (2) Mel Allen, (3) Harry Wiener
Best Classic Orchestra—(1) New York Philharmonic, (2) Firestone, (3) NBC Symphony, Telephone Hour (tie)
Best Popular Orchestra—(1) Guy Lombardo, (2) Southern California, (3) Ralph Marlin
Best Classical Musical Show—(1) Voice of Firestone, (2) New York Philharmonic, (3) Telephone Hour
Best Popular Musical Show—(1) Perry Como Show, (2) Dinah Shir Show, Bing Crosby Show (tie) Garroway Gang Show; (3) Grand Ole Opry Show; (2) Saturday Night Country Style, (3) Tennessee Ernie Ford, Old Dominion Barn Dance Hour
Best Quiz Show—(1) Cronko Mark Show, (2) Two for the Money, (3) Stop the Music
Best Children’s Program—(1) Let’s Pretend, (2) Big Jon and Sparkie
Best Daytime Program—(1) The Breakfast Club, (2) Arthur Godfrey Time, (3) House Party
Best Educational Program—(1) Meet the Press, (2) Invitation to Learning, (3) Youth Wants to Know
Best Public Service—(1) Meet the Press, (2) Weekend, (3) American Forum of the Air
Best Network Publicity—(1) NBC, (2) CBS, (3) Mutual
Best Individual Publicity—(1) Young & Rubicam, Bureau of Industrial Service, (2) J. Walter Thompson Co., (3) Batten, Barton, Durstine & Osborn

ACADEMY OF TV ARTS AND SCIENCES AWARDS

Seventh annual awards of the Academy of Television Arts and Sciences covering 1954 were:

Best Individual Program of the Year—Operation Undersea, Disneyland
Best Dramatic Series—United States Steel Hour, Best Situation Comedy—Make Room for Daddy
Best Variety Series Including Musical Varieties—Disneyland
Best News Reporter or News Commentator—John Daly, Living Magazine
Best Cultural, Religious or Educational Program—Omnibus
Best Children’s Program—Lassie
Best Actor in a Single Performance—Robert Cummings in Twelve Angry Men, Studio One
Best Actress in a Single Performance—Judith Anderson in Macbeth, Hallmark
Best Actor Starring in a Regular Series—Danny Thomas
Best Actress Starring in a Regular Series—Loretta Young
Best Supporting Actor in a Regular Series—Art Carney
Best Supporting Actress in a Regular Series—Audrey Meadows
Best Western or Adventure Series—Stories of the Century
Best Mystery or Intrigue Series—Dragnet
Best Audience, Guest Participation or Panel Program—This Is Your Life
Most Outstanding New Personality—George Gobel
Best Male Singer—Perry Como
Best Female Singer—Dinah Shore
Best Sports Program—Gillette Cavalcade of Sports
Best Daytime Program (Network)—Art Linkletter’s House Party

GEORGE FOSTER PEABODY TELEVISION AWARDS FOR 1954

Radio-Television News—John Daly, ABC
Television Entertainment—George Gobel, NBC
Television Education—Adventure, CBS
Television Special Awards—Omnihus, CBS; The Search, NBC
Television for Youth and Children—Disneyland, ABC
Television National Public Service—Industry on Parade, National Association of Manufacturers
Television Regional Public Service—WJAR-TV, Providence, R. I., for Hurricane Carol

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS AWARDS

Winners of awards made by the Society of Motion Picture and Television Engineers are:

1955: Progress Medal—Dr. Elmer W. Engstrom; Samuel L. Warner Memorial Award—Dr. Harry F. Olson; David Sarnoff Gold Medal Award—Bernard D. Loughlin; Journal Award—Richard S. O’Brien
1954: Achievement Award—Earl S. Sponable and Herbert F. Bragg; Samuel L. Warner Memorial Award—Lloyd D. Grignon; David Sarnoff Gold Medal Award—Ray D. Kel; Journal Award—Armin J. Hill
1953: Progress Medal—Fred Walter; Samuel L. Warner Memorial Award—Dr. W. W. Wettel; David Sarnoff Gold Medal Award—Arthur V. Louis; Journal Award—S. T. Spottiswoode; Charles Smith
1952: Progress Medal—John I. Crabtree; Samuel L. Warner Memorial Award—Dr. Herbert T. Kal- lum; David Sarnoff Gold Medal Award—Axel G. Jenzen; Journal Award—D. L. MacAdam
1950: Progress Medal—Dr. Vladimir Zvonky; Samuel L. Warner Memorial Award—Charles R. Ford; Journal Award—Dr. Frederick J. Kolb, Jr.

SYLVANIA TV AWARDS FOR 1954

Grand Award—James E. Moser, for Medici
For Their Work in Connection with Medici—Worthington Miner, Dow Chemical Co., NBC
For the Most Outstanding Television Series for Children of All Ages—Disneyland: Walt Disney, American Motors Corporation, American Dairy Association, Derby Foods, Inc., ABC
For the Finest Local Children’s Show—Little Schoolhouse; Mrs. Eleanor Hemple, KITV
For the Best Educational Series—The Search: Irving Gitlin, CBS.

Television Comedian of the Year—George Gobel. Documentary Program of the Year—Three, Two, One...Zero: Henry Salomon, Jr., NBC.

For Excellent Showmanship in Variety Entertainment—Toast of the town: Ed Sullivan, Marlo Lewis, CBS.

For Local Public Service—Our Beautiful Potomac: Stuart Finley, WRC.

For Superior Camera Direction—Franklin Schaffner, CBS.

For Public Information Service—John Daly, ABC.

For the Best Dramatic Series—Philco-Goodyear Television Playhouse: Fred Coe, Gordon Duff, Philco Corp., Goodyear Tire & Rubber Co., NBC.

For the Finest Television Play of the Year—Man on Mountain Top: Robert Alan Arthur, Arthur Penn, NBC.

For the Dramatic Actor and Actress of the Year—Steven Hill, Eva Marie Saint.

For the Character Actor and Actress of the Year—E. G. Marshall, Eileen Heckart.

For the Outstanding Comedy Team on TV: Jackie Gleason, Art Carney, Audrey Meadows, CBS.

For Local Television News Coverage—John Tellman, Con Edison, WPIX.

For Wholesome Family Entertainment—Father Knows Best: Robert Young, Jane Wyatt, P. Lorillard Co., CBS.

OTHER TELEVISION AWARDS

Fifth annual television awards of Look Magazine for 1954 are as follows: Special Awards—George Gobel, Fred Coe, Jack Webb, Garry Moore; Best Educational Program—Omnibus; Best Dramatic Program—U. S. Steel Hour; Best News Program—Cameo Caravan, John Cameron Swayze; Best Variety Program—Toast of the Town; Best Sports Program—Cavalcade of Sports; Best Quiz or Panel Show—You Bet Your Life; Groucho Marx; Best Children’s Program—Ding Dong School, Dr. Frances Horwich.

Bishop Fulton J. Sheen; Best Public Affairs Program—See It Now, Edward R. Murrow.

WOMAN’S HOME COMPANION television awards for 1954 were: Favorite Female Star—Lucille Ball, followed by Loretta Young, Joan Davis; Favorite Male Star—George Gobel, followed by Jackie Gleason, Godfrey; Favorite Program—I Love Lucy, followed by the Jackie Gleason Show, Toast of the Town.

McCall’s Mike Awards to Women in Radio and Television for 1954 were: Outstanding Woman in Radio and Television for 1954—Angela McDermott, Mohawk-Hudson Council on Educational Television, Schenectady, N. Y.; Executive Performing the Greatest Public Service to Her Community—Mrs. Dorothy Daniel, WQED, Pittsburgh, Pa.; Executive Performing the Greatest Public Service for Women—Betty Baxter, KSTP-TV, St. Paul, Minn.; Executive Performing Greatest Public Service to Youth—Josephine Wetzler, WLS, Chicago, Ill.; Service to Community—Marion Young Taylor, WOR, New York, N. Y.; Service to Women—Mary Jones, WPIL, Philadelphia, Pa.; Service to Youth—KPIX, San Francisco, Calif.

INSTITUTE OF RADIO ENGINEERS Awards for 1954 were: IRE Medal of Honor—Harold T. Friis; Morris Liebman Memorial Prize—Arthur V. Loughren; Harry Diamond Memorial Award—Bernard Salzberg; Zworykin Television Prize—Harold B. Law; Thompson Memorial Prize—Blanchard D. Smith, Jr.

Second annual Lee de Forest Award of the National Association for Better Radio and Television was given in 1954 to Harvey S. Firestone, Jr.

Semi-annual Christopher Awards for the period ending September 30, 1955 were: For Pajama Game, Ozzie and Harriet Show—Ozzie Nelson, LEO Pepin, Dick Bensfield, Perry Grant, Don Nelson; For Judge Cook’s Hotel, Kraft Theatre—Maury Holland, William Monroe; For The Narrow Man, Armstrong Circle Theatre—David Suskind, Paul Vogt, Anne Howard Bailey; For Deal a Blow, chassis—Martin Manusil, John Frankheimer, Robert Dozier.

Second Annual American Cinema Editors Television award for 1955 was given to Bernard Burton, Samuel Beeley, Roland Gross for Four Star Playhouse.
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TELEVISION IN CANADA

TORONTO, October, 1955

SPARKED by TV’s growth south of the border, Canadian TV has in three years built 28 stations, with eight others under construction, sold over a million and a half receivers and is held responsible for closing some motion picture theatres.

Control of TV in this country is in the hands of the state-owned Canadian Broadcasting Corporation. In addition to having exclusive operation of stations in the key centers of the country, covering 65 per cent of the retail market areas, it also has regulatory powers including passing on licenses. It operates stations in Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver.

Private enterprise has its stations in the secondary centers, with their signals competing for the viewer’s eye in the major centers along with the innumerable American stations beaming into this side of the border. Withal, TV is available to 75 per cent of the country’s population.

CBC’s policy and role in TV was set by the report of the Massey Commission. It said the CBC should provide a national program service through operation of the key centers before private enterprise was to be allowed in those spots.

All this may be reversed following a new study by a Royal Commission set up by Parliament. Actually members of the Commission haven’t been appointed nor have hearings begun yet, and its terms of reference are vague, reading as its purpose “to study and revise the whole question of radio and television in Canada.”

In the meantime, the CBC receives its financial support from advertising revenue as well as 15 per cent sales tax on all TV sets sold. The Government loaned the CBC the money for capital construction.

As a Government-controlled body, the CBC must provide stations with a minimum of 10 and a half hours a week of program service. This service commits the CBC to a regular expenditure of well over $100,000 a year simply for providing lines to carry these programs.

The stations are subsidized in yet another form, as are the large advertisers in this country. The Massey Report recommended that Canadian talent be developed to the nth degree. As a result it may be assumed that most of the advertisers pay about one half of the actual cost of shows produced in this country.

This country’s bilingualism is another problem for the CBC. There are no French-language programs available from any of the other markets, with the result most of it must come from its production.

The national service going to the stations is a bit over 50 per cent Canadian-produced, representing 25 to 30 hours per week of national English-language production. A corresponding amount of work is provided the French-language group.

Color TV is still on the agenda, as soon as the prices of sets are right, according to the CBC. Meantime, one station, CFPL-TV, London, Ont., is preparing with construction of special equipment to carry the new signals.

Operators of TV outlets in this country, for the most part, are owners of and operators of radio stations. Famous Players Canadian Corporation, subsidiary of Paramount Pictures, has a 50 per cent interest in each of the stations at Kitchener, Ont. and Quebec City, P.Q.

TV’s growth in Canada has materially assisted motion picture production insofar as commercials are concerned. Lack of facilities has prevented the production of anything more important. There are some 46 motion picture companies in the field, with only a dozen of any consequence.

Most of the major TV film distributors have either director outlets or operate through franchise holders. Although theatrical motion pictures must face censorship by each of the 10 provinces, the CBC puts all films through a very severe test before they can be shown on any station in the country. The CBC has declared itself as a Federal Government body, above and beyond the jurisdiction of the provincial censorship bodies.

Still a question mark in this country as in the U.S., toll TV is still a question mark, with the Telemeter franchise held by Famous Players Canadian Corporation. The CBC has said it has rejected toll TV for itself. However, the question of licensing it in this country has not yet arisen.

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Owned and operated by the Canadian Broadcasting Corporation, 701 Hornby St., Vancouver. B. C.
Channel: 2

ALBERTA

Calgary
CHCT-TV
Owned by Calgary Television Ltd.
Channel: 2

CANADA TELEVISION; U. S. A.: Weed Television.

Edmonton
CFRN-TV
Channel: 3

GENERAL MANAGER
G. R. A. RICE

PROGRAM DIRECTOR
S. S. LANCASTER

SALES MANAGER
BRUCE ALLOWAY


Lethbridge

CJLU-TV
Owned and operated by Lethbridge Television Ltd.
Channel: 7

MANAGING DIRECTOR
NORMAN HOFFER

SALES MANAGER
LOIS WESTMORELAND

representatives: Canada: All-Canada Television; U. S. A.: Weed Television.

SASKATCHEWAN

Regina

CCKK-TV
Owned and operated by Trans-Canada Communication Ltd., Leader-Post Bldg., Regina.
Channel: 2

GENERAL MANAGER
H. A. CHITTENDEN

SALES MANAGER
TONY BURTIS

representatives: Canada: All-Canada Television; U. S. A.: Weed Television.

Saskatoon

CFCC-TV
Owned and operated by A. A. Murphy & Sons Ltd., 216 1st Ave. N., Saskatoon.
Channel: 8

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VICE-PRESIDENT AND STATION MANAGER
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PRODUCTION DIRECTOR
WALTER ROMANOW


MANITOBA

Brandon

CKX-TV
Owned and operated by Western Manitoba Broadcasters Ltd. Offices and Studios, Victoria Ave. W. at 30th St., Brandon, Man. Phone 393.
Channel: 5

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PROGRAM MANAGER
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representatives: Canada: All-Canada Television; U. S. A.: Weed Television.

Winnipeg

CBWT
Owned and operated by The Canadian Broadcasting Corporation, 341 Portage Ave. W., Winnipeg.
Channel: 4

ONTARIO

Barrie

CKVR-TV
Owned and operated by Ralph Snellgrove Television Ltd., Box 69, Barrie, Ont. Studios and business offices: Highway 27, 2 miles south of Barrie.
Channel: 3

PRESIDENT AND GENERAL MANAGER
RALPH SNELLGROVE

representatives: Canada: Paul Mulvihill & Co., Montreal, Toronto; U. S. A.: Canadian Station Representatives Ltd.
Representatives: Canada: All-Canada Television; U.S.A.: Adam J. Young Television.

Kingston
CKWS-TV
Owned and operated by the Frontenac Broadcasting Co. Ltd., 170 Queen St., Kingston, Ont.
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STATION MANAGER
R. W. HOPSTETTER
Representatives: Canada: All-Canada Television; Toronto: U.S.A.: Adam J. Young Television.

Kitchener
CKCO-TV
Owned and operated by Central Ontario Television Ltd., 864 King St. W., Kitchener, Ont.
Channel: 13
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CARL A. PULLOCK
GENERAL MANAGER
EUGENE F. FITZGERALDS
OPERATION MANAGER
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CFPL-TV
Owned and operated by London Free Press Printing Co. Ltd., Box 488, Commissioners Road, London, Ont.
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Channel: 4

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Representatives: Canada: All-Canada Television; U.S.A.: Weed Television.

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CJIC-TV
Channel: 2
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MANAGER
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Representatives: Canada: All-Canada Television; U.S.A.: Weed Television.

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CKSO-TV
Owned and operated by CKSO Radio Ltd., Radio and Ash Sts., Sudbury, Ont.
Channel: 5
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GENERAL MANAGER
W. J. WOODHILL
OPERATION MANAGER
R. C. PARKER
Representatives: Canada: All-Canada Television; U.S.A.: Weed Television.

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CBLT
 Owned and operated by the Canadian Broadcasting Corp., 354 Jarvis St., Toronto, Ont. Walnut 3-5481.
Channel: 9

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CKLW-TV
Owned and operated by Western Ontario Broadcasting Co. Ltd., Riverside Dr. W., Windsor, Ont.
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W. T. CRUIKSHANK
STATION MANAGER
G. W. CRUIKSHANK
Representatives: Canada: All-Canada Television; U.S.A.: Adam J. Young Television.

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CKNX-TV
Owned by Radio Station CKNX Ltd., Wingham, Ont.
Channel: 8
GENERAL MANAGER
W. T. CRUIKSHANK
STATION MANAGER
G. W. CRUIKSHANK
Representatives: Canada: All-Canada Television; U.S.A.: Adam J. Young Television Corp.

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CBFT (French)
Owned and operated by the Canadian Broadcasting Corp., Radio Canada Bldg., Montreal 25, P. Q.
Channel: 2

Montreal
CBMT (English)
Owned and operated by the Canadian Broadcasting Corp., Radio Canada Bldg., Montreal 25, P. Q.
Channel: 6
QUEBEC

CFCM-TV
Owned and operated by Television de Quebec (Canada) Ltd., 200 Ave. St. Jean Bosco, Ste-Foy, Que.
Channel: 4

Gaston Pratte
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Director of Operations

Ernest W. Miller
PROGRAM MANAGER

S. Guirard

RIMOUSKI

CJBR-TV
Operated by The Central Public Service Corp., 6 St. John St., Rimouski, P. Q.
Channel: 3

President

Jacques Brilant
STATION MANAGER

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PROGRAM DIRECTOR

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Owned and operated by Moncton Broadcasting Ltd., 230 Main St., Moncton, N.B.
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F. A. Lyons

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CHSJ-TV
Owned and operated by New Brunswick Broadcasting Co. Ltd., 14 Church St., Saint John, N.B.
Channel: 4

Roy Deery
GPM MANAGER

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Representatives: Canada: All-Canada Television; U.S.A.: Weed Television.

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CBL-TV
Owned and operated by the Canadian Broadcasting Corp., 27 College St., Halifax, N.S.
Channel: 3

Sydney

CJCB-TV
Owned and operated by Cape Breton Broadcasters Ltd., Radio Bldg., Sydney, N.S.
Channel: 4

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J. Marvin Nathanson
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J. Burke-Gatney, TV Director.

Vancouver: 1164 Melville St., PA 1111.
J. M. Tierney, TV Director.

D'Arcy Advertising Co.,

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149 Alcorn Ave., Toronto, WA 4-4681.
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46 St. Clair Ave. E., Toronto, WA 4-8391.
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255 Davenport Rd., Toronto S. WA 4-8481.
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1178 W. Pender St., Vancouver, TA 6221.
William E. Bellman, TV Director.

Toronto: 800 Bay St., Toronto 3-9887.
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95 King St. E., Toronto EM 3-8716.
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355 King St. W., Toronto 2B EM 8-6157.
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Suite 606, Castle Bldg., 1410.
Stanley St., Montreal, PL 2501.
John A. Rodkin, TV Director.

Ronalds Advertising Agency Ltd.
Keefer Bldg., Montreal UN 6-9471.
Peter Golick, TV Director.

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50 King St. W., Toronto I, EM 6-2811.
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Ruthrauff & Ryan Inc.
80 Richmond St. W., Toronto EM 6-1515.
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Thompson-Petersen Advertising Agency Ltd.
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E. Taylor, TV Director.

Vickers & Benson Ltd.
Keefer Bldg., Montreal 25, UN 6-7701.
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University Tower,
660 St. Catherine St. W., Montreal UN 6-8921.
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MASTER FILM STUDIOS LTD., 517 7th St. W., Calgary, Alta. Bruce McLean, pres. & general manager.

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PARRY FILMS LTD., 181 W. Broadway, Vancouver, B. C. C. 2024. Leo Perry, pres. & general manager; Wallie Peters, production manager.


RAPID GRIP & BATTEN LTD., Motion Picture Division. 1640 The Queensway, Toronto 14, Ont. CL 9-7641. Reg. A. Batten, pres.; J. H. Batten, vice pres. & managing director.


TRANS-CANADA FILMS LTD., 1210 Hurrad St., Vancouver, B. C. PA 1458. E. W. Hamilton, pres. & general manager.

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MCA CANADA LTD., 100 University Ave., Toronto, Ont. EM 3-8001. Stuart B. Smith, vice-p.-pres.; Patricia Fitzgerald, assistant to vice-p.-pres.

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THE BRITISH TELEVISION YEAR
by PETER BURNUP

London, October, 1955

TELEVISION became an accepted fact in Britain in 1929 when Baird Television, Ltd., a company formed by a visionary Scotsman named John Logie Baird, was formally permitted to transmit programmes to the BBC's station in Oxford Street, London. The Baird system involved 30 scanning lines with 12½ pictures transmitted per second; and a BBC studio in its Broadcasting House headquarters was so equipped in due course and came into operation in 1932.

Other interests forthwith engaged in high-definition TV experiments and by August, 1936, the BBC was sending out from its newly opened TV station at Alexandra Palace in a London suburb alternate programmes on two systems: (a) Baird System: 240 lines, 25 pictures per second, sequential scanning; (b) Marconi-E.M.I. System: 405 lines, 25 pictures per second with interlaced scanning giving 50 frames per second.

February 6, 1937, the BBC went over exclusively to the Marconi-E.M.I. system adopted to the following single set of standards: Number of lines per picture—405 interlaced; Number of frames per second—50; Ratio of synchronising impulses to picture—30:70.

That system is the one which has been employed by the BBC ever since, with positive modulation of the vision signal and with both sound and vision transmissions being amplitude modulated and vertically polarized.

CHAUVINISTS here continue to maintain that Britain indeed was the true birthplace of effective television. Baird's successful transmissions in 1929 had been preceded by many years' experiments in the face of severe and obscurantist opposition. Moreover, the imaginative Scots scientist had pointed the way to another phase of the future when in February, 1939, his company—by then acquired by Gaumont-British's Isidore Ostrer—demonstrated dramatically the potentiality of TV on theatre-size screens in two Ostrer cinemas.

Significantly also another British experimenter—A. A. Campbell-Swinton—had proposed as long ago as 1908 the use of cathode-ray tubes as both transmission and reception mediums in television and had greatly developed his theories in a presidential address to the Rontgen Society in 1911. Certainly, by the outbreak of war in 1939 when all transmission had peril for to be suspended, the BBC's TV Service had become an organized pattern for the world.

The BBC reopened its Alexandra Palace transmitter June 7, 1946, with high hopes and most ambitious expansion plans. In 1951 the Government of the day was driven to put a curb on capital investment, nevertheless the Corporation laterly was able to announce that its grid of transmitters of varying powers covered virtually the whole of the country. It had acquired the J. Arthur Rank Shepherds Bush Film Studios as a production centre. No less a capital sum than £4,250,000 had been expended on various development projects.

The number of domestic reception licences had increased from the 20,000 current at the time of resumption (and all in the London area) to more than 4,500,000: representing on the BBC's computation a maximum viewing audience of something approaching 30 million. Great Britain had indeed become in effect the only country in the world with nationwide coverage. The corporation, moreover, has other far-reaching plans involving thirteen more transmitters, an alternate national programme and colour transmissions.

The British Broadcasting Corporation is a unique institution. It operates under a Royal Charter, which designates it Britain's national broadcasting service. It has been described as "an instance of a nationally owned and controlled activity." Yet it is in no sense a part of the civil service; it is not comparable, for instance, to the Post Office, as is frequently pointed out here. It is not state-owned or "Government-run"; it is not controlled by a Ministry. Nor, on the other hand, is it a commercial concern existing basically for profit and paying dividends to shareholders.

THE Royal Charter narrowly defines the corporation's powers and functions. It is ruled by a board of governors appointed by the Queen in Council, with the board, in effect, "acting as trustee for the national interest." The distinguished persons who constitute the governors' board have nothing to do with the day-to-day operation of broadcasting. They have the duty of appointing a director-general who thus becomes probably the world's most powerful single individual in the field of broadcasting.

The corporation's income is derived from the proceeds paid for domestic reception licences, which are issued at £1 per annum for sound-radio licence only, or £3 for a combined sound-and-television licence. But not the whole of those proceeds goes to the BBC. The Exchequer retains £2 million from the licence revenue and the Post Office receives a proportion of around £1,600,000 a year to cover the cost of collecting fees and dealing...
with interference on the air. In the year ended March 31, 1955, the corporation had a license revenue of £20,032,782, but in addition thereto the considerable sum of £1,772,205 came in under the heading of “net revenue from publications.” The latter is another unique feature in the BBC’s setup. Each week, for example, more than 8,000,000 copies of “Radio Times”—in which details of the Corporation’s programmes are printed—are sold in seven separate editions. To the slight perturbation of conventional periodicals, the paper is looked upon as one, if not the principal, of the country’s most fertile fields of advertising.

Of a total TV expenditure in the year of £5,043,908, the amount spent on programmes was £1,965,418. In all, the corporation had an excess of income over expenditure of £3,024,875. Most of this will be transferred to capital account for future development.

It is conceded on all hands that the BBC does a number of things superbly. It may not, for example, issue “any broadcast matter expressing the opinion of the corporation on current affairs or matters of public policy,” but, on the other hand, it is left to exercise its own discretion in permitting broadcasts on controversial subjects. The quality and impartiality of its news bulletins are regarded throughout the world as a model of such things. Certain debates of highly controversial subjects which the corporation has organised professionally in its television service—have also had a fine and most salutary robustness which have attracted large viewing audiences. Moreover, on great occasions—witness the Coronation of Queen Elizabeth—the BBC’s TV service attains heights of vast excellence and loveliness. But in the day-to-day business of diverting the populace the corporation has been subjected to a growing volume of criticism and protests.

A variety of reasons are advanced therefor.

Apologists for the corporation claim that the funds available to it are not sufficient to bring entertainment of the premier choice to its audience. The true explanation probably lies in the pattern devised for the corporation’s operations. On the opening page of the Royal Charter the BBC has laid upon it the duty of carrying on its service as a means of “disseminating information, education and entertainment.”

Show-business manifestly is not likely to flourish in such a diversity of functions. There’s a primness, not to say amateurishness, in many of the TV programmes bordering on devasting dullness. That undoubtedly accounts for the circumstance that whereas Britain has a virtual nationwide TV grid, its maximum viewing audience represents half the populace only, with around one-tenth of the optimum number looking in on everyday run-of-the-mill programmes.

The wide dissatisfaction among the public and loud protests at the low entertainment quotient on BBC programmes also undoubtedly led to the Winston Churchill Govern-

ment's issuing in May, 1952, its momentous White Paper with the now famous policy declaration “that in the expanding field of television, provision should be made to permit some element of competition, when the calls on capital resources at present needed for purposes of greater national importance make this feasible.” Sir Winston, in all his majesty and dignity a superb showman himself, manifestly saw the need of showmen taking a hand in this “expanding field” of show-business.

The Churchill declaration and the subsequent introduction of an authorising Bill in Parliament provoked a controversy which took on the similitude of a Holy War, not only among politicians and in newspapers, but among people of all sorts and up and down the country. Noble Lords and the Bench of Bishops in Parliament’s Upper House denounced the Government’s proposals as a debasement of public standards. Lesser men, dipping deep in their consciences as though the principles of Faith were involved, foresaw a plague of blatant vulgarity overwhelming the aloof and rigid pattern painfully established by the BBC. The Government’s Bill, nevertheless, became law in 1954; albeit as a project tightly hedged in with safeguarding provisions to appease the zealots and protesting critics and certainly conforming in no kind of way with the conduct of American television.

The Act of Parliament established a controlling body—known as the Independent Television Authority—with a board of members analogous to that of the Governors of the BBC and with an active director-general. Chairman of the Authority is Sir Kenneth Clark, who for eleven years was Director of the National Gallery, and its members embrace respected persons in several walks of life, including two women, one of whom was formerly principal of an esteemed Ladies’ College. The Authority’s appointed director-general is Australian-born journalist Sir Robert Brown Fraser, who since 1946 had been in charge of the Government’s Central Office of Information.

The Act of Parliament requires the Authority to provide television programmes “of high quality, both as to transmission and as to the matter transmitted, for so much of the United Kingdom, the Isle of Man and the Channel Islands, as may from time to time be reasonably practical.” To that end, I.T.A. receives an annual grant of not more than £750,000 from the Exchequer and, in addition, Exchequer advances up to £2 million in five years to defray initial costs and capital charges involved, as, for instance, in the construction and maintenance of transmitters. But with the Authority’s analogy with the BBC ends.

The Government expects the Authority to be self-supporting in a given number of years. But the Act lays it down that programmes will be provided by “programme contractors” except on occasion when the Authority itself may feel it necessary to provide items to

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secure a proper balance in the programmes, or to fill gaps between contracts. "Programme contractors" derive their revenue from advertising time on the air, but their operations in this regard are tightly hedged-in.

The Government gave Parliament a pledge that no form of sponsoring would be tolerated in I.T.A.'s programmes and the Act accordingly ordains that nothing will be included in any programme or advertisement "which suggests or implies that any part of any programme broadcast by the Authority has been supplied or suggested by any advertiser."

Advertisements — so the Act demands — must be clearly distinguishable from the programmes and the amount of time given to them must not be so great as to detract from the value of the programmes as a medium of entertainment, instruction, or information. There must be no unreasonable discrimination in favour of a particular advertiser and in any event a programme contractor is always subject to a ruling from the Authority as to the matter or method of advertising and to the frequency of advertising sequences. In practice, only five or six minutes in an hour are given over to advertising.

Equally rigid regulations attach to the matter and manner of the programme contractors' transmissions. The Act requires that programmes shall be predominantly British in tone and style, of high quality and well-balanced in subject matter. Nothing is to be included which offends against good taste or decency or which "is likely to encourage or incite to crime or to lead to disorder or to be offensive to public feeling."

Accuracy and impartiality are to be observed in the presentation of news and as regards matter of political or industrial controversy or current public policy. Religious broadcasting will be permitted only on the advice of a religious advisory committee. Religious and semi-religious bodies will not be permitted to advertise, nor will advertisements directed primarily to religious ends be accepted.

I.T.A. or its contractors are forbidden to secure monopoly rights in the televising of State Occasions — e.g. a Coronation or Opening of Parliament — or outstanding sporting events. Rights to such telecasts must be shared with the BBC.

The Act provides also that a "proper proportion of the films and other recorded matter included in the programmes shall be of British origin." That provision was introduced in fulfilment of a pledge given to Parliament and in answer to Opposition complaints that programmes might otherwise be "swamped by old American films which could be bought for £50 or so." If the provision fails in its object the Government will introduce a detailed quota system in line with that relating to the exhibition of films in cinemas. Despite those and other restrictions, the Authority found itself faced with an abundance of applicants — substantial and otherwise — for franchises as contractors.

It is planned that before the end of 1956, three (or possibly four) I.T.A. transmitters will be operating and covering, respectively, the London area, the Midlands, and the Lancashire-Yorkshire region (Scotsmen must await 1957 before competitive television reaches their country). In issuing his licences, the Authority's Sir Kenneth Clark was mindful of the obligation laid upon him to ensure that "there is adequate competition ... between programme companies." Instead, therefore, of appointing one company exclusively to a given area, Sir Kenneth has evolved an interlocking system whereby one of the four appointed contractors, for example, will operate in the Midlands area on Monday to Friday and in London on Saturday and Sunday.

There will, however, be national coverage on occasion through a network programme. And, in any event following the Government directive, the news service will be on a national basis and furnished by a separate company. Sir Kenneth also felt that the prime qualification in a programme contractor — apart from the substantial financial guarantees demanded — was a prior association with what he called "communications with the public." That relationship he claimed, existed only in people interested in radio or public entertainment or the Press. So, connected with one or other of the contracting concerns are to be found executives of the well-established radio equipment makers Pye Ltd., directors of the powerful Associated Press (proprietors of The Daily Mail and other newspapers), experienced showmen like Prince Littler and Val Parnell, and the prosperous Granada Circuit of motion picture theatres.

Outcome of the great experiment is charged with imponderables. An unassessed number of home reception sets will be found unable to "tolerate" the Wave Band on which the new Authority's programmes will be transmitted, without expensive converter gear. On the very eve of the inauguration of the London service, the Chancellor of the Exchequer put another curb on personal expenditure here, so that even the Radio Industry Council estimated that only 250,000 sets in the vast London Region would be found "tolerable" to the appointed wave-band. Nevertheless, all programme contractors claim to be entirely happy with their prospects.

In the hazy of uncertainties one circumstance becomes clear beyond peradventure: namely, that BBC programmes spurred on by the threat of competition, already have improved and promise to improve still further in the near future. After a period of lamentation that "commercial" interests had coaxed a number of key-men from its cozy security, the corporation has produced an impressive ten-year plan of development. Which is doubtless the happy issue which Sir Winston had in mind in demanding "an element of competition in the expanding field of television."
Companies

POSTMASTER GENERAL

POSTMASTER GENERAL
Dr. Charles Hill, M.P.
Deputy Director General in Charge of Broadcasts: Sir Ben Barnet.
Deputy Director General in Charge of Telecommunications: Sir Gordon Radley.
Assistant POSTMASTER GENERAL
L. D. Gammons, M.P.
(Provided pursuant to the Wireless Telegraphy Act, 1949, the Postmaster General is the authority empowered to license persons or corporate bodies to operate broadcasting stations. The B.B.C. operates under a Royal Charter running to June 1962 and a license issued by the Postmaster General.

BRITISH BROADCASTING CORPORATION TELEVISION SERVICE

ADMINISTRATION
B. B. C. Director-General: General Sir Ian Jacob, K.B.E., C.B.
Director of Television: Sir George Barnes.
Assistant Director of Television: R. C. McColl, C.M.G.
Controller Programmes, Television: C. McGivern, O.B.E.
Assistant Controller Programmes, Television: S. J. de Lothiniere, O.B.E.
Assistant Controller Programmes, Television: Cecil Madden, M.B.E., Mrs. M. Adams, O.B.E.
Head of Programme Planning, Television: Mrs. J. R. Spicer.
Senior Superintendent Engineer: M. J. L. Pulling, O.B.E.
Superintendent Engineer: D. C. Birkenshaw, M.B.E.
Superintendent Engineer, Television Studios: H. W. Ball.
Superintendent Engineer, Television Outside Broadcasts: T. H. Bridgewater.
Liaison Officer: D. K. Wolfe-Murray.
Special Programme Projects Officer: T. Newbiggin.
Publicity Officer: George Campey.

PRODUCTIONS
Drama
Head of Department: Michael Barry.
Programme Organiser: Norman Rutherford.
Light Entertainment
Head of Department: R. Waldman.
Programme Organiser: J. Humphreys.
Talks
Head of Department: R. Waldman.
Programme Organiser: Cyril Jackson.
Music
Head of Department: Kenneth A. Wright, O.B.E., Ch. Lesion d'Honneur.
Music Organiser: J. Hartley.
Children's Programmes
Head of Department: Miss F. Lingatrom, O.B.E.
Presentation
Acting Productions Manager: B. E. Adams.
Assistant to Productions Manager: A. J. Reeves.
Presentation Editor: D. C. Rawes.
Assistant Directors: D. McDonald Hobley, Miss M. Malcolm, Miss S. Peters.
Outside Broadcasts
Head of Outside Broadcasts: Peter Dimmock.
Assistant Head of Outside Broadcasts: Berkeley Smith.

FILMS
Acting Head of TV Films Department: J. H. Maxwell.
Film Sequences
Acting Film Sequence Manager: A. Lawson.
Acting Film Sequence Producer: D. Towler.
Film Booking Manager: G. del Strother.

NEWS AND NEWSREELS
Editor: T. M. Hole.
Newsreel Manager: H. L. Cox.
Producer: R. Cawston.
Planning Assistant: C. G. Thompson.
Children's News
Producer: D. A. Smith.

DESIGN AND SUPPLY
Head: Richard Levin, O.B.E.
Assistant Design Head: A. J. M. Osmond.
Television Religious Assistant: Colin Beale.
Television Training School Instructor: J. Royston Morley.

INDEPENDENT TELEVISION AUTHORITY
(Stipulated under the Television Act, 1954 which provides for setting up an Independent Television Authority to provide for ten years, or longer if Parliament so determines, additional services additional to those of the British Broadcasting Corporation. The members of the Authority will be appointed by the Postmaster General and will consist of a chairperson and deputy chairperson and from five to eight other members, of which three will make up personnel of the interests of Scotland, Wales and Northern Ireland, respectively, their special care.
The Authority's powers will include the power to provide and work the requisite wireless stations under licence from the Postmaster-General.)

INDEPENDENT TELEVISION AUTHORITY ADVISORY COMMITTEE ON ADVERTISING
(The Committee, under the terms of the Television Act, 1954, must be representative of organisations, authorities and persons concerned with standards of conduct of advertising—including, in particular, the advertising of medical or surgical goods or services.)

Chairman: R. A. Bevan.

INDEPENDENT TELEVISION AUTHORITY SPORTS TELEVISION ADVISORY COMMITTEE

INDEPENDENT TELEVISION NEWS LTD.
Tel.: Kingsway 649. Telex: 649.


Editor-in-chief: Aidan Crawley.

INDEPENDENT TELEVISION AUTHORITY NEWS LTD.
Tel.: King's Way 649. Telex: 649.


Editor-in-chief: Aidan Crawley.

Director of Operations: Philip Darte.
PROGRAMS CONTRACTORS
(Announced by the Independent Television Authority).
1. LONDON TRANSMITTER—Saturday & Sunday programmes.
   BIRMINGHAM TRANSMITTER—Monday to Friday programmes.

ASSOCIATED BROADCASTING COMPANY LTD.
Telephone: Holborn 4356.
Chairman: Prince Littler.
Deputy Chairman: Norman Scrivener.
Public Relations Officer: E. D. O'Brien.
2. LONDON TRANSMITTER—Monday to Friday programmes.

ASSOCIATED REDIFFUSION LTD.
Chairman: J. Spencer Willis, M.Inst.T.
Deputy Chairman: D. S. S. Maclean.

ASSOCIATED BRITISH-PATHE LTD.
Producer-in-chief: Howard Thomas.
T.V. Executive: Harry Field.
(Commercial and studio facilities).

ASSOCIATED BROADCASTING DEVELOPMENT COMPANY LTD.
Telephone: Temple Bar 8116.
(Programme Producers).

BANTOCK PRODUCTIONS (GREAT BRITAIN) LTD.
Telephone: Central 7741.
Directors: Donald Archer (Managing), E. M. Barclay.
(Programme producers and advertising consultants).

PAUL BARRALET PRODUCTIONS LTD.
Telephone: Chancery 2686.
(Documentary Films).

PATRICK BARRINGTON (ARTISTS) LTD.
48 Chandos Place, London, W.C.2.
Telephone: Covent Garden 1621.
(Commercial).

BASIC FILMS LTD.
1 Soho Square, London, W.1.
Telephone: Gerrard 96.
Directors: J. B. Napier-Bell, Leon Clore (Managing), John Taylor, E. F. Aitlenwood, B. Vincent.
(Live action and cartoon commercials).

ANTHONY BEAUCHAMP (LONDON) LTD.
Directors: Anthony Beauchamp, Sarah Beauchamp.
(Producers T.V. Films).

CONTROLLER OF PRODUCTION & PROGRAMMES: Roland Gillett.
DEPUTY CONTROLLER OF PRODUCTION & PROGRAMMES: Cecil Lewis.
BUSINESS MANAGER: R. T. Harris.
CHILDREN'S PROGRAMMES: Michael Westmore
WOMEN'S PROGRAMMES: Mary Hill.
DRAMA: Peter Cotes.
OUTSIDE BROADCASTS: Keith Rogers.
HEAD OF SCRIPT DEPARTMENT: D. S. Bull.
CASTING: Weston Drury.
COORDINATOR OF PRODUCTION: Ernest Gartside.
3. MANCHESTER TRANSMITTER—Saturday & Sunday programmes.

TV Program Material — Producers and Distributors

ADVERTISING FEATURES LTD.
(Commercials).

ADVISON LTD.
83 New Bond Street, London, W.1.
(Commercials, puppet and live action commercials; Studio facilities).

ALLIANCE FILM STUDIOS LTD.
(Controlling company of Diadem Films Ltd., Kentwolph Film Productions Ltd., Coronet Films Ltd., Twickenham Studios, The Barons, St. Margaret's, Twickenham, Middlesex. Telephone: Popesgrove 9003).
(T.V. Films).

ALMANAK FILM PRODUCTIONS LTD.
Telephone: Bayswater 0497.
(T.V. Films).

ANGLO-SCOTTISH PICTURES LTD.
London Film Studios, Shepperton, Middlesex.
Telephone: Chertsey 3341.

ANVIL FILMS LTD.
Beaconsfield Studios, Beaconsfield, Bucks.
Telephone: Beaconsfield 567.
(T.V. shorts and studio facilities).

ASHLEY FILM AND TELEVISION PRODUCTIONS LTD.
Directors: Neville Clark (producer), Ingram Fraser.

ASSOCIATED BROADCASTING COMPANY LTD.
Telephone: Holborn 4356.
Public Relations Officer: E. D. O'Brien.
2. LONDON TRANSMITTER—Monday to Friday programmes.

ASSOCIATED REDIFFUSION LTD.
Chairman: J. Spencer Willis, M.Inst.T.
Deputy Chairman: D. S. S. Maclean.

ASSOCIATED BRITISH-PATHE LTD.
Telephone: Gerrard 4314.
Producer-in-chief: Howard Thomas.
T.V. Executive: Harry Field.
(Commercial and studio facilities).

ASSOCIATED BROADCASTING DEVELOPMENT COMPANY LTD.
Telephone: Temple Bar 8116.
(Programme Producers).

BANTOCK PRODUCTIONS (GREAT BRITAIN) LTD.
Telephone: Central 7741.
Directors: Donald Archer (Managing), E. M. Barclay.
(Programme producers and advertising consultants).

PAUL BARRALET PRODUCTIONS LTD.
Telephone: Chancery 2686.
(Documentary Films).

PATRICK BARRINGTON (ARTISTS) LTD.
48 Chandos Place, London, W.C.2.
Telephone: Covent Garden 1621.
(Commercial).

BASIC FILMS LTD.
1 Soho Square, London, W.1.
Telephone: Gerrard 96.
Directors: J. B. Napier-Bell, Leon Clore (Managing), John Taylor, E. F. Aitlenwood, B. Vincent.
(Live action and cartoon commercials).

ANTHONY BEAUCHAMP (LONDON) LTD.
Directors: Anthony Beauchamp, Sarah Beauchamp.
(Producers T.V. Films).
S. PRESBURY & CO. LTD.
Directors: P. S. Presbury (Governing), J. Guy Presbury, R. Salisbury, W. J. Smith.
(Live, animated and puppet commercials).

PRIMROSE PRODUCTIONS LTD.
Directors: Louis Hagen, Vivien Milroy, Margot Lovell.
(Animated films).

HUGH QUEKETT LTD.
(Plays for T.V.).

RADIO LUXEMBOURG (LONDON) LTD.
General Manager: G. Clement Cave.
(Representatives of European television production group—Societe Internationale de Programmes Pour Telediffusion. British representatives of Tele-Luxembourg).

RADIOVISION LTD.
(Film units including cartoons, features and animation).

RANDOM FILM PRODUCTIONS LTD.
(Documentaries).

J. ARTHUR RANK SCREEN SERVICES LTD.
(Commercial films).

RAYANT PICTURES LTD.
Directors: Douglas Hill (Chairman), Anthony Gilkison (Managing), T. G. Gilkison, A. M. Hill.
(Puppet, model and animated films).

REPUBLIC PRODUCTIONS (GREAT BRITAIN) LTD.
(T.V. Films).

HECTOR ROSS RADIO PRODUCTIONS LTD.

STANLEY SCHOFIELD PRODUCTIONS LTD.
6, 7 & 8 Old Bond Street, London, W.1. Telephone: Mayfair 4642.
(T.V. Producers).

SCIENCE FILMS LTD.
The Studios, College Slip, Bromley, Kent. Telephone: Ravensbourne 5150.
(Scientific, animated diagrams and cartoons).

SIMPL LTD.
(T.V. test charts, studio facilities).

STEWARD FILMS
Orchard Road, Malvern, Worcs. Telephone: Malvern 1975.
Executive: John R. F. Stewart.
(T.V. Shorts).

SWIFT FILM PRODUCTIONS
Director: T. Peter Hadingham.
(Industrial, advertising and documentary films).

TELEFILMS & RECORDERS (LONDON) LTD.
Directors: C. W. Green, A. M. Inst. B.E., P. Wall.
(Recording studio and library sound effects and music).

TELE-PRODUCTIONS LTD.
Directors: Eric Robinson, George Clouston.
(Musical Service).

TELERECORDING LTD.
Directors: Freida G. Firebrace, H. Hammond-Seaman.
(Maintains advertising sponsor spots records).

TELEVISION AND RADIO ADVERTISING SERVICES LTD.
Executive: Geoffrey B. Rigby.
(Producers T.V. programmes).

TELEVISION AUDIENCE MEASUREMENT LTD.
Governing Director: Bellford Attwood.
Director and Manager: Martin Maddan.
(T.V. audience measurement).

TELEVISION FACILITIES (LONDON) LTD.
(T.V. Films).

TELEVISION FILM STUDIOS LTD.
Barnet Trading Estate, Park Road, High Barnet, Herts.
(T.V. commercials, newsreels, animations, studio facilities including roving cameraman).

TELEVISION PROGRAMME DISTRIBUTORS
16 Sheraton Street, London, W.1.
Directors: Vernon Burns, R. B. Atkinson.

TELEVISION WORKSHOP PRODUCTIONS LTD.
Directors: Maxwell Munden (Managing), Dennis Randolph Shand.
(Entertainment programmes and commercials).

THEATRE AND VARIETY PRODUCTIONS LTD.
Directors: Richard Meyer, Mrs. R. E. Palmer.
(T.V. Films).

TIMES PRODUCTIONS LTD.
260 Deansgate, Manchester 3. Telephone: J. Sutro, Carry W. Fennell, Peter Proudnun, Frank Thowere.
(Newsreels and commercials).

TOWERS OF LONDON LTD.
Managing Director: Harry Aln Towers.
(Production and distribution T.V. Films).

TRIUMPH FILMS INC.
Producer: Peter Hannan-Farmer.
(Producers documentary, advertising films).
T.V. ADVERTISING LTD.
(T.V. commercials, shopping guides, motoring magazines).

T.V. COMMERCIALS LTD.
Directors: Leon Goodman (Chairman), Richard L. Meyer, Harry Alan Towers, Roger D. Proudlock.
(T.V. commercials including animation).

T. V. SCRIPTS LTD.
Directors: Eric Maschwitz, J. A. Roberts.
(Programming company).

VIDEO SHOWS LTD.
(T.V. Programme material).

VIDESCOPE PRODUCTIONS LTD.
"One Elm", Norwood Lane, Iver, Bucks. Telephone: Iver 8680.
(T.V. Films and commercials).

VOICE OF LONDON LTD.
Executive Producer: D. P. Weiner.
Executive Sales: John Barton.
(Commercials, studios).

WHAT'S YOUR URGE LTD.
17 Shaftesbury Avenue, London, W.1.
Directors: Dicky Leeman, Derek Roy.
(All T.V. Programmes).

DERICK WILLIAMS PRODUCTIONS LTD.
Directors: Derick Williams (Managing), Jack Harrison, G. Brian Herbert, Douglas A. Duncan.
(Commercials).

WILLoughby FILM PRODUCTIONS LTD.
Directors: George W. Willoughby, W. J. Kenney, F.C.A.
(T.V. Films).

WINDMILL THEATRE TELEVISION CO. LTD.
Telephone: Gerard 6294.
Directors: Vivian Van Damm, Sheila Van Damm, Leslie V. Fearkes, Betty Angel.

WINNICK TELE/RADIO PRODUCTIONS
Executive Producer: Maurice Winnick.

WORLD WIDE ANIMATION LTD.
(Cartoon, diagram, model films).

WORLD WIDE PICTURES LTD.
(Filmed interviews).

Services for TV Producers

CAMERAS – ACCESSORIES

ACMADE LTD.
Colinside Works, Oxford Road, New Denham, Bucks.

R. R. BEARD LTD.
10 Trafalgar Avenue, London, S.E.15.

BRITISH THOMSON HOUSTON CO. LTD.
Head Office and Main Works: Rugby.

J. FRANK BROCKLISS LTD.

CINEMA-TELEVISION LTD.
Woolsey Bridge Road, Lower Sydenham, London, S.E.26.

CINETECHNIC LTD.
169 Oldfield Lane, Greenford, Middlesex.

W. F. DORMER LTD.

DUFAY LTD.
14/16 Cockspur Street, London, S.W.1.

G. B.-KALEE LTD.

GEVAERT LTD.
Acton Lane, Harlesden, London, N.W.10.

GEORGE HUMPHRIES & CO. LTD.
74/77 Oldfield Street, London, W.1.

ILFORD LIMITED

KODAK LTD.

MOLE-RICHARDSON (ENGLAND) LTD.
Chase Road, London, N.W.10.

E. F. MOY LTD.

NEWMAN & SINCLAIR LTD.
2 Sallibury Road, Highgate, London, N.19.

PATHE EQUIPMENT LTD.

RCA PHOTOPHONE LTD.

ROBERT RIGBY LTD.

ROSS LTD.

W. VINTEN LTD.
North Circular Road, Cricklewood, London, N.W.2.

WESTREX LTD.
FILM AND MUSIC LIBRARIES

PAUL BARRALET PRODUCTIONS LTD.

BOOSEY & HAWKES LTD.

CONTRACTUAL SERVICES LTD.
62-64 Whiteway Drive, Whitton, Middlesex. Telephone: Popesgrove 7086.

FRANCIS, DAY & HUNTER LTD.

EMI STUDIOS LTD.
3 Abbey Road, London, N.W.8. Telephone: Cunningham 1161.

NATIONAL FILM AGENCY
62-64-74 Victoria Street, Manchester. Telephone: Blackfriars 0335-6.

NORMAN'S FILM SERVICE

W. PAXTON & CO. LTD.

RAYANT PICTURES LTD.

SCIENTIFIC & DOCUMENTARY FILMS LTD.

STUDIO FILM LABORATORIES LTD.

UNITED FILM PRODUCTIONS LTD.

VANDYKE PICTURE CORPORATION LTD.

LABORATORIES

BRENT LABORATORIES LTD.

DENHAM LABORATORIES LTD.
Denham, Uxbridge, Middlesex. Telephone: Denham 2323.

HENDERSO FILM LABORATORIES LTD.

GEORGE HUMPHRIES & CO. LTD.

IDEAL FILM LABORATORIES LTD.

THE KAY FILM PRINTING COMPANY LTD.

KAY (WEST END) LABORATORIES LTD.

OLYMPIC KINEMATOGRAPH LABORATORIES LTD.

PATHE LABORATORY
(Division of Associated British-Pathé Ltd.), 103-105 Wardour Street, London, W.1. Telephone: Gerrard 4314.

RADIANT (COLOUR) LABORATORIES LIMITED

REED'S COLOUR FILM PRINTING

STUDIO FILM LABORATORIES LTD.

TECHNICOLOR LTD.
Bath Road, Harmondsworth, West Drayton, Middlesex. Telephone: West Drayton 2211.

TOPICAL FILM COMPANY LTD.

RECORDING STUDIOS

ANVIL FILMS LTD.
Beaconsfield Studios, Beaconsfield, Bucks. Telephone: Beaconsfield 567.

G. H. W. PRODUCTIONS LTD.

DE LANE LEA PROCESSES LTD.

LEEVERS-RICH & CO. LTD.

RCA PHOTOPHONE LTD.

STAR SOUND STUDIOS LTD.

TELEFILMS & RECORDERS (LONDON) LTD.

UNITED MOTION PICTURES (LONDON) LTD.

VOICE OF LONDON LTD.

STUDIOS

BEACONSFIELD FILM STUDIOS
(Group 30 Limited) Beaconsfield, Bucks. Telephone: Beaconsfield 1371.

GRAY STUDIOS
Nr. Maidenhead, Berks. Telephone: Maidenhead 2591.

BRIGHTON STUDIOS
St. Nicholas Road, Brighton, Sussex. Telephone Brighton 20005.

655
BUSHEY
Melbourne Road, Bushey, Herts. Telephone: Bushey Heath 1621-3.
Owned by Bushey Film Studios Ltd. One Floor (60 x 30).
Directors: Gilbert Church, J. C. Jones, B. E. Church.
Studio Manager: Alfred W. R. Church.

HIGHBURY STUDIOS
Two stages: (113 x 60; 60 x 30).
Chairman and Managing Director: Norman Collins.

KAY FILM STUDIO
 Owned by Kay Film Printing Co. Ltd. Floor space 1200 square feet. RCA Sound.
Studio Manager: Charles Parkhouse.

KENSINGTON STUDIOS
Owned by Kensington Film Company Ltd. One floor (40 x 53). Viking Sound.

MERCURY SOUND RECORDINGS LTD.
Three stages: (one of 1,600 square feet and one of 600 square feet).

MERTON PARK
Owned by Merton Park Studios Ltd. Two floors and insert stage: Total, 6,282 square feet.

NATIONAL
Owned by National Studios Ltd. Five stages: (168 x 78, two 115 x 80, 70 x 40, 28 x 52).
Directors: H. E. Gardiner, A. J. Bostock.

NETTEFOLD STUDIOS LTD.
Walton-on-Thames, Surrey. Telephone: Walton-on-Thames 2414-7.
Three stages: (120 x 85, 82 x 52, 110 x 60).

PATHE STUDIO

PINewood Studios
Five stages: (three 165 x 110, two 110 x 82) and exterior lots (48 acres).

ROtherHitehE STUDIOS
Telephone: Bermondsey 4456.
Directors: J. L. Vaughan, R. J. Dilworth, H. Bracey, I. D. Gardiner.

SHEPPerton Studios
(Owned by British Lion Studio Co Ltd.) Shepperton, Middlesex. Telephone: Cheyne 2611.
Seven sound stages: (two 150 x 120, two 120 x 100, two 72 x 44, one 72 x 94). 1 Trick Stage: (70 x 40), 1 Silent Stage: (250 x 120). 1 Scoring Stage: (100 x 70), 1 Insert Stage: (80 x 36). Western Electric and RCA Sound. Stereophonic dubbing.

SOUTHALL STUDIOS
Gladstone, Southall, Middlesex. Telephone: Southall 2921.
Controlled by Alliance Film Studios Ltd. Two floors totalling 8,751 square feet. RCA Sound.

STUDIO TWENTY-TWO LTD.
One stage: (49 x 30 x 28 high).

TELEVISION FILM STUDIOS LTD.
Barnet Trading Estate, Park Road, High Barnet, Herts.
Two stages: (60 x 30 and 35 x 30).

TWICKENHAM
St. Margaret's, Twickenham. Telephone: Popesgrove 9063.
Owned by Alliance Film Studios, Ltd. One floor 7,192 square feet. Second stage in preparation 5,952 square feet. RCA Sound.

WEMBLEY FILM STUDIO
(Associated Rediffusion Ltd.) Wembley Park Drive, Middlesex. Telephone Wembley 6111.
Two stages: 8,000 and 1,040 square feet.

BRITISH ADVERTISING AGENCIES

FREDERICK ALDRIDGE LTD.
T.V. Executive: A. W. Smith.

ALLARDYCE PALMER LTD.
T.V. Executive: C. T. W. Sheldon.

ARMS PUBLICITY LTD.
T.V. Executive: J. V. Ilott.

ARMSTRONG-WARDEN LTD.
T.V. Executive: Michael Constantinidi.

ASHBURNERS LTD.
103 Portland Street, Manchester 1. Telephone: Manchester Central 6503.
T.V. Executive: William E. Slack.

AUGER & TURNER LTD.

AUSTEN-JOHNSON ADVG. LTD.

CHARLES BARKER & Sons LTD.

BARKER, DRABBLE & CO., BANK CHAMBERS,

B. E. BARRY LTD.

ALFRED BATES & SON LTD.
T.V. Executive: C. Kerrich Smith.

BENNETT WILLIAMS (ADVERTISING) LTD.
T.V. Executive: W. Furness.

S. H. BENSON LTD.
T.V. Executive: Howard Barnes.
LINTAS LTD. 

H. C. LONGLEY LTD. 
York House, Great Charles Street, Birmingham, 3. 

LOVE & RUPERT CURTIS LTD. 

C. J. LYTLE (ADVERTIS.) LTD. 
T. V. Executive: Dicky Leeman. 

DAVID MACAULAY ADVERTISING LTD. 
T. V. Executive: J. D. Macaulay. 

J. G. McCallum & CO. 
21 Castle Street, Edinburgh, 2. and 19 Walker Street, Edinburgh, Scotland. Telephone: Caledonian 7268. 
T. V. Executive: W. Cranston Hall. 

MCCANN ERICKSON ADVERTISING LTD. 
T. V. Executive: Barry Barron. 

McCONNELL'S ADVERTISING SERVICE LTD. 

McMURTRIE LTD. 
11 Bothwell Street, Glasgow, C.2. Scotland. Telephone: Glasgow Central 1933. 

J. P. McNulty & CO. LTD. 

CLIFFORD MARTIN LTD. 

MASIUS & FERGUSSON LTD. 
T. V. Executive: John Kirkby. 

MATHER & CROWThER LTD. 
T. V. Executive: Stanhope E. Shelton. 

MAYFAIR ADVERTISING Co. LTD. 
18 Thurlow Place, South Kensington, London, S.W.7. Telephone: Kensington 6603. 

PETER A. MENZIES ADVERTISING LTD. 
111 & 113 Bath Street, Glasgow, C.2, Scotland. 

C. MITCHELL & CO. LTD. 
T. V. Executive: E. M. I. Buxton. 

MITCHELL'S ADVERTISING SERVICE LTD. 
68 Gordon Street, Glasgow, C.1. Telephone: Central 1205-6. 
T. V. Executive: George Maccie. 

MODERN ADVERTISING SERVICE LTD. 

MORISON'S PRESS ADVERTISING SERVICE LTD. 
52 George Street, Hull. Telephone: Hull Central 33001. 
T. V. Executive: F. R. Harrison. 

MTF STUDIO PRODUCTIONS LTD. 
Nelson House, 2 Moor Street, Birmingham, 4. Telephone: Midland 4021. 
T. V. Executive E. W. Grayshields. 

MUNDY, GILBERT & TROMAN, Town Hall Chambers, 86 New Street, Birmingham. 

GEORGE MURRAY (ADVERTISING) LTD. 

MURRAY-WATSON LTD. 

NAPPER, STINTON, WOOLLEY, LTD. 
T. V. Executive: Leslie Stinton. 

NELSON ADVERTISING SERVICE LTD. 

MAXWELL NICHOLLS & PARTNERS 
71 George Street, Edinburgh, Scotland & 78 St. Vincent Street, Glasgow, 2. Scotland. 

NICHOLLS, DORRITY ADVERTISING AGENCY LTD. 
88 Vittoria Street, Birmingham, 1. 
T. V. Executive: Louis Dorrity. 

CEcil D. NOTLEY ADVERTISING LTD. 
T. V. Executive: Philip Mellor. 

OELRICH'S ADVERTISING LTD. 
53 Wostenholm Road, Sheffield, 7. Telephone: Sheffield 53551. 
T. V. Executive: R. D. Old. 

OSBORNE-PEACOCK CO. LTD. 

S. C. PEACOCK LTD. 

WALTER PEARCE & CO. LTD. 
2 Queens Avenue, Bristol, 8. Telephone: Bristol 20575-6. 

ALFRED PEMBERTON LTD. 
T. V. Executive: Ernest Borsman. 

PHILLIPS ADVERTISING LTD. 

PORTLAND ADVERTISING SERVICE LTD. 
206 Stockport Road, Manchester, 13. Telephone: Ardwick 4922. 
T. V. Executive: R. H. Wright. 

FREDK. E. POTTER LTD. 

RICHARD POTTs & PARTNERS LTD. 
T. V. Executive: Percy G. Griggs. 

PRATT & CO. (ADVERTISING) LTD. 
Hanover Court, Hanover Square, London, W.1. and 11 Albert Square, Manchester. 

PRESS & GENERAL PUBLICITY SERVICE LTD. 
T. V. Executive: N. Vaughan-Payne. 

F. C. PRITCHARD, WOOD & PARTNERS LTD. 
T. V. Executive: N. E. B. Walters. 

RAYNOR, WEBBER & STILES LTD. 
T. V. Executive: Frank S. Winfield.
PROFESSIONAL AND TRADE ASSOCIATIONS

ADVERTISING AGENCY COMMERCIAL TELEVISION CIRCLE
Chairman: Dan Ingman.
(Objects: to provide, for advertising agency TV executives, discussions, lectures, meetings and conferences to promote a better understanding of commercial television, to keep members informed of trends and advances, to aim constantly to improve the standards of commercial television, to uphold the codes of standards that may be laid down and generally agreed and, where necessary, to advise or suggest additions or amendments to maintain a high standard of practise. Membership is open to those continuously employed in a senior capacity in the commercial TV activities of a recognised advertising agency. Annual subscription is two guineas.)

THE ADVERTISING ASSOCIATION
1 Bell Yard, W.C.2. Telephone: Chancery 4783.
(Aims are (1) To establish advertising as the essential factor in the marketing of produce and manufactured goods; (2) To conserve the common interests of those engaged in advertising by promoting co-operative action and instituting protective measures; (3) To conduct a study of the theory and practice of advertising and the improvement of its technique by the institutions of courses of study, the holding of examinations and awarding of diplomas.)

Chairman: J. E. Room.
Assistant General Secretary: W. Metson.

ADVERTISING PRACTITIONER'S TELEVISION GROUP LTD.
(Objects: To promote the consideration and discussion of all questions affecting television, broadcasting services additional to those of the B.B.C., such as will become permissible by reason of the Television Act of 1954.)

ASSOCIATION OF CINEMATOGRAPHER AND ALLIED TECHNICIANS

ASSOCIATION OF SPECIALISED FILM PRODUCERS

B.B.C. STAFF ASSOCIATION

BRITISH ACTORS' EQUITY ASSOCIATION

BRITISH INSTITUTION OF RADIO ENGINEERS

BRITISH CINEMATOGRAPH SOCIETY

BRITISH RADIO VALVE MANUFACTURERS' ASSOCIATION
BRITISH SCREEN AND TELEVISION WRITERS ASSOCIATION
(Affiliated to the Society of Authors). 4 St. 
James's Place, London, S.W.1. Telephone: 
Mansfield Park 9029.
President: Frank Launer.
Vice-President: J. B. Williams.
Honorary Secretary: Dudley Leachie.
Honorary Treasurer: David Gordan.

ELECTRICAL TRADES UNION
Hayes Court, West Common Road, Hayes, 
Bromley, Kent. Telephone: Hursleyway 12/1.3. 
London, N.W. In Office: Social Highbury Place, 
(Representing electrical operatives engaged in 
studio production.)
General Secretary: F. L. Hasell.

FILM LABORATORY ASSOCIATION
(A trade association of companies engaged 
in the printing and processing of cinematograph 
films in the United Kingdom.) House, Leicester 
Square, London, W.C.2. Telephone: Garrard 
0328-9.
Secretary: W. Stranhan, M.A., LL.B.

FILMS OF SCOTLAND
20 Charlotte Square, Edinburgh 3, Scotland. 
Telephone: Edinburgh 32522.
Chairman: Sir Alexander B. King, C.B.E., D.L., 
TP
Hon Treasurer: Hugh Fraser, D.L., J.P.
Director: H. Forsyth Hardy.
(Object: The Films of Scotland Committee was 
set up by the Scottish Council (Development 
and Industry) in consultation with the Secretar 
y of State for Scotland to promote the project 
ation of feature films as a means of realising 
the potential of the country's film and the tele 
vision screens. Short films are made in collabora 
tion with local authorities, arts councils, and 
local authorities in Scotland.)

THE INCORPORATED SOCIETY OF BRITISH 
ADVERTISERS
117 Regent Street, London, W.1. Telephone: 
Regent 2319.
(Object: To provide a liaison between the 
ads and clients engaged in TV advertising, and 
to advise and assist the industry in the 
preparation, production, and promotion of 
TV advertising.) Secretary: W. Stranhan, M.A., LL.B.

INTEND PRACTITIONERS IN 
ADVERTISING
44 Belgrave Square, London, S.W.1. Telephone: 
Sloane 0494.
Director: Drummond L. Armstrong.
Secretary: J. P. O'Conor, A.C.I.S.
TV, Film and Radio sub-committee.
Chairman: R. A. Bevan.
Vice-Chairman: Brian F. MacCabe.

MUSICIANS' UNION
29 Catherine Place, Buckingham Gate, Lon 
don, S.W.1. Telephone: Victoria 1348.
General Secretary: Hardie Ratcliffe.
(This organisation is a Trade Union composed 
mainly of members of the Symphony, Theatre, 
Popular, and Light Music Halls, and the Broad 
casting and Recording, Orchestras and Dance Bands.)

NATIONAL ASSOCIATION OF THEATRICAL 
AND KINE EMPLOYEES
(Incorporating cinema and film studio oper 
a tions.) 17 Waterloo Place, London, S.W.1. 
Telephone Whitehall 1986. Telegraphic Address: 
Screen Services, London.
Presidents: J. L. Wilson.
Vice-President: G. J. J. De Wan.
General Secretary: Tom O'Brien, M.P.
Office in Charge TV Section: F. M. Dimbleby.

NATIONAL UNION OF GENERAL 
AND MUNICIPAL WORKERS
"The Bryn" 47 Ashley Road, Epsom, Surrey. 
Telephone: Epsom 5751.
General Secretary: E. Williamson.

THE PERFORMING RIGHT SOCIETY LTD.
Copyright House, 33 Margaret Street, Lon 
don, W.1. Telephone Langham 3864.

PHONOGRAPHIC PERFORMANCE LTD.
Avon House, 356-366 Oxford Street, Lon 
(Company founded by the British phonographic 
industry to control the rights of the leading 
manufacturers of gramophone records and to issue 
licences for the public performance of 
records.)

POPULAR TELEVISION COMMITTEE
(To press for the introduction of Competitive 
Television Programmes, independent of the 
BBC.) 78 Buckingham Gate, London, 
S.W.1. Telephone: Abbey 4437, 5763.
President: Sir J. H. The Earl of Derby, M.C.
Secretary: Ronald Simms.

RADIO AND ELECTRONIC COMPONENT 
MANUFACTURERS' FEDERATION
22 Suri Square, London, W.C.2. Telephone: 
Temple Bar 6740.

THE RADIO AND TELEVISION RETAILERS' 
ASSOCIATION
25 Fitzroy Square, London, W.1. Telephone: 
Euston 5662.
(Exclusively Association is: Electrical Appliance 
Dealers Association. Same address and telephone 
number as above.)

THE RADIO INDUSTRY COUNCIL
59 Russell Square, London, W.C.1. Telephone: 
Museum 6901.
Director: Vice-Admiral J. W. S. Dorling, C.B., 
M.I.E.E.
Secretary: R. P. Browne, O.B.E., B.Sc.

RADIO SOCIETY OF GREAT BRITAIN
Telephone: Holborn 7373.
Gen. Secretary and Editor: Alderman John Clarri 
coats, O.B.E.

RELAY SERVICES ASSOCIATION OF GREAT 
BRITAIN
12 Hanover Square, London, W.1. Telephone: 
Grosvenor 2127.

SOUND FILM MUSIC BUREAU LTD.
29 Maddox Street, London, W.1. Telephone: 
Mayfair 7861-3. Telegrams: Sofimus, Wes 
do, London.
Manager: Joyce M. Dixey.
Secretary: Anne Bolton.
(Object: The Membership of the Bureau covers the 
majority of English music publishers and other 
owners of copyright music. The function of the 
Bureau is to act on behalf of its members in 
respect of the use of their copyright music in 
sound films. Applications for permission to make 
such use of music under its control should be 
made in writing to the Bureau.)

TELECOMMUNICATION ENGINEERING AND 
MANUFACTURING ASSOCIATION
Stafford House, Norfolk Street, Strand, Lon 
Director: H. Faulkner, M.C.G.

TELEVISION SOCIETY
104 Shaftesbury Avenue, London, W.C.2. 
Telephone: Temple Bar 3330.
President: Sir Vincent de Ferranti, M.C.
Secretary: G. Parr, M.I.E.E.
(Object: The Television Society at the present 
time has a membership of over 1,000 the 
majority being engaged in television profession 
ally. It accepts applications from all interested in 
television, whether as viewers, engineers, stu 
ents, or dealers. Although certain aspects of program 
mes and production are of interest to 
its members it is not a Viewers Society, and 
does not cater primarily for non-technical inter 
est.)
It is not the policy of the Society to act as a qualifying body, as this function is already performed by the professional institutions. It is recognised, nevertheless, that the membership of the Society carries with it a degree of proficiency in the theory and practice of television and a responsibility towards those who look to the professional man for disinterested advice and help.

**EQUIPMENT AND APPARATUS MANUFACTURERS**

**ARMSTRONG WIRELESS AND TELEVISION CO., LTD.**

**ARRELL TV ACCESSORIES LTD.**
St. Vincent's Street, Ancoats, Manchester 4.

**BELLLING AND LEE LTD.**

**BRITISH RELAY WIRELESS AND TELEVISION LTD.**


**BRITISH THOMSON-HOUSTON CO., LTD.**

**BUSH RADIO LTD.**

**CINEMA-TELEVISION LTD.**

**E. K. COLE LTD.**
Ekco Works, Southend-on-Sea, Essex. Telephone: Southend 49191.

**DECCA RADIO AND TELEVISION LTD.**

**ELECTRIC AND MUSICAL INDUSTRIES LTD.**
Blyth Road, Hayes, Middlesex. Telephone: Southall 2468.

**FERRANTI LTD.**

**GENERAL ELECTRIC CO. LTD.**

**HARTLEY BAIRD LTD.**

**MARCONI'S WIRELESS TELEGRAPH CO. LTD.**

**MURPHY RADIO LTD.**
Welwyn Garden City, Herts. Telephone: Welwyn Garden 3434.

**PYE LTD.**
Cambridge. Telephone: Cambridge 3434.


**STANDARD TELEPHONES AND CABLES LTD.**

**TELEFUSION LIMITED**

**THORN ELECTRICAL INDUSTRIES LTD.**

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**1954-55 NATIONAL TELEVISION AWARDS OF THE DAILY MAIL**

Outstanding Actor: Patrick Barr.
Outstanding Actress: Anne Crawford.
Best Play: “The Promised Years.”
Personality of the Year: Benny Hill.
Most Entertaining Programme: “Ask Pickles.”
Best Documentary: “Filming in Africa.”
Best Children’s Programme: “The Appleyards.”
The World Market

- MARKET ANALYSES
- STATIONS
- OUTLOOK
- PROGRAM SOURCES
ARGENTINA

Total number of receivers: It is difficult to say how large this count may be estimated within 15,25,000 units.

Total number of commercial TV stations: Actually only one LRS-TV RADIO BELGRANO. In authorized circles it is assured that a new station will be put into service next year.

The number of government stations in the country: Officially none.

Argentina actually has only one television station which operates under the name of LRS-TV RADIO BELGRANO, handled by the same enterprise that has the concession of RADIO BELGRANO radio broadcast station. This TV station telecasts through channel 7 and commences its programs at 4.30 p.m. until around midnight, when the showing of the last part of the program, which may consist of a film or a legitimate theatre show, ends. The acting director of this station is Carlos Cipoletti and the address is Calle Ayacucho 205, Buenos Aires.

It is assumed that next year (1956) Radio El Mundo, another important radio broadcasting station, will be authorized to inaugurate a TV station.

TV was started in this country by the end of 1951. The quantity of receivers already placed in this market is rather difficult to tell, but the amount of applications placed in the number between 15 and 25,000, considering all those sold to homes, bars, clubs, etc. One of the drawbacks in the present stage of television is the high cost of receivers. The cheapest costs around 14,000 pesos (About $500). If we consider that an average salary may be calculated at 1,400 pesos per month, ten months is required in salary to buy one. No taxes are imposed for the use of same.

The programs have a duration of 15, 30 and 60 minutes, and the most popular ones are those dedicated to sports. Daily a newsreel specially filmed for this purpose, with the most important happenings of the city and running 15 minutes, is telecast. Another popular feature is a "Answers and Reply" program. The best program of the day is generally a legitimate theatre performance, telecast directly from the stage of the theatre, and in other opportunities, plays specially designed for TV. Films are also shown, generally very old, of native origin or foreign independent.

NATALIO BRUSKI

AUSTRALIA

There is, as yet, no Television in Australia. Following an investigation, the Postmaster General announced the allocation of commercial Television licences in Sydney and Melbourne. A feature of the announcement was the definite restriction on overseas interests in the groups which won the licences. The successful applicants were those that had been predicted by most observers for some time. In N.S.W. they went to Amalgamated Television Services Pty. Ltd. and Television Corporation Ltd.


Television Corporation Ltd., a company to be formed, comprises Consolidated Press Ltd., Associated Newspapers Ltd. (Daily Mail, London), Phillips Electrical Industries Pty. Ltd., Broadcasting Station 2SM, 2KY Broadcasting Station, Tivoli Circuit Aust. Ltd. Paramount Film Service Pty. Ltd.

In Victoria the successful licensees were:

General Television Corporation Pty. Ltd., a company composed of David Syme and Co. Ltd. (The Age), The Argus and Australasian Ltd., Hoyts Theatres Ltd., Greater Union (Australia) Ltd., C. E. Williamson Theatres Ltd., Efftee Broadcasters Pty. Ltd. (GTV), Nilsen's Broadcasting Co. Pty. Ltd., and Consound Productions Pty. Ltd.

The Herald and Weekly Times Ltd., proprietor of the Melbourne Herald and radio stations 3DB and 3JK.

As a result of Cabinet refusal to issue licences on the basis of the original applications, three of the four successful licensees will have to reconstitute this proposed capital structure. Federal Cabinet has laid down the following conditions for all commercial Television stations:

Not less than 80% of the issued capital of a licensee company shall be held by Australian residents or companies controlled by Australian residents.

Not more than 15% of the issued capital of a licensee company shall be held by any person who is not an Australian resident, or by any company which is controlled directly or indirectly, by persons other than Australian residents.

The memorandum and article of association of the licensee must contain provisions ensuring that voting rights of shareholders shall be those required of companies listed upon the Australian Stock Exchange.

No change in the proportionate shareholding or beneficial ownership of any of the constituent corporations of any licensee shall be made without the approval of the Minister.

Each licensee company must make a declaration each half-year that it is complying with the conditions of the issued capital.

The Government will grant licences for an initial five years from the date on which the four companies will have complied with conditions of capital and control.

The licence will be renewable after that period for periods not exceeding one year.

The allocation of time for the televising of religious and controversial matter shall be strictly on the basis of equal treatment for all parties.

The allocation of time for the televising of religious matter must be arranged so as to assure the present broadcasting of religious matter from commercial broadcasting stations.

The licence shall observe the standard of technical equipment and operation of the station as the Control Board determines.

Periods during which the station operates shall be those determined by the board.

The licence shall provide programs and shall supervise the televising of them in such a manner as to comply with standards the board determines.

All advertising matter televised "shall be in accordance with such standards as the board determines."

The Government's decision gives film industries a definite leg-up on TV. Fox is represented in Melbourne through Hoyts and the Rank interests through Greater Union. While in Sydney, Paramount has a small interest in one of the companies.

Reaction to the grant of applications has been, as only can be expected, mixed. Mr. T. Dougherty, Leader of the Australian Worker's Union and an unsuccessful applicant, claimed the successful groups were the "stooges" of the present Federal Government. Another unsuccessful applicant, Mr. C. G. Scrivener of Associated Newspapers, said that the Government's decision is like giving the rights of an electrical development to a gas company.

While the president of Actor's Equity, reiterating that no TV quota to Australian talent had been fixed, said: "There will be a stormy industrial beginning for TV."

--FRANK O'CONNELL.
BELGIUM

Slowly but surely TV is penetrating in the life of the Belgians. After a couple of experimentation years, TV was officially established in the beginning of the current year. The first technical difficulties were now overcome, and now Belgian TV boasts a rather big success. Transmissions take place every evening, and as a rule they satisfy the viewers.

Up to now, no official dues are required, but soon there will be a tax. It is estimated that already about 40,000 receiving sets are in use throughout the country. American, British, French and German channels are being received, as well as Belgian-made receivers. The market, and people choose what they like best.

An agreement between the motion picture industry and TV stipulates that only old films are allowed to be transmitted by video. Every week an attractive novelty for new films is made by means of TV.

There are two transmitting stations in Brussels, one using the Flemish (i.e. Dutch) language and one the French language. Two relay stations, one in Antwerp and one in Liege, are used to improve the transmission in the Flemish and in the Walloon part of the country. Transmissions from Holland and Belgium are regularly televised, whereas at regular intervals the so-called Eurovision, i.e. the European TV collaboration, enables the relaying of foreign TV shows.

The Belgian TV is directed by Bert Leyssen, Dautzenbergstraat 31, Brussels, for the Flemish part of the country, and by L. Ph. Kammen, Dautzenbergstraat 35. Brussels, for the Walloon part.

It is expected that next year there will be a considerable increase of the number of TV viewers. According to an official estimate, there will be about 100,000 TV receiving sets in use at the end of this year (1953).

The continually increasing quality of the transmissions is causing great interest. There is a steady growth in the number of TV receivers. This allows us to foresee a steady growth of TV in Belgium.

—MARC TURF KRUVER

BRAZIL

The number of televiewers is reported at 60,000 in São Paulo, and 40,000 in Rio de Janeiro, only Brazilian cities having TV stations. The first television station was TV Tupi in São Paulo, which opened in 1953. There are at present four television transmission stations in Brazil, all of which are commercial ones, no government-owned or controlled stations having been established.

The fact that there has been no greater development of television in the country, as well as that no more stations have been installed in other cities is due to the general commercial, industrial and financial situation of Brazil, which also accounts for the relatively high cost of television receivers, which is considerably higher than in other countries, and this reduces the number of televiewers, and thus reduces the effect of TV in general.

The main type of programs is live theatre, which also appears to be the one preferred by the public, being followed by sports programs and filmed shows. According to an estimate by IBGE, a Brazilian kind of Gallup institute, the average extent of live theatre shows is from 15 to 30 minutes long, but the cost is very high, being classified, according to IBGE, as high, medium and low, the medium type being the main kind, costing around 12,000 cruzeiros (the official exchange rate is around 23 cruzeiros per dollar, and the free market rate about 85 cruzeiros).

There are no taxes on both transmitting stations and receivers. Data on the presently existing TV stations are as follows: Rio de Janeiro: TV Tupi—manager Fernando Chateaubriand; TV Tupi—manager Edmundo Monteiro; TV Paulista—manager Ortiz Monteiro; TV Record—manager Paulo Machado de Carvalho.

DENMARK

Total number of receivers in Denmark: 4,000.
Total number of commercial TV stations: None.
Total number of Government stations: 1.

After one year of experimenting with television, the official opening date for Television in Denmark was October 1, 1954, at which time there were a few hundred receivers. A total of 3,500 receivers were calculated to be working after the first year, but on May 31, 1955, already 30,000 receivers were on the air, and the number was expected to double before the end of the first year (i.e. if the manufacturers can follow the demand).

Taxation on TV receivers is 15% of the wholesale price, including a tax of Kr. 3.15 per tube in each receiver. The license for the State is Kr. 30.-- per year as against Kr. 20.-- per year for radio sets. The license is for two years, and there are nine fixed sending hours per week plus coverage of all topical events.

On May 15, 1955, the old transmitter of 400 watts was replaced by an entirely new one at Maribo, 10 kilowatts. This transmitter was situated right outside of Copenhagen is 250 meters high and with a range of 35 miles (in Odense and Aarhus, planned to be ready within a year), cover well above 50% of the population (4,000,000 people). It should be noted that there are a coupled for showing colour in TV in Denmark.

TV has the disposal of seven new cameras (Image Opticon) recently imported from England, three placed in the studio, three in the reporting cars and one kept for reserve.

In the beginning TV had to fight against bans from sports unions, etc., and a long fight has been going on with the postal and telecommunications department, having to deal with various Finnish leaders, including the President, and propose to sell their sets to the Finnish public for about 50,000 marks, approximately one third of what they cost in Russia and about half of what a comparable Western set costs.

The rub is that the Finns, fearing a Russian television monopoly, would like to decline the Russian offers, but are not sure how to do it without causing hard feelings. There are other factors: the Russian television system is different, the sound and picture can be received fully only with the Russian type of set, and the Finnish Government has limited the importation of Russian equipment because they present fire and other hazards—which defects, reportedly, can be remedied.

At the present time, the Finnish radio station does not have the funds to build its own TV station, but a group of important, private Finnish interests are known to be seeking government authorization to build a State TV station. Of the individuals, faced with the prospect of a Russian TV monopoly, would much prefer to tie in with a Scandinavian TV network, but the nearest station in Stockholm, is too far from Helsinki for experimental broadcasts.

—SVEN G. WINQUIST

FINLAND

Finnish-Russian relations, always in a somewhat precarious state, are further complicated by television. Beginning telecasting in Russian language in 1953, the Russians began telecasting programs in Finnish, as well as in Russian and Estonian, from Tallinn, the capital of Soviet Estonia, only 35 miles from Helsinki across the Gulf of Finland. To make sure that their programs are received, the Russian government presented gift TV sets to various Finnish leaders, including the President, and propose to sell their sets to the Finnish public for about 50,000 marks, approximately one third of what they cost in Russia and about half of what a comparable Western set costs.

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FRANCE

The total number of TV receiving sets in France amounts to about 200,000. There may be more which do not pay the tax but these, of course, would be illegal.

All TV stations are Government owned. Paris, of course, is the central station and most of its programmes are also put out by Strasbourg, Marseilles, Lyon, Lille and Metz. Further, four other stations are building or planned. They are Mulhouse, Mont-de-Marsan and Forbach.

There is little doubt that television is growing in France but its rate of growth is slower than in Britain or in the U. S. because of different economic and social reasons. Sets are relatively expensive in France but now credit is being introduced. Further, the French spend most of their spare time out in the cafés so fewer TV sets are being bought for the home.

On the other hand cafés are buying them and paying tax on public performance where it is necessary. In the villages of France schoolmasters and priests are forming TV clubs. Money is contributed by the village and a set is bought. It is generally installed in the home of one of the members and every night the village comes around to watch the programme.

This growth of TV has seriously hit provincial cinemas. On Saturday nights, for example, villagers use to cycle into the nearest town to go to the movies. Now they watch TV.

There is no advertising over French TV and at the moment it does not look as if there will be any. Changes, of course, in the future are always possible.

On the other hand the French Government, through financial interests in a holding group called SOFIRAD, has interests in various TV stations situated in territories outside France. These are Monte Carlo, the Shar, Luxemburg. All these stations take French TV programming.

The French Government has been severely criticized for its attitude as it is pointed out that it is short-sighted and unfair to forbid advertising over French TV while having financial interests in foreign TV. Indeed the interest is controlling in some cases.

Unfortunately, but the Government will continue but the result is difficult to foresee. It may be that advertising will be permitted over French TV but it may result in the end of SOFIRAD and French interest in these "periphery stations" as they are called.

—HENRI KAIN

GERMANY

German television, which goes back to 1935 (the first programmes were transmitted to special studios, open to the public) was started again on an experimental scale in 1950 by the North Western German Broadcasting Company (NWRD). The other five regional broadcasting companies followed. Coordinating in a common organization called Deutsches Fernsehen (German Television) they instituted a combined program of several hours daily, starting October 1, 1954. Programs totaling 100,000 minutes were carried during the last year.

It is estimated that, in developing German television, $10 million were invested by broadcasting companies, the postal service and industry. The former still carry the main burden of current expenses, but the revenue accruing from receiver contributions (the fee is $1.20 per month and set) is gradually taking over. This revenue at present amounts to about $1,500,000 per year but is growing steadily. The present television systems are semi-public institutions.

There are no commercials as yet and there will not be until at least a quarter million receivers are in use, which is not expected before 1956. Whether such commercials will be carried by the existing system which, though not Government-owned, is used by public service or whether a second, private system will be admitted has not yet been decided.

The 22 TV stations in Western Germany are reaching about 60 per cent of the population. There are also two stations in the Soviet zone. Some 75 per cent of the programs are live presentations.

There were 126,774 receivers registered in Western Germany on April 1, 1953. The number is steadily increasing, and so are the general interest in the new medium and the quality of programs. Thus television in Germany is looking forward with confidence to a development of steady progress in the future.

Chief executive officers of Television in Germany:

Deutsches Fernsehen, Dr. Werner Pleister, Co-ordinator of the Program Conference (NWRD, Gazellenhump, Hamburg-Loockstedt 1, Telephone S8021; Teletype 021 2529).

NWR—Fernsehen, same.

Fernsehen des Bayerischen Rundfunks, Munich. Director Dr. Clemens Muenster, Rundfunkplatz 1, Munich 7.

Fernsehen des Hessischen Rundfunks, Frankfurt am Main. Program Director Dr. Lange, Bertram Str. 8, Frankfurt am Main.

Sender Freies Berlin (Fernsehüberleitung), Mr. Heinz Rick, Heidelbergplatz 3, Berlin-Wilmersdorf.

Fernsehen des Südwestdeutschen Rundfunks, Stuttgart. Fernsehämmerstrager Dr. Jedele, Neckar Str. 145, Stuttgart 0.

Fernsehen der Südwestfunks, Baden-Baden. Administrative Mr. Kurt Hintzmann, Hamel Breidow Str. 5, Baden-Baden.

—VOLKMAR von ZUHLSDOFF

HOLLAND

The approximate number of TV sets: 20,000.

This is a rather optimistic maximum. In this number cafés, restaurants, etc. are included. There are no commercial stations in Holland.

Television is organized in Holland by the Nederlandse Televisie Stichting (under Government control), which is sub-divisions: a) Roman Catholic division; b) Protestant section, a political (social democratic) division, another Christian section and a neutral division. The situation in Holland is a very special one, just because the broadcasting companies represented by the before mentioned divisions, want to have their influence on TV.

The approximate costs to buy a TV set, antennas included, are $650— to $1800. ($1 = $f 3.88).

There are no taxes for those who are owners of a TV set, but it is expected that in the near future a contribution must be paid to the Government of $50 a year.

Types of programs differ.

Frequencies: a) every fortnight a picture on Wednesday night at 8:15. These pictures are old ones, mostly French or Italian, because the Nederlandse Bioscoop Bond (trade organization of film theatres and distributors) does not permit to teleview new pictures;

b) every Tuesday night a stage play or something similar;

c) Wednesday afternoon at 5 o'clock 45 minutes for children;

d) every week on Thursday night special "cultural" night;

e) every fortnight on Thursday, Television for ladies;

f) every Saturday night popular program and quiz. Specialities: Members of the Nederlandse Bioscoop Bond (producers—department) furnish the Nederlandse Televisie Stichting with actual newsreel shots, such in concert with the Government.

There are two main reasons why the development of TV in Holland is very slow.

a) Programs are not very interesting.

b) People prefer to buy scooters instead of TV sets.

This may be a peculiar reason but it is a fact that in a bicycle riding country like Holland the demand for scooters is very important. A scooter must be considered in this country like a car in the United States.

There is one television station here in Bussum.

The most important TV director here are: Eric de Vries, Fons Ralemaker, and Cor Lugtenburg, whereas an important television reporter is Mr. Siebe van der Zee.

Philips is a big manufacturer of TV sets.
ISRAEL

This is to report that no Television installation existed in the American sector of Jerusalem. It appears that the majority of radio sets in that area contain no television receivers. Mind you. The country was not contemplated to have any such installation in the near future. This is due particularly to the high cost involved, which cannot presently be provided by the Government.

—ALBERT de MATAILON

ITALY

Television is a Government owned and controlled monopoly in Italy. Officially it opened January 1, 1955. Presently a territory with about 20 million inhabitants is served by television in Italy, which is 40% of the Italian population. It is contemplated to extend television service to the most developed areas of north Italy. About 35 million people will be served by December 31, 1955, and all Italy by December 31, 1956.

Experiments were made in Italy since 1933. They were promoted again in 1948 with a General Electric equipment (American standard) supplied to the Italian Government and included in the Marshall Plan. The European standard (5.5 MHz video and 7 MHz channel) was adopted definitively in Italy in 1951 following the decisions of the Comité Consultatif International de Radiodiffusion.

The Government company: Radio Televisione Italiana or RAI—headquarter: Via del Babuino 9, Rome. It is a Government owned and controlled company which has the monopoly of all radio and television transmissions.

The RAI is a private enterprise, formally. Most of the stocks (estimately 80%) belong, however, to the I.R.I. (Istituto per la Ricostruzione Industriale) which is a Government owned corporation established by Mussolini on January 23, 1933. Since that date I.R.I. has become owner of very large Italian factories (shipyards, foundries, steel plants, etc.) including radio and TV sets manufacture.

The value of the whole property of I.R.I. is estimated around 400 million U.S. dollars.

Other stocks of the RAI belong to companies owned also by I.R.I., so that practically all radio and television sets made in Italy belong to the Italian Government.

All transmissions are also controlled by the Government. Political transmissions are controlled by a Parliamentary Committee (Commissione Parlementare di Vigilanza, members of which are about 30 Deputies and Senators of all political parties. Other programs are quarter submitted to the Consultative Committee headed by the Ministri delle Poste e Telecomunicazioni (Minister of the State, Poste and Telecommunications).

Names of the artistic field, of literature and journalism are the members of this consultative committee. The control on the fulfilment of the patent right contract between the RAI and the Government is committed to the General Postoffice and Telecommunication headquarters.

The RAI is the monopoly of all Radio and Television services for a 25-year term under a bill approved by the Parliament in 1953.

**Total number of receivers:** They were estimated around 150,000 in May, 1955. People who had paid the special subscription-tax (see below: Tax) were 126,246 on April 1st, 1955. The subscribers to radio-transmissions were 5,133,235 for the last year (1955). The estimated number of about 7 million radio receivers.

**Number of TV stations (Channel 3):** Eleven were the stations operating at the end of 1955. Three of which were telecenters (Milan, Turin and Rome) and eight were teleexchanges (Trieste, Monte Verità, Montecatini Terme, Portovenere, Sestri Levante, Monte Peglia, Pagana, S. Cerbone). The RAI has also 12 cars equipped for live shows and two mobile stations.

**Subscription-tax:** The owner of one or more TV receivers must pay a compulsory subscription or "subscription-tax" as part of which goes to RAI, and part to the Government.

The annual rate of the subscription-tax is 18,000 lire (28 U.S. dollars) for the owner of TV receivers, or TV and FM radio (31,100 lire or 3.30 U.S. dollars) for the owner of the radio set only.

The share which goes to the Government is about 10,500 lire (16.30 dollars) and 2,125 lire (3.30 dollars) respectively.

A ten per cent is also deducted from the share which goes to the moment. It is given to the Cabinet Council and used for subsidies to Opera Houses and Musical Academies.

Advertising: According to the patent right contract, no advertising by television is allowed to RAI, for the moment. However it is expected that advertising now confined only to radio broadcastings, will be extended to the television transmissions shortly.

SIPRA—headquarter: Via Pombo 20, Turin—is the Government-owned company entrusted with the monopoly of all radio and TV advertising. All net proceeds of the advertising goes, however, to RAI, though all stocks of SIPRA belong to the Italian Government.

Cost of TV equipment and transmissions: The cost of the TV stations equipment had reached about 10 million dollars at the end of 1955. According to the annual report of I.R.I. SINTI, the Italian sole agency of Siemens & Halske was entrusted with the setting up of most of the TV stations equipment.

As to the cost of TV transmissions, the TV service is included in the general statement of accounts of the RAI which was not published any more after 1952. Estimatedly the RAI receives about 2,200,000 dollars per year from owners of TV sets which is only 13% when compared to 17 million dollars which was the estimated cost paid by RAI for TV transmissions in 1954.

The cost of the transmissions is around 4,700 U.S. dollars per hour.

Price of receivers: Receivers are manufactured in Italy on national or foreign patents. The most important American and European radio & TV sets factories have their own branches in Italy. Receivers made overseas should be adjusted to the Italian standard. This makes those receivers practically more expensive than the same trade mark sets made in Italy.

Receivers which sale only about 150 dollars were exhibited at the 1955 edition of the International Fair in Milan. Until the date, however, the price of a good TV set (17 inches) is not less than 350 dollars, owing to the high customs duties on some parts of the receivers and chiefly on tubes. The best receivers made on American patents are on sale for about 800 to 1,000 U.S. dollars.

**Programs:** There is only one program for all the TV stations in Italy. It is transmitted on weekdays and 7 to 8 hours on Sundays.

The weekly average is around 42 hours, i.e., the same extent of hours as the British and French TV programs.

**Tabletime:** 17:30 to 23:00 on week days and 19:00 to 12:00 and 16:30 to 21:30 on Sundays.

Live shows take more than 50 per cent of the weekly hours of transmissions. They include social transmissions (e.g. researches and interviews of common people of the different Italian regions); political transmissions (e.g.: the election of the President of the Republic of Italy; Parliament, etc.); religious transmissions (e.g.: Benedicitions, Sunday Mass, etc.); sport with the only exception of the most popular one, soccer; interviews with Italian and foreign names, etc.

Film shows include shorts, documentaries, feature films for TV and normal feature films. Besides this, most of the TV transmissions for children and adults are film shows. Short and documentaries may be produced in TV and cancelled among the ones already shown in movie houses.

Most of the film shows are pictures bought from American companies or supplied by the U.S.I.S. (United States Information Service).

Long feature films are Italian and foreign pictures already shown in the Italian circuits. According to the agreement between AGIS, which
is the Italian Association of Exhibitors, and the ICPR, the latter being entitled to show long feature films which had been shown previously in movie-houses for at least five years.

Eventually in 1954, an agreement was reached between the European TV companies for an organized cooperation which actually started in June 1954 with the transmission of the Beatific beam of the Père Lachaise in Rome, for all the European TV networks.

**J.R.I.** (Istituto Ricostruzione Industriale, Via Veneto 17, Rome—major stockholder of RAI):
President: Ing. Isidoro Bonini; Gen. Mgr.: Dr. Arturo Ferrarone.

**RAI-Televisione Italiana:** (headquarter: Via Babuino 9, Rome): President: Prof. Antonio Carrelli; Executive Vice-President: Ing. Filiberto Guala; Gen. Mgr.: Ing. Giovanni Paci Vicentini; Assistent to Gen. Mgr.: Dr. Marcello Bernardi. De Carlo De Biasi is the head of the Information Office.

For the TV Section of RAI, Dr. Sergio Pugliese is directing programs. Technical director is Ing. Sergio Bertolotti. (Program director of the TV Section of RAI: M. Giulio Razzi; Technical Director: Ing. Gino Castelnovo.)

Chief executive officers of each television station:
Pres. Aldo Angelini, Via Asagio 10, Rome, director of the Rome telecentre; Dr. Antonio Viarengo, Via Rasseale 21, Turin, director of the Turin telecentre; Dr. Giuseppe De Martino, Corso Sempione 21, Milan, director of the Milan telecentre.

**SIPRA** (monopoly of radio and TV advertising), Via Pomba 20, Turin, President: Ing. Aldo Valente. Gen. Mgr.: Dr. Enrico Martini Mauri. —Dr. ARCEO SANTUCCI

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**JAPAN**

Total number of Receivers in Japan: 90,000.
Total number of commercial TV stations: 4.
Total number of government-sponsored stations: 1.
Television is booming in Japan despite comparatively high prices of receivers and repeated complaints about the average Japanese income and a lack of understanding among manufacturers of institutional advertising.

The number of sets in use does not give a true picture of the TV audience since many of the sets are located in bars and tea shops, and other giant screen sets are located in public places to attract crowds which sometimes number as high as 10,000 at one set for special events.

Receivers on receivers (30% on 17-inch screens, 12% on sets smaller than 14-inch) is instrumental in keeping sales down but high prices set a low mark for Japanese families making investments in a set that costs the equivalent of six months of their income ($144 for a 17-inch color set). Many have promised lower prices in the future and one American company plans to put a locally-manufactured 17-inch set on the market for $80 which should increase sales drastically. At present new sets are being purchased at the rate of about 6,000 per month. Some American sets are being imported and others reach the Japanese market through sale by the American Security Forces, though all such sets must be converted to Japanese stations. The government-sponsored network charges each set owner 8s. 6d. per month.

Sport programs too the list with Sumo (Japanese wrestling), actively followed by baseball and boxing. Other popular programs include quizzes, giveaways, audience participation, amateur hours as well as Japanese movies and American films. Films shown are mostly Japanese but some European and a few American ones are used. It is customary for the film to have a break in the middle of the show for adverting on the same station. American newscasts, including Telenews, are popular.

Due to the government's special jurisdictional body, the Broadcasting Corporation of Japan, has broadcast regular programs less than three years while the first commercial outfit, Japan Television Network, is in its second year. In 1955 it was joined by Radio Tokyo Television Network.

Broadcasting times are limited at present: Tokyo Station noon and again at 2 P.M., unless there is a special afternoon sports event.

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**MEXICO**

Although television in Mexico is young, began in 1950, and small, just three stations, it is a highly profitable to the program promoter.

In the evenings they sign on at 6 P.M. and sign off about 9:30 P.M. except on special occasions. Unlike their American counterparts, they allow a program a number of times to go over the scheduled time, and this, especially with the interspersing of advertising, may change program times. TV advertising is relatively cheaper than on other media, between 7 P.M. and 10 P.M. ($694 for other hours, with a 20% boost after 6:30 P.M. Saturdays and all day Sunday. A 26-second spot is from $152 to $111 while 30-second spots bring $9 to $55.

The American Armed Forces Network are negotiating at present for TV channels and may go on the air early in 1956. A fair number of sets to exceed $100,000 in 1957 and 3 million in 1962.


Station: Nagoya Central Broadcasting Corp. (NHTK)—Nagoya (JOCK-TV); Nihon Hoso, Nagoya, (Connected with Radio Tokyo TV).


—A. C. PINDER
The stations and directors general are:
XHTV, channel 4 (the pioneer), Romulo O'Farrill, Jr.
XEWTV, channel 2, Emilio Azehraga, Jr.
ZHGQ, channel 5, Guillermo Gonzalez Camarena.
All stations recently combined into Telesistema.
-LUIS BESCARRA CELIS

NEW ZEALAND

By Government order Television is non-existent in New Zealand at the present time and it appears to be several years away yet. Trial telecasts have been made by equipment suppliers from time to time in order to arouse public interest and support but the Government are firm in their decision to veto the introduction of Television in the meantime.

The main reason appears to be the conflict in the British and American types of TV and the consequent programming problems if tied to one or the other system. There are also geographical difficulties that will involve the expenditure of a very large sum of money to overcome-but here again the Government's thought is that it is better to watch how these problems are overcome elsewhere and to take advantage of technical developments overseas.

The regular provision of live shows for TV would be not only too costly for the small scattered population here of 2,000,000 people; it would be practically impossible to supply the artists. Hence a goodly portion of the programs will need to be obtained from England or America—which one is the question that has caused the delay. The main agitation for TV so far has come from New Zealand private experimentalists, there being very little public criticism of the Government's decision to wait and see before we get TV.

-R A USMAR

NORWAY

The television situation in Norway still is in its embryo-stage only. Some experiments are going on at the Government broadcasting station, but the public is not yet included, and television apparatus is not for common sale.

A few private experimentists in the south of Norway are trying to take in and once in a while succeed in obtaining some English or American programs, but it will still take years before developments of any importance will take place.

-FINN NYMANN

PUERTO RICO

In November, 1955, Puerto Rico had 53,962 TV sets in operation of one for every 42 of the commonwealth's 2,250,000 population. Most of the public places, such as restaurants, have television for their patrons and the medium is available in local hotels upon request.

Programs are in English and Spanish even though most Puerto Ricans know English. WKQA TV, 100,000 watt station, channel 4, San Juan, is选址 its own tower and 6-bay antenna, adds two studios, two additional cameras, and more lighting equipment at a cost of $140,000. This station has 30% programs in English of which 10% have Spanish sub-titles.

WAPA-TV, 60,000 watts, channel 2, has 65% of programs in Spanish and 35% in English of which 5% have Spanish sub-titles.

WKQA-TV produces 90 live show weekly in only 60 hours of programming which compares more that favorably with the two major TV networks on the mainland U.S. over a similar period of time. This station is on the air from 3 P.M. to 11:15 P.M. seven days a week. WAPA-TV is on the air from 4:30 P.M. till 11 P.M. and produces 35 live shows weekly.

Puerto Rico has almost developed top video talent of its own. Kinescope versions of such top shows as Bachelor and the Unexpected, Love Lucy, Studio One, Schlitz Playhouse of Stars, Public Defender, Toast of Town, The Unexpected, Public Prosecutor, The Perry Como Show, Dinah Shore Show, Lee Wiley, Your Hit Parade, The Eddie Fisher Show, Stop the Music, Dollar a Second and others are represented on both stations. Puerto Rico has the only one television station, and the only one that is non-commercial. It is the only one that is non-commercial. It is the only one that is non-commercial.

-S M KIRSCH


SOUTH AFRICA

South Africa, as yet, has no Television.

The country's biggest problem in respect of its programming is that it is small and limited population. The large financial reciprocal response to the vast sums expended by sponsors in countries with very large masses of people building up revenue returns by radio licence fees as has England, or resulting in trade turnover by subsidising the American commercial expenditure on TV.

The geology of South Africa too, forms one of the basic problems. The country is mountainous, and TV installation would necessitate a more normal amount of relay stations to cover its widespread terrain. This obviously would increase dis-proportionately the cost per capita of the country's TV audience potential.

The lack of star talent is another difficulty to be overcome but, which fact may necessitate the abnormal use of "canned" programmes for TV when it does arrive.

In regard to its ultimate introduction, it is well known that the Schlesinger Organisation with its British affiliate, the J. Arthur Rank Organisation, have been on Television standing on the verge for some years. Quite recently the S.O. had one of their men, Michael Silver over in the States on a "routine trip," so evidently they are still pursuing their original undertaking. When approached, however, they were non-committal saying that their correspondent's opinions were "calling for a reply too extensive and of too confidential a nature to discuss regretting that they were unable to offer any comment."

The South African Broadcasting Corporation, the state-controlled radio network work here, and the more likely it is to introduce TV, replied to a battery of questions put by your reporter through the Director General himself, Gideon Roos said.

"Although it is obvious that Television must come to South Africa, at some time in the future, the whole thing is so problematic at this stage that it would be irresponsible of me to attempt to make forecasts."

"I say can no more than the S.A.B.C. tries to stay in close touch with developments in the sphere of television overseas, and has given considerable attention to some of the problems that would be created by the introduction of the medium into South Africa. We have, however, not yet reached the stage where any concrete decisions can be taken."

Much speculation is rife though as to when TV will arrive here with guesses ranging from one year to ten.

But unless someone has some deeply guarded secret hidden it is your correspondent's guess that South Africa will have to wait a little longer before its first TV transmitter goes into operation, and much longer than that for the whole country to be served.

-S M KIRSCH

SPAIN

In spite of some years of preparatory practice, it is too soon to say that there is any definite establishment in Spain. The only one is the state-owned station, "Madrid-Chamartin De La Rosa," in experimental work.

671
Video transmitter, 500 watts; Sound transmitter, 300 watts.

Direction, transmission line and antenna 'Super-turnstile' of 3 elements, with capacity for 5 Kw. Link system for metric waves made up by transmitters, receiver and transmission antennas.

Two complete chains of mobile cameras with orthicon of image.

A 'Flying-stop' system of tele-cinema for 35 mm.

All the equipment is operated on the standard continental, 625 lines 25 images per second.

Aeron. MC/S. 6000 Video MC/S. 5,250.

It is hoped to reform the station totally. This reform means setting up also a new one in Barcelona. However, when the coaxial cable installation between Madrid and Barcelona and the French border is completed by the Comisión de Televisión Española, a Spanish TV can be linked to the French network and extended to all Europe under Euronet Plan.

The station which is now operating is nationally owned and will be the new one. Spanish TV is controlled by the Ministry of Information and Tourism, through the Direction General de Radiodifusión (Broadcasting), and the official broadcasting organization called Radio Nacional de España.

This station is operating on experimental basis only, five hours per week distributed in three programmes: On Tuesdays, cinema, features, newsreels and documentary films. On Thursdays, children's programs, circus and educational pictures. On Saturdays, theatre, miscellaneous and reports.

It is not easy to predict the future of TV in Spain. People concerned believe that it will be prosperous in near future. The fact is that there are no television receivers in Madrid, none in the rest of the country, and the increase in number during these experimental years has been practically void.

First experiences begun in 1950, but the station was open in 1952 with the experimental character in has. Its production, it is to be said, cannot survive unless there is Government support. The price of a receiver is not too high (from 16,500 to 60,000 pesetas—$400 to $1,500) and its consumption probably will decline with a reasonable sales average. Development in any case would be very slow, due to the enormous expenses of a TV station. Despite that, total cost of a TV program (one hour) is 10,000 pesetas ($250) which is a little more than the publicity prices in broadcasting.

There is no charge for receivers. Only a small tax (the same as radio sets) between 60 and 150 pesetas ($1.50 to $4) private or public. But there is no public plan for the future. The system in operation will continue: a few hours per week until anybody may find the formulae to foster the production and increase the number of receivers. Then would follow a rising of commercial interest in the plan.

TV authorities in Spain are:
- Ilmo. Sr. D. Jesús Suesvos, Director General de Radiodifusión (Broadcasting Director General).
- Juan Bravo, 6, Madrid.
- D. José Ramón Alonso, Director General of Radio Nacional de España, Paseo de la Castellana, 41, Madrid.
- D. José Luis Colina, Programme editor (Manager of the station at Madrid-Chamartín de la Rosa).
- Radio, Victoria 25, Madrid.
- Joaquín Sanchez-Cordovez, Radio Engineer, Chief engineer of the Station at Madrid-Chamartín de la Rosa.
- Av. de la Habana 77, Madrid.
- JOSEPH E. DORRELL

SWITZERLAND

Total number of receivers in the country: By Jan, 15, 1955, exactly 4,686, of which 1,532 in public rooms, 3,154 in private.

Total number of commercial TV stations in Switzerland: None. TV is governmental controlled in Switzerland.

Total number of government controlled stations in Switzerland: Four. Uetliberg (Zürich), Bantiger (Bern), Chrschwil (Berne) and Dōle Jura (for the French speaking part of Switzerland).

Taxation on receivers: 60.—Swiss francs for home receivers, 120.—Swiss francs for receivers in public rooms (which may charge a small admission). Amounts are per annum.

Time of transmissions per week: Only 12 hours for the whole week.

Use of live and/or film shows: For the second half of 1954: Film shows 30%, live shows 70%.

In over-all charge is the governmental department PT (Post, Telegraph and Telephone). Until Sept. 30, 1955. TV in Switzerland was only on a trial run. Some time after that a decision will be made in the future.

For the moment:

Responsible for technical service: PTT.

Responsible for programmes: Schweizerische Rundschungs-gesellschaft (Radio Cooperation of Switzerland).

Director of Programmes: Mr. Eduard Hans. (Fernsehstudio Bellevue, Kreuzstrasse 2, Zurich). Second Director of Programmes (only for the French speaking part of Switzerland): M. Franz Tappelet. Studio de Televisión Mon. Repos 112, Rue de Lausanne, Genève.

—ARTHUR GOEPFERT

U.S.S.R.

The "Sestage Settimanale della Stampa Radio e TV estera" (Weekely Review of foreign Radio & TV Press) by RAI (Radio Television Italiana) and TV Government operated company, reports all the available information on the development of TV in Russia.

According to that information, the first experiments of TV were made in Russia a few months before the second world war. Then they were discontinued and revived in 1945. Six stations are operating presently. One of the most important is in Kiev, which covers an area of about 200 miles. The station of Moscow can be detected within 45 miles.

The TV receivers operating are estimated at about 700,000. According to the official figures, 800,000 receivers were made in 1954; while about 700,000 should be manufactured in 1955. Most of the receivers are of eight to ten inches. Very few have a 15-inch screen. Receivers of 17 and 21 inches are announced to be put on sale within a year. The 8-inch receivers are sold at about 1,275 rubles ($300) which is two months' wages of the best paid workers.

Criticism to the programs are frequent in the Russian press. On the other hand, the programs transmit very rarely. They complain also that most of the transmissions are of short duration.

They have five to six hours of transmission on weekdays and six to eight hours on holidays. There are no transmissions at all on Thursdays.

—DR. ARCEO SANTUCCI

VENEZUELA

Approximate number of television receivers: 60,000.

There are two commercial television stations in Caracas:
1. Radio Caracas—TV—Director Amable Espina.
2. Televisa—Director Jaime Ballentyne.

Caracas, Venezuela is the address needed on these.

There is one government-owned station, Channel 7. Director Roberto Ramírez, Caracas. Station called Televisión Nacional.

At the present time television is received only in Caracas and towns in a radius of fifteen miles outside. The programs are being made to beam the programs to the interior of the country, covering about seven major cities, with a total population of around 1,500,000. At the present time television on only received in Caracas and very nearby area, it is viewed by only about 80,000.

There is a taxation of admission on either receivers or stations. While television has been before the public for a little over a year and a half, the advertisements in newspapers are few. The programs are so few that it is difficult to determine how effective they are. The programs are very few, and even the small audience and the two commercial stations have been losing money.
It is hoped that when the programs can guarantee an audience of over 2,000,000 advertisers will see the advantage of this type of investment. At present sponsors are slowly being won over but it is a matter of education of sponsors before the stations contemplate more equitable reaction. Radio Caracas—TV for example expects it will take about another year before it is out of the red.

About seventy-five per cent of the programs are live shows. The balance consists mainly of 16 mm films mostly from the United States.

—Mona L. Caldwell

Yugoslavia

Television in Yugoslavia is still in an experimental stage, although the first experiments started in 1949. The most recent information from technical sources indicates thanks to increased interest of the Government in television three TV centers (Belgrade, Zagreb and Ljubljana, the principal towns of Serbia, Croatia and Slovenia) will be ready to broadcast early in 1957.

The first experimental TV station was established in Ljubljana, Slovenia, in 1949, in which several Yugoslav best electrotechnical experts, most of them the university professors, work to develop the Government's fully informed on their work and the needs in funds and various equipments.

These three stations, according to the experts, would have the power to cover a part of the territory with over 3,000,000 from Yugoslavia's 17,000,000 population. The locations have been already chosen for the projected TV stations in Serbia, Croatia and Slovenia: on Fruska Gora (the only small hill in the Vojvodina plain, the bread basket of Yugoslavia) near Belgrade, on Sisme, near Zagreb and on Hrib, near Ljubljana. The cost to build the three TV stations on these locations would amount to $1 million dinars ($187,000), providing that part of the materials be produced locally. With such costs, which are considered pretty low, the subscription would not exceed 3,000 dinars ($10), just the annual subscription of the present radio fee.

The 1,500,000 Yugoslavs who will be within the range of the three projected TV stations will require at least 17,000 TV receiving sets so that every 94th person would have one. Now comes the question whether every 94th Yugoslav would be capable to buy a TV receiving set, when a locally produced one costs between 150 and 140 thousand dinars ($445 and $465). Very few people in Yugoslavia can afford nowadays to spend a "fortune" for a receiving set, even on the installment arrangement. But, on the other hand, there are a lot of institutions, as are coops cultural homes, libraries, clubs, restaurants and factories, which can afford such expense.

The economic policy makers of the Yugoslav Government had discussed recently the problem of television in the country, and made serious recommendations to the technical institutes to increase the efforts thus to enable Yugoslavia to get TV stations of its own in the shortest possible time.

Despite the fact that Yugoslavia has not yet the TV stations of its own in some parts of the country, the television is not unknown in the country. The range of the TV stations from neighboring Italy and Hungary is reaching some parts of Yugoslavia—Istria on the Adriatic and some parts of Vojvodina, the plain Bordering Hungary and Romania, thus many Yugoslav in these parts already have TV sets.

The Belgrade radio industry enterprise "Nikola Tesla" decided recently to invest 50 million dinars in the experimental works for introducing television in Yugoslavia as quickly as possible. The building of new experimental station in Belgrade is well under way. The range of this new TV station will be 70 kms. It is expected, an executive said that Yugoslavia will have her own TV stations by the end of next year or early in 1957.

The elaborate plans have been made and approved by the Government, the Government earmarked sufficient funds and insured the imports of necessary equipments, which gave tremendous hope to the Yugoslavs to believe that it will come true, that by the end of the next year early in 1957 it will be possible to hear the TV programs in their own language.

—Stojan Bralovic

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Television Code
The Television Code

A NEW CODE of standards and practices for the television industry went into effect March 1, 1952 following a series of developments almost a year in the making.

The code is an aftermath of a meeting held in Washington in June, 1951 at which NBC made public a code of its own. Set up as a standard of operations in television, this code bore an essential resemblance to the instrument earlier adopted by the same network for radio broadcasting. Both NBC codes, a Code of Standards adopted for radio by the National Association of Broadcasters—predecessor organization of the National Association of Radio and Television Broadcasters—in Atlantic City in 1947 and now the industry-wide TV code, drew upon the Motion Picture Production Code for their pattern.

Four subcommittees were active in preparation of the television code throughout the summer of 1951. Their tentative draft was approved by the NARTB board in September and a final polishing job undertaken in Washington shortly before the text was ratified in Chicago, October 19, 1951.

The TV code provides for a review board consisting of five members of NARTB. This board is empowered to enforce the rules governing programming and advertising. There will be issued a Seal of Approval, available to subscribing members whether affiliated with NARTB or not. While the power to hold in check unfair and unscrupulous acts will be vested in the Review Board, the common impression in television is that this will be largely an unwritten power.

Intensive promotion on behalf of the seal is contemplated. Subscribing stations will be permitted to televise it so long as they adhere to its terms. The Review Board will be charged with the policy of certifying to the public violations of the code as well as the responsibility of NARTB who will be empowered to revoke the seal by a two-thirds' vote from which there will be no appeal.

In those phases that deal with programming and its approaches, the code bears striking similarity to the Motion Picture Production Code, conceived and formulated in 1929 by Martin Quigley, and ratified by the Motion Picture Producers and Distributors Association of America, Inc. which became the Motion Picture Association of America, Inc. late in 1945 when Eric Johnston was named president.

Meeting in Bandera, Tex. in February, TV board members of NARTB approved a review board of five and adopted a plan for financing administration of the code as well as an operating budget of $40,000 for the first year of operations.

The review board, designed to be a preliminary hearing group in considering complaints that specific TV programs and advertising practices violate the code, included the following:

John E. Fetzer, owner of TV station WKZO-TV at Kalamazoo, as the chairman; J. Leonard Reinsich, vice-president, WSB, Atlanta; Mrs. Scott Bullitt, owner of KING-TV, Seattle; William B. Quarton, vice-president and general manager, WMT-TV, Cedar Rapids and G. Richard Shafto, president of WIS-TV, Columbia, S. C.

Under the financing plan, each subscribing TV station pays $405 a year. If it is an NARTB member, $250 of this is credited against NARTB dues, leaving $155 for defraying code administration costs.

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Text of the 1954 revised code follows:

Preamble

Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all 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 that the television's relationship to the viewers is that between guest and host.

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 upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

The American businesses which utilize television for conveying their advertising messages to the home by pictures with sound, see free-of-charge on the home screen, are recognized 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, applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

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 culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and cooperation in planning and producing programs which will help educate the public in matters of education and culture.

3. It is the responsibility of all educational institutions and their employees to devote themselves to the development of the students and to work with the teachers and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

4. Education via television may be brought to mean that process by which the individual is brought toward informed adjustment to his society. Televising should involve presentation of lofty instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

5. 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 presentation of programs, directly directed to the advancement of the community's culture and education.

Acceptability of Program Material

Program materials should be developed so as to provide wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has towards the institution.

a) (i) 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 are unacceptable acceptably, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

   (ii) Words (especially slang) derogative of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combating prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

b) The Television Code (see Regulations and Procedures of the Code, V, Section 3, Authority and Responsibilities) shall maintain a list of words which are unacceptable. Words, according to time to time, a continuing list of specific words and phrases which should not be used in keeping with this substance, and discretion, however, shall not be considered as all-inclusive.

   (i) Profane, obscene, smutty, and vulgar expressions shall be avoided.

   (ii) Reverence is to mark any mention of the name of God. His attributes and powers.

   (iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of the office and under no circumstances are to be held up to ridicule.

   (iv) Contests shall not constitute a lottery.

   (v) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hopes of reward, rather than for the quality of the program, should be avoided. (see Contests.)

   (vi) 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.

   (vii) Illicit sex relations are not treated as commendable.

   (viii) Sex crimes and abnormalities are generally not acceptable as program material.

   (ix) Drunkenness 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, when not required by the plot or for proper artistic effect, is strongly discouraged.

   (ii) The use of gambling devices or scenes necessary to the development of plot or as appropriate background to the story line, is to be presented with discretion and in moderation, in a manner which would not excite interest in, or foster, gambling or be instructional in nature. Telecasts of actual sport programs which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, State and local laws, and shall not dramatize the subject as a public sporting event.

   (iii) 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.

   (iv) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest in or belief in these subjects.

   (v) Televized drama shall not simulate news or special events in such a way as to mislead or alarm. (see Sport.)

   (vi) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with usual and recognized ethical and professional standards.

   (vii) The presentation of cruelty, creed and selfishness, as likely to be contagious, is prohibited.

   (viii) Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as acceptable.

   (ix) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime in the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

   (x) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

   (xi) The use of horror for its own sake, will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or sound are not permissible.

   (xii) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

   (xiii) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

   (xiv) Suicide as an acceptable solution for human problems is prohibited.

   (xv) The exhibition of sex crimes will be avoided.

   (xvi) The appearance of destructive persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

   (xvii) Treatment of Animals. The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

Responsibility Toward Children

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence, murder, 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 role in life than they actually 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 Material.) Television should be insuring that programs of all sorts which occur during the times of day when children may normally
be expected to have the opportunity of viewing television shall exercise care in the following regard:

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 and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children for dramatization of the crimes.

e) In avoiding material which is excessively violent or would create morbid suspense, or other underdeveloped or frightening presentations.

f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

Decency and Decorum in Production

1. The clothing of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be associated with the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Morbid and morose behavior shall not be shown on television in such a manner as to ridicule the race or nationality.

5. A vague location 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 to 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 shall be adequate and well-balanced.

2. News 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 or alarming details not necessary to the factual truth shall be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

   b) At no time, pictorial and verbal material for both news and comment should conform to other sections of the standards, wherever such sections are reasonably applicable.

   c) Pictorial material should be chosen with care and not presented in a misleading manner. Care in his supervision of content, format, and presentation of newscasts originated by his station, and in his selection of newscasters, commentators, and analysts.

7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station, and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising shall be clearly distinguishable from the news content.

9. A television broadcaster shall not present fictional events or other non-news material as though it were newscasts or announcements nor shall he permit dramatizations in any program which would give the false impression that the dramatized material constituted a newscast.

10. News announcements (presented aurally or pictorially such as "flash" or "bulletin") and statements such as "we interrupt this program to bring you the latest news," should be avoided specifically for news room use. However, a television broadcaster may property exercise discretion in the use in newscasts 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 to the public at all times to define the nature of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to the public, the presentation of such events by a television broadcaster shall be in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

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 programs with accountable individuals, groups, and organizations, programs relating to controversial public issues of import to its fellow citizens, and to give fair representation to the communities as artists which materially affect the life or welfare of a substantial segment of the public.

The provision of time for this purpose should be guided by the following principles:

a) Requests by 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 contributions likely to be made to the public interest, to a well-balanced program structure.

b) Programs relating 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 of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to its communities 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 without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should present materials 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 apportion such time 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 over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable from time to time to review and revise 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 avoid the use of commercial announcements which are dissonant and out of character from the program which they introduce, such as "cow-catcher" announcements or be
following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified, both audio and video, before the sponsor's advertising material is first used, and should be signed off, both audio and video, after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, connecting products, or other industries, professions or institutions.

d) A television broadcast should keep under surveillance any 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 off-events placement and presentation, near or adjacent to programs designed for children. No considerations of expedience, distance for churches and religious bodies is not recommended.

Acceptability of Advertisers and Products-General

A commercial television broadcaster makes his facilities available for the advertisement of products and services and accepts commercial presentations for such advertising. However, a television broadcast should not identify or show associations or unusual sympathies or other evidence of support of the public, the facilities of his station to an advertiser who has good reason to doubt the integrity of the advertiser, the nature of the advertising, representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. In consideration of the rights of third communities, when in the case served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the format and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, 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 or instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to Federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with special emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

g) The advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is unacceptable.

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 products which one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the 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, offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or video 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.

Contents

1. Contents 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 by written notice, 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 advertisers to submit items of property, the advertisements, the products, 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 in such connection should be considered a part of the offer and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There shall be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

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. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

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<th>Length of Advertising Message (Minutes and Seconds)</th>
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2. Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1 above; however, any oral or written statement concerning a product or its donor, over and beyond such identification and statement, shall be included as commercial time within the meaning of paragraph 1 above.

3. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break broadcasts.

4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generating 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 one announcement (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 one minute 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 number of one minute of announcement within any five minutes of programming is normally applied. The announcements must 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.

5. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics, and viewing public interest, the commercial limits set forth above may be waived to a reasonable extent.

6. Even though the commercial limitations of the Code are designed to prevent back to back announcements, such a practice is not recommended for more than two announcements, either at station breaks within a framework of a single program.

7. Any casual reference by talent in a program to another's product or service under any trade name or language sufficiently descriptive to obtrude or language sufficiently descriptive to obtrude on the program content. Because of these special characteristics, and viewing public interest, the commercial limits set forth above may be waived to a reasonable extent.

8. Programs by backing- or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark, may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials shall 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 by dramatists, writers, or other professional people, the material should be presented by members of such profession reciting in a proper manner and should not appear to have been made apparent from the presentation itself that the portrayal is dramatized.

Sponsor Identification

Identification of sponsorship must be made in all announcements in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

REGULATIONS AND PROCEDURES

The following regulations and procedures shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

Name

The name of this Code shall be The Television Code of the National Association of Radio and Television Broadcasters.

Purpose of the Code

The purpose of this Code is to cooperate in maintaining a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

Subscribers

Section 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 for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television member of NARTB shall not become eligible via code subscription to represent any of the member services or to exercise any of the voting privileges of a member.

Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Good Practice" a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or a film, signifying that the subscriber has agreed to subscribe to the Television Code of the NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

II "Television Board, The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable—" By-Laws of the National Association of Radio and Television Broadcasters, Article VII, section 2,B.(4).

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days after the first of the month following that of notice of termination. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors, provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be unilaterally revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

Section 4. Suspension of Subscription

Any subscriber and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming, including commercial copy, which, by theme, treatment or incident, in the judgment of the Board does not constitute a continuing, clearcut, or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors. It was a regular feature of the Code; however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by registered mail of the charges preferred. (2) Such subscriber shall have a right to 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 and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special consideration shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

IV Rates

Each subscriber shall pay "administrative" rates in accordance with such schedule, at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII, section 2.B. (3) and (4), By-Laws of the NARTB); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

V

The Television Code Review Board

Section 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 to serve 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 factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for 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 complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with governmental agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires programwise of account of organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber: (8) to recommend to the Television Board of Directors, amendments to the Television Code.

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.
The Press

- TRADE PUBLICATIONS
- NEWSPAPER EDITORS AND WRITERS
- FAN MAGAZINES
- GENERAL MAGAZINES
- SYNDICATES
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