GO AHEAD... CALL US
"NAME DROPPERS!"

But we're
pretty proud of
the nice people
we serve. So we're
naming just a few of
the many advertisers
who know from experi-
ence that National Screen
Service is a dependable
producer of quality films for
advertising. They know we fill
all their needs, from idea
consultation to delivery of
release prints. They seem
to like our work because
they keep coming
back. And, there's
no recommendation
like satisfied
customers.

FORUM
Campbell's
S'PINSTARSLAC'

GO AHEAD...
CALL US
"NAME DROPPERS!"

But we're
pretty proud of
the nice people
we serve. So we're
naming just a few of
the many advertisers
who know from experi-
ence that National Screen
Service is a dependable
producer of quality films for
advertising. They know we fill
all their needs, from idea
consultation to delivery of
release prints. They seem
to like our work because
they keep coming
back. And, there's
no recommendation
like satisfied
customers.

NATIONAL SCREEN SERVICE CORPORATION
TELEVISION & INDUSTRIAL FILMS DIVISION
500 MADISON AVENUE, NEW YORK 22, NEW YORK
STUDIOS: NEW YORK • HOLLYWOOD • LONDON
HARRY WISMER

Programs
GENERAL SPORTS TIME
BETHLEHEM SPORTS TIME
THIS WEEK IN SPORTS
4 STAR SPORTS FINAL
NOTRE DAME FOOTBALL
GREATEST MOMENTS IN SPORTS

Sponsors
General Tire & Rubber Co.
Bethlehem Steel Co.
International News Service
J. B. Williams Co.
Pontiac Motors
U.S. Air Force
WHY?

WHY DO OLDSMOBILE AND MANY OTHER TOP COMPANIES USE VIDEO PICTURES?

1. Studios big enough to hold anything from a full sized skating rink to a supermarket.
2. Complete RCA sound channels for magnetic and optical in 35mm and 16mm.
3. One of the best equipped scenic departments and carpenter shops.
4. Fully staffed editorial rooms one block from Madison Avenue.
5. A private theater for relaxed viewing of your films.
6. Large property department.
7. Complete make-up and dressing rooms.
8. ATTENTION TO QUALITY AND DETAIL SECOND TO NONE.

Office: 500 5th Ave. LA 4-2912  Studios: 510 W. 57th St. CI 7-2062

VIDEO PICTURES, INC.
And doing nicely with our new print procurement service now part of the Modern Portrait...from storage of negative film material to actual procuring of the film from labs, okaying answer prints, ordering release prints and shipping. Modern has centralized all phases of tv film, creating an agency-tailored plan *all under one roof*!

- **PRINT PROCUREMENT**
- **TELEVISION SPOT COMMERCIAL FILM TRAFFICK**
- **POSITIVE EDITING — TV FILM PROGRAMS**
- **FILM STORAGE**
- **SPONSORED INDUSTRIAL FILMS FOR TELEVISION**
- **TELEVISION FEATURE FILM TRAFFICK**
- **DISTRIBUTION OF LIVE TELEVISION PROGRAM PROPS**

219 East 44th Street  
New York 17, N. Y. - OXford 7-2753

237 East Ontario St.  
Chicago 11, Ill. - DElaware 7-3761

3450 Wilshire Boulevard  
Los Angeles 5, Calif. - DUnkirk 4-2511

MODERN TELESERVICE, INC.
Tripped by his own line!

Clumsy foot-work and slips of the tongue waste time and talent... cost money and prestige. Make sure such things don't happen on your show. Just rehearse it and shoot it—and edit. Easy, inexpensive—a big help in programming, too—when you...

Use Eastman Film.

For complete information—what film to use, latest processing technics—write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N.Y.
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
THE JOHNSON'S WAX PROGRAM

and

THE SCHICK TELEVISION THEATRE

NBC — TELEVISION
MONDAYS — 9:30–10:30 PM EST
1957
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 SECOND edition of the International Television Almanac is a companion publication to the International Motion Picture Almanac, now in its 29th year. Both are based on the research and statistical resources of the Quigley Publishing Company. This volume is intended to supply the reference needs of the television industry. For this purpose there has been assembled in convenient form a comprehensive biographical section, together with other departments containing the facts and information on the industry, organizations and personnel essential for informed operation in the great and expanding field of television entertainment.

—MARTIN QUIGLEY

1957 INTERNATIONAL TELEVISION ALMANAC

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PRINTED IN THE UNITED STATES OF AMERICA
Network and Station Operations

There were 441 commercial stations operating in the United States as of January, 1956 located in some 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>
<th>Year</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1946</td>
<td>$500,000</td>
<td>1951</td>
<td>$235,700,000</td>
</tr>
<tr>
<td>1947</td>
<td>1,900,000</td>
<td>1952</td>
<td>324,200,000</td>
</tr>
<tr>
<td>1948</td>
<td>8,700,000</td>
<td>1953</td>
<td>432,700,000</td>
</tr>
<tr>
<td>1949</td>
<td>34,300,000</td>
<td>1954</td>
<td>593,000,000</td>
</tr>
<tr>
<td>1950</td>
<td>105,900,000</td>
<td>1955</td>
<td>744,700,000</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>1955</td>
<td>$744.7</td>
<td>594.5</td>
<td>150.2</td>
</tr>
<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>.561.7</td>
<td>68.9</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>
</tbody>
</table>

() Denotes less.

**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>1948</td>
<td>660</td>
<td>$111,358,000</td>
<td>1947</td>
<td>1,479</td>
<td>$366,032,000</td>
</tr>
<tr>
<td>1939</td>
<td>705</td>
<td>123,882,000</td>
<td>1948</td>
<td>1,874</td>
<td>416,867,000</td>
</tr>
<tr>
<td>1940</td>
<td>765</td>
<td>147,147,000</td>
<td>1949</td>
<td>2,119</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>178,894,000</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>2,502</td>
<td>809,400,000</td>
</tr>
<tr>
<td>1944</td>
<td>885</td>
<td>275,550,000</td>
<td>1953</td>
<td>2,813</td>
<td>908,000,000</td>
</tr>
<tr>
<td>1945</td>
<td>912</td>
<td>299,715,000</td>
<td>1954</td>
<td>3,908</td>
<td>1,042,500,000</td>
</tr>
<tr>
<td>1946</td>
<td>1,035</td>
<td>323,228,000</td>
<td>1955</td>
<td>437*</td>
<td>741,700,000*</td>
</tr>
</tbody>
</table>

* TV available only

[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.]
The Lion to be King
Once there was a lion who was ruler of a forest. It was a verdant green forest and the lion was esteemed for his leadership and successes. This he found very gratifying, so he said to himself, "Why not be king of two forests...?"

Not to belabor Aesop, the advent of MGM-TV has been one of the momentous events in the annals of entertainment. Also one of its greatest success stories. As the trade reports indicate, the response to the big MGM-TV opportunity has been tremendous. And you are doubtless also aware that only one station in each telecasting area can qualify as an MGM-TV affiliate. So, if you haven't done so already, we urge you to make immediate inquiry concerning the 725 feature films available and the special promotional privileges offered.

For further information—write, wire or phone
Charles C. Barry, Vice-president,
MGM-TV, a service of Loew's Incorporated,
1540 Broadway, New York, N. Y., JUdson 2-2000
### 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>$6,628,662</td>
<td>$18,585,911</td>
<td>$818,353,003</td>
<td>$21,140,680</td>
<td>$317,139,098</td>
<td>$531,383,334</td>
<td>$52,261,236</td>
</tr>
<tr>
<td>CBS</td>
<td>$12,964,531</td>
<td>$42,470,844</td>
<td>$69,058,548</td>
<td>$97,466,809</td>
<td>$116,222,690</td>
<td>$139,018,121</td>
<td>$88,963,639</td>
</tr>
<tr>
<td>DuMont</td>
<td>(no report)</td>
<td>$7,681,566</td>
<td>$10,140,856</td>
<td>$12,371,360</td>
<td>$13,143,919</td>
<td>$14,817,368</td>
<td>$3,102,706**</td>
</tr>
<tr>
<td>NBC</td>
<td>$21,140,680</td>
<td>$59,171,452</td>
<td>$123,743,600</td>
<td>$13,143,919</td>
<td>$3,102,706**</td>
<td>$3,102,706**</td>
<td>$75,512,902</td>
</tr>
<tr>
<td>Total</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>$406,899,059</td>
<td>$416,297,377</td>
</tr>
</tbody>
</table>

*First five months.

1 Not available, but DuMont officially announced total network revenue as $1,500,000.

**Effective September 15, 1955, DuMont changed from a national network to a local operation.

---

### 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>9,734,872</td>
</tr>
<tr>
<td>1951</td>
<td>5,905,000</td>
<td>15,639,872</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>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Units</th>
<th>Manufacturer’s value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1951</td>
<td>5,384,798</td>
<td>956,986,300</td>
</tr>
<tr>
<td>1952</td>
<td>6,096,280</td>
<td>1,049,000,000</td>
</tr>
<tr>
<td>1953</td>
<td>7,215,827</td>
<td>1,230,298,500</td>
</tr>
<tr>
<td>1954</td>
<td>7,346,715</td>
<td>1,028,540,100</td>
</tr>
<tr>
<td>1955</td>
<td>7,421,084</td>
<td>1,071,020,000</td>
</tr>
</tbody>
</table>

#### TELEVISION RECEIVERS SHIPPED TO DEALERS

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>491,112</td>
</tr>
<tr>
<td>Arizona</td>
<td>162,939</td>
</tr>
<tr>
<td>Arkansas</td>
<td>263,744</td>
</tr>
<tr>
<td>California</td>
<td>3,751,730</td>
</tr>
<tr>
<td>Colorado</td>
<td>285,780</td>
</tr>
<tr>
<td>Connecticut</td>
<td>741,694</td>
</tr>
<tr>
<td>Delaware</td>
<td>126,270</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>415,633</td>
</tr>
<tr>
<td>Florida</td>
<td>811,860</td>
</tr>
<tr>
<td>Georgia</td>
<td>725,159</td>
</tr>
<tr>
<td>Idaho</td>
<td>105,156</td>
</tr>
<tr>
<td>Illinois</td>
<td>2,903,079</td>
</tr>
<tr>
<td>Indiana</td>
<td>1,231,889</td>
</tr>
<tr>
<td>Iowa</td>
<td>677,992</td>
</tr>
<tr>
<td>Kansas</td>
<td>406,098</td>
</tr>
<tr>
<td>Kentucky</td>
<td>550,994</td>
</tr>
<tr>
<td>Louisiana</td>
<td>544,931</td>
</tr>
<tr>
<td>Maine</td>
<td>227,943</td>
</tr>
<tr>
<td>Maryland</td>
<td>733,480</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>1,457,906</td>
</tr>
<tr>
<td>Michigan</td>
<td>1,993,545</td>
</tr>
<tr>
<td>Minnesota</td>
<td>701,332</td>
</tr>
<tr>
<td>Mississippi</td>
<td>217,669</td>
</tr>
<tr>
<td>Missouri</td>
<td>1,115,971</td>
</tr>
<tr>
<td>Montana</td>
<td>62,753</td>
</tr>
<tr>
<td>Nebraska</td>
<td>346,957</td>
</tr>
<tr>
<td>Nevada</td>
<td>30,280</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Hampshire</td>
<td>148,518</td>
</tr>
<tr>
<td>New Jersey</td>
<td>1,895,345</td>
</tr>
<tr>
<td>New Mexico</td>
<td>91,234</td>
</tr>
<tr>
<td>New York</td>
<td>5,432,487</td>
</tr>
<tr>
<td>North Carolina</td>
<td>749,069</td>
</tr>
<tr>
<td>North Dakota</td>
<td>85,969</td>
</tr>
<tr>
<td>Ohio</td>
<td>2,988,373</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>518,303</td>
</tr>
<tr>
<td>Oregon</td>
<td>307,674</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>3,996,248</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>266,323</td>
</tr>
<tr>
<td>South Carolina</td>
<td>324,288</td>
</tr>
<tr>
<td>South Dakota</td>
<td>80,028</td>
</tr>
<tr>
<td>Tennessee</td>
<td>611,834</td>
</tr>
<tr>
<td>Texas</td>
<td>1,766,884</td>
</tr>
<tr>
<td>Utah</td>
<td>185,206</td>
</tr>
<tr>
<td>Vermont</td>
<td>75,692</td>
</tr>
<tr>
<td>Virginia</td>
<td>694,840</td>
</tr>
<tr>
<td>Washington</td>
<td>617,574</td>
</tr>
<tr>
<td>West Virginia</td>
<td>380,700</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>892,509</td>
</tr>
<tr>
<td>Wyoming</td>
<td>22,997</td>
</tr>
</tbody>
</table>

U. S. TOTAL: 43,014,021

GRAND TOTAL: 43,099,796
For your best network entertainment throughout the 1956-57 telecasting season

Screen Gems inc.
cordially invites you and your entire family to enjoy

ON ABC-TV Ford Theatre FOR FORD MOTOR CO.
ON ABC-TV Adventures of Rin Tin Tin FOR NATIONAL BISCUIT CO.
ON CBS-TV Father Knows Best FOR SCOTT PAPER CO.
ON CBS-TV Playhouse 90 (PREMIERE) FILMED PROGRAMS
ON NBC-TV Circus Boy (PREMIERE) FOR REYNOLDS METALS CO.
ON NBC-TV 77th Bengal Lancers (PREMIERE) FOR GENERAL FOODS CORP
ON NBC-TV George Sanders Mystery Theatre (PREMIERE SOON)
ON CBS-TV Tales of the Texas Rangers FOR GENERAL MILLS CORP
ON NBC-TV Cowboy Theatre (PREMIERE) MULTI-SPONSORED
ON CBS-TV Capt. Midnight FOR WANDER CO.
### Advertisers

**THE LEADING NATIONAL ADVERTISERS (1955)**

<table>
<thead>
<tr>
<th>Company</th>
<th>Total Investment</th>
<th>Network Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Motors Corp.</td>
<td>$44,459,367</td>
<td>$14,077,573</td>
</tr>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>42,192,313</td>
<td>33,822,228</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>30,236,642</td>
<td>13,839,211</td>
</tr>
<tr>
<td>Chrysler Corp.</td>
<td>27,794,038</td>
<td>17,272,769</td>
</tr>
<tr>
<td>Colgate-Palmolive Co.</td>
<td>25,507,021</td>
<td>18,698,318</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>19,866,886</td>
<td>7,402,582</td>
</tr>
<tr>
<td>Gillette Co.</td>
<td>19,073,085</td>
<td>15,740,246</td>
</tr>
<tr>
<td>Ford Motor Co.</td>
<td>18,615,968</td>
<td>8,648,800</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>17,318,843</td>
<td>10,703,825</td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>15,254,201</td>
<td>12,230,666</td>
</tr>
<tr>
<td>Lever Brothers Co.</td>
<td>14,487,142</td>
<td>9,444,752</td>
</tr>
<tr>
<td>General Mills, Inc.</td>
<td>14,321,807</td>
<td>9,456,259</td>
</tr>
<tr>
<td>American Home Products Corp.</td>
<td>11,914,669</td>
<td>9,249,054</td>
</tr>
<tr>
<td>Campbell Soup Co.</td>
<td>10,643,850</td>
<td>3,885,385</td>
</tr>
<tr>
<td>National Dairy Products Corp.</td>
<td>10,012,631</td>
<td>5,917,999</td>
</tr>
<tr>
<td>Bristol-Myers Co.</td>
<td>9,865,382</td>
<td>7,335,588</td>
</tr>
<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>9,358,157</td>
<td>7,430,797</td>
</tr>
<tr>
<td>L. Lorillard Co.</td>
<td>9,073,973</td>
<td>6,446,082</td>
</tr>
<tr>
<td>Distillers Corp. (no TV)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pillsbury Mills, Inc.</td>
<td>7,729,511</td>
<td>5,291,324</td>
</tr>
<tr>
<td>Goodyear Tire &amp; Rubber Co.</td>
<td>7,304,332</td>
<td>2,195,411</td>
</tr>
<tr>
<td>American Tel &amp; Tel (no TV)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Swift &amp; Co.</td>
<td>6,530,844</td>
<td>3,910,214</td>
</tr>
<tr>
<td>The Borden Co.</td>
<td>6,443,576</td>
<td>4,255,206</td>
</tr>
<tr>
<td>Kellogg Co.</td>
<td>6,416,384</td>
<td>4,669,869</td>
</tr>
<tr>
<td>Westminster Electric Corp.</td>
<td>6,389,597</td>
<td>4,392,870</td>
</tr>
<tr>
<td>Radio Corp. of America</td>
<td>6,349,987</td>
<td>1,734,456</td>
</tr>
</tbody>
</table>

**THE LEADING NATIONAL ADVERTISERS (first six months—1956)**

<table>
<thead>
<tr>
<th>Company</th>
<th>Total Investment</th>
<th>Network Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Motors Corp.</td>
<td>31,209,638</td>
<td>10,582,413</td>
</tr>
<tr>
<td>Procter &amp; Gamble Co.</td>
<td>27,297,369</td>
<td>20,928,566</td>
</tr>
<tr>
<td>Chrysler Corp.</td>
<td>15,685,500</td>
<td>10,288,527</td>
</tr>
<tr>
<td>Colgate-Palmolive Co.</td>
<td>14,608,139</td>
<td>10,230,566</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>14,322,625</td>
<td>7,335,588</td>
</tr>
<tr>
<td>General Electric Co.</td>
<td>11,590,589</td>
<td>3,815,734</td>
</tr>
<tr>
<td>Ford Motor Co.</td>
<td>11,377,249</td>
<td>5,237,077</td>
</tr>
<tr>
<td>American Home Products Corp.</td>
<td>9,361,636</td>
<td>7,797,178</td>
</tr>
<tr>
<td>American Tobacco Co.</td>
<td>8,753,873</td>
<td>5,301,102</td>
</tr>
<tr>
<td>General Mills, Inc.</td>
<td>8,156,378</td>
<td>4,959,287</td>
</tr>
<tr>
<td>Gillette Co.</td>
<td>8,135,299</td>
<td>6,951,169</td>
</tr>
<tr>
<td>Lever Brothers Co.</td>
<td>7,880,913</td>
<td>5,709,771</td>
</tr>
<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>7,850,758</td>
<td>6,209,145</td>
</tr>
<tr>
<td>Bristol-Myers Co.</td>
<td>7,000,164</td>
<td>4,093,710</td>
</tr>
<tr>
<td>Campbell Soup Co.</td>
<td>6,911,893</td>
<td>1,842,908</td>
</tr>
<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>5,461,193</td>
<td>4,117,551</td>
</tr>
<tr>
<td>National Dairy Products Corp.</td>
<td>5,394,979</td>
<td>2,367,300</td>
</tr>
<tr>
<td>American Tel &amp; Tel</td>
<td>4,604,314</td>
<td>682,866</td>
</tr>
<tr>
<td>Pillsbury Mills, Inc.</td>
<td>4,384,890</td>
<td>2,916,814</td>
</tr>
<tr>
<td>Goodyear Tire &amp; Rubber Co.</td>
<td>4,209,097</td>
<td>1,260,493</td>
</tr>
<tr>
<td>Kellogg Co.</td>
<td>4,193,013</td>
<td>3,163,491</td>
</tr>
<tr>
<td>Distillers Corp.</td>
<td>3,629,099</td>
<td>96,540</td>
</tr>
<tr>
<td>Quaker Oats Co.</td>
<td>3,601,703</td>
<td>1,309,570</td>
</tr>
<tr>
<td>Armour &amp; Co.</td>
<td>3,421,717</td>
<td>1,393,854</td>
</tr>
<tr>
<td>E. I. du Pont de Nemours &amp; Co.</td>
<td>3,328,534</td>
<td>719,298</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></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>
Films for Television

The average station uses film 29\% hours weekly in a year; while all stations will use 685,735 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.

<table>
<thead>
<tr>
<th>TYPE OF TV FILMS USED BY STATIONS (By Weekly Hours)</th>
<th>To 50,000 families</th>
<th>50-150,000</th>
<th>150-500,000</th>
<th>1,000,000</th>
<th>Over 1,000,000 Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feature Film</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>6.0</td>
<td>5.3</td>
<td>5.7</td>
<td>7.7</td>
<td>7.1</td>
</tr>
<tr>
<td>Afternoon</td>
<td>8.4</td>
<td>7.4</td>
<td>6.5</td>
<td>11.1</td>
<td>11.5</td>
</tr>
<tr>
<td>Total</td>
<td>14.4</td>
<td>13.6</td>
<td>14.0</td>
<td>20.3</td>
<td>20.6</td>
</tr>
<tr>
<td>Syndicated Film</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>.4</td>
<td>1.6</td>
<td>1.6</td>
<td>1.8</td>
<td>2.3</td>
</tr>
<tr>
<td>Afternoon</td>
<td>5.5</td>
<td>7.4</td>
<td>6.1</td>
<td>5.0</td>
<td>6.2</td>
</tr>
<tr>
<td>Total</td>
<td>5.9</td>
<td>9.2</td>
<td>7.9</td>
<td>7.2</td>
<td>8.9</td>
</tr>
<tr>
<td>Short Subjects</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>1.1</td>
<td>1.9</td>
<td>1.0</td>
<td>1.1</td>
<td>3.3</td>
</tr>
<tr>
<td>Afternoon</td>
<td>.7</td>
<td>.9</td>
<td>.5</td>
<td>.2</td>
<td>.9</td>
</tr>
<tr>
<td>Total</td>
<td>1.8</td>
<td>2.8</td>
<td>2.0</td>
<td>2.0</td>
<td>5.1</td>
</tr>
<tr>
<td>Film Produced by Station</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>.1</td>
<td>.2</td>
<td>.6</td>
<td>1.0</td>
<td>.1</td>
</tr>
<tr>
<td>Afternoon</td>
<td>1.3</td>
<td>1.6</td>
<td>1.3</td>
<td>1.0</td>
<td>.8</td>
</tr>
<tr>
<td>Evening</td>
<td>1.4</td>
<td>1.3</td>
<td>.5</td>
<td>.3</td>
<td>.5</td>
</tr>
<tr>
<td>Total</td>
<td>2.8</td>
<td>3.1</td>
<td>2.4</td>
<td>2.3</td>
<td>1.4</td>
</tr>
<tr>
<td>Free Film</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>.1</td>
<td>.2</td>
<td>.6</td>
<td>1.0</td>
<td>.1</td>
</tr>
<tr>
<td>Afternoon</td>
<td>1.3</td>
<td>1.6</td>
<td>1.3</td>
<td>1.0</td>
<td>.8</td>
</tr>
<tr>
<td>Evening</td>
<td>1.4</td>
<td>1.3</td>
<td>.5</td>
<td>.3</td>
<td>.5</td>
</tr>
<tr>
<td>Total</td>
<td>2.8</td>
<td>3.1</td>
<td>2.4</td>
<td>2.3</td>
<td>1.4</td>
</tr>
<tr>
<td>Total Film Hours</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning</td>
<td>.1</td>
<td>1.3</td>
<td>3.1</td>
<td>3.7</td>
<td>3.6</td>
</tr>
<tr>
<td>Afternoon</td>
<td>8.9</td>
<td>10.4</td>
<td>9.7</td>
<td>11.6</td>
<td>13.5</td>
</tr>
<tr>
<td>Evening</td>
<td>16.8</td>
<td>17.4</td>
<td>13.8</td>
<td>16.9</td>
<td>19.6</td>
</tr>
<tr>
<td>Total</td>
<td>25.8</td>
<td>29.1</td>
<td>26.6</td>
<td>32.2</td>
<td>36.7</td>
</tr>
</tbody>
</table>

Viewing Habits

More than 34,000,000 families own television sets—71% of the nation.
There are 95.8% one-set homes, 4.2% two-set homes as of January, 1956.
More time is spent each day watching television than any other activity except sleeping—2.6 billion person-hours every week, 1.9 billion hours in all economic pursuits.

TELEVISION VIEWING HABITS BY DAY OF WEEK

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
<th>Children (under 16)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday—Friday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign-On to Noon</td>
<td>15%</td>
<td>49%</td>
<td>36%</td>
</tr>
<tr>
<td>Noon to 6 p.m.</td>
<td>12%</td>
<td>55%</td>
<td>33%</td>
</tr>
<tr>
<td>6 p.m. to Sign-Off</td>
<td>34%</td>
<td>45%</td>
<td>21%</td>
</tr>
<tr>
<td>Saturday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign-On to Noon</td>
<td>13%</td>
<td>13%</td>
<td>74%</td>
</tr>
<tr>
<td>Noon to 6 p.m.</td>
<td>46%</td>
<td>25%</td>
<td>29%</td>
</tr>
<tr>
<td>6 p.m. to Sign-Off</td>
<td>34%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Sunday</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Noon to 6 p.m.</td>
<td>42%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>6 p.m. to Sign-Off</td>
<td>33%</td>
<td>39%</td>
<td>18%</td>
</tr>
</tbody>
</table>
And NOW in 1957

HYGO

YEAR IN AND YEAR OUT CONTINUES TO GUARANTEE AND DELIVER

TOP QUALITY FILM for TV

FOR TOP SPONSOR APPEAL!

HYGO Television Films, inc.
DETROIT
31 E.实战 Building
Detroit, Michigan
VIDeward 1-3979

HOLLYWOOD
404, Beverly Building
Hollywood 2, California
BRiley 4-0955

are now HARMONIZED to give you... THE GREATEST PRODUCT LINE-UP IN TV HISTORY!
### TELEVISION VIEWING HABITS BY TIME OF DAY (U. S. Homes)

<table>
<thead>
<tr>
<th>AM</th>
<th>1954</th>
<th>1955</th>
<th>PM</th>
<th>1954</th>
<th>1955</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-7</td>
<td>33,000</td>
<td>83,000</td>
<td>3-4</td>
<td>5,437,000</td>
<td>6,939,000</td>
</tr>
<tr>
<td>7-8</td>
<td>718,000</td>
<td>996,000</td>
<td>4-5</td>
<td>6,321,000</td>
<td>8,034,000</td>
</tr>
<tr>
<td>8-9</td>
<td>1,877,000</td>
<td>2,556,000</td>
<td>5-6</td>
<td>8,584,000</td>
<td>10,591,000</td>
</tr>
<tr>
<td>9-10</td>
<td>2,843,000</td>
<td>3,522,000</td>
<td>6-7</td>
<td>10,378,000</td>
<td>13,081,000</td>
</tr>
<tr>
<td>10-11</td>
<td>3,919,000</td>
<td>4,814,000</td>
<td>7-8</td>
<td>13,221,000</td>
<td>16,567,000</td>
</tr>
<tr>
<td>11-12</td>
<td>4,499,000</td>
<td>5,744,000</td>
<td>8-9</td>
<td>16,864,000</td>
<td>20,650,000</td>
</tr>
<tr>
<td>PM</td>
<td></td>
<td></td>
<td>9-10</td>
<td>17,361,000</td>
<td>21,248,000</td>
</tr>
<tr>
<td>12-1</td>
<td>5,575,000</td>
<td>7,570,000</td>
<td>10-11</td>
<td>15,346,000</td>
<td>18,426,000</td>
</tr>
<tr>
<td>1-2</td>
<td>5,217,000</td>
<td>6,507,000</td>
<td>11-12</td>
<td>9,992,000</td>
<td>10,090,000</td>
</tr>
<tr>
<td>2-3</td>
<td>5,272,000</td>
<td>6,415,000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Employment Data

**RADIO AND TELEVISION EMPLOYEE DATA**

<table>
<thead>
<tr>
<th>Year</th>
<th>Average no. full-time &amp; part-time employees</th>
<th>Average annual earnings per full-time employee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1930</td>
<td>6,000</td>
<td>$2,624</td>
</tr>
<tr>
<td>1935</td>
<td>14,000</td>
<td>2,089</td>
</tr>
<tr>
<td>1940</td>
<td>25,000</td>
<td>2,554</td>
</tr>
<tr>
<td>1945</td>
<td>36,000</td>
<td>3,515</td>
</tr>
<tr>
<td>1950</td>
<td>58,000</td>
<td>4,698</td>
</tr>
<tr>
<td>1952</td>
<td>65,000</td>
<td>5,559</td>
</tr>
<tr>
<td>1953</td>
<td>70,000</td>
<td>5,873</td>
</tr>
<tr>
<td>1954</td>
<td>76,000</td>
<td>6,087</td>
</tr>
</tbody>
</table>
SINCE 1898
THE AGENCY OF THE SHOW WORLD
Operational Station

Inter-City Connection

Off-the-Air Relay Pickup

Note: Internally facilities are shown as a series rather than physical routing points. See map for information purposes only and subject to change without notice.
NEW PROGRAM YARDSTICKS

by THOMAS A. McAVITY

Executive Vice-President, NBC Television Programs and Sales

THE VIEWING, advertising and critical enthusiasm for color television clearly shows that the big news in the medium this year is color.

And to help meet the demand from all these sources, NBC is expanding its color schedule by 500 per cent this Fall by presenting at least one major color program every night of the week, in addition to the Spectaculars and on some nights as many as three straight hours of color programming. In the fourth quarter of 1956 nighttime color programming will total between 120 and 130 hours, as compared to 22.5 for the fourth quarter of 1955.

We believe that this regular scheduling of color definitely will establish the color viewing habit as families become accustomed to watching the same program in color at the same time each week.

NBC estimates that the number of color sets in use will have increased from 30,000 at the beginning of 1956 to more than 300,000 at the beginning of 1957.

The outlook for next year is even more exciting. It was predicted recently that RCA alone will manufacture and sell at least 500,000 color television sets in 1957. Already, as the Fall television season with its greatly expanded color schedule is under way, dealers are ordering large numbers of color receivers to meet the public demand.

This tremendous upsurge in the number of color sets pinpoints the avid interest audiences have in color programming. It proves the public's acceptance of color, which has resulted from the larger network and local color offerings, from the lower prices of color receivers and from the satisfaction of present color set owners.

Many of these new color TV viewers are in California and until now have not had the opportunity to see major color productions at the same convenient hours as the people in the east. Therefore NBC, for the first time, will utilize the newly developed lenticular film system. Through this new process, electronic color information is registered on special black and white film which can be developed rapidly with normal black and white techniques and then played back as a color TV program at more convenient times.

As a result of NBC's initiative, there is now a substantial amount of time available for color programs, improved technical equipment to transmit them and a growing audience to view them. However, we are also aware that the job does not end there, but that this tremendous opportunity must be used to the fullest extent. We hope to accomplish the latter by means of several ambitious projects.

We have signed more than a score of the most celebrated stars from Broadway, television, motion pictures and the concert stage for appearances in original musicals, contemporary and classical dramas, telemelodies and historical dramas, concert programs, ballets and operas. These renowned entertainers include Mary Martin, Paul Douglas, Alfred Lunt and Lynn Fontanne, Maurice Evans, Audrey Hepburn, Mel Ferrer, Celeste Holm, Cyril Ritchard, Marian Anderson, Andre Segovia, Maurice Chevalier, Sonja Henie, Margot Fonteyn and Artur Rubenstein.

Top producers, directors, authors and composers from the world of show business will bring 90-minute and two-hour color presentations to NBC-TV viewers. Among these distinguished artists are the award-winning motion picture producers John Huston, Anatole Litvak, Joseph Mankiewicz and Norman Panama; the famous impresario S. Hurok; Broadway producer-director-playwright Garson Kanin; the Broadway-motion picture musical team of Sammy Cahn and Jule Styne; recording star Gordon Jenkins and NBC Opera producer Samuel Chotzinoff.

These talents will be represented in such features as "High Button Shoes," "Romeo and Juliet," "Manhattan Tower," "The Sonja Henie Ice Revue," "Man and Superman," "La Boheme," "Born Yesterday," "War and Peace," "Festival of Music" and the Sadler's Wells presentation of "Cinderella."

This wide-scale scheduling of superior color presentations will mark a new era in color television that will set new standards in program fare. Only in this way can the fantastic opportunity embodied in this great colorful medium be fully utilized for the maximum benefit of everyone.
Innovations in Programming

by J. J. VAN VOLKENBURG

President, CBS Television

The opening of the 1956-57 television season this Fall saw the introduction of a major innovation in popular entertainment: the first hour-and-a-half dramatic television series to be broadcast on a regular weekly basis. Entitled Playhouse 90 and presented on the CBS Television Network, the series put into practice a theory combining a basic principle in the production of television drama together with a long-established principle of CBS Television programming.

The first principle was that television's ability to convey the full development of plot and character and thereby do justice to the artistry of some of the most distinguished authors and playwrights of our time would be greatly enhanced by extending the time span of the television drama.

The second principle was that the most effective means of building program popularity was through program continuity and frequency—that is, the presentation of superior programs on a regularly-scheduled basis. For only by such continuity could the anticipation of the television audience, once stimulated, be effectively and consistently satisfied, and the habit of viewing become firmly entrenched.

It is essentially this element of week-to-week continuity that makes Playhouse 90 unique in the annals of television drama and will, in our judgment, enable it to build increasingly larger audiences. Our confidence in this policy is based not only on CBS Television's continuing and striking leadership in programming over the years, but on the most recent program popularity reports in which the network's regularly-scheduled weekly programs continue to dominate by a wide margin the industry's "Top Ten" program list.

However, the most arresting example of the network's thesis of continuity may be found in CBS Television's daytime program structure which, with the exception of a single hour on Friday morning, is identical each day of the week from Monday through Friday. This commitment to the value of continuity was given further expression at the opening of the Fall television season by the conversion of Our Miss Brooks, one of the most popular nighttime programs in television, to a half-hour series every afternoon from Monday through Friday.

Any theory, no matter how successful, obviously suffers when it becomes inflexible. Thus, CBS Television continues to broadcast "one-time" programs of special significance and excitement as the occasion warrants. These include the Election Night returns, special holiday programs, and such as the musical version of Cinderella starring Julie Andrews with music by Richard Rodgers and Oscar Hammerstein, II.

If the amount of viewing by the average family is a valid gauge, Americans are enjoying television more than ever before. Today they are spending five hours each day watching their screens, and CBS Television programs are earning their full share of their attention, as much as or more than any other network. In our judgment, this leadership is the direct consequence of the structure and quality of CBS Television programming.
The Perry Como Show
Films on TV Only Beginning

by ROBERT F. LEWINE

ABC-TV Vice-President in Charge of Programming and Sales

IT'S HERE to stay. That in short sums up the status of film on television. If it doesn't dominate television programming today, it will soon. Film has many advantages immediately recognizable to the advertiser, to talent, to the viewing audience and to the networks. As long as those advantages continue, the production of television programs on film must continue to grow.

For the ABC Television Network the increased use of film is a conscious policy based on the careful study of program acceptance, audience viewing habits, industry economics and cost efficiency. It is our experience that on each of these points filmed programs do the job better.

It is axiomatic that film eliminates the last-minute risks, the migraine headaches, the fluffs, electronic failures, the frantic last-minute revisions that traditionally follow dress rehearsals of live programs. The invention of the scissors long ago eliminated mistakes in the motion picture industry; so, in television, too, the mistakes wind up in the cutting barrel.

I have always maintained that the television viewer has never been interested in whether a program is filmed or live. As a matter of fact, there is research to support my conviction that the average viewer can't tell the difference between film and live. Again, it's axiomatic that the viewer's sole concern is whether a program is entertaining or not, and this is a proper criterion. The anti-film aesthetes stoutly maintain that film is inferior programming and they point with pride to the top rankings of live shows as listed by the rating services. In short, film has proved itself to have many advantages—operational as well as creative—on almost every count.

We at ABC believe that by having such professionals produce programs for us as Walt Disney, Warner Brothers, Lou Edelman, Don Sharpe and Jack Chertok—to name but a few—we are able to offer a form of insurance that results in better programming for the advertiser and for the viewing audience. Surely, there is no substitute for the experience that these producers have had through the years or for their established success. Where else can one avail himself of such skilled technicians, modern motion picture plants and hallmarks of quality in entertainment? A year ago I delivered an address hailing the important role of film in network television. I felt then, as I do now, that its importance is much underrated. If asked where film is going from here, I would have to say, "Further still—much further."
All the news of the industry while it IS news....

Accurate
Concise
Impartial

MOTION PICTURE DAILY
A QUIGLEY PUBLICATION
Gisele Mackenzie

Personal Manager
BOB SHUTTLEWORTH
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## FEATURE PICTURES

**January 1, 1944 — June 30, 1956**

[In the following listings (R) indicates release dates; (CS) indicates CinemaScope; (VV) indicates VistaVision; (SS) indicates Super-Scope. Pictures in color so designated.]

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<td>AARON SLICK FROM PUNKIN CRICK</td>
<td>(R) April, 1952</td>
<td>Universal</td>
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<td>(R) October, 1949</td>
<td>Denison O'Keefe, Gale Storm</td>
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<td>ABBOTT &amp; COSTELLO GO TO MARS</td>
<td>(R) April, 1955</td>
<td>Bud Abbott, Lou Costello</td>
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<td>ABBOTT AND COSTELLO IN HOLLWOOD</td>
<td>(R) October, 1946</td>
<td>Bud Abbott, Lou Costello</td>
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<td>MONOGRAM</td>
<td>(R) April, 1950</td>
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<td>ABBOTT AND COSTELLO MEET CAPTAIN KIDD</td>
<td>(R) December, 1948</td>
<td>Bud Abbott, Lou Costello</td>
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<tr>
<td>ABBOTT AND COSTELLO MEET FRANKENSTEIN</td>
<td>(R) July, 1948</td>
<td>Bud Abbott, Lou Costello</td>
<td>83 mins</td>
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<tr>
<td>ABBOTT AND COSTELLO MEET THE INVISIBLE MAN</td>
<td>(R) March, 1951</td>
<td>Bud Abbott, Lou Costello</td>
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<td>ABBOTT AND COSTELLO MEET THE KEYSTONE KOPS</td>
<td>(R) February, 1953</td>
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<td>ABBOTT AND COSTELLO MEET THE KILLER</td>
<td>(R) August, 1949</td>
<td>Bud Abbott, Lou Costello, Boris Karloff</td>
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<tr>
<td>ABBOTT AND COSTELLO MEET THE MUMMY</td>
<td>(R) June, 1955</td>
<td>Bud Abbott and Lou Costello, Boris Karloff</td>
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<td>ABDULLAH'S HAREM</td>
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<td>TWENTIETH CENTURY-FOX</td>
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<td>ABBILENE TOWN</td>
<td>(R) January 11, 1946</td>
<td>Randolph Scott, Ann Doran</td>
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<td>ABBILENE TRAIL</td>
<td>(R) February 4, 1951</td>
<td>Whit Wilson, Andy Clyde</td>
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<td>ABOUT FACE</td>
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<td>ABOUT MRS. LESLIE</td>
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<td>Shirley Booth, Robert Ryan</td>
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<td>ABOVE AND BEYOND</td>
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<td>Spring Byington, Brett King</td>
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<td>Loretta Young, Robert Cummings</td>
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<td>Richard Attenborough, Anthony Quayle</td>
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<td>ADVENTURES OF DON COYOTE</td>
<td>(R) May 9, 1947</td>
<td>Richard Martin, Frances Rafferty</td>
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<td>ADVENTURES OF DON JUAN</td>
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<td>ADVENTURES OF MARK TWAIN</td>
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<td>Fredric March, Alexis Smith</td>
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<td>Dan O'Herlihy, James Franciscus</td>
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<td>ADVENTURES OF RUSTY</td>
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<td>BEAUTY ON PARADE</td>
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<td>BEAUTY AND THE DEVIL (Fr.)</td>
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BLUE LAGOON. Gilbert Cates, (R) August, 1949. Jean Simmons, Donald Houston. (Color.


BLUEPRINT FOR MURDER. (R) October 24, 1947. Bob Steele, Mala Mathis.


BO GUARD. ORC. (R) October 26, 1950. Leo Gorcey, Huntz Hall.

BORDER BILLY. ALLIED ARTISTS. (R) October 24, 1950. Bob Steele, Mala Mathis.


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BOSTON BLACKIE'S CHINESE VENTURE. ALLIED ARTISTS. (R) March 29, 1949. Chester Morris, Ho-Young Nam.


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BOWERY TO BROADWAY. UNIVERSAL. (R) November 3, 1944. Don O'Connor, Maria Montez.


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FAREWELL TO YESTERDAY  83
RKO RADIO. (R) August 21, 1946. Tommy Dorsey, Vera Ralston.

FAREWELL TO YESTERDAY  83
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<td>May 11, 1956, Leslie Caron, John Kerr, Color</td>
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<td>November 30, 1947, Marshall Thompson, George Tobias, Color</td>
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### HEAT WAVE
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LONER. THE
WINNER BROTHERS, THE
LONELY
LONE STAR MOONLIGHT
LOST PLANET AIRMEN
LOST BOUNDARIES
LORD OF THE JUNGLE
LORD IN ALASKA
LORD OF THE JUNGLE
LORD OF THE JUNGLE
LORD OF THE JUNGLE
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MAXWELL'S WIFE... 84
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<td>O. S.</td>
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<td>O. B. S.</td>
<td>1917</td>
<td>PARAMOUNT</td>
<td>107</td>
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<td>OATH OF VENGEANCE</td>
<td>1944</td>
<td>BUSTER CRABBE, AL ST. JOHN</td>
<td>57</td>
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<td>OBJECTIVE BURMA</td>
<td>1945</td>
<td>WARNER BROS</td>
<td>142</td>
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<td>OBSESSED (Brit.)</td>
<td>1918</td>
<td>WARNER BROS</td>
<td>77</td>
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<td>OCTOBER MAN, THE (Brit.)</td>
<td>1918</td>
<td>WARNER BROS</td>
<td>91</td>
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<td>ODD MAN OUT (Brit.)</td>
<td>1918</td>
<td>WARNER BROS</td>
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<td>OFF LIMITS</td>
<td>1932</td>
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<td>89</td>
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<td>O. HENRY'S FULL HOUSE</td>
<td>1952</td>
<td>TWENTIETH CENTURY-FOX</td>
<td>99</td>
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<td>Ohio! Susanna</td>
<td>1953</td>
<td>REPUBLIC</td>
<td>72</td>
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<tr>
<td>OH! WHAT A NIGHT!</td>
<td>1944</td>
<td>MONOGRAM</td>
<td>93</td>
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<td>OHIO!</td>
<td>1945</td>
<td>REPUBLIC</td>
<td>67</td>
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<td>OHIO HILL</td>
<td>1945</td>
<td>FOX. (RI) July, 1945. Joan Benet, Frank Sinatra, Gloria Grahame</td>
<td>83</td>
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</table>

ONCE UPON A TIME


ONE BIG AFFAIR

UNITED ARTISTS: (R) February 22, 1952. Dennis Morgan, Osa Massie.

ONE BODY TOO MANY


ONE DESIRE


ONE EXCITING WEEK

HELMIC (R) June 5, 1946. Al Pearson, Airline Harris.

ONE GIRL'S CONFESSION


ONE LAST FLING

WARNER BROTHERS: (R) August 6, 1949. Alexis Smith, Zachary Scott.

ONE MINUTE TO ZERO

WARNER BROS.: (R) August 5, 1952, Robert Mitchum, Ann Blyth.

ONE MORE TOMORROW

WEST SIDE STORY: (R) June 1, 1946. Ann Sheridan, Alexis Smith, Dennis Morgan.

ONE MYSTERIOUS NIGHT

COLUMBIA: (R) September 21, 1944. Chester Morris, Janis Carter.

ONE NIGHT WITH YOU (Brit.)


ONE TOUCH OF VENUS


ONE WOMAN'S STORY (Brit.)


ONLY THE VALLIANT

WARNER BROS.: (R) April 21, 1951. Gregory Peck, Barbara Payton.

OPEN CITY (Ital.)

SUMMIT: (R) January 21, 1948. Alberto Sordi, Anna Magnani.

OPEN SECRET

Eagle Lion: (R) December 22, 1947. John Ireland, Claire Trevor.

OPERATION DISASTER (Brit.)


OPERATION HAYLIFT


OPERATION MALAYA (Brit.)


OPERATION MANHUNT

UNITED ARTISTS: (R) October 27, 1954. Irja Jenson, Harry Townes.

OPERATION PACIFIC

WARNER BROS.: (R) January 27, 1951. John Wayne, Patricia Neal.

OPERATION SECRET


OPERATION X (Brit.)


OREGON TRAIL

REPUBLIC: (R) July 14, 1945. Sunset Carson, Peggie Castle.

OREGON TRAIL SCOUTS

HISPALIS: (R) May 15, 1947. Allan Lane, Martha Wentworth.

OTHERLO


OTHER LOVE


OTHER WOMAN, THE


OUR HEARTS WERE GROWING UP


OUR HEARTS WERE YOUNG AND GAY

PARAMOUNT: (R) Block 1, 1944-45. Diana Loom, Gall Russell.

OUR MISS BROOKS


OUR VERY OWN


OUR VINES HAVE TENDER GRAPES


OUT CALIFORNIA WAY

REPUBLIC: (R) December 5, 1948. Monte Hale, Adrian Booth, Color.

OUTLAW BILLY


OUT OF THE BLUE


OUT OF THE DEEPHE


OUT OF THE NIGHT


OUT OF THE PAST


OUT OF THE STORM


OUT OF THE WORLD


OUTCASTS

REPUBLIC: (R) August 15, 1954. John Derek, Joan Evans, Color.

OUTCASTS OF BLACK MESA


OUTCASTS OF THE ISLANDS (Brit.)

UNITED ARTISTS: (R) July 11, 1949. Trevor Howard, Janet Blair.

OUTCASTS OF POKER FLAT


OUTCASTS OF THE TRAIL


OUTLAW, THE


OUTLAW BRAND


OUTLAW COUNTRY


OUTLAW GOLD


OUTLAW IN THE PLAINS


OUTLAW RUNDOWN


OUTLAW STALLION

COLUMBIA: (R) July 24, 1943. Phil Carey, Dwight Howard, Color.

OUTLAW TERRITORY

REAL ART: (R) May 21, 1954. Phillip Carey, Dorothy Patrick, Color.

OUTLAW TRAIN

COLUMNIA: (R) September 18, 1945. Charles Starrett, Leo Henning.

OUTLAWS OF SANTA FE

REPUBLIC: (R) April 4, 1944. Don Barry, Willy Vernoo.

OUTPOST IN MALAYA (Brit.)


OUTPOST IN THE DESERT

UNITED ARTISTS: (R) May 2, 1959. George Montgomery, Marie Windsor.

OUTRIDERS THE

METRO-GOLDWYN-MAYER: (R) April 21, 1939. Joel McCrea, Arline Dahl, Color.

Length in Mins:

67
97
86
87
90
88
84
98
86
79
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103
100
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67
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92
83
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89
85
346
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<td>80</td>
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<td>PERILS OF MAUDEY</td>
<td>85</td>
<td>(1949)</td>
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<tr>
<td>PERSONAL AFFAIR (BHI)</td>
<td>82</td>
<td>(1950)</td>
</tr>
<tr>
<td>PETE KELLY'S BLUES (Cr)</td>
<td>75</td>
<td>(1947)</td>
</tr>
<tr>
<td>PETER 14TH</td>
<td>70</td>
<td>(1950)</td>
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<tr>
<td>PETER PAN</td>
<td>70</td>
<td>(1933)</td>
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<td>PERSONAL AFFAIR (BHI)</td>
<td>82</td>
<td>(1950)</td>
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<td>PETE KELLY'S BLUES (Cr)</td>
<td>75</td>
<td>(1947)</td>
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<td>PICKWICK PAPERS (Brit.)</td>
<td>72</td>
<td>(1941)</td>
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<td>PICKUP</td>
<td>70</td>
<td>(1948)</td>
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<td>PILLAR OF PAIN</td>
<td>70</td>
<td>(1948)</td>
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<td>PILLOW TO POST</td>
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<td>(1948)</td>
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<td>PILLOW OF DEATH</td>
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<td>(1947)</td>
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<tr>
<td>PILLOW OF THE TERROR</td>
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<td>(1947)</td>
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<td>PILLOW OF DEATH</td>
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<td>(1947)</td>
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<td>PILLOW TO POST</td>
<td>70</td>
<td>(1948)</td>
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RED LIGHT

Length in Mins. 83

RED LIGHT, THE

87
REPUBLIC. (R) August 1, 1949. Robert Rockwell, Harri Astor.

RED MOUNTAIN

87
PARAMOUNT. (R) May, 1952. Alan Ladd, Youth Scott, Color.

RED PLANET MARS

UNITED ARTISTS. (R) May 15, 1952. Peter Lorre, Andrea King.

RED PONY, THE

86

RED RIVER

125
UNITED ARTISTS. (R) September 17, 1949, John Wayne, Montgomery Clift, Joanne Dru.

RED RIVER RENEGADE

85
REPUBLIC. (R) July 25, 1946. Sunset Carson, Peggy Stewart.

RED SKIES OF MONTANA

98


RED SNOW

75

RED STALLION

81
COLUMBIA. (R) January 8, 1949, Robert Paige, Ted Donaldson, Color.

RED STALLION IN THE ROCKIES

85

RED SUNDOWN

133
UNIVERSAL. (R) October 1, 1951. Anton Walbrook, Moira Shearwater, Color.

REDEEMER

82

REDEEMER GIRL

80
COLUMBIA. (R) February 20, 1948. Robert Young, Howard Keel, Color.

REMAINS TO BE SEEN

93

RENDEZVOUS 24

70
UNIVERSAL. (R) June 1, 1943. Robert Mitchum, Frankie Laine.

RENEGADES OF THE SAGE

56

RETREAT PERFORMANCE

89

RENEGADES

87

RENEGADES OF SONORA

60
UNIVERSAL. (R) November 24, 1948. Alan "Rocky" Lane, Edy Waller.

RENEGADES OF THE RIO GRANDE

58

EAGLE LION. (R) December 5, 1948. John Ireland, Guenevere, Color.

RENEGADES OF THE SAGE

56

RENEW THE HEART OF THE METRO-GOLDWYN-MAYER

90

RIGHTEOUS BANDIT

67
COLUMBIA. (R) February 13, 1946. Robert Mitchum, Diana Lewis, Color.

RHAPSODY IN BLUE

179

RHUBARB

94
PARAMOUNT. (R) September, 1951. Ray Milland, Jan Sterling.

RHUTRUM

73

RETURN OF WILD FIRE

81

REVIEW OF THE SAGE

70

REVUE DE MAMIE STOVER, THE

93

REVOLT OF RIN TIN TIN

89

REVOLT OF THE FRONTIERSMEN

74
WARNER BROS. (R) June 24, 1950. Gordon MacRae, Julie London, Color.

RICH, YOUNG AND PRETTY

80
UNIVERSAL. (R) May 1, 1945. Patricia Dane, Larry Parks, Color.

RICHARD III (Brit.)

105

RICHARD III (VV)

58

RICHARD III

100
UNITED ARTISTS. (R) June, 1955. Laurence Olivier, Claire Bloom, Color.

RICHARD III (R)

85
COLUMBIA. (R) June, 1955. Richard Attenborough, Jean Simmons, Color.

RICKY RICART'S HOGS

79

RICKY RICART'S HOGS

85

RIDE CLEAR OF DIABLO

87
COLUMBIA. (R) October 1, 1952. Dale Robertson, Joanne Dru.

RIDE IN JUSTICE

63

RIDE, RYDER, RIDE

59

RIDE THE MAN DOWN

90
REPUBLIC. (R) January 1, 1953. Brian Donlevy, Forrest Tucker, Color.

RIDE THE PINK HORSE

101

RIDE, VAQUERO

90

RIDER FROM TUCSON

60
RKO RADIO. (R) June 7, 1940. Tim Holt, Richard Martin.

RIDERS IN THE SKY

70

RIDERS ON THE PRAIRIE

63
UNIVERSAL. (R) November 10, 1949. Rod Cameron, Fuzzy Knight.

RIDERS OF THE DUSK

95

RIDERS OF THE LONE STAR

77
COLUMBIA. (R) November 10, 1949. Rod Cameron, Fuzzy Knight.

RIDERS OF THE SKY

90

RIDERS OF THE WIDE WEST

55
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<td>SAVAGE DRUMS</td>
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<td>SARUMBA</td>
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<td>SARATOGA TRUNK</td>
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<td>SANTA FE UPRISING</td>
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<td>SANTA FE PASSAGE</td>
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<td>SANDS OF IWO JIMA</td>
<td>68</td>
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<td>SAN DIEGO</td>
<td>60</td>
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<td>SAN ANTONIO</td>
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<td>SAN FRANCISCO STORY</td>
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<td>SANDY</td>
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<td>SANS OF TWO JIMA</td>
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<td>SANTA FE SADDLEMATES</td>
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<td>SANTA FE UPBRING</td>
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<td>SANTA FE SPANISH</td>
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SONG OF THE SIERRAS

SONG OF THE SOUTH

SONG OF THE THIN MAN

SONG OF THE WILDEST

SONG TO REMEMBER, A

SONORA STAGECOACH
MONOGRAM. (R) June 10, 1944. Ida Lupino. Color.

SONG OF NEW MEXICO
COLUMBIA. (R) January 1, 1950. Gene Autry, Gail Davis.

SONG OF THE JONES
PARAMOUNT. (R) September 24, 1948. Bob Hope. Loretta Young.

SOUTH FOR NUMBER
PARAMOUNT. (R) September 24, 1948. Barbara Stanwyck, Edward Arnold.

SOUTH OF CALIENTE
UNIVERSAL. (R) September 24, 1948. Barbara Stanwyck, Edward Arnold.

SOUTHSIDE 1-1000
REPUBLIC. (R) April 24, 1947. Paul Kelly, Martha Trench.

SPECIAL AGENT
MONOGRAM. (R) September 22, 1944. Nigel Bruce, Basil Rathbone.

SPIRIT OF THE OLD WEST

SPIRIT OF WEST POINT

SPIRITUALIST, THE

SPLITSECOND

SPOILERS, THE

SPOILERS OF THE NORTH
REPUBLIC. (R) April 24, 1947. Paul Kelly, Martha Trench.

SPOILERS OF THE PLAINS
REPUBLIC. (R) February 5, 1951. Roy Rogers, Penny Edwards.

SPOOK BUSTERS
MONOGRAM. (R) August 24, 1946. Leo Gorcey, Huntz Hall.

SPREAD TO SPARE

STAGE STRUCK

STAGECOACH TO DENVER

STAGECOACH TO MONTEREY
REPUBLIC. (R) December, 1945. George Brent, Dorothy McGuire, Ralph Byrd.

STAIRWAY TO HEAVEN

STAIRWAY TO HEAVEN (Brit.)
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<td>THREE CAME HOME</td>
<td>105</td>
<td>(R) April, 1950. Claudeot Colbert, Patric Knowles.</td>
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<td>THREE COINS IN THE FOUNTAIN (Ca)</td>
<td>102</td>
<td>TWENTIETH CENTURY-FOX. (R) Mar, 1954. C. Everett, Dorothy McGuire. Color.</td>
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<td>THREE DESPERATE MEN</td>
<td>69</td>
<td>LIPPERT. (R) January 12, 1951. Forrest Tucker, Virginia Grey.</td>
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<td>THREE DAYS IN THE COUNTRY (Ca)</td>
<td>74</td>
<td>WARNER BROS. (R) June 21, 1952. Gloria Swanson.</td>
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<td>THREE FOR THE SHOW (Ca)</td>
<td>93</td>
<td>COLUMBIA. (R) April. 1955. Betty Grable, Marge Champion.</td>
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<td>THREE HOURS TO KILL</td>
<td>77</td>
<td>COLUMBIA. (R) October, 1954. Dana Andrews, Donald Cagney.</td>
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<td>THREE Husbands</td>
<td>105</td>
<td>UNITED ARTISTS. (R) November 17, 1960. Emlyn Williams, Efe Arden.</td>
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<td>THREE IS A CROWD</td>
<td>81</td>
<td>PRC PICTURES. (R) July 24, 1945. Teri Bitter, Dave O'Brien.</td>
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<td>THREE LITTLE SISTERS</td>
<td>69</td>
<td>REPUBLIC. (R) July 81, 1944. Mary Lee, Cheryl Walker, Ruth Terry.</td>
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<td>THREE STRANGERS</td>
<td>88</td>
<td>WARNER BROTHERS. (R) October 14, 1955. Eleanor Parker, Patricita Neal, Ruth Roman.</td>
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<td>THREE SISTERS AND A GIRL</td>
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<td>UNITED ARTISTS. (R) June 1951. Lloyd Bridges, Lee Pardavoli.</td>
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<td>THREE SINGLE GUARDIAN</td>
<td>85</td>
<td>UNIVERAL. (R) June, 1945. Lloyd Bridges, Lee Pardavoli.</td>
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<td>THREE WISE FOOLS</td>
<td>90</td>
<td>WARNER BROS. (R) August 29, 1944. Margaret O'Brien, Lionel Barrymore. Color.</td>
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<td>THROW A SADDLE ON A STAR</td>
<td>85</td>
<td>COLUMBIA. (R) March 14, 1944. Ken Curtis, Adele Roberts.</td>
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THUNDERBOLT

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<td>1946.5</td>
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<td>Ring Crosby, Ann Blyth, Barry Fitzgerald.</td>
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<td>TOP OF THE WOODS</td>
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<td>TORCH SONG</td>
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<td>Joan Crawford, Michael Wilding.</td>
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<td>TORNADO RANGE</td>
<td>1940.5</td>
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<td>1953.5</td>
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<td>TOUCHDOWN COLUMBIA</td>
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**Notes:**
- **Length:** The length of each film is given in minutes.
- **Length In Mins.**
- **Distribution:** The distribution company is listed for each film.
VERDICT. THE VODOO MAN, THE VIRGIN QUEEN, THE (Ca)
72
VIGILANTES RIDE, THE VIGILANTES RETURN, THE ... VIGILANTES OF DODGE CITY
VIGILANTES OF BOOMTOWN
VIGILANTE HIDEOUT
VIEW FROM POMPEY'S HEAD, THE (Cs)
97
WAG ON WHEELS WESTWARD...
REPUBLIC. (R) December 21, 1945. "Wild" Bill
Elliott. Bobby Blake.
WAGONMASTER
RKO RADIO. (R) April 22, 1950. Ben John-
son, Joanne Dru.
WAGONS WEST
MONOGRAP, (R) July 6, 1952. Peggie Castle,
Red Cameron, Faye Emerson.
WAIT 'TIL THE SUN SHINES, NELLIE
TWENTIETH CENTURY-PHOTO. (R) July, 1952.
Dean Peters, David Wayne. Color.
WAH KAMBA
RKO RADIO. (R) June 26, 1952. Afro-adven-
ture. Color.
WAKE OF THE RED WITCH
REPUBLIC. (R) September, 1948. John Wayne,
David Bruce.
WAH UP AND DREAM
20TH-CENTURY FOX. (R) December, 1948. John
Paule, June Haver. Color.
WALK A CROOKED MILE
COLUMBIA. (R) September, 1948. Dennis O'Keefe,
Lolli Albritton.
WALK EAST ON BEACON
COLUMBIA. (R) June, 1952. George Murphy,
Virginia O'Brien.
WALK IN THE SUN. A
TWENTIETH CENTURY-PHOTO. (R) March, 1946. Dana
Andrews, Richard Conte.
WALK SOFTLY, STRANGER
RKO-RADIO. (R) November 4, 1950. Joseph Cotten,
Valli.
WALK THE DARK STREET
ASSOCIATED ARTISTS. (R) April, 1956. Chuck
Connors, Donzella.
WALKIN' MY BABY BACK HOME
COLUMBIA. (R) December, 1952. Donnell O'Connor, Jane
Leslie. Color.
WALKING HILLS, THE
COLUMBIA. (R) March, 1949. Randolph Scott,
Ella Raines.
WALL OF DEATH (Brit.)
REALART. (R) April, 1932. Susan Shaw, Maxwell
Reed, Laurence Harvey.
WALLFLOWER
WARNER BROS. (R) June 12, 1954. Joyce
Reynolds, Robert Preston.
WALLS CAME TUMBLING DOWN. THE
COLUMBIA. (R) July, 1946. Lee Bowman,
Margarette Chapman.
WALLS OF JERICHO
TWENTIETH CENTURY-FOTO. (R) August, 1945.
Cornel Wilde, Linda Darnell.
WANDERER OF THE WASTELAND
RKO-RADIO. (R) September, 1945. James War-
ner, Audrey Totter.
WANTED: DEAD OR ALIVE
WANTED FOR MURDER (Brit.)
TWENTIETH CENTURY-FOTO. (R) November, 1948.
Fred MacMurray, DuBose Gray.
WAR ARROW
(T) (R) January, 1954. Jeff Chandler, Maureen
O'Hara, Gene Tierney.
WAR OF THE WORLDS
PARAMOUNT. (R) October, 1953. Gene Barry,
WAR PAINT
Warner. Color.
WARPATH
PARAMOUNT (R) August, 1951. Edmond O'Brien,
Dean Jagger.
WARRIORS, THE (G)
ALLIED ARTISTS. (R) September 11, 1955.
Storl Flyon, Donnie Drake. Color.
WASHINGTON STORY
METRO-GOLDWYN-MAYER. (R) July, 1932.
Van Johnson, Patricia Neal.
WATCH THE BIRDIE
METRO-GOLDWYN-MAYER. (R) January 12,
WATERFRONT AT MIDNIGHT
PARAMOUNT. (R) June 25, 1948 William Gargan,
Mary Beth Hughes.
WATERLOO ROAD
(T) (R) August, 1940. John Wayne,
Morgana King.
WATERLOO ROAD (Brit.)
PARAMOUNT. (R) August, 1940. Gene Nelson,
Mona Freeman.
WATERLOO ROAD (Swe)
VER-DAY
Way—Whi
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<td>WOMAN IN THE HALL, THE (Br'tl)</td>
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<td>WOMAN OF THE NORTH COUNTRY</td>
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<td>WOMAN ON PIPIER THE</td>
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<td>WOMAN ON THE BEACH</td>
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<td>WOMAN ON THE RUN</td>
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**BUENA VISTA**

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**COLUMBIA**

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**PARAMOUNT**

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Release Date
July
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No.

5623 Congo Crossing

(C)

5622 The Rawhide Years (C)

5624 Toy Tiger (C)

WARNER BROTHERS
June

4,

June 18,
July 2,

July 16,
July 30,
Aug. 27,

Sept.

3.

Oct. I,
Oct. 15,

503 I Ilegal

504 Rebel Without a Cause (C) (CS)
505 I Died A Thousand Times (CS) (C)
506 Sincerely Yours (C)

Feb. 25,
Mar. 3,

Mar. 24,
Mar. 31,
Apr. 7,
Apr. 21,
May 12,
May 26,

(C)

June

(R)

523 Distant Drums (R)
520 The Animal World (C)
524 Santiago (C)
525 Satellite in the Sky (Brit.) (C) (CS)

9,

June 16,
June 16,
June 23,
July 7,

July 21,

MISCELLANEOUS
Title
A Nous, La Liberte (Fr.) (5)
Adorable Creatures (Fr.)
Alias John Preston (Brit.)
Amazing Mon. Fabre (Fr.-Eng. dial.)
Angel and Sinner (Fr.).
Angel Street (Brit.)
Who

Pawned

Her

Harp,

Angelo (Ital.)

Animal Farm (Brit.) (C)

Anna Cross, The (Russ.) (C)
Annapurna (C)
Another Shore (Br.)

Anthony of Padua (Ital.)
Apache Woman (C)

Appointment in London (Brit.)
Atomic Monster, The (R)
Bad Lord Byron (Br.)
Ballerina (Fr.) (5)
Ballet of Romeo and Juliet, The
(Russ.-Eng. narr.) (C)
Barber of Seville (Ital.)
Battles of Chief Pontiac
Beast with 1,000,000 Eyes

Bed, The (Fr., also Eng. dial.)
Bel Ami (Aust.)
Belles of St. Trinian's, The (Brit.)
Bicycle Thief (Ital.)
Big Day. The (Fr.)
Big Family, The (Russ.) (C)
Bigamist, The
Bitter Springs (Brit.)
Black Narcissus (C) (Br.) (R)
Blind Desire (Fr.)
Blonde Bait

Blood Red Rose (Ital.)
Body and Soul (R)
Border Street (Pol.)
Boris Godunov (Russ.) (C)
Bowery Blitzkrieg (R)
Boys from Leningrad (Russ.) (C)
Boys of the City (R)
Boys Prison (R)
Broadway Guys (R)
Broken Horseshoe (Brit.)
Broken Jug (Ger.) (R)
Bullfight (Fr.-Eng. narr.)
Cabinet of Dr. Caligari (Ger.) (R)
Captain from Koepenick (Ger.)
Carib Gold

Distributor
Burstyn

Cont. Dist.
Assoc. Artists
Arlan
AFE
The

Commercial

Assoc. Artists

Brenn er
Scalera
DCA

Artkino
Kingsley
IR0

Kingsley
Filmakers
Tudor
Realart
Assoc. Artists

Crowded Paradise

Cuban Pete (R)

Cure for Love. The (Brit.)
Damned, The (Fr.)
Dance Hall Girls (Brit.)

Dance Little Lady (Brit.)

955
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Union
Bell
Trans -Lux
Times
Union

(C)

River (Ara.)
Daughter of the Sands (Fr.)

Arlan

Schaefer
ARC
Casino

Dead of Night (Br.) (R)
Dead Woman's Kiss (Ital.)
Dear Mr. Prohack (Brit.)

Allied

Casolaro
I

Dedee (Fr.)
Desperate

Decision (Fr.-Eng. dubbed)

Devil's Pitchfork (Jap.-Eng. narr.)
Diabolique (Fr.)

Diary of a Country Priest (Fr.)
Dirty Hands (Fr.)

Docks of New York (R)
Don Juan (Ger.) (C)
Dream Ballerina (Fr.)
Dynamlers, The (Brit.)
Eagle, The (R)
Eagle With Two Heads (Fr.)
Earrings of Madame De, The (Fr.)
East Side Kids (R)
Edward and Caroline (Fr.)

Eight O'Clock Walk (Brit.)
Emperor and the Golem (Czech.)
Eternal Return (Fr.)

(C)

R0

Meadow

Times

Arias

UMPO
Brandon
MacDonald
Savoy

Times

A.F.E.
Astor

Hoff berg
Meadow

Arlan

Savoy

Commercial

Assoc. Artist,
Artkino
Union

Fast and the Furious, The
Fame and the Devil (Ital.)
Fear (Ger.-Eng. dubbed)
Fear and Desire
Fighting Dorseys (R)
Fighting Rats of Tobruk
Five Guns West (C)
Flying Cadets (R)
Flying Hostess (R)
Flying Saucer (R)

ARC

Forbidden Games (Fr.)

Times
Hoffberg

Flying Wild (R)
Formosa

(Chinese)

Rearing

Astor
Burstyn

Favorite Att.
Baker -Brill
ARC
Realart
Realart
Realart
Savoy

Kingsley

Fuss Over Feathers (Brit.) (C)

Casino

Game of Love, The (Fr.)

Times

IR0

Burstyn
Tohan

Assoc. Artists
Burstyn
Kingsley
Artkino
Filmakers
Bell
Allied
Union

Assoc. Film
Scalera

Favorite Att.

President

Artkino
Savoy

Artkino
Savoy

Astor

Favorite Att.

rills

Film Renters

Janus

Film Renters
Brandon
Splendora
Sealera
Scalera
Davis
Union

MacDonald
Pacemaker
Hoffberg

376

Realart

Crashout

Assoc. Artists
Top Pie.
Filmakers
Assoc. Artists

Assoc. Artists
Restart

Chance Meeting (Brit.)
(Indian)

Chandra

955
955

Meadow

Excelsior
Realart
ARC

ARC

Scalera

(R)
Champion's Reward
Champion

Arlan

Four Against Fate (Brit.)
Four Faces West (R)
Four Intimate Passions, The (Fr.)
Four Ways Out (Ital.-Eng. dubbed)
Francis, the First (Fr.)
French Cancan (Fr.) (C)
French Touch, The (Fr.)
Frisky (ital.)
Front Page Story (Brit.)
Frontier Woman (VV) (C)
Fury in Paradise (C)

Casolaro

(Ital.)
Carmen (Fr. & Ital.)
Caroline Cherie (Fr.)
Casque D'Or (Story of Blonde) (Fr.)
Cavalcade of Songs (Ital.) (C)
Cavalleria Rusticana (Ital.)
Carmela

955
955
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Daughters of Destiny (Fr.-Ital.)
Day of Triumph (C)
Day the World Ended, The
Day Will Come, The (Ger.)

Feb. II,

517 Goodbye, My Lady
518 The Searchers Ivy) (C)
519 As Long As You're Near Me
(German-Eng. dubbed)

(Brit.)

Ellis

Counsellor at Law (R)
Court Martial (Brit.)

Dark

Dec. 31,
Jan. 28,

515 Our Miss Brooks
513 The River Changes
514 The Steel Jungle
512 Miracle in the Rain

Angel

Savoy

City of Sin (Brit.)

Oct. 29. 955

Dec. 10,

507 The Court Martial of Billy Mitchell
(C) (CS)
509 Hell on Frisco Bay (C) (CS)
510 Helen of Troy (C) (CS)
511 The Lone Ranger (C)

Angelika (German)

Come Out Fighting (R)
Companions of the Night (Fr.)

Union
Commercial
Union

Nov. 26,

Nov. 12,

508 Target Zero

522 Dallas

Distributor

Congress Dances (Ger.-Eng.) (R)

416 The Sea Chase (CS) (C)
417 Tall Man Riding (C)
419 Land of the Pharaohs (CS) (C)
420 The Dam Busters (Brit.)
418 Mister Roberts (C) (CS)
421 Pete Kelly's Blues (CS) (C)
501 The McConnell Story (CS) (C)
502 Blood Alley (CS) (C)

516 Serenade

Title
Cheat, The (Fr.)
Cherie (Fr.)
Children of Paradise (Fr.)

Continental
Astor

Gan g

Busters

Gate of Hell, The (Jap.) (C)
Girl on the Run

Godzilla, King of the Monsters
( lap.- Eng. dubbed)

Assoc. Artists
Favorite Att.
Davis

Carroll
Meadow

UMPO
Times
DCA

Visual Drama
Harrison
Astor
Embassy

Golden Demon, The (lap.) (C)
Golem, The (Fr.) (R)
Gran Varieta (Ital.) (C)
Grapes Are Ripe (Ger.)
Grasshopper, The (Russ.) (CI
Great Adventure, The (Swed.)
Great Dawn (Ital.)
Great Mr. Handel (C) (Br.)
Green for Danger (Br.) (R)
Green Scarf. The (Brit.)

Harrison
Excelsior
Continental

Half -Century of Songs (Ital.) (C)
Hangman's Holiday (Br.)
Hans Christian Andersen (Br.)
Headline (Br.)
Heart and Soul (Ital.)
Heart of Vienna, The (Aust.)
Heartbreak Ridge (Fr.) (C)
Helen Keller in Her Story
Hell Breaks Loose (R)

Continental

Hello, Elephant!

(Ital.)

Hell's Gateway (Canadian)

High Time (Ital.)

High Treason (Br.)
Hill 24 Doesn't Answer
(Israel-Eng. dial.)

Hiroshima (lap.)

Excellency (Brit.)
History of Mr. Polly (Brit.)

His

Casino

Artkino

de Rochemont
Scalera

IRO

Allied
Assoc. Artists

IRO

Hoffberg
English
Crest
Casino
Tudor
de Rochemont

Favorite Att.

Arlan
Bell

Int. Film Assoc.
Pacemaker

Continental D is.
Continental D is.
Brenner
I.R.O.


The status of the foreign film in the U. S. has altered somewhat in the past year. While the imports still are not generally accepted in regular theatres, they have been utilized with much success on occasion in some of them.

The basic reason for this was an economic one. Where business was slow, especially for the midweek shows, something was needed to bolster the sagging box office. Imports were used (including dubbed versions) and were found to increase business. This, of course, does not apply to all situations but at least foreign films were shown where they had never been considered before and in towns that seemed highly unlikely for such exhibition.

Another reason for their utilization was the alleged shortage of product which has caused considerable consternation among exhibitors. And many have found the foreign films a profitable substitute.

Each year there seems to be a shift in popularity to a different country’s films. Last year Japan was the fair-haired source while this past year has seen France once again dominate the imports. In fact, “Diabolique” has been one of the most phenomenal imports shown here in years. Not exhibited in a clubbed version, it nevertheless has been a success in virtually every spot it’s played. Other important foreign films imported recently include “Adorable Creatures,” “The Proud and the Beautiful” and “Rififi.”

Other important foreign language films imported recently include: (Italian) “La Strada,” “Madame Butterfly,” “Umiberto D.” and “House of Ricordi;” (Japanese) “Samurai” (Academy Award winner), “The Golden Demon” and “The Phantom Horse;” (German) “Don Juan” and “The Last Ten Days.”

Among the top British films shown here this past year were “The Divided Heart,” “Doctor at Sea,” “I Am a Camera,” “The Ladykillers,” “The Night My Number Came Up,” “Private’s Progress,” “Richard III” and “Simon and Laura.”

The number of art theatres has also increased somewhat due, in part, to the product shortage and to the quality product crossing the ocean.

A report from the New York State Motion Picture Division, covering the period from April 1, 1955, to March 31, 1956 showed a total of 547 foreign films reviewed. Hong Kong topped the list with 139 and was followed by Mexico with 95; England, 73; Germany, 70; Italy, 37; U.S.S.R., 30, and France, 27.

The films listed below include foreign-language—and also British—pictures with English subtitles or English dubbing, excepting some of the Greek, German and Spanish product. The country of origin of the film is indicated in parentheses after the title: (Arg) Argentina; (Aust) Australia; (Au) Austria; (Br) British; (Can) Canada; (Fin) Finland; (F) France; (Gr) Germany; (Grl) Greece; (In) India; (I) Ireland; (It) Italy; (J) Japan; (Mex) Mexico; (Rus) Russia; (So. Af.) South Africa; (S) Spain; (Sw) Sweden; (Y) Yugoslavia. (R) indicates a reissue, (C) a picture in color, (CS) Cine-maScope and (VV) VistaVision.
410 San Pedro Ave., San Antonio 1, Texas; Capitol 6-7266; 410 S. Michigan Ave., Chicago 5, Ill.; Web- sters 9-5899; 2075 Broadway, Denver, Colo.; Main 3-0830.

S. L. Seidelman, president; Alberto Zacarias, 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 4-1490.

SAM BAKER, DAVID BRILL, partners.

Daybreak in Udi (Br)
Fighting Rats of Tobruk, The (Br)
Four Madames, The (F)
House of Ricordi (It) (C)
Marika (Au-Eng dial) (C)
Savage World (Br)
Sea Raider, The (Br)
Stronghold of the Wild (So Af)
Woman in Every Room (F)

BELL PICTURES CORP., 102-20 Continental Avenue, Forest Hills, N. Y.; Liggett 4-0430.

FRANCES FRANK, secretary-treasurer.

Bitter Springs (Aus)
Blackmailed (Br)
Dance Hall Girls (Br)
Hell's Gateway (Can) (R)
Man of Evil (Br)
Seven Journeys (G)
Spider and the Fly, The (Br)
Waterfront Women (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. BRANDON, president.

Amphitryon (G) (R)
Antoine & Antoinette (F) (R)
Baker's Wife, The (F) (R)
Beauty and the Beast (F) (R)
Captain from Köpenick (G) (R)
Days of Our Years (F) (R)
Diary of a Country Priest (F)
Drole de Drame (Bizarre, Bizarre) (F) (R)
Harvest (F) (R)
Impostor, The (J)
Les Misérables (Cosette & Jean Valjean) (F) (R)
Lovers of Verona (F) (R)
Loves of Toni, The (F) (R)
Monsieur Vincent (F) (R)
Murderers Among Us (G)
Nais (F) (R)
Passion for Life (F)
Rendezvous with Juliet (F)
Shoe Shine (It) (R)
Well Digger's Daughter, The (F) (R)

BRENNER, JOSEPH ASSOCIATES, 251 West 42nd Street, New York 36, N. Y.; Chickering 4-5471.

JOSEPH BRENNER, owner.

Bitter Springs (So. Af.) (Eng. narr.) (C)
Confessions of a Rogue (F)
Don't Blame the Stork (Br)
His Excellency (Br)
Hoboes in Paradise (F)
Is Your Honeymoon Really Necessary? (Br)
Passionelle (F)
Rules of the Game (F) (R)
Street of Shadows (F)

BURSTYN, INC., 113 W. 42nd Street, New York 36, N. Y.; Longacre 4-7124.

PAX R. MISKE, secretary-treasurer.

Les Nous La Liberte (F) (R)
Justice Is Done (F)
Male Brute, The (F)
Nigoriye (J)

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The very factors that brought American films to dominate most foreign markets are today at work enhancing the foreign film in America.

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HUNTING A NEW POLICY
IN A MAD MARKET
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Sidney Kaufman, President
565 FIFTH AVENUE, N. Y. 17, N. Y.
Plaza 8-1610 Cables: Sidnemile

379
DeROCHEMONT, LOUIS, ASSOCIATES, 380 Madison Avenue, New York 17, N. Y.; OXford 7-0350.
BORDEN MACE, president.
Great Adventure, The (Sw)

DISTRIBUTORS CORPORATION OF AMERICA, 1500 Broadway, New York 36, N. Y.; JUDson 2-7800.
FRED J. SCHWARTZ, president.
Animal Farm (Br) (C)
Frisky (It)
I Am a Camera (Br)
Jedda the Uncivilized (Aust) (C)
Private's Progress (Br)
Scandal in Sorrento (It) (Eng. dubbed) (C) (Cs)
Stranger's Hand, The (Br)
Universal (G) (Eng. dubbed)
Wages of Fear, The (F) (Eng. dubbed)
Woman of Rome (It) (Eng. dubbed)

DOMINANT PICTURES, 342 Madison Avenue, New York 17, N. Y.; MURray Hill 6-2323.
NORMAN KATZ, executive vice-president; ARNOLD JACOBS, general sales manager.
Alias John Preston (Br)
Angel Who Pawned Her Harp, The (Br)
Make Me an Offer (Br) (C)
JACK ELLIS, president.
Cage of Gold (Br)
City of Sin (Br)
Fruits of Summer (F) Inside a Girls Dormitory (F)
Marry Me (Br)
One Step to Eternity (F)
Temptress, The (It)
Thirty Nine Steps, The (Br) (R)
Three Forbidden Stories (It)
Thunder Rock (Br) (R)

ENGLISH FILMS, INC., 1500 Broadway, New York 36, N. Y.; Circle 5-7682.
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 BISO, president.
Barber of Seville (It)
Skipper Next to God (F)
Untouched (M) (Eng. dubbed)

FESTIVAL PRODUCTIONS, INC., 122 East 55th St., New York, N. Y.; PLaza 3-8580.
IAN R. MAXWELL, president; VERNON C. BAXTER, D. J. RAYMOND, WILLIAM T. CURTIS, vice-presidents; L. D. MAJTHERNY, secretary.
Don Giovanni (It) (C)

FILM RENTERS, INC., 1550 Broadway, New York 36, N. Y.; Circle 5-7682.
NAT SANDERS, president.
Broken Jug (G) (R)
Cabinet of Dr. Caligari (G) (R)
Last Laugh, The (G) (R)
On Approval (G) (R)
Peer Gynt (G) (R)

FINE ARTS FILMS, INC., 1501 Broadway, New York 36, N. Y.; BRyant 9-6734.
DR. ARTHUR EPSTEIN, president; RICHARD F. O'CONNELL, general sales manager.
In Which We Serve (Br) (R)
Kind Hearts and Coronets (Br) (R)
Lavender Hill Mob, The (Br) (R)
Man in the White Suit, The (Br) (R)
Midnight Episode (Br)
No Way Back (G)
Promoter, The (Br) (R)
Quarrel (Br) (R)
Red Shoes, The (Br) (R) (C)
ROSAMUND (M) (Eng. dubbed)
SAMURAI (J) (C)
Strangers (It) (Eng. dubbed)
Right Little Island (Br) (R)

FOUR CONTINENTS FILMS, INC., 5040 Sunset Blvd., Hollywood 28, Calif.; HOLlywood 4-3414.
JULIUS STERN, president; MAX 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)
Those Kids from Town (Br)
Welcome Mr. Washington (Br)
Woman to Woman (Br)

RICHARD DAVIS, president.
Mr. Hulot's Holiday (F)

GRAND PRIZE FILMS, INC., 565 Fifth Avenue, New York 17, N. Y.; PLaza 8-6160.
SIDNEY KAUFMAN, president.
Anika (Y)
Botschafter Der Musik (G) (Eng. narr.)
Dangerous Border (G)
Fortune, The (Y)
Girl and the Oak (Y)
Jubilee of Mr. Ichl (Y)
Love Without Illusion (G)
Mademoiselle Mosquito (G)
Nanga Parbat 1953 (G) (C) (Eng. narr.)
Suspect, The (Y)
Toxi (G) (Eng. dubbed)
Two Grapes (Gr)

HARRISON, EDWARD FILMS, 1501 Broadway, New York 36, N. Y.; LACKawanna 4-1318.
EDWARD HARRISON, WILLIAM DAVIDSON, officers.
Gate of Hell (I) (C)
Golden Demon, The (J) (C)
Phantom Horse, The (J) (C)
Ugetsu (J)
Undertaker (G) (C)

HELLENIC FILMS SERVICE, 220 W. 43rd Street, New York 36, N. Y.; LOngacre 4-2616.
DON AVLOW, president.
Attack (Gr)
Beautiful Greece (Gr) (""
Broken Hearts, The (Gr)
Engagement (Gr)
Greece Lives Again (Gr)
Greek Revolution of 1821 (Gr)
Katadromi (Gr)
Liberation (Gr)
Mitros and Maro (Gr)
October 28 (Gr)
Songs of Immortal Greece (Gr)
Storm Is Over, The (Gr)
Youth of Athens (Gr)

---
Blood Red Rose (It)
Boheme (F) (R)
Bridge of Glass, The (It)
Carmen (It, F) (R)
Cavalleria Rusticana (It) (R)
King’s Jester (It) (R)
Lady of the Golden West, The (It)
Lovers, 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 CY BRAUNSTEIN, general manager.

Force of Destiny, The (S)
Welcome Mr. Marshall (S)

TIMES FILM CORPORATION, 144 W. 57th Street, New York 19, N. Y.; Plaza 7-6980.
JEAN GOLDWURM, president; WILLIAM SHIBLTON, vice-president.

Dark River (Arg.)
Devil in the Flesh (F) (R)
Don Juan (G) (C)
Forbidden Games (F)
French Touch, The (F)
Game of Love, The (F)
Naked Amazon (Brazilian-Eng. narr.) (C)
Naked Night, The (Sw)
Nana (G) (C)
One Summer of Happiness (Sw)
Respectful Prostitute, The (F) (Eng, dubbed)
Rome 11 O’Clock (It)
Royal Affairs in Versailles (F) (C)
Two Cents Worth of Hope (It)

TOHAN PICTURES CO., 200 West 57th Street, New York 19, N. Y.; Plaza 7-6980.
HERBERT R. STEINMANN, president.

Ballet of Romeo and Juliet (Russ) (C)
Letters From My Windmill (F)

TRANS-LUX DISTRIBUTING CORP., 625 Madison Avenue, New York 22, N. Y.; Plaza 1-3110.
RICHARD T. BRANDT, president; GEORGE ROTH, vice-president.

Dance Little Lady (Br) (C)
La Strada (It)

TUDOR PICTURES, INC., 151 West 46th Street, New York 36, N. Y.; Judson 2-1877.
MOE KERMAN, president.

Blind Desire (F)
Casque 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 Panic (F)
Ma Pomme (F)
Manon (F)
Miouettte (F)
Orpheus (F)
Panic (F)
Perfectionist, The (F)
Simple Case of Money (F)
Storm Within, The (F)
Topaze (F)
Under the Paris Sky (F)
Union also distributes all Kingsley International and Columbia foreign releases.

UNITED MOTION PICTURE ORGANIZATION, Fine Arts Bldg., 30 E. 58th Street, New York 22, N. Y.; Plaza 5-6819.
RICHARD DAVIS, president.

Diabolique (F)
French Cancan (Only the French Can) (F) (C)
Grand Maneuver (F) (C)
Gustave (F)
Ma Pomme (F)
Miquette (F)
Perfectionist, The (F)
Sirenu (F)
Storm Within, The (F)
Topaze (F)
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Storm Within, The (F)
Topaze (F)
Under the Paris Sky (F)
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WORLD TRAVEL FILMS, Wynnewood, Pa.; Midway 2-7089.
HARRY DUGAN, president and owner.

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British Films in the United States

(See Foreign Films in the United States and Corporations Section for addresses of distributors)
### Origin of Foreign Films in the U. S.

*(See Foreign Films in the United States and Corporations Section for addresses of distributors)*

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GERMANY

Amphitryon (R) . Brandon

As Long As You’re Near Me (Eng. dubbed) . Warner Bros.

Botschafter Der Musik (Eng. narr.) . Grand Prize

Brown Go, Hollywood Film Renters . Brandon

Cabinet of Dr. Caligari (R) . Film Renters

Captain from Köpenick (R) . Brandon

Congress Dances (Eng. dial.) (R) . Noel Meadow

Dangerous Border (R) . Grand Prize

Dark Eyes . Casino Film

Day Will Come, The . Casino Film

Don Juan (C) . Times

Eternal Love (C) . Casino Film

Fear (Eng. dubbed) . Arlan

Foreman, The . Union

Forestier’s Daughter, The . Casino Film

Girls from Immenhof, The (C) . Casino Film

Grapes Are Ripe, The . Casino Film

Heidelberg Romance (C) . Casino Film

Her First Rendezvous (C) . Casino Film

Ideal Couple, The . Casino Film

Immortal Vagabond, The . Casino Film

Imperial Waltz . Casino Film

It Was Always So Wonderful with You . Casino Film

Keepers of the Night . Casino Film

Last Laugh, The (R) . Film Renters

Last Ten Days, The . Kingsley Intern’t

Love Without Illusion . Grand Prize

Mademoiselle Mosquito . Grand Prize

Merry Go Round . Casino Film

Murderers Among Us . Brandon

My Father’s Horses . Casino Film

Nanga Parbat 1953 (C) (Eng. narr.) . Grand Prize

No Way to Go . Fine Art

Original Sin . Casino Film

Peek Gynt (R) . Film Renters

Secret of a Doctor . Casino Film

Sergeant’s Daughter, The . Casino Film

Seven Journeys . Bell

Seven Ravens (Eng. dubbed) . Noel Meadow

Strange Intrusion . Medallion

Three Girls from the Reno . Casino Film

Toxi (Eng. dubbed) . Grand Prize

Unnatural (Eng. dubbed) . Dist. Corp. of America

Viktoria and Her Hussar (C) . Casino Film

Waltz by Strauss . Hoffberg

GREECE

Attack . Hellenic

Barefoot Battalion (Eng. dubbed) . 20th-Fox

Beauty and the Greek (C) . Hellenic

Broken Hearts, The . Hellenic

Engagement . Hellenic

Greek Lives Again . Hellenic

Greek Revolution of 1821 . Hellenic

Katadromi . Hellenic

Liberation . Hellenic

Mitros and Minas . Hellenic

October 28 . Hellenic

Songs of Immortal Greece . Hellenic

Stella . Burstein, Inc.

Storm Is Over, The . Hellenic

Two Grapes . Grand Prize

Youth of Athens . Hellenic

INDIA

Chandra . Hoffberg

Savage Princess (C) . United Artists

IRELAND

Hills of Ireland, The (C) . World Travel

Spell of Ireland, The (C) . Celtic

You Can’t Fool an Irishman . Bell

ISRAEL

Hill 24 Doesn’t Answer (Eng. dial.) . Continental Dist.

Kชมшимa (Five Tales from Israel) (Eng. dial.) . Hoffberg

ITALY

Alone in the Streets . Carroll

Angelo (Mulatto) (R) . Scalers

Barber of Seville . Excelsior

Blood Red Rose . Scalers

Bridge of Glass, The . Scalers

Captain Fantoch (C) . Casaloro

Carmen (also French) (R) . Scaler

Cavalcade of Songs (C) . Continental M.P.

Cavaliere Della Spada Nera . Casaloro

Caravella Rusticana (R) . Scaler

Cortile . Casaloro

Cronaca Di Un Delitto . Casaloro

Daughters of Destiny (also French) (Eng. dial.) . Arlan

Don Giovanni (C) . Festival

Dist. Corp. of America

Falcon Nest, The . Casaloro

Famous Painters (Eng. narr.) . Casaloro

Grand Prize . Intern’t Film Assoc.

House of Ricordi (C) . Continental M.P.

Hustler’s . Baker-Brill

I Mastro Dell’Isola . Casaloro

Il Segreto Di Elena . Casaloro

Il Trovatore . President

In Amore Si Pecca In Due . Casaloro

Jealous Husband . Crest

King’s Jester (R) . Scaler

La Domingena Della Buona Gente . Casaloro

La Lucana . Casaloro

La Rosada . Casaloro

La Strada . Trans-Lux

Lacrima D’Amore . Casaloro

Lady of the Golden West, The . Scaler

Lovers & Lovers (R) . Casaloro

Madame Butterfly (C) . I.F.E

Maddalena (Eng. dubbed) (C) . I.F.E

Maruzzella . Casaloro

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MOTION PICTURE HERALD is dominant in the journalism of the industry with intensive coverage of the United States, Britain and Canada, and with circulations in major foreign markets all the world around. Showmen and the press call it “The Bible of the Industry”

MARTIN QUIGLEY
editor-in-chief and publisher

MARTIN QUIGLEY, JR.
the editor

MOTION PICTURE HERALD
NEW YORK LONDON HOLLYWOOD CHICAGO
Television Stations

Channel Allocations
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)
Operation: 1956.

Birmingham

WABT (Channel 13) NBC, ABC
Alabama Broadcasting System, Inc., P. O. Box 2553, Birmingham 2, Ala.; 4-3506.
Operation: 1949; TV sets in area: 366,400.

WBIQ (Channel 10) (non-com)

WBRC-TV (Channel 6) CBS
Storer Broadcasting Co., Birmingham 9, Ala.; 4-4701.
Operation: 1949; TV sets in area: 361,000.

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)
Operation: 1954; TV sets in area: 32,000.

Dothan

WTYY (Channel 9) CBS, ABC
WTYY, Inc., Cottonwood Road, Dothan, Ala.; 5-2810.
Operation: 1955; TV sets in area: 37,500.

Mobile

WALA-TV (Channel 10) ABC, NBC
Pape Television Co., Inc., 210 Government St., Mobile, Ala.; HEmlock 3-3756.
W. O. Pape, pres.; H. K. Martin, exec. vice-pres.; W. B. Pape, secy. & gen. mgr.; Al Holman, prog. dir.; A. R. Bell, chief eng.; nat'l rep., Headley-Reed TV.
Operation: 1953; TV sets in area: 180,000.

WKRG-TV (Channel 5) CBS
WKRG-TV, Inc., 162 St. Louis St., Mobile, Ala.; HEmlock 2-5505.
Operation: 1955; TV sets in area: 180,000.

Montgomery

WCVO-TV (Channel 20) CBS
Capitol Broadcasting Co., P. O. Box 2505, Montgomery, Ala.; 5-3561.
Operation: 1953; TV sets in area, 138,100.
WSFA-TV (Channel 12) NBC, ABC
WSFA Radio & Television, P. O. Box 2566, Montgomery, Ala., 5-1251.

Munford
WTIQ (Channel 7) (non-com)

Selma
WSLA (Channel 8)
Deep South Broadcasting Co., Box 1447, Montgomery, Ala.
Wm. J. Brennan, pres.; Cyril G. Brennan, vice-pres.; Wm. B. Benns, Jr., treas.
CP, not operating.

ARIZONA
Flagstaff
KLOF-TV (Channel 9)
Flagstaff Telecasting Co., 911 St. Joseph St., Dorchester Apts., Dallas, Texas.
O. L. Nelms, owner.
CP, not operating.

Phoenix
KOOL-TV (Channel 10) CBS
Operation: 1953; TV sets in area: 144,500.

KPHO-TV (Channel 5)
Operation: 1949; TV sets in area: 144,480.

KTVP [Channel 3] ABC
Arizona Television Company, 3435 North 16th St., Phoenix, Ariz.; AMIerst 6-5691.
Operation: 1955; TV sets in area: 139,700.

Phoenix-Mesa
KVAR (Channel 12) NBC
KTAR Broadcasting Co., 1101 N. Central Ave., Phoenix, Ariz.; ALpine 4-4161.
Operation: 1953; TV sets in area: 148,000.

Tucson
KDWI-TV (Channel 9)
Operation: 1956; TV sets in area: 54,200.

KOPO-TV (Channel 13) CBS
Old Pueblo Broadcasting Co., 115 W. Drachman St., Tucson, Ariz.; 4-2511.
Operation: 1953; TV sets in area: 54,200.

KVOA-TV (Channel 4) NBC, ABC
Arizona Broadcasting Co., Inc., P.O. Box 2911, Tucson, Ariz.; 3-2555.
Operation: 1953; TV sets in area: 54,200.

Yuma
KIVA [Channel 11] NBC, CBS, ABC
Valley Telecasting Co., Box 1708, Yuma, Ariz.; STate 6-8311.
Operation: 1953; TV sets in area: 54,200.

KYAT [Channel 13]
CP, not operating.
The invention that's never finished
From 10,000 home television sets in 1946 to 37,000,000 in 1956 — a miraculous multiplication!

All through the twenties, as an all-electronic system was developing in the RCA laboratories, NBC was exploring the new medium's program potential. As early as 1938, NBC demonstrated television's vast mobility with the first major league baseball telecast, the first telecast from an airplane. In 1956, this imaginative use of TV produces a program like Wide Wide World, with its integration of many mobile units at widely scattered places and with live relays from transoceanic locations.

Unending research, creative pioneering in operational and program production procedures — these have kept television growing. Today, compatible all-electronic Color Television is the medium's biggest news, generating fresh entertainment excitement for audiences and expanding television's capacity for service to American business. And at NBC, the patterns and techniques of Color program production are taking shape for the whole industry.

Will television ever be finally and fully invented? Not as far as NBC is concerned.

exciting things are happening on

NBC Television

a service of RCA
ARKANSAS
El Dorado
KRBK (Channel 10) NBC
South Arkansas Telecasting Co., Inc. c/o
KVMA, Magnolia, Ark.; 108 S. Washington,
El Dorado, Ark.; UN 2-3480-8.
Dr. Joe F. Rushton, pres.; W. C. Blewster,
vice-pres.; W. M. Bigley, secy-treas. & mgr.;
Bruce B. Compton, stat. mgr.; Carroll Blewster,
chief eng.; natl rep., John E. Pearson
Television, Inc.
Operation: 1955; TV sets in area: 50,000.

Ft. Smith
KFSA-TV (Channel 22) NBC, ABC, CBS
Southwestern Radio & TV Co., 920 Roger
Donald W. Reynolds, pres.; J. W. Slates,
gen mgr.; John D. Whitt, admin. asst.; Pas-
chal Porta, prog. dir.; Roland Hundlely, sales
mgr.; Robert W. Platt, Jr., Chief eng.; natl rep.
John E. Pearson Television, Inc.
Operation: 1953; TV sets in area, 40,600.

Hot Springs
KSPS (Channel 9)
Video Independent Theatres, Inc., Box
1334, Oklahoma City, Calif.
Henry S. Griffing, pres.; C. F. Motley,
C. O. Fulgham, vice-pres.; C. R. Guthrie,
secy-treas.
CP, not operating.

Jonesboro
KBTM-TV (Channel 8)
Regional Broadcasting Co., Pox 794,
Little Rock, Ark.
CP, not operating.

Little Rock
KARK-TV (Channel 4) NBC
Arkansas Radio & Equipment Co., 10th &
Spring, Little Rock, Ark.; FRanklin 6-2481.
T. K. Barton, vice-pres. & gen. mgr.; Dou-
glas Romine, asst. gen. mgr.; Dale Hart, prog.
dir.; H. Lee Bryant, comm. mgr.; Champ
Smith, chief eng.; natl rep., Edward Petry
& Co., Inc.
Operation: 1953; TV sets in area, 159,900.

KTHV (Channel 11) CBS
Arkansas Telecasting Co., 8th & Izard Sts.,
P. O. Box 269, Little Rock, Ark.; FRanklin
4-3765.
W. H. Bronson, chmn. of bd.; K. A.
Engel, pres.; H. B. Clay, exec. vice-pres.;
C. E. Lowry, treas.; B. G. Robertson,
secy. & gen. mgr.; W. V. Hutt, sales mgr.;
Cecil Bland, prog. mgr.; Jack Bomar, film
buyer; natl rep. The Branham Co.
Operation: 1955; TV sets in area, 180,000.

Pine Bluff-Little Rock
KATV (Channel 7) ABC
Central South Sales Co., 620 Beech St.,
Little Rock, Ark.; MO 6-9401.
John T. Griffin, pres.; James C. Leake,
vice-pres.; Bryan Mathes, secy-treas.; John
H. Fugate, exec. gen. mgr.; Don B. Cur-
ran, prog. dir.; A. R. Garrett, chief eng.;
natl rep., Avery-Knodel, Inc.
Operation: 1953; TV sets in area, 159,900.

CALIFORNIA
Bakersfield
KBAK-TV (Channel 29) CBS, ABC
Bakersfield Broadcasting Co., Box 1448,
Bakersfield, Calif.; Export 9-1761.
Al Constant, gen. mgr.; Jim Garner, chief
eng.; Jim Hayden, prog. mgr.; natl rep.
Weed Television Corp.
Operation: 1953; TV sets in area, 95,000.

 Chattanooga
KATV (Channel 10) NBC, CBS
Kern County Broadcasters, Inc., 1420
Truxton Ave., Bakersfield, Calif.; FAirview
7-1441.
Gene DeYoung, pres. & gen. mgr.; Ed-
ward Urner, vice-pres.; Bryan Coleman,
secy.-treas.; John Barrett, gen. sales mgr.;
Kenneth Croes, dir. of oper.; natl rep.
George P. Hollingbery Co.
Operation: 1953; TV sets in area, 186,000.

Chico
KCHL-TV (Channel 12) CBS, ABC
Golden Empire Broadcasting Co., Box 303,
Chico, Calif.; FReside 2-0141.
Mrs. Hugh McClung, pres.; M. F. Wood-
ling, mgr.; Martin Jacobsen, prog. dir.;
George Ross, sales mgr.; Russell B. Pope,
chief eng.; natl rep., Avery-Knodel, Inc.
Operation: 1953; TV sets in area, 70,900.

Corona
KCOA (Channel 52)
KOWL Broadcasting Co., Pico Blvd.,
Santa Monica, Calif.
J. D. Funk, pres.; Robert B. McClure,
vice-pres.; C. D. Funk, treas.; R. D. Funk,
secy.
CP, not operating.

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

**Fresno**

**KBID-TV (Channel 53)**

John Poole Broadcasting Co., Hotel California, Fresno, Calif.
John H. Poole, owner.
CP, not operating.

**KFRE-TV (Channel 12) CBS**

California Inland Broadcasting Co., 733 “L” St., Fresno, Calif.; AMherst 8-6444.
Operation: 1956; TV sets in area: 252,000.

**KJEO-TV (Channel 47) ABC**

O’Neill Broadcasting Co., Box 1708, Fresno, Calif.; 7-8405.
Operation: 1953; TV sets in area: 175,000.

**KMJ-TV (Channel 24) NBC, CBS**

McClatchy Broadcasting Co., 1117 N. St., Fresno, Calif.; 8-666.
Operation: 1953; TV sets in area: 175,000.

**Los Angeles**

**KABC-TV (Channel 7) ABC**

Operation: 1949; TV sets in area: 2,400,000.

**KBIC-TV (Channel 22)**

John Poole Broadcasting Co., 6540 Sunset Blvd., Hollywood 28, Cal.
John H. Poole, owner.
CP, not operating.

**KCOP (Channel 13)**

Operation: 1953 TV sets in area: 2,667,400.

**KHJ-TV (Channel 9)**

Don Lee Broadcasting System (a div. of RKO Teleradio Pictures, Inc.), 1313 N. Vine St., Los Angeles 28, Calif.; HOLlywood 2-2133.
Operation: 1951; TV sets in area: 2,200,000.

**KNXT (Channel 2) CBS**

CBS, Inc., 1313 N. Vine St., Los Angeles 28; WEbster 8-3000.
Operation: 1950; TV sets in area, 2,300,000.

**KRCA (Channel 4) NBC**

Operation: 1949; TV sets in area, 2,300,000.

**KTLA (Channel 5)**


Operation: 1947; TV sets in area, 2,300,000.

KTTV (Channel 11)


Operation: 1948; TV sets in area, 2,300,000.

Modesto

KTRB-TV (Channel 14)

KTRB Broadcasting Co., Inc., Box 593, Modesto, Calif.


CP, not operating.

Redding

KVIP (Channel 7) NBC

Shasta Telecasting Corp., 2770 Pioneer Drive, Redding (Shasta Co.), Calif.; 1401, 1402.


Operation: 1956; TV sets in area: 60,000.

Sacramento

KBET-TV (Channel 10) CBS

Sacramento Telecasters, Inc., 601 7th Avenue, Sacramento 18, Calif.; HUDson 1-4041.


Operation: 1955; TV sets in area, 354,400.

KCCC-TV (Channel 40) ABC

Capital City TV Corp., Senator Hotel, Sacramento, Calif.; Gilbert 3-4843.


Operation: 1953; TV sets in area, 354,400.

KGMS-TV (Channel 46)

Capitol Radio Enterprises, Hotel Senator, Sacramento, Calif.


CP, not operating.

KCRA-TV (Channel 3) NBC

KCRA, Inc., 310 10th St., Sacramento 14, Calif.; Hudson 1-4631.


Salinas

KSBW-TV (Channel 8) CBS, ABC, NBC

Salinas Valley Broadcasting Corp., P. O. Box 1651, 238 John St., Salinas, Calif.; Harrison 2-6422.


Operation: 1953; TV sets in area: 110,900.

San Diego

KEMB-TV (Channel 8) CBS


Operation: 1949, TV sets in area, 419,000.

KFSD-TV (Channel 10) NBC

KFSD, Inc., 3642 Enterprise St., San Diego 10, Calif.; Cypress 8-7151.


Operation: 1949; TV sets in area, 410,000.
XETV (Channel 6) ABC
Operation: 1953; TV sets in area: 402,000.

San Francisco
KBAY-TV (Channel 20)
Bay Television, 414 N. Camden Drive Beverly Hills, Calif.
Dr. & Mrs. Leonard Averett, owners.
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: 1,264,000.

KPIX (Channel 5) CBS
Westinghouse Broadcasting Co., Inc. (Cal.), 2655 Van Ness Ave., San Francisco 9, Calif.; PProspect 6-5100.
Operation: 1948; TV sets in area: 1,264,000.

KOVR (Channel 13) NBC
Television Diablo, Inc., 225 E. Miner Ave., Stockton 2, Calif.; HHoward 6-6981.
Operation: 1954; TV sets in area: 1,125,000.

KRON-TV (Channel 4) NBC

KSAN-TV (Channel 32)
S. H. Patterson, 1335 Market St., San Francisco 3, Calif.; MArket 1-8711.
Operations: 1954; TV sets in area: 1,206,700.

San Jose
KNPV (Channel 11)
Standard Radio & Television Co., 645 Park Ave., San Jose, Calif.; CYPress 7-5577.

San Luis Obispo
KVEC-TV (Channel 6) ABC, CBS, DuMont
Operation: 1953; TV sets in area: 97,800.

Santa Barbara
KEY-T (Channel 3) ABC, CBS, NBC
Santa Barbara Broadcasting & Television Corp., 730 Miramonte Drive, Santa Barbara, Calif.; WOODland 5-8533.
Operation: 1953; TV sets in area: 227,000.

Stockton
KOVR (Channel 13)
Television Diablo, Inc., 225 E. Miner Ave., Stockton 2, Calif.; HHoward 6-6981.
Operation: 1954; TV sets in area: 1,125,000.
**Tulare**

**KVVG (Channel 27)**

UHF Telecasting Corp., 1385 E. Tulare St., Tulare, Cal.; 6-4703.


Operation: 1953; TV sets in area: 300,000.

**COLORADO**

**Colorado Springs**

**KKTV (Channel 11)** ABC, CBS

TV Colorado, Inc., 512 S. Tejon, Colorado Springs, Colo.; MElrose 4-2844.


Operation: 1952; TV sets in area: 68,800.

**KRDO-TV (Channel 13)** NBC

Pikes Peak Broadcasting Co., P. O. Box 1457, Address: 399 S. 8th St., Colorado Springs, Colo.; TAbor 2-1515.

Harry W. Hoth, Jr., pres. & gen. mgr.; Darold Wilkinson, bus. mgr.; Herbert Schubarth, chief eng.; nat'l rep.; John E. Pearson, Television, Inc.

Operation: 1953; TN' sets in area: 44,000.

**Denver**

**KBTV (Channel 9)** ABC

TV Denver, Inc., 1089 Bannock St., Denver 4, Colo.; TAbor 5-6386.


Operation: 1952; TV sets in area: 44,000.

**KSLZ-TV (Channel 7)** CBS

Alladin Broadcasting Corp., 131 Speer Blvd., Denver 3, Colo.; MAin 3-4271.


Operation: 1953; TV sets in area: 378,100.

**KOA-TV (Channel 4)** NBC

KOA, Inc., 1625 California St., Denver 2, Colo.; MAIN 3-6211.


Operation: 1953; TV sets in area: 378,100.

**KRMA-TV (Channel 6) (non-com)**

Denver Public Schools, 13th at Glenarm Sts., Denver 4, Colo.; AComa 2-4561.

Henry H. Mamet, stat. mgr.; Scotty Cullen, chief eng.

Operation: 1955; TV sets in area: 378,100.

**KTVF (Channel 2)**

KTVF, Inc., 550 Lincoln, Denver, Colo.; KKeystone 4-8281.


Operation: 1952; TV sets in area: 378,100.

**Grand Junction**

**KREX-TV (Channel 5)** CBS, NBC, ABC

Western Slope Broadcasting Co., 116 Hillcrest Manor, Grand Junction, Colo.; CH 2-500.


**Montrose**

**KFXJ-TV (Channel 10)** NBC, CBS, ABC (Satellite of KREX-TV, Grand Junction, Colo.)

Western Slope Broadcasting Co., Montrose, Colo.; Tel.: 2.


Operation: 1956.

**Pueblo**

**KCSJ-TV (Channel 5)** NBC

Star Broadcasting Co., Inc., 2226 Television Lane, Pueblo, Colo.; LIncoln 4-5782.


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

The Southern Conn. & Long Island Tele.
Co., Booth Hill Rd., Bridgeport, Conn.; AMherst 8-1601.


Operation: 1953.

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

WHCT (Channel 18) CBS
Columbia Broadcasting System, Inc., 555 Asylum St., Hartford 5, Conn.; Jackson 7-9131.

Harvey J. Struthers, gen. mgr.; Lamont Thompson, gen. sales mgr.; Harold Dormhaug, dir. of oper.; Chester Keffer, bus. mgr.; nat'l rep., CBS Television Spot Sales.

Operation: 1956; TV sets in area: 360,000.

New Britain
WKNB-TV (Channel 30) NBC
New Britain Broadcasting Co., 1422 New Britain Ave., West Hartford, Conn.; ADams 3-7511.


Operation: 1953; TV sets in area: 375,000.

New Haven
WELI-TV (Channel 59)
Conn. Radio Foundation, Inc., 221 Orange St., New Haven, Conn.


CP, not operating.

WNNC-TV (Channel 8) ABC, CBS
Triangle Publications, Inc., 1110 Chapel St., New Haven 10, Conn.; SPruce 7-3611.


Operation: 1948; TV sets in area: 948,700.

New London
WNLCTV (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)
Stamford-Norwalk Television Corp., c/o Prentiss M. Brown, Cafritz Bldg., Washington 6, D. C.


CP, not operating.

Waterbury
WATR-TV (Channel 53) ABC
WATR, Inc., 440 Meadow St., Waterbury, Conn.; PLaaza 5-1121.


Operation: 1953; TV sets in area: 210,600.

DELWARE
Wilmington
WPFH (Channel 12)


Operation: 1949; TV sets in area: 134,000.

DISTRICT OF COLUMBIA
Washington
WMAL-TV (Channel 7) ABC


Operation: 1947; TV sets in area: 705,000.

WOOK-TV (Channel 14)


CP, not operating.
WRC-TV (Channel 4) NBC
National Broadcasting Co., Sheraton Park Hotel, Washington 8, D. C., ADams 4-5400.
Carleton D. Smith, vice-pres. & gen. mgr.;
Joseph Goodfellow, dir. of sales; Charles de Lozier, sales mgr.; L. A. McClelland, dir. of oper.;
James E. Kovach, prog. dir.; John A. Lavan, bus. mgr.; Wm. E. Coyle, prom. dir.; John Rogers, eng. in charge; nat'l rep, NBC Spot Sales.
Operation: 1947; TV sets in area, 705,000.

WTOP-TV (Channel 9) CBS
WTOP, Inc., Broadcast House, Washing-
ton 16, D. C.; EMerson 2-9300.
Philip L. Graham, chmn. of bd.; John S. Hayes, pres.; George F. Hartford, vice-pres. of TV; Thos. B. Jones, prog. dir.; Clyde M. Hunt, vice-pres. of eng.; Arthur C. Cleaves, dir. of gen. services; Robert Bordley, sales mgr.; Robert Adams, prom. dir.;
Operation: 1949; TV sets in area: 705,000.

WTTG (Channel 5)
Bernard L. Goodwin, pres.; Ted Cott, vice-pres.; Leslie G. Arries, Jr., gen. mgr.;
Perry Walders, nat'l sales mgr.; Jules Huber, local sales mgr.; F. V. Guidice, prog. dir.;
Duncan Miller, pub. & prom. mgr.;
Operation: 1947; TV sets in area: 705,000.

FLORIDA
Daytona Beach
WESH-TV (Channel 2)
Telrad, Inc., P.O. Box 1712, Daytona Beach, Fla.; Clinton 3-6591.
John H. Perry, Jr., pres.;
Thomas S. Gilchrist, Jr., vice-pres.;
W. W. Atterbury, Jr., secrey.;
Walter M. Strouse, stat. mgr.;
Operation: 1956; TV sets in area: 40,000.

Ft. Lauderdale-Miami
WITV (Channel 17) ABC
Gerico Investment Co., 300 E. Las Olas Blvd., Fort Lauderdale; 228 N.E. 3rd St., Miami, Fla.; FRanklin 4-3108 (nat'l sales office).
L. Coleman Judd, pres.;
Mortimer W. Loewi, exec. vice-pres.; E. J. Richardson, vice-pres.;
George W. English, secrey.;
Edward Little, gen. mgr.; Charles Azevedo, stat. mgr.;
John Crocker, sales mgr.;
Bill Latham, chief eng.;
Glenn Carpenter, oper.
mgr.; Louise Richards, pub. & prom. dir.;
John Murphy, film dir.; nat'l rep., Forjoe-TV, Inc.
Operation: 1953; TV sets in area: 405,000.

Fort Myers
WINK-TV (Channel 11) ABC, CBS
Fort Myers Broadcasting Co., 2824 Palm Beach Blvd., Fort Myers, Fla.; 4-1331.
Frank Nodine, prog. dir.;
Bob Bachman, tech. dir.; nat'l rep., Joseph Hershey McGillvra, Inc.
Operation: 1954.

Jacksonville
WJHP-TV (Channel 36) NBC, ABC
John H. Perry, Jr., pres. & chmn. of bd.;
Farwell W. Perry, vice-pres.; E. A. Kettel, treas.;
W. W. Atterbury, Jr., secrey.; T. S. Gilchrist, Jr., gen. mgr.;
Operation: 1953; TV sets in area: 300,000.

WMBR-TV (Channel ABC, CBS
WMBR operated by the broadcast division of the Washington Post Co., 605 S. Main St., Jacksonville, Fla.; EXbrook 8-0501.
Glenn Marshall, Jr., pres.;
Charles Stone, vice-pres.;
Dave Booher, sales mgr.;
Harvey Kalkines, prog. dir.; Leonard Mosby, prod. mgr.;
Ken McClure, prom. mgr.;
Ernest Vordermark, chief eng.; nat'l rep., CBS Television Spot Sales.
Operation: 1949; TV sets in area: 300,000.

WQIK-TV (Channel 30)
Southern Radio & Equipment Co., 10 E. Forsyth St., Jacksonville, Fla.
Carmen Macri, owner.
CP, not operating.

Miami
WCKT (Channel 7) NBC
Biscayne Television Corp., P. O. Box M, Little River Station, Miami 38, Fla.; PLaza 1-6692.
Niles Trammell, pres. & gen. mgr.;
John S. Knight, James M. Cox, Jr., vice-pres.;
James L. Knight, treas.;
John L. Foy, secrey.;
James M. LeGate, stat. mgr.;
Charles
For a show of strength in your market... for large audiences worth their weight in sales... the best buy for powerful results is *Amos 'n' Andy*, 28 big years in showbusiness and still going strong, growing stronger!

Strong with audiences. For example... first run or re-run, regardless of market size or program competition, the 78 *Amos 'n' Andy* half-hours pull ratings like these: Atlanta 28.4; Detroit 24.6; Indianapolis 39.3; Los Angeles 21.7; New Orleans 54.5; Toledo 25.6; Washington, D.C. 22.8.

Strong with advertisers too! Food Fair, Sears Roebuck and Tri-State Motors are just a few current local and regional *Amos 'n' Andy* sponsors.

Join America's most endearing, most enduring comedy team. Get all the details from the distributors of the fastest moving films in television...

**CBS TELEVISION FILM SALES, INC.** with offices in New York, Chicago, Los Angeles, Boston, San Francisco, Detroit, St. Louis, Dallas and Atlanta. In Canada: S. W. Caldwell, Ltd., Toronto.

Operation: 1956; TV sets in area: 325,000.

WGBS-TV (Channel 23)
Storer Broadcasting Co., 316 N.E. 21st St., Miami, Fla.; FRanklin 4-1759.

Operation: 1956; TV sets in area: 325,000.

WMFL-TV (Channel 33)
Miami Biscayne TV Corp., Biscayne Terrace Hotel, Miami, Fla.; FRanklin 1-6641.
Nathaniel J. Klein, pres.; Irving Kipnis, secy.; Edward Mercer, treas.
CP, not operating.

Operation: 1953; TV sets in area: 330,000.

WTHS-TV (Channel 2) (Non-com)
Dade County, Florida (Miami) Public Schools & South Florida Educational TV Foundation, Inc., 275 N.W. 2nd St., Miami 36, Fla.; FRanklin 4-7281.
Vernon Bronson, dir. of radio & TV education; W. R. Thomas, supt. of schools; Dr. Joe Hall, assoc. supt. of schools; James I. Keller, Jr., pres., South Fla. Ed. TV Foundation; Dr. James A. Godard, vice-pres.

Operation: 1955; TV sets in area: 380,000.

WTJ (Channel 4) CBS

Operation: 1949; TV sets in area: 380,000.

WEAL-TV (Channel 18)
Orange County Broadcasters, Inc., Box 7547, Orlando, Fla. R. H. Gunc elk, Jr., pres.; James H. Sawyer, vice-pres.
CP, not operating.

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

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

Panama City
WJDM (Channel 7) ABC, NBC, CBS
J. D. Manly, Box 428, Panama City, Fla.; Adams 4-2251.

Operation: 1953; TV sets in area: 31,000.

Pensacola
WEAR-TV (Channel 3) ABC, CBS

Operation: 1954.

WPFA-TV (Channel 15)
WPFA-TV, Inc., Box 27, Pensacola, Fla. C. W. Lamar, Jr., pres.
CP, not operating.

St. Petersburg
WSUN-TV (Channel 38) ABC
City of St. Petersburg, Million Dollar Pier, St. Petersburg 1, Fla.; 5-4121.

Operation: 1953.

Tallahassee
(See Thomasville, Ga.)
Tampa
WFLA-TV (Channel 8) NBC
The Tribune Company, 905 Jackson St., Tampa, Fla.; 20-131.
Operation: 1955; TV sets in area: 316,000.

WTVT (Channel 13) CBS
Tampa Television Company, 3213 Grand Central, J. B. Tison, film mgr.; Edwin Jay, prom. mgr.; Box 1198, Tampa 9, Fla.; 71113.
Operation: 1955; TV sets in area: 301,900.

W. Palm Beach
WEAT-TV (Channel 12) ABC, CBS
WEAT-TV, Inc., P.O. Box 70, West Palm Beach, Fla.; TEMple 3-9668.

WIRK-TV (Channel 21)
WIRK-TV, Inc., 711 S. Flagler Dr., Box 2148, W. Palm Beach, Fla.
Joseph S. Field, Jr., pres. & gen. mgr.; A. M. Shandloff, secy.
CP, not operating.

GEORGIA
Albany
WALB-TV (Channel 10) NBC, ABC
Operation: 1954.

Atlanta
WAGA-TV (Channel 5) CBS
Storer Broadcasting Co., 1018 W. Peachtree St., N.W., Atlanta, Ga.; TRinity 2-3553.
Operation: 1949; TV sets in area: 548,250.

WATL-TV (Channel 36)
Rousaville of Atlanta, Inc., 3165 Mathieson Drive, N.E., Atlanta 5, Ga.; CEdar 3-2195.
Robert W. Rousaville, pres.; John Fulton, vice-pres.
CP, not operating.

WETV (Channel 30) (non-com)
Board of Education of City of Atlanta, 68 Mitchell St., S.W., Atlanta, Ga.
Devereaux P. McClatchey, pres.; J. Austin Dilbeck, vice-pres.; Haskell Boyter, dir. of radio & TV education.
CP, not operating.

WLW-A (Channel 11) ABC
Crosley Broadcasting of Atlanta, Inc., 1611 West Peachtree St., N.E., Atlanta 9, Ga.; TRinity 2-1141.
Operation: 1951; TV sets in area: 548,250.

WSB-TV (Channel 2) NBC
Atlanta Newspapers, Inc., 1601 W. Peachtree St., N.E., Atlanta 9, Ga.; TRinity 5-7221.
Operation: 1948; TV sets in area: 556,400.

Augusta
WJBF (Channel 6) NBC, ABC
Georgia-Carolina Broadcasting Co., Box 490, Augusta, Ga.; 7-7787.
J. B. Fuqua, pres.; D. M. Kelly, vice-pres. & gen. mgr.; Thomas Hennsey, sales mgr.; Ben Greer, prog. dir.; John Jopling, chief eng.; nat’l rep., George P. Hollingbery Co.

WRDW-TV (Channel 12) CBS
Pat. H. Rice, Jr., pres. & treas.; James W. Hicks, gen. mgr.; Joseph P. Gill, chief eng.; Stewart Spencer, prog. dir.; nat’l rep., The Branham Co.
Columbus
WDAK-TV (Channel 28) NBC, ABC
Television Columbus, 1307 First Ave., Columbus, Ga.; 2-8828.
Allen M. Woodall, gen. mgr.; E. F. MacLeod, stat. mgr.; Joe Windsor, comm. mgr.;
John Hughes, dir. of prog., prod. & traffic; Ronnie Otwell, film dir.; Reeve Owen, chief eng.; nat'l rep., Headley-Reed TV.
Operation: 1953; TV sets in area: 136,950.

NRBL-TV (Channel 4) CBS, ABC
Columbus Broadcasting Co., Inc., 1350 13th Ave., Columbus, Ga.; FAirfax 2-0601.
Operation: 1953; TV sets in area: 185,000.

Macon
WMAZ-TV (Channel 13) CBS basic, ABC, NBC
Southeastern Broadcasting Co., 682 Cherry St., Macon, Ga.; 2-7373.
George P. Rankin, Jr., pres. & chief eng.; Wallace Miller, vice-pres. & gen. counsel; Wilton E. Cobb, secy.-treas. & gen. mgr.; Frank Crowther, comm. mgr.; Albert Sanders, sales mgr.; Herb Johnson, oper. dir.; J. D. Lawhon, eng. dir.; nat'l rep., George P. Hollingbery Co.
Operation: 1953; TV sets in area: 120,000.

WOKA (Channel 47)
Macon Television Co., Box 2245, Macon, Ga.
CP, not operating.

Rome
WROM-TV (Channel 9)
WROM-TV, Inc., 121½ Broad St., Rome, Ga.; 2-0833.
Operation: 1953.

Savannah
WSAV (Channel 3) NBC
Operation: 1956; TV sets in area: 150,500.

WTOC-TV (Channel 11) CBS, ABC
Savannah Broadcasting Co., 516 Abercorn St., Savannah, Ga.; ADams 2-0127.
Operation: 1954; TV sets in area: 150,500.

Thomasville-Tallahassee (Fla.)
WCTV (Channel 6) CBS
John H. Phipps Broadcast Stations, P.O. Box 3166, Tallahassee, Fla.; 3-3666.
John H. Phipps, owner; L. Herschel Graves, gen. mgr.; W. A. Snowden, dir. of eng.; Joe Hosford, oper. dir.; W. L. Woods, sales dir.; nat'l rep., The McEner Co., Inc.—Harry Cummings (Southeast).
Operation: 1955; TV sets in area: 81,650.

IDAHO
Boise
KBOI-TV (Channel 2) CBS
Boise Valley Broadcasters, Inc., 1007 Jefferson St., Boise, Idaho; 3-2511.

KIDO-TV (Channel 7) NBC, ABC
KIDO, Inc., 709 Crestline Drive, Boise, Idaho; 2-4611.

Idaho Falls
KID-TV (Channel 3) CBS, NBC, ABC
A. W. Schwieder, pres.; C. N. Layne, gen. mgr.; Claude Cain, sales mgr.; Roy South-

Operation: 1953; TV sets in area: 54,000.

**Lewiston**

KLEW-TV (Channel 3) CBS

Lewiston TV Co., Box 358, 1115 Idaho St., Lewiston, Idaho; SHERwood 3-5581.


Operation: 1953; TV sets in area: 54,000.

**Pocatello**

KSEI-TV (Channel 6)

Radio Service Corp., Box 31, Pocatello, Idaho.

Henry H. Fletcher, pres.; Florence M. Gardner, vice-pres.; Ruthe A. Fletcher, secy.-treas.

CP, not operating.

**Twin Falls**

KHTV (Channel 13) NBC

Magic Valley Television Corp., 709 Idaho St., Boise, Idaho.


Operation: 1956; TV sets in area: 19,000.

**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

Midwest Television, Inc., 509 S. Neil St., Champaign, Ill.; 6-8333.


Operation: 1953; TV sets in area: 312,000.
Decatur
WTPV (Channel 17) ABC
Prairie Television Co., Television Center, South Side Drive, Decatur, Ill.; 8-4304.
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) NBC, 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
Operation: 1953; TV sets in area: 200,000.

WIRL-TV (Channel 8)
WIRL Television Co., 115 N. Jefferson St., Peoria, Ill.
Operation: 1953; TV sets in area: 200,000.

WTNH-TV (Channel 19) ABC, CBS
Peoria Journal Star, Peoria 3, Ill.; 6-5561.
Operation: 1953; TV sets in area: 200,000.

Quincy
WGEM-TV (Channel 10) NBC, ABC
Quincy Broadcasting Co., Hotel Quincy, Quincy, Ill.; Baldwyn 2-6840.
T. C. Oukley, pres.; J. S. Bonansinga, vice-
pres., gen. mgr. & treas.: J. T. Reardon, secy.;
T. W. Austin, prod. & prog. dir.; J. Ben
Stewart, comm. mgr.; William Vaughn,
prom. mgr.; Frank Laughlin, chief eng.;
natl' rep., Young Television Corp.

Operation: 1953; TV sets in area: 150,000.

Rock Island

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

Ben H. Potter, pres.; Miss Marguerite F.
Potter, vice-pres. & treas.; Leslie C. Johnson,
vice-pres. & gen. mgr.; Maurice Corken,
ass't. gen. mgr.; Ted Arnold, sales mgr.;
Forest W. Cooke, prog. dir. & film buyer;
(Miss) Fern Hawks, pub. dir.; Heber E.
Darton, merch. & prom. mgr.; Robert J.
Sinnett, chief eng.; nat'l rep., Avery-Kno-
del, Inc.

Operation: 1950; TV sets in area: 289,100.

Rockford

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

L. E. Caster, pres.; Swan Hillman, treas.;
Stanley H. Guyer, secy.; J. Michael Baisch,
gen. mgr.; Jack Mazzei, prog. dir.; Rod
MacDonald, prod. mgr.; Dick Peck, chief
eng.; Charles Olson, prom. mgr.; Gene
Hines, film dir.; Al Bilardello, local sales
mgr.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 259,000.

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

Harry Balaban, pres.; Irwin Dubinsky,
vice-pres.; Elmer Balaban, secy.; H. W.
Dubinsky, treas.; Hal Frochich, stat. mgr.;
John W. Kelin, prod. mgr.; Herbert Eck-
stein, chief eng.; Carl P. Stemler, film dir.;
natl' rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 259,000.

Springfield

WICS (Channel 20) NBC, ABC
Plains Television Corp., 523 E. Capitol
Ave., Springfield, Ill.; 8-0465.

Elmer Balaban, pres.; Alfred G. Burger,
vice-pres.; Herbert Scheftel, treas.; Harry
Balaban, secy.; Milton D. Friedland, gen.
mgr.; Warren King, local comm. mgr.; Jer-
rold Merritt, chief eng.; Harold Hoskins,
prog. mgr.; Robert Steffan, prod. mgr.;
James M. Heinmerry, sales prom. dir.; Will-
iam Shaw, film dir.; nat'l rep., Young Tele-
vision Corp.

Operation: 1953; TV sets in area: 110,000.

WMAY-TV (Channel 2)
WMAY-TV, Inc., 504 E. Monroe St.,
Springfield, Ill.

Gordon Sherman, pres.; Lee Ruwitch, Syl
Binkin, vice-pres.; Robert Weiner, secy.;
Melvin Feldman, treas.

CP, not operating.

INDIANA

Anderson

WCBC-TV (Channel 61)
Great Commission Schools, Inc., Box 727,
Anderson, Ind.

Paul E. Billheimer, pres.; Jenny Billheimer,
secy.-treas.

CP, not operating.

Bloomington-Indianapolis

WTV (Channel 4) ABC, NBC
Sarkes Tarzian, Inc., E. Hillside Drive,
Bloomington, Ind.; 2-1407.

Sarkes Tarzian, pres.; Mary Tarzian,
secy.-treas.; Robert Lemon, gen. mgr.; Nor-
man Gissna, sales mgr.; Robert Petranoff,
prog. mgr.; Warren Perney, film dir.; Jerry
Danziger, prod. mgr.; Carl Onken, chief
eng.; nat'l rep., The Meeker Co., Inc.

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

Evansville

WFIE (Channel 62) NBC, ABC
Premier Television, Inc., 1115 Mt. Auburn
Rd., Evansville, Ind.; HAarrison 5-6201.

Jesse D. Fine, pres.; Isadore J. Fine, vice-
pres.; Eugene P. Fine, secy.; Oscar K. Fine,
treas.; Ted Nelson, gen. mgr.; Robert Dean,
sales mgr.; Chester Behrman, prog. dir.;
Paul Kelley, chief eng.; nat'l rep., Ven-
ard, Kintoul & McConnell, Inc.

Operation: 1954; TV sets in area: 215,800.

Evansville Television, Inc., 408 S.E. First
St., Evansville, Ind.; HAarrison 2-1121.

Rex Schepp, pres. & gen. mgr.; B. F.
Schepp, vice-pres.; John W. Spencer, secy.-
treas.; nat'l rep., George P. Hollingbery
Co.

Operation: 1956; TV sets in area: 127,050.
WEHT-TV (Channel 50)  
(See Henderson, Ky.)

Fort Wayne

WKJG-TV (Channel 33) NBC  


Operation: 1953; TV sets in area: 150,000.

Indianapolis

WFJM-TV (Channel 6) NBC  
WFJM, Inc., 1330 N. Meridian St., Indianapolis; MElrose 4-8521.


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

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


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

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


Operation: 1953; TV sets in area: 115,750.

WBTX-TV (Channel 49) CBS, NBC, ABC  
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

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


Operation: 1955; TV sets in area: 176,000.

WSBT-TV (Channel 34) CBS  
Broadcast Center, 300 W. Jefferson Blvd., South Bend 1, Ind.; CEntral 3-3141.


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

Terre Haute

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


Operation: 1954; TV sets in area: 180,900.

Waterloo-Fort Wayne

WINT (Channel 15) CBS, ABC  
Universal Broadcasting Co., Inc., Waterloo, Ind.; ANthony 8475, Fort Wayne.


Operation: 1954; TV sets in area: 180,900.

IOWA

Ames

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

"Nothing chills nonsense like exposure to the air"

Woodrow Wilson said it. And, we'd like to add, nothing nourishes truth so effectively as that very same exposure.

No medium has ever given so wide an airing to human activity as television. A single program has reached 67 million people—40% of all Americans.

We like to think that the three types of lenses on a television camera are a symbol of this medium's penetrating coverage. There's the wide-angle lens, which broadens your view to include the complete scene—be it ball park, stage or convention hall. The normal lens, which is very much like the human eye. And the telephoto lens, which brings events and people close up, catches the flight of a golf ball, the tip of a ballerina's slipper, the flick of an orator's eyelash.

Clearly, television today is a mature and responsible medium, serving the growing public need to be well informed.
Warren Royer, film dir.; nat'l rep., Weed Television Corp.

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

**Cedar Rapids**

**KCRG-TV (Channel 9) ABC**

Cedar Rapids Television Co., 104 First St., S.W., Cedar Rapids, Ia.; 4-4194.


Operation: 1953; TV sets in area: 326,000.

**WMT-TV (Channel 2) CBS**

American Broadcasting Stations, Inc. Paramount Theatre Bldg., Cedar Rapids, Ia.; 4-0171.


Operation: 1953; TV sets in area: 214,600.

**Davenport**

**WOC-TV (Channel 6) NBC**

Central Broadcasting Co., 805 Brady St., Davenport, Ia.; 3-3661.


Operation: 1949; TV sets in area: 335,000.

**Des Moines**

**KGT V (Channel 17)**

Rib Mountain Radio, Inc., 2nd Ave. & Hobson Drive, Des Moines, Ia.

CP, not operating.

**KRNT-TV (Channel 8) CBS**

KRNT-TV Company, 9th & Pleasant St., Des Moines 14, Ia.; C.Herryhill 3-2111.


Operation: 1955; TV sets in area: 210,000.

**WHO-TV (Channel 13) NBC**

Central Broadcasting Co., 1100 Walnut St., Des Moines 7, Iowa; A.Tlantic 8-6511.


Operation: 1954; TV sets in area: 284,500.

**Fort Dodge**

**KQTV (Channel 21) NBC**

Northwest Television Co., 912 1st Ave. South, Fort Dodge, Iowa; 4-0351 & 4-0311.


Operation: 1953; TV sets in area: 41,250.

**Mason City**

**KGLO-TV (Channel 3) CBS**


Operation: 1954; TV sets in area: 105,900.

**Sioux City**

**KTIV (Channel 4) NBC**

KTIV Television Co., 10th & Grandview Blvd., Sioux City, Iowa; 8-0545.


Operation: 1954; TV sets in area: 181,000.

**KTV (Channel 9) CBS, ABC**

Cowles Broadcasting Co., Douglas at 7th St., Sioux City 1, Ia., 2-2711.


Operation: 1953; TV sets in area: 181,000.
Waterloo
KWML-TV (Channel 7) NBC
Black Hawk Broadcasting Co., Hotel Russell Lamson, Waterloo, Ia.; ADams 4-4404.

KANSAS

Ensign
KTVC (Channel 6) CBS
Southeast Kansas Television Co., c/o Leigh Warner, Cimarron, Kans.
CP, not operating.

Goodland
KWGB-TV (Channel 10)
Operation: 1956.

Great Bend
KCKT (Channel 2) NBC
Central Kansas Television Co., Inc., Box 182, Great Bend, Kans.; 7868.
Operation: 1954; TV sets in area: 144,000.

Hutchinson
KTVH (Channel 12) CBS
Wichita-Hutchinson Co., Inc., 1800 N. Plum St., Hutchinson, Kans.; MOhawk 5-5503.
Operation: 1953; TV sets in area: 250,000.

Manhattan
KSAC-TV (Channel 8) (non-com)
Kansas State College of Agriculture & Applied Science, Manhattan, Kans.

Kenneth Thomas, mgr.; Bernard P. Holbert, chief eng.
CP, not operating.
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.; Harrison 4-9215.

Herbert Levy, pres.; Cecil M. Sansbury, gen. mgr.; Roger Garrett, asst. mgr.;
Charles C. Palmisano, sales mgr.; Robert
cleveland, chief eng.; nat'l rep., Young Television Corp.

Operation: 1953; TV sets in area: 119,000.

Lexington

WLAP-TV (Channel 27)

American Broadcasting Corp., Radio Bldg.,
Lexington, Ky.

Gilmore N. Nunn, pres.; Miller Welch, secy.-treas.

CP, not operating.

WLEX-TV (Channel 18) NBC, ABC

WLBX-TV, Inc., 134 N. Limestone St.,
Lexington, Ky.; 4-8747.

J. D. Gay, Jr., pres.; Earl R. Boyles, exec.
vice-pres.; H. Guthrie Bell, secy.-treas.; Wm.
G. Gess, vice-pres.; Harry C. Barfield, stat.
mgr.; Les J. Tackett, sales mgr.; James W.
Robertson, chief eng.; Alex B. MacCunley,
prog. dir.; nat'l rep., The Bolling Co., Inc.

-Dora-Clayton Agency, Inc. (South).

Operation: 1955; TV sets in area: 85,000.

Louisville

WAVE-TV (Channel 3) NBC basic, ABC

WAVE, Inc., 334 E. Broadway, Louisville
2, Ky.; WAbash 2201.

George W. Norton, Jr., pres.; Nathan Lord,
vice-pres. & gen. mgr.; Charles Leonard,
secy.-treas.; George Patterson, prog. dir.;
Ralph Jackson, sales mgr.; James Caldwell,
pub. & prom. dir.; Wilbur Hudson, chief
eng.; Pat O'Hara, prod. mgr.; nat'l rep.,

NBC Spot Sales.

Operation: 1948; TV sets in area: 470,000.

WHAS-TV (Channel 11) CBS

WHAS, Inc., 6th & Broadway, Louisville
2, Ky.; WAbash 2211.

Barry Bingham, pres.; Mark Ethridge,
vice-pres.; Lisle Baker, vice-pres. & treas.;
Victor A. Sholis, vice-pres.; Neil Cline, stat.
mgr.; Ralph Hansen, prog. dir.; Albert John
Gillen, sales mgr.; William F. Loader, prod.
mgr.; Charles McDaniel, film dir.; O. W.

Towner, dir. of eng.; nat'l rep., Harrington,
Righter and Parsons, Inc.

Operation: 1950; TV sets in area: 470,000.

WKLO-TV (Channel 21)

Mid-America Broadcasting Corp., Henry
Clay Hotel, Louisville, Ky.

CP, not operating.

WQXL-TV (Channel 41)

Robert W. Rounsaville, 2549 S. Third St.,
Louisville, Ky.


Newport

WNOP-TV (Channel 74)

Tri-City Broadcasting Co., 606 Monmouth
St., Newport, Ky.; JUniper 1-7100.

James G. Lang, pres.; Vincent Herald,
vice-pres.; Ann R. Lang, secy.-treas.

CP, not operating.

Owensboro

WKYT (Channel 14)

Aircast, Inc., 3015 Radiance Rd., Louis-
ville, Ky.

Stephen P. Bellinger, pres.; Ben H.
Townsend, vice-pres.; Morris E. Kemper,
treas.; Joel W. Townsend, secy.

CP, not operating.

LOUISIANA

Alexandria

KALB-TV (Channel 5) NBC, CBS, ABC

Alexandria Broadcasting Co., Inc., 6th &

T. B. Lanford, pres.; Groves Stafford,
vice-pres.; Willard L. Cobb, gen. stat. mgr.
& nat'l sales mgr.; Jesse R. Sexton, tech.
dir. & local sales mgr.; Eugene Miller, chief
eng.; Tommy Erwin, oper. mgr.; (Miss)
Vivian Close, prom.; nat'l rep., Weed Tele-
vision Corp.

Operation: 1954; TV sets in area: 140,000.

Baton Rouge

WAFB-TV (Channel 28) CBS, ABC

Modern Broadcasting Co. of Baton Rouge,
Inc., 929 Government St., Baton Rouge, La.;
4-8571.

Dwight W. Martin, chmn. of bd.; Tom
E. Gibbens, pres. & gen. mgr.; Edgar B.
Stern, Robert D. Swezey, Louis Reed,
vice-pres., Louis S. Prejean, secy.; Francis
H. Lee, treas.; Don Hallman, prog. dir.;
Ron Littrell, comm. mgr.; Donald K. Al-
lan, chief eng.; Grace McElveen, pub. &
prom.; nat'l rep., Young Television Corp.

-Clark R. Brown Co. (South).

Operation: 1953; TV sets in area: 110,000.
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The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N.Y.
WBIZ (Channel 2) NBC, ABC
Louisiana Television Broadcasting Corp., P. O. Box 1926, Baton Rouge, La.; 8-1491.
Operation: 1955; TV sets in area: 162,900.

Bayou Broadcasting Corp., P.O. Box 1387, Shreveport, La.
CP, not operating.

Camellia Broadcasting Co., Inc., P. O. Box 398, Lafayette, La.; CEnter 5-9494.
Operation: 1955; TV sets in area: 150,000.

Calcasieu Broadcasting Co., 320 Division St., P. O. Box 1521, Lake Charles, La.; HEmlock 6-3631.
Operation: 1954; TV sets in area: 66,000.

KTAG-TV, Inc., P. O. Box 173, 631 15th St., Lake Charles, La.; HEmlock 9-9413.
Operation: 1953; TV sets in area: 62,100.

Shelby M. Jackson, state supt. of public education.
Operation: 1956.

KNOE-TV (Channel 8) CBS, NBC, ABC
James A. Noe, Knoe Road, P. O. Box 1713, Monroe, La.; 8155.
Operation: 1953; TV sets in area: 301,500.

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

WDSU-TV (Channel 6) NBC basic, CBS, ABC
WDSU Broadcasting Corp., 520 Royal St., New Orleans 16, La.; TULane 4371.
Operation: 1948; TV sets in area: 300,000.

WJMR-TV (Channel 20) CBS, ABC
Supreme Broadcasting Co., Inc., 1500 Canal St., New Orleans 12, La.; EExpress 3131.
Operation: 1953; TV sets in area: 300,000.

WWL-TV (Channel 4)
Loyola University, 6363 St. Charles Ave., New Orleans, La.
CP, not operating.

WYES (Channel 8) (non-com)
Greater New Orleans Educational Television Foundation, 701 Carondelet St., New Orleans, La.
Mrs. Louis Abramson, Jr., chmn.; Emile A. Wagner, Jr., vice-chmn.; Mrs. Eugenia B. Seavey, exec. secy.

CP, not operating.

KSLA-TV (Channel 12) CBS basic, ABC
Shreveport Television Co., P. O. Box 92, Shreveport, La.; 3-6151.
Operation: 1953; TV sets in area: 170,000.

KTBS-TV (Channel 3) NBC
KTBS, Inc., 312 E. Kings Highway, Shreveport, La.; 7-3644.

MAINE
Bangor
WABI-TV (Channel 5) NBC, ABC
Community Telecasting Service, 57 State St., Bangor, Me.; 8255.
Operation: 1953; TV sets in area: 88,500.

W-TWO (Channel 2) CBS
Murray Carpenter and Assoc., 7 Main St., Bangor, Me.; 2-4822.

Lewiston
WLAM-TV (Channel 17)
Lewiston-Auburn Broadcasting Corp., 129 Lisbon St., Lewiston, Me.

Elden H. Shute, Jr., pres.; Frank S. Hoy, treas.
CP, not operating.

Poland Spring
WMTW (Channel 8) CBS, ABC
Mt. Washington TV Inc., Poland Spring, Me.; 51.
Operation: 1954.

Portland
WCSH-TV (Channel 6) NBC
Maine Radio and Television Co., 157 High St., Portland 3, Me.; 2-0181.
Operation: 1954; TV sets in area: 182,000.

WGANT-TY (Channel 13) ABC, CBS
Guy Gannett Broadcasting Services, 390 Congress St., Portland, Me.; SPruce 2-4661.
Operation: 1954; TV sets in area: 182,000.

Presque Isle
WAGM-TV (Channel 8)
Aroostook Broadcasting Corp., 489 Main St., Presque Isle, Me.
CP, not operating.

MARYLAND
Baltimore
WAAM-TV (Channel 13) ABC, CBS
WAAM, Inc., Television Hill, Baltimore, Md.; MOhawk 4-7600.
Operation: 1948; TV sets in area: 683,000.
WBAL-TV (Channel 11) NBC
The Hearst Corp., 2610 N. Charles St., Baltimore 18, Md.; HOpkins 7-3000.
Operation: 1948; TV sets in area: 700,000.

WITH-TV (Channel 72)
WITH-TV, Inc., 7 E. Lexington St., Baltimore 3, Md.; LE 7808.
CP, not operating.

WMAR-TV (Channel 2) CBS
The A. S. Abell Co., WMAR-TV, Sun Square, Baltimore 3, Md.; MULberry 5-5670.
Operation: 1947; TV sets in area: 683,000.

WTLF (Channel 18)
CP, not operating.

Salisbury
WBOC-TV (Channel 16) A&BC, CBS
Operation: 1954; TV sets in area: 55,700.

Massachusetts
Adams-Pittsfield
WMGT (Channel 19) ABC
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: 1,420,100.

WGBH-TV (Channel 2) (non-com)
WGBH Educational Foundation, 84 Massachusetts Ave., Cambridge 39, Mass.; University 4-6400.
Ralph Lowell, pres.; Parker Wheatley, gen. mgr.; Hartford N. Gunn, Jr., asst. gen. mgr.; Edward G. Sherburne, Jr., prog. dir.; Paul Rader, dir. of prod.; Frank Harvey, dir. of eng.; Arthur W. Richardson, chief eng.; Peter H. Winn, dir. of pub. rel.
Operation: 1955; TV sets in area: 1,420,100.

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

WNAC-TV (Channel 7) ABC, CBS
Operation: 1948; TV sets in area: 1,420,100.

WXEL (Channel 38)
Ajax Enterprises, Box 376, Greenwich, Conn.
Herbert Mayer, owner.
CP, not operating.
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- Aid in music clearance.

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BROADCAST MUSIC, INC. 589 FIFTH AVENUE NEW YORK 17, N.Y.
Boston-Cambridge
WAFO-TV (Channel 56)
Middlesex Broadcasting Corp., 439 Concord Ave., Cambridge, Mass.; Elliot 4-0500.
Operation: 1953; TV sets in area: 1,800,000.

Brockton
WHEF-TV (Channel 62)
Harry E. Franks, pres. & treas.; Morton M. Goldfine, secy.
CP, not operating.

Greenfield
WRLP (Channel 58)
(Satellite of WWLP, Springfield, Mass.)
Springfield Television Broadcasting Corp., 17 Pearl St., Springfield, Mass.
CP, not operating.

Springfield-Holyoke
WHYN-TV (Channel 55) CBS
The Hampden-Hampshire Corp., 1300 Liberty Street, Springfield, Mass.; Republic 4-1126.
Operation: 1953; TV sets in area: 200,000.

WWLP (Channel 22) NBC, ABC
Springfield Television Broadcasting Corp., 22 Provin Mt. Lane, Feeding Hills, Mass.; STate 9-0971.
Operation: 1953; TV sets in area: 200,000.

Worcester
WAAB-TV (Channel 20)
George F. Wilson, pres. & treas.; Kathleen Wilson, secy.
CP, not operating.

WWORT-TV (Channel 14)
Salisbury Broadcasting Corp., P. O. Box 609, Worcester, Mass.
John Z. Buckley, pres.; Ansel E. Gridley, vice-pres.; Kenneth P. Higgins, treas.
CP, not operating.

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

Bay City-Saginaw
WUMS-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.

WWCM-TV (Channel 22) NBC, ABC
Operation: 1953; TV sets in area: 312,500.

Cadillac
WWTV (Channel 13) CBS, ABC
Sparton Broadcasting Co., 214 N. Michigan St., Cadillac, Mich.; Prospect 5-3478.
Operation: 1953; TV sets in area: 381,900.

Detroit
WBID-TV (Channel 50)
Woodward Broadcasting Co., 520 Bates St., Detroit, Mich.
Max Osnos, pres. & treas.; Jacob Kellman, vice-pres.
CP, not operating.
WJBK-TV (Channel 2) CBS
Operation: 1948; TV sets in area: 1,600,000.

WTVS (Channel 56) (non-com)
Operation: 1955; TV sets in area: 1,546,000.

WWJ-TV (Channel 4) NBC
Operation: 1947; TV sets in area: 1,610,000.

WXYZ-TV (Channel 7) ABC
Operation: 1948; TV sets in area: 1,568,000.

Detroit-Windsor (Canada)
CKLW-TV (Channel 9) CBC
Western Ontario Broadcasting Co., Ltd., Guardian Bldg., Detroit, Mich.; WOodward 1-7200; Riverside Drive W., Windsor, Ont.; CLEarwater 4-1155.
Operation: 1954.

East Lansing
WKAR-TV (Channel 60) (non-com)
Michigan State University, 600 Kalamazoo St., East Lansing, Mich.; EDgewood 2-1511.
Dr. Armand L. Hunter, stat. mgr.; Pat Callihan, prod. mgr.; Carl Williams, film dir.; J. D. Davis, oper. mgr.; Charles S. Ruffing, prog. mgr.; Linn P. Towsley, chief eng.
Operation: 1954.

Flint
WJRT (Channel 12) CBS
Operation: 1957; TV sets in area: 400,000.

Grand Rapids
WMCN (Channel 23)
Peninsular Broadcasting Co., 123 Pearl St., N.W., Grand Rapids, Mich.
John D. Leoks, pres.; Edward A. McCreary, Jr., vice-pres.; Howard W. Freck, vice-pres. & secy.; E. A. McCreary, treas. CP, not operating.

WOOD-TV (Channel 8) ABC basic, ABC
Grandwood Broadcasting Co., Woodland Center, 120 College Ave., S.E., Grand Rapids, Mich.; 9-4125.
Operation: 1949; TV sets in area: 540,300.

Ironwood
WJMS-TV (Channel 12)
Wm. L. Johnson, pres. & gen. mgr.; Archie Johnson, vice-pres.; Ray Lutwitzi, secy.; George H. Lawyer, treas. CP, not operating.
Kalamazoo
WKZO-TV (Channel 3) CBS, ABC
Operation: 1950; TV sets in area: 601,150.

Lansing
WJIM-TV (Channel 6) NBC, CBS, ABC
Operation: 1950; TV sets in area: 435,300.

WTOM-TV (Channel 54) ABC
Operation: 1953; TV sets in area: 175,000.

Marquette
WDMJ-TV (Channel 6) CBS
Operation: 1956; TV sets in area: 50,000.

Saginaw-Bay City
WKNX-TV (Channel 57) ABC, CBS
Operation: 1953.

 Traverse City
WPBN-TV (Channel 7)
Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich.; 2700.
Operation: 1954.

MINNESOTA
Austin
KMMT (Channel 6) ABC
Minnesota-Iowa Television Co., 2½ mi. So. Hiway #105, Austin, Minn.; HEmlock 3-8336.
Operation: 1953; TV sets in area: 115,000.

Duluth-Superior (Wis.)
KDAL-TV (Channel 3) CBS, ABC
Red River Broadcasting Co., Inc., 218 Bradley Bldg., Duluth, Minn.; RAndolph 2-4466.
Operation: 1954; TV sets in area: 108,000.

WDMS-TV (Channel 6) NBC
Northwest Publications, Inc., 230 E. Superior St., Duluth 2, Minn.; 7-6875.
Operation: 1954; TV sets in area: 108,000.

WFTV (Channel 38)
Great Plains Television Properties of Minnesota, Inc., 4 W. 58th St., New York 19, N. Y.
Herbert Scheffel, pres. & secy.; Alfred G. Burger, treas.
CP, not operating.

Minneapolis-St. Paul
KEYD-TV (Channel 9)
United Television, Inc., Foshay Tower, Minneapolis 2, Minn.; FFederal 9-8811.
Sy Weintraub, pres.; Larry Israel, exec. vice-pres.; George Eby, secy.-treas.; Donald Menard, gen. mgr.; Lew Dickey, sales mgr.; Richard J. Quass, prom. dir.; Robert E.
Johnson, prod. mgr.; Gordon Benson, chief eng.; nat'l rep., The Branham Co.

Operation: 1955; TV sets in area: 630,000.

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**KSTP-TV (Channel 5) NBC**

KSTP, Inc., 3415 University Ave., St. Paul or Minneapolis 14, Minn.; Midway 5-2717.


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

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**WCCO-TV (Channel 4) CBS**

Mid-West Radio-TV, Inc., Radio City, Minneapolis, Minn.; Federal 8-0552.


Operation: 1949; TV sets in area: 630,000.

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**WTCN-TV (Channel 11) ABC**

Minnesota Television Public Service Corp., W. Lake St. at Dean Blvd., Minneapolis 16, Minn.; WALnut 7-8881.


Operation: 1953; TV sets in area: 630,000.

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**Wroc-TO (Channel 10) NBC**


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

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**MISSISSIPPI**

**Columbus**

WCBI-TV (Channel 4) CBS, NBC

Bernie Imes, Jr., Highway 12, Columbus, Miss.; FAirfax 8-5631.


Operation: 1956; TV sets in area: 40,000.

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**Hattiesburg**

**WDAM-TV (Channel 9)**

Lion Television Corp., P. O. Box 1649, Hattiesburg, Miss.


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

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**Jackson**

**WJTV (Channel 12) CBS basic, ABC**

Capitol Broadcasting Co., P. O. Box 8187, Jackson, Miss.; 4-2512.


Operation: 1954; TV sets in area: 175,000.

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**WLBT (Channel 3) NBC**

Lamar Life Broadcasting Co., 715 South Jefferson, Jackson, Miss.; 2-2691.


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

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**Meridian**

**WCOC-TV (Channel 30)**

Mississippi Broadcasting Co., Threefoot Bldg., Meridian, Miss.

D. Withers Gavin, pres., secy. & gen. mgr.; Mrs. R. S. Gavin, vice-pres.

CP, not operating.

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**WTOK-TV (Channel 11) CBS basic, NBC, ABC**

Southern Television Corp., Southern Bldg., Box 1771, Meridian, Miss.; 3-1441.

Robert F. Wright, pres. & gen. mgr.; W. B. Crooks, Jr., vice-pres. & sales mgr.; T. Y. Minniece, secy.; S. A. Rosenbaum, treas.;
Cecil Germany, prog. mgr. & traffic mgr.; George Shannon, prod. dir. & film dir.; Joe Saxon, chief eng.; nat'l rep. Headley-Reed TV.

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

Tupelo
WTWV [Channel 9] NBC
WTWV, Inc., Beech Springs Rd., Tupelo, Miss.; 2063.

Operation: 1956; TV sets in area: 25,000.

MISSOURI

Cape Girardeau
KFW-TV [Channel 12] CBS
Hirsch Broadcasting Co., 324 Broadway, Cape Girardeau, Mo.; 5-551.

Operation: 1954.

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: 98,800.

Hannibal
KHQA-TV [Channel 7] CBS

Operation: 1953; TV sets in area: 146,200.

Jefferson City
KRCG-TV [Channel 13] CBS
Jefferson Television Company, Jefferson City, Mo.; 6-6188.


Joplin
KSWM-TV [Channel 12] CBS
Air Time, Inc., 1928 W. 13th St., Joplin, Mo.; Mayfair 3-7260.

Austin A. Harrison, pres. & gen. mgr.; Herbert Van Fleet, vice-pres.; Eleanor F. Harrison, secy-pres.; Roland Robson, oper. mgr.; D. T. Knight, sales mgr.; nat'l rep., Headley-Reed TV.

Operation: 1954; TV sets in area: 42,000.

KOAM-TV [Channel 7]
(See Pittsburg, Kansas)

Kansas City
KCMO-TV [Channel 5] CBS
Meredith Engineering Co., 125 E. 31st St., Kansas City 8, Mo.; Jefferson 1-6789.


Operation: 1953; TV sets in area: 408,350.

KMBK-TV [Channel 9] ABC
KMBC Broadcasting Co., KMBC Bldg., 11th & Central, Kansas City 5, Mo.; Harrison 1-2650.

E. T. Davis, first vice-pres. chge. of sales, adv., prog., and prom.; John T. Schilling, vice-pres. & gen. mgr.; George J. Higgins, vice-pres. & sales mgr.; Morris Greiner, dir. of TV; Lou Kemp, prod. supvr.; Henry Goldenberg, chief eng.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 573,900.

WDAF-TV [Channel 4] NBC

Roy A. Roberts, president; H. Dean Fitzke, man. dir.; Bill Bates, mgr.; F. M. Russo, comm. mgr.; Jay Barrington, prog. dir.; James P. Schmidt, chief eng.; nat'l rep., Headley-Reed TV.

Operation: 1949; TV sets in area: 573,900.

Kirksville
KTVGZ [Channel 3] CBS, NBC
KBIZ, Inc., KBIZ-KTVO Bldg., Ottumwa, IA.; Murray 2-4535.


Operation: 1955; TV sets in area: 187,800.
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St. Joseph
KFEQ-TV (Channel 2) CBS, ABC
Midland Broadcasting Co., KFEQ Bldg.,
St. Joseph, Mo.; 3-0674.
Kenyon Brown, pres.; Glen G. Griswold,
vice-pres. & gen. mgr.; Wayne Beavers,
comm. mgr.; Gene Milsteen, prog. mgr.;
Aileen Hartigan, prom. mgr.; J. Wesley
Koch, chief eng.; nat'l rep., Blair Television
Associates.
Operation: 1953; TV sets in area: 139,000.

St. Louis

KETC (Channel 9) (non-com)
St. Louis Educational Television Commission,
6996 Millbrook Ave., St. Louis 5, Mo.;
Volunteer 3-0995.
Arthur H. Compton, chmn.; Raymond H.
Wittcoff, vice-chmn.; Malcolm Martin, secy-
treas.; Geo. Arms, oper. mgr.; Vincent Q.
Park, prod. mgr.; T. Igglehart, dir. of public
relations; John F. White, bus. mgr.; Jack
Chenoweth, chief eng.
Operation: 1954; TV sets in area: 921,000.

KSDK-TV (Channel 5) NBC
The Pulitzer Publishing Co., 1111 Olive St.,
St. Louis 1, Mo.; MAin 1-1111.
Joseph Pulitzer, Jr., pres.; George M. Bur-
bach, gen. mgr.; Guy E. Yeldell, sales mgr.;
Harold Grams, prog. dir.; Fred J. Mueller,
prom. dir.; Ed Risk, chief eng.; nat'l rep.,
NBC Spot Sales.
Operation: 1947; TV sets in area: 921,000.

KTVI (Channel 36) ABC, CBS
Signal Hill Telecasting Corp., 5915 Bert-
hold Ave., St. Louis 10, Mo.; Mission 7-
3600.
Paul E. Peltason, pres. & gen. mgr.;
Harry Tenenbaum, vice-pres.; Jack Murdock,
prog. dir.; Juby Schainblatt, oper. mgr.;
Richard J. Trompeter, chief eng.; Paul Litt,
sales mgr.; nat'l rep., Weed Television Corp.
Operation: 1947; TV sets in area: 750,000.

Montana
Billings
KOOK-TV (Channel 2) CBS basic, ABC, NBC
The Montana Network, P. O. Box 2557,
Billings, Mont.; 9-7788.
Joseph S. Sample, pres.; J. Carter John-
son, 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., Head-
ley-Reed TV.
Operation: 1953; TV sets in area: 111,150.

KGHL-TV (Channel 8)
Midland Empire Broadcasting Co., 5th
Ave. & N. Broadway, Billings, Mont.
P. N. Fortin, pres.; W. J. Hancock, vice-
pres. & secy.-treas.
CP, not operating.

Butte
KXLF-TV (Channel 4) NBC, ABC
Television Montana, 1681 George St., Butte,
Mont.; 2-2696.
E. B. Craney, pres. & gen. mgr.; Jim Man-
ning, stat. mgr.; W. Jake Walker, comm.
proudly present 52 outstanding feature films for television

including:

How Green Was My Valley
Walter Pidgeon, Maureen O'Hara, Barry Fitzgerald

The Ox-Bow Incident
Henry Fonda, Dana Andrews

The Black Swan
Tyrone Power, Maureen O'Hara, Thomas Mitchell

The House On 92nd Street
William Wythe, Lloyd Nolan

Centennial Summer
Jeanne Crain, Cornel Wilde, Linda Darnell, Walter Brennan

Boomerang
Dana Andrews, Jane Wyatt

Yank In The RAF
Tyrone Power, Betty Grable

Lifeboat
Tallulah Bankhead, William Bendix

Foxes Of Harrow
Rex Harrison, Maureen O'Hara

The Story Of
Alexander Graham Bell
Don Ameche, Loretta Young

Henry Fonda

Dragonswek
Gene Tierney, Vincent Price

Kiss Of Death
Victor Mature, Richard Widmark

in maintaining a tradition of quality...
mgr.; Lloyd Scott, chief eng.; nat'l rep., The Walker Representation Co., Inc.—Art Moore & Assoc., Inc. (Pacific Northwest).

Operation: 1953.

**Great Falls**

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

Operation: 1953; TV sets in area: 29,500.

**Kalispell**

KGEX-TV (Channel 8) KGEZ-TV, Inc., Box 439, Kalispell, Mont.
Frank Reardon, pres.; Richard K. Vick, Mary Adele Sullivan, Albert J. Schumacher, vice-pres.; Wm. K. Carroll, exec. vice-pres.; Helen Reardon, secy.-treas.

CP, not operating.

**Missoula**

KGVO-TV (Channel 13) CBS, ABC
Mosby's Inc., 127 E. Main, Missoula 1, Mont.; 9-7668.

Operation: 1954; TV sets in area: 26,700.

**NEBRASKA**

**Hastings**

KHAS-TV (Channel 5) NBC
Nebraska Television Corp., Highway 281, Box 476, Hastings, Neb.; 3-1321.

Operation: 1956; TV sets in area: 78,100.

**Hayes Center**

KHPL-TV (Channel 6) CBS, ABC
(Satellite of KHOL-TV, Kearney, Neb.)
Bi-States Co., 414 East Ave., Holdrege, Neb.; WYman 5-5952.


Operation: 1956; TV sets in area: 15,000.

**Kearney**

KHOL-TV (Channel 13) CBS, ABC
Bi States Co., 414-416 East Ave., Holdrege, Nebr.; WYman 5-5952.

Operation: 1953; TV sets in area: 105,000.

**Lincoln**

KOLN-TV (Channel 10) CBS, ABC

Operation: 1954; TV sets in area: 129,400.

**Omaha**

KETV (Channel 7)
Herald Corp., 17th & Dodge Sts., Omaha, Neb.
CP, not operating.

KMTV (Channel 3) NBC, ABC
May Broadcasting Co., 2615 Farnam St., Omaha 31, Nebr.; HArney 3333.

Operation: 1949; TV sets in area: 375,000.

**WOW-TV (Channel 6) CBS**
Meredith WOW, Inc., Insurance Bldg., Omaha 2, Nebr.; WEbster 3400.
Fred O. Bohen, chmn. of bd.; E. T. Meredith, pres.; Payson Hall, vice-pres. & treas.;
MAX LIEBMAN PRESENTS
Spectaculars

NBC-TV

Operation: 1949; TV sets in area: 370,000.

**Scottsbluff**

**KSTF (Channel 10)**

(Satellite of KFBC-TV, Cheyenne, Wyo.)

Frontier Broadcasting Co., 2923 E. Lincolnway, Cheyenne, Wyo.; 4-4461.


**NEVADA**

**Henderson-Las Vegas**

**KLRJ-TV (Channel 2) NBC, ABC**


Operation: 1956; TV sets in area: 30,000.

**Las Vegas**

**KLAS-TV (Channel 8) CBS**


Operation: 1953; TV sets in area: 34,000.  

**KOLO-TV (Channel 8) CBS primary, ABC, NBC**


Operation: 1953; TV sets in area: 20,500.

**New Hampshire**

**Keene**

**WKNE-TV (Channel 45)**

WKNE Corp., 17 Dunbar St., Keene, N. H.; 2080.


CP, not operating.

**Manchester**

**WMUR-TV (Channel 9) ABC**


Operation: 1954; TV sets in area: 717,000.

**New Jersey**

**Asbury Park**

**WRTV (Channel 58)**

Atlantic Video Corp., Rt. 4 Nat Rt. 35, Eatontown, N. J.

Walter Reade, Jr., pres.; Edwin Gage, vice-pres. & secy.

CP, not operating.

**Atlantic City**

**WFPG-TV (Channel 46)**

Neptune Broadcasting Corp. Steel Pier, Atlantic City, N. J.


CP, not operating.

**Camden**

**WOCN (Channel 52)**

David E. Mackey, 207 W. Swissvale Ave., Pittsburgh, Pa.

CP, not operating.
New Brunswick

WTLV (Channel 19) [non-com]
New Jersey Department of Education,
State House, Trenton, N. J.
CP, not operating.

Newark-New York

WATV (Channel 13)
Bremer Broadcasting Corp., Television
Center, 1020 Broad St., Newark 1, N. J.;
Mitchell 2-6400; 575 Madison Ave., New
York 22, N. Y.; PLaza 5-1331.
Irving R. Rosenhaus, pres. & gen. mgr.;
Frank V. Bremer, vice-pres. in chge. of eng.;
Edmund S. Lennon, vice-pres.; Emanuel
Pollack, secy.; Jerome Cossman, treas.;
Edward L. Cossman, dir. of sales; Sydney
Kavaleer, TV sales mgr.; Herb Green, prog.
coordinator; George Green, prog. dir.; Robert
Paskow, film dir.; Lou Frankel, sales prom.
& pub. dir.; William Davis, merch. dir.; Henry
Dabrowski, tech. eng. dir.; nat'l rep., Forjoe-TV, Inc.
Operation: 1948; TV sets in area: 4,520,800.

NEW MEXICO

Albuquerque

KGGM-TV (Channel 13) CBS
New Mexico Broadcasting Co., Inc., 1414
Coal Ave., S.W., Albuquerque, N. M.; 3-4543.
A. R. Hebenstreit, pres. & gen. mgr.; S. P.
Vidal, vice-pres.; N. W. Switzer, secy.-
treas.; R. C. (Dusty) Rhoads, comm. mgr.;
Bob Van Driel, prog. dir.; Ed Sanchez,
prop. mgr.; Leonard Dodds, chief eng.;
nat'l rep., Weed Television Corp.—Clyde
Melville Co. (Southwest).
Operation: 1953; TV sets in area: 75,000.

KOAT-TV (Channel 7) ABC
Alvarado Television Co., Inc., 122 Tulane
Drive, S.E., Albuquerque, N. M.; 5-8716.
A. M. Cadwell, pres.; Walter J. Stiles,
vice-pres. & gen. mgr.; Bryan Stephenson,
secy.; David H. Carpenter, vice-pres. in
chge. of sales; Wm. T. Wylder, asst. secy.;
Roland Yount, dir. of eng.; Chuck Stanton,
chief eng.; Judy Lawton; prop. dir.; Al Far-
rel, prod. mgr.; Evelene Wills, film dir.;
nat'l rep., George P. Hollingbery Co.
Operation: 1953; TV sets in area: 62,000.

KOB-TV (Channel 4) NBC
Albuquerque Broadcasting Co., 1430 Coal
Ave., S.W., Albuquerque, N. M.; 3-4411.
Wayne Coy, pres., treas. & gen. mgr.;
Weston C. Pullen, Jr., vice-pres.; Grace C.
Coy, secy.; George S. Johnson, chief eng.;
Rolfe S. Nielsen, comm. mgr.; Al Jarrett,
prog. dir.; Dallas Wyatt, prom. mgr.; nat'l
rep., The Branham Co.
Operation: 1948; TV sets in area: 75,000.

Carlsbad

KAWE-TV (Channel 6) CBS
Voice of the Caverns, Inc., 2907 W.
Church St., Carlsbad, N. M.; TUsedo 5-4101.
Nancy H. Battison, pres.; Charles D.
Cole, vice-pres.; Ed P. Talbott, secy.-treas.;
John H. Battison, gen. mgr. & comm. mgr.;
Jack Rathbun, oper. mgr.; Bill Carnahan,
chief eng.; Ed Teer, prod. mgr.; nat'l rep.,
The Branham Co.
Operation: 1956; TV sets in area: 40,000.

Clovis

KICA-TV (Channel 12)
KICA, Inc., 520 Pile St., Clovis, N. M.
Garfield C. Packard, pres. & treas.; Frank
Lesley, secy.
CP, not operating.

Roswell

KSWX-TV (Channel 8) NBC, CBS, ABC
John A. Barnett, 1723 W. Second, Roswell,
N. M.; MAin 2-6450.
John A. Barnett, owner & gen. mgr.; W.
L. Shackleford, asst. gen. mgr.; Paul Mc-
Evoy, sales dir.; Jack Shafer, prog. dir.;
Owen Moore, prod. dir.; Ray Summersgill,
chief eng.; nat'l rep., The Meeker Co., Inc.—
Clyde Melville Co. (Southwest).
Operation: 1953; TV sets in area: 70,700.

Santa Fe

KVIT (Channel 2)
Video Independent Theatres, Inc., Box
1334, Oklahoma City, Okla.
CP, not operating.

NEW YORK

Albany

WCDA (Channel 41) CBS
Hudson Valley Broadcasting Co., Inc.,
Box 4100, Albany, N. Y.; ALbany 3-2225.
Frank M. Smith, pres.; Thomas S. Mur-
phy, gen. mgr.; Gig Pogan, dir. of TV
oper.; William J. Lewis, sales mgr.; Harry
L. Goldman, prom. & merch. mgr.; Charles
Heisler, chief eng.; nat'l rep., Harrington,
Righter & Parsons, Inc.
Operation: 1953; TV sets in area: 175,000.

WPTR-TV (Channel 23)
Patroon Broadcasting Co., Inc., Hotel
Sheraton-Ten Eyck, Albany 1, N. Y.; 5-3345.
J. Meyer Schine, pres.
CP, not operating.
<table>
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<th>Catalog</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>PASSPORT TO DANGER</strong></td>
<td>Cesar Romero stars in thrill-packed international adventures. 39-1/2 hrs.</td>
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<td><strong>SHEENA, QUEEN OF THE JUNGLE</strong></td>
<td>Exciting jungle dramas starring TV's most dynamic new personality, Irish McCalla. 26-1/2 hrs.</td>
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<td>Dumas' world-famous story of action, adventure, swordplay, romance in history's most exciting era. 26-1/2 hrs.</td>
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<td>Absorbing adult dramas with Doug Fairbanks as host, producer and star. 117-1/2 hrs.</td>
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<td><strong>CODE 3</strong></td>
<td>Gripping dramas based on real life — top priority emergency police cases — a new concept in TV realism. 39-1/2 hrs.</td>
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<td><strong>ANNIVERSARY PACKAGE</strong></td>
<td>Finest feature film package available to TV — many Academy Award winners. 15—various lengths.</td>
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<td><strong>RACKET SQUAD</strong></td>
<td>Mystery adventure with public service appeal. Network and spot tested. Reed Hadley stars. 98-1/2 hrs.</td>
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<td><strong>THE PLAYHOUSE/HERALD PLAYHOUSE</strong></td>
<td>Outstanding anthology drama series. Each film features a big-name star of Hollywood or Broadway. 104-1/2 hrs.</td>
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Contact your nearest office of ABC FILM SYNDICATION, INC. Rating histories and market availabilities on request.

Operation: 1953; TV sets in area: 39,000.

Hagaman
WCD8 (Channel 29) CBS
(Satellite of WCDA, Albany, N. Y.)
Hudson Valley Broadcasting Co., Inc., Box 4100, Albany, N. Y.; 3-2225.
Frank M. Smith, pres.; Thomas S. Murphy, gen. mgr.; Gig Pogan, dir. of TV oper.; William J. Lewis, sales mgr.; Harry L. Goldman, prom. & merch. mgr.; Charles Heisler, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1956.

Ithaca
WHCU-TV (Channel 20)
Cornell University, Savings Bank Bldg., Ithaca, N. Y.
Michael R. Hanna, gen. mgr.
CP, not operating.

WJET (Channel 14) (non-com)
U. of State of New York, State Education Dept., Albany, N. Y.
CP, not operating.

Kingston
WKNY-TV (Channel 66) CBS, ABC, NBC
WKNY-TV Corp., 601 Broadway, Kingston, N. Y.; 4500.

Operation: 1954; TV sets in area: 40,000.

New York City
WABC-TV (Channel 7) ABC

Operation: 1948; TV sets in area: 4,520.-800.

WABD (Channel 5)

Operation: 1944; TV sets in area: 4,520.-800.

WATV (Channel 13)
(See Newark, N. J.)

WCBS-TV (Channel 2) CBS

Operation: 1941; TV sets in area: 4,815.-000.

WGTV (Channel 25) (non-com)
U. of State of New York, State Education Dept., Albany, N. Y.
CP, not operating.

WNYC-TV (Channel 31)
Seymour N. Siegel, dir.; Bernard Buck, prog. mgr.; William H. Pitkin, chief eng.
CP, not operating.

WOR-TV (Channel 9)
RKO Teleradio Pictures, Inc., 1440 Broadway, New York; LOnigace 4-8000.
Tennessee Ernie Ford

MCA

Daytime — NBC-TV
Nighttime — The Ford Show — NBC-TV
Capitol Records
Personal Manager — Cliffie Stone
WPIX (Channel 11)


Operation: 1949; TV sets in area: 4,700,000.

WRCA-TV (Channel 4) NBC


Operation: 1941; TV sets in area: 4,815,000.

Plattsburg-Burlington (Vt.)

WPTZ (Channel 5) NBC, ABC

Rollins Broadcasting-Telecasting of New York, 357-361 Cornelia St., Plattsburg, N. Y.: 3070.


Operation: 1941; TV sets in area: 4,815,000 (U. S.)—350,000 (Canada).

Rochester

WCE-F-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.

WHAM-TV (Channel 5) NBC, ABC

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


Operation: 1949; TV sets in area: 325,000.

WHEC-TV (Channel 10) CBS, ABC

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


Operation: 1953; TV sets in area: 325,000.

WROH (Channel 21) (non-com)

U. of State of New York, State Education Dept., Albany, N. Y.

CP, not operating.

WVET-TV (Channel 10) CBS basic, ABC


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

Schenectady

WRGB (Channel 6) NBC


Operation: 1939; TV sets in area: 492,000.

Syracuse

WHEN-TV (Channel 8) CBS basic, ABC

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

E. T. Meredith, Jr., pres.; Paul Adanti, vice-pres. & gen. mgr.; Payson Hall, treas.; Frank Furbrush, secy., Frederick R. Menezes, comm. mgr.; Gordon J. Alderman,
Sid Caesar

Operation: 1948; TV sets in area: 376,000.

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WHTV (Channel 43) (non-com)
U. of State of New York, State Education Dept., Albany, N. Y.
CP, not operating.

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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: 457,800.

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

Operation: 1949; TV sets in area: 208,000.

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NORTH CAROLINA
Asheville
WISE-TV (Channel 62) NBC, CBS
WISE-TV, Inc., 100 Lookout Rd., Asheville, N. C.; 3-5381.

Operation: 1953; TV sets in area: 40,000.

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WLOS-TV (Channel 13) ABC

Operation: 1954; TV sets in area: 40,000.

Chapel Hill
WUNC-TV (Channel 4) (non-com)
Consolidated University of North Carolina, Chapel Hill, N. C.; 8423; studios also in Greensboro, Raleigh.
Earl Wynn, dir. of TV, Chapel Hill Studio; David M. Davis, dir. of TV, Greensboro Studio; Roy Johnston, dir. of TV, Raleigh Studio; Alan B. MacIntyre, chief eng.; John Young, asst. dir. of TV, Chapel Hill Studio.

Operation: 1954.

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Charlotte
WBTB (Channel 3) CBS A, CBS, ABC
Jefferson Standard Broadcasting Co., One Jefferson Place, Charlotte 8, N. C.; Edison 3-8833.

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

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Durham
WTVD (Channel 11) NBC, ABC

Operation: 1954; TV sets in area: 263,000.

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Fayetteville
WFLB-TV (Channel 18) CBS, NBC, ABC
Fayetteville Broadcasters, Inc., Box 512, Fayetteville, N. C.; 2-7136.

Operation: 1955; TV sets in area: 40,000.
Gastonia
WTWX (Channel 48)
Air-Pix Corp., Lowell, N. C.
CP, not operating.

Greensboro
WFMY-TV (Channel 2) CBS, ABC
Greensboro News Co., Phillips Ave. at White St., Greensboro, N. C.; Phone 4-0114.
Operation: 1949; TV sets in area: 426,900.

Greenville
WNCT (Channel 9) CS, ABC
Carolina Broadcasting System, Inc., P. O. Box 898, 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
Sir Walter Television Co., 2128 Western Blvd., Raleigh, N. C.; Temple 4-8282.
Operation: 1953; TV sets in area: 140,100.

WRAL-TV (Channel 5) NBC
Capitol Broadcasting Co., P. O. Box 1150, Raleigh, N. C.; Temple 4-6401.

Washington
WITN (Channel 7) NBC
W. R. Roberson, Jr., pres., treas. & gen. mgr.; William E. Baines, J. P. Roberson, vice-pres.; Wm. S. Page, secy.; T. H. Patterson, vice-pres. in chge. of sales; L. B. Hilland, chief eng.; Hal Wilson, dir. of oper.; nat'l rep., Headley-Reed TV.
Operation: 1956; TV sets in area: 310,000.

Winston-Salem
WSJS-TV (Channel 12) NBC
Triangle Broadcasting Corp., 419 North Spruce St., Winston-Salem, N. C.; 5-2311.
Operation: 1953; TV sets in area: 95,000.

Winston-Salem
WJJS-TV (Channel 12) NBC
Operation: 1953; TV sets in area: 125,000.

Washington
WTOR-TV (Channel 26) ABC
Operation: 1953; TV sets in area: 125,000.

North Dakota
Bismarck
KBMB (Channel 12) CBS
John M. Boler, pres. & gen. mgr.; Fred Drewry, stat. mgr.; Pete Evens, prog.
JACK LESCOULIE
announcer for
JACKIE GLEASON
DAVE GARROWAY
BUICK
dir.; Dennis Falk, film dir.; Thomas Ahner, chief eng.; nat'l rep., Weed Television Corp.
Operation: 1955; TV sets in area: 23,000.

**KFYR-TV (Channel 5) NBC, ABC**
Meyer Broadcasting Co., 200 1/2 4th St., Bismarck, N. D.; CApital 3-0900.
Operation: 1955; TV sets in area: 28,250.

**Dickinson**
KDIX-TV (Channel 2) CBS
Operation: 1956; TV sets in area: 10,000.

**Fargo**
WDAY-TV (Channel 6) NBC, ABC

**Grand Forks**
KNOX-TV (Channel 10) NBC
Community Radio Corp., Box 142, Grand Forks, N. D.; 4-6411.

**Minot**
KCJB-TV (Channel 13) CBS, NBC, ABC
North Dakota Broadcasting Co., Inc., Box 1712, Minot, N. D.; 5-1161.
Operation: 1953; TV sets in area: 26,800.

**KVJX-TV (Channel 19)**
Meyer Broadcasting Co., 200 1/2 Fourth St., Bismarck, N. D.; 5-133-4-5.
Operation: 1955; TV sets in area: 28,250.

**Williston**
Channel 8
Meyer Broadcasting Co., 200 1/2 Fourth St., Bismarck, N. D.; 5-133-4-5.
CP, not operating.

**Ohio**

**Akron**
WAKR-TV (Channel 49) ABC
Summit Radio Corp., 853 Copley Rd., Ak-rown 20, Ohio; 2-9811.
Operation: 1953; TV sets in area: 150,000.

**Ashtabula**
WICA-TV (Channel 15)
WICA, Inc., Box 372, Ashtabula, Ohio.
D. C. Rowley, pres. & treas.
CP, not operating.

**Canton**
WTCL (Channel 29)
Tri-Cities Telecasting, Inc., 324 Market Ave. S., Canton 2, Ohio; 2-67213. 
CP, not operating.
Cincinnati

WCET (Channel 48) (non com)
The Greater Cincinnati TV Educational Foundation, 1243 Elm, Cincinnati 10, Ohio; DUnbar 1-4033.


Operation: 1954; TV sets in area: 767,700.

WCPO-TV (Channel 9) ABC
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: 997,000.

WLW-TV (Channel 5) NBC
Crosley Broadcasting Corp., 140 W. Ninth St., Cincinnati, Ohio; CHerry 1-1822.


Operation: 1948; TV sets in area: 997,000.

WQXN-TV (Channel 54)
Robert W. Rounsaville, 3165 Mathieson Drive, N. E., Atlanta, Ga.

CP, not operating.

Cleveland

KYW-TV (Channel 3) NBC
Westinghouse Broadcasting Co., Inc., 815 Superior Ave., N. E., Cleveland 14, Ohio; CHerry 1-0942.


Operation: 1948; TV sets in area: 1,174,000.

WERE-TV (Channel 65)
Cleveland Broadcasting, Inc., Bulkley Bldg., Cleveland 15, Ohio; SUperior 1-9600.


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: 1,224,700.

WHK-TV (Channel 19)
Forest City Publishing Co., 5000 Euclid Ave., Cleveland 3, Ohio; EXpress 1-5000.

Sterling E. Graham, pres.

CP, not operating.

WJW-TV
Storer Broadcasting Company, 1630 Euclid Avenue, Cleveland 15, Ohio; TOwer 1-6080.

George B. Storer, pres.; Ben Wickham, man. dir.; Maurice McMurray, nat'l sales
Les Paul
and
Mary Ford

Gibson Guitars
Personal Mgt.
Gray Gordon — Mel Shauer

GAC
667 Madison Ave.
New York 21, N. Y.
Templeton 8-2746

Capitol Records
9120 Sunset Blvd.
Hollywood, Calif.
Crestview 1-1103

Operation: 1949; TV sets in area: 1,146,150.

Columbus
WBNS-TV (Channel 10) CBS
Dispatch Printing Co., 495 Olentangy River Rd., Columbus, Ohio; Capital 8-2611.


Operation: 1949; TV sets in area: 500,400.

WLW-C (Channel 4) NBC
Crosley Broadcasting Corp., 3165 Olentangy River Rd., Columbus 2, Ohio; AMherst 3-5441.


Operation: 1949; TV sets in area: 361,000.

WOSU-TV (Channel 34) (non-com)
The Ohio State University, c/o WOSU, Columbus 10, Ohio; University 3148.


WTWN (Channel 6) ABC
WTVN, Inc., 753 Harmon Ave., Columbus 23, Ohio; Capital 8-5801.


Operation: 1949; TV sets in area: 500,400.

Dayton
WHIO-TV (Channel 7) CBS
Miami Valley Broadcasting Corp., 1414 Wilmington Ave., Dayton, Ohio; Madison 6581.


Operation: 1949; TV sets in area: 348,000.

WIFE (Channel 22)
Skyland Broadcasting Corp., 380 W. First St., Dayton 2, Ohio; Michigan 6501.

Ronald B. Woodyard, pres. & gen. mgr.
CP, not operating.

WLW-D (Channel 2) NBC, ABC
Crosley Broadcasting Corp., 4595 S. Dixie Highway, Dayton 9, Ohio; WAlnut 2101.


Operation: 1949; TV sets in area: 348,000.

Elyria
WEOL-TV (Channel 31)


CP, not operating.

Lima
WIMA-TV (Channel 35) NBC, CBS, ABC
WLPO, Inc., 1424 Rice Ave., Lima, Ohio; 5-3010.


Operation: 1953; TV sets in area: 81,080.

Mansfield
WTVG (Channel 36)
Fergum Theatres, Inc., Madison Theatre, Mansfield, Ohio.

William N. Skibball, pres.; Jack H. Skibball, vice-pres.
CP, not operating.
NOW TV AND TOPS AGAIN!

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AMES BROS.

Show on Film

"JOE"

205 STATIONS
205 CITIES
205 REASONS

why the AMES BROS. have been TOP VIEWING throughout the nation!

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"GENE"

"ED"

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

Oxford
WMUB-TV (Channel 14) (non-com)
Miami University, Oxford, Ohio; 3-4697.
John D. Millett, pres.; F. G. Macomber, dir., Education Study in Instructional Procedures; Laurence Siegel, asst. dir., ESIP; S. C. Hathaway, dir. of radio-TV; Paul Yezell, prog. dir.; Andrew Bruck, chief eng.

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
WSPD-TV (Channel 13) CBS basic, NBC, ABC
The Storer Broadcasting Co., 136 Huron St., Toledo, Ohio; FU-3260.
Operation: 1948; TV sets in area: 376,000.

WTOH-TV (Channel 79)
Woodward Broadcasting Co., 520 Bates St., Detroit, Mich.
Max Osnos, pres. & treas.; Jacob Kellman vice-pres. & secy.
CP, not operating.

Youngstown
WFMYJ-TV (Channel 21) NBC
The Vindicator Printing Co., 101 W. Boardman St., Youngstown 3, Ohio; RIVERside 3-4121.
Operation: 1953; TV sets in area: 180,000.

WKBN-TV (Channel 27) CBS, ABC
WKBN Broadcasting Corp., 3930 Sunset Blvd., Youngstown 1, Ohio; STerling 2-1145.
Operation: 1953; TV sets in area: 202,600.

Zanesville
WKBN-TV (Channel 50) NBC, CBS, ABC
Southeastern Ohio Television System, Downard Rd., Zanesville, Ohio; 3-0361.
Operation: 1953; TV sets in area: 202,600.

OKLAHOMA
Ada
KTEN (Channel 10) ABC, CBS, NBC
Eastern Oklahoma Television Co., Inc., P. O. Box 10, Ada 6, Okla.; 1010.
Operation: 1954; TV sets in area: 86,400.

Enid
KGE-TV (Channel 5) ABC
Streets Electronics, Inc., Box 1589, Enid, Okla.; ADams 4-5000.
Operation: 1956.
ROY ROGERS "King of the Cowboys"
and TRIGGER "Smartest Horse in the Movies"

TV — NBC NETWORK • Sponsored by Post Cereals — A Division of General Foods
Rodeos and Personal Appearances

Little Golden Records and Bell Label Recording Artist:
Merchandise Tie-ups: Roy Rogers Enterprises • Exclusive Management: Art Rush, Inc.
Public Relations: A. L. Rackin

357 North Canon Drive • Beverly Hills, California
Lawton
KSWO-TV (Channel 7) ABC
Oklahoma Quality Broadcasting Co., East City, Lawton, Okla.; 1380.
Operation: 1953; TV sets in area: 80,000.

Muskogee-Tulsa
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.; Victor 3-6730.
Chas. F. Spencer, chmn.; Rex Pettijohn, vice-chmn.; Dr. J. R. Colvert, secy.-treas.; John W. Dunn, dir.; Keith E. Stagg, chief eng.; Marcus W. Fuller, prog. dir.
Operation: 1956.

KTVQ (Channel 25) ABC
Republic Television & Radio Company, Northwest Station, Oklahoma City, Okla.; Jackson 5-1561.
E. A. "Jack" Fariss, owner.
CP, not operating.

KWTV (Channel 9) CBS
Oklahoma Television Corp., 7401 Lincoln Blvd., Oklahoma City 14, Okla.; Victor 3-6641.
Operation: 1953; TV sets in area: 395,000.

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: 399,700.

Tulsa
KCEB (Channel 23)
Elfred Beck, 108 Wright Ave., Tulsa, Okla.
CP, not operating.

KOED-TV (Channel 11) (non-com)
Oklahoma Educational Television Authority, Box 2005, Norman, Okla.
Charles Franklin Spencer, chmn.; Rex E. Pettijohn, vice-chmn.; Dr. J. R. Coloert, secy.-treas.
CP, not operating.

KOTV (Channel 6) CBS
KOTV, Inc., Third & Frankfort Sts., Tulsa, Okla.; Phone: Cherry 2-9233.
Operation: 1949; TV sets in area: 312,000.

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: 312,000.

OREGON
Eugene
KVAL-TV (Channel 13) NBC basic, ABC
Eugene Television, Inc., Blanton Heights, P. O. Box 548; Eugene, Ore.; Diamond 4-3245.
mgr.; Martin Levinson, film dir.; Alvin Barnard, chief eng.; nat'l rep., George P. Hollingbery Co.—Art Moore & Assoc., Inc. (Pacific Northwest).

Operation: 1954; TV sets in area: 76,000.

Klamath Falls
KOTI-TV (Channel 2)
California-Oregon Television Co., Inc., Box 1189, Medford, TUxedo 4-8131.
Operation: 1956.

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

Portland
KGW-TV (Channel 8)
Gordon D. Orput, pres.; Paul F. Murphy, Henry A. Kuckenberg, Henry B. Owen, vice-pres.; W. Calder McCall, treas.
Operation: 1956.

KLOR (Channel 12) ABC
Oregon Television, Inc., 915 N. E. Davis, Portland, Ore.; BElmont 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.; CApitol 8-3333.
Operation: 1953; TV sets in area: 317,700.

KPTV (Channel 27) NBC
Storer Broadcasting Co., 735 S.W. 20th Place, Portland 5, Ore.; Capitol 2-9921.
Operation: 1952; TV sets in area: 356,400.

Roseburg
KPIC (Channel 4) NBC basic, ABC (Satellite of KVAl-TV, Eugene, Ore.)
Southwest Oregon Television Broadcasting Corp., c/o KVAl-TV, Eugene, Ore.
Operation: 1956.

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

Pennsylvania
Allentown
WMFTZ-TV (Channel 67)
Raymond F. Kohn, pres.; Ben Strause, vice-pres.; Daniel Houck, secy.; Marabelle J. Kohn, treas.
CP, not operating.

WPQY (Channel 39)
WKAP, Inc., P. O. Box 689, Allentown, Pa.
CP, not operating.

Altoona
WFBG-TV (Channel 10) ABC, CBS, NBC
sales development; David J. Bennett, dir. of regional sales development; John D. Scheuer, Jr., dir. of public relations and programming; Henry E. Rhea, dir. of eng.; John C. Harlan, bus. mgr.; Richard W. Gideon, chief statistician; station personnel: Jack Snyder, stat. mgr.; George Burgoon, asst. stat. mgr.; Edward Scala, prog. dir.; Thomas Martin, sales mgr.; Kenneth R. Brubaker, chief eng.; nat'l rep., H-R Television.

Operation: 1953; TV sets in area: 451,800.

Bethlehem

WLEV-TV (Channel 51) NBC

Associated Broadcasters, Inc., Savercool 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

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: 164,000.

Harrisburg

WCMB-TV (Channel 27)

Rossmoyno 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.; CEdar 4-3211.


Operation: 1953; TV sets in area: 190,000.

WTVA (Channel 71) ABC


Operation: 1953; TV sets in area: 238,500.

Hazleton

WAZL-TV (Channel 63)


CP, not operating.

Johnstown

WARY-TV (Channel 56) CBS, ABC


Operation: 1953; TV sets in area: 155,000.

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

WJAC, Inc., 329 Main St., Johnstown, Pa.; 5-1262.

Walter W. Krebs, pres.; Alvin D. Schrott,
DIRECTOR

"Your Hit Parade"
N.B.C.-TV

CHARLES SANFORD

"WASHINGTON SQUARE"... NBC-TV
Starring
RAY BOLGER

Bill Hobin

DIRECTOR
"Your Hit Parade"
N.B.C.-TV

Operation: 1949; TV sets in area, 975,000.

**Lancaster**

WGAL-TV (Channel 8) NBC, CBS

WGAL, Inc., 24 S. Queens St., Lancaster, Pa.; 3-5851.


Operation: 1949; TV sets in area: 917,300.

**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


Operation: 1947; TV sets in area: 2,100,000.

WHYY-TV (Channel 35) (non-com)


Operation: 1956; TV sets in area: 3,000,000.

WPHD (Channel 23)

Ajax Enterprises, Box 376, Greenwich, Conn.

Herbert Mayer, owner.

CP, not operating.

WRCV-TV (Channel 3) NBC


Operation: 1941; TV sets in area: 3,000,000.

WSES (Channel 29)


CP, not operating.
Miss FRANCES

Ding Dong School
Parents Time With Miss Frances
NBC—TV
Pittsburgh
KDKA-TV (Channel 2) NBC, CBS, ABC
Westinghouse Broadcasting Co., Inc., 1 Gateway Center, Pittsburgh 22, Pa.; Express 1-3000.
Operation: 1949; TV sets in area: 1,200,000.

WENS (Channel 16) ABC, CBS, NBC
Operation: 1953; TV sets in area: 1,200,000.

WQED (Channel 11) (non-com)
Metropolitan Pittsburgh Educational Television Station, 4337 Fifth Ave., Pittsburgh 13, Pa.; Museum 3-1300.
Operation: 1954; TV sets in area: 636,000.

Reading
WEEU-TV (Channel 33)
Hawley Broadcasting Co., 433 Penn St., Reading, Pa.; 6-7335.
Wm. Rohn, pres.; K. Richard Creitz, gen. mgr.
CP, not operating.

WHUM-TV (Channel 61) CBS, ABC
Eastern Radio Corp., 214 S. Fifth St., 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.

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

Sunbury
WKOK-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.
PERRY CROSS

Producer of "The Ernie Kovacs Show"

DIRECTED BY BARRY SHEAR

The ERNIE KOVACS SHOW
NBC

REPRESENTED BY MCA
• DICK RUBIN
Wilkes-Barre
WBRE-TV (Channel 28) NBC
WBRE-TV, Inc., 62 S. Franklin St., Wilkes-Barre, Pa.; VAlley 3-3101.
 Louis G. Baltimore, pres.; David M. Baltimore, vice-pres. & gen. mgr.; F. D. Coslett, oper. 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
Wyoming Valley Broadcasting Co., 88 N. Franklin St., Wilkes-Barre, Pa.; VA 4-4666.
 Operation: 1953; TV sets in area: 305,000.

Williamsport
WRAK-TV (Channel 36) WRAK, Inc., Box 569, Williamsport, Pa.: 2-6116.
 George E. Joy, gen. mgr.
 CP, not operating.

York
WNOW-TV (Channel 49)
Broadcast Division, Helm Coal Co., Box 1747, York, Pa.; 27821-22.
 Operation: 1953; TV sets in area: 137,000.

WSBA-TV (Channel 43) ABC

RHODE ISLAND
Providence
WJAR-TV (Channel 10) NBC, ABC
The Outlet Co., 176 Weybosset St., Providence, R. I.; GAspee 1-8255.
 Operation: 1949; TV sets in area: 1,098,200.

WNES (Channel 16)
Channel 16 of Rhode Island, Inc., Box 1553, Providence, R. I.; UNION 1-3100.
 Harold C. Arcaro, pres.; Samuel Hamin, John Dunne, vice-pres.
 CP, not operating.

WPBO-TV (Channel 12) CBS
Cherry & Webb Broadcasting Co., 24 Mason St., Providence 2, R. I.; Plantations 1-9776.
 Operation: 1955; TV sets in area: 1,282,000.

SOUTH CAROLINA
Anderson
WAHM-TV (Channel 40) ABC, CBS
Wilton E. Hall, 1 Martin St., Anderson, S. C.; Canal 6-1511.
 Wilton E. Hall, owner; Glenn P. Warnock, gen. mgr.; E. Cosens, 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)
 CP, not operating.

Charleston
WCSC-TV (Channel 5) CBS, ABC
 Operation: 1953; TV sets in area: 197,100.
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In 1947 HAL ROACH became the first major Hollywood studio to convert to the exclusive production of films for television.

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HAL ROACH, JR.
Owner, President and Executive Producer

SIDNEY S. VAN KEUREN
Vice-President and General Manager
WUSN-TV (Channel 2) NBC, ABC
Southern Broadcasting Co., Inc., P. O. Box 879, Charleston, S. C.; Mount Pleasant 4141.


Operation: 1953; TV sets in area: 365,500.

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


Operation: 1953; TV sets in area: 210,000.

WNOK-TV (Channel 67) CBS


Operation: 1954; TV sets in area: 97,500.

Florence
WBTW (Channel 8) CBS, NBC, ABC


Operation: 1954.

Greenville
WFBT-TV (Channel 4) NBC


Operation: 1953; TV sets in area: 181,975.

WKVL (Channel 23)

CP, not operating.

Spartanburg
WSA-TV (Channel 7) CBS
Spartan Radiocasting Co., 224 E. Main St., Spartanburg, S. C.; 3-3621.


Operation: 1956; TV sets in area: 286,750.

SOUTH DAKOTA
Florence
KDLO-TV (Channel 3) NBC, CBS, ABC
(Satellite of KBLO-TV, Sioux Falls, S. D.

Triple City Broadcasting Co., c. o. KELO-TV, Sioux Falls, S. D.; Sioux Falls 48841.


Operation: 1955; TV sets in area: 181,975.

Rapid City
KOTA-TV (Channel 3) CBS, ABC
Black Hills Broadcast Co. of Rapid City, 1819 West St. Joe St., Rapid City, S. D.; F1 2-2000.


Operation: 1955; TV sets in area: 18,700.

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


Operation: 1953; TV sets in area: 181,975.
TENNESSEE

Chattanooga

WDEF-TV (Channel 12) CBS, ABC
WDEF Broadcasting Co., Inc., Volunteer Bldg., Chattanooga 2, Tenn.; 7-3393
Carter M. Parham, pres.; Z. Carter Patton, vice-pres.; Edward Finlay, Jr., secy.;
Alex. Guerry, Jr., treas.; Harold E. Anderson, stat. mgr.; Morris Quave, prog. dir.;
Operation: 1953; TV sets in area: 189,000.

WRGP-TV (Channel 3) NBC, ABC
Mountain City Television, Inc., 1214 McCallie Ave., Chattanooga, Tenn.; 98-1505.
Ramon G. Patterson, pres. & gen. mgr.; Will Cummings, treas.; Harry Stone, stat. mgr.; Mrs. Helen Patterson, prog. dir.;
George Moore, sales mgr.; B. B. Barnes, chief eng.; Bill Hubbard, prod. mgr.; nat'l rep., The Branham Co.
Operation: 1956; TV sets in area: 244,000.

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, John B. North, Dave M. Palmer, Jr., vice-pres.;
Jim Hoppers, prog. mgr.; Dave O'Brien, prom. & pub. dir.;
James Thomas chief eng.; A. Knott, prod. mgr.; nat'l rep., Headley-Reed TV.

Johnson City

WJHL-TV (Channel 11) CBS, ABC
WJHL, Inc., 145 W. Main St., Johnson City, Tenn.; 2780.
Jack Sausman, prop. dir.; William McDonald, prom. dir.;
Rowland Medler, chief eng.; nat'l rep., John B. Pearson Television, Inc.
Operation: 1953; TV sets in area: 190,000.

Knoxville

WATE-TV (Channel 6) NBC, ABC
Greater East Tennessee TV, Inc., 612 Gay St., Knoxville, Tenn.; 2-7111.
Paul Montcastle, pres.; Cowan Rodgers, exec. vice-pres.; W. H. Linebaugh, vice-pres. & gen. mgr.;
Herbert Madden, vice-pres.;
Frank Tucker, treas.; John A. Ayers, Sr., secy.;
John Reese, prog. dir.;
T. T. McDonald, sales mgr.; Fred M. Andrews, chief eng.;
Carl Timbets, prod. mgr.;
Wayne Hudson, prom. mgr.; nat'l rep., Avery-Knodel, Inc.
Operation: 1953; TV sets in area: 200,500.

WBIR-TV (Channel 10) CBS
WBIR, Inc., 618 S. Gay St., Knoxville, Tenn.; 4-3321.
John P. Hart, pres. & mgr.; Gilmore R. Nunn, Robert L. Ashe, vice-pres.;
Martha H. Ashe, secy.-treas.; Hubert Taft, Jr., chmn. of bd.;
Neal W. Branch, prog. dir.;
R. S. Quinn, local sales mgr.; J. Rex Horton, chief eng.; nat'l rep., The Katz Agency, Inc.
Operation: 1956; TV sets in area: 230,000.

WTVK (Channel 26) ABC
South Central Broadcasting Corp., Memorial Park Road on Sharps Ridge, Knoxville, Tenn.; 5-2113.
Leighman D. Groves, secy.-treas.; William E. Eckstein, prog. mgr.;
Norman Stone, pub. & public service dir.;
Joy Broyles, chief eng.; nat'l rep., John E. Pearson Television, Inc.
Operation: 1953; TV sets in area: 120,000.

Memphis

WHBQ-TV (Channel 13) ABC
RKO Teleradio, Inc. (N. Y.), 1381 Madison Ave., P. O. Box 176, Memphis 1, Tenn.;
Broadway 2-3441.
John H. Cleghorn, vice-pres. & gen. mgr.;
Tom W. Ragland, sales mgr.;
William R. Forrester, sales service mgr.;
Wilson Northcross, dir. of public relations;
Weltton M. Roy, chief eng.;
William C. Rucker, prom. dir.;
Operation: 1953; TV sets in area: 438,200.

WKNO-TV (Channel 10) (non-com)
Memphis Community Television Foundation, 268 Jefferson Ave., Memphis 3, Tenn.;
Jackson 6-6826.
Julian B. Bondurant, pres.; Ernest C. Ball, vice-pres.;
Robert W. Pharr, secy.;
Allen Morgan, treas.; Harold H. Martin, man. dir.;
C. E. LaFond, chief eng.;
Keith J. Nighbert, prog. dir.;
William Gould, film mgr.
Operation: 1956; TV sets in area: 400,000.

WMCT (Channel 5) NBC
Memphis Publishing Co., Goodwyn Institute Bldg., P. O. Box 311, Memphis, Tenn.;
Phone: Jackson 6-7464.
H. W. Slavick, gen. mgr.;
Earl Moreland, stat. mgr.;
Wilson Mount, prog. dir.;
Charles Caldwell, Jr., Newsreel film dir.;
E. C. Frase, Jr., chief eng.;
Edward Greaney, prod. mgr.; nat'l rep., Blair-TV, Inc.
Operation: 1948; TV sets in area: 362,000.
WREC-TV (Channel 3) CBS
WREC Broadcasting Service, Hotel Peahody Bldg., Memphis 3, Tenn.; Jackson 5-1313.

Nashville
WLAC-TV (Channel 5) CBS
WLAC-TV, Inc., 159 Fourth Ave., N. Nashville 3, Tenn.; Chapel 2-4331.
Operation: 1954; TV sets in area: 388,000.

WSIX-TV (Channel 8) ABC
R. D. Stanford, Jr., pres. & gen. mgr.; E. S. Tanner, vice-pres.& comm. dir.; Jas. L. Harper, dir. of TV; Charles Duke, chief eng.; nat'l rep., George P. Hollingbery Co.
Operation: 1953; TV sets in area: 380,000.

KGN-CB (Channel 4) NBC
Operation: 1953; TV sets in area: 86,350.

Austin
KTBC-TV (Channel 7) ABC, CBS, NBC
Texas Broadcasting Corp., Box 717, Austin 64, Tex.; GReenwood 2-2424.
Operation: 1952.

Beaumont
KBMT (Channel 31) NBC
Television Broadcasters, Inc.; Box 1192, Beaumont, Texas; 9-2476.
Randolph C. Reed, pres. & gen. mgr.; N. D. Williams, secy.-treas.; Charles Peterson, chief eng.; Walter Morris, prog. mgr.; nat'l rep., Forjoe-TV, Inc.
Operation: 1954; TV sets in area: 34,000.

KFDM-TV (Channel 6) CBS, ABC
Operation: 1955; TV sets in area: 109,000.

Operation: 1956; TV sets in area: 48,500.

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Brownwood
(Channel 19)

Brownwood Television Co., 911 St. Joseph St., Dallas, Tex.

O. L. Nelms, owner.

CP, not operating.

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Corpus Christi

Kris-TV (Channel 1) NBC

Gulf Coast Broadcasting Co., Box 840, Corpus Christi, Tex.; Tulip 4-6354.


Operation: 1956; TV sets in area: 48,000.

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KSix-TV (Channel 10)

K-Six Television, Inc., Show Room Bldg., Corpus Christi, Tex.

Vann M. Kennedy, pres.; Chas. R. Manning, vice-pres.; Cecil E. Burney, secy.; James H. Burney, treas.

CP, not operating.

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KVDO (Channel 22) CBS, ABC

Coastal Bend Television Co., 409 S. Staples, Corpus Christi, Tex.; 7-7648.


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

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Dallas

KRLD-TV (Channel 4) CBS

Dallas Times Herald, Herald Square, Dallas, Texas; PErshing 7-6811.


Operation: 1949; TV sets in area: 540,900.

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WFAA-TV (Channel 8) NBC, ABC

The Dallas Morning News, 3000 Harry Hines Blvd., Dallas 2, Tex.; PErshing 3315.


Operation: 1949; TV sets in area: 564,080.

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El Paso

KILT-TV (Channel 13)

McLendon Investment Corp., 4530 Delta, El Paso, Texas; 3-3658.


Operation: 1956; TV sets in area: 60,000.

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KROD-TV (Channel 4) CBS, ABC


Operation: 1952; TV sets in area: 93,000.

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KTUM-TV (Channel 9) NBC


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

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XEJ-TV (Channel 5) (Mexican Border—Juarez)

Television de la Frontera, S.A., Box 442, El Paso, Texas.; 111-511.


Operation: 1954.

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Fort Worth

KFJZ-TV (Channel 11)

Texas State Network, Inc., 4801 West Freeway, Fort Worth 1, Texas; PErshing 7-6631.

Haigh, chief eng.; Joe Evans, local sales mgr.; Hank Davis, prog. dir.; Don Henry, prod. mgr.; Arno Mueller, Jr., film buyer; Edith Milliken, pub. & sales prom.; nat'l rep., H-R Television, Inc.—Clarke R. Brown Co. (South)

Operation: 1955; TV sets in area: 585,000.

KTRK-TV (Channel 13) ABC
Houston Consolidated Television Co., 4513 Cullen Blvd., P. O. Box 12, Houston 4, Texas; J ACKson 6-1311.

Operation: 1949; TV sets in area: 485,000.

KUHT (Channel 8) (non-com)
University of Houston & Houston Independent School District, 3801 Cullen Blvd., Houston 4, Texas; CHArter 4-0141.

Operation: 1953; TV sets in area 485,000.

KXYZ-TV (Channel 29)
Shamrock Broadcasting Co., Gulf Bldg., Houston, Texas; CApitol 2-6151.
Glen H. McCarthy, pres.; Fred Nahas, exec. vice-pres.
CP, not operating.

KHCAD-TV (Channel 8) CBS, NBC
Vidicon Industries of America, 820 Convent Ave., Laredo, Tex.; 3-3674.

Operation: 1956; TV sets in area: 13,000 (and 5,000-Mexico).

Lubbock

KCBD-TV (Channel 11) NBC, ABC
Bryant Radio & Television, Inc., Box 1507, Lubbock, Texas; SHERwood 4-1414.

Operation: 1953; TV sets in area: 53,800.
Texas Telecasting, Inc., 7400 College Ave., Lubbock, Tex.; SHerwood 4-2345.


Operation: 1952; TV sets in area: 129,150.

Lufkin
KTRE-TV (Channel 9) NBC
Forest Capital Broadcasting Co., Box 701, Lufkin, Tex.; 3-7771.


Midland
KMID-TV (Channel 2) NBC, ABC
Midessa Television Co., P. O. Box 2758, Midland, Texas; MUtual 2-7321.


Operation: 1953; TV sets in area: 31,500.

Odessa
KOSA-TV (Channel 7) CBS
Odessa Television Co., 1211 N. Whitaker, Odessa, Tex.; FEDeral 7-8301.


Operation: 1956; TV sets in area: 78,500.

San Antonio
KCOR-TV (Channel 41) CBS, ABC
KCOR, Inc., 111 Martinez St., San Antonio, Texas; CApitol 5-2751.


Operation: 1956; TV sets in area: 44,600.

KENS-TV (Channel 5) CBS, ABC
Express Publishing Co., Ave. E & 4th St., P. O. Box 2171, San Antonio; CApitol 7-8151.


Operation: 1950; TV sets in area: 316,000.

KONO-TV (Channel 12)
Mission Telecasting Corp., N. St. Marys St., San Antonio, Tex.; CApitol 6-5171.


Operation: 1957.

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.

KOAL-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.
Temple
KCEN-TV (Channel 6) NBC
Bell Publishing Co., Box 188, Temple, Texas; Prospect 3-6868.
Operation: 1953; TV sets in area: 152,600.

Texarkana
KCMC-TV (Channel 6) CBS, ABC
Operation: 1953; TV sets in area: 150,000.

Tyler-Longview
KLTV (Channel 7) NBC, CBS, ABC
Lucille Ross Lansing, Box 957, Tyler, Texas; 2-3875.
Operation: 1954; TV sets in area: 110,000.

Waco
KWTX-TV (Channel 10) CBS, AB
KWTX Broadcasting Company, Box 3128, Waco, Texas; 3-7331.
Operation: 1955; TV sets in area: 123,000.

Weslaco
KRGV-TV (Channel 5) NBC
KRGV-TV, Inc., 311 Missouri Ave., Weslaco, Texas; 516-517.
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.

UTAH
Salt Lake City
KSYD-TV (Channel 6) CBS
KSYD Television Co., Box 2130, 420, Wichita Falls, Tex.; 2-3875.
Operation: 1953; TV sets in area: 99,100.

Operation: 1954; TV sets in area: 140,000.

VIRGINIA

Bristol
WCYB-TV (Channel 5) NBC, ABC
Appalachian Broadcasting Corp., Box 1009, Bristol, Va.; Nor'th 3560.
Operation: 1956; TV sets in area: 300,000.

Danville
W8TM-TV (Channel 24)
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.; MAdison 7-7774; Box 481, Hampton, Va.; 6332.
Thomas P. Chisman, pres. & gen. mgr.; Harrol A. Brauer, Jr., vice-pres. and dir. of sales; James E. Swafford, vice-pres.; J. W. Chisman, secy.-treas.; Jane Winne, prom. mgr.; Sherley Tucker, traffic mgr.; Bob Champion, film coordinator; Howard Keller, prog. dir. (Norfolk); Jim Gray, prog. dir. (Hampton); William C. King, Jr., chief eng.; Duff Kleiwer, operations mgr.; nat'l rep., Avery-Knodel, Inc.
Operation: 1953; TV sets in area: 230,000.

Harrisonburg
WSVA-TV (Channel 3) CBS, NBC, ABC
Shenandoah Valley Broadcasting Corp., Rawley Pike, Harrisonburg, Va.; 4-4431.
Operation: 1955; TV sets in area: 398,600.

Lynchburg
WLYA-TV (Channel 13) ABC
Lynchburg Broadcasting Corp., 925 Church St., Lynchburg, Va.; 2-1242.
Operation: 1953; TV sets in area: 308,000.

Newport News-Norfolk
WACH-TV (Channel 33)
CP, not operating.

Norfolk
WTAR-TV (Channel 3) CBS
WTAR Radio Corp., 720 Boush St., Norfolk 10, Va.; Phone: MA 5-6711.
Operation: 1950; TV sets in area: 214,000.

Portsmouth
WTOV-TV (Channel 27)
Tim Brite, Inc., 1318 Spratley, St., Portsmouth, Va.; EXport 9-7583.
Operation: 1953.

Petersburg
WXEX-TV (Channel 10) ABC
Petersburg Television Corp., 124 West Tabb St., Petersburg, Va.; REGent 3-7876.
Operation: 1955; TV sets in area: 398,600.

Portsmouth
WAY-TV (Channel 10) ABC
Hampton Roads Telecasting Corp., 709 Boush St., Norfolk 10, Va.; MAdison 7-2303 and EXport 7-3408.
Operation: 1957.
Richmond

WOTV (Channel 29)
Winston-Salem Broadcasting Co., Inc., Box 5176, Ardmore, P. O., Winston-Salem, N. C.
CP, not operating.

WRVA-TV (Channel 12) CBS
Richmond Television Corp., P. O. Box 2370, Richmond 18, Va.; 83-5461.
Operation: 1956; TV sets in area: 503,000.

Roanoke

WDBJ-TV (Channel 7) CBS
Times-World Corp., 201 Campbell Ave., S. W., Roanoke, Va.; Phone: 3-8031.
Operation: 1948; TV sets in area: 503,000.

WSLS-TV (Channel 10) NBC, ABC
Shenandoah Life Stations, Inc., Church Ave. & Third St., Roanoke, Va.; 4-9227.
Operation: 1952; TV sets in area: 457,700.

WASHINGTON

Bellingham

KVOS-TV (Channel 12) CBS
KVOS-TV, Inc., 1151 Ellis St., Bellingham, Wash.; 790.
Operation: 1953; TV sets in area: 233,000.

Ephrata

KBAS-TV (Channel 43)
Thomas C. Bostic, pres.
CP, not operating.

Pasco

KEPR-TV (Channel 19) CBS, NBC, ABC
Cascade Broadcasting Co., Inc., P. O. Box 702, Yakima, Pasco, Wash.; Glencourt 29-111.
Operation: 1954; TV sets in area: 57,800.

Seattle

KCTS (Channel 9) (non-com)
University of Washington, Seattle 5, Wash.; MElrose 0630.
Operation: 1954; TV sets in area: 500,000.

KING-TV (Channel 5) NBC, ABC
King Broadcasting Co., Radio & Television Center, 320 Aurora Ave., Seattle, Wash.; MUnial 3555.
Operation: 1948; TV sets in area: 517,600.
KOMO-TV (Channel 4) NBC
Fisher's Television Co., 100 Fourth Ave., N., Seattle 9, Wash.; SEneca 6000.
Operation 1953: TV sets in area: 500,000.

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
Cascade Broadcasting Co., Radio & Television Center, Yakima, Wash.; CLencourt 29-111.
Operation: 1953; TV sets in area: 80,000.

WEST VIRGINIA
Bluefield
WHIS-TV (Channel 6) NBC
Operation: 1955; TV sets in area: 100,000.

Charleston
WCHS-TV (Channel 8) CBS
WCHS-TV, Inc., 1111 Virginia St. E., Charleston, W. Va.; 6-5358.
Operation: 1955; TV sets in area: 100,000.

Tacoma
KTNT-TV (Channel 11) CBS
Tribune Publishing Co., Tacoma 5, Wash.; FULTon 2561.
Operation: 1953; TV sets in area: 177,000.

Kansas
KOMO-TV (Channel 4) NBC
Fisher's Television Co., 100 Fourth Ave., N., Seattle 9, Wash.; SEneca 6000.
Operation 1953: TV sets in area: 500,000.

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
Cascade Broadcasting Co., Radio & Television Center, Yakima, Wash.; CLencourt 29-111.
Operation: 1953; TV sets in area: 80,000.

WEST VIRGINIA
Bluefield
WHIS-TV (Channel 6) NBC
Operation: 1955; TV sets in area: 100,000.

Charleston
WCHS-TV (Channel 8) CBS
WCHS-TV, Inc., 1111 Virginia St. E., Charleston, W. Va.; 6-5358.
Operation: 1955; TV sets in area: 100,000.

Tacoma
KTNT-TV (Channel 11) CBS
Tribune Publishing Co., Tacoma 5, Wash.; FULTon 2561.
Operation: 1953; TV sets in area: 177,000.

Kansas
KOMO-TV (Channel 4) NBC
Fisher's Television Co., 100 Fourth Ave., N., Seattle 9, Wash.; SEneca 6000.
Operation 1953: TV sets in area: 500,000.
Clarksburg
WBLK-TV (Channel 12)
Ohio Valley Broadcasting Corp., 444½ W. Pike St., Clarksburg, W. Va.; MA 4-7571.
CP, not operating.

Fairmont
WJPB-TV (Channel 35) NBC
WJPB-TV, Inc. (assoc. with Beacom Broadcasting Enterprises), TV-Radio Centre, 400 Quincy St., Fairmont 1, W. Va.; FAirmont 93.
Operation: 1954; TV sets in area: 35,000.

Huntington
WHTN-TV (Channel 13) ABC
Greater Huntington Radio Corp., 625 4th Avenue, Huntington, W. Va.; 3-3453.
Operation: 1955; TV sets in area: 315,000.

Parkersburg
WTAP (Channel 15) NBC, ABC, CBS
Zanesville Publishing Co., 121 W. 7th St., Parkersburg, W. Va.; HUDson 5-4589-90.
Operation: 1953; TV sets in area: 41,875.

Wheeling
WLTV (Channel 51)
Polan Industries, 321 8th St., Huntington, W. Va.
CP, not operating.

WTRF-TV (Channel 7) NBC, ABC
Tri-City Broadcasting Co., 1329 Market St., Wheeling 7, W. Va.; CEdar 2-1177.
Operation: 1953; TV sets in area: 312,000.

Wisconsin
Eau Claire
WEAU-TV (Channel 13) NBC, ABC
Operation: 1953.

Green Bay
WFRV-TV (Channel 5) ABC, CBS
Operation: 1953; TV sets in area: 45,000.

Oak Hill
WOAY-TV (Channel 4) ABC
Robert R. Thomas, Jr., Box 251, Oak Hill, W. Va.; 651.

Parkerburg
WTAP (Channel 15) NBC, ABC, CBS
Zanesville Publishing Co., 121 W. 7th St., Parkersburg, W. Va.; HUDson 5-4589-90.
Operation: 1953; TV sets in area: 41,875.
La Crosse
WKBT (Channel 8) NBC, CBS, ABC
WKBH Television, Inc., 141 So. 6th St., La Crosse, Wisc.; 2-4678.
Harry Hill, chief eng.; W. C. Porsow, prom. mgr.; Ward O. Gage, local sales mgr.; nat'l rep., Headley-Reed TV.
Operation: 1955; TV sets in area: 220,000.

WKBT (Channel 8) NBC, CBS, ABC
La Crosse, Wisc.; 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.; ALpine 5-2988.
H. B. McCarty, dir.; Wm. G. Harley, prog. dir.; John Stiehl, chief eng.
Operation: 1954.

WISC-TV (Channel 3) CBS
Operation: 1956; TV sets in area: 302,000.

WKOW-TV (Channel 27) CBS
Operation: 1953; TV sets in area: 125,000.

WXIX (Channel 19) CBS
Edmund C. Bunker, gen. mgr.; Leon Drew, prog. dir.; Theodore F. Shaker, gen. sales

Operation: 1953; TV sets in area: 287,500.

(Channel 10) (non-com)

Wausau
WSAU-TV (Channel 7) CBS, NBC, ABC
Wisconsin Valley Television Corp., 714 5th St., Wausau, Wisc.; 2-1021.


Operation: 1954; TV sets in area: 90,000.

Whitefish Bay-Milwaukee
WITI-TV (Channel 6) NTA
Independent Television, Inc., P.O. Box 641, Milwaukee, Wisc.; Flagstone 2-6600.


Operation: 1956; TV sets in area: 622,000.

WYOMING
Cheyenne
KFBC-TV (Channel 5) CBS, ABC, NBC
Frontier Broadcasting Co., 2923 East Lincolnway, Cheyenne, Wyo.; 4-4461.


Operation: 1954; TV sets in area: 40,000.

U. S. TERRITORIES & POSSESSIONS

ALASKA
Anchorage
KENI-TV (Channel 2) NBC, ABC
Midnight Sun Broadcasting Co., 4th Ave. Theatre Bldg., P. O. Box 939; 5-2201, 2-0301.


Operation: 1953; TV sets in area: 21,300.

KTVF (Channel 11) CBS
Northern Television, Inc., Mt. McKinley Bldg., Anchorage, Alaska; 5-4321; 2-2101.


Operation: 1955; TV sets in area: 22,950.

Fairbanks
KFAR-TV (Channel 2) NBC, ABC
Midnight Sun Broadcasting Co., Lathrop Bldg., P. O. Box 910, Fairbanks, Alaska; 2125.


Operation: 1955; TV sets in area: 10,000.

Juneau
KINY-TV (Channel 8) CBS
Alaska Broadcasting System, Inc., Box 1040, Anchorage, Alaska; 197.


Operation: 1956.

HAWAIIAN ISLANDS
Hilo, Hawaii
KHBC-TV (Channel 9) CBS
(Satellite of KGMB-TV, Honolulu)
Hawaiian Broadcasting System, Ltd., 1534 Kapiolani Blvd., Honolulu 9, Hawaii; 9-211.


**Honolulu, Oahu**

**KGMB-TV (Channel 9) CBS**

Operation: 1955; TV sets in area: 96,600.

**KONA (Channel 2) NBC**
Radio Honolulu, Ltd., 206 Koula St., Honolulu; 6-2306.

Operation: 1952; TV sets in area: 97,000.

**KULA-TV (Channel 4) ABC**
Television Corporation of America, Ltd., 1290 Ala Moana Blvd., Honolulu 6, Hawaii; 6-3666.

Operation: 1954; TV sets in area: 91,800.

**Wailuku, Maui**

**KMAU (Channel 3)**
(Satellite of KGMB-TV; Honolulu.)
Hawaiian Broadcasting System, Ltd., Box 54, Wailuku, Maui, T.H.


**KMVI-TV (Channel 12) NBC**

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

**PUERTO RICO**

**Caguas**

**WKBM-TV (Channel 11)**
American Colonial Broadcasting Corp., Box 4189, San Juan, P. R. Ralph Perez Perry, owner.
CP, not operating.

**Mayaguez**

**WORA-TV (Channel 5) CBS, ABC**
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**
Ponce de Leon Broadcasting Co., Inc., Ponce de Leon #357, San Juan, Puerto Rico; 3-3006.
Jose Ramon Quinones, pres.; Segismundo Quinones, secy.; David H. Polinger, gen. mgr.; Luis Domínguez, prog. dir. & prod. mgr.; Andrew N. Vladimir, sales mgr.; George Sprague, chief eng.; Ho Figueroa, film ed.; nat'l rep., Caribbean Networks, Inc.

Operation: 1954; TV sets in area: 70,000.

**WIPR-TV (Channel 6) (non-com)**
Department of Education, P.O. Box 691, Hato Ley-San Juan, Puerto Rico; 6-5781 and 6-1100.
Mariano Villaronga, secy. of education; Rafael Delgado Marquez, gen. mgr.; Rafael Rodriguez Santiago, chief eng.; Valentin Torres Velez, chief film dept. & buyer.

Operation: 1956; TV sets in area: 100,000.

**WKAQ-TV (Channel 2) CBS**
El Mundo, Inc., Box 1072, San Juan; 3-3800.
A Ramos, pres.; Delfin Fernandez, gen. mgr.; Oscar Reinoso, sales mgr.; Nelson Banks, comm. mgr.; Carlos G. de Quevedo,
film buyer; Jack Tudor, chief eng.; nat'l rep., Inter-American Publications, Inc.

Operation: 1954; TV sets in area: 96,000.

GUAM
Agana

KUAM-TV (Channel 8) NBC, CBS

Radio Guam, P.O. Box 68, Agana, Guam; 72-365.


Operation: 1956; TV sets in area: 3,000.
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 2,033 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>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td></td>
</tr>
<tr>
<td>Andalusia (9,162)</td>
<td>2, 29</td>
</tr>
<tr>
<td>Anniston (31,060)</td>
<td>70</td>
</tr>
<tr>
<td>Athens (16,146)</td>
<td>26, 56</td>
</tr>
<tr>
<td>Bessemer (28,445)</td>
<td>54</td>
</tr>
<tr>
<td>Birmingham (326,037)</td>
<td>6, 10, 13, 42, 48</td>
</tr>
<tr>
<td>Brewton (6,146)</td>
<td>14</td>
</tr>
<tr>
<td>Cullman (7,523)</td>
<td>90</td>
</tr>
<tr>
<td>Decatur (19,974)</td>
<td>23</td>
</tr>
<tr>
<td>Dothan (21,584)</td>
<td>9, 19</td>
</tr>
<tr>
<td>Enterprise (7,288)</td>
<td>40</td>
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<tr>
<td>Eufaula (6,906)</td>
<td>14</td>
</tr>
<tr>
<td>Florence (23,876)</td>
<td>19</td>
</tr>
<tr>
<td>Gadsden (7,523)</td>
<td>60</td>
</tr>
<tr>
<td>Huntsville (16,437)</td>
<td>31</td>
</tr>
<tr>
<td>Jasper (8,389)</td>
<td>17</td>
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<tr>
<td>Montgomery (106,525)</td>
<td>12, 20, 26, 32</td>
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<tr>
<td>Munford</td>
<td>7</td>
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<tr>
<td>Mobile (129,009)</td>
<td>5, 10, 142, 48</td>
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<tr>
<td>Tuscaloosa (16,437)</td>
<td>45, 51</td>
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<tr>
<td>Tuskegee (6,712)</td>
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<tr>
<td>University</td>
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<table>
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<tr>
<th>ARIZONA</th>
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<tbody>
<tr>
<td>Ajo (5,817)</td>
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<tr>
<td>Bisbee (3,001)</td>
<td>13</td>
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<tr>
<td>Casa Grande (4,181)</td>
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<tr>
<td>Clifton (3,466)</td>
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<tr>
<td>Coolidge (4,306)</td>
<td>30</td>
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<tr>
<td>Douglas (9,442)</td>
<td>8</td>
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<tr>
<td>Eloy (3,580)</td>
<td>24</td>
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<tr>
<td>Flagstaff (5,263)</td>
<td>9, 13</td>
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<tr>
<td>Globe (6,149)</td>
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<tr>
<td>Holbrook</td>
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<tr>
<td>Kingman (3,342)</td>
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<tr>
<td>Mesa (16,290)</td>
<td>2</td>
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<tr>
<td>Miami (4,329)</td>
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<tr>
<td>Moreno (6,541)</td>
<td>17</td>
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<tr>
<td>Nogales (6,153)</td>
<td>3, 5, 9</td>
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<tr>
<td>Phoenix (106,818)</td>
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<tr>
<td>Pecos (6,704)</td>
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<tr>
<td>Safford (3,566)</td>
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<tr>
<td>Tucson (45,414)</td>
<td>4, 6, 9, 13</td>
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<tr>
<td>Willcox (4,152)</td>
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<tr>
<td>Winslow (6,518)</td>
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<tr>
<td>Yuma (9,145)</td>
<td>11, 13</td>
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</table>

<table>
<thead>
<tr>
<th>ARKANSAS</th>
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<tbody>
<tr>
<td>Arkadelphia (6,819)</td>
<td>34</td>
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<tr>
<td>Batesville (6,414)</td>
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<tr>
<td>Benton (6,277)</td>
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<tr>
<td>Blytheville (5,254)</td>
<td>64, 74</td>
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<tr>
<td>Camden (11,372)</td>
<td>30</td>
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<tr>
<td>Conway (6,611)</td>
<td>33</td>
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<tr>
<td>Eureka (23,076)</td>
<td>10, 26</td>
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<tr>
<td>Fayetteville (17,071)</td>
<td>13, 41</td>
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<tr>
<td>Forest City (7,607)</td>
<td>22</td>
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<tr>
<td>Fort Smith (47,94)</td>
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<tr>
<td>Harrison (5,542)</td>
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<tr>
<td>Helena (11,236)</td>
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</tr>
<tr>
<td>Jonesboro (31,310)</td>
<td>8, 39</td>
</tr>
<tr>
<td>Little Rock (16,418)</td>
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<tr>
<td>Magnolia (6,918)</td>
<td>28</td>
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<tr>
<td>Malvern (8,977)</td>
<td>43</td>
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<tr>
<td>Morris (5,483)</td>
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<tr>
<td>Newport (6,254)</td>
<td>28</td>
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<tr>
<td>Paragould (9,668)</td>
<td>9, 52</td>
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<tr>
<td>Pine Bluff (37,163)</td>
<td>4, 6</td>
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<tr>
<td>Russellville (8,166)</td>
<td>19</td>
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<tr>
<td>Searcy (6,024)</td>
<td>33</td>
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<tr>
<td>Springdale (8,535)</td>
<td>35</td>
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<tr>
<td>Stuttgart (7,276)</td>
<td>14</td>
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<table>
<thead>
<tr>
<th>CALIFORNIA</th>
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<tbody>
<tr>
<td>Alturas (2,819)</td>
<td>9</td>
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<tr>
<td>Bakersfield (34,749)</td>
<td>14, 98</td>
</tr>
<tr>
<td>Brawley (11,222)</td>
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<tr>
<td>Chico (12,272)</td>
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<tr>
<td>Corona (10,223)</td>
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<tr>
<td>Delano (9,717)</td>
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<tr>
<td>Eureka (23,058)</td>
<td>3, 13</td>
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<tr>
<td>Fresno (51,669)</td>
<td>12, 21, 24, 47, 53</td>
</tr>
<tr>
<td>Hanford (10,023)</td>
<td>21</td>
</tr>
<tr>
<td>Los Angeles (1,970,538)</td>
<td>2, 4, 5, 7, 9, 11, 13, 22, 28, 34</td>
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<tr>
<td>Madera (10,497)</td>
<td>38</td>
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<tr>
<td>Merced (15,287)</td>
<td>34, 66</td>
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<tr>
<td>Modesto (17,369)</td>
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<tr>
<td>Monterey (16,205)</td>
<td>44</td>
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<tr>
<td>Napa (13,579)</td>
<td>63</td>
</tr>
<tr>
<td>Oakland (see San Francisco)</td>
<td>32</td>
</tr>
<tr>
<td>Oxnard (21,567)</td>
<td>32</td>
</tr>
<tr>
<td>Palm Springs</td>
<td>18</td>
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<tr>
<td>Petaluma (10,315)</td>
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<tr>
<td>Pittsburgh</td>
<td>16</td>
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<tr>
<td>Port Chicago</td>
<td>58</td>
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<tr>
<td>Porterville</td>
<td>58</td>
</tr>
<tr>
<td>Red Bluff (4,950)</td>
<td>15</td>
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<tr>
<td>Redding (10,256)</td>
<td>7</td>
</tr>
<tr>
<td>Riverside (46,764)</td>
<td>3, 8, 46</td>
</tr>
<tr>
<td>Sacramento (137,972)</td>
<td>4, 10, 46</td>
</tr>
<tr>
<td>Salinas (13,917)</td>
<td>Monterey</td>
</tr>
<tr>
<td>San Bernardino (63,058)</td>
<td>18, 24, 30</td>
</tr>
</tbody>
</table>
### Town and population

<table>
<thead>
<tr>
<th>Town</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Buenaventura (16,534)</td>
<td>38</td>
</tr>
<tr>
<td>San Diego (334,357)</td>
<td>8, 10, *15, 21, 27, 33, 39</td>
</tr>
<tr>
<td>Santa Fe Springs (8,473)</td>
<td>2, 4, 5, 7, *9, 10, 20, 26, 32, 36, 40</td>
</tr>
<tr>
<td>San Jose (95,280)</td>
<td>11, 48, *54, 60</td>
</tr>
<tr>
<td>San Luis Obispo (14,180)</td>
<td>6</td>
</tr>
<tr>
<td>Santa Barbara (99,613)</td>
<td>3, 20, 26</td>
</tr>
<tr>
<td>Santa Maria (9,427)</td>
<td>22, 28, 34</td>
</tr>
<tr>
<td>Santa Maria (10,440)</td>
<td>44</td>
</tr>
<tr>
<td>Santa Paula (11,049)</td>
<td>16</td>
</tr>
<tr>
<td>Santa Rosa (17,920)</td>
<td>52</td>
</tr>
<tr>
<td>Stockton (70,853)</td>
<td>13, 36, *42, 64</td>
</tr>
<tr>
<td>Tulare (12,445)</td>
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<td>Yreka (3,227)</td>
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<td>Yuba City (2,861)</td>
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### COLORADO

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<td>Trinidad (20,294)</td>
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<td>Walsenburg (5,590)</td>
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### CONNECTICUT

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<td>New Britain (73,726)</td>
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<td>New Haven (164,443)</td>
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<td>Norwich (23,283)</td>
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<td>Waterbury (104,477)</td>
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### DELAWARE

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### DISTRICT OF COLUMBIA

| Washington (800,178)     | 4, 5, 7, 9, 14, 20, *26, 50 |

### FLORIDA

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<td>Clearwater (15,581)</td>
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<td>De Land (8,652)</td>
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<td>Fort Pierce (13,195)</td>
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### GEORGIA

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<td>St. Augustine (13,555)</td>
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<td>St. Petersburg (23,780)</td>
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### IDAHO

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<td>Gooding (5,167)</td>
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<td>Kellogg (3,913)</td>
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### ILLINOIS

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**INDIANA**

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**KANSAS**

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**KENTUCKY**

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<td>Glasgow (7,265)</td>
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<td>Hazard (6,985)</td>
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<td>Hopkinsville (12,526)</td>
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<td>Lexington (2,516)</td>
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<td>Winchester (9,526)</td>
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**LOUISIANA**

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<td>Alexandria (14,913)</td>
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</tr>
<tr>
<td>Baton Rouge (12,629)</td>
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<tr>
<td>Bogalusa (17,796)</td>
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<tr>
<td>Crowley (12,784)</td>
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<tr>
<td>De RIder (7,599)</td>
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</tbody>
</table>

**MASSACHUSETTS**

<table>
<thead>
<tr>
<th>Town and population</th>
<th>Channel No.</th>
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</thead>
<tbody>
<tr>
<td>Boston (625,679)</td>
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<tr>
<td>Cambridge (105,012)</td>
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<tr>
<td>Charlestown (59,597)</td>
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<tr>
<td>Chelsea (44,907)</td>
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<tr>
<td>Everett (67,597)</td>
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<tr>
<td>Haverhill (63,865)</td>
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<tr>
<td>Lawrence (81,597)</td>
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<tr>
<td>Lynn (87,597)</td>
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<tr>
<td>Manchester (98,597)</td>
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<tr>
<td>Medford (67,597)</td>
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<tr>
<td>Malden (62,597)</td>
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<tr>
<td>Melrose (54,597)</td>
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<tr>
<td>Needham (50,597)</td>
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<tr>
<td>Newton (54,597)</td>
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<tr>
<td>Quincy (63,597)</td>
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<tr>
<td>Somerville (78,597)</td>
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</tbody>
</table>

**MIAMI**

<table>
<thead>
<tr>
<th>Town and population</th>
<th>Channel No.</th>
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<tbody>
<tr>
<td>Miami Beach (126,597)</td>
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</table>
Towns and population

Cheboygan (5,687)
Cadillac (10,425)
Minden (7,097)
Monroe (38,572)
Morgan City (9,739)
Natchitoches (16,467)
New Orleans (570,445)
Oakdale (5,598)
Orofino (3,634)
Portland (77,654)
Presque Isle (9,954)
Rockland (9,234)
Rumford (7,888)
Van Buren (7,372)
Watterville (18,287)

MAINE

Auburn (23,134)
Augusta (20,913)
Bangor (31,558)
Bar Harbor (2,572)
Bath (10,644)
Belfast (5,960)
Biddeford (20,836)
Calais (5,569)
Dover-FIRTH (4,566)
Fort Kent (3,001)
Houlton (6,029)
Levistia (6,929)
Millinocket (5,755)
Orono (3,634)
Portland (77,654)
PRESQUE ISLE
Rockland (9,234)
Rumford (7,888)
Van Buren (7,372)
Watterville (18,287)

MARYLAND

Annapolis (10,047)
Baltimore (949,708)
Cambridge (10,351)
Cumberland (37,659)
Frederick (18,142)
Hagerstown (36,260)
Salisbury (13,141)

MASSACHUSETTS

Amherst
Barnstable (10,480)
Boston (801,444)
Cambridge (10,351)
Cumberland (37,659)
Eastham
Fall River (111,963)
Greenfield (15,075)
Holyoke (54,661)
Lawrence (90,536)
Lowell (97,349)
Nashua's
New Bedford (109,189)
Norwich (21,367)
Portsmouth (33,348)
Springfield (162,395)
Worcester (203,486)

MICHIGAN

Alma (8,341)
Alpena (13,135)
Ann Arbor (48,251)
Bad Axe (9,292)
Battle Creek (66,665)
Bay City (52,523)
Benton Harbor (18,769)
Big Rapids (14,736)
Cadillac (10,425)
Caledon (4,147)
Coldwater (8,594)
Detroit (1,849,558)
East Lansing (8,533)

Towns and population

East Tawas
Escanaba (15,170)
Escanaba (15,170)
Flint (42,537)
Gladstone (4,831)
Grand Rapids (176,515)
Hancock (5,260)
Houghton (6,320)
Iron Mountain (9,599)
Iron River (6,048)
Ironwood (12,569)
Jackson (5,088)
Kalamazoo (37,704)
Lansing (109,189)
Ludington (9,506)
Manistee (8,642)
Manistique (5,086)
Marquette (17,202)
Midland (4,285)
Mount Pleasant (11,393)
Muskegon (23,345)
Parma-ondaga (6,468)
Petoskey (6,048)
Port Huron (35,725)
Rogers City (3,837)
Saginaw (77,961)
Saint Joseph (3,121)
Springfield (162,399)
Traverse City (16,174)
West Branch (21,475)

MINNESOTA

Albert Lea (13,545)
Alexandria (6,319)
Austin (28,354)
Bemidji (10,001)
Brainerd (12,637)
Cochrane (7,656)
Crookston (7,152)
Detroit Lakes (5,276)
Duluth (104,511) Superior, Wisc. 3, 6,8,20,32,38
Ely (5,474)
Fairmont (8,191)
Faribault (16,028)
Fergus Falls (12,917)
Grand Rapids (6,019)
Hastings (6,500)
Hibbing (8,726)
International Falls (6,269)
Little Falls (6,717)
Mankato (18,075)
Marshall (5,923)
Minneapolis (521,718)-St Paul *2,4,5,9,11,17,23
Montevideo (5,454)
New Ulm (9,096)
Northfield (7,487)
Owatonna (10,191)
Red Wing (25,799)
Rochester (29,885)
St. Cloud (28,410)
St. Paul (205,666) see Minnesota
Stillwater (7,624)
Thief River Falls (6,936)
Virginia (12,466)
Wadena (3,058)
Willmar (6,410)
Winona (23,061)
Worthington (7,923)

MISSISSIPPI

Biloxi (37,425)
Biloxi (37,425)
Brookhaven (7,801)
Canton (7,048)
Clarksdale (16,539)
Columbia (6,124)
Columbus (17,170)
Corinth (9,785)
Greenville (29,936)
Greenwood (18,061)
Grenada (6,444)
Guilford (22,659)
Hattiesburg (29,474)
Jackson (15,081)
Kosciusko (6,753)
Laurel (25,038)
Laurel (25,038)
Lisniville (5,283)
McComb (10,041)

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### MISSOURI

<table>
<thead>
<tr>
<th>Town and population</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meridian (6,432)</td>
<td>1, 12, 18, 69</td>
</tr>
<tr>
<td>Cape Girardeau (21,578)</td>
<td>2, 15, 36</td>
</tr>
<tr>
<td>Caruthersville (8,614)</td>
<td>3, 6, 7, *16, 22, 28</td>
</tr>
<tr>
<td>Chicxulub (8,694)</td>
<td>4, 6, 21, 27</td>
</tr>
<tr>
<td>Clinton (6,075)</td>
<td>5, 10, 13</td>
</tr>
<tr>
<td>Columbia (31,994)</td>
<td>6, 23</td>
</tr>
<tr>
<td>Farmington (4,490)</td>
<td>7, 15</td>
</tr>
<tr>
<td>Fulton (10,625)</td>
<td>8, 24</td>
</tr>
<tr>
<td>Hannibal (20,444)</td>
<td>9, *19, 25, 65</td>
</tr>
<tr>
<td>Jefferson City (25,099)</td>
<td>10, 20</td>
</tr>
<tr>
<td>Kansas City (3,721)</td>
<td>11, 30, 36</td>
</tr>
<tr>
<td>Kansas City (456,622)</td>
<td>12, 18, 69</td>
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<tr>
<td>Kennett (8,655)</td>
<td>13, 33</td>
</tr>
<tr>
<td>Kirksville (11,130)</td>
<td>14, 34</td>
</tr>
<tr>
<td>Lebanon (6,808)</td>
<td>15, 4, 6, *7, 15</td>
</tr>
<tr>
<td>Marshall (6,850)</td>
<td>16, 23</td>
</tr>
<tr>
<td>Moberly (11,115)</td>
<td>17, 7, 13</td>
</tr>
<tr>
<td>Monett (4,771)</td>
<td>18, 5, 9, 11</td>
</tr>
<tr>
<td>Neola (8,009)</td>
<td>19, 1, 8, 10</td>
</tr>
<tr>
<td>Poplar Bluff (15,064)</td>
<td>20, 2, 4, *6, 22, 28</td>
</tr>
<tr>
<td>Rolla (9,354)</td>
<td>21, 3, *8, 16</td>
</tr>
<tr>
<td>St. Joseph (6,320)</td>
<td>22, 4, 10, *26, 32</td>
</tr>
<tr>
<td>St. Louis (586,796)</td>
<td>23, 5, 9, 11, 30, 36, 42</td>
</tr>
<tr>
<td>Sedalia (20,354)</td>
<td>24, 6, 28</td>
</tr>
<tr>
<td>Sikeston (15,490)</td>
<td>25, 7, 30</td>
</tr>
<tr>
<td>Springfield (66,731)</td>
<td>26, 8, 41</td>
</tr>
<tr>
<td>West Plains (4,918)</td>
<td>27, 9, 47</td>
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</tbody>
</table>

### MONTANA

<table>
<thead>
<tr>
<th>Town and population</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anaconda (11,254)</td>
<td>1, 2</td>
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<tr>
<td>Billings (13,834)</td>
<td>2, 4, *11</td>
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<tr>
<td>Bozeman (11,325)</td>
<td>3, 6, 7</td>
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<tr>
<td>Butte (31,251)</td>
<td>4, 6, 10</td>
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<tr>
<td>Cadiz (3,721)</td>
<td>5, 15</td>
</tr>
<tr>
<td>Deer Lodge (3,779)</td>
<td>6, 25</td>
</tr>
<tr>
<td>Dillon (3,286)</td>
<td>7, 26</td>
</tr>
<tr>
<td>Glendive (3,254)</td>
<td>8, 27</td>
</tr>
<tr>
<td>Great Falls (29,314)</td>
<td>9, 28</td>
</tr>
<tr>
<td>Hamilton (2,657)</td>
<td>10, 29</td>
</tr>
<tr>
<td>Hardin (2,657)</td>
<td>11, 30</td>
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<tr>
<td>Havre (8,066)</td>
<td>12, 31</td>
</tr>
<tr>
<td>Helena (17,581)</td>
<td>13, 32</td>
</tr>
<tr>
<td>Kalispell (3,717)</td>
<td>14, 33</td>
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<tr>
<td>Laurel (3,663)</td>
<td>15, 34</td>
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<tr>
<td>Lewistown (6,573)</td>
<td>16, 35</td>
</tr>
<tr>
<td>Livingston (7,083)</td>
<td>17, 36</td>
</tr>
<tr>
<td>Miles City (9,243)</td>
<td>18, 37</td>
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<tr>
<td>Missoula (22,485)</td>
<td>19, 38</td>
</tr>
<tr>
<td>Polson (10,203)</td>
<td>20, 39</td>
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<tr>
<td>Red Lodge (2,730)</td>
<td>21, 40</td>
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<tr>
<td>Shelby (3,058)</td>
<td>22, 41</td>
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<tr>
<td>St. Ignatius (3,254)</td>
<td>23, 42</td>
</tr>
<tr>
<td>Whitefish (3,268)</td>
<td>24, 43</td>
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<tr>
<td>Wolf Point (2,557)</td>
<td>25, 44</td>
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### NEVADA

<table>
<thead>
<tr>
<th>Town and population</th>
<th>Channel No.</th>
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<tbody>
<tr>
<td>Las Vegas (24,624)</td>
<td>1, 10, 13</td>
</tr>
<tr>
<td>Lovelock (8,319)</td>
<td>2, 24</td>
</tr>
<tr>
<td>McGill (3,097)</td>
<td>3, 10, 18, 27</td>
</tr>
<tr>
<td>Tonopah (2,847)</td>
<td>4, 9</td>
</tr>
<tr>
<td>Yerington (3,213)</td>
<td>5, 15</td>
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### NEW JERSEY

<table>
<thead>
<tr>
<th>Town and population</th>
<th>Channel No.</th>
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<tbody>
<tr>
<td>Asbury Park (17,094)</td>
<td>1, 10, 13</td>
</tr>
<tr>
<td>Atlantic City (61,657)</td>
<td>2, 14</td>
</tr>
<tr>
<td>Bridgeton (18,378)</td>
<td>3, 16</td>
</tr>
<tr>
<td>Camden (124,553)</td>
<td>4, 18</td>
</tr>
<tr>
<td>Freehold (7,550)</td>
<td>5, 20</td>
</tr>
<tr>
<td>Hammonton (8,411)</td>
<td>6, 22</td>
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<tr>
<td>Montclair (43,927)</td>
<td>7, 24</td>
</tr>
<tr>
<td>Newark (48,775)</td>
<td>8, 26</td>
</tr>
<tr>
<td>New Brunswick (38,811)</td>
<td>9, 28</td>
</tr>
<tr>
<td>Paterson (139,336)</td>
<td>10, 30</td>
</tr>
<tr>
<td>Trenton (128,009)</td>
<td>11, 32</td>
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<tr>
<td>Wildwood (5,475)</td>
<td>12, 34</td>
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### NEW MEXICO

<table>
<thead>
<tr>
<th>Town and population</th>
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<tbody>
<tr>
<td>Albuquerque (26,815)</td>
<td>1, 5, 7, 13</td>
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<tr>
<td>Artesia (8,244)</td>
<td>2, 21</td>
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<tr>
<td>Atrisco-Five Points (7,687)</td>
<td>3, 23</td>
</tr>
<tr>
<td>Belen (4,955)</td>
<td>4, 25</td>
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<tr>
<td>Carlsbad (17,975)</td>
<td>5, 27</td>
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<tr>
<td>Clayton (9,315)</td>
<td>6, 29</td>
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<tr>
<td>Clovis (17,318)</td>
<td>1, 31</td>
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<tr>
<td>Deming (3,622)</td>
<td>2, 33</td>
</tr>
<tr>
<td>Farmington (3,637)</td>
<td>3, 35</td>
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<tr>
<td>Gallup (9,133)</td>
<td>4, 37</td>
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<tr>
<td>Hobbs (13,857)</td>
<td>5, 39</td>
</tr>
<tr>
<td>Hot Springs (1,864)</td>
<td>6, 41</td>
</tr>
<tr>
<td>Las Cruces (12,232)</td>
<td>7, 43</td>
</tr>
<tr>
<td>Las Vegas (532)</td>
<td>8, 45</td>
</tr>
<tr>
<td>Lordsburg (5,325)</td>
<td>9, 47</td>
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<tr>
<td>Los Alamos (9,341)</td>
<td>10, 49</td>
</tr>
<tr>
<td>Loving (3,144)</td>
<td>11, 51</td>
</tr>
<tr>
<td>Portales (8,112)</td>
<td>12, 53</td>
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<tr>
<td>Raton (8,241)</td>
<td>13, 55</td>
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<tr>
<td>Roswell (25,128)</td>
<td>14, 57</td>
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<tr>
<td>Santa Fe (27,998)</td>
<td>15, 59</td>
</tr>
<tr>
<td>Silver City (7,022)</td>
<td>16, 61</td>
</tr>
<tr>
<td>Socorro (6,343)</td>
<td>17, 63</td>
</tr>
<tr>
<td>Tucumcari (8,419)</td>
<td>18, 65</td>
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</tbody>
</table>

### NEW YORK

<table>
<thead>
<tr>
<th>Town and population</th>
<th>Channel No.</th>
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<tbody>
<tr>
<td>Albany (134,995)</td>
<td>1, 7, 13, 35</td>
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<tr>
<td>Amsterdam (32,240)</td>
<td>2, 37</td>
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<tr>
<td>Auburn (36,722)</td>
<td>3, 39</td>
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</tbody>
</table>
## Town and population

<table>
<thead>
<tr>
<th>Town</th>
<th>Population</th>
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<tbody>
<tr>
<td>Batavia</td>
<td>(7,799)</td>
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<tr>
<td>Bloomington(113,440)</td>
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<tr>
<td>buffalo</td>
<td>(580,132)</td>
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<tr>
<td>Ny-Iaria Falls</td>
<td>(10,697)</td>
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<tr>
<td>Buffalo-Niagara Falls</td>
<td>2, 4, 7, 59</td>
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<tr>
<td>Carthage</td>
<td>7</td>
</tr>
<tr>
<td>Cortland</td>
<td>(18,152)</td>
</tr>
<tr>
<td>Dunkirk</td>
<td>(18,007)</td>
</tr>
<tr>
<td>Elyria</td>
<td>(47,7,18)</td>
</tr>
<tr>
<td>Glen Falls</td>
<td>(19,610)</td>
</tr>
<tr>
<td>Gloversville</td>
<td>(23,844)</td>
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<tr>
<td>Gloversville(23,844)</td>
<td>2, 49, 54</td>
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<tr>
<td>Guilderland</td>
<td>5, 9, 18</td>
</tr>
<tr>
<td>Jamestown</td>
<td>(39,257)</td>
</tr>
<tr>
<td>Jamestown(39,257)</td>
<td>5, 14, 20</td>
</tr>
<tr>
<td>Kensington</td>
<td>(28,868)</td>
</tr>
<tr>
<td>Lake Placid</td>
<td>5</td>
</tr>
<tr>
<td>Malone</td>
<td>(9,501)</td>
</tr>
<tr>
<td>Magnolia</td>
<td>(13,157)</td>
</tr>
<tr>
<td>Middletown</td>
<td>3, 8, 43</td>
</tr>
<tr>
<td>New York</td>
<td>(7,891)</td>
</tr>
<tr>
<td>New York(7,891)</td>
<td>2, 4, 5, 7, 9, 11, *25, 31</td>
</tr>
</tbody>
</table>
| Niagra Falls(90,872)   | (see Buffalo-)
| Ogdenburg             | (1,616)    |
| Olean                 | (22,584)   |
| Osceola               | (22,674)   |
| Oswego                | (22,674)   |
| Patchogue             | 7          |
| Pilgrim               | (17,725)   |
| Poughkeepsie(1,023)    | 21, *33    |
| Rochester             | (32,487)   |
| Rochester(32,487)      | 5, 10, 15, *21, 27|
| Rome(4,165)           | (see Utica)|
| Saranac Lake          | (6,913)    |
| Saranac Lake(6,913)    | 18         |
| Saranac Lake          | (6,913)    |
| Utica                 | 3, 8, *43  |
| Utica(10,531)         | (see Albany)|
| Utica(10,531)         | (see Albany)|
| Vail Mills            | 13, *25, 54|
| Watertown             | (34,350)   |

## NORTH CAROLINA

<table>
<thead>
<tr>
<th>Town</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ahoskie</td>
<td>(3,597)</td>
</tr>
<tr>
<td>Ahfemore</td>
<td>(41,798)</td>
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<tr>
<td>Asheville(11,590)</td>
<td>11, *56, 64</td>
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<tr>
<td>Asheville(11,590)</td>
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</tr>
<tr>
<td>Salisbury</td>
<td>(21,560)</td>
</tr>
<tr>
<td>Raleigh</td>
<td>(65,679)</td>
</tr>
<tr>
<td>Raleigh(65,679)</td>
<td>5, *22, 28</td>
</tr>
<tr>
<td>Roanoke Rapids(8,156)</td>
<td>30</td>
</tr>
<tr>
<td>Rock Mount(28,687)</td>
<td>53</td>
</tr>
<tr>
<td>Salisbury(20,102)</td>
<td>80</td>
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<tr>
<td>Sanford(10,013)</td>
<td>38</td>
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<tr>
<td>Shelby(15,258)</td>
<td>49</td>
</tr>
<tr>
<td>Southern Pines(4,272)</td>
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</tr>
<tr>
<td>Statesville(16,901)</td>
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</tr>
<tr>
<td>Washington(3,690)</td>
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<tr>
<td>Washington(3,690)</td>
<td>3, 6, 29, *35</td>
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<tr>
<td>Wilson(23,010)</td>
<td>56</td>
</tr>
<tr>
<td>Winston-Salem(87,811)</td>
<td>12, 26, *32</td>
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</table>

## NORTH DAKOTA

<table>
<thead>
<tr>
<th>Town</th>
<th>Population</th>
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<tbody>
<tr>
<td>Bismarck(18,640)</td>
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<td>Bottineau</td>
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<tr>
<td>Carrington</td>
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<tr>
<td>Devils River(6,467)</td>
<td>(see Fargo)</td>
</tr>
<tr>
<td>Dickinson(7,469)</td>
<td>4, 17</td>
</tr>
<tr>
<td>Fargo(28,256)</td>
<td>17</td>
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<tr>
<td>Grand Forks(26,836)</td>
<td>*2, 10</td>
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<tr>
<td>Harvey</td>
<td>(10,697)</td>
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<tr>
<td>Jamestown</td>
<td>7, 42</td>
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## OHIO

<table>
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<tr>
<th>Town</th>
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<tbody>
<tr>
<td>Akron</td>
<td>(274,605)</td>
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<tr>
<td>Ashland</td>
<td>(23,456)</td>
</tr>
<tr>
<td>Athens(10,995)</td>
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<tr>
<td>Belleville(10,232)</td>
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</tr>
<tr>
<td>Bowling Green</td>
<td>(3,739)</td>
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<tr>
<td>Cambridge(11,612)</td>
<td>29</td>
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<tr>
<td>Canton(11,612)</td>
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<tr>
<td>Chillicothe(20,133)</td>
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<tr>
<td>Cincinnati(50,998)</td>
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<tr>
<td>Cleveland(194,908)</td>
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<tr>
<td>Cohocton(11,670)</td>
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<tr>
<td>Dayton(243,872)</td>
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<tr>
<td>Defiance</td>
<td>(11,255)</td>
</tr>
<tr>
<td>Findlay</td>
<td>(23,935)</td>
</tr>
<tr>
<td>Fremont</td>
<td>(11,255)</td>
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<tr>
<td>Gallipolis</td>
<td>(7,87)</td>
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<tr>
<td>Hamilton(37,931)</td>
<td>(see Middletown)</td>
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<tr>
<td>Lancaster(18,280)</td>
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<tr>
<td>Lima(50,246)</td>
<td>35, 73</td>
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<tr>
<td>Lorain(31,302)</td>
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<tr>
<td>Mansfield</td>
<td>(5,164)</td>
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<tr>
<td>Massillon</td>
<td>(29,594)</td>
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<tr>
<td>Middletown(36,695)</td>
<td>(see Hamilton)</td>
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<td>Mount Vernon(12,185)</td>
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<td>Newark(34,275)</td>
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<tr>
<td>Oxford(6,942)</td>
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<tr>
<td>Piqua(17,44)</td>
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<tr>
<td>Portsmouth</td>
<td>(36,798)</td>
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<tr>
<td>Saginaw</td>
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<tr>
<td>Springer(15,182)</td>
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<tr>
<td>Steubenville(35,872)</td>
<td>(see Wheeling, W. Va.)</td>
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<tr>
<td>Tiffin(18,952)</td>
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<tr>
<td>Toledo(303,616)</td>
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<tr>
<td>Warren(49,856)</td>
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<tr>
<td>Youngstown(188,330)</td>
<td>21, 27, 73</td>
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<tr>
<td>Zanesville(40,157)</td>
<td>18, 50</td>
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## OKLAHOMA

<table>
<thead>
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<td>Anadarko(6,184)</td>
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<td>Blanchard(18,729)</td>
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<td>Chickasha(15,842)</td>
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<td>Claremore(5,494)</td>
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<td>Clinton(7,859)</td>
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<td>Duncan(15,325)</td>
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<td>Durant(10,541)</td>
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<td>Elk City(7,962)</td>
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<td>El Reno(10,991)</td>
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<td>Frederick(5,407)</td>
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<td>Guymon(4,718)</td>
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<td>Hobart(5,380)</td>
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<td>Holdenville(6,192)</td>
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<td>Hugo(5,934)</td>
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<td>Miami(11,801)</td>
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<td>The Dales(7,670)</td>
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<td>PENNSYLVANIA</td>
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<td>Pitts burgh(676,806)</td>
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<td>Sunbury(32,570)</td>
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<td>Washington(26,280)</td>
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<td>Wilkes-Barre(76,868)</td>
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<td>Wyom ing(43,047)</td>
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<td>York(59,953)</td>
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<tr>
<td>RHODE ISLAND</td>
<td>Providence(248,674)</td>
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<td>SOUTH CAROLINA</td>
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<td>Anderson(19,770)</td>
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<td>Camden(6,886)</td>
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<tr>
<td>Florence(23,513)</td>
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<td>Georgetown(6,004)</td>
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<tr>
<td>Greensville(58,161)</td>
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<td>Greenwood(13,806)</td>
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<td>Lake City(5,112)</td>
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<td>Laurens(16,883)</td>
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<td>Marion(6,834)</td>
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<tr>
<td>Newberry(8,166)</td>
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<tr>
<td>Orangeburg(15,322)</td>
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<tr>
<td>Rock Hill(4,502)</td>
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<tr>
<td>Spartanburg(35,795)</td>
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<tr>
<td>Sumter(18,735)</td>
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<tr>
<td>Union(17,307)</td>
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<tr>
<td>Union(7,397)</td>
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<tr>
<td>Childress(7,619)</td>
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</table>

(*) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.
<table>
<thead>
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<th>Town and population</th>
<th>Channel No.</th>
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<tbody>
<tr>
<td>Port Angeles(11,223)</td>
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</tr>
<tr>
<td>Pullman(2,022)</td>
<td>*4, 7, 20, 26</td>
</tr>
</tbody>
</table>
| Richland(21,809) (also see Kennewick-
Richland-Pasco)      | *4, 7, 20, 26 |
| Seattle(407,591)    | 4, 5, 6, 7, 20, 26 |
| Spokane(161,721)    | 2, 4, 6, 7   |
| Tacoma(143,673)     | 11, 13, 26, 62 |
| Walla Walla(24,102) | 3, 5, 8, 22  |
| Wenatchee(13,072)   | *45, 55, 67  |
| Yakima(38,468)      | 23, 29, 47   |

**WEST VIRGINIA**

| Beckley(19,397)      | 4, 21, 66  |
| Bluefield(21,506)    | 6, 41      |
| Charleston(73,501)   | 8, 43, 49  |
| Clarksburg(52,014)   | 12, 22, 69 |
| Elkins(9,121)        | 40         |
| Fairmont(29,346)     | 35         |
| Hinton(5,807)        | 31         |
| Huntington(86,353)   | 3, 13, 63  |
| Logan(3,079)         | 23         |
| Martinsburg(15,621)  | 58         |
| Morgantown(25,525)   | *24        |
| Parkersburg(29,684)  | 15         |
| Welch(6,603)         | 25         |
| Weston(8,945)        | 5, 32      |
| Wheeling(38,891) (also see Wheeling-
Steubenville, Ohio)   | *57        |
| Wheeling-Steubenville, Ohio | 7, 9, 21 |
| Williamson(9,624)    | 17         |

**WISCONSIN**

| Adams                         | *58       |
| Appleton                     | 42        |
| Ashland(10,040)              |           |
| Beaver Dam(11,867)           | 37        |
| Beloit(29,990)               | 57        |
| Chilton                      |           |
| Eau Claire(36,058)           | 13, 19, 25|
| Fond du Lac(29,336)          | 54        |
| Green Bay(52,238)            |           |
| Janesville(24,899)           |           |
| Kenosha(54,368)              | 61        |
| La Crosse(42,210)            |           |
| Madison(96,056)              | 63        |
| Manitowoc(27,598)            | 65        |
| Milwaukee(147,178)           | 11, 32    |
| Milwaukee(637,392)           |           |
| Oshkosh(41,048)              | 41        |
| Park Falls(52,294)           |           |
| Portage(7,338)               |           |
| Prairie du Chien(5,392)      | 34        |
| Racine(71,192)               | 49        |
| Rhinelander(8,774)           | 22        |
| Rice Lake(6,896)             | 21        |
| Richland Center(4,608)       | 15, 66    |
| Sheboygan(42,365)            |           |
| Shell Lake                   | *30       |
| Sparta(5,893)                | 50        |
| Stevens Point(16,564)        | 20        |
| Sturgeon Bay(7,054)          | 5, 44     |

<table>
<thead>
<tr>
<th>Town and population</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Superior(35,325) (see Duluth, Minn.)</td>
<td>7, 16, 46</td>
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<tr>
<td>Wausau(30,414)</td>
<td>7, 54</td>
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<tr>
<td>Whitefish Bay</td>
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<tr>
<td>Wisconsin Rapids(13,496)</td>
<td>14</td>
</tr>
</tbody>
</table>

**WAYOMING**

| Buffalo(2,674)       | 29        |
| Casper(23,673)       | 2, 6      |
| Cheyenne(31,935)     | 3, 5      |
| Cody(3,872)          | 24        |
| Douglas(2,444)       |           |
| Evanston(3,863)      | 14        |
| Gillette             | 31        |
| Green River(3,180)   | 16        |
| Greybull             | 40        |
| Lander(3,349)        | 17        |
| Laramie (15,581)     |           |
| Lovell(2,508)        | 56        |
| Lusk                 | 19        |
| Newcastle(3,395)     | 28        |
| Powell(5,804)        | 30        |
| Rawlins(7,415)       | 11        |
| Riverton(4,142)      | 10        |
| Rock Springs(10,857) | 30        |
| Sheridan(11,500)     | 9, 12     |
| Thermopolis(3,870)   | 15        |
| Torrington(5,247)    |           |
| Wheeland             | 24        |
| Worland(4,202)       | 34        |

**U. S. TERRITORIES AND POSSESSIONS**

**ALASKA**

| Anchorage(11,060)    | 2, 11, 13  |
| Fairbanks(5,625)     | 2, 7, 9, 11, 13 |
| Juneau(5,818)        | *3, 8, 10  |
| Ketchikan(3,303)     |           |
| Arecibo(28,500)      | 3, 8, 10   |
| Agana                | 8, 10      |

**HAWAIIAN ISLANDS**

| Lihue, Kauai         | 3, 8, 10   |
| Honolulu, Oahu(245,612)| 2, 4, 7, 9, 11, 13 |
| Watchu, Maui(7,411)  | 1, 8, 10    |
| Hilo, Hawaii(27,019) | 2, 4, 7, 9, 11, 13 |

**PUERTO RICO**

| Arecibo(28,500)      | 13        |
| Caguas(33,733)       |           |
| Mayaguez(58,744)     | 5, 13     |
| Ponce(99,190)        | 2, 4, 9    |
| San Juan(222,549)    | 2, 4, 6   |

**VIRGIN ISLANDS**

| Christianssted(4,110)| 8        |
| Charlotte Amalie(11,463)| 10, 12    |
Desilu Productions Inc.

Complete facilities for

TELEVISION
THEATRICAL
COMMERCIAL
INDUSTRIAL

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Motion Picture Center Studios
846 North Cahuenga Boulevard
Hollywood 38, California

Desi Arnaz, president
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- COMMERCIALS
- FEATURE FILMS
- SHORTS
Producers and Distributors

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10 East 44 St., New York 17, N. Y.; SUsquehanna 7-5000; George T. Shupert, president; Richard P. Morgan, vice-president, in charge of business affairs; John Burns, vice-president, and director of national sales; William Clark, vice-president and director, Western Sales Div. (Distribute filmed series.)
- Racket Squad (98); The Playhouse (104); Kieran's Kaleidoscope (104); Passport to Danger (39); Douglas Fairbanks Presents (78); Sheena, Queen of the Jungle (26);
- The 3 Musketeers (36).

ATV Film Productions, Inc.
35-01 Northern Blvd., Long Island City, N. Y.; MU 7-1881. Paul F. Adler, president.
- Kid Magic (13).

Academy Film Productions, Inc.
123 W. Chestnut St., Chicago, Ill.; Michigan 2-0128; Superior 7-9413. Bernard Howard, president. (Produce live and filmed shows and commercials.)
- Bob Elson's Interviews of the Century (17).

Academy Pictures, Inc.
588 Fifth Avenue, New York 36, N. Y.; Plaza 7-0744; 433 South Fairfax, Los Angeles 36, Calif.; WEbster 1-8156. C. Moray Foutz, vice-president, Los Angeles; George S. Gladden, vice-president, N. Y.; William Tytla, vice-president, N. Y.

Acus Pictures Corporation
165 West 46th 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. Mal Merritt, business manager. (Produce filmed programs and commercials.)

Advertisers' Television Program Service, Inc.
9100 Sunset Blvd., Hollywood 46, Calif.; CRestview 6-7496. Maurice H. Gresham, president; Jack L. Lemmon, vice-president and general manager; Charles C. Alsup, sales manager. (Distributors of filmed TV series.)
- Mr. and Mrs. North (57).

Affiliated Artists Representatives
730 Fifth Avenue, New York 19, N. Y.; Circle 5-8410. Irene Elkin, partner. (Packages.)

Affiliated Program Service Inc.
535 Fifth Ave., New York 17, N. Y.; MU 7-1881. Paul F. Adler, president. (Film production, com., spots & documentary.)

Aladdin Television Productions, Inc.
- Kid Magic (13).

Alexander Film Co.
Colorado Springs, Colo.; Melrose 3-1771. Don Alexander, Jr., vice-president; Earl Austin, TV manager. (Produces commercials.)

Alexander, Alton, Productions, Inc.
595 Madison Ave., New York 22, N. Y.; PLaza 9-3277. Alton Alexander, president; Dr. Robert Curntine, vice-president. (Produces programs, commercials.)
- Do It Together, Lie Detector, Your Lucky Numbers (all live).

- Renfrew of the Royal Mounted (13); Chico and Pablo (13); Boss Lady (13); 198 features; 46 westerns.

Allergro Pictures, Inc.
4238 Mammoth Ave., Sherman Oaks, Calif.; STate 9-4952. William Lava, president and executive producer. (Produce filmed series.)

Allen & Allen Productions
3847 W. 59th Place, Los Angeles 43, Calif.; AXminster 3-3314 George E. Allen, direct manager. (Produces films for TV.)
- Wild Life (series).

Allend’or Productions, Inc.
607 No, La Brea Ave., Los Angeles 36, Calif.; WEdber 8-2191. Algernon G. Walker, president; J. L. Siegel, vice-president. (Produce industrial & educational films.)

Alley, Paul, Productions
618 W. 54 St., New York 19; JUdson 6-2393-4. Paul Alley, president. (Produces filmed programs.)

Allied Artists Productions
(See Interstate Television Corp.)

All-Scope Pictures, Inc.
- Learning Sports (39).

Alpha Television Productions, Inc.
7524 Santa Monica Blvd., Los Angeles 46, Calif.; OLDfield 4-2800. Chester Erskine, president & producer; Joe D. Brown, vice-president & general manager. (Produces filmed programs.)
- TV Reader's Digest (65).

Amen Television
200 W. 57 St., New York 19, N. Y.; JUdson 6-7198. 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).

American Film Company
1329 Vine St., Philadelphia 7, Pa.; WA 2-1800. Ben Harris, manager. (Produce film commercials.)
MOTION PICTURES
FOR TELEVISION

241 West 54th Street
New York 19, New York
Plaza 7-1800

1040 No. Las Palmas Avenue
Hollywood 38, California
Hollywood 7-3111

PLUS

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Process Projection

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New York 28, New York
Plaza 7-1800
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"Masquerade Party"
ABC-TV Sat. 10 p.m.
Sponsored by LENTHERIC & BROMO-SELTZER

"Break the $250,000 Bank"
still the biggest money-paying show on Television
NBC-TV Tues. 10:30 p.m.
Sponsored by LANOLIN PLUS

WOLF ASSOCIATES  ♦  WOLF PRODUCTIONS
WOLF ENTERPRISES
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Exclusive Management:
ASHLEY-STEINER, INC.

Peter Arnell
Creator and Producer of Television Programs

Currently Producing
"HIGH FINANCE"
CBS-TV
American Film Producers
1600 Broadway, New York 19, N. Y.; P.Laza 7-5915. Robert Gross, executive producer-president; Stuart Campbell, executive producer-partner. (Produce and distribute commercials.)

American TV Enterprises
374 North Beverly Drive, Beverly Hills, Calif.; CResview 6-3728. Ed Beloin, producer; Burt Harris, business manager. (Produce package films series.)

Anderson, Clyde, Productions
334 A Street, Salt Lake City 3, Utah; 3-5337. L. Clyde Anderson, vice-pres. (Produce filmed programs.)

Anderson, Leonard
112 W. 44th St., New York 36, N. Y. P.Laza 7-4162. Leonard Anderson, president; Barbara Anderson, vice-pres. (Produce animated commercials.)

Anguish, Toby, Motion Picture Productions
159 E. Chicago Ave., Chicago 11, Ill.; WHite 2-6071. Toby Anguish, manager & producer; Ada Fancher, sales manager. (Produce and distribute commercials.)

Animated Film Producers of America (AFPA)
159 E. Chicago Ave., Chicago 11, Ill.; WHite 2-6071. Toby Anguish, gen. manager; Leonard Anderson, president; Barbara Anderson, vice-pres. (Produce commercials.)

Artex Film Productions, Inc.
8564 Melrose Ave., Hollywood 46, Calif.; OLympia 2-3540. Earl Klein, president. (Produce commercials.)

Arrowhead Productions
4106 Cahuenga Blvd., North Hollywood, Calif.; STranley 7-1329. Toby Anguish, general manager & producer; Ada Fancher, sales manager. (Produce commercials.)

Associated Artists Productions, Inc.

Associated Broadcast Advertising Co.
1981 No. Western Ave., Los Angeles 29, Calif.; Hollywood 5-0580. Irwin T. Porter, president. (Produce commercials.)

Associated Enterprises
735 N. Vine St., Hollywood 38, Calif.; Dickey 4-0404. Robert Struble, owner. (Package shows, commercials.)

Associated Press, The
50 Rockefeller Plaza, New York 20, N. Y.; P.Laza 7-1287. Frank Roessle, president; Oliver Gramling, general manager. (Produce and distribute commercials.)

Associated Films, Inc.
247 Madison Avenue, New York 17, N. Y.; MUr-ray Hill 5-8573. Exchanges in Ridgefield, N. J.; Birtamale, Calif.; Dallas, Tex.; San Francisco, Calif.; J. R. Bingham, president; A. L. Fredrick, treasurer; R. M. Finehout, director of television. (Produce public service film programs.)

Atlantic Television Corp.
150 W. 46th St., New York 36, N. Y. Jnudson 2-1287. Fred Bellin, president; N. E. Savini, vice-president; Anthony Tarell, superintendent, TV service. (Produce and distribute commercials.)

Axis Film Corporation
1111 South Boulevard, Oak Park, Ill.; AUStin 7-8630. L. F. Nominee, vice-president and general manager; James E. Anderson, director of TV; Albert S. Bradish, vice-president, production. (Produce filmed commercials.)

Azalea Television Films, Inc.
60 W. 46 St., New York 36, N. Y.; CResview 6-0113. Evan J. Anton, president; Vera Kay, vice-president. (Produce television shows.)

Armstrong, J. & Co.
19 West 44th St., New York 21, N. Y.; MUr-ray Hill 7-0669. Joseph Armstrong, president. (Produce television shows.)

Arnett, Peter, Productions
750 Park Ave., New York 21, N. Y.; TRefalgar 9-5097. Peter Arnett, owner & producer; Jean Hexton, production manager. (Produce package films.)

Arrow Productions, Inc.
5746 Sunset Blvd., Hollywood, Calif.; HOLlywood 2-4040. Don Lang, executive director. (Produce and distribute commercials.)

Arrowhead Productions
355 North Beverly Drive, Beverly Hills, Calif.; CResview 6-3728. Ed Beloin, producer; Burt Harris, business manager. (Produce package films series.)

Artex Film Productions, Inc.
157 E. 65th St., New York 21, N. Y.; REgent 7-4040. James M. Rice, president. (Produce features, commercials.)

Associated Artists Productions, Inc.

Associated Broadcast Advertising Co.
1981 No. Western Ave., Los Angeles 29, Calif.; HUollywood 5-0580. Irwin T. Porter, president. (Produce commercials.)

Associated Enterprises
735 N. Vine St., Hollywood 38, Calif.; Dickey 4-0404. Robert Struble, owner. (Produce commercials.)

Associated Press, The
50 Rockefeller Plaza, New York 20, N. Y.; P.Laza 7-1287. Frank Roessle, president; Oliver Gramling, assistant general manager. (Produce and distribute commercials.)

Associated Films, Inc.
247 Madison Avenue, New York 17, N. Y.; MUr-ray Hill 5-8573. Exchanges in Ridgefield, N. J.; La Grange, Ill.; Dallas, Tex.; San Francisco, Calif.; J. R. Bingham, president; A. L. Fredrick, treasurer; R. M. Finehout, director of television. (Produce public service film programs.)

Atlantic Television Corp.
150 W. 46th St., New York 36, N. Y. Jnudson 2-1287. Fred Bellin, president; N. E. Savini, vice-president; Anthony Tarell, superintendent, TV service. (Produce and distribute commercials.)

Atlas Film Corporation
1111 South Boulevard, Oak Park, Ill.; AUStin 7-8630. L. F. Nominee, vice-president and general manager; James E. Anderson, director of TV; Albert S. Bradish, vice-president, production. (Produce filmed commercials.)

Atlantic Television Corp.
15 W. 44th St., New York 21, N. Y.; MUr-ray Hill 7-5535. Henry Brown, president. (Film production and distribution.)

Audio Productions, Inc.
639 Ninth Ave., New York 36, N. Y.; P.Laza 7-0760. Frank K. Speidel, president; Herman Roessle, vice-president; Harold Libman, manager, TV dept. (Produce filmed commercials.)

April 1968

Information for this list was supplied by the companies. Changes in officers and locations are indicated by an asterisk (*).
### April Ratings

#### Viewers/100 Homes

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distrib.</th>
<th>Viewers Per 109 Homes Tuned In</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Life of Riley (NBC)</td>
<td>17.1</td>
</tr>
<tr>
<td>2.</td>
<td>My Little Margie (Official)</td>
<td>218</td>
</tr>
<tr>
<td>3.</td>
<td>Life of Riley (NBC)</td>
<td>211</td>
</tr>
<tr>
<td>4.</td>
<td>Abbott &amp; Costello (MCA)</td>
<td>208</td>
</tr>
<tr>
<td>5.</td>
<td>Great Gildersleeve (MCA)</td>
<td>203</td>
</tr>
<tr>
<td>6.</td>
<td>Life of Riley (NBC)</td>
<td>203</td>
</tr>
<tr>
<td>7.</td>
<td>My Little Margie (Official)</td>
<td>197</td>
</tr>
</tbody>
</table>

#### Among Teens

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distrib.</th>
<th>Teens Per 109 Homes Tuned In</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>My Little Margie (Official)</td>
<td>24</td>
</tr>
<tr>
<td>2.</td>
<td>Ray Milland Show (MCA)</td>
<td>23</td>
</tr>
<tr>
<td>3.</td>
<td>Great Gildersleeve (NBC)</td>
<td>23</td>
</tr>
<tr>
<td>4.</td>
<td>Abbott &amp; Costello (MCA)</td>
<td>23</td>
</tr>
<tr>
<td>5.</td>
<td>Life of Riley (NBC)</td>
<td>22</td>
</tr>
<tr>
<td>6.</td>
<td>Eddie Cantor (Ziv)</td>
<td>21</td>
</tr>
<tr>
<td>7.</td>
<td>Laurel &amp; Hardy (GOVERNOR)</td>
<td>20</td>
</tr>
</tbody>
</table>

#### Among Children

<table>
<thead>
<tr>
<th>Rank</th>
<th>Show &amp; Distrib.</th>
<th>Kids Per 109 Homes Tuned In</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Abbott &amp; Costello (MCA)</td>
<td>101</td>
</tr>
<tr>
<td>2.</td>
<td>Laurel &amp; Hardy (GOVERNOR)</td>
<td>94</td>
</tr>
<tr>
<td>3.</td>
<td>The Ruggles (Ziv)</td>
<td>88</td>
</tr>
<tr>
<td>4.</td>
<td>Abbott &amp; Costello (MCA)</td>
<td>87</td>
</tr>
<tr>
<td>5.</td>
<td>Life of Riley (NBC)</td>
<td>29</td>
</tr>
<tr>
<td>6.</td>
<td>Great Gildersleeve (NBC)</td>
<td>28</td>
</tr>
<tr>
<td>7.</td>
<td>Life With Father (CBS)</td>
<td>25</td>
</tr>
</tbody>
</table>

### Contact: GOVERNOR TV Attractions

ARTHUR KERMAN, President  
151 WEST 46 STREET  
JUDSON 6-3675

---

### For the Tops in Television Entertainment

**"BYLINE-Steve Wilson"**

Starring MARK STEVENS in 39 Half-Hour Action-Packed Adventure Dramas

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**Top Flight Features**

- Western Films
- "Boss Lady" — Series
- "Renfrew of the Royal Mounted" — Series

Distributed by

M & A ALEXANDER PRODUCTIONS, INC.
6040 Sunset Blvd., Hollywood 28, Cal. Phone: Hollywood 4-3414

- Distributors of Films for Television
Aurora Film Distributors, Inc.
1410 Howard St., Omaha 2, Nebraska; ATLantic 8476. Keith T. Smith, president. (Distributor of feature films and shorts.)
- Sleepy Joe (13); Life and Songs of Stephen Foster (13); 15 westerns; 6 features; 30 shorts.

Award Television Corp.
130 Cuttermill Road, Great Neck, N. Y.; GReat Neck 2-1363-4. Milton J. Salzburg, president; David B. Dash, vice-president. (Produce filmed series, commercials.)
- Jimmy Demaret Show (13).

B & R Enterprises, Inc.
- Ray Bolger Show (60).

Bagnall, George, and Associates
- This Is Hawaii (13); Scene with a Star (13); Spotlite on Hollywood (13); Let's Draw with Frank Webb (52); It Can Happen to You (13); Sewing Room (26); Hollywood Half-Hour (39); Front Page Detective (39); Ringside with the Basslers (52); Crusader Rabbit (155); I Search for Adventure (52); 36 features.

Bailey Films, Inc.
6509 De Longpre Ave., Hollywood 28, Calif.; HOLlywood 4-7949. Albert R. Bailey, president. (Packaged film programs.)

Baldwin Organization, Inc., The
270 Park Ave., New York 17, N. Y.; PLaza 5-9430. Ted Baldwin, president. (Distributors of feature films, film series.)

Barbre, Thos. J., Productions
2130 So. Bellaire St., Denver 22, Colo.; SKyline 6-8383. Thos. J. Barbre, manager-producer; Paul Emrich, asst. manager; Frank H. Spicer, photography. (Producer, distributor of filmed shows, producer of film commercials and business films.)
- Side Road (13).

Barry & Enright Productions, Inc.
- Juvenile Jury, Life Begins at 80, Winky Dink and You, Oh Baby, Conflict, The Gillemen, Twenty-one, Tic-Tac-Dough.

Bartlett, Hall, Television Productions
8421 Wilshire Blvd., Beverly Hills, Calif.; OLive 3-2505. Hall Bartlett, president; Sam Weiler, executive vice-president and treasurer; Paul D. Bartlett, Elroy Hirsh, vice-presidents; Stan Keller, secretary. (Produce dramatic film series.)

DENNIS JAMES

491
Bash Radio & TV Productions
17 E. 45th St., New York 17, N. Y.; Murray Hill 2-8877. Frances Scott Bash and Charles J. Bash, Jr., partners. (Produce live and film shows and commercials.)
- Jim and Judy in Teleland (52).

Mattison, John H., Enterprises
4515 Saul Road, Kensington, Md.; Olympic 7-9593. (Produces filmed series, commercials.)
- Woman in the House (13).

Baym, Zach Films
69 East 42nd St., New York 17, N. Y.; Murray Hill 2-4813. Zach Baym, owner. (Distributor of feature films, produce, distributor of filmed series.)
- World Closeup (26) 52 features; 52 westerns.

Beacon Television Features, Inc.
118 Newbury St., Boston 16, Mass.; Commonwealth 6-5891. J. L. Sanderson, president; Barbara Keane, treasurer. (Produce filmed series, commercials, packages.)
- Goin' Places with Gadabout Gaddis (26).

Beck, Alexander, Films, Inc.

Becker, V. S. Productions
551 Fifth Avenue, New York 17, N. Y.; Murray Hill 2-0777. Viola S. Becker, owner. (Produces and distributors live and filmed package shows and commercials.)

Bell Pictures Corporation
630 Ninth Ave., New York 36, N. Y.; Circle 6-1383. Lawrence Kulick, vice-president. (Distribute filmed programs.)

Bemiller Productions

Bengal Pictures
1028 No. Western, Hollywood 29, Calif.; Hollywood 3-3657. Phil. E. Cantonwine, director, producer; Cheri LeBlanche, story writer, narration; Jack Vickers, associate producer; John Pope, booker; Duke Leon, asst. director; Dale Knight, sound; George Haligan, film editor; Perry King, narrator. (Producers of films & commercials.)

Biddick, Guy
1046 South Olive, Los Angeles 15, Calif.; Richmond 8-6181. Guy Biddick, owner and manager. (Producers of animated commercials, filmed spots.)

Big Fights, Inc., The
9 E. 40th St., New York 16, N. Y.; Lexington 2-1717. William D. Cayton, president; Fred Ladd, director. (Produce, distribute filmed boxing series.)
- The Big Fights (13); World's Greatest Fighters in Action (13).

Biograph Television Co., Inc.
5 E. 57th St., New York 22, N. Y.; Eldorado 5-5211. Paul Killiam, president. (Produce film shorts series.)
- Movie Museum (175).
Motion Pictures for Television and Industry

565 FIFTH AVENUE
New York 17, N. Y.
ELdorado 5-1382
BUFFINGTON, AL PRODUCTIONS

BURRUD, BILL PRODUCTIONS
5746 Sunset Blvd., Hollywood 28, Calif.; Hollywood 2-7111. Bill Burrud, president; Reed Bingham, vice-president; Miles Hinsaw, executive producer. (Producers of film series, commercials, packages.)
• Assignment America, Wanderlust, Vagabond, Night Watch (series).

BUTTERFIELD & WOLF, INC.
• Series: (13 subjects) "Wonders of the Sea." Features: "Helen Keller in Her Story"; "Miracle of the Reef."

BYRON, INC.
1226 Wisconsin Ave., Washington 7, D. C.; DUPont 7-1800. 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 3-9330. Edward A. Byron, president. (Distribute package shows.)

CBS TELEVISION FILM SALES, INC.

C & C TELEVISION CORP.
270 Park Avenue, New York 17, N. Y.; PLaza 3-5600. Matthew Fox, president; Edwin H. Ezzes, vice-president-sales manager; Martin Robinson, executive vice president.
• 742 RKO feature films.

CALHOUN STUDIOS, INC.
266 E. 78 St., New York 21, N. Y.; LE 5-2120. Brian Calhoun, president; Paul Goldschmidt, vice-president; Howard Kaiser, Charles P. Gennell, sales mgrs.; Howard A. Kaiser, production director. (Produces and distributes filmed programs, commercials.)
• 3 feature films. Hunting & Fishing (13).

CALIFORNIA NATIONAL PRODUCTIONS, INC.
(Subsidiary of NBC), 663 5th Ave., New

- Captured (26); Crunch and Des (39); Dangerous Assignment (39); Frontier (30); The Great Gildersleeve (39); His Honor, Homer Bell (39); Hopalong Cassidy (54, 1-hr., 52 half-hour); Inner Sanctum (39); Life of Riley (117); Lilli Palmer Show (26); Paragon Playhouse (39); Steve Donovan, Western Marshal (39); Victory at Sea (26); The Visitor (44); Watch the World (26).

Calonius, Lars, Productions, Inc.
45 W. 45th St., New York 36, N. Y.; Plaza 7-0350. Lars E. Calonius, president. (Produce animated and live action commercials.)

Cambridge Productions
(See Galaxy Productions, Inc.)

Camera Craft
6764 Lexington Ave., Hollywood 38, Calif.; Hollywood 3-6856. (Produce commercials.)

Campus Film Productions, Inc.
14 East 53rd St., New York 22, N. Y.; Plaza 3-3280. Nat Campus, executive producer. (Producer of films.)

Campus Film Distributors Corporation
14 East 53rd St., New York 22, N. Y.; Plaza 3-2280. Robert Braverman, coordinator. (Distributor of educational, industrial and documentary films.)

Caravel Films, Inc.
750 Fifth Ave., New York 19, N. Y.; Circle 7-6110. David I. Pincus, pres.; Calhoun McKeen, in chge. of TV films and commercials. (Produces filmed programs and commercials.)

Cascade Pictures of California, Inc.
1027 No. Seward St., Hollywood 38, Calif.; Hollywood 2-6481. B. J. Carr, president; Roy Seawright, vice-president, photography director; Vaughan Paul, production coordinator; Philipmore Phipps, producer. (Produce commercials.)

Caston Productions
8611 Sunset Blvd., Hollywood 46, Calif.; Robert L. Cashy and Milton L. Cashy, co-owners and producers. (Film producers.)

Cavalcade Pictures, Inc., and Cavalcade Television Programs
7904 Santa Monica Blvd., Hollywood 46, Calif.; Oldfield 4-1444; Harvey Pergament, president. (Producer, distributor and importer of filmed programs.)

- Famous Guests (13); This Is Hawaii (13); Unk & Andy ABC Adventures (26); Tales of the Old West (10); Double Play (Greatest Names in Baseball) (26); Double Play (Greatest Names in Sports) (13); 39 Spanish features.

Cavalier Productions
Box 8 Hillside Manor, New Hyde Park, N. Y.; Pioneer 6-7110; Plymouth Bldg., 143 W. 49th St., New York 19, N. Y.; Circle 7-8100. Dr. Joseph L. Levit, board director; R. Miles Master, exec. prod.; Phillip St. Clair, tech. dir.; Jo Freudin, talent and promotional rep.; Phillip St. Clair, tech. dir. (Producers of filmed programs.)

Walt Framer Productions
Creating Shows and Packages

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CBS-TV-Radio

"THE BIG PAYOFF"
CBS-TV

Ready for Sponsorship

"This Is Crisis"
"Greatest Guy On Earth"
"Million Dollar Family"

"Make A Million"
"Jack In The Juke Box"
"Calling On America"

WALT FRAMER PRODUCTIONS
1150 Avenue Of The Americas, New York 36, N. Y.
OXford 7-3322

495
Cavalier Productions, Inc.
9119 Sunset Blvd., Los Angeles 46, Calif.; Crestview 6-4174. Robert G. Young, president; Eugene B. Rodney, vice-president in charge of production; Ben Bisgeier, secretary. (Producers of filmed series.)
- Father Knows Best (series).

Central Telefilms, Inc.
810 No. Sheridan Road, Peoria 5, Ill.; Tel. 5-7611. Herbert K. Landon, president and general manager. (Producers of commercials.)

Chad Associates, Inc.
40 East 49th St., New York 17, N. Y.; PLaza 1-0711. Chad Grothkopf, president. (Producers of commercials.)

Chapman, Bruce, Co.
125 W. Alst St., New York 36, N. Y.; Wisconsin 7-9244. Bruce Chapman, president; Edna Chapman, vice-president; Michael Alexander, Europe mgr. (Producer distributor of films, commercials and shorts.)
- The Answer Man (13).

Charter Oak Tele-Pictures
846 7th Ave., New York 19, N. Y.; Circle 6-2508. Louis Cavrell, producer. (Produces and distributes filmed series, commercials.)
- Roy Doty Show (40).

Chatham, Lew, Associates
Chatham Bldg., Claremore, Okla.; 1122, 1640 J 1, 1624. L. A. Chatham, manager. (Film producer, commercials.)

Chertok, Jack, Productions, Inc.

Cheryl-TV Corp.
442 N. La Cienega Blvd., Los Angeles 48, Calif.; OLeander 5-8440; 650 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.

Cheshire and Associates
- The M.J.B. Show (live); Capsule Mysteries (39); The Magic Lady (live).

China Film Enterprises of America, Inc.
165 W. 46th St., New York 36, N. Y.; Plaza 7-2320. Hsing-ching Weng, president. (Documentary and informational films on Chinese art, culture, etc.)

Chiarar (S.A.R.L.)
52 Av. des Champs Elysees, Paris 8e, France; Balzac 56-24. Maurice Marvie, gerant; Rene Mollin, director. (TV film producer.)

Cinegraphics, Inc.
5 E. 57th St., New York 22, N. Y.; Plaza 9-8620; Francis C. Thayer, president. (Produces filmed series, commercials.)
- The World Through Stamps (26).

Cinema Service Corp.
106 West End Ave., New York 23, N. Y.; TRafalgar 3-1411. Joseph Selden, president. (Produces films and commercials.)

Cinema-Vue Corporation
243 West 55th St., New York, N. Y.; Circle 6-0888; Joseph P. Smith, president; Francis D. Smith, vice-president in charge of sales; Edward Grossman, comptroller; James Stevenson, gen. counsel and secre-

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Conductor
17th Year
Bell Telephone Hour . . . NBC

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starving
ROBERT ALDA

Many Markets Available
FIRST RUN AND RE-RUN

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Feature Films
ALSO AVAILABLE

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Inc.
1501 Broadway, New York City
Suite 201
10-3-6187
MEI 111

11111

11111

tars. (Distributors of feature films, cartoon packages.)

131 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 6-0848. M. Klinerman, president; Francis D. Smith, general sales manager. (Distributors of feature films and cartoons.)

53 features; 52 westerns; animated cartoons.

Cinescope Films
25 Robin Hill Road, Scarsdale, N. Y.; SCarsdale 3-3663. George L. George, president. (Film programs and commercials.)

Cine-Tel Productions
Film Service Bldg., 6325 Santa Monica Blvd., Hollywood 38, Calif.; Hollywood 5-3378. 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 (13).

Cine-Video Productions, Inc.
Boston Post Road and Cedarhurst Lane, Milford, Conn. TRinity 4-6590. Garo W. Ray, president; David D. Reed, director of productions. (Producers of industrial, educational and religious films.)

Cited Films, Inc.
30 Rockefeller Plaza, New York 20, N. Y.; Circle 7-3673. Joe Weil, president. (Film producer and distributor.)

Clairmont Films

Clampet-Toon Commercials, Inc.

H. D. Colson & Co.
7390 W. 48th Avenue, Wheatridge, Colorado; H. D. Colson, general manager. (Produce and distribute local audience participation programs, film shows, spots.)

Combined Television Pictures, Inc.
241 So. Beverly Drive, Beverly Hills, Calif.; CRestview 3-1114. John A. Byers, president. (Distributes filmed series.)

Commodore Productions and Artists, Inc.
971 N. La Cienega, Hollywood 46, Calif.; OLympia 2-2993. Walter White, Jr., president and executive director; E. R. Woodworth, associate producer. (Create and produce 'live' TV shows. Producers and 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.)

* 250 features, 85 westerns; 500 cartoons, serials, shorts.

Condor Pictures, Inc.

Ed & Pegeen Fitzgerald
Consolidated Television Sales

Continental International Pictures
448 Harrison Ave., Greenville, Ohio. 870-R. Walter D. MacFarland, executive producer. (16-mm. business and documentary film producers.)

Cooper, Frank, Associates
17 East 54th St., New York, N. Y.: PL 1-0725; 233 South Beverly Drive, Beverly Hills, Calif.; CRestview 5-4128. Frank Cooper, Sy Fisher, chief officers. (Live and film packages.)

Cornell Films, Inc.
130 Cuttermill Road, Great Neck, N. Y.; GREAT Neck 2-1363-4. Milton J. Salzburg, president; David B. Dash, vice-president. (Producers and distributors of filmed programs, shorts, cartoons.)

Cornwall Productions
30 W. 56th St., New York 19, N. Y.: Circle 6-2682. Ella Raines, president; William Dozier, executive vice-president. (Producer of filmed programs.)

Corten Instructional Films
65 E. South Water St., Chicago 1, Ill.; Dearborn 2-1766. Branch: 488 Madison Ave., New York City. John Smart, president; A. L. Blinder, executive vice-president; Ellsworth C. Dent, director of distribution. (Producers and distributes filmed series.)

* Your Health and Safety (13); Your Days at School (13); Dating, Marriage and Family Living (13); Exploring Science (13); Personality Development (13); How Others Live (13); Career Planning (13); Reading Enjoyment (13); Stories for Children (13); Home Management (13); World of Yesterday (13); Nature in Action (13); Getting Along Socially (13); Democracy at Work (13); Animal Adventures for Children (13); Sport Skills (13); American Heritage (13); special Christmas films (3).

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); Captain Z-ro; Judge Roy Bean.

Cosman Productions, Inc.
8533 Sunset Blvd., Los Angeles 46, Calif.; CRestview 6-4345. Lou Costello, president. (Produces filmed programs.)

Courneya, Jerry, Productions
233 Almond Drive, West Hollywood 28, Calif.; CRestview 4-5621. Jerry Courneya, owner & producer; Paul Frees, executive producer. (Producers of filmed series, shorts, features, commercials, packages.)

* Adventures of Noah Beery, Jr. (15); Chimp Comedy-Mysteries (13); Lash LaRue Westerns (39); also features westerns.

Cousens, Clayton W., Productions, Inc.
36-08 33rd St., Long Island City, N. Y.: STILLwell 6-4141. Clayton W. Cousens, owner. (Producers of film commercials.)

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Cox, William G., Film Enterprises
140 S. Orange Drive, Los Angeles 36, Calif.; WEbster 4-8590. William G. Cox, owner-producer. (Produces commercials, news clips.)

Crandall, Roland D., Productions
31 Heusted Drive, Old Greenwich, Conn.; NE 7-0425. Roland D. Crandall, owner. (Produces animated commercials.)

Craven Film Corporation
446 West 43rd St., New York 36, N. Y.; BRYant 9-7256. Thomas Craven, president; D. William Robinson, business manager; Michael Wyler, production manager. (Producers of filmed series, commercials.)

- The World Through Stamps (26); The World Around Us (26).

Creativision
1780 Broadway, New York 19, N. Y.; Circle 5-4830. Douglas Baker, creative director; Victor Kayfetz, associate director. (Produces live and animated commercials.)

Crest Television Productions
10561 McCormick St., No. Hollywood, Calif.; SUNset 2-3138. Lloyd Friedgen, president; Elva Fraser, secretary-treasurer. (Distributor and producer of features.)

Crosby, Bing, Enterprises, Inc.
9028 Sunset Blvd., Los Angeles 46, Calif.; CRESTview 1-1177; 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. (Producers of filmed series.)

- Where Were You (26); Counterpoint (26); Royal Playhouse (52); Curtain Call (39); The Chimps (13).

Crown Pictures International
961 N. La Cienega Blvd., Los Angeles 46, Calif.; CRESTview 6-6139. S. Michelson, secretary-treasurer. Distributors of feature films.)

20 features; 10 shorts.

Crystal Pictures, Inc.
1564 Broadway, New York 36, N. Y.; PLaaza 7-5130. Melvin M. Hirsh, president. (Distributor features, Westerns, packages.)

15 features; 9 sports shorts.

Culhane, Shamus, Productions, Inc.
207 E. 37th St., New York 16, N. Y.; MUrray Hill 2-0243. Shamus Culhane, president, director. (Producers commercials.)

Cummings Productions
53 W. 53rd Street, New York 19, N. Y.; PLaaza 7-0452. Ralph Waldo Cummings, president; Clyde Sechler, musical director; Donald Fellows, sales manager; John C. Clark, account supervisor. (Production of radio and TV jingles, industrial shows, packaging film commercials.)

DBA Consolidated Television Sales
(see Bagnall, George, and Associates)

D.P.M. Productions, Inc.

Dawson, Ronald, Associates
345 Fifth Ave., New York 17, N. Y.; MUrray Hill 7-6865. Ronald Dawson, owner. (Live and filmed programs.)

Day, Gordon M., Productions
186 E. 38th St., New York 16, N. Y.; ORegon 9-3595. Gordon M. Day, writer-producer; Carol Bulkley, casting-direction. (Write-produce commercials and jingles.)

Demby Productions, Inc.
Hotel Plaza, 1 W. 58th St., New York 19, N. Y.; PLaaza 9-2495. Emanuel Demby, president; Harvey Miltzer, associate. (Pro-

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Judson 2-5242

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Empire 4-1448

IN HOLLYWOOD:
Grantray-Lawrence Animation, Inc.
1537 N. La Brea
Ray Patterson
Hollywood 9-7968

499
duce television and motion picture features.)

- Hollywood to Broadway (13); What's Playing (live); Carnival (live).

**Denove, Jack, Productions, Inc.**
5823 Santa Monica Blvd., Hollywood 28, Calif.; Hollywood 4-8331. Jack Denove, president; Dick Denove, vice president. (Produce filmed series, commercials.)

- Cavalcade of America, The Christophers (series).

**Department of the Army, Radio & TV Branch**

**Dephoure Studios, Inc.**
782 Commonwealth Ave., Boston 15, Mass.; BEacon 2-5722. Joseph Dephoure, president; Milton Levy, vice president. (Film producers, commercials, animation, etc.)

**Depicto Films, Inc.**
254 West 54th St., New York 19, N. Y.; COLUMBUS 2-7620. John Hans, president; Charles S. Hans, vice-president; Carl V. Ragsdale, production manager. (Producers of filmed commercials.)

**Desilu Productions, Inc.**

- I Love Lucy (network series); December Bride (network series); Willy {39}; Those Mollie Girls (13).

**Disney, Walt, Productions**
2400 West Alameda Ave., Burbank, Calif.; Victoria 9-3461; 477 Madison Ave., New York, N. Y.; PLaza 9-3880. Walter E. Disney, chairman of the board; Roy O. Disney, president; Gunther R. Lessing, vice-president; general counsel; Oliver B. Johnston, vice-president in charge, character merchandising; William H. Anderson, vice-president in charge of studio operations; E. Cardon Walker, vice-president in charge of advertising and sales; James A. Johnson, secretary; Spencer C. Oliver, assistant secretary; Franklin Waldheim, assistant secretary and eastern counsel; Paul L. Pease, treasurer; Lawrence E. Trayon, Orbin V. Melton, assistant treas. (Produce filmed series.)

- Disneyland (network series).

**Dougfair Corporation**
666 N. Robertson Blvd., Los Angeles 46, Calif. H. Alexander MacDonald, Pres.; Fred Hoar, Vice-president-treasurer; Christine de Lima, Secretary (Produce filmed series.)

- Douglas Fairbanks Presents (117); Terry and the Pirates (18).

**Douglas, Jack, Productions**
Centaur Studios, 7637 Melrose Ave., Hollywood, Calif.; HOLlywood 4-7574. Jack Douglas, producer, director. (Produce and distributes filmed series.)

- I Search for Adventure (26).

**Dryer, Sherman H., Productions**
667 Madison Ave., New York 22, N. Y.; TEMpleton 8-5600. Sherman H. Dryer, president. (Produce programs.)
Dubois, Jean M. F., Motion Pictures
(The Jean Dubois Co.), 2214 Dahlia St., Denver 7, Colo.; East 8122 and Main 5401. Branch office: 2272 21 St., Denver 2, Colo.; Main 5408. Jean M. F. Dubois, owner, general manager; Lyle Ligget, editor. (Produce reels, shorts, and features.)

Dudley TV Corporation
9008 Santa Monica, Beverly Hills, Calif.; Crestview 1-7258. Carl Dudley, president; Don McNamara, executive vice-president. (Produce commercials.)

Dunn, Cal, Studios
159 E. Chicago Ave., Chicago 11, Ill.; Whitehall 3-2424. Cal Dunn, president. (Produce commercials.)

Dynamic Films, Inc.
112 W. 89th St., New York 24, N. Y.: Trafalgar 5-1080. Carl Dudley, president; Don McNamara, executive vice-president; W. Houston, E. R. Baker, executive vice-pres.; Ben Kranz, treasurer and prod. manager. (TV commercials.)

Economee Television Programs
(Affiliate of Ziv Television Programs, Inc.)
420 Madison Avenue, New York 17, N. Y.; Plaza 3-6664. Stanley C. Florsheim, general manager. (Distributor of filmed series.)

Eisenbach’s, Jack A., Independent Producers
Film Library
6926 Melrose Ave., Hollywood 38, Calif.; WEbster 1-0390. Jack Eisenbach, president; J. Sandler, vice-president; A. Sandler, secretary-treasurer. (Distribute feature films; library of stock shots.)

Elan-Porter Productions, Inc.
Elger, Peter, Productions, Inc.
75 W. 45th St., New York, N. Y.; JUdson 6-1870. Peter Elgar, president; Julius Edelman, executive vice-president; Philip Frank, vice-president. (Produce filmed programs, commercials.)

Elliot, Unger and Elliot, Inc.
414 W. 54 St., New York 19, N. Y.; JUdson 6-5532. Steven Elliot, president; William H. Unger, vice-president. (Produce films, spots.)

Emerson Film Corp.
540 N. Lake Shore Drive, Chicago 11, Ill. Walter Colmes, president. (Producer and distributor of TV films.)

Emperor Films, Inc.
1650 Broadway, New York 36, N. Y.; COlumbus 5-8649. Martin Ross, president. (Distributes feature films.)
• 28 feature films.

Empire Films, Inc.
900 Fifth Ave., New York 36, N. Y.; PLaza 7-3770. A. Joseph Handel, president. (Distributes of 18 feature films.)

Empire Production Corp.
480 Lexington Ave., New York, N. Y.; PLaza 3-4506. Arthur Lubo, president; Fred DeJaeger, vice-president; Helen D. Kelleher, secretary-treasurer; William Reilly, general manager; David H. Lyon, executive producer. (Producers of live and filmed commercials, packages.)
• Charles Goren on Bridge (series); Roger Hornsby Baseball School (series).

Enders, Robert J., Inc.
1001 Connecticut Ave., N. W., Washington 6, D. C.; STerling 3-2222. Robert J. Enders, president; Howard A. Enders, vice-president; Ray Hill, vice-president in charge of sales; Robert L. Friend, executive producer. (Produces filmed series, commercials, packages.)
• America's Arts and Skills (9); World's Great Religions (10).

Entertainment Productions, Inc.
• Stop The Music (live); Down You Go (live); $64,000 Question (live); Quiz Kids (live); Hy Gardner Calling (live).

Explorers Pictures Corp.
1501 Broadway, New York 36, N. Y. LONGacre 4-3939. Humes B. Wells, president. (Producer and distributor of feature films, packages.)

Fair Deal Motion Picture Service
2040 Chatterton Ave., New York 61, N. Y.; TAlmadge 9-6728. Louis D. Colson, owner & president. (Distributes package films.)

Fairbanks, Jerry, Productions
6052 Sunset Blvd., Hollywood 28, Calif.; HOLlywood 2-1101. Jerry Fairbanks, president and executive producer; John McKennon, production manager. (Produces film programs and commercials.)
• 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.
251 W. 57th St., New York 19, N. Y.; Circle 7-5549. "Tiny" Fairbanks, president. (Produces live and filmed programs.)

Falk, Richard R., Associates
220 West 42nd St., New York, N. Y.; Circle 7-5549. Richard R. Falk, president; Mel Ducat, sales manager; Don Softness, media director. (Producers of live and filmed programs, commercials.)

• Second of Death (3); Original Hour (12); Horatio Alger Series (3); People in the News (live); Men Working (13).

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.)

Fedderson, Don, Productions
120 El Camino, Beverly Hills, Calif.; BRadshaw 2-8031. Don Fedderson, president; Fred Henry, vice president. (Produce programs.)

• The Millionaire (network series); Do You Trust Your Wife? (network series).

Federal Telefilms, Inc.

• Adventures of the Falcon (39).

Fennell, Paul J., Co.
404 N. La Cienega Blvd., Los Angeles 48, Calif.; OLympia 2-2612. Paul J. Fennell, owner-producer; John E. Burks, technical advisor; Claudia M. Rinaldi, business manager. (Creating and producing animated TV commercials, public relations films.)

Film Arts Productions, Inc.
1032 North 6th St., Milwaukee 3, Wisc.; BRoadway 6-5670. A. K. Hadley, president; Harlan P. Croy, general manager, secretary & treasurer. (Produce commercials and industrial motion pictures.)

Film Associates, Inc.
4000 S. Dixie Ave., Dayton 9, Ohio; WA1nut 2164. E. Raymond Arn, president; Mildred G. Arn, vice-president; Edward H. Lang, general manager. (Produce film commercials, live spots, animation, package programs.)

Tony Marvin

"Arthur Godfrey Shows"
Film Classic Exchange
8163 Santa Monica Blvd., Hollywood 46, Calif.; OLdfield 4-2222. (Produce, distribute filmed series, features.)
* Charlie Weaver and his Mt. Idy Friends (13); The Living Past (7); 104 cartoons; 76 features; 55 westerns.

Film Creations, Inc.

Film House, Inc.
135 W. 32nd St., New York 19, N. Y.; COlumbus 5-5020. Fred J. Schaefer, president; Alvin E. Heutchen, vice-president. (Produce and distributes commercials, documentary and medical.)

Film Images, Inc.
1860 Broadway, New York 23, N. Y.; Circle 7-1977. Rosalind Kossoff, president; Kenneth Mead, director of distribution. (Distributes filmed shorts.)

Film Network, Inc.
833 Seventh Ave., New York 19, N. Y.; MMurray Hill 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. (Distributes sports, religious and feature films.)
* 95 features; 63 westerns.

Film Vision Corp.
1501 Broadway, New York 36, N. Y.; LONGacre 3-6187. Jerome Balsam, executive. (Feature film distributor.)

George Blake Enterprises, Inc.
"FINES IN FILM"
1600 Broadway, New York 19, N.Y.
Circle 7-2264

Film Mack Studios
1327 S. Wabash Ave., Chicago 5, Ill.; HArrison 7-3385. 341 W. 44th St., New York, N. Y.; PLaza 7-0900. Irving Mack, president; Don Mack, vice-president in charge of sales (N. Y.); Jack Saperstein, TV production (N. Y.); Bernie Mack, v.p. in charge of sales (Chicago). Joseph Mack, treasurer; Vi Dane, promotion manager; Pat Casco, TV production; Dean Davis, advertising. (Produce filmed commercials.)

Filmaster Productions, Inc.
650 N. Bronson Ave., Hollywood 4, Calif.; HOLlywood 2-7141. Robert Stabler, president; Glenn N. Cook, vice-president. (Producers of film series, commercials.)

Filmcraft Productions
8451 Melrose Ave., Hollywood 46, Calif.; WEbster 3-9281. I. Lindenbaum, president. (Produce films and commercials.)

Films for Television of Hollywood, Inc.

Films of the Nations, Inc.
62 W. 45 St., New York 36, N. Y.; MMurray Hill 2-6040. Henry M. Moolman, president; Birger Nordholm, vice-president. (Producers and distributors of filmed programs.)

Films, Inc.
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.; HEn-derson 2-4474-3. Albert A. Fiore, TV & film director. (Produce filmed programs, commercials.)

Fishbein, Frieda  
353 West 57th St., New York 19, N. Y.; Circle 7-4398; Frieda Fishbein, owner. (Live and film programs.)

Five Star Productions, Inc.  

Flamingo Films, Inc.  
569 Madison Ave., New York 22, N. Y.; Murray Hill 8-4960; Branches: 1741 Ivar St., Hollywood, Calif.; 8842 Lemmon Ave., Dallas, Tex.; 646 No. Michigan Ave., Chicago, Ill.; 2445 Centre Ave., Pittsburgh, Pa. Joseph Harris, president; Sy Weintraub, executive vice-president; Robert Pik, vice president in charge of international sales; James Harris, secretary-treasurer. (Distributors of feature films, filmed series.)

- Stars of the Grand Ole Opry, Superman, Wild Bill Hickock (series); Cowboy G-Men (39); Beulah (78); The Country Show (26); Reporter's Roundup (continuous); Flamingo Theatre (30); Top Secret (26); Superman Cartoons (16); Telecomics (165); TV's Baseball Hall of Fame (78); TV's Football Hall of Fame (26); 100 feature films; 97 western features.

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.; MOnt Vernon 4-5051. Myron Bresnick, president; Sally Fagin, vice-president; Renee Bresnick, secretary; Leonard Fagin, treasurer. (Produces filmed programs.)

- Captain Quest (13).

Flicks Film Productions  
1429 N. Wells St., Chicago 10, Ill.; SUperior 7-2251; 682 Dayton Ave., St. Paul, Minn. William R. Johnson, president and general manager; John C. Branscombe, sales director; John O. Christison, St. Paul manager. (Produce animated and live action commercials.)

Flying A Pictures, Inc.  

- Gene Autry (91); Range Rider (78); Annie Oakley (52); Death Valley Days (30); Cavalcades of America (6); Buffalo Bill Jr. (26).

Fordel Films, Inc.  
1187 University Ave., Bronx 52, N. Y.; LUdlow 8-5100. Clifford F. Potts, president; Gordon Hessler, vice-president; Richard A. Kent, general sales mgr. (Producers of filmed programs, shorts and commercials.)

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---

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- * Narrator
- * Actor

Mu 8-6600

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HENRY "HANK" SYLVERN

Director of Music

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Fortman 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.
1501 Broadway, New York 36, N. Y.; Longacre 4-5592. Jules Weil, president. (Distribute feature films.)

* 70 feature films.

Fortune Merchandising Corp. (Productions Division)
442 No. La Cienega, Los Angeles, Calif.; Olympic 2-1000. Leonard Shane, president; Max 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. Pearseal, president. (Distribute religious films.)

* Reading the Bible (13); special holiday features.

Four Star Films, Inc.
141 El Camino Drive, Beverly Hills, Calif., Crestview 4-6253. William A. Cruikshank, president; Walter A. Tibbals, vice-president; principal owners: Dick Powell, Charles Boyer, David Niven and Walter A. Cruikshank. (Producer of live and film television series, commercial and industrial motion pictures.)

* Four Star Playhouse (network series); Hey Jennie (network film series); The Dick Powell-Zane Grey Theatre (network series).

Fox, Geo., Corporation, The
1508 Crossroads of the World, Hollywood 28, Calif.; Hollywood 4-2242. Geo. S. Fox, president; Donald L. Rothenberg, secretary and production manager; D. R. Fox, vice-president. (Produce commercials, spots.)

Framer, Walt, Productions
1150 Ave. of Americas, New York 36, N. Y.; Oxford 7-3322. Walt Framer, producer; Joe Gottlieb, associate producer; Mervin Frank, publicity and exploitation; Sid Tamber, Paul Kasonder, production supervisors. (Offer package audience participation and quiz shows.)

* Strike It Rich (live); The Big Payoff (live).

Franklin Television Productions
1454 Peerless Place, Los Angeles 34, Calif.; Crestview 4-5279. John Jay Franklin, producer-director. (Produce film series, commercials).

* Hawaiian Paradise (13); Hula Follies (26).

Fremantle Overseas Radio & Television, Inc.

Frieberg, Hardie, Television Enterprises, Inc.
540 11th Ave., New York 17, N. Y.; Murray Hill 7-6865. 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.; Judson 6-5227. Allen A. Funt, president; Al Slep, production executive. (Produce and distribute live and film programs, commercials.)
• Candid Camera (189).

GBA Productions
727 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 5-9473. Marion Gering, president. (Produce filmed series.)
• 26 features (Spanish, English dubbed): Famous Jury Trials (20); 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.
2900 Seventh Ave., New York 27, N. Y. Oregon 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 live, filmed shows & commercials.)

Gallagher Films, Inc.
137 N. Oakland Ave., Green Bay, Wisc.; HEmlock 7-1307. James C. Gallagher, president. (Produces commercials.)

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; Vincent J. Capuzzi, distribution manager of sponsored films. (Producers of films.)

General Artists Corp.

General Teleradio, Inc., Film Division
1440 Broadway, New York, N. Y.; Longacre 4-8000; 9121 Sunset Blvd., Los Angeles 46, Calif.; CRestview 5-5286; 435 No. Michigan Ave., Chicago, Ill.; Whitehall 4-3960. Thomas F. O'Neill, president; Dwight Martin, general manager; Peter Robeck, sales manager; Sumner Moultou, promotion manager. (Distributors of feature films, filmed series.)
• Children’s Animated Fairy Tales (13); The Greatest Drama (39); Uncommon Valor (26); Fulton Lewis, Jr. (13); Bozo And His Friends. 42 feature films.

General Television Enterprises, Inc.
• Strange Adventure (52).

Geographic Film Corp.
PAUL TAUBMAN

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music that sells

55 West 53 Street
New York 19
PLaza 7-6452-3

Gerald Productions, Inc.
421 W. 54th St., New York 19, N. Y.; CO 5-6759. Gerald Auerbach, president. (Producers of motion pictures for television, theatre and industry.)

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 7-5959. John Gibbs, president; Francis Head, director of writers department. (Producers of programs.)

Glenar Studios
6618 Sunset Blvd., Hollywood 28, Calif.; HOLlywood 4-0406. Sid Glenar, owner. (Producers films, commercials.)

Global Telefilms, Inc.
15 E. 48th St., New York 17, N. Y.; Circle 5-7991. William L. Snyder, president and general manager. (Produce commercials and film spots.)

Globe Film Distributors, Inc.
200 W. 57 St., New York, 19, N. Y.; JUdson 6-7196. Joseph Green, president; Michael Hyams, vice-president. (Distributor of foreign films.)

Globe Releasing Corp.
"43 British features."

Gold, Mel, Productions, Inc.
1639 Broadway, New York 19, N. Y.; JUdson 6-5444. Melvin L. Gold, president; Robert E. Gips, vice pres. in charge of production; Stan M. Cole, executive director, industrial films division. (Producer and packager of live and film programs, commercials.)

Goldsberry, Nat C., Productions, Inc.
404 N. Roxbury Dr., Beverly Hills, Calif.; CRestview 5-6131. Nat Goldstone, chief officer. (Producers of filmed programs.)

Golden Snowball Division; Victor Kayfetz Productions, Inc.
1780 Broadway, New York 19, N. Y. Circle 5-8330. Mural Friedman, customer service. (Free films to TV stations: boating, industry, travel.)

Goodman, Harry S. Productions
19 E. 33rd St., New York 22, N. Y.; PLaza 5-6331. Harry S. Goodman, general manager; Everett F. Goodman, sales manager; Bill Baron, office manager; Frank Ger-
Eche, 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 (14).

Goodman, Martin, Productions
65 W. 54 St., New York, 19, N. Y.; JUdson 6-1180. Martin Goodman, president; George Spota, vice-president; Arthur Willie, Billie Biederman, associates. (Package production.)

Goodson-Todman Productions
41 E. 57th St., New York 22, N. Y.; PLaza 1-0500; Goodson-Todman Enterprises, Ltd. 449 S. Beverly Drive, Beverly Hills, Calif.; CRESTview 4-7357. William S. Todman, Mark Goodson, partners; Gil Fates, executive producer; Howard E. 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); The Web (film), Landmark (film).

Governor TV Attractions, Inc.
151 W. 46 St., New York 36, N. Y.; JUdson 6-4221. Arthur Kerman, president. (Distributors of feature films, shorts, cartoons, packages.)

Gray, O'Reilly Studios

Green, Lewis G., Productions
520 N. Michigan Ave., Chicago 11, Ill.; WHitehall 4-7440. Lewis G. Green, general manager. Commercials, spots, animation, jingles. (Producers of commercials.)

Greene, Ben, Film Productions
1650 Broadway, New York 19, N. Y.; PLaza 7-3858. Ben Greene, owner. (Film producer.)

Greenfield, Ernest Wm., Adv. Inc.
2293 Spruce St., Philadelphia 2, Pa.; LOCust 8-2945. Alfred Fingerman, 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.
120 Central Park South, New York, N. Y.; COlumbus 5-1272. Gerry Gross, president; Norman Baer, vice-president-treasurer. (Producers of live packages, filmed show.)

- Junior Champions (live); Maggi McNellis Show (live).

Gross-Krasne, Inc.

- Lone Wolf (39); Big Town (series); Mayor of the Town (39) (co-producer); O. Henry TV Playhouse, 4 features.

Guedel, John, Productions
8321 Beverly Blvd., Los Angeles 48, Calif. WEBster 5-8281. 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.

• Confidential File (39); The Goldbergs (39); Here Comes Tobor (39); Fun To Reduce (65); Popcorn Theatre (39); Duffy’s Tavern (39); Janet Dean, Registered Nurse (39); Paris Precinct (52); Sherlock Holmes (39); Junior Science (39); Flash Gordon (39); Tim McCoy (39); Conrad Nagel Theatre (26); Joe Palooka (26); Liberace Show (113); Florian Zalbash Show (39); Life With Elizabeth (65); Frankie Lane Show (26); I Spy (39); Looney Tunes (191); 600 features.

Hack, Herman, Production and Scripture Films

• Frontier Parson (series).

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
6526 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.)

• Magic of the Atom (26); Harbor Patrol (series); Jean Pearson, stewardess.

Hankinson Studio, Inc.
15 W. 46th St., New York 36, N. Y.; JUdson 6-0133. Frederick L. Hankinson, president. (Producers of commercials.)

Harris-Tuchman Productions
751 N. Highland Ave., Hollywood 38, Calif.; WEBster 6-7189; 185 N. Wabash Ave., Chicago, Ill.; ANDover 3-6988. Ralph G. Tuchman, sales director; Fran Harris, creative director. (Producers of commercials.)

Harriscop, Inc.
355 North Beverly Drive, Beverly Hills, Calif.; Crestview 6-4532. 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 (65); Beyond The Yukon (13); Christie Comedies (104); All Girl Wrestling (26); Blackstone, The Magician (39); Vaudeville-Musicals (160).

Hartley Productions, Inc.
339 East 45th St., New York 17, N. Y.; ELdorado 5-7762. Irving Hartley, president; Elda Hartley, vice-president. (Produced filmed series, commercials.)

• Marion Palmer Workshop (8); Inside Decoration (18).

Hawley-Lord, Inc.
295 E. 43rd Street, New York 17, N. Y.; OXFord 7-2520. Andre Lord, president; Lewis D. Abbott, executive vice-president, treasurer. (Produce shorts.)

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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
6060 Sunset Blvd., Hollywood, 28, Calif.; Hollywood 3-1515. Sam Hayes, president and general manager; Hazel Thornton, secretary. (Filmed news and sport commentaries.)

Heise Pictures Corp.
245 West 49th St., New York 36, N. Y.; Circle 6-6150. Joe Rice, president. (Distributors of feature films.)

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.)

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.; Oldfield 4-1566. David Commons, president; Jay Eiseman, executive vice-president. (Producers of filmed commercials.)

Hollywood Film Enterprises, Inc.
5060 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 2-0528. 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.

- Adventures Of Fu Manchu (78); Stryker Of Scotland Yard (13); Frontier Doctor (18); Stories Of The Century (38).

Hour Glass Productions
818 N. Highland Ave., Hollywood 38, Calif.; Hollywood 2-2301. Wanda Tuchok, producer; George de Normand, director. (Producers of film series.)

- Man of Tomorrow (13).

Howard Radio-TV Productions
(See Academy Film Productions, Inc.).

Hoyt, Harry O., Productions
2548 Kelton Ave., Los Angeles 64, Calif.; BRighton 0-4757. Harry O. Hoyt, presi-
dent, manager; Frank Ragsdale, sales manager; Eric Nelson, production manager. (Produce films, commercials, TV features and commercial spots.)

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. 51 St., New York 22, N. Y.; Eldorado 5-3508. Lucille Hudiburg, producer. (Packagers; film producers on assignment.)

Hullinger Productions, Inc.
Evening Star Television Center
4461 Connecticut Ave., North West, Washington 8, D. C.; Emerson 3-2536, Kellogg 7-1100. Edwin Ware Hullinger, president and executive producer; Edward O. (Ted) Berkman, head of scripts dept.; Arthur F. Moore, director of animation department and script writer; Bert Spielvogel, director of photography; Ed Guthrie, head of art dept.; Richard Harrison, director of music; Dr. William C. Casselberry, chairman of board. (Film producer, package programs, commercials.)

Hurrell Productions, Inc.
333 North Rodeo Drive, Beverly Hills, Calif.; Crestwood 1-8893. George E. Hurrell, president. (Produce and distribute package shows and commercials.)

Hyams T. V. Films, Inc.

Hygo Television Films, Inc.

• Wild Bill Elliot (16).

IFA-TV Corp.

• Against The Ropes (13); Friendly Neighbors (13); Famous Painters (13); 3 features.

I.F.E. Television Department
1501 Broadway, New York 36, N. Y.; Longacre 4-8840, Ralph Serpe, director. (Packager of Italian films, arrange co-production of films.)

IMPS, Inc.
515 Madison Ave., New York 22, N. Y.; Eldorado 5-6620. Ben Gradus, president. (Produce feature films, commercials.)

IWF, Inc. (Imperial World Films)
12 East Delaware Place, Chicago 11, Illinois; Michigan 2-6200. Robert S. Davis, president; R. W. Davis, chairman of the board; Gene Lukas, general sales manager.

• Raymond Massey Reads The Bible (65); Wrestling, International Amphitheatre (continuous) quarter, half and one hour.

Ideal Pictures, Inc.
58 E. South Water St., Chicago 1, III.; Financial 6-5480, 5481. Branches in 27 cities. Paul R. Focht, president; Wm. Kirkpat-

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International Geographic Pictures
1776 Broadway, New York 19, N. Y.; Circle 6-4466. 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. Kingsbury Smith, general manager; Robert H. Reid, TV sales manager. (Distributes daily, weekly news and sports films.)

INS-Telenews Daily, INS-Telenews Weekly, INS-Telenews This Week in Sports (continuous series); news and sports features.

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.)

26 features; Musical Moods (series).

International TV Film Service, Ltd.
133 E. 54th St., New York 22, N. Y.; Plaza 9-5543. Olga Lampard, manager. (Producer, distributor of film series, features, shorts.) Branch office of Inter-TV Films Ltd., see The Industry in Canada.

Interstate Television Corp.
445 Park Avenue, New York 22, N. Y.; Murray Hill 8-2545. Hollywood studio office: 4376 Sunset Drive, Hollywood 22, California; Normandy 2-9181; Branch offices: 1635 Central Parkway, Cincinnati, Ohio; Parkway 0179; 304 South Harwood Street, Dallas, Texas, Prospect 1658; 130 West 18th St., Kansas City, Missouri, Harrison 1-2365; 2310 Cass Avenue, Detroit 1, Michigan, Woodward 1-2992. G. Ralph Branton, president; Lloyd Lind, vice-president and
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national sales manager. (Produce and distribute features, dramatic programs, westerns, musicals, shorts.)

- Hans Christian Anderson Tales (26);
- Adventure Album (26);
- Adventures of Blinkey (26);
- Counterpoint (26);
- Ethel Barrymore (13);
- I Married Joan (38);
- Little Rascals (33);
- Popular Science (78);
- Public Defender (69);
- Royal Playhouse (53);
- Where Were You (26); 58 features; 83 westerns.

Jaffe Agency, The, Inc.
8253 Sunset Blvd., Hollywood 46, Calif.; Crestview 6-6121. Sam Jaffe, president. (Producers of live and film shows.)

Jewel Radio and Television Productions
541 North Michigan, Number 17 on the Mezzanine, Chicago 11, Illinois; MOhawk 4-5757. James E. Jewell, president; W. Ralph Jewell, vice-president. (Producers and distributors of filmed series, live, and filmed commercials.)

Joseph, Robert, Television Productions
4455 Carpenter Ave., N. Hollywood, Calif.; SUNset 1-1331. Robert Joseph, president; Deane Andrews, vice-president in charge of production; Deane Andrews, vice-president; Alan Levinger, producer. (Producers of films and shorts, live shows.)

Keith Film Productions
2830 Harney St., Omaha, Nebraska; Jackson 3559-60. James C. Keith, TV producer; Edward H. Hawkins, Jr., production manager; C. V. Keith, sales manager. (Producers of live-action and animated commercials.)

Keith, Allan, Productions
550 Fifth Ave., New York, N. Y.; PLaza 7-6454. Allan Keith, president. (Distributors of filmed programs.)

Foodini the Great (40).
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Composer-Conductor

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"Passport To Danger"
"Hollywood Profile"

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Personal Management:
RED DOFF
Lester, Sol-Jack Denove TV Films, Inc.
- Tarzan (series).
Lester, Gene, Productions
1487 N. Vine St., Hollywood 28, Calif.; Hollywood 4-7287. Gene Lester, producer and director; Robert Ernst, chief technician. (Produce film packages and commercials.)
- Movie Magazine (26).
Levene, Carol, Productions
566 Vallejo, San Francisco 11, Calif.; Sutter 1-5022. Carol Levene, owner. (Producer 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; Loukravitz, sales director. (Producers of filmed programs, commercials.)
- Back to God Hour (13); Chuck Wagon Boys (series).
Lewis, Lester H., Associates
11 E. 48th St., New York 17, N. Y.; Plaza 3-5802. Lester Lewis, Juliet Lewis, partners. (Live and film packages.)
Lewis Sound Films
75 West 45th St., New York 36, N. Y.; JUDson 2-1322. Vernon Lewis, president; E. P. Lewis, secretary-treasurer; Henry Trettin, production mgr.; E. D. Frommelt, prod. ass't.; Rosario Alestra, sales manager. (Produces commercials, documentary and industrial films.)
Lewisor 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
6525 Sunset Blvd., P. O. Box 1104, Hollywood 28, Calif.; HO 3-1161, HOG-7960. Charles M. McCoy, vice-president; Loy Lester, secretary. (Live and film shows, commercials.)
Library Films, Inc.
25 Rockefeller Plaza, New York 20, N. Y.; Plaza 5-2345. Paul N. Robins, president. (Distributor of feature films.)
- 11 features.
Lilly, Lou, Productions
5746 Sunset Blvd., Los Angeles, Calif.; Hollywood 5-6323. Lou Lilly, executive producer; Raoul Pagel, production manager; Manny Gould, director of animation; John C. Fuller, editorial; Tim Ellis, sales; Jack Perrin, comptroller. (Producers of filmed commercials.)
Lloyd, Jack, & Associates
4119 Los Feliz Boulevard, Los Angeles 27, Calif.; BEEchwood 4-1214. Jack Lloyd, executive director. (Live and film package programs, singing commercials.)
Longacre Programs, Ltd.
(subsidiary of Times Square Productions)
145 W. 45th St., New York 36, N. Y.; Circle 4-6443. Charles W. Curran. (Producers of live and film commercials, programs.)
- Piano Magic (film); You Are What You Write (15 min. sponsored).
Longenecker, Robert, Agency
(See Telepak)
Lord, Phillips H., Inc.
Loucks & Norling Studies, Inc.
245 W. 55th St., New York 19, N. Y.; Circle 7-2366. John A. Norling, president; Hans Tiesler, vice-president; Gertrude Tiessl, treasurer. (Producers of commercials.)
Loveton, John W.
- Mr. and Mrs. North (57).
Loveton-Schubert Productions, Inc.
- Topper (79).
Luotto, Andre, Productions, Inc.
20 Rockefeller Plaza, New York 20, N. Y.; Columbus 5-0771. Andre Luotto, president. (Produce filmed programs.)
- 45 feature films; 35 westerns.
MCA-TV, Ltd. (Film Syndication Division)
- Biff Baker, USA (26); City Detective (65); Curtain Call (39); Dr. Hudson's Secret Journal (78); Famous Playhouse (300); Guy Lombardo (76); Heart of the City (91); Hollywood Offbeat (13); Lone Wolf (39); Man Behind the Badge (39); Mayor of the Town (30); Playhouse 15 (78); Pride of the Family (40); Rocky Jones, Space Ranger (39); Waterfront (78); Studebaker (30); The Adventures of Kit Carson (104); Federal Men (39); Follow That Man (39); Headline (39); The Ray Milland Show (76); Soldiers of Fortune (37); 11-27 (26); 56 Gene Autry Western features; 67 Roy Rogers Western features.
MGM-TV, a Division of Loew's, Inc.
701 7th Ave., New York 36, N. Y.; JUDson 2-2000. Charles C. Barry, vice-president in charge; Pete Jaeger, Eastern division sales manager; Marvin Greenway, Western division sales manager; Monroe Mendelson, director of promotion; Richard Harper, operations director. (Distributes feature films.)
- 729 MGM feature films.
Charles Isaacs
Creator-Producer

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MPA Service Co., Inc. (see U. M. & M., Inc.)

MPO Productions, Inc.
15 E. 53 St., New York, 22, N. Y.; MUrray Hill 8-7830. Judd L. Pollock, sales; Marvin Rotenberg, executive producer. (Produce commercials.)

Madison, Noel & Associates, Inc.
8947 Sunset Blvd., Los Angeles 46, Calif.; CRestview 4-5481. Noel Madison, president, and executive producer; Louis Kaminar, secretary. (Produce film programs.)

Major Television Productions, Inc.
1270 6th Ave., New York 20, N. Y.; PLAza 7-0990. Irving Lesser, president. (Distributors of feature films.)
- 51 feature films.

Marathon TV Newsreel, Inc.
10 E. 49th St., New York 17, N. Y.; MUrray Hill 8-0985. Konstantin Kaiser, president and executive producer; Kenneth Baldwin, vice president and production supervisor; Lindy Karp, distribution mgr.; Jean Hauck, office manager. (Produce & distribute newsreels, public information films & shorts; also worldwide news service.)

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 27-0985. Arnold Marquis, president; Vernon P. Becker, executive producer. (Produce filmed shows.)
- 8281. Ruth Cade, president. (Educational films; also producer.)

Marquis, Arnold, Productions, Inc.
- Reunion (live); Hollywood Music Hall (live).

Marlerto Productions, Inc.
5222 N. Lakewood Ave., Chicago 40, Ill.; Ravenswood 8-9010. Alexander McQueen, president; Peter Frank, assistant producer. (Produce and package filmed programs.)
- 9-2461. Stanley Meyer, producer; Jack Webb, director. (Produce dramatic series.)
- 3 feature films.

Masterpiece Productions, Inc.
45 West 45th St., New York 36, N. Y.; JUdson 2-4717. Seymour Berdon, president; F. Kaplan, treasurer. (Distributes feature films.)
- 25 feature films.

Masters, Reddy & Nelson

Maxillo Television Company
314 East 50th St., New York, 15, N. Y.; MU8-8281. Ruth Cade, president. (Educational films.)

Maxwell, Robert, Associates
5748 Sunset Blvd., Hollywood 28, Calif.; HOllwood 7-0627. Robert Maxwell, Dusty Bruce, producers; Rudy Abel, associate producer; Peter Frank, assistant producer. (Produce filmed series.)
- Lassie (series).

McCaden Productions
1040 No. Las Palmas Ave., Hollywood, Calif.; HOLlywood 4-2141. Maurice Gresham, general sales manager; Herb Browar, coordinator of commercials and industrial films; Vernon P. Becker, executive producer. (Produce industrial films and commercials.)
- Blackstone, the Magician (39).

McComkey, Mack, Productions
1822 N. Wilcox, Hollywood 28, Calif.; HOLlywood 3-7141. (Produce and distribute film programs.)
- Death Valley Days, Skying, Snowfire (film).

McCoy, Alexander, Associates
5222 N. Lakewood Ave., Chicago 40, Ill.; Ravenswood 8-9010. Alexander McQueen, owner. (Live and film programming.)

Medallion Productions & TV Sales Corp.
- View the Clue (52); Wrestling From Canada (52); Paddy the Pelican (6); Sew Easy (52); 52 features.

Mercury International Pictures, Inc.
6114 Santa Monica Blvd., Hollywood 38, Calif.; HOLlywood 5-1101. V. E. Ellsworth, president; D. L. Monahan, vice-president. (Produce filmed programs.)

Meridian Pictures
Samuel Goldwyn Studios, 1014 No. Formosa Ave., Hollywood, Calif.; HOLlywood 7-5111. William Self, producer; Ralph W. Nelson, production manager; George E. Clemens, camera. (Producers of filmed programs.)
- Schlitz Playhouse of Stars (network series).

Merit Productions
40 East 49th St., New York 17, N. Y.; PLAza 8-0117. Emanuel J. Spiro, president. (Produce of filmed commercials.)

Merriwell, Frank, Enterprises
- The Adventures of Frank Merriwell (series).

Metro Artist Bureau
730 Fifth Ave., New York, 19, N. Y.; Circle 6-9470. T. M. Nelson, director. (Live packages.)

Michelson, Charles, Inc.
45 West 45th St., New York 36, N. Y.; PLAza 7-0695. 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 ( seriess);

Milverne Productions, Inc.
Suite 2207, 130 W. 42nd St., New York 36, N. Y.; Wisconsin 7-0342. Milton E. Stanson, president; V. E. Ellsworth, executive producers. (Produce of film and live programs, film commercials.)
- One Life to Live (network series).
Minot TV, Inc.  
(see U. M. & M., Inc.)

Modell, Arthur B., TV Productions, Inc.  
310 East 44 Street, New York 17, N. Y.; MURray Hill 3-0758. 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 (13); Door Prize (series); Dione Lucas Cooking Show (live).

Modern TeleService Inc.  
214 East 44 Street, New York 17, N. Y.; OXFord 7-2753. Branch offices, TV Div., 219 E. 44th St., New York (TV); 237 E. Ontario St., Chicago (TV); Store 153, Tishman Bldg., 2450 Wilshire Blvd., Los Angeles (TV). J. R. Ritenour, president; Bud Dunton, New York TV exchange manager; Pete Markovich, Chicago TV exchange manager; John Lipsky, Los Angeles TV exchange manager. (Print procurement; (Produce and distribute filmed commercials and feature films shows; distribute sponsored industrial films; film storage.)

Mogull's Films  
112-114 W. 48th St., New York 36, N. Y.; PLaza 7-1414. Charles Mogull, president. (Distributes films.)

Moran Film Company, Inc.  
Security Bldg., Phoenix, Ariz.; ALpine 4-1355. George A. Moran, president; H. J. Kurtz, chairman; Lu Moran, vice-president. (Produce commercials and spots specializing in bank commercials.)

Morris, Dwight, Productions  
1611 S. Boston, Tulsa 19, Okla.; LITTLETON 7-2551. Dwight Morris, owner; Irv Morris, secretary-treasurer. (Produce commercials, spots.)

Morris, William, Agency, Inc.  
1140 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 Productions  
64 East Lake St., Chicago 1, Ill.; CEntral 6-4145. 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 6-5577. 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.; ODway 3-9162. Gerald L. Karski, president. (TV film, commercials, animation and live action.)

Motion Pictures for Television, Inc.  
270 Park Ave., New York, N. Y.; PLaza 3-5600. Mathew Fox, president and board chairman. (Producers of filmed programs, features, shorts.)

Movie Advertising Bureau  
70 E. 45 St., New York 17, N. Y.; MURray Hill 6-3717-8. Claude F. Lee, Eastern district sales; A. E. Smith, office manager. (Produce and distribute spot commercials, filmed programs, motion picture commercials for theatre screen advertising.)

Member companies: Motion Picture Advertising Service Co., Inc., New Orleans, La.; United Film Service Co., Inc., Kansas City.

Movietone News, Inc.  
460 W. 34 St., New York 19, N. Y.; COLUMBUS 5-7200. W. C. Michel, president; Edmund Reek, vice president. (Producer of newsmrats, shorts and film commercials.)
  • United Press Movietone (continuous).

Murphy, Owen, Productions, Inc.  
7272 Seventh Ave., New York 19, N. Y.; PLaza 7-8144. Owen Murphy, president; Charles L. Turner, vice-president, production; Don Tompkins, general sales manager. (Producers of filmed programs, packages, commercials.)

Musical Features, Inc.  
44 Madison Ave., New York, N. Y.; PLaza 3-2114. His Haenshen, president. (Spot commercials.)

Mutual Television Productions, Inc.  
  • International Playhouse (26).

Myerberg, Michael, Productions, Inc.  
234 W. 44th St., New York, N. Y.; CHickering 4-4644. Michael Myerberg, chairman; A. Unger, exec. vice-president; John J. Bergen, Jr., vice-president. (Producers of commercials.)

NBC Television Films  
663 Fifth Ave., New York 22, N. Y.; Circle 7-8300. Sales offices: New York, N. Y.; Merchandise Mart, Chicago, Ill. (Edward Montanu); Sunset & Vine, Hollywood, Calif. (Clifford Ogden); Carl M. Stanton, NBC vice-president in charge; Edgar G. Sisson, director; Frederick Jocobi, manager of publicity; Robert A. Anderson, business manager; I. Weller Keever, national sales manager; Frank C. Lepore, manager of film & kinescope operation; William Lawrence, manager of film production; Norman Ginsburg, manager of advertising and promotion. (Film sales and syndication.)
  • Adventures of the Falcon (39); Badge 714—"Dragnet" (series A, 48; series B, 9; series C, 39; series D, 39); Captured (26); Crunch and Des (39); Dangerous Assignment (39); The Great Gildersleeve (39); His Honor, Homer Bell (39); Hopalong Cassidy (series A, 26; one hour, 2); Inner Sanctum (39); Life of Riley (series A, 26; series B, 39; series C, 39; series D, 39); Lilli Palmer Show (26); Paragon Playhouse—Steve Donovan, Western Marshal (39); Victory at Sea (26); The Visitor (44); Watch the World (26). Also available: NBC Film Library (stock shots), 105 E. 106th Street, New York, N. Y.

NTA Productions, Inc.  
60 West 55th St., New York 19, N. Y.; PLaza 7-2100. Ely A. Landau, president; Oliver A. Unger, exec. vice-president; Harold Goldman, vice-president in charge of sales; Edythe Rein, vice-president. (Producers of Television Programs on film.)
  • Bill Corum Sports Show (26); The Passerby (26); Man's Heritage (13).

Nassour Pictures, Inc.  
8460 West 55th 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.)
  • Sheena "Queen of the Jungle" (series).
National Productions
(see Enders, Robert J., Inc.)

National Screen Service Corp.
1600 Broadway, New York, N. Y.; Circle 6-5700.

National Screen Service Corp., Television and Industrial Films Div.
509 Madison Avenue, New York, N. Y.; Circle 6-5700. Robert F. Grun, vice president; William S. Kent, director of sales and production supervisor; Harry Semels, producer; Charles Grun, assistant producer; Carl M. Carbone, production director; Jack Schertz, assistant production manager; Irving Weiner, TV editor. (Producers of commercials, industrial and TV films, animation.)

National Telefilm Associates, Inc.
60 West 55th St., New York 19, N. Y.; Plaza 7-2100. Ely Landau, president; Oliver Ungar, executive vice-president; Harold Goldman, vice-president in charge of sales; Edythe Rein, vice-president. (Distributor of feature films, filmed series.)
- Theatre (26): Combat Sargeant (13); The Mad Whirl (26); Bill Corum Sports Show (26); China Smith (26); Find a Roaming Home (13); Hand to Heaven (13); Health and Happiness Club (105); Holiday (13); International Playhouse (26); James Mason and Betty Hutton Call to Prayer (52); M. D. (39); Man's Heritage (13); Music of the Masters (13); New Adventures of China Smith (26); Orient Express (52); Pantomime Quiz (13); The Passerby (26); Music of the Masters (13); New Adventures of China Smith (26); Orient Express (52); Pantomime Quiz (13); The Passerby (26); about 300 feature films; 1,400 cartoons and short subjects.

National Television Films
120 S. Poplar St., Charlotte, N. C.; 5-6051. J. Francis White, president; Joy N. Houck, vice-pres.; Scott Lett, sales manager. (Distributes television films.)
- Close Up (26).

Neal, Stanley, Productions, Inc.
475 Fifth Avenue, New York 17, N. Y.; 4-6386. Branch office: Washington, D. C.; Munsey Building; Sterling 3-0918; Los Angeles, Calif.; 1277 No. Clark St., Chicago, Ill.; 6-8565; 1277 No. Clark St., Chicago, Ill.; 6-8565; 1420 Walnut St., Philadelphia, Pa.; 808 E. Jackson Blvd., Chicago, Ill.; 1277 No. Clark St., Chicago, Ill.; 6-8565; 1420 Walnut St., Philadelphia, Pa.; 808 E. Jackson Blvd., Chicago, Ill.
- This Is Your Music (36); The Star and the Story (39); Terry and the Pirates (18); The Mad Whirl (26); Hand to Heaven (13); Health and Happiness Club (105); Holiday (13); International Playhouse (26); James Mason and Betty Hutton Call to Prayer (52); M. D. (39); Man's Heritage (13); Music of the Masters (13); New Adventures of China Smith (26); Orient Express (52); Pantomime Quiz (13); The Passerby (26); approx. 300 feature films; 1,400 cartoons and short subjects.

Nationwide Pictures
- Close Up (26).

Nemeth, Ted, Studios
729 Seventh Ave., New York 19, N. Y.; Circle 5-5147-8. Ted Nemeth, production director; M. E. Bute, art director in charge of producers and distributors of shorts and commercials.
- 9 shorts.

Neptune Productions Co.
1270 Avenue of the Americas, New York 20, N. Y.; 4-6386. Branch offices: Washington, D. C.; Munsey Building; Sterling 3-0918; Los Angeles, Calif.; 1277 No. Clark St., Chicago, Ill.; 6-8565; 1277 No. Clark St., Chicago, Ill.; 6-8565; 1420 Walnut St., Philadelphia, Pa.; 808 E. Jackson Blvd., Chicago, Ill.; 1277 No. Clark St., Chicago, Ill.; 6-8565; 1420 Walnut St., Philadelphia, Pa.; 808 E. Jackson Blvd., Chicago, Ill.
- This Is Your Music (36); The Star and the Story (39); Terry and the Pirates (18); The Mad Whirl (26); Hand to Heaven (13); Health and Happiness Club (105); Holiday (13); International Playhouse (26); James Mason and Betty Hutton Call to Prayer (52); M. D. (39); Man's Heritage (13); Music of the Masters (13); New Adventures of China Smith (26); Orient Express (52); Pantomime Quiz (13); The Passerby (26); approx. 300 feature films; 1,400 cartoons and short subjects.

New Albion Films, Inc.
591 Tennessee St., San Francisco 7, Calif.; VA/Alencia 4-6884. Mrs. Emil Thompson, Sales, president. (Produced films series.)
- The World of Wolo (13).

Nicoll, Oliver W., Productions

Niles, Fred A., Productions, Inc.
22 W. Hubbard Street, Chicago 10, Ill.; Superior 7-0760. Branch office: Fred A. Niles Films, RKO Pathe Lot, Culver City, Calif.; Chris Peterson, Jr. Fred A. Niles, president and treasurer. (TV commercials, industrial films, public relations films.)
- The National Barn Dance.

Norman, John, Productions
2705 Sackett, Houston 6, Texas; Lynnburch 730-4. John Norman, general manager. (Live shows, film commercials.)

North American Television Productions, Inc.
222 East 46th St., New York, N. Y.; MURray Hill 7-2912. E. M. Glucksman, president; Joseph Plunkett, vice-president; L. B. Glucksman, secretary-treasurer. (Produce filmed programs.)

Official Films, Inc.
25 W. 40th St., New York 36, N. Y.; PLaza 7-0100. Branch office: 1299 Peachtree Street, North West, Atlanta, Ga.; 121 S. Lapeer Drive, Beverly Hills, Calif.; 419 Boylston St., Boston, Mass.; 360 N. Michigan Ave., Chicago, Ill.; Santa Fe Bidg., Dallas, Tex.; 3100 North Bleigh Ave., Miami, Fla.; 1420 Walnut St., Philadelphia, Pa.; 808 E. Essex St., Glendale (St. Louis), Harold L. Hackett, chairman of the board and president; Herb Jaffe, executive vice-president; Herman Rush, Robert Sanford, vice-presidents. (Producer, distributor of filmed series, features, shorts.)
- Adventures of Robinhood (network series); The Buccaneers (network series); Adventures of Sir Lancelot (network series); John Permar, executive vice-president; Willie (39); Cross Country (39); Adventures of the Scarlet Pimpernel (39); Colonel March of Scotland Yard (26); Dateline Europe (78); Meet the O'Briens (39); My Hero (33); My Little Margie (126); Overseas Adventure (39); Secret File, U.S.A. (35); Sports News-Events (45); The Star and the Story (39); Terry and the Pirates (18); This Is Your Music (36); The Trouble with Father-"Stu Erwin Show" (1930); 117 features; 26 sports features; 1,864 shorts.

Okun, Lilian, Productions
165 East 65 St., New York 16, N. Y.; MURray Hill 3-5554. (Live shows—children and teen-age, women's.)

Olympia Film Productions, Inc.
112 W. 48th St., New York 36, N. Y.; JUdson 6-1143-4. Leland Haas, president; Daniel H. Kahn, treasurer and sales manager; Joseph Greene, secretary and creative director. (Produce film series, commercials, spots.)
- Celebrity (20).

On Film, Inc.

Onyx Pictures Corp.
60 West 46th St., New York, N. Y.; PLaza 7-4717-18. Sam Lake, president. (Distributes film series, features.)
- Our Gang Comedies (60); Craig Kennedy series (20); Things of Your Life (13); Canine Comment (13); Jim and Judy in Teleland (13); Little Story Shop Christmas Specials (3); 29 features; 120 westerns; 6 wrestling films, 100 cartoons, 50 puppetoons.

Opera Cameo TV Productions
551 Fifth Ave., New York 17, N. Y.; MURray
Hill, 2-861. Carlo Vinti, president; Joseph Vinti, Jim Kinsley, vice-presidents; Anne Marie Andreuzzi, secretary; F. X. Glaccon, coordinator. (Produce live series.)

* Lampoons Cameos (live).

Owens, Harry, Television Productions
6710 Melrose Ave., Hollywood 38, Calif.: Webster 9-1491. Harry Owens, president; Homer O'Donnell, vice-president. (Film producer.)

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 Bumple (15); Home Is Happiness (198).

Palisade Television Productions, Inc.
157 East 68th St., New York 21, N. Y. George E. Nelson, president; James Dunford, vice-president; Gus Loewithan, treasurer. (Produce and distribute animated and live series.)

Pan American Productions
Box 1774, Miami 10, Fla.; Tel.: 821216. Eduard Panin, executive; Sam Wallis, treasurer. (Produce films for live series.)

Pan-American Television Corp.
1010 3rd St., Los Angeles, Calif.; Rich¬ mond 7-8661. Frank Fouce, president; Frank L. Fouce, vice-president; Herbert T. Adams, secretary-treasurer. (Film producer and distributor of live series in Spanish.)

Paramount Television Productions, Inc.
5800 Sunset Blvd., Hollywood 28, Calif.; HOllwood 4-3141. (Subsidiary of Paramount Pictures Corp.) Paul Raibourn, president; Klaus Landsberg, vice-president, general manager; Bernard Goodwin, vice-president. (Produce and distribute packages, filmed series.)

Parr, Paul, Productions
7557 Sunset Blvd., Hollywood 46, Calif.; Hollywood 7-1774. Paul Parr, president; Diane Parr, vice-president; Charles L. Lauder, secretary-treasurer. (Film producer and distributor.)

Parsons, Lindsey, Productions, Inc.
1416 N. La Brea Ave., Hollywood 28, Calif.; Hollywood 2-2141. Lindsey Parsons, president; Jim Wallis, treasurer. (Produce films and commercials.)

Partington, Jack, Television Productions
300 W. 53rd St., New York 19, N. Y.; PLAza 7-0318. Jack A. Partington, president. (Film producer, package shows.)

Pathoscope Productions
580 Fifth Ave., New York 19, N. Y.; PLAza 7-5200. (Pathoscope Company of America, Inc.) Edward J. Lamm, president; William M. Nelson, executive director; James Pierce, production manager. (Produce programs and commercials.)

Patton, Ray, Productions

Peanut & Luce Productions
26 O'Farrell St., San Francisco, Calif.; YUkon 2-1572. Studios: Bellevue Hotel, Geary & Taylor, San Francisco; Prospect 6-3333. Lloyd K. Pearson, sales manager; Ralph W. Luce, production manager. (Films shorts, commercials, newreels.)

Pelican Film Inc.
46 W. 47th St., New York 36, N. Y.; Circle 6-1751. Thomas J. Dunford, president; Arthur J. Zander, vice-president. (Produce animated commercials, spots.)

Petrie, Tony, Studios
144 Westminster St., Providence 3, R. I.; GAspee 1-9242. Tony Petri, president; Ernest K. Kauss, production manager. (Produce commercials.)

Philco TV Enterprises
2725 Malcolm Ave., West Los Angeles 64, Calif.; ARizona 9-3139. Michael Phillips, president. (Film producer.)

Photo Arts Productions, Inc.
2330 Market St., Philadelphia 3, Pa.; Rittenhouse 6-3966. W. Dombrow, president; G. Adams, vice-president; R. Balidno, business manager. (Produce commercials.)

Piel, David, Inc.
562 Fifth Ave., New York 17, N. Y.; Columbus 5-3382. David Piel, president; Hedi S. Piel, vice-president. (Produce film series, live and animated commercials.)

Polish Program Service
71 W. 47th St., New York 36, N. Y.; Judson 2-4570. Harry A Post, president; E. W. Post, secretary; Harry A. Post, TV sales, (Feature films and shorts.)

* 13 features; 49 shorts.

Power, Jules, Productions, Inc.
1020 N. Rush St. Chicago 11, Ill.; DEla¬ ware 3-7232; 63 E. 75th St., New York 21, N. Y.; REgent 4-1370. Jules Power, president; Bernard I. Miller, vice-president & treasurer; John Pennish, secretary. (Produce films and commercials.)

Princess Pictures, Inc.
11 W. 42nd St, New York 36, N. Y.: LONG¬ acre 5-1335. Burt Balabon, president. (Produce and distribute features.)

* 26 features.

Princeton Film Center, Inc.
Carter Road, Princeton, N. J.; 1-3550. Gordon Knox, president; Robert M. Malusky, director of TV distribution. New York address: 270 Park Avenue, PLAza 5-0322. (Produce and distribute package shows, films & commercials.)

* The Handy Man (52); Shooting Straight with Tim Holt (2); 29 shorts.

The Producers & Writers, Inc.
32 West 53d St., New York 19, N. Y.; PLAza 3-6685-86-87. Anthony Z. Landi, president; Marion Parsonnet, vice-president, secretary. (Produce commercials and series.)

* Brother Mark (39); The Visitor (44).

Productions on Film, Inc.
1515 Euclid Ave., Cleveland 15, Ohio; SU¬ perior 1-9829-30-31. Robert Fleming, president; P. L. Horace, Jr., vice-president; James Nichols, secretary-treasurer. (Produce commercials.)

Pyramid Productions, Inc.
1 East 54th St., New York 22, N. Y.; PLAza 1-0430. Everett Rosenthal, president; Leonard Loewithan, executive vice-
president. (Producers of live and filmed series.)

- The Big Story (live); Treasury Men in Action (series); Man Behind the Badge (39); Deciever (series); Playhouse 15 (78).

Quality Films, Inc.

1040 N. Las Palmas, Hollywood 38, Calif.; Hollywood 7-3111. Charles Weintraub, president; Maurice Janov, vice president. (Distribute feature films.)

- 41 features.

Quartet Films, Inc.

8490 Melrose Ave., Los Angeles 46, Calif.; OLive 3-4466. Arthur Babbitt, president; Arnold Gillespie, vice-president & treasurer; Stanley Walsh, vice-president & secretary. (Produces commercials, spots.)

Quintet Productions

6052 Sunset Blvd., Los Angeles, Calif.; Peter Piech, president; Russ Hayden, vice-president. (Produces filmed series.)

- Judge Roy Bean (series).

RD-DR Corp. (Reader's Digest-deRochemont)

380 Madison Avenue, New York 17, N. Y.; OXford 7-0350. Louis deRochemont, chairman of the board; F. Borden Mace, president; Theodore Orchard, John J. Wingerter, Lother Wolff, vice-presidents; Martin Maloney, treasurer. (Produce features and commercials.)

Ray, Reid H., Film Industries, Inc.

2209 Ford Parkway, St. Paul 1, Minn.; EMerson 1393. Branch office in Chicago, Dayton, Los Angeles. Reid H. Ray, president; William H. Ringold, vice-president. (Produce and distribute film series and commercials.)

- Walt's Workshop (39).

Redlin Productions, Inc.

10418 Canoga Ave., Chatsworth, Calif.; STate 4-9133. William A. Redlin, president; Emil F. Redlin, secretary, treasurer. (Live and film programs.)

Reeves, Roland, Productions, Inc.

275 S. Beverly Dr., Beverly Hills, Cal. Crestview 6-1101. Roland Reed, president. (Produce filmed series, package programs.)

- Footlight (78); Rocky Jones, Space Ranger (39); Waterfront (78); Meet the O'Briens (39).

Reeley Films, Inc.

17 N. W. Third St., Miami 32, Fla.; Tel: FR 4-2108. Stanley Stern, president; Dick Wolfson and Charles Goldstein, vice-president; Frank Brodsky, gen'l. mgr.; Michael Brown, executive producer; Arthur L. Gray, sales manager. (Produce and distribute filmed series, comedies.)

Reemack Enterprises, Inc.

1270 Ave. of the Americas, New York 20, N. Y.; EHigh 5-6505. Jay Bonafide, president. (Produces filmed programs.)

Radio and Television Packagers, Inc.

9 East 40th St., New York, N. Y.; LExington 2-1717. William Cayton, president; Fred Ladd, director. (Produce and distribute filmed series.)

- Jungle (52); Combat (52); World's Greatest Fighters—In Action (26).

Radio City Associates

32 East 68th St., New York 21, N. Y.; LEHigh 5-8550. Morton D. Capico, vice-president; Richard L. Gray, sales manager. (Producers of live, recorded, and filmed programs.)

- What's New; Surprise Party (live).

RCA Recorded Program Services

New York: 155 East 24th Street; MUrray Hill 1-3000. A. B. Sambrook, manager; George Field, north east sales representative; Malcolm Kipp, sales representative, Chicago; Frank S. Nangle, 445 North Lake Shore Drive; WHiShall 4-5350; William Reilly, manager, central north west sales representative. Atlanta: 522 Forsyth Building; JACkson 4-7703; Wallace Copenhaver, sales representative. Chicago; 445 North Lake Shore Drive; WHiShall 4-5350; William Reilly, manager, central division; Gus Hagenah, central north east sales representative; H. W. Grauel, central north west sales representative. Atlanta: 522 Forsyth Building; JACkson 4-7703; Wallace Copenhaver, sales representative. Chicago; JACkson 4-7703; Wallace Copenhaver, sales representative. Hollywood: 1616 North Sycamore Avenue; OLDfield 4-1600; William Gartland, western sales representative.

- The World Around Us (26); Town & Country (52).4 hours (26 1/2 hours); The Sam Snead Show Sports (39); Fox Willing & the Riders of the Purple Sage (100).

Radio Features of America

3640 North Lake Shore Drive; Chicago 1, Ill.; STate 2-0274. Joseph Schaeffer, president; E. L. Finnman, treasurer. (Producer of film commercials and shows.)

Rainbow Island Productions, Inc.

3061 Kapiolani Blvd., Honolulu, Hawaii. Chuck Smouse, president; George Vanden, vice-president. (Producers.)

Ram Productions

661 West End Ave., New York 25, N. Y.; MOnument 2-3111. Ed Lindner, director. (Producers of live package programs, medical films and programs, commercials.)

- Medical Reporter (live); Vera Wallace, private investigator; Again (live); EBen & Egburt (live); Animal Inn (live).

Rawlings-Grant, Inc.

560 Madison Ave., Hollywood 4, Calif.; Hollywood 9-5321. John Rawlins, president; Marshall Grant, vice-president. (Film series producers, commercials.)

- Mayor of the Town (39); (co-producer).

Ray, Reid H., Film Industries, Inc.

380 Madison Avenue, New York 17, N. Y.; JUdson 6-5050. Jay Bonafield, vice-president, Lother Wolff, vice-president. (Produce and distribute filmed series.)

Redlin Productions, Inc.

10418 Canoga Ave., Chatsworth, Calif.; STate 4-9133. William A. Redlin, president; Emil F. Redlin, secretary, treasurer. (Live and film programs.)

- Footlight (78); Rocky Jones, Space Ranger (39); Waterfront (78); Meet the O'Briens (39).

Reelco Films, Inc.

17 N. W. Third St., Miami 32, Fla.; Tel: FR 4-2108. Stanley Stern, president; Dick Wolfson and Charles Goldstein, vice-president; Frank Brodsky, gen'l. mgr.; Michael Brown, executive producer; Arthur L. Gray, sales manager. (Produce and distribute filmed series, packages, commercials.)

Reemack Enterprises, Inc.

1270 Ave. of the Americas, New York 20, N. Y.; EHigh 6-7300. Lou Goldberg, president. (Producers of live shows.)

Regal Television Pictures Corp.

151 W. 46th St., New York 36, N. Y.; JUdson 6-7777. Moe Kerman, president. (Feature films and shorts.)

Regency Productions, Inc.


- 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. (Produced filmed series.)

- City Detective (65); Famous Playhouse (26); General Electric Theatre (26); Pepsi Cola Playhouse (series); commercials.)

- Sunny Jim, The Man Behind the Badge (live); The Ray Miller Show (series); Bill Baker, U. S. A. (26); On Trial (39).
Reynolds, Stuart, Productions 9120 Sunset Blvd., Los Angeles 46, Calif.; Crestview 4-7863. Stuart Reynolds, president. (Distributes package shows, film series.)

- General Electric Theatre (26); Sovereign Theatre (26); Your Jeweler's Showcase (live).


- The Craig Rice Theater (series).

Riddick, Marion, Productions 1102 Eberhart St., Houston 19, Tex.; JAckson 4-9653. William M. Riddick, director. (Producer of documentary series, commercials.)

- Modelette Television Dramatics (39). (Producers film series with children in commercials.)

Riviera Productions 1715 Via El Prado, Redondo Beach, Calif.; FRontier 5-4595. F. W. Zens, executive producer; Ben Hunt, director of sales; A. W. Stevenson, Jack Kelly, associate producers. (Produce filmed series, commercials.)

- Punch and Trudy (6); Teletunes (15).


- Musical Chairs (live); Words About Music (live); Beat Mr. Genius (live); Play it with Music (live); Spotlight on Youth (live).

Rourke, Jack, Productions 6331 Hollywood Blvd., Hollywood 28, Calif.; HEmphstead 7178. Jack Rourke, president; Richard Wendelken, production manager; Fred Fuld, Jr., treasurer. (Live programs and sporting events.)

Roush, Leslie, Productions, Inc. 255 W. 22 St., New York 19, N. Y.; Columbus 5-6430. Leslie M. Roush, president; Jules K. Sindic, vice-president. (Produce films and commercials.)

Rouzer, Danny, Studio 7074 McIlroy 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 filmed programs.)

Rust, John, Productions, Inc. 327 Lexington Ave., New York, N. Y.; PLaza 3-5136. John Rust, president. (Produce live & filmed programs.)

Sack Television Enterprises 358 W. 44th St., New York 36, N. Y.; JUdson 6-2258 and Film Exchange Bldg., Dallas, Texas; STerling 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 118, 138 South 9th St., Philadelphia 7, Pa.; WALnut 6-9012, Barnard L. Sackett, owner. (Producer of live shows and cartoon films and commercials.)

Samuels, Sam 1504 Broadway, New York 36, N. Y.; JUdson 6-1012. Samuels, owner. (Package shows.)

Saperstein, Abe, TV Enterprises 127 No. Dearborn Ave.; Chicago, Ill.; DEarborn 2-2427; Suite 7614, Empire State Bldg., New York 1, N. Y.; LOngacre 3-4677; 8506 Sunset Blvd., Hollywood, Calif.; Crestview 4-2602. Abe Saperstein, president; Samuel Rosen, vice-president in charge of production; Fay Saperstein, Walter Kennedy, producers. (Distributes filmed series.)

- Kid Magic (13); Tic Tac Tales (13).


- Bob Hope Show (live); Tony Martin Show (live).

Sarra, Inc. 200 E. 55th St., New York 22, N. Y.; MUrray Hill 8-0085 and 16 E. Ontario St., Chicago 11, Ill.; Whitehall 4-5151, Valentino Sarra, president; Morris D. Behrend, general manager. (Production of television commercials and industrial and sales training films.)

Rosamond Productions, Inc. 8913 Sunset Blvd., Hollywood 46, Calif.; Crestview 4-7863. David Chudnow, president; Rosamond Chudnow, vice-president. (Produce films for TV.)


- Musical Chairs (live); Words About Music (live); Beat Mr. Genius (live); Play it with Music (live); Spotlight on Youth (live).
Schafer, Kermit, Radio & Television Productions
45 1/2 1st 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.; Lehigh 2-4522. 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 and distribute films.)

Schwimmer, Walter, Productions, Inc.
75 E. Wacker Drive, Chicago, III.; Circle 5-4542. Walter Schwimmer, president; Fred Berenberg, eastern executive producer; M. Peter Keane, director of technical operations; Robert Crost, sales manager. (Produce and distribute film series, package programs.)
• Movie Quick Quiz (780); Eddy Arnold Time (26); Championship Bowling (26).

Screen Gems, Inc.
711 Fifth Avenue, New York, N. Y.; Circle 5-5044 and 1334 N. Beachwood Drive, Hollywood 28, Calif.; Hollywood 2-5111. Branch Offices: 3130 Maple Dr. N. E., Atlanta, Ga.; 250 No. Michigan Ave., Chicago, Ill.; 2445 Fenwick Road, University Heights, Ohio; 4924 Greenville Ave., Dallas, Texas; 218 South 5th St., Minneapolis, Minn.; 995 Market St., San Francisco, Calif.; 212 Beacon Bldg., Salt Lake City, Utah; 1444 Dexter Horton Building, Seattle, Wash.; 250 Popular Street, Hot Springs, Ark.; 751 Little Bldg., 80 Boyleston St., Boston, Mass., Canada; 102-108 Peter St., Toronto, Ont.; 1224 St. Catherine St. W., Montreal, Quebec; 425 Howe St., Vancouver, B. C., Canada; Avenida Insurgentes No. 2683, Mexico, D. F., Mexico; 142 Wardsor St., London W. I., England. New York Office: Ralph M. Cohn, vice president and general manager; John H. Mitchell, vice president in charge of sales; Burton H. Hant, director of business affairs; Seymour E. Blau, director of fiscal affairs; Robert Sand, director of publicity; Henry S. White, director of advertising and sales promotion; Frank Young, director of publicity relations; Edward J. Shall, director of merchandising; Pierre Margulis, director of sales development; Daniel Glass, manager of business affairs; David Porter, manager of national sales; James Dodd, coordinator of international sales; Benedict Berenberg, eastern executive producer; M. Peter Keane, director of technical services; Milton Klein, controller. Hollywood: 2811 Vine St., Los Angeles, Calif., Sheena, Queen of the Jungle (26). Screen-Television Productions, Inc.
335 Beverly Drive, Beverly Hills, Calif.; Crestview 1-6191. Robert Lord, executive vice-president and producer; Jacques Braunstein, president and auditor. (Produce and distribute filmed programs, commercials.)

Screencraft Pictures, Inc.
15 W. 40 St., New York 16, N. Y.; Murray Hill 7-5015. Edward Berelson, president; Mike Mills, vice president; Peter M. Plach, vice president in charge of sales. (Distribution—syndication features, westerns and TV film series.)
• Judge Ray Bean (39); The Mickey Rooney Show (33); 90 features; 38 westerns.

Scripture Film (see Hack, Herman, Prod.)

Seaver-Leitch, Inc.
16 E. 40th St., New York 16, N. Y.; Murray Hill 4-1705. Frank A. Seaver, president; Alexander Leitch, treasurer; J. Gerson Shaff, secretary. (Produce films, commercials.)

Semaphore Film Corporation (Cappitol Productions) (Motion Pixies)
1566 Cross Roads of the World, Hollywood 28, Calif.; Hollywood 4-6179-0. Robert C. Bennett, president, general manager; Albert Kelley, vice-president in charge of production; Elliott W. M. Bennett, sales manager. (Feature films, playlets and commercials, packaging.)

Sharpe, Don, Enterprises
10520 Carol Drive, Los Angeles 46, Calif.; Crestview 6-2044. (Producers of filmed programs.)
• Sheena, Queen of the Jungle (26).

Shell Corp.
6 West 57th St., New York 19, N. Y.; JUdson 6-7715. Sid Caesar, president; Florence Caesar, vice-president, treasurer; Effie S. Cunnings, secretary. (Producers of live programs.)

Showcase Productions, Inc.
131 Roach Studios, Culver City, Calif.; VERMONT 8-2185. Hal Roach, Jr., president; Carroll Case, vice-president, producer; E. H. Goldstein, treasurer. (Producer of film series.)

Simmel-Merservey TV Productions
9113 W. Pico Blvd., Los Angeles 35, Calif.; Bradshaw 2-3874. Louis C. Simmel, president and producer; Charles E. Skinner, executive producer, general manager. (Producers and distributors of filmed series.)

Yesterday's World Today (13); Isles of Mystery (5); Ghost Towns (13).

Simon, Al, Productions
1640 No. Las Palmas Ave., Hollywood 38, Calif.; Hollywood 4-2121. Al Simon, owner. (Film producer, commercials.)

Sixteen Screen Service Co.

Skibo Productions, Inc.
165 W. 48 St., New York 36, N. Y.; Plaza 7-2285. Patrick E. Shanahan, president and treasurer; George Blake, secretary. (Distribute various types of films.)

• 70 shorts.

Skinner, Charles E., Productions

• Sergeant Preston of the Yukon (52).
Slesinger, Stephen, Inc.
244 Park Ave., New York 17, N. Y.; ELorado 5-2544. Hugh Sears, president. (Produces films.)

Smith, Fletcher, Studios, Inc.
321 East 44th St., New York 17, N. Y.; Murray 5-1656. Fletcher Smith, president; Charles Schettler, vice-president; Peter Caldera, secretary-treasurer. (Producer of commercials.)

Snader Productions, Inc.
165 West 91st St., New York 24, N. Y.; SUrprise 4-6651. Louis D. Snader, president. (Producer of filmed series.)

Song Ad-Film-Radio Productions

Sonnenreich, Joseph I.
165 West 81st St., New York 24, N. Y.; SU-quehanna 7-1797. Joseph I. Sonnenreich, owner. (Live and film programs.)

Sonney Amusement Enterprises, Inc.
1656 Cordova St., Los Angeles, Calif.; MUrphy 4-2655; 295 Delaware Ave., Buffalo 2, N. Y.; OSsining 4-5592. A. A. Mayers, president; J. K. Sokol, office manager. (Distributes film series.)

Sound Masters, Inc.

Southwest Film Productions, Inc.
607 North La Brea Avenue, Los Angeles 36, Calif.; 2-2617. Horace Ayers, president; DonnWalker, v.p.; Keith Alderson, vice-president; John B. Broder, treasurer; F. Norris West, Jr., secretary. (Produces and distributes filmed series.)

Spaeth, Sigmund
8-0879. Sigmund Spaeth, president; general manager; Mrs. H. Richel, secretary. (Live and film programs.)

Sports TV, Inc.
1161 N. Highland, Hollywood 38, Calif.; 8758 Holloway Drive, West Hollywood 46, Calif.; Hollywood 4-7477. Charles S. Leeds, president; John B. Broder, vice-president; Peyton Carroll, secretary. (Produces, distributes sports series.)

Sportsvision, Inc.

Spotlight News (Hollywood Spotlite Newsfilm Service, Inc.)
607 North La Brea Avenue, Los Angeles 36, Calif.; Webster 8-2191. J. L. Siegal, president; P. A. Biddlecombe, secretary. (Produce and distribute filmed programs.)

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1161 N. Highland, Hollywood 38, Calif.; 8758 Holloway Drive, West Hollywood 46, Calif.; Hollywood 4-7477. Charles S. Leeds, president; John B. Broder, vice-president; Peyton Carroll, secretary. (Produces, distributes sports series.)

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607 North La Brea Avenue, Los Angeles 36, Calif.; Webster 8-2191. J. L. Siegal, president; P. A. Biddlecombe, secretary. (Produce and distribute filmed programs.)

Standard Television Corp.
214 W. 42nd Street, New York 36, N. Y. Wilbur -Jerry Layton, Inc.

Stark, Wilbur-Jerry Layton, Inc.
270 Park Ave., New York, N. Y. Wilbur Stark, Jerry Layton, owners. (Package producers.)

Star Entertainment Corporation
214 W. 42nd Street, New York 36, N. Y. LACKawanna 4-3450. Max Wolff, president; Al Roth, vice-president. (Film packager.)
Station Distributors, Inc. 1450 Broadway, New York 18, N. Y.; Wisconsin 7-2055. Milton Gettler, president. (Distributes film series.)
- Call the Play (52).

Stepnell, Frank, Agency 717 N. La Cienega Blvd., Hollywood 46, Calif.; Frank Stepnell, owner. (Live & film shows.)


Sterling Television Co., Inc. 225 N. Michigan Ave., Chicago 1, Ill.; Central 6-4727; Central 6-4824. Jack Straus, president; Joseph C. Bowman, vice-presidents; and asst. production manager; Stanley H. Silverman, story editor. (Produce commercials.)

Press Staff, Mike, Enterprises, Inc. 6323 Sunset Blvd., Hollywood 28, Calif.; 67 Melody Lane (13); Outdoors with Harri Breth (series); Sportsman's Club (78).

Sutherland, John, Productions, Inc. 220 No. Occidental Blvd., Los Angeles 26, Calif.; 565 Fifth Ave., New York 17, N. Y.; Eldorado 5-1540. Milton H. Blackstone, director. (Producers of filmed shows.)

Sun Dial Films, Inc. 43rd St. at United Nations Plaza, New York 17, N. Y.; Murray Hill 6-2046-7. Samuel A. Datlowe, president. (Produces commercials.)

Sutherland, John, Productions, Inc. 1136 North Highland Ave., Hollywood 38, Calif.; 205 East 43 St., New York 17, N. Y.; Columbia 5-1540. Charles Laughton Jr., sales manager; Harry Wuest, production manager. (Produce commercials.)

Syndicated Films 1022 Fox, New St., Pittsburgh 19, Pa.; Express 1-3355. H. John Kenerer, president. (Distributes film series.)
- 67 Melody Lane (13); Outdoors with Harry Breth (series); Sportsman's Club (78).

T.C.A. 8533 Sunset Blvd., Los Angeles, Calif.; Crestview 6-4345. Lou Costello, president; Pat S. Kernen, vice-president. (Produces film series.)

TCF Television Productions, Inc. (Subsidiary of Twentieth-Century-Fox Film Corp.) 1417 No. Western Ave., Hollywood 27, Calif.; Hollywood 2-6231. Spyros P. Skouras, president; William C. Michel, Joseph H. Moskowitz, Sig Rogell, Lew Schreiber, vice-presidents; Irving Skouras, general manager in charge of television production; Ben Fehner, Jr., producer; J. Paul Popkin, production manager; Booker Mc- Clay, publicity director. (Produces film series.)
- General Electric (network series); Flicka series (39); Broken Arrow (39).

TV Attractions 565 Fifth Ave., New York 17, N. Y.; Eldorado 5-1540. Milton H. Blackstone, director. (Live and film packages.)

TV Guild Productions, Inc. (Larchmont TV Studies, Inc.) 210 N. Larchmont Blvd., Los Angeles 4, Calif.; HO 9-5855. Jack Miles, president. (Film commercials and programs.)
TV Unlimited, Inc.

TV Spots, Inc.

TV Movie Club, Inc.

Tantamount Pictures, Inc.

TeeVee company, The

Teitel Television Films

Telecast Films, Inc.

Tele-America, Inc.

TeleAmerica, Inc.

Telecast Films, Inc.

Telemount Pictures, Inc.

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Telemount Pictures, Inc.

Telefilm, Inc.

Televised Cartoons

Telemount Pictures, Inc.

Telenews Productions, Inc.

Television and Radio Features of America

Television Exploitation

Television Films of America

Television Graphics, Inc.
Television International Co.
• 59 features.

Television Library, Inc.
3 East 57th St., New York 22, N. Y.; PLaza 3-2100. London Guarantee Bldg., 360 No. Michigan Ave., Chicago 1, Ill.; DEarborn 2-0125; 5746 Sunset Blvd., Hollywood 28, Calif.; HOLlywood 2-6071. Edward Small, Chairman of the Board; Milton A. Gordon, president; Michael M. Sijlserman, executive vice president; Bruce Eells, Western Division vice president; William H. Finneshirber, Jr., vice president; Vincent Melzac, vice president; Kurt Balmweg, assistant vice president; Hardie Frieberg, Eastern Division vice president; Robert W. (Pat) O'Brian, Calif.; OLdfield 4-7506. John Reinhardt, executive producer. (Produce animated shorts for TV.)

Television Programs of America, Inc.
488 Madison Avenue, New York 22, N. Y.; PLaza 3-2100. London Guarantee Bldg., 360 No. Michigan Ave., Chicago 1, Ill.; DEarborn 2-0125; 5746 Sunset Blvd., Hollywood 28, Calif.; HOLlywood 2-6071. Edward Small, Chairman of the Board; Milton A. Gordon, president; Michael M. Sijlserman, executive vice president; Bruce Eells, Western Division vice president; William H. Finneshirber, Jr., vice president; Vincent Melzac, vice president; Kurt Balmweg, assistant vice president; Hardie Frieberg, Eastern Division vice president; Robert W. (Pat) O'Brian, Calif.; OLdfield 4-7506. John Reinhardt, executive producer. (Produce animated shorts for TV.)

Television Screen Productions, Inc.
17 E. 45th St., New York 17, N. Y.; Murray Hill 2-8577. Charles J. Basch, Jr., president; Francis Scott, vice-president, secretary and treasurer. (Produce and distribute live and film commercials and programs.)

Telico, Inc.
630 Ninth Ave., New York 36, N. Y.; JUdson 2-3480. Elwood Siegel, president and executive producer; Edward Boughton, vice president—production. (Producer sponsored industrial, educational and public relations films, short subjects, TV commercials.)

Telorana Productions, Inc.
Citizens Bank Bldg., Pasadena 1, Calif.; Sy 6-4264. Edward Peursall, president. (Religious and educational films.)

Tempe-Toons Productions, Inc.
9863 Wilshire Blvd., Beverly Hills, Calif.; CReag 6-8423; 531 5th Ave., New York 17, N. Y.; Murray Hill 7-0780. Leo A. Minskoff, president; Walter Minskoff, vice-president; Leon Marcus, secretary, executive producer. (Produce animated cartoons.)

Terr, Michael, Inc.
1776 N. Crescent Heights, Hollywood 46, Calif.; OLdfield 4-2456. John Reinhardt, director; Michael Terr, producer. (Film programs and commercials.)

Thorgersen, Ed
245 W. 55th Street, New York 19, N. Y.; Circle 6-3835. Ed Thorgersen, executive producer. (Producer of news and sports package programs.)

Times Square Productions, Inc.
145 W. 43rd St., New York 36, N. Y.; Circle 6-4443. Charles W. Curran, president; Fred Kelly, associate producer. (Produce and distribute filmed programs and commercials.)

Times Television Corp.
1560 Broadway, New York 36, N. Y.; Circle 6-6918; 7162 Melrose Ave., Hollywood, Calif.; DAvid H. Copian, president; Nat Liebestkind, general manager; Sam Liggett, Hollywood manager. (Produce and distribute TV commercials.)

Todd Pictures Co.
148 Walton St., Atlanta 1, Ga., Murray 3-3117. Ted Todd, president; James L. Roberts, production manager; C. Small, production; Tommy Simpson, head booker. (Distributor of films.)

Tower Productions
1184 W. 43rd St., No. Hollywood, Calif. Helen L. Moser, owner. (Live programs.)

Trans-Continental Films, Inc.
723 Seventh Ave., New York 19, N. Y.; PLaza 1-0844. J. A. Cordero, pres. Importer of foreign language features and shorts for TV.)

Transfilm Incorporated

Trans-Lux Television Corporation
625 Madison Ave., New York 22, N. Y.; Plaza 1-3110. Richard Brandt, president; Richard Carlson, vice-president in charge of foreign sales; Richard C. H. Davis, distributor of feature films and film series.)

Transvideo Corporation of America
2 W. 46th St., New York 36, N. Y.; JUdson 2-1380-1. Theodore A. Parrish, president; George W. Trone, secretary; Marie R. Passannante, treasurer. (Musical films.)

Trans-World Films, Inc.
55 W. Jackson Blvd.; Chicago 4, Ill.; WAshington 2-6288; E. T. Myers, president; R. H. Lowenberg, assistant president. (Produce programs; distribute foreign features.)

Tresell Studio
7995 S. Beverly Ave., Chicago 17, Illinois. George Tressel, mgr.
20th Century-Fox Television Productions, Inc. 144 W. 56 St., New York 19, N. Y.; Columbus 5-3320. (Produce and distribute films and packages.)

Ullman, George, Agency 8579 Sunset Bivd., Los Angeles 46, Calif.; Crestview 4-5283. George Ullman, president; Jack Easton, vice-president. (Live and film shows and commercials.)

Ullman Richard H., Inc. 2950 Buffalo 2, N. Y.; Cleve-land 2066. Richard H. Ullman, president; Marvin A. Kempner, executive vice-president. (Distributors of filmed and live programs.)

Unit Four Productions, Inc. 329 E. 47 St., New York 17, N. Y.; Murray Hill 8-5897. Richard de Rochefort, president; Malcolm Schaffner, vice-president; Jerome S. Hyams, vice-president; Seward I. Benjamin, secretary; Max E. Youngstein, vice-president; Fielder Cook, executive vice-presidents; Jerome Bellman, vice-president and sales representative. (Distributors of filmed and live programs.)

United Film and Recording Studios 301 E. 55th St., New York 22, N. Y.; Nuclear Hill 8-5897. Richard de Rochefort, president; Malcolm Schaffner, vice-president; Jerome S. Hyams, vice-president; Seward I. Benjamin, secretary; Max E. Youngstein, vice-president; Fielder Cook, executive vice-presidents; Jerome Bellman, vice-president and secretary-treasurer. (Produce and distribute films.)

United Artists Corp. 729 Seventh Ave., New York 19, N. Y.; Circle 5-6000. Arthur B. Krim, president; Robert E. Lippert, chairman of the board; Max E. Youngstein, vice-president; Seumour M. Peyser, vice-president and general counsel; Gradwell Sears, vice-president; Stewart I. Benjamin, secretary; Joseph Ende, controller; John Leo, TV sales representative. (Distributes feature films.)

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Universal Pictures Co., Inc., Television 445 Park Ave., New York 22, N. Y.; Plaza 9-8000; Universal International Studios, Universal City, Calif.; Stanley 7-1211. Norman E. Gluck, general sales manager; Alfred L. Mendelsohn, assistant sales manager; Errol Linderman, manager TV service; George Bole (Coast office), charge assistant of production. (Produce commercials and industrial films.)

Van Praag Productions 1600 Broadway, New York 19, N. Y.; Plaza 7-2687; 2700 Vine Blvd., Detroit 26, Michigan; 2711 San Domingo, Coral Gables, Fla.; 7417 Sunset Blvd., Hollywood 46, Calif.; William Van Praag, president; Marc S. Asch, vice-president; Thomas H. Doenges, general mgr., Detroit; Hugh S. Hele, general mgr., Hollywood; Louise Van Praag, general mgr., Coral Gables; Bert Lawrence, dir. of production; Gilbert M. Williams, production mgr.; (Produced TV commercials, industrial films.)

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 5-5897. Richard de Rochefort, chairman of board; Helen de Rochefort, Gilbert Comte, N. Z. Moreno, Joseph Stultz, Gerald Weiler, vice-presidents; Robert T. Salkin, manager, advertising & publicity. (Produce and distribute commercial packages.)

Video Events, Inc. 533 Fifth Ave., New York 17, N. Y.; Murray Hill 7-1686. J. Juliene Donoff, president. (Live programs, commercials.)
Weiss, Louis, & Co.

Weiss, Adrian, Productions

Wallach, George, Productions

Wade Roger, Productions

Wall: Volcano Productions, Inc.

Wall: Visual Drama, Inc.

Wall: Vision Films, Inc.

Wall: Vincent, Chick, Co.

Wall: Video Pictures, Inc.

Wall: View Films

Wall: 655 No. Fairfax Avenue, Los Angeles 36, Calif.; Hollywood 28, Calif.; OLive 3-4440. Adrian Weiss, producer, director. (Producers of commercials.)

Wall: Visual Media, Inc.

Wall: Visual Media


Wal: Warner Bros.

Wal: Wander Productions

Wal: Wades, Productions

Wall: Wallace Productions

Wall: Walsh Productions

Wall: Weis Productions

Wall: Weis, Adrian, Productions


Wal: Weiss No. Fairfax Avenue, Los Angeles 36, Calif.; OLIVE 3-4440. Adrian Weiss, distributor. (Distributor of filmed series, features, shorts.)

Wal: Craig Kennedy, Criminologist (26).

Wal: Craig Kennedy, Criminologist (23).

Wal: Craig Kennedy, Criminologist (25).

Wal: Craig Kennedy, Criminologist (26).

Wal: Craig Kennedy, Criminologist (27);

Wal: Theme of Your Life (12);

Wal: Canine Comments (13);

Wal: Little Story Shop (5);

Wal: The Chimps (15);

Wal: Adventures of Noah Beery, Jr. (120 westerns; 29 features: 180 shorts.

Wal: Werling, Rupe


Wal: Westward Productions, Ltd.

Wal: Wick Films, Inc.

Wal: 38 East 57th Street, New York, N. Y.; Plaza 7-7900; Studio: 1041 N. Formosa Ave., Los Angeles 46, Calif. Samuel Goldwyn, Jr., executive producer. (Producer of filmed programs.)

Wal: Whitehead TV Pictures, Inc.

Wal: 36 W. 20th St., New York, N. Y.; Chelsea 2-8222. Charles G. Whitehead, president. (Producer of film commercials, features and shorts.)

Wal: Wilding Picture Productions, Inc.

Wal: Williams, Nickolas, Animated Productions

Wal: Williams Productions, Inc.

Wal: Winik Films Corp.

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Wrather Television Productions, Inc.
9363 Wilshire Blvd., Beverly Hills, Calif. CRestview 5-4586. (Producers of film series.)

Wright, Carter, Enterprises

Yorke, Emerson, Studio
245 W. 55th Street, New York 19, N. Y.; Columbus 5-7040. Emerson Yorke, owner and executive producer. (Producer of filmed programs.)
- This Is Baseball (13); Variety Series (13).

Zahler Productions, Inc.
418 South Robertson Blvd., Los Angeles 48, Calif.; CRestview 5-4373. Gordon R. Zahler, president; Millard Jacobs, vice-president. (Producer of filmed programs.)

Ziv Television Programs, Inc.
- Cisco Kid (130); The Eddie Cantor Comedy Theatre (39); Favorite Story (78); I Led Three Lives (117); Meet Corliss Archer (39); Mr. District Attorney (78); Science Fiction Theatre (78); Highway Patrol (78); Man Called X (39).

Zouary, Maurice H. Television Productions
129 W. 52nd St., New York 19, N. Y.; Circle 6-6529. Maurice H. Zouary, owner. (Produce filmed programs, packages, commercials.)
- Film Scrapbook (13).
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ABBOTT AND COSTELLO Bud Abbott, Lou Costello. TCA, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.


AFTERNOON FILM FESTIVAL Donald Woods. Ken Rockefeller, prod. Participating. ABC Network. 90 minutes. Film.


AMOS 'N' ANDY Spencer Williams, Alvin Childress. Freeman Gosden, 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.


ARABIAN NIGHTS Wendel Noble. Wickham Film Productions, prod.-dist. Syndicated. 10 minutes. Film.

ARMCHAIR ADVENTURE Various. Sterling Television Co., Inc., prod.-dist. Syndicated. Quarter-hour & half-hour. Film. (Overseas dist.—Fremantle Overseas Radio & TV, Inc.—Spanish.)


BASEBALL AND TRACK Various. United World Films, Inc. prod.-dist. Syndicated. 10 min. Film.


BEULAH Louise Beavers, Ethel Waters, Roland Reed. prod. Flamingo Films, Inc. dist Syndicated. Half hour. Film.


THE BIG FIGHT Various. The Big Fights, Inc. Syndicated. Half-hour. Hour. Film. (Overseas dist.—Fremantle Overseas Radio & TV, Inc.—French, German, Italian, Spanish.)


BLACKSTONE THE MAGICIAN Blackstone the Magician, McConkey Productions, prod. Harriscopemen, Inc. dist. Syndicated. 5 min. Film.


BRINGING UP YOUR BABY Documentary. Encyclopaedia Britannica Films. prod. Trans-Lux Television Corp., dist. Syndicated. 10 minutes. Film.


CALL THE PLAY Various. Leonard Key, prod. Station Distributors, Inc., dist. Syndicated. 5 min., Quarter-hour, Half-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.


CELEBRITY Various. Olympia Film Productions, Inc., prod.-dist. Syndicated. 5 minutes. Film.


FAMOUS FILM FESTIVAL Donald Woods. ABC-Ken Rockefeller. Participating Sponsorship. ABC Network. 90 minutes. Film.


FAVORITE STORY Adolph Menjou. Ziv Television Programs, Inc. Syndicated. Half-hour. Film. (Overseas dist.—Ziv International—French, German, Italian, Spanish.)


FILES OF JEFFREY JONES Don Haggarty, Gloria Henry. Lindsay Parsons, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.


FOLLOW THAT MAN Ralph Bellamy. William Esty Co., prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.


FRANKIE LAINE SHOW Frankie Laine, Connie Haines. Guild Films Co., Inc. Syndicated. Quarter-hour and half-hour. Film.


THE GENE AUTRY SHOW Gene Autry. Republic Pictures Corp., prod. MCA-TV Film Syndication Division, dist. Syndicated. Hour. Film.


THE HANDYMAN Norman Brokenshire. Princeton Film Center, Inc. Syndicated. 5 min. Film.


HEADLINE Mark Stevens. Gross-Krasne, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.


HEALTH AND HAPPINESS CLUB Philena Barden. National Telefilm Associates. Syndicated. 5 min. Film.


HIGHWAY PATROL Broderick Crawford. Ziv Television Programs, Inc. Syndicated. Half-hour. Film. (Overseas dist.—Ziv International—Spanish.)


HOLLYWOOD OFF-BEAT Melynn Douglas, Marion Parsonnet, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.


HOME MANAGEMENT  Various. Coronet Films, prod.-dist. Syndicated. 10 min., Quarter-hour. Film.


THE HORMEL GIRLS  Hormel Girls Orchestra. Kling Film Productions. Syndicated. Quarter-hour and half-hour. Film.


HULA FOLLIES  Alfred Apaka, Ben Palama, Miss Ventura. Franklin Television Productions, prod.-dist. Syndicated. Half-hour. Film.


I LED THREE LIVES  Richard Carlson. Ziv Television Film Programs, Inc. Syndicated. Half-hour. Film. (Overseas dist.—Ziv International—Spanish.)


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., prod.-dist. Syndicated. Quarter-hour. Film.


JIM AND JUDY IN TELLELAND  Various. Charles J. Basch, Jr., prod. Television Screen Productions, Inc., dist. Syndicated. 3 min. Film.


JOHN KIERAN'S KALEIDOSCOPE  John Kieran. International Telefilms Productions, Paul Moss, prod. ABC Film Syndication, dist. Syndicated. Quarter-hour. Film. (Overseas dist.—ABC Film Syndication—French.)


JUNIOR CROSSROADS  Various. Sterling Television Co., Inc. Syndicated. Quarter-hour & half-hour. Film.


LAYMAN'S CALL TO PRAYER Various. Transco TV, prod. National Telefilm Associates, dist. Syndicated. 5 min. Film.


LIFE WITH FATHER Leon Ames, Lurene Tuttle. McCadden Corp.—Fletcher Markle, prod. CBS Television Film Sales, dist. Syndicated. Quarter-hour. Film.


THE LITTLE SHOW Various. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film.


M.D. Various. National Telefilm Associates. Syndicated. 5 min. Film.


MICEY MOUSE CLUB Mickey Mouse. Bill Walsh for Walt Disney, prod. Participating Sponsorship. ABC Network. Hour (5 days a week). Film.


MR. RUMPLE BUMBLE Mr. Rumple Bumple. Packaged Programs, Inc. Syndicated. 3 min. Film.


MODELETTE TV ACTING Various. Marion Riddick Productions, Ltd., prod.-dist. Syndicated. 10 minutes. Film.


MOVIE MUSEUM Paul Killiam. Sterling Television Co., Inc. Syndicated. Quarter-hour. Film (Overseas dist.—Fremantle Overseas Radio & TV, Inc.—French, German, Spanish.)


MUSICAL MOMENTS Various. Dynamic Films, Inc. Syndicated. 5 min. Film.


NATIONAL PRO HIGHLIGHTS Jim Leaming. Tel Ra Productions, prod-dist. Syndicated. Half-hour. Film.

NATURE IN ACTION Various. Coronet Films. Syndicated. Quarter-hour. Film.


NBC MATINEE THEATRE John Conte. Al Mc Cleery, prod. Participating. NBC Network. Hour (5 days a week). Live.


NEWSFILM—Newsreel. CBS Television Film Sales, Inc. Syndicated. Quarter-hour. Film.


NOW I'LL TELL ONE Jack Brickhouse. Jack Strausberg Productions, prod-dist. Syndicated. 3 minutes. Film.


OH BABY Jack Barry. Barry & Enright Productions, Inc. Syndicated. 5 min. Film.


OPERA AND BALLET Various. Lakeside Television Co., Inc. Syndicated. Quarter-hour. Film.


PARADOX Various. Kling Film Productions. Syndicated. 5 min. Film.


PASSPORT TO DANGER Caesar Romero. Hal Roach, Jr., prod. ABC Film Syndication, Inc., dist. Syndicated. Half-hour. Film. (Overseas dist.—ABC Film Syndication, Inc.—Spanish.)


| POST TIME—U.S.A. | Bryan Field. Tel Ra Productions, prod.—dist. Syndicated. Quarter-hour. Film. |
| RACKET SQUAD | Reed Hadley. Showcase Productions, prod. ABC Film Syndication, dist. Syndicated. Half-hour. Film. (Overseas dist.—ABC Film Syndication—Spanish.) |
| RAYMOND MASSEY READS THE BIBLE | Raymond Massey, IWF, Inc. Syndicated. 5 min. Film. |
READING THE BIBLE

RED BARBER'S CORNER

THE RED SKELTON SHOW

RENFREW OF THE ROYAL MOUNTED

REPORT CARDS

REPORTER'S ROUNDUPT

RESORTS

RINGSIDE WITH RASSLERS

ROBERT MONTGOMERY PRESENTS

ROCKY JONES, SPACE RANGER
Richard Crane. Roland Reed, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.

ROY ROGERS
Various. Republic Pictures Corp., prod. MCA-TV Film Syndication Division, dist. Syndicated. Hour. Film.

THE ROSEMARY CLOONEY SHOW

THE ROY ROGERS SHOW

ROYAL PLAYHOUSE (FIRESIDE THEATRE)

THE RUGGLES

THE SAM SNEAD SHOW
Various. Scope Productions, Inc., prod. Radio Corp. of America, dist. Syndicated. 5 min. Film.

SAN FRANCISCO BEAT (The Lineup)

SATURDAY NIGHT SPECTACULARS

THE SCALLAWAGS

SCENE WITH A STAR

SCHLITZ PLAYHOUSE OF STARS

SCIENCE FICTION THEATRE

SCIENCE IN ACTION

SEARCH FOR TOMORROW

SECRET CHAPTER

SECRET FILE

SECRET STORM

SEE IT NOW

SERGEANT PRESTON OF THE YUKON

THE 77TH BENGAL LANCERS
<table>
<thead>
<tr>
<th>Title</th>
<th>Producers/Producers/Network/Duration</th>
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<tr>
<td>THE $64,000 CHALLENGE Ralph Story; Entertainment Productions—Steve Carlin, prod. P. Lorillard Co. (Kent Cigarettes)—Young &amp; Rubicam; Revlon, Inc.—C. J. LaRoche &amp; Co., Inc. CBS Network. Half-hour. Live.</td>
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<tr>
<td>SPORT SKILLS Various. Coronet Films, prod.-dist. Syndicated. 10 min. &amp; quarter-hour. Film.</td>
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<tr>
<td>SPORTS ALBUM Various. Ziv Television Programs, prod. Econoonee TV Programs, dist. Syndicated. 5 min. &amp; quarter-hour. Film.</td>
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<tr>
<td>SPORTS NEWS—EVENTS Various. Official Films, Inc. prod.-dist. Syndicated. 5 min. &amp; 10 min. Film.</td>
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<tr>
<td>SPORTS ON PARADE Various. Sterling Television Co., Inc., prod.-dist. Syndicated. Quarter-hour &amp; half-hour. Film.</td>
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<tr>
<td>SPORTS SPOTLIGHT Bob Wilson. Tel Ra Productions, prod.-dist. Syndicated. Quarter-hour. Film.</td>
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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. 3 min. Film.


TELESPORTS DIGEST Jim Leaming, Chris Schenkle. Tel Ra Productions, prod.-dist. Syndicated. Half-hour. Film.

TELETUNES Various. Riviera Productions. Syndicated. 3 min. Film.


TERRYTOONS Various. Paul Terry, prod. CBS Television Film Sales, Inc., dist. Syndicated. 6-8 minutes. Film.


TERRYTOONS Various. Paul Terry, prod. CBS Television Film Sales, Inc., dist. Syndicated. 6-8 minutes. Film.


THIS LAND OF OURS Art Gilmore. Dudley TV, prod. Sterling Television Co., dist. Syndicated. 10 minutes. Film.


TODAY Dave Garwayne. Jack Hein, prod. Participating sponsorship. NBC Network. 2 hours (five days a week). Live.


TOUCHDOWN Byrum Saam. Tel-Ra Productions, prod.-dist. Syndicated. Half-hour. Film.

TOWN AND COUNTRY TIME Jimmy Dean. Radio Corp. of America, prod. RCA Recorded Program Services, dist. Syndicated. Quarter-hour & half-hour. Film.


TWO GRAND Arthur Whittimore and Jack Lowe. Producers Film Studios, prod.—dist. Syndicated. Quarter-hour. 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.


WATERFRONT Preston Foster. Roland Reed, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.


Poll and Award Winners

QUIGLEY PUBLICATION AWARDS
TV CHAMPIONS

Winners of the 7th annual poll conducted by Motion Picture Daily and Fame among television critics of the United States in 1955 were:

Best Network Program-(1) The Ed Sullivan Show, (2) Producers' Showcase, (3) Omnibus.
Best Television Personality-(1) Phil Silvers, (2) George Gobel, (3) Steve Allen.
Best Promising New Female Star-(1) Janice Carson, (2) Peggy King, (3) Nanette Fabray.

Show Making Most Effective Use of Color-(1) Max Liebman Presents, (2) Producers' Showcase, (3) Ford Star Jubilee.
Best Comedian-(1) George Gobel, (2) Phil Silvers, (3) Sid Caesar.
Best Children's Program-(1) Disneyland, (2) The Jackie Gleason Show, (3) Omnibus.
Best Country Music Show-(1) Grand Ole Opry, (2) Voice of Firestone, (3) Mutual's Hayride.
Best Male Vocalist-(1) Perry Como, (2) Perry Como, (3) Perry Como.
Best Female Vocalist-(1) Dinah Shore, (2) Dinah Shore, (3) Dinah Shore.
Best Male Vocalist-(1) Perry Como, (2) Jerry Lewis, (3) George Gobel.
Best Female Vocalist-(1) Dinah Shore, (2) Dinah Shore, (3) Dinah Shore.
Best Musical Show (Popular)-Fred Waring Show, (1950); Fred Waring Show, (1951); Your Hit Parade, (1952); Your Hit Parade, (1953); Your Hit Parade, (1954).
Best Master of Ceremonies-Bert Parks, (1950); John Daly, (1951); John Daly, (1952); Ed Sullivan, (1953); Ed Sullivan, (1954).
Best Musical Show (Popular)-Fred Waring Show, (1950); Fred Waring Show, (1951); Your Hit Parade, (1952); Your Hit Parade, (1953); Your Hit Parade, (1954).
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ACADEMY OF TV ARTS AND SCIENCES AWARDS

Eighth annual awards of the Academy of Television Arts and Sciences covering 1955 were:

**Best Children's Series**—Lassie.

**Best Contribution to Daytime Programming**—Military Theatre.

**Best News Commentator or Reporter**—Edward R. Murrow.

**Best Special Event or News Program**—A-Bomb Coverage.

**Best Documentary (Religious, Educational or Informative Program)**—Omnibus.

**Best Audience Participation Series**—$64,000 Question.

**Best Action or Adventure Series**—Disneyland.

**Best Speciality Act**—Philip Alford in "The Caine Mutiny Court Martial".

**Best Male Singer**—Perry Como.

**Best Female Singer**—Dinah Shore.

**Best Emcee or Program Host**—Perry Como.

**Best Comedy Series**—Phil Silvers' "You'll Never Get Rich".

**Best Actress in a Single Performance**—Lloyd Nolan in "The Caine Mutiny Court Martial".

**Best Actor in a Single Performance**—Mary Martin in "Peter Pan".

**Best Actor in a Continuing Performance**—Phil Silvers in "You'll Never Get Rich".

**Best Actress in a Continuing Performance**—Lina Lamont in "I Love Lucy".

**Best Ball**—The Ed Sullivan Show.

**Best Music Series**—His Parade.

**Best Dramatic Series**—Producers' Showcase.

**Best Single Program of the Year 1955**—Peter Pan on Producers' Showcase.

**Best Original Teleplay Writing**—Rod Serling for "Patterns" on "Kraft TV Theatre".

**Best Cinematography for Television**—William Sickman for "Caine Mutiny Court Martial" on "Ford Star Jubilee".

**Best Choreographer**—Tony Charmoli for "Show Biz" on "Hit Parade".

**Best Comedy Writing**—Nat Hiken, Barry Blitzer, Arnold Auerbach, Harvey Orkin, Vincent Raggi, Arnie Rosen, Coleman Jacoby, Tony Webster, Harry Ryrman for the series "You'll Never Get Rich" (Phil Silvers).

**Best Television Adoption**—Paul Gregory & Frank O'Brien for "Caine Mutiny Court Martial" on "Ford Star Jubilee".

**Best Musical Contribution**—A song from "Our Town" by James Van Heusen and Sammy Cahn and James Van Heusen on "Producers' Showcase".

**Best Directing**—Tony Charmoli for "Show Biz" on "Hit Parade".

**Best Cinematography for Television**—William S.iekher for "Black Friday" on "Medici".

**Best Producer—Live Series**—Fred Cree for "Producers' Showcase".

**Best Producer—Film Series**—Walt Disney for "Disneyland".

**Best Director—Live Series**—Franklin Schaffner for "Caine Mutiny Court Martial" on "Ford Star Jubilee".

**Best Director—Film Series**—Nat Hiken for the "You'll Never Get Rich" series.

**Best Art Director—Live Series**—Otis Huggins "56" and "Producers' Showcase".

**Best Art Director—Film Series**—William Ferrari for "Sci-Fi Theater".

**Best Camera Work—Live Show**—T. Miller for "Studio One".

**Best Engineering Technical Achievement**—RCA Tricolor picture tube which made the commercial color receiver a reality.

**Best Editing of a Television Film**—Edward W. Williams for "Breakdown" on "Alfred Hitchcock Presents".

GEORGE FOSTER PEABODY TELEVISION AWARDS FOR 1955

**Television News**—Douglas Edwards, CBS.

**Television Entertainment**—Perry Como, NBC.

**Television Education**—Dr. Frank Baxter, "Shake speare On TV".

**Television for Youth and Children**—Lassie, CBS.

**Radio-Television Public Service**—Sylvester L. Weaver, Jr., "Monitor", "Weekday", "Wide Wide World", "TV Spectaculars".

**Television Dramatic Entertainment**—NBC, Producers' Showcase.

**Radio-Television Music**—Voice of Firestone, ABC.

**Radio-Television Promotion of International Understanding**—Quincy Howe.

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. Logglin; Journal Award—Richard S. O'Brien.

1954: **Achievement Award**—Earl I. Sponable and Herbert E. Bragg; Samuel L. Warner Memorial Award—Lorin D. Grignon; David Sarnoff Gold Medal Award—Ray D. Kell; Journal Award—Armin J. Hill.

1953: **Progress Medal**—Fred Walle; Samuel L. Warner Memorial Award—Dr. W. W. Wetzel; David Sarnoff Gold Medal Award—Arthur V. Loughren; Journal Award—J. Spottiswoode, Charles Smith.


1951: **Progress Medal**—Dr. Vladimir Zworthkin; Samuel L. Warner Memorial Award—Charles R. Fordyce; Journal Award—Dr. Frederick J. Kole, Jr.

SYLVANIA TV AWARDS FOR 1955

**Television Show of the Year** (Show Most Entertaining to Whole Family)—Peter Pan.

**Best New Television Series**—The $64,000 Question.

**Best Performance by an Actor**—Sidney Poitier.

**Best Performance by an Actress**—June Allyson, Julie Harris.

**Best Performance by an Actress in a Supporting Role**—Mary Anderson.

**Best Performance by an Actor in a Supporting Role**—Ed Begley.

**Best Dramatic Series—Kraft Television Theatre**.

**Best Musical Series—The Voice of Firestone**.

**Best Documentary—"Our Town"**.

**Best Special Event or News Program—"You'll Never Get Rich"**.

**Best New Television Series**—"The Search".

**Best Performance by an Actress in a Continuing Performance**—Sylvia Syms.

**Citations**—Dr. David Sarnoff Gold Medal Award—Otto H. Schade; Journal Award—A. B. Jennings, W. A. Stanton, J. P. Weiss.
Network News and Special Events—Presidential News Conferences, with Award going to James C. Hagerty, White House News Secretary.

Local News and Special Events—WBZ-TV, Boston.

Network Educational Series—Omnibus.

Best Local Educational Series—Your Future Unlimited, WMCT, Memphis.

Best Network Children's Show—Mickey Mouse Club.

Best Local Children's Show—Children's Corner, WQED, Pittsburgh.

Best Network Woman's Show—Home.

Best Commercials—Sanka Coffee, Schweppes Quinine Water and Dow Chemical for Saran Wrap commercials.

Greatest Contributions to Creative Television Techniques—Sylvester L. (Pat) Weaver.

Best Sports Coverage to the American People—Gillette Safety Razor Co.

OTHER TELEVISION AWARDS

Sixth annual television awards of Loox Magazine for 1955 are as follows: Best Educational Program—Omnibus; Best Dramatic Program—Climax; Best News Program—News Caravan, John Cameron Swayze; Best Variety Program—The Ed Sullivan Show; Best Sports Program—Cavalcade of Sports; Best Quiz or Panel Show—The $64,000 Question; Best Children's Program—Disneyland; Best Religious Program—Life Is Worth Living, Bishop Fulton Sheen; Best Public Affairs Program—Meet The Press; Best Special Program—Peter Pan; Best Comedian—George Gobel; Best Master Of Ceremonies—Garry Moore; Best Director—Alfred Hitchcock; Best Producer—Robert Montgomery.

WOMAN'S HOME COMPANION television awards for 1955 were: Favorite Female Star—Lucille Ball, followed by Loretta Young, Joan Davis; Favorite Male Star—George Gobel, followed by Jackie Gleason, Arthur Godfrey; Favorite Program—I Love Lucy, followed by the Jackie Gleason Show.

McCall's Mike Awards to Women in Radio and Television for 1955 were: Outstanding Woman in Radio and Television—Pauline Frederick; Executive Performing the Greatest Public Service to Her Community—Vi Stokesherry, WQAM, Miami, Fla.; Executive Performing the Greatest Public Service for Women—Marjorie King, KNBC, San Francisco; Executive Performing Greatest Public Service to Youth—Lillian Lee, WABE, Atlanta, Ga.; Service to Community—Joan Crowther, WNHC-TV, New Haven, Conn.; Service to Women—Maggie Byrne, WNKX, Cleveland, Ohio; Service to Youth—Lee Hansen, KGO-TV, San Francisco, Calif.

Semi-annual CHRISTOPHER AWARDS for the period ending March 31, 1956 were: Producer Dave Englander, director Alan Neuman—Conversation with Distinguished Persons (Herbert Hoover); producer Felix Jackson, director Franklin Schaffner, writers Catherine and Howard Lindsay—Miracle at Potter's Farm, Studio One; producer Richard Lewis, director Sobey Martin, writer Ed Adams—Fear, Crusader; producer Lee Cooley, director Gray Lockwood, writers Goodman Ace, Jay Burton, Mert Green and George Foster, musical director Mitchell Ayres—The Perry Como Show (March 17); producer Frederick Heider, director Cort Seem, writer Jean Meegan—Springtime, U.S.A.; Firestone Hour; producer C. Maurice Holland, director and writer George Roy Hill, writer John Whedon, set designer Duane McKinney—A Night to Remember, Kraft Television Theatre.

First National Mass Media Awards for TV from the THOMAS ALVA EDISON FOUNDATION in 1955 were: TV Program Best Portraying America—You Are There; Children's TV Program—Let's Take A Trip; Science TV Program for Youth—Mr. Wizard's Stations Best Serving Youth in 1955—WBNS-TV, Columbus, Ohio and WTIC, Hartford, Conn.; Executing the Greatest Public Service—WCCO-TV, Minneapolis, Minn., R. G. Johnson, news director: Outstanding news story broadcast honors—KTVI, Sioux City, la.

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J. Lynn Miller, pres.; Aubrey F. Watson, TV dir.

AGENCY SERVICE CORP., 66 E. S. Water, Chicago 43, Ill.; Dearborn 2-4410.
W. Fehr Gardner, pres.; Stuart Heinemann, gen. mgr.

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H. M. Kynett, exec. producer; George M. bank, partner; Allen C. Smith, partner; Richard Olnay, manager television dept.

DON ALLEN & ASSOCIATES, 409 S.W. 13th Ave., Portland 5, Ore.; Capitol 9-545.
Everett A. Mitchell, TV dir.

ALLEN & REYNOLDS, 130 Woodmen of the World Bldg., Omaha 2, Neb. 3-4455.

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ALLIED ADVERTISING AGENCY, INC., 1200 Boylston St., Boston 16, Mass.; Hubbard 2-4200.
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ANDERSON & CAIRNS, 130 E. 59th Street, New York 22, N. Y. Murray Hill 8-8880.
John A. Cairns, pres.; Victor Skveld, vice-pres. in charge of radio and TV; Frank Lowe, grad.

ANTHRACITE ADVERTISING AGENCY, 410 Scranton Times Bldg., Scranton 3, Pa.; Diamond 7-9228; Diamond 2-2907.
Lawrence L. Rusuiniello, pres. & timebuyer; I. L. Daily, sery.-treas. & media dir.

Kennard G. Keen, Jr., v.p. and TV dir.

ARNOLD & CO., INC., 262 Washington St., Boston 8, Richmond 2-1220.

ART-COPY ADVERTISING AGENCY, 11 Hill St., Newark 2, N. J.; Market 2-7115.
Jean H. Culp, TV dir.; Lynne F. Underwood.

FREDERICK ASHER, INC., 20 N. Wacker Drive, Chicago 6, Ill.; Dearborn 2-4410.
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ASSOCIATED ADVERTISING AGENCY, INC., First National Bank Bldg., Cincinnati 2; Main 2-3811.
M. M. Malcolm Levy, pres.

ATHERTON ADVERTISING AGENCY, 8455 Melrose Pl., Los Angeles 46. Webber 3-8488.
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ATHERTON & CURRIER, INC., 420 Lexington Ave., New York 17, N. Y.; Lexinton 2-8795.
J. W. Atherton, pres.; John F. Atherton, TV dir.; William T. Tieman, TV timebuyer.
Branch office: Toronto.

AUBrey, FINLAY, MARLEY & HODGSON, INC., 230 N. Michigan Ave., Chicago 1. Financial 6-1520;
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Branch offices: Boston, Chicago, Detroit, Honolulu, San Francisco.

AYLIN ADVERTISING AGENCY, 904 Lovett Blvd., Houston 6, Texas; Jackson 9-3766.
Robert N. Aylin, pres.; Jo Moore, TV and radio dir.

BADGER & BROWNING & HERSHEY, INC., 530 Fifth Ave., New York 36, N. Y.; Circle 2-3720.

BAHN ADVERTISING CO., 115 Chauncey St., Boston 11, Mass.; Liberty 2-4200.
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Lynn Baker, pres.; David E. Durston, TV dir.; Murray Fair, timebuyer.

BALDWIN, BOWERS & STRACHAN, INC., 374 Delaware Ave., Buffalo 2, N. Y. Madison 6020.
William M. Baldwin, v.p.; Everett L. Thompson, TV dir.

BALL-DAVISON, INC., 1030 Speer Blvd., Denver 4, Colo.; Main 1291.
Carl A. Salstrand, pres.; Billy D. Prescott, vice-pres.

BARLOW ADV. AGENCY, INC., 742 James St., Syracuse, N. Y. Syracuse 9-6444.
H. H. Goodhart, pres.; E. C. Jones, TV dir.

BARNES ADVERTISING AGENCY, INC., 312 E. Wisconsin Ave., Milwaukee 2; Wisc.; Broadway 0-2493.
Patricia Kohlmann, TV dir.

BARNES CHASE COMPANY, 530 Broadway, San Diego 1, Calif. Belmont 3-7771.

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- INDUSTRY DEVELOPMENTS
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- SERVICES, see page 535
FUTURE of TV in Canada, now lagging as much as five or six years behind the U. S., is dependent on an exhaustive study under way by the Royal Commission on Broadcasting.

The Commission has spent six months holding hearings across the country. It has listened to all manner of briefs, from within the industry and from the public. It will attempt to set a course for the future development of TV in Canada, as well as radio.

There are an estimated 2,000,000 homes equipped with TV receivers, with TV service brought within reach of 80 per cent of the population. Eight Canadian Broadcasting Corporation stations operate in the key centers, with 25 privately-owned stations operating in the secondary areas. Service is available to 9,000,000 English-speaking people and to some 4,000,000 French-speaking people. The Canadian Broadcasting Corp. is Government-owned, organized to maintain a national service.

Control of stations in the most important centers is held by the CBC. It is this hold which private TV seeks to break. Private TV wants to operate second stations in each of these areas. This along with the possibility of recommending the setting up of an independent regulatory body are the two most-awaited results of the Commission's hearings by the industry. At present, the regulatory functions are held by the CBC as well as operating in competition with private industry.

The commission must also seek ways of finding new sources of revenue for the CBC, which in the last fiscal year showed a loss of more than a million dollars because of a decline in revenue from the excise tax on sales of TV sets, its main source of revenue. No small burden to the CBC is its commitment to the private stations of the country to provide a national program service. This service costs the CBC almost $100,000 for each station. The service means between 40 and 45 hours a week in English and between 35 and 40 hours a week in French for distribution to areas served by CBC stations and to other communities through the cooperation of privately-owned affiliates.

Over 55 per cent of the English service and more than 85 per cent of the French were Canadian-produced, accounting for the fact that both Toronto and Montreal rate the largest production centers of the TV-world in quantity of original production. The top U. S.-produced shows are available in this country, with usually the same advertisers sponsoring in both countries.

There is a healthy state of interest in the medium by advertisers. Most of the best time was sold before the fall programming was actually under way. As a result, advertisers joined the breweries in buying time on U. S. TV stations to beam a strong signal to cities of Canada to sell their products.

Color TV continues in the blueprint stage. Manufacturers of sets are beginning to turn to this field to promote set sales and to find a new venue for production. Color TV is available to those centers near U. S.-beamed signals. When there are sufficient sets in operation, the CBC has said, it will make color programs available.

Operators of privately-owned TV outlets in this country are mainly radio-station operators, affiliated in their operations with newspapers, although two theatrical firms have major shares in the operations of three stations. Famous Players Canadian Corp., Ltd., subsidiary of Paramount Pictures, operating some 30 theatres in Canada, has a 50 per cent interest in two stations, at Kitchener, Ont., and Quebec City, P.Q. RKO Pictures, Ltd., owned by General Electric, last year purchased a majority interest in CKLW-TV, Windsor, Ont. The latter purchase resulted in a decision by the Government to watch very closely any attempt by American interests to purchase shares in the operations of Canadian stations.

Canada with its proximity to the U. S. and its lower costs may become an important center of syndicated film production if the first experiment in the field proves successful. The producer is now in the midst of production of a $1,500,000 series, underwritten by the CBC. This would be the first serious attempt at motion picture production in Canada. Until this time such production has been on a hit-or-miss basis.

Production of advertising clips and editing services are the main functions of the nearly 60 film production companies. Most have complete lab facilities for processing 16mm film. The U. S. syndicated-film companies have either direct distribution or franchise holders, although unlike their counterparts in theatrical film distribution they haven't an association to lay down a code of ethics or interchange of problems.

Daytime TV is something for the future. Bulk of the stations confine their operations to the evening market, leaving the daytime to radio. Radio continues to be a factor with more radio sets now being sold than TV sets.

Films will receive their strongest impetus if and when second stations in the major markets are established. They will gobble up much of the unplayed film lying on the shelves of the distributors.

Advertisers are fully aware of the strong
value of TV as a sales medium. They see in it a new concept of merchandising, breaking down from a national punch with questionable influence in certain markets to local sponsorship for effective sales.

An early hassle over censorship, a control still exercised on a provincial level over theatrical films, has gone the way of the winds. The CBC, however, operates on a "good-taste" policy, rather than by hard-and-fast rules.

Toll TV may be given its first test in this country in Vancouver by Famous Players, which hold the Canadian franchise for Telemeter. Other than an announcement, nothing definite has been set.

HARRY J. ALLEN, JR.

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Canadian Broadcasting Corp.

P. O. Box 806, 140 Wellington St., Ottawa, Ont., Canada; P. O. Box 6000, Montreal, Que.; P. O. Box 500, 354 Jarvis St., Toronto 5, Ont.

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DIRECTOR, B. C. DIVISION

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STATIONS

BRITISH COLUMBIA

Vancouver

CBUT

Owned and operated by the Canadian Broadcasting Corporation, 701 Hornby St., Vancouver, B. C. Phone: MA6121.

er.p. 102 kw. video; 55.2 kw. audio on Channel 2

DIRECTOR OF TELEVISION

PETER McDonald

FILM DIRECTOR

R. L. Whiteside

Victoria

Owned by David M. Armstrong. Final approval pending.

er.p. 1.8 kw. video; .9 kw. audio

ALBERTA

Calgary

CHCT-TV

Owned by Calgary Television Ltd., 955 Rideau Rd., Calgary, Alta. Phone: 3-4491.

er.p. 100 kw. video; 50 kw. Audio on Channel 2

PRESIDENT

Gordon Love

MANAGING DIRECTOR

Harold R. Carbon

SALES MANAGER

Bob Watson

MANAGER

Herbert S. Stewart

Representatives: Canada: All Canada Television; U. S. A.: Weed Television.

Edmonton

CFRN-TV

Owned and operated by Sunwapta Broadcasting Co. Ltd., 109 CPR Bldg., Edmonton, Phone: 892-572.

er.p. 27.4 kw. video; 13.7 Audio on Channel 3

PRESIDENT

G. R. A. Rice

GENERAL MANAGER

Sid Lassac

PROGRAM DIRECTOR

George Kidd

SALES MANAGER

Bruce Alloay


Lethbridge

CJLH-TV

Owned and operated by Lethbridge Television Ltd. Phone: 71-521.

er.p. 171 kw. video; 85.5 kw. audio on Channel 7
PRESIDENT
HUGH BOTTERILL
MANAGING DIRECTOR
NORMAN BOTTERILL
SALES MANAGER
DOUG W. KEough
Representatives: Canada: All-Canada Television; U. S. A.: Weed Television.

SASKATCHEWAN
Regina
CKCK-TV
Owned and operated by Trans-Canada Communications Ltd., Leader-Post Bldg., Regina. Phone: LA 3-6671.
19.5 kw video; 10.5 kw audio on Channel 2

PRESIDENT
CLIFFORD SIFTON
GENERAL MANAGER
H. A. CRITTENDEN
SALES MANAGER
L. WESTMORELAND
PRODUCTION MANAGER
LARRY GLOVER
Representatives: Canada: All-Canada Television; U. S. A.: Weed Television.

Saskatoon
CFQC-TV
Owned and operated by A. A. Murphy & Sons Ltd., 216 1st Ave. N., Saskatoon. Phone: 26611.
e.r.p. 100 kw video; 60 kw audio on Channel 8

PRESIDENT
A. A. MURPHY
VICE-PRESIDENT AND STATION MANAGER
G. BLAIR NELSON
PRODUCTION DIRECTOR
WALTER ROMANOW
Representatives: Canada: Television Representatives Ltd.; U. S. A.: Canadian Station Representatives Ltd.; Harlan G. Oakes & Associates (West Coast).

MANITOBA
Brandon
CKX-TV
Owned and operated by Western Manitoba Broadcasters Ltd., Offices and Studios, Victoria Ave. W. at 360th St., Brandon. Phone: 3393.
e.r.p. 19.3 kw video; 9.6 kw audio on Channel 5

PRESIDENT
J. B. CRAIG
PROGRAM MANAGER
D. A. LEE
SALES MANAGER
AR отличия Olson
Representatives: Canada: All-Canada Television; U. S. A.: Weed Television.

WINNIPEG
CBWT
Owned and operated by The Canadian Broadcasting Corporation, 541 Portage Ave. W., Winnipeg. Phone: 742-541.
e.r.p. 55.2 kw video; 33.7 kw audio on Channel 4

DIRECTOR OF TELEVISION
W. G. CARPENTER
PROGRAM DIRECTOR
G. W. ATKINSON

ONTARIO
Barrie
CKVR-TV
Owned and operated by Ralph Snelgrove Television Ltd., Box 69, Barrie, Ont. Studios and business offices: Highway 27, 2 miles south of Barrie. Phone: 5588.
e.r.p. 14 kw video; 7 kw audio on Channel 3

PRESIDENT AND GENERAL MANAGER
RALPH SNELGROVE
Representatives: Canada: Paul Mulvihill & Co., Montreal, Toronto; U. S. A.: Canadian Station Representatives Ltd.

Hamilton
CHCH-TV
e.r.p. 100 kw video; 60 kw audio on Channel 11

GENERAL MANAGER
K. D. SOREK
ASSISTANT MANAGER
S. J. BIRCH
PRODUCTION SUPERVISOR
RAY ARSENault
SALES MANAGER
J. R. PETERS
Representatives: Canada: All-Canada Television, Toronto; U. S. A. Canadian Station Reps.

Kingston
CKWS-TV
Owned and operated by the Frontenac Broadcasting Co. Ltd., 170 Queen St., Kingston, Ont. Phone: 2-4977.
257 kw video; 154 kw audio on Channel 11

PRESIDENT
SENATOR W. R. DAVIES
VICE-PRESIDENT
R. H. THOMSON
MANAGING DIRECTOR
A. L. DAVIES
STATION MANAGER
R. W. HEPSTER
Representatives: Canada: All-Canada Television, Toronto; U. S. A.: Weed Television.

Kitchener
CKCO-TV
Owned and operated by Central Ontario Television Ltd., 864 King St. W., Kitchener, Ont. Phone: 3-4335.
e.r.p. 57.5 kw video; 29.5 kw audio on Channel 13

PRESIDENT
CARL A. POLLOCK
MANAGING DIRECTOR
EUGENE E. FITZGIBBONS
GENERAL MANAGER & SALES MANAGER
W. D. MCGREGOR
Representatives: Canada: Jos. A. Hardy TV Division; U. S. A.: Weed & Co. TV Division.

London
CFPL-TV
Owned and operated by London Free Press Printers Co. Ltd., Box 488, Commissioners Road, London, Ont.
e.r.p. 325 kw video; 190 kw audio on Channel 10

PRESIDENT & MANAGING DIRECTOR
WALTER J. BLACKBURN
STATION MANAGER
MURRAY T. BROWN
ASSISTANT MANAGER
R. A. REINHARD
Representatives: Canada: All-Canada Television; U. S. A.: Weed & Co.

North Bay
CKGN-TV
Owned by Tel-Ad Company Ltd., with studio at Callander. Phone: 346-2

e.r.p. 51.5 kw video; 25.75 kw audio on Channel 10

PRESIDENT
G. A. ALDER
GENERAL MANAGER
RUSS EASTCUTT
SALES MANAGER
Fred Noon
Representatives: Canada: Paul Mulvihill & Co. (Toronto & Montreal), John N. Hunt (Vancouver).

Ottawa
CBOT [French]
Owned and operated by the Canadian Broadcasting Corp., Chateau Laurier, Ottawa, Box 1045, Ottawa.
e.r.p. 31 kw. video; 17 kw. audio on Channel 10
MANAGER
Charles P. Wright

Ottawa
CBOT
Owned and operated by the Canadian Broadcasting Corp., Chateau Laurier, Ottawa, Ont.
31 kw. video; 17 kw. audio on Channel 4

Peterborough
CHEX-TV
Owned and operated by the Kawartha Broadcasting Co. Ltd., Box 657, Peterborough, Ont.
e.r.p. 102 kw. video; 61.2 kw. audio on Channel 12
PRESIDENT
Senator W. R. Davies
VICE-PRESIDENT
R. H. Thomson
STATION MANAGER
D. R. Lawrie
Representatives: Canada: All-Canada Television; U. S. A.: Weed & Co.

Port Arthur
CFPA-TV
Owned and operated by Ralph H. Parker Ltd., 87 N. Hill St., Port Arthur, Ont. Phone: 4-2404.
e.r.p. 5.10 kw. video; 2.55 kw. audio on Channel 2
PRESIDENT AND GENERAL MANAGER
Ralph H. Parker
PRODUCTION SUPERVISOR
Garnet Conger
Representatives: Canada: All-Canada Television; U. S. A.: Weed Television.

Sault Ste. Marie
CJIC-TV
Channel: 2
PRESIDENT AND MANAGING DIRECTOR
J. G. Hyland
GENERAL MANAGER
R. H. Ramsey
SALES MANAGER
E. W. Plouffe
Representatives: Canada: All-Canada Television; U. S. A.: Weed Television.

Sudbury
CKSO-TV
Owned and operated by CKSO Radio Ltd., Regent and Ash Sts., Sudbury, Ont. Phone: 67494.
e.r.p. 2.02 kw. video; 1.21 kw. audio on Channel 5
PRESIDENT
George M. Miller
GENERAL MANAGER
W. J. Woodhill

PROGRAM DIRECTOR
D. McGowan
Representatives: Canada: All-Canada Television; U. S. A.: Weed Television.

Timmins
CFCL-TV
Owned and operated by J. Conrad Lavigne Enterprises Ltd. Mail: P. O. Box 620, Timmins, Ont. Phone: 577
e.r.p. 18.5 kw. video; 9.25 kw. audio on Channel: 6
PRESIDENT
J. Conrad Lavigne
GENERAL MANAGER
Rene Barrette
Representatives: Omer Renadud & Co.

Toronto
CBLT
Owned and operated by the Canadian Broadcasting Corp., 354 Jarvis St., Toronto, Ont. Phone: 5461.
Channel: 6
DIRECTOR OF TELEVISION
Fergus Mutch
PROGRAM DIRECTOR
R. W. McGall

Windsor
CKLW-TV
Owned and operated by Western Ontario Broadcasting Co. Ltd., Riverside Dr. W., Windsor, Ont. Cl. 4-1153.
e.r.p. 325 kw. video; 180 kw. audio on Channel: 9
PRESIDENT AND GENERAL MANAGER
J. E. Lampeau
OPERATIONS DIRECTOR
S. C. Ritchie
Representatives: Canada: All-Canada Television; U. S. A.: Canadian Station Reps.

Wingham
CKNX-TV
Owned by Radio Station CKNX Ltd., Wingham, Ont. Phone: 158.
e.r.p. 36 kw. video; 19.5 kw. audio on Channel: 8
PRESIDENT
W. T. Cruickshank
GENERAL MANAGER
G. W. Cruickshank
Representatives: Canada: All-Canada Television; U. S. A.: Adam J. Young Television Corp.

QUEBEC
Jonquiere
CKRS-TV
Owned by Radio Saguenay Ltd., with studios at Sir Wilfred Laurier St., Montreal, P. Q.
42 kw. video; 21 kw. audio on Channel: 12
PRESIDENT
Heber LePage
GENERAL MANAGER
Tom Burham
PROGRAM DIRECTOR
Jean M. Dugas
Representatives: Canada: Jos A. Hardy & Co. Ltd. U. S. A.: Canadian Station Representatives.

Montreal
CBFT [French]
Owned and operated by the Canadian Broadcasting Corp., Radio-Canada Bldg., Montreal, P. Q. Phone: 2571.
e.r.p. 15.7 kw. video; 8.28 kw. audio on Channel: 2
Montreal
CBMT (English)
Owned and operated by the Canadian Broadcasting Corp., Radio Canada Bldg., Montreal 25, P. Q.
e.r.p. 43.8 kw. video; 26.2 audio on
Channel: 6

Quebec City
CFCM-TV
Owned and operated by Television de Quebec (Canada) Ltée., 200 Ave. St. Jean Bosco, Ste.-Foy, Que. Phone: MU3-4985.
e.r.p. 12.6 kw. video; 6.33 kw. audio on
Channel: 4
PRESIDENT Gaston Pratte
DIRECTOR OF OPERATIONS Ernest W. Miller
SALES MANAGER A. P. Fitzgibbons
PROGRAM MANAGER S. Guinard

Rimouski
CJBR-TV
Owned by The Central Public Service Corp., 6 St. John St., Rimouski, P. Q. Phone: 2217.
e.r.p. 60.6 kw. video; 34.5 kw. audio on
Channel: 3
PRESIDENT Jacques Brillant
STATION MANAGER Andre Lecomte
PROGRAM DIRECTOR Francois Raymond
Representatives: Canada: Horace N. Stovin & Co.; U. S. A.: Canadian Station Representatives, Ltd.

Sherbrooke
CHLT-TV
Owned by La Tribune Ltée.
e.r.p. 300 kw. video; 180 kw. audio on
Channel: 7
PRESIDENT Paul Desbrisiaux
GENERAL MANAGER Alphonse Gauthier
Representatives: Canada: Jos. A. Hardy & Co. Ltd. U. S. A. Canadian Station Representatives
U. S. A.: Canadian Station Representatives, Ltd.

NEW BRUNSWICK
Moncton
CKCW-TV
Owned and operated by Moncton Broadcasting Ltd., Halifax St., Moncton, N. B.
e.r.p. 25 kw. video; 15 kw. audio on
Channel: 2
GENERAL MANAGER F. A. Lynds
PROGRAM DIRECTOR Hubert Button
Representatives: Canada: H. N. Stovin & Co.; U. S. A.: Canadian Station Representatives, Ltd.

Saint John
CHSJ-TV
Owned and operated by New Brunswick Broadcasting Co. Ltd., 14 Church Stl, Saint John, N. B. Phone: 3-4304.
e.r.p. 100 kw. video; 50 kw. audio on
Channel: 4
PRESIDENT T. F. Drummie
GENERAL MANAGER George A. Cromwell
PROGRAM DIRECTOR Dennis Townsend
Representatives: Canada: All-Canada Television; U. S. A.: Weed Television.

NOVA SCOTIA
Halifax
CBHT
Owned and operated by the Canadian Broadcasting Corp., Bell Road, Halifax, N. S. Phone: 2-8311.
e.r.p. 56 kw. video; 34 kw. audio on
Channel: 3
DIRECTOR OF TELEVISION G. F. Brickenend
PROGRAM DIRECTOR C. F. Maccaul

Sydney
CJCB-TV
Owned and operated by Cape Breton Broadcasters Ltd., Radio Bldg., Sydney, N. S. Phone: 3431.
e.r.p. 180 kw. video; 108 kw. audio on
Channel: 4
MANAGER J. Marven Nathanson
PROGRAM MANAGER Norris L. Nathanson

NEWFOUNDLAND
St. John's
CJON-TV
Owned and operated by Newfoundland Broadcasting Co., Radio Bldg., Prince of Wales St., St. John's, Nfld. Phone: 7105.
Channel: 6
PRESIDENT AND BUSINESS MANAGER Geoff Stirling
PROGRAM MANAGER Don Jamieson
Representatives: Canada: All-Canada Television; U. S. A.: Weed Television.

PRINCE EDWARD ISLAND
Charlottetown
CFCY-TV
Owned by Island Radio Broadcasting Company Ltd., with studio at 85 Kent St., Charlottetown, P.E.I. Phone: 7347.
e.r.p. 79 kw. video; 39.5 kw. audio on
Channel: 13
GENERAL MANAGER Robert F. Lardo
OPERATIONS MANAGER E. P. Williams
STATION REPRESENTATIVES

All-Canada Television, Division of All-Canada Radio Facilities Ltd.
702 Victory Bldg., 80 Richmond St. W., Toronto 1, Ont. Empire 6-9236.
Representing: CHCH-TV, Calgary; CJLH-TV, Lethbridge; CKCK-TV, Regina; CKK-TV, Brandon; CHC-TV, Hamilton; CBPL-TV, London; CKSO-TV, Sudbury; CKLW-TV, Windsor; CKWS-TV, Kingston; CHEX-TV, Peterborough; CPA-TV, Port Arthur; CHIC-TV, Sault Ste. Marie; CRKNX-TV, Winnipeg; CHSJ-TV, Saint John; CJCB-TV, Sydney; CJON-TV, St. John’s; CFCY-TV, Charlottetown.

Joseph A. Hardy & Co. Ltd.
1489 Mountain St., Montreal PL 1101.
Representing: CKCO-TV, Kitchener; CFCM-TV, Quebec City; CKRS-TV, Jonquiere; CHLT-TV, Sherbrooke.

John N. Hunt
198 West Hastings St., Vancouver. Tatlow 6277.
Representing: CKVR-TV, Barrie; CKGN-TV, North Bay; CHLT-TV, Sherbrooke.

Paul Mulvihill & Co. Ltd.
77 York St., Toronto. EM 8-6545.
Representing: CKVR-TV, Barrie; CKGN-TV, North Bay.

Omer Renaud & Co.
1411 Stanley St., Montreal. BE 9541.
Representing: CFCL-TV, Timmins.

Horace N. Stovin & Co.
615 Pender St. W., Vancouver. TA 2-8431.
Representing: CKCW-TV, Moncton; CJBR-TV, Rimouski; KYOS-TV, Bellingham, Wash. (Covering Vancouver & Victoria).

Television Reps. Ltd.
76 St. Clair Ave. W., Toronto. WA 4-0727.
Representing: CFRN-TV, Edmonton; CFQC-TV, Saskatoon.

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Advertising Associates Ltd.
1201 Guy St., Montreal, G 2S., 3511.
A. Samuels, TV Director.

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S. P. Westaway, TV Director.

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J. F. Horler, TV Director.

John McKenney Bingham Ltd.
32 Front St. W., Toronto. EM 2-2641.
Llewellyn Lewis, TV Director.

Brooks Advertising Ltd.
21 Dundas Sq., Toronto. EM 8-2396.
Roy Partridge, TV Director.
Herb Brooks, TV Director.

Leo Burnett Co. of Canada Ltd.
133 Richmond St. W., Toronto. EM 6-5801.
Jim McRae, TV Director.

Burns Advertising Agency Ltd.
1247 Guy St., Montreal. Fl 5257.
Ralph Novak, TV Director.

Spence Caldwell Advertising Agency
447 Jarvis St., Toronto 5, WA 2-2103.
John N. Heaton, TV Director.

Garry J. Carter of Canada Ltd.
59 Avenue Rd., Toronto. WA 4-2505.
Bob Howe, TV Director.

Cockfield, Brown & Co., Ltd.
Canada Cement Bldg., Montreal. UN 1-1771.
Bill Hannah, TV Director.

Toronto 5; 185 Bloor St. E., WA 4-5492.
Alan Savage, TV Director.

Winnipeg: Electric Railway Chambers, 923-538.
J. Burke-Gaffney, TV Director.

Vancouver: 1164 Melville St., Pa. 1111.
J. M. Tierney, TV Director.

Colliver Advertising Ltd.
Dominion Square Bldg., Montreal. UN-6-3411.
Miss Nan Fraser, TV Director.

Crombie Advertising Co. Ltd.
391 James St. W., Montreal. MA 5246.
Vic Gray, TV Director.

Dancer-Fitzgerald-Sample (Canada) Ltd.
200 St. Clair Ave. W., Toronto. WA 4-8425.
Gilbert Nunn, TV Director.

D’Arcy Advertising Co.,
57 Bloor St. W., WA 1-3135.
C. F. Goodman, TV Director.

A. J. Denne & Co. Ltd.
90 King St. W., Toronto. EM 4-3444.
Ralph McKeown, TV Director.

Erwin, Wasey of Canada Ltd.
610 Church St., Toronto. WA 1-5187.
Tom Reid, TV Director.

Ferres Advertising Ltd.
63 Duke St., Hamilton. JA 9-1116.
Boyd Heaven, TV Director.

Foster Advertising Ltd.
149 Alcorn Ave., Toronto. WA 4-6681.
Alex. MacKay, TV Director.

J. J. Gibbons Ltd.
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W. H. Reeves, TV Director.

Edmonton: 206-208 Petroleum Bldg.
C. Noonan, TV Director.
Gislason-Reynolds Ltd.
651 Church St., Toronto. WA 4-7364.
Dick Canney, TV Director.

Grant Advertising (of Canada) Ltd.
90 Richmond St. W., Toronto. EM 3-3396.
D. Smith, TV Director.

F. H. Hayhurst Co. Ltd.
7 King St. E., Toronto 1. EM 6-0731.
R. D. Amos, TV Director.
Montreal: 1510 Drummond St., HA 0131.
Marcel Dubuc, TV Director.

Hutchins Advertising Co. of Canada Ltd.
33 Hayden St., Toronto. WA 4-3753.
F. M. Hutchins, President.

Industrial Advertising Agency Ltd.
631 Spadina Ave., Toronto. WA-6671.
1265 Stanley St., Montreal. UN 6-8006.

Albert Jarvis Ltd.
94 Yonge St., Toronto. EM 3-2438.
Evan Morton, TV Director.
John Carpenter, TV Director.

Russell T. Kelley Ltd.
447 Main St. E., Hamilton. JA 2-1155.
H. P. Kelley, President.

Gordon Hinch, TV Director.

Kenyon & Eckhardt Ltd.
80 King St. W., Toronto. EM 3-8314.
Lloyd E. Hefford, TV Director.

Locke, Johnson & Co. Ltd.
255 Davenport Rd., Toronto 5. WA 4-8481.
L. J. Kennedy, TV Director.

James Lovick & Co. Ltd.
1178 W. Pender St., Vancouver. TA 6221.
Miss Georgina Williscroft, TV Director.

Toronto: 800 Bay St., WA 3-9887.
S. B. Hayward, TV Director.
1510 Drummond St., Montreal. PL 2534.
John Winter, TV Director.

Dominion Square Bldg., Montreal. UN 6-8391.
Dave McMaster, TV Director.

MacLaren Advertising Co. Ltd.
111 Richmond St. W., Toronto 1. EM 4-0321.
Hugh Horler, TV Director.
Montreal: 410 Dominion Square Bldg.
R. Sauer, TV Director.
Vancouver: 1240 Pender St. W.
J. W. Hoyland, TV Director.

McCann-Erickson, Inc.
200 Bloor St. E., Toronto. WA 2-2133.
Alan Cullimore, TV Director.

McConnell Eastman & Co. Ltd.
147 University Ave., Toronto EM 3-7004.
Austin Moran, TV Director.
Winnipeg: 504 Trust & Loan Bldg., 173 Portage Ave. 93-5541.
Audrey C. Green, TV Director.

W. A. McCracken Ltd.
153 St. Clair Ave. W., Toronto. WA 4-0721.
Mrs. Marjorie Graves, TV Director.

McKim Advertising Ltd.
1510 Drummond St., Montreal. MA 4152.
W. L. Charland, TV Director.
Toronto: 47 Fraser Ave. KE 3561.
D. J. MacMillan, TV Director.

Muter, Culinier, Frankfurter & Gould Ltd.
1121 Bay St., Toronto. WA 4-5736.
E. Gould, TV Director.
Gerry Rafterman, Asst. TV Director.

O’Brien Advertising Ltd.
1455 West Georgia St., Vancouver 5. PA 9174.
M. Tyler, TV Director.

William R. Orr Ltd.
464 Yonge St., Toronto. WA 4-3708.
Mike Jackson, TV Director.

Paul-Phelan Advertising Ltd.
380 Victoria St., Toronto. EM 3-6047.
G. P. Vale, TV Director.
University Tower Bldg., Montreal. UN 1-5437.
355 King St. W., Toronto 2B. EM 8-6157.
Rep Perry, TV Director.

Alford R. Poyntz Advertising Ltd.
95 King St. E., Toronto. EM 3-8716.
D. A. Poyntz, TV Director.

E. W. Reynolds Ltd.
355 King St. W., Toronto 2B. EM 2-2381.
Henry Karpus, TV Director.

John A. Rodkin, Advertising Agency
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.
Toronto: 108 Peter St. EM 3-0237.
Doug Loney, TV Director.

Ruthrauff & Ryan Inc.
80 Richmond St. W., Toronto. EM 6-1515.
R. Lees, TV Director.

Schneider, Cardon Ltd.
2024 Peel St., Montreal 2. MA 8024.
W. Burrill, TV Director.

Spitzer & Mills Ltd.
50 King St. W., Toronto. EM 6-2811.
T. R. Hart, TV Director.

Harold F. Stanfield Ltd.
Dominion Square Bldg., Montreal. UN 6-8741.
TV Director.

Bill Hodapp
67 Richmond St. W., Toronto.
Oliver Jennings, TV Director.
Stevenson & Scott Ltd.
100 Adelaide St. W., Toronto. EM 3-5773.
Ross Smith, TV Director.

Stewart-Bowman-MacPherson Ltd.
88 Richmond St. W., Toronto. EM 8-8648.
John Bradley, TV Director.

Tandy Advertising Agency Ltd.
20 Carlton St., Toronto. EM 3-5362.
Mike Haight, TV Director.

J. Walter Thompson Co. Ltd.
600 University Ave., Toronto. EM 3-9402.
J. Lingeman, TV Director.

Thompson-Petersen Advertising Agency Ltd.
215 Victoria St., Toronto. EM 8-8091.
E. Taylor, TV Director.

Vickers & Benson Ltd.
Keefer Bldg., Montreal 25, UN 6-7701.
L. Jodoin, TV Director.

Walsh Advertising Co. Ltd.
University Tower,
660 St. Catherine St. W., Montreal 6-8921.
Jean A. Monte, TV Director.

Bank of Nova Scotia Bldg., Toronto. EM 3-3053
Mrs. Muriel Murray, TV Director.

Young & Rubicam Ltd.
Bank of Nova Scotia Bldg., Toronto. EM 3-5035.
Hugh Clark, TV Director.

ORGANIZATIONS

Association of Canadian Advertisers, Inc.
701 Federal Bldg., 85 Richmond St. West, Toronto 1, Ont.; EMpire 3-8046.

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229 Yonge Street, Toronto 1, Ontario, Canada; EMpire 4-0317.

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THE BRITISH YEAR IN REVIEW

by PETER BURNUP

London, August, 1956

SINCE the inception here of commercial television in September, 1955, and in spite of Governmental financial ordinances stringently restricting the sale, hire purchase and hire of sets, the number of domestic reception licences has bounded from 4½ million to in excess of 6 million. The income of the British Broadcasting Corporation has thereby materially increased; for by far the greatest part of the corporation's revenue derives from the proceeds of the sale of licences.

(Cost of a combined sound and TV licence is £2 per annum, but it is understood that the fee may be increased after March next year.)

Moreover, it is generally conceded that under the spur of challenge delivered by the commercial system the quality of the slightly prim and occasionally tinged-with-complacency BBC programmes has vastly improved. Those comforting circumstances are seen now as overwhelming justification of Sir Winston Churchill's momentous declaration that "in the expanding field of television an element of competition had become desirable."

The introduction in Parliament of Sir Winston's bill establishing the commercial system became an occasion of bitter debate and savage resistance. On the sufferages of the populace generally, however, the innovation was clearly welcome. It is admitted in the BBC's last annual report that in March, 1956, some three million adults were able to view the programmes put out by the Independent Television Authority against the 16 million to whom BBC programmes were available.

As further I.T.A. transmitters come into service and, more importantly, the Government's restrictions on the purchase of sets are relaxed, the audience potential of the commercial service obviously will be vastly increased. But even so, the BBC admits also that in March last adult viewers with a choice of programmes were choosing programmes in the ratio of BBC, 2 : I.T.A., 3.

By the end of June last, it had been established that television viewers who had a choice of programme divided the evening time they spent in viewing in the proportion of 42 per cent BBC and 58 per cent I.T.A. In the aggregate, BBC audiences remained "normally five times as big as those of I.T.A." But, significantly, viewers whose sets could receive both BBC and I.T.A. programmes had risen in three months from 3,150,000 adults to 4,550,000. Optimistic protagonists of the commercial service were found declaring that, if the rate of increase were maintained, I.T.A. would have 8 million viewers by the end of 1956.

Obviously, the BBC has to this time a sharp edge on its competitor in the matter of audience potential. With a network of 15 transmitters, BBC television is now within range of 95 per cent of the country's population. It is expected to reach 97 per cent in the autumn of 1956 and by 1958, according to present plans, only a small number of areas containing less than 2½ per cent of the population, will still be without a television service.

That is claimed to be the closest approximation in the world to completely nationwide coverage. But the Independent Authority also has a programme for the implementation of a nationwide grid, the plans for which are being pursued with the utmost vigour. At this date, the Authority has in operation three stations serving, it is claimed, virtually half the population of the United Kingdom, in the following terms:

<table>
<thead>
<tr>
<th>Area</th>
<th>Station</th>
<th>Power (Kw.)</th>
<th>Population served (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>LONDON</td>
<td>Croydon</td>
<td>60</td>
<td>11.1</td>
</tr>
<tr>
<td>MIDLANDS</td>
<td>Lichfield</td>
<td>50</td>
<td>5.7</td>
</tr>
<tr>
<td>NORTH</td>
<td>Winter Hill</td>
<td>100</td>
<td>7.21</td>
</tr>
</tbody>
</table>

(West)

It is planned to increase the power of the Croydon station to 120 kw and that at Lichfield to 200 kw before the end of 1956. A station at Emley Moor, serving the Yorkshire side of the Pennines, was to open in the autumn of 1956. This will operate on Channel 10 with a power of 200 kw and serve a population of approximately 5 million. Another station at Black Hill, Lanarkshire, to serve the Central Scotland area, is planned to open in the late summer of 1957. The transmitter will have a power of 100 kw and will serve a population of approximately 3½ million. The Authority plans to open yet another station covering South Wales in the autumn of 1957.

The Independent Television Authority—designed to introduce that "element of competition in the expanding field of television"—is to a great extent just another creature of Whitelaw. It has no overt relation to the freedom of private enterprise, as that is understood in the United States. The Authority, indeed, is as tightly hedged round with prohibitive sanctions as is the BBC itself.

Even the cost of its initial capital development—so the Act of Parliament prescribes—must be met out of an advance made by the Postmaster-General (with the consent of the Treasury) of up to £2 million.
The Act gives the Authority—whose members are appointed by the Postmaster-General—a statutory life of ten years and provides for television broadcasting services “additional to those of the British Broadcasting Corporation, and of high quality, both as to the 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 practicable.”

The Act ordains also that the Authority select “programme contractors” for its several transmitting stations; supervise the programmes provided by these contractors; provide or arrange for the provision of programmes in exceptional circumstances. A “contractor”—so it is provided—must construct, equip and operate his studios; arrange for the provision of programmes, pay an annual “rent” to the Authority for the use of transmitting facilities, which are entirely owned, operated and maintained by the Authority. A “contractor” has in the words of the statute “in consideration of payments” to the Authority the right and duty to provide programmes or parts of programmes to be broadcast by the Authority, which may include advertisements.

The constitution and design of the Authority is significantly akin to that of the BBC. The Authority is composed of a chairman—Sir Kenneth Clark, chairman of the Arts Council—a deputy chairman, and eight other members drawn from various walks of life. The members are appointed by the Postmaster-General, and three of them make Scotland, Wales and Northern Ireland their special care.

There is also a director-general—Sir Robert Fraser—who is responsible for the execution of the policy laid down by the Authority. But Parliament has seen to it that the Authority is far from unfettered in its operations. The enabling Act gives the Postmaster-General very wide powers over the I.T.A.

He can, for example, decide the areas which must be served by the commercial service; he can call for improvement in the strength and quality of the transmissions; he has absolute authority to ban advertisements which he may feel should not be broadcast. He may also decide the periods of time during which any of the I.T.A. stations may operate.

Stringent rules have been made banning altogether certain types of advertisement and ordaining the time and place in a programme in which, in any event, advertisements may appear. Advertisements, it is laid down, for example, must be clearly distinguishable as such and recognisably separate from the rest of the programme and the amount of time given to advertising in the programme shall not be so great as to detract from the value of the programmes “as a medium of entertainment, instruction and information.”

It is ordered also that advertisements shall not be inserted in any broadcast of (a) any religious service; (b) any formal Royal ceremony or occasion; (c) the appearance of Her Majesty or a member of the British Royal Family in the course of any event in which such appearance is only incidental to the occasion. All those and other hobbling restrictions despite, the most anomalous provision in the enabling Act of Parliament—as many Americans may well feel—is that which wholly forbids sponsoring in Britain’s commercial TV system.

In the course of the bitter debates in both the Commons and the House of Lords which attended the passage of the bill establishing commercial television the allegation was made frequently and loudly that dependance exclusively on advertisements for its revenue must inevitably “debase” the quality of I.T.A.’s programmes; and, indeed, that allegation became the main argument for the bill’s rejection. It was to appease those opponents of the “commercial” doctrine who felt that various provisions were introduced into the bill calculated—as it was claimed—effectively to stop sponsoring.

Nothing, for example, could be clearer than section 4 (6) of the now enacted bill, which runs: “Nothing shall be included in any programmes broadcast by the Authority, whether in an advertisement or not, which states, suggests or implies, that any part of the Authority’s programmes, or any event or occasion of any programme broadcast by the Authority which could reasonably be supposed to have been included therein in return for payment or other valuable consideration to the relevant programmes contractor or the Authority.”

No practical minded person familiar with the art and craft of advertising, or the essence of show business itself, would deny the possibility of driving a coach-and-four through that involved terminological exercise of Parliamentary draughtsmanship. And, indeed, it has become notorious that a succession of programmes not only on the I.T.A. service but on that of the BBC itself have developed as naked and unabashed “plugs” for certain films in current release.

Even Sir Robert Fraser, I.T.A.’s director-general, went on public record—writing of what he called the “obsession” of the Television Act in regard to the prohibition of sponsorship—with the dictum that “only babes in the wood could believe that the Act has answered for good and all the question of the relationship between advertising influence and the nature of the programmes.” How long that prohibitive ban on sponsoring will persist remains among the imponderables in British political expediency. But so the law stands at the moment.

It has been argued, albeit vaguely, that an additional safeguard against sponsorship, certainly against the inherent danger of monopoly, has been created in the method devised by the Authority for the appointment of programme contractors. The Authority is
enjoined in the Television Act "to do all that they can to secure that there is adequate competition to supply programmes between a number of programme contractors independent of each other both as to finance and as to control."

In fulfilment thereof the Authority—faced also with a problem arising out of a scarcity of channels on available bands—created a "mosaic" of appointments on what became known as the 5:2 division principle; that is to say, that a division should be made in the servicing of a given station between weekday programmes and weekend programmes. It was assumed that no programme contractor could pay its way with weekend programmes on one station alone; so it is found, for example, that Association Tele-Vision, Ltd., operates the London station Saturday and Sunday and the Midlands station Monday to Friday.

In adopting that principle the Authority claimed a sufficient degree of competition had been established between its various programme contractors; for not only viewers but potential advertisers could appraise the respective merits of the programmes provided on a given station. Additionally, the Authority devised an additional incentive to competition which became known as the "competitive optional network", in accordance with which a programme contractor was permitted to buy programmes from, and sell programmes to, contractors working on the same day in other areas.

But in all that complicated mosaic designed to ensure the provision of "free television in a free country" and with a wide field of freedom left to the judgment, tastes and sense of responsibility of the appointed programme contractors, the Authority reserved to itself—and is indeed ordained to do so in the Act of Parliament—the power to prevent political partiality in the programmes, or any slant or bias in the presentation of news. The contractors accepted with no demur that news programmes on all the stations should be provided exclusively by a company formed for that purpose, the Independent Television News Company, under the direction of an editor-in-chief appointed only with the approval of the Authority.

Wisely, as is now generally conceded, the Authority sought one criterion—apart from that of proved probity and responsibility—in the appointment of its programme contractors; that was that a potential contractor should have had prior association with "communications with the public". In other words, the appointees required to have been actively concerned previously with radio, public entertainment, or the press.

So found to be involved with or controlling one or other of the contracting concerns, are the powerful Associated British Picture Corporation; the Granada Circuit of motion picture theatres; influential newspaper groups including Associated Newspapers, Ltd. (publishers of the Daily Mail), the Daily Mirror Group and Canada's Roy Thomson; radio concerns like Pye, Ltd., and Broadcast Relay Service, Ltd.; experienced showmen like Prince Littler and Val Parnell.

No sense of responsibility would dare assess at this time the degree of success up to now attained by the new service. Advertising agents—clearly far from being independent witnesses—forecast that within the first year of its inception a total of £10 million will have been spent on the purchase of time on British commercial television. There is also the acknowledged circumstance of the drift of the "mass-audience" from the BBC to ITA.

Nevertheless, words of caution in regard to illusory hopes of immediate and fabulous success are uttered by the men who control the trading operations of Independent Television.

Sir Philip Warter, for example, ABPC chairman and as such responsible for ITA programmes in the Midlands, tells his stockholders of the "real and solid progress" made by their TV subsidiary and of his own confidence in the medium.

But Sir Philip proceeds to say: "The cost of providing the programmes is high and remains so, regardless of the amount of advertising obtained, and in the initial stages, therefore, losses are inevitable". Another responsible witness, the chairman of Broadcast Relay, which company has exceedingly heavy commitments with one of the programme contractors, warns that the TV venture would "incur losses in its first and second years, in the third year it would probably avoid loss, and thereafter it was likely to become profitable."

The most significant demonstration, however, of the chastening effect of experience on earlier and earnest hopes is seen in the drastic reduction made in advertising rates within nine months of the beginning of the commercial service. Certain of those reductions are euphemistically described as bonuses, discounts or rebates. It is the fact, nevertheless, that many of the time costs have been cut by nearly 50 per cent.

The birthpangs of commercial TV here promise to be a prolonged and painful process. In the view of the best informed, the Government's enabling act will not prove to be the final answer and many authoritative persons are heard declaring that already a chink is to be discerned in the armour of the anti-sponsorship zealots. In so saying they cite the current attitude of the Government itself.

As a matter of political strategy, provision was made in the statute that ITA must itself that its programmes "maintain a proper balance in their subject matter and a high general standard of quality". The act provided also that the Postmaster-General might "with the consent of the Treasury" make a grant to the Authority of a sum not exceed-
ing £750,000 in any given year to arrange for “programmes of items of particular classes which in their opinion are necessary for securing a proper balance in the subject matter of the programmes and cannot, or cannot as suitably, be provided by programme contractors”.

Faced with the flood of “mass-audience” programmes put out by the contractors under pressure of advertisers, faced also with a flood of complaints from political and other critics, the Authority, made formal application for the grant of £750,000 as early as November, 1955, in order that it might “properly discharge its duties” under the act. It was not until July, 1956, that the Postmaster-General announced that “because of the general economic situation and the need for economy in Government expenditure no grant can be made in the current financial year”.

The Authority promptly registered its “dismay” at the Government’s decision, adding that it was “conscious that the present programmes, although extremely popular, do not contain a sufficient number of programmes of information and discussion or of plays and performances of lasting value”.

In its own brand of superb majesty and disdain, the British Broadcasting Corporation ploughs along. The Corporation’s total income for the year ending March 31, 1956, reached the record figure of £22,500,000. But the BBC is responsible not only for its share in the country’s television services but for a nationwide sound radio coverage and what are known as its External Services which.

To give a full service on information, education and entertainment to the satisfaction of the many groups in a mass audience it is necessary to offer a choice between two programmes deliberately planned to contrast with each other, says the BBC. There is the need to cultivate programmes which have only a minority appeal. A second television service is essential if the BBC is to have elbow room to carry on the long term policy on which its value to the nation largely depends.

The battle clearly is on between the BBC—which obviously must continue as the Government’s chosen creature for the dissemination of “education, information and entertainment”—and ITA, faced with the unanswerable demands of advertisers. The Postmaster-General’s refusal of that demand for a grant of £750,000—couched though it be on the necessity of economy—is the clue to the present situation.

The BBC has developed a system of colour TV projection, claimed to be second-to-none in the world. But its adaptation to home receivers must await not only completion of laboratory experiments but the confirmation of the Government’s Television Advisory Committee whose deliberations, in turn, must be conditioned by this country’s vexatious and straitened economy.
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& Television: Sir Ben Barnett, K.B.E.,

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ered to license persons or corporate bodies to operate broadcasting stations. The B.B.C. oper-


ates under a Royal Charter running to June 1962 and a license issued by the Postmaster General.)

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Director of Television: Gerald Beadle.

Deputy Director of Television: Cecil McEvoy, C.B.E.

Controller Programmes, Television: vacant.

Assistant Controller Programmes, Television: S. J. Lott, O.B.E.

Controller, Programme Planning, Television: Mrs. J. R. Spencer.

Senior Superintendent Engineer: M. J. L. Pulling, M.B.E.

Superintendent Engineer: D. C. Birkenhead, M.B.E.

Superintendent Engineer, Television Studios: H. W. Baker, M.B.E.

Superintendent Engineer, Television Outside Broadcasts: T. H. Bridgewater.

Liason Officer: D. K. Wolfe-Murray.

Special Programme Projects Officer: J. Newbingin Watts, O.B.E.

Publicity Officer: George Campey.

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Assistant Head: Norman Rutherford.

Light Entertainment

Head of Department: R. Waldman.

Assistant Head: T. J. A. Sloan.

**TALKS**

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Head of Department: vacant.

**Music Organiser: A. P. D. Osland. Children's Programmes. Presentation. Presentation Editor: B. C. Rawes.**

Announcers: Miss M. Malcolm, Miss S. Peters.

Outside Broadcasts

Head of Outside Broadcasts: Peter Dimmock.

**HEAD OF OUTSIDE BROADCASTS: BERKELEY SMITH.**

FILMS

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Film Booking Manager: G. del Strother.

NEWS AND NEWSEELS

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Head of Television News: W. J. Breathing.

**DESIGN AND SUPPLY**

Head: Richard Levin, O.B.E.

**ASSISTANT HEAD: A. J. M. Osman, M.B.E.**

**Religious Broadcasting Organiser, Television:** Colin Beale.

**12 Television Training School Instructor:** J. Royston Morley.

**INDEPENDENT TELEVISION AUTHORITY**


(SET UP under the Television Act, 1954 which provided for setting up an Independent Tele-


vision Authority to provide for ten years, or longer if Parliament so determines hereafter, television broadcasting services additional to those of the British Broadcasting Corporation.

The members of the Authority are appointed by the Postmaster-General and consist of a chairman and deputy chairman and eight other members, of which three make the interests of Scotland, Wales and Monmouthshire and Northern Ireland, respectively, their special care.

The Authority's powers include power to purchase and work the requisite television sta-


tions under license from the Postmaster-General.)


B. C. Sendall, C.B.E. (Deputy Director General).

Accountant: A. S. Curbridge, A.A.C.C.A.

Public Relations Officer: J. D. R. Cuthbert.


Secretary: A. W. Pragnell.

**INDEPENDENT TELEVISION AUTHORITY ADVISORY COMMITTEE ON ADVERTISING**

(The Committee, under the terms of the Television Act, must be representative of organisation-


authorities and persons concerned with standards of conduct of advertising—including, in partic-


ular, the advertising of medical or surgical goods or services).

**Acting Chairman:** R. A. Bevan.


**Secretary:** A. W. Pragnell.

**INDEPENDENT TELEVISION AUTHORITY CHILDREN'S ADVISORY COMMITTEE**

(Set up, under the Television Act, to give advice in connection with the broadcasting of chil-


dren's programmes, it is composed of the fol-


lowing, who have experience and special in-


terest in the welfare and education of chil-


**INDEPENDENT TELEVISION AUTHORITY RELIGIOUS ADVISORY COMMITTEE**

(The Authority draws advice from the Central Religious Advisory Committee of the B.B.C. on broad issues, but in order that it should have regular access to advice on day-to-day matters it has appointed a panel of three consultants):
INDEPENDENT TELEVISION NEWS LTD. 
Producers and Distributors 
TV Program Material

ASSOCIATED-REDDIFUSION LTD. 
ABC TELEVISION LTD. 
Film House, Wardour Street, London, W.I. 
Telephone: Gerrard 7800. Northern Address: 
TV Theatre, Didsbury, Manchester. Telephone: 
Didsbury 6561. Midlands Address: 
TV Theatre, Aston, Birmingham. Telephone: 
Aston Cross 3091.

Programmes: 
1. Daytime programmes. 
2. Televised Programme. 

NORTHERN TRANSMITTER—Saturday and Sunday programmes. 
Chairman: Sir Philip Warner. 
Managing Director: Howard Thomas. 

ASSOCIATED-REDDIFUSION LTD. 
Television House, Kingsway, London, W.C. 
2. Telephone: Holborn 7696 
(Rtd.); Sidney L. Bernstein; Norman Collins; 
Editor: Geoffrey Cox.

PROGRAM CONTRACTORS 
(Appointed by the Independent Television Authority).

ABC TELEVISION LTD. 
Film House, Wardour Street, London, W.I. 
Telephone: Gerrard 7800. Northern Address: 
TV Theatre, Didsbury, Manchester. Telephone: 
Didsbury 6561. Midlands Address: 
TV Theatre, Aston, Birmingham. Telephone: 
Aston Cross 3091.

Programmes: 
1. Daytime programmes. 
2. Televised Programme. 

NORTHERN TRANSMITTER—Saturday and Sunday programmes. 
Chairman: Sir Philip Warner. 
Managing Director: Howard Thomas. 

ASSOCIATED-REDDIFUSION LTD. 
Television House, Kingsway, London, W.C. 
2. Telephone: Holborn 7698. 
LONDON TRANSMITTER—Monday to Friday programmes. 
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Deputy Chairman: Mrs. Planek. 
Directors: Paul Adairian, M.I.E.E., M. Brit, 
I.R.E.; J. Clayton, A.C.A., Sir Edwin Herbert, 
LL.B., R. A. Redhead, G. F. Sanger, C.B.E., 
J.P., C. W. V. Trueitt. 
General Manager: Captain T. M. Brownrigg, 
C.B.E., D.S.O., R.N. (ret.). 
Deputy General Manager: R. T. Harris. 
Acting Controller of Production & Programmes: 
John McMillan. 
Light entertainment: Michael Westmore. 
Presentation: Leslie Mitchell. 
Children’s Programmes: Barry Baker. 
Drama: Norman Marshall. 
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Casting: Richard Gartside. 
Co-ordinator of Production: Ernest Gartside. 
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533 Telephone: Deansgate 7211.

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Managing Director: Howard Thomas. 

SCOTTISH TELEVISION LTD. 
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Telephone: Glasgow Central 6485. 
SCOTTISH TRANSMITTER: 
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Directors: Anthony Blond, Kenneth Hume. 
(TV films).

ALLIANCE FILM STUDIOS LTD. 
(Controlling company of Boca Productions 
Ltd., Sydney Box Productions Ltd., Cornet Films Ltd., Diadem Films Ltd., Gloria Films Ltd., Holbein Films Ltd., Kenilworth 
Film Productions Ltd., Theatrecraft Ltd., 
Tudor Productions Ltd.). 
Twickenham Studios, The Barons, St. Mar-

689
garet's, Twickenham, Middlesex. Telephone: Popesgrove 3063.

Secretary: Leslie Jones. (TV films, Studio facilities).

ALPHA TV SERVICES LTD.
TV Theatre, Aston, Birmingham, 6.

General Manager: Stuart Mortimer. (Studios).

ANGLO-SCOTTISH PICTURES LTD.
London Film Studios, Shepperton, Middlesex. Telephone: Chertsey 2611.


ANGLO-SCOTTISH PRODUCTION FACILITIES LTD.
Manorate Lane, Shepperton, Middlesex.


ANVIL FILMS LTD.
Beaconfield Studios, Beaconfield, Bucks.
Telephone: Beaconfield 557.


ASSOCIATED BRITISH-PATHE LTD.

(Commercials and studio facilities).

AUSTRALIAN BROADCASTING COMMISSION
Overseas Representative: T. W. Bearup.

HAROLD BAIM PRODUCTIONS LTD.

Directors: Harold Baim, Glenda Baim. (TV films).

BANTOCK PRODUCTIONS (GREAT BRITAIN LTD.

Directors: Donald Archer (Managing), E. M. Barclay, A. M. Denereaz. (Programme producers and advertising consultants).

BASIC FILMS LTD.

Directors: J. B. Napier-Bell, Leon Clare (Managing), John Taylor, E. P. Aizlewood, B. Vinchen.

(Live action and cartoon commercials).

ANTHONY BEAUCHAMP (LONDON) LTD.

Directors: Anthony Beauchamp, Sarah Beauchamp. (Producers TV Films).

BELEVISION LTD.
8 Park Street, Park Lane, London, W.1. Telephone: Grosvenor 6159.

Directors: Mae Murray, Norman Alexander. (Production of films from short stories by E. Phillips Oppenheim).

BERKELEY FILMS LTD.


THE BIG SIX FILM UNIT


Producers: Edward Cook. (TV Films).

BIRMINGHAM COMMERCIAL FILMS LTD.
8 Lozells Road, Birmingham 15. Telephone: Birmingham North 3050.

(Producers: TV Commercials, TV Newsreels).

BODICEA FILM STUDIOS LTD.
10 West Hill Road, London, S.W.18. Telephone: Vandyke 5505.
Managing Director: J. Searle-Shirley.
Production Director: A. Guy. (Entertainment & Advertising material).

BOULTON-HAWKER FILMS LTD.
Hadleigh, Suffolk. Telephone: Hadleigh 2235.

Directors: Gilbert Hawker, K. Peter Boulton.

BRITISH DOCUMENTARY FILMS LTD.

Directors: Ronald Haines (Managing), M. J. Robertson, Jean Haines. (Entertainment material, studio facilities).

BRITISH FILMS LTD.

Directors: The Marquess of Linlithgow (Chairman), R. L. Lockstone (Managing), H. Russell Smith, M. Lockstone. (Live commercial, animation, special effects, studio facilities).

BRITISH NEWSREEL ASSOCIATION SERVICES LTD.


(Newsreel service).

CHRISTINE BRUCE PRODUCTIONS LTD.

Chairman & Producer: Danny Carter. (Live action programme material, animation & cartoons).

CINEAD LTD.

Directors: Michael Deelely, H. R. Booth, Jon Pennington. (Commercial, studio facilities).

PETE COLLINS LTD.


COLUMBIA BROADCASTING SYSTEM INC.


CONBARR PRODUCTIONS LTD.


CONNAUGHT FILMS LTD.
CREST FILM PRODUCTIONS LTD.
15 Charing Cross Road, London, W.C.2. Telephone: Trafalgar 6631.
(Animation & Advertising material).

CREST FILM PRODUCTIONS LTD.
Directors: Felix de Wolfe (Managing), Derrick C. Wimne.
(Commercials).

DATA FILM PRODUCTIONS LTD.
(Animation, entertainment and advertising films).

FRANCIS DAY AND HUNTER LTD.
Executive: Bryan Bradely.
(Recorded music library).

DE LANE LEA PROCESSES LTD.
12 Moor Street and 11a Old Compton Street, London, W.1. Telephone: Gerrard 8105.
Managing Director: Major W. de Lane Lea.
(Animation & Advertising films; Sound Recording).

BERNARD DELFONT TELEVISION (LONDON) LTD.
Directors: Bernard Delfont, Robert Nesbitt, William Marsh, Keith Devon.

WALT DISNEY FILM DISTRIBUTORS LTD.
Cables: Mickeymouse, London.
(Distributors TV Films).

DORLAND ADVERTISING LTD.
Directors: A. D. McLean (Chairman and Managing director), G. Farrar, R. Hole, M. Price, A. E. Finch.
(Commercials, studio facilities, viewing theatre).

DRUMMER FILMS LTD.
42 Worple Way, Harrow, Middlesex. Telephone: Pinner 9468.
Producer: Martin M. Harris.
Director: Ian K. Barnes.
Production Manager: Frank Wheeler.
(Studio and animation facilities).

ELDER FILM PRODUCTIONS LTD.
Studio-One-Scotland, Sarocen Head Lane, Glasgow, C.I., Scotland. Telephone: Glasgow Bell 0252.
Managing Director: John C. Elder.
(Documentaries, feature films, newsreel, studio facilities).

EMPIRE FILM PRODUCTIONS LTD.
Directors: Earl Jermyn, Moss Goodman.
(Animated cartoon and entertainment films).

DOUGLAS FAIRBANKS LTD.
(TV Films).

E. J. FANCEY PRODUCTIONS LTD.
Producer: Edwin John Fancey.
(Animation & Advertising Films).

FILM CENTRE LTD.
Directors: Sir Arthur Elton, Margaret Ann Elton, John Grierson, Stuart Legg, Sinclair Road, Ernestine Roberts.
(International distribution TV material).

FILM PARTNERSHIP LTD.
(Animation & Advertising Films).

MAURICE FORD TELEVISION SERVICE LTD.
Directors: Maurice Ford, G. A. Pynd.
(Animation & Advertising material).

FOUR FALCONERS LTD.
Directors: James Robertson Justice, Richard Miever.
(TV Programme Producers).

FOUR PROVINCES FILMS LTD.
Rere 30, Lansdown Road, Dublin. Telephone: Dublin 6888, Cables: Profilms, Dublin.
Directors: John Ford, Brian Desmond Hurst, The Lord Killamal, Tyrone Power, Michael Scott.
(Feature & TV films).

FUTURE PRODUCTIONS LTD.
Subsidiary Associated-Rediffusion Ltd.).
Secretary: A. W. Grocock.

GATEWAY FILM PRODUCTIONS LTD.
(Industrial, advertising, educational and religious films).

GLOBAL TELEVISION SERVICES LTD.
(Purchasing agent of TV filmed programmes for Australian Broadcasting Commission).
GUILD TELEVISION SERVICE LTD.
(Associate of the Film Producers Guild Ltd)
Exchange Court, London, W.C.2. Telephone:
Covent Garden 2733.

Directors: E. P. L. Pelly (Chairman), W. II.
Williams (Managing), G. T. Burlington, K. Lock-
hart Smith, Mrs. F. G. Windlebank, Ian Latt-
ner.
Secretary: E. W. Beckett.
(Commercials).

HALAS AND BATECHELOR CARTOON FILMS
LTD.
10a Soho Square, London, W.I. Telephone:
Gerard 7681-2-3.

Directors: John Halas, Joy Batchelor.
(Commercials, studio facilities).

HENRY HALL ENTERPRISES LTD.
Steinway Hall, 1 & 2 George Street, Han-
over Square, London, W.I. Telephone: May-
fair 1892.

Directors: Henry Hall, Margery Hall, Michael
Hall, B. Mundy.
(Artists, Programmes of variety show type.
Scenics).

HARPER, CAMPBELL FILMS, LTD.
6-8 Hill Street, Edinburgh, 3. Scotland. Tele-
phone: Edinburgh 34311.

Directors: Alan Harper, W. W. Fulton, W. J.
MacLean, Henry Cooper, Gordon Mackay,
Robert Fairfull, Russell Walker.
(Live action, stop motion, photo animation).

HAWKE STUDIOS LTD.
22 Chenies Street, London, W.C.1. Tele-
phone: Museum 7441.

(Advertising designers).

HEARST METROTONE NEWS, INC.
Teleene—News of the Day, 72/78 Fleet
Street, London, E.C.4. Telephone: Central
5641-1418.

London Representative: A. A. Tunwell.
(Theatrical and TV Commercials).

HELIOS TELEFILM PRODUCTIONS LTD.
54 Kensington Gardens Square, London,
W.2. Telephone: Bayswater 0497.

Kreisler.
(Television films).

HULTON VISUAL PRODUCTIONS LTD.
(Subsidiary of Hulton Press, Ltd.)
Colley House, 3/7 New Street Square, Lon-
don, E.C.4.

General Manager: Bagenal Harvey.
(Producerial material).

JACK HYLTON TELEVISION PRODUC-
TIONS LTD.
3 Savile Row, London, W.I.

Directors: Jack Hylton, Sir Alexander II. Max-
well, K.C.M.G., John Baxter, Hugh Charles.

INCORPORATED TELEVISION
PROGRAMME CO. LTD.
Regent House, 235 Regent Street, London,
W.1. Telephone: Regent 0037.

Chairman: Prince Littler.
Managing Director: Lew Grade.

Directors: Stewart Cruikshank, J. A. L. Drum-
mond, Anthony Ghisford, Lew Grade, Leslie
Grade, Philip Hyams, Sid Hyams, Hugh Beau-
(Programmes Producers).

INTERVISION LTD.
c/o Rubenstein Nash, 5 Raymond Buildings,

Directors: Rodney Phillips, Tessa Vance.
(Producers programme material).

JOHNNY JOHNSTON
22 Denmark Street, London, W.C.2. Tele-
phone: Temple Bar 1456.
(TV Jingles).

KINOCRAT FILMS LTD.
Kinocrat House, Cromwell Road, London,

Cables: Kinocrat, London.

Studios: Kinocrat House and The Studio,
Colville House, W.11.

Directors: Gerald Cookson, Walter Bird, Hubert
Davey, Victor Hughes.
(Commercials and studio facilities).

KAVANAGH PRODUCTIONS LTD.
201 Regent Street, London, W.1. Telephone:
Regent 7811-4.

Directors: Ted Kavanagh, Frank Muir, Denis
Norden, Sid Colm, Kevin Kavanagh.
(TV writers representation).

MARTIN FILMS LTD.
29 Whitehall, London, S.W.1. Telephone:
Trafalgar 2888.

Directors: John Martin, G. Baird Smith, Kenneth
Pakeman.
(Documentary, advertising, television, short &
feature films).

MANGUNIC FILM CORPORATION
3 The Parsonage, Manchester, 3. Telephone:
Manchester, Blackfriars 1023.

Directors: John E. Blackburn, Thomas Blakeley,
E. J. Blackburn, Jn.
(Entertainment & advertising material).

MARTLET PRODUCTIONS LTD.
Film Studios, St. Nicholas Road, Brighton,
1. Telephone: Brighton 20905.

(Executive Producer: Derrick Wayne).
(Documentary, advertising, studio facilities).

MASH ENGINEERING MODELS LTD.
Avenue House, 25 Shaftesbury Avenue,

General Manager: H. J. Anthony.
(Scale models and displays).

MEADAY (TELEVISION) LTD.
18 Rupert Street, London, W.1. Telephone:
Gerrard 5861.

Directors: Sydney Goodman, Morton M. Lewis,
A. M. G. Gelardi, R. Lashbrooke.
(Commercials, studio facilities).

M. E. FILMS LTD.
4 Park Lane, London, W.1. Telephone: Hyde
Park 2418.

Directors: R. Montogomerie, C.A., M. J. Favlier,
T. E. Hyne.
(TV films).

MERLIN FILM CO. LTD.
Telephone: Macaulay 1052-5.

(TV producers, studio facilities).

MOTION PICTURE AND TELEVISION
FACILITIES LTD.
265 Watford Way, Hendon, London, N.W.
Telephone: Sunnyhill 0131.

Directors: S. D. Onions, Victor M. Gover, Helen
Wiggins, Charles W. Green.
(Producers programme material).

MOTLEY FILMS LTD.
7 Vigo Street, London, W.1. Telephone: Re-
gent 8609.

Directors: Norman Williams, John Leumont, T. S.
Lyndon-Haines.
(Entertainment & advertising material).

M.T.F. STUDIO PRODUCTIONS LTD.
Regent House, 3 Moor Street, Birmingham
2. Telephone: Birmingham Midland 4021.

Directors: E. W. Grayshields, I'. E. Wood.

(Advertising material).

M.T.F. STUDIO PRODUCTIONS LTD.
Nelson House, 2 Moor Street, Birmingham
2. Telephone: Birmingham Midland 4021.

Directors: E. W. Grayshields, I'. E. Wood.
(Live, cartoon and animated TV films. Models
Training school).

CECIL MUSK LTD.
Seven Hills Road, Cobham, Surrey. Tele-
phone: Cobham 2688.

Directors: Edward Cecil Musk, Gretchen Roma
Musk.
(Producers programme material).
ROSS RADIO PRODUCTIONS LTD.

ROTHENHITHE STUDIOS LTD.
(Studio & RCA Sound Recording facilities).

ROXY FILMS (G.B.) LTD.
Directors: R. Charles Dean (Executive Producer), E. Dean.
(All types TV shows and commercials, production facilities).

SAPPHIRE FILMS LTD.
(TV films).

SCRIPT PLAYS 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).

SCREENSPACE LTD.
Directors: Dimitri de Grunwald (Managing), Andre Sartrut (Producer).
(Cartoon, live action, stop motion, puppets, photo animation).

SIMPL LTD.
(TV test charts, all types).

SOUND-FILM SERVICES LTD.
27 Charles Street, Cardiff, Wales. Telephone: Cardiff 25715.
Managing Director: R. Colwyn Wood.
(Entertainment & advertising material).

SOVEREIGN FILMS LTD.
(Entertainment, documentary, travel films)

STEWARD FILMS
Orchard Road, Malvern, Worcs. Telephone: Malvern 1975.
Executive: John R. F. Stewart.
(T.V. Shorts, programme material and cartoons).

SWIFT FILM PRODUCTIONS
1 Wool Road, London, S.W.20. Telephone: Wimbledon 2040
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).

TELEPRODUCTIONS LTD.
Directors: Eric Robinson, George Clouston.
(Musical Service).

TELERECORDING LTD.
Directors: Freda G. Firebrace, H. Hammond-Seabran.
(Maintains advertising sponsor spots records).

TELEVISION AND RADIO ADVERTISING SERVICES LTD.
Executive: Geoffrey B. Rigby.
(Producers T.V. programmes).

TELEVISION FACILITIES (LONDON) LTD.
(T.V. Films).

TELEVISION FILM STUDIOS LTD.
Park Road, High Barnet, Herts. Telephone: Barnet 1051.
(T.V. commercials, newscasts, animations, studio facilities for programme films & second features. Roving cameramen & location services).

TELEVISION IMPACT LTD.
Directors: George Mills, Peter Proud, Joan Gilbert, W. Rosser-James, David E. Cole, Robert Bell.
(Advertising material, scripts).

TELEVISION PERSONALITIES LTD.

TELEVISION PROGRAMMES (DISTRIBUTORS) LTD.
Manager: Director: Vernon Burns.

TELEVISION WORKSHOP PRODUCTIONS LTD.
Directors: Maxwell Munden (Managing), Dennis Randolph Shand.
(Entertainment programmes and commercials).

TELEVISUALS LTD.
(Advertising material, commercials).

TEMPLAR FILM STUDIOS LTD.
Director of Production: R. A. Riddell Black, P.R.S.A., M.B.K.S.
(TV productions, news service, sound recording).

THAMES & CLYDE FILM CO. LTD.
Director of Production: Stanford Russell.
(Entertainment & advertising material).

THEATRE AND VARIETY PRODUCTIONS LTD.
Directors: Richard Meyer, Mrs. R. E. Palmer.
(T.V. Films).
TIMES PRODUCTIONS LTD.
250 Deansgate, Manchester 3.
Directors: J. Sutro, Carry W. Fennell, Peter Proudman, Frank Thrower.
(Newsreels and commercials).

TOWERS OF LONDON LTD.
84 Hallam Street, London, W.1.
Telephone: Langham 6248, 5050.
Managing Director: Harry Alan Towers.
(Production and distribution T.V. Films).

TRANSATLANTIC PICTURES CORPORATION LTD.
Telephone: Gerard 3554.
Directors: Sidney L. Berstein, Alfred Hitchcock.
(Entertainment & advertising material).

TRIUMPH FILMS INC.
Director: Peter Hamner-Farmer.
(Producers of advertising film for commercial TV).

T.V. ADVERTISING LTD.
Directors: Leon Goodman (Chairman), Richard L. Meyer.
(T.V. commercials including animation).

T.V. SCRIPTS LTD.
Telephone: Mayfair 8651.
Directors: Eric Maschwitz, J. A. Roberts.
(Programme company).

U. P. A. LTD.
Suite 6, 140 Park Lane, London, W.1.
Telephone: Mayfair 2866.
(T.V. commercials, cartoons).

VIDEO SHOWS LTD.
Telephone: London Wall 3000.
Directors: Oliver Smedley, J. A. Collins, T. Scott Sutherland, H. B. Richardson.
(T.V. Programme material).

VIDEESCOPE PRODUCTIONS LTD.
"One Elm", Norwood Lane, Iver, Bucks.
Telephone: Iver 680.
(T.V. Films and commercials).

VOICE OF LONDON LTD.
Telephone: Temple Bar 9393.
Executive Producer: D. P. Weiner.
Directors: John Barton.
(Commercials, studios).

F. G. WARNE LTD.
13 Small Street, Bristol, 1.
Telephone: Bristol 22369.
(Advertising and newsreel material).

WESTERN TELEVISION LTD.
Telephone: Whitehall 4000.
Managing Director: John Martin.

WHAT'S YOUR URGE LTD.
Directors: Dicky Leeman, Derek Roy, Frank Barhard, Rene Ricardo.
(All T.V. Programmes).

DERICK WILLIAMS PRODUCTION LTD.
Telephone: Welbeck 7521-2.

STudios:
Marylebone Studios, 245 Marylebone Road, London, N.W.1.
Telephone: Ambassador 1881/2.
Directors: Derick Williams (Managing), Jack Harrison, G. Brian Herbert, Douglas A. Duncan.
(Commercials and programmes).

WILLOUGHBY FILM PRODUCTIONS LTD.
Directors: George W. Willoughby, W. J. Kenney, F.C.A.
(T.V. Films).

WINDMILL THEATRE TELEVISION CO. LTD.
Telephone: Gerrard 6294.
Directors: Vivian Van Damm, Sheila Van Damm, Leslie V. Pearkes, Betty Angel.

WINNICK TELERADIO PRODUCTIONS LTD.
18 St. George Street, Hanover Square, London, W.1.
Telephone: Mayfair 9631.
Executive Producer: Maurice Winnick.

WORLD WIDE ANIMATION LTD.
(Cartoon, diagram, model films).

WORLD WIDE PICTURES LTD.
(Filmed interviews).

WYNNE FILM PRODUCTIONS LTD.
Film Studios, St. Nicholas Road, Brighton.
Telephone: Brighton 20905.
(Entertainment & advertising material, Studio facilities).
Services for TV Producers

CAMERAS — ACCESSORIES

FILM STOCK — TELE-CINE

EQUIPMENT

ACMADE LTD.
Coineside 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.

CAMERA FACILITIES LTD.

CINEMA-TELEVISION LTD.

CINETECHNIC LTD.
169 Oldfield Lane, Greenford, Middlesex.

W. F. DORMER LTD.

DUPAY LTD.
14/15 Cockspur Street, London, S.W.1.

G. B-KLEE LTD.

GEVAERT LTD.
Acton Lane, Harlesden, London, N.W.10.

GEORGE HUMPHRIES & CO. LTD.

ILFORD LIMITED

H. A. KINGSTON
34 Charlotte Street, London, W.1.

KODAK LTD.

LEEVERS, RICH & CO. LTD.
80 Wardour Street, London, W.1.

MOLE-RICHARDSON (ENGLAND) LTD.
Chase Road, London, N.W.10.

MORTLACE CAMERA COMPANY LTD.

E. F. MOY LTD.

NEWMAN & SINCLAIR LTD.
115-117 Highgate Road, London, N.W.5.

FREDERICK G. PALMER LTD.
89 Wardour Street, London, W.1.

PATHE EQUIPMENT LTD.
177 Wardour Street, London, W.1.

RCA GREAT BRITAIN LTD.
Lincoln Way, Windmill Road, Sunbury-on-Thames, Middlesex.

ROBERT RIGBY LTD.

ROSS LTD.

RONALD TUTT
273 Brixton Road, London, S.W.9.

W. VINTEN LTD.
North Circular Road, Cricklewood, London, N.W.2.

WESTREX COMPANY LTD.

FILM AND MUSIC LIBRARIES

ARCADIA MUSIC PUBLISHING CO. LTD.

BOOSEY & HAWKES LTD.

BOURNE MUSIC LTD.
21 Denmark Street, London, W.C.2.

BRADBURY, WOOD LTD.
54 Maddox Street, London, W.1.

CAPPELL & CO. LTD.
50 New Bond Street, London, W.1.

CONTRACTUAL SERVICES LTD.

FRANCIS, DAY & HUNTER LTD.

EMI STUDIOS LTD.
3 Abbey Road, London, N.W.8.

NATIONAL FILM AGENCY
62-64-74 Victoria Street, Manchester.

NORMAN'S FILM SERVICE
74/76 Old Compton Street, Wardour Street, London, W.1.

P. PAXTON & CO. LTD.
36/38 Dean Street, London, W.1.

RAYANT PICTURES LTD.
43 Chandos Place, London, W.C.2.

SCIENTIFIC & DOCUMENTARY FILMS LTD.
10 West Hill Road, London, S.W.13.

STUDIO FILM LABORATORIES LTD.
71 Dean Street, London, W.1.

UNITED FILM PRODUCTIONS LTD.
10 West Hill Road, East Putney, London, S.W.16.

LABORATORIES

BRENT LABORATORIES LTD.
North Circular Road, Cricklewood, London, N.W.2.

COLOUR FILM SERVICES LTD.
STUDIOS

BEACONSFIELD FILM STUDIOS (Beaconsfield Films Ltd.) Beaconsfield, Bucks. Telephone: Beaconsfield 1371.
Two sound floors 115 ft. x 55 ft.; 24 ft. x 49 ft.
RCA Sound.

BRAY STUDIOS

Nr. Maidenhead, Berks. Telephone: Maidenhead 2531.
Owned by Hammer Film Productions Ltd. Floor Space: 6,000 square feet. RCA Sound.

BRIGHTON STUDIOS

St. Nicholas Road, Brighton, Sussex. Telephone: Brighton 20905.
Owned by Film Studios (Brighton) Ltd. 2 stages: (60 x 40); (75 x 40).

BUSHEY

Melbourne Road, Bushey, Herts. Telephone: Bushey Heath 1621-3.
Owned by Bushey Film Studios Ltd. One Floor (60 x 40).
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 Laboratories Ltd. Floor space: 1,200 square feet. RCA Sound.
Studio Manager: Charles Parkhouse.

KENSINGTON STUDIOS

(see Viking Studios)

MERCURY SOUND RECORDINGS LTD.

Three stages: (one of 1,600 square feet and one of 800 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: (165 x 78, two 115 x 80, 70 x 40, 28 x 52).
Water Tank. RCA Sound.

NETTELFOLD STUDIOS LTD.

Walton-on-Thames, Surrey. Telephone: Walton-on-Thames 2414-7.
Four stages: (120 x 85, 82 x 52, 110 x 60, 120 x 60).

PATHE STUDIO

Owned by Associated British-Pathé Ltd. One floor: (48 x 43); RCA Sound; M.R. lighting equipment. Newall sound cameras with Velocillator.

PINewood STUDIOS

Five stages: (three 165 x 110, two 110 x 82) ; and exterior lots (48 acres).

POLYTECHNIC STUDIOS LTD.

Stockwell, Tapiow, Bucks. Telephone: Maidenhead 2473.
One stage (35' x 25'). Leavers-Rich sound.

ROTHERHITHE STUDIOS LTD.


SHEPPERDON STUDIOS

(Owned by British Lion Studio Co. Ltd.) Shepperdon, Middlesex. Telephone: Chertsey 2611.
Seven sound stages: (two 150 x 120, two 120 x 100, two 72 x 44, one 72 x 94). 1 Trick Stage: (76 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 Road, Southall, Middlesex. Telephone: Southall 3281.
Owned by Alliance Film Studios Ltd. Three stages totalling 8,751 square feet. RCA Sound.

STUDIO-ONE-SCOTLAND

Scotland Head Lane, Glasgow, C.1. (Owned by Elder Film Productions Ltd.) Telephone: Glasgow, Bell 0252.
Managing Director: John C. Elder, F.R.G.S., F.I.S.A.

STUDIO TWENTY-TWO LTD.

On stage: (40 x 30 x 28 high).

SUNSET STUDIO

7 Dean Street, London, W.1. Telephone: Gerrard 5271.

TELEVISION FILM STUDIOS LTD.

Park Road, High Barnet, Herts. Telephone: Barnet 1051.
Two stages: (60 x 30 and 35 x 30).
Directors: D. H. Densham, J. Welsh.
Studio available for hire. Equipment for hire, including Mitchell Camera, RCA sound.

TEMPLAR FILM STUDIOS


TWICKENHAM

St. Margarets, Twickenham. Telephone: Popesgrove 9063.
Owned by Alliance Film Studios, Ltd. One stage 7,192 square feet. One stage 5,700 square feet.

VIKING STUDIOS

1-5 St. Mary Abbott's Place, London, W.S. Telephone: Western 2516.
Owned by Kensington Film Co. Ltd. One floor (40' x 53'). Viking sound.

WEMBLEY TELEVISION STUDIOS

(Associated Rediffusion Ltd.) Wembley Park Drive, Middlesex. Telephone Wembley 8111.
Two Stages: 8,000 and 1,040 square feet.

BRITISH ADVERTISING AGENCIES

ADSCRFT LTD.

Warwards Lane, Selly Oak, Birmingham, 29. Telephone: Selly Oak 0121.
T.1. Executive: Frank Johns.

698
FREDERICK ALDRIDGE LTD.
Telephone: Fleet 8444.
T.V. Executive: A. W. Smith.

ALLARDYCE PALMER LTD.
Telephone: Holborn 9281. (10 lines) West End Office:
Telephone: Gerrard 492-3.
T.V. Executive: C. A. Halson.

A. ALLEN COOPER & CO. LTD.
24-5 Conduit Street, London, W.1.
Telephone: Mayfair 9871.

R. ANDERSON ADVERTISING CO. LTD.
14 King William IV Street, Strand, London,

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The World Market

- MARKET ANALYSES
- STATIONS
- OUTLOOK
- PROGRAM SOURCES
ARGENTINA

Total Number of receivers: It is estimated actually around 45,000 units.

Total number of government stations: The only existing one.

Argentina still has only one television station which operates under the name of LR3-TV Radio Belgrano, which is government owned, but all indicates that most probably same will be handed soon to some private enterprise, most probably one of the broadcasting and transmission companies controlled by B.A. The allocation of time for the televising of religious matter must be arranged on the same basis of equal treatment for all parties.

The licensee shall observe the standard of technical equipment and operation of the station as the Commission determines.

The memorandum and article of association of the licensee company must make a declaration each half-year that it is complying with the conditions of the issued capital.

The allocation of time for the televising of religious matter shall be in accordance with such standards as the board determines.

The memorandum and article of association of the licensee company shall be held by Australian residents.

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Not less than 80% of the issued capital of a licensee company shall be held by Australian residents.

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Not less than 80% of the issued capital of a licensee company shall be held 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 company shall be held by Australian residents.

The memorandum and article of association of the licensee company shall be held by Australian residents.

The allocation of time for the televising of religious matter must be arranged on the same basis as that governing the present broadcasting of religious matter from commercial broadcasting stations.

The licensee shall observe the standard of technical equipment and operation of the station as the Commission determines.

Periods during which the station operates shall be those determined by the board.

The licensee 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 shall be in accordance with such standards as the board determines.

The 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 satisfy the minister they have complied with conditions of capital and control.

The licence will be renewable after that period for periods not exceeding one year.

The bill of time for the televising of political and controversial matter shall be strictly on the basis of equal treatment for all parties.

AUSTRALIA

Television is here! It will be in operation in the final weeks of 1956 and will extend its weekly 'playing time' during 1957. As this report is being written, the Federal Parliament is considering a new Broadcasting and Television Bill, which should be passed in the form the Government desires, since the Government has the numbers to do it without any trouble.

According to Postmaster General C. W. Davidson, national TV will start in both Sydney and Melbourne in November with a service of 15 hours weekly, which, by mid-1957, will be expanded to 25 hours. The four commercial companies are well advanced with their TV stations and should be in operation by the end of this year.

The Bill provides for the following:

Owning or control of TV stations by any person would be limited to one in any capital city and two in the Commonwealth. Stations must regulate themselves to keep undesirable material off TV, but there is a strong threat of action against offending stations.

Cost of a TV station license would be £100 (approx. $225) annually.

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 a licensee company must contain provisions ensuring that voting rights of shareholders shall be those required of companies listed upon the Australian Stock Exchange.

The allocation of time for the televising of religious matter must be arranged on the same basis as that governing the present broadcasting of religious matter from commercial broadcasting stations.

The licensee shall observe the standard of technical equipment and operation of the station as the Commission determines.

Periods during which the station operates shall be those determined by the board.

The licensee 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 shall be in accordance with such standards as the board determines.

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.

Every licensee company must comply 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 satisfy the minister they have complied with conditions of capital and control.

The licence will be renewable after that period for periods not exceeding one year.

The bill of time for the televising of political and controversial matter shall be strictly on the basis of equal treatment for all parties.

Commercial Stations:

SYDNEY:

ATN—This station is licensed to Amalgamated Television Services Pty. Ltd., 76 Elizabeth St., Sydney. Phone BW3635. Interests represented on ATN's board are: Sydney Sun, newspaper; Sydney Morning Herald; radio stations 2GB, 2UE, 2WV; Macquarie Broadcasting Service; Artarana; Amalgamated Wireless of Australia; Enai 1 Ltd.; G. B. S. Falkiner; Sir Norman E. G. S. Falkiner; E. W. Salkeld; Washington H. Soul Patterson Ltd. (druggists); T. G. Murray; Mrs. C. Murray; W. H. P. Paling Pty. Ltd.; G. B. S. Falkiner; Sir Norman E. G. S. Falkiner; E. W. Salkeld; Sydney Broadcasting Corporation; Australian United Investment Co.; Gearin O'Rorordan Ltd.; Anglo-Australian Corp. Pty. Ltd.; Beale & Co. Ltd.; C. N. McKay; Mrs. H. M. Stevenson; Executors appointed: C. G. Alexander, general manager; M. H. Stevenson, chief engineer; J. H. Oswin, asst. g.m.; W. C. Wilkinson, engineer.

Marconi transmitter at Gore Hill; studios to be erected on 30-acre site at Eastwood, outlying suburb. Antenna 820 ft. above sea level. Operates on Channel 7—181-198 mgs. 100 kw ERP, 20 kw audio.

TCN—Licensed to Television Corporation Ltd., 168 Castlereagh St., Sydney, Phone, B6566. Interests represented: Consolidated Press Ltd.; Associated Newspapers (UK); Philips Electrical Industries; radio stations 2SM (Catholic station) and 2KY (Labor station); Paramount Film Service Ltd.; Tivoli Circuit (Aus.); Church of England Property Trust; Diocese of Sydney.

Executives appointed: P. G. Verrill, acting g.m.; John Britton, chief engineer; Alex Baz, manager; Ian Faircloth, sales manager; Lea Free, asst. chief engineer.

Philips transmitter located at Willoughby, about 456 miles from Sydney proper. Studios are with the transmitter on a 15-acre site. Two studios planned so far, each 35 ft. x 50 ft. Equipment includes remote broadcasting unit by Fernseh with...
three image-orthicon cameras and two micro links. Channel 9, 195-202 mgs. 100 kw ERP visual 20 kw audio (VHF-FM).

The board gives four basic standards which general programmes must observe. These are:

(a) Serious presentation of moral and social issues.
(b) Genuine works of artistic or literary merit.
(c) Proper regard for the special needs of children.
(d) Respect for the law and social institutions.

The board states that responsibility for the selection of programmes must to some extent lie with the viewer.

"But it is reasonable for the viewer to assume that programmes will reach standards which have been determined having regard both to the nature of the medium and the obligation to use it in the best interests of the community," the board adds.

"It is therefore the responsibility of licensees to ensure that programmes which fail to reach those standards are not broadcast."

A long list of material which may be used in programmes includes:

Matter which is blasphemous, indecent, obscene, vulgar, or suggestive, likely to encourage crime or public disorder, or likely to be injurious to community well-being or morality.

Matter, which, if imitated, could be harmful to the well-being of individuals or of the community, such as sequences which demonstrate techniques of crime in such a way as to invite imitation or brutality.

While the serious presentation of religious issues is to be encouraged, attacks on any established religious faiths or beliefs should not be permitted.

The board says the use of intoxicating liquor and gambling should not be unduly emphasized in programmes.

The sanctity of marriage and the importance of the home should be respected.

Divorce should not be treated casually or as a convenient solution to marital problems.

The deliberate use of horror for its own sake should not be permitted.

Stories for specifically children's programmes must reflect respect for law and order, adult authority, good morals and clean living.

Where applied to the hero, heroine, or some sympathetic characters must be portrayed as intelligent and morally courageous.

Cowardice, meekness, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero.

It is estimated that the initial cost of TV sets in Australia will range from a minimum of £200 (approximately $450) each. Sets are now on the market, and it is estimated that there will soon be receivers available and these will find ready purchasers.

Sales are now being sold on Hire Purchase, but it is feared that in the early months that until the price comes down, there will be no big rush on sets.

One authority says, "I believe it will be a long time before mass production of TV sets declines and the purchasing market will force the price down."

—FRANK O'CONNELL

BELGIUM

Slowly but surely TV is penetrating in the life of the Belgians. After a couple of experimental years, TV was officially established in the beginning of 1955. The first technical difficulties were soon overcome, and now Belgian TV boasts a
rather big success. Transmissions take place every evening, and as a rule they satisfy the viewers.

The tax is fixed at 720 BFr a year. It is estimated that about 80,000 receiving sets are in use throughout the country, and as well as Belgian-made receivers are on the market, and people choose what they like.

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 publicity film is made by means of TV. The collaboration between the film industry and TV passes off perfectly. The agreement works to everybody’s satisfaction and is honored punctually.

There are two transmitting-stations in Brussels, one using the Flemish (i.e. Dutch) language and one the French language. Two relaying stations, one in Antwerp and one in Liege, take care of the transmission in the Flemish and in the Wallon part of the country. Transmissions from Holland and France 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, Director of the Brussels 31, BRT, for the Flemish part of the country, and by L. Ph. Kammens, Dauthenberghstraat 33, Brussels, for the Wallon part.

It is expected that next year there will be a considerable increase of the number of TV receivers in use. According to a prudent estimate, there will be about 125,000 TV receiving sets in use at the end of this year (1956).

The continually increasing quality of the transmissions make an extremely good impression, and this allows us to foresee a steady growth of TV in Belgium.

—MARC TURFKRUYER

BRAZIL

The number of televiseurs in Brazil is figured presently at about 250,000, in Sao Paulo, 80,000 in Rio de Janeiro and 15,000 in Belo Horizonte, which are the only cities having TV stations. There are five TV transmitting stations in Brazil, all of them privately owned.

The limited development of television in Brazil is generally attributed to inflation, which has forced the Government to restrict imports and thus makes difficult not only the installation of new transmitting stations but also limits the purchases and sales of new receivers, although they are already produced locally in good quality. Also as a direct consequence of inflation, commercial monopolies of programs, and thus programs themselves, do not have the development necessary for improvement.

On the other hand, a further handicap to a larger development of both stations and audiences is the territorial extension of the country. The distances between the cities, especially the state capitals and other more populated towns, have not yet been overcome by the organization of relay towers. This seems to be one of the main problems, if not the main problem. Thus, there are only the following TV stations in Brazil:

Rio de Janeiro—TV Tupi—owned by Emissoras Associadas (Associated Broadcasting Stations)—station: Claudio Machado de Carvalho.

Sao Paulo—TV Tupi—owned by Emissoras Associadas—managers: Eduardo Monteiro.

Bahia—TV Bahia—owned by Emissoras Associadas.

Porto Alegre—TV Farroupilha—owned by Emissoras Associadas (being installed).

— R. EKERMAN

DENMARK

Total number of receivers in Denmark: 22,000

(May 15, 1956).

Total number of commercial TV stations: None.

Total number of Government stations: 3.

Total coverage: 64% of population.

In the two radio stations and the three television stations are located in the heart of the country, all of them privately owned.

The Danish TV in general makes a good impression, and it has not been overcome by the limited development of foreign TV stations.

In the Danish TV, the limited number of receivers is increasing rapidly. Last year 4,400 were going, now the number is 22,000, and it will probably be more than doubled before the end of the year. Thus, the Danish Television is connected with Eurovision which is planned to take place at the beginning of the Autumn 1956.

Taxation on Television receivers is 15 percent of the wholesale price, including a tax of Kr. 3.15 per tube in each receiver. The license to the State is d.kr. 50—(from October 1956, d.kr. 35)—per year as against kr. 20—per radio sets. Television has about 10 weekly sending hours plus coverage of various sports and other topical events. Television is controlled by the State, and there is no advertising in the programmes.

—BORG SLOT

FINLAND

Finnish—Russian relations, always in a somewhat precarious state, are further complicated by television. Beginning November 1, 1955, the Russians began broadcasting programs in Finnish in Russian and Estonian, from Tallinn, the capital of Soviet Estonia, only 35 miles from Helsinki across the Gulf of Finland. In the beginning, when their programs are received, the Russian government presented gift TV sets, having 10-inch screens, to various Finnish leaders, including the President, and planned 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 favors, but are not sure how to do it without causing hard feelings. There too are other factors: the Russian telecasting system is such that sound and picture can be received fully only with a Russian telecasting system, and when they do 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 private station. These, faced with the prospect of a Russian TV monopoly, would much prefer to tie in with a Scandinavian TV network. The nearest station, in Stockholm, is too far from Helsinki for experimental broadcasts.

—SVEN G. WINQUIST

FRANCE

The total number of TV receiving sets in France amounts to 313,932. 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 over Strasbourg, Marciels, Mulhouse, Mont Pilat, Nandy and Forbach.

There is no 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 conditions. Sets are relatively expensive in France but now credit is being introduced. Further the French spend most of their spare time in cafes where they are not the same as in other places where some people are forming TV clubs.

On the other hand cafes are buying them and paying tax on public performance where it is necessary.

In the French Revolution 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 their cars to drive to 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 Saar, Luxemburg. All these stations are TV advertising.

The French Government has been severely criticised for its attitude as it is pointed out that it is sheer hypocrisy to forbid advertising over French TV while having financial interests in foreign TV. Indeed the interest is controlling in some cases.

Undoubtedly attacks against the Government will continue but the result may be that TV advertising will be permitted over French TV or it may result in the end of SOFIRAD and French interest in these "periphery stations" as they are called.

—HENRI KAHN

GERMANY

German television, which goes back to 1935 (the Olympia question: TV transmitted to special studios, open to the public) was started again on an experimental scale in 1950 by the North-Western German Broadcasting Company (NWDR). The other five regional broadcasting systems followed. Coordinating in a common organization called Deutsches Fernsehen (German Television) they instituted a program of several hours daily, starting October 1, 1954. Programs totaling about 2,000 hours were carried during the last year. It may be noted that advertising will be permitted over French TV in the future.

It is estimated that, in developing German television, $30 million will be invested by broadcasting companies, the postal service and industry. The former will carry the main burden of current expenses, but the revenue accruing from receivers contributions (the fee is $1.20 per month and set) is gradually taking over. This revenue is at present amounts to about $5,000,000 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 for some time to come. Whether such commercials will later be carried by the existing system which, though not Government-owned, is under Government supervision, or whether a separate private system will be admitted has not yet been decided either.

The 25 TV stations in Western Germany are reaction about 25 per cent of the population. There are also three stations in the Soviet zone. Some 75 per cent of the programs are live presentations.

There were 393,040 receivers registered in Western Germany on April 1, 1956. 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. Lange, Bertram St. 8, Frankfurt am Main.

NWDR Fernsehen, Dr. Werner Pleiter, Coordinator of the Program Conference, NWDR, Gasselweg 2, Hamm 2, Lockstein 1, Telephone 380221, Teletype 021 2529.

Fernsehen des Bayerischen Rundfunks, Munich. Director Dr. Clemens Muenster, Rundfunkplatz 1, Munich 2.

Fernsehen des Hessischen Rundfunks, Frankfurt am Main. Program Director Dr. Lange, Bertram St. 8, Frankfurt am Main.

Sender Freies Berlin (Fernsehakteilung), Mr. Heinrich Riek, Heidelberger Platz 3, Berlin-Wilmersdorf.

—VOLKMAR von ZUEHLSDORFF

HOLLAND

The official number of television sets: 40,000 to 50,000.

This is the number which is registered by the authorities. However, the non-official number of sold sets at the present moment is about 100,000. In this number of cafes, restaurants, hotels, etc., are included.

There is not yet any commercial television. This is however studied now by the Government. TV in Holland is organized by the Nederlandsche Televisie Stichting (NTS), under Governmental Control, with 5 sub-sections: a) a Roman-Catholic section, a Protestant section, a Democratic section, an educational section, and a neutral section. The broadcasting companies K.R.O., N.C.R.V., V.A.R.A., V.B.R.O. and A.V.R.O. represented by these divisions, want to keep their influence on TV.

The approximate costs to buy a TV set, antennae included, are fl. 65 to fl. 1800 ($1.-is fl. 3.80).

a Yearly contribution of fl. 30.— is due by the owners of a set, to be paid to the government.

b) Every week a stage play or something similar.


d) Weekly interviews and lectures.

e) Newsread and weather talk before every performance.

f) Every Saturday night popular program and quiz.

g) Now and then programmes from other countries, e.g. sports.
h) Occasionally football matches (interland).

Programs are on Tuesday night, Wednesday afternoon (children), Wednesday night, Thursday night, Saturday afternoon (children) and Saturday night. At night start at 8 o'clock, programmes finished at about 10:30 or 11 o'clock.

Programs are of average quality, though their attraction is increasing. More and more sets are sold here on payment by installments, though this system has never been very popular in Holland. Still important is that the sale of scooters is of competitive influence.

There is one TV station in Holland, in Bussum. The most important Television directors are Max Douwes, Ger Lugtenburg, Fred Bredschneider, Piet Te Nuyt Jr., Ben Steggerda, Peter Koen. Gijs Stappenschoot and Wim Blay. Television reporter is Siebe van der Zee.

Philips is a big manufacturer of TV sets. The development of TV here will take some time, though its influence is increasing. Influence on film visiting is not yet important.

—PHILIP de SCHAAP

ISRAEL

This is to report that no Television installation exists in this country up to the moment, nor is it 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 MATALON

ITALY

Television is a Government owned and controlled monopoly in Italy. Officially it opened January 1, 1954.

Fernsehen des Sueddeutschen Rundfunks, Stuttgart.

Fernsehbeauftragter Dr. Jedele, Neckar St. 145, Stuttgart O.


—PHILIP de SCHAAP
Presently a territory with about 35 million inhabitants is served by television in Italy, which is 70 per cent and includes the most developed areas of North and Central Italy. All Italian territory will be served by the end of 1956.

Experiments were made in Italy since 1933. They were continued again in 1948. For a General Electric equipment (American standard) supplied to the Italian Government under the E.R.P. system (medium frequency 5 MHz video and 7 MHz channel) was adopted definitively in Italy in 1951 following the decisions of the Consulta Internazionale di Radiodiffusion (Minister of the State Poste e Telecomunicazioni)

The Government company: Radio Televisione Italiana or RAI—headquarter: Via del Babuino 9, Rome—The 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 (estimated 80%) belong, however, to the I.R.I. (Istituto per la Ricerca 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 600 million U.S. dollars.

Of the RAI belong to companies owned also by I.R.I., so that the monopoly of all radio and TV stations are Government owned in Italy.

All transmissions are also controlled by the Government. Political transmissions are controlled by a Parliamentary Committee (Commissione Parlamentare di Vigilanza) members of which are about 30 Deputies and Senators of all political parties.

Other programs are quarterly submitted to the Consultative Committee headed by the Ministro Delle Poste e Telecommunicazioni (Minister of the State Dept. for Postoffices and Telecommunications). Names of the artistic field, of literature and journalism are the members of this consultative committee.

The control on the fulfillment of the patent right contract between the RAI and the Government is committed to the General Postoffice and Telecommunication headquarters.

The RAI got 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 350,000 in May, 1956. People who paid the special subscription-tax (see below: Tax) were almost 300,000 on April 1956. The subscribers to radiotransmissions were more than 6 million at the same date with an estimate number of about 7,500,000 radio receivers.

Number of TV Stations (Five Channels): There were 3 stations operating at the end of May 1956, three mobile centers (Milan, Turin and Rome) and 21 were telerepeaters, distributed as follows: Channel No. 1 (Me/s 61-68): Monte Penice, Monte Cengio, Genova-Righi; Channel No. 2 (Me/s 81-88): Turin; Channel No. 3 (Me/s 174-181): Monte Serra, Monte Venda, Fluggi; Channel No. 4 (Me/s 200-207): Milan, Rome, Trieste, Paganella, S. Cernone, Garagnone; Channel No. 5 (Me/s 209-216): Monte Peglia, Montorino, Col Visentin, Magello, Como.

The RAI has also 20 cars equipped for live shows. Three mobile cars and two cars equipped for filming, developing and transmitting newsreels on live shows. The RAI hired airplanes in the television newsreels of important events which were filmed in areas not yet equipped for TV transmissions.

The telecenter of Cortina d'Ampezzo serves also a small area of Switzerland.

Subscription-tax: The owner of one or more TV receivers must pay a compulsory subscription or "subscription-tax" part of which goes to RAI and part to the Government.

The annual rate of the subscription-tax is 18,000 lire (30 dollars) for the owner of TV and radio sets, or of TV and radio sets. It is 3,350 lire (5.50 U.S. dollars) for the owner of the radio set only.

The RAI also receives a fee for the program, or of about 10,500 lire (16.50 dollars) and 2,125 lire (3.30 dollars) respectively. A ten per cent is also deducted from the share which goes to R.A.I. It is given to the President of Cabinet Council and used for subsidies to Opera Houses and Musical Academy.

Advertising: According to the patent right contract, no advertising by television is allowed to RAI, for the moment. However it is expected that advertising will be confined to radio broadcasts, and the monopoly of all radio and TV advertising. All net proceeds of the advertising goes, however, to RAI, though the stocks of SIPRA is included in the cost of broadcasting.

Cost of TV equipment and transmissions: The cost of the TV stations equipment had reached about 20 million dollars at the end of May 1956, according to the annual report of I.R.I. SIPRA, of the Italian sole agency of Siemens & Halske was entrusted with the setting up of most of the TV equipment at the beginning. In Italy also MARCONI Co. and MARELLI Co., supplied equipments for the new stations.

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 10 million dollars per year from owners of TV sets which is only 20% of income when compared to the 200 million dollars which was the estimated cost paid by RAI for TV transmissions in 1955.

The cost of transmissions is around 7,400 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 1956 edition of the International Fair in Milan. To the date, however, the price of a good TV set (17 inches) is not less than 250 to 300 dollars, owing to the high custom duties on some parts of the receivers and chiefly on tubes. The best receivers made on American patents are on sale for about 500 to 700 U.S. dollars.

Programs: There is only one program for all the TV stations in Italy, with 5 hours to 6 hours of transmissions on weekdays and 7 to 8 hours on Sundays. The weekly average is around 42 hours, i.e. the same extent of hours of British and French TV programs.

Table: 17:30 to 23:00 on weekdays and 10:00 to 12:00 and 16:30 to 23:30 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 or of the Parliament, etc.); religious transmissions (e.g.: Beatifications; Sunday Mass, etc.); sport including the most popular one which is soccer in Italy (soccer games, however, are transmitted only on Saturdays); interviews with Italian and foreign names, etc.

Cinema: Film takes 12 hours of broadcast, i.e. 6 hours of cinema and 6 hours of feature films which had been shown previously or of TV transmissions for children and schools and film shows. Shorts and documentaries may be produced only for TV or chosen 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 center of AV receivers in Italy and the RAI, the latter is only entitled to show long feature films which had been shown previously in movie-houses at least five years.

Other special shows were successfully inaugurated in 1955-56 (see: Outlook and General Conditions).
Eurovision: Early in 1954, an agreement was reached between the European TV companies for an organized cooperation which actually started in June 1954 with the transmissions of the Beataicn of Pius X in St. Peter's in Rome, for all the European TV stations.

Presently the Eurovision system is successful with transmissions of political, art, sport, folklore events, etc., e.g., French, Dutch, Italian horse races; the bicentennial of St. Pius X in Italy and France; Labour Day celebrations in Europe (the 1st of May here); international soccer and rugby games; etc.

Art and International Song Festival in Lugano (Switzerland) with the participation of all countries members of the Eurovision system was sponsored in 1956. Also a meeting on the TV art problems was sponsored by UNESCO and Eurovision with the cooperation of the University of Milan in that town.

1.I.R. (Istituto Ricerca Industriale), Via Veneto 89, Rome, is the major stockholder of RAI-TV. President: Prof. Aldo Fasetti; Gen. Mgr.: Dr. Arturo Ferrari.

RAI-Radio Televisione Italiana: Headquarters: Via Babuino 9, Rome. President: Prof. Antonio Carrelli; Executive Vice-Mgr.: Dr. Rodolfo Arata. Assistant to the Gen. Mgr.: Dr. Marcelllo Bernardi. Dr. Carlo De Biase is the head of the Information Office.

For the TV Section of the RAI, Dr. Sergio Pugliese is directing programs. Technical Director is Ing. Sergio Gravina; Program director of Radio Televisione Italiana (RAI) is Mr. Giulio Razzi; Technical Director: Ing. Gino Castelnuovo.

Chief executive officers of each television station: RAI-Radio Televisione Italiana: Headquarter: Via Babuino 9, Rome, director of the Rome telecenter; Dr. Antonio Viarengo, Via arsenale 21, Turin, director of the Turin telecentre; Mario Labroca, Corso Sempione 21, Milan, director of Milan telecentre; Prof. Aldo Angelini, director Naples telecentre.


General Conditions and Outlook: TV started to be a very popular entertainment in Italy at the beginning of 1956. The popularity was chiefly due to a special transmission named "I joy move up RAI" or "Do you move up RAI"? which is the Italian version of the American quiz "$6,000 dollars for one question". The major prize of the Italian quiz is about $10,000.

Many most important exhibitors have equipped their movie-houses with TV receivers to consent the audience to watch popular transmission which takes place every Thursday at 09:00 P.M.

It is expected that the number of subscribers to TV will reach 400,000 units by the end of 1956, which means that about 25 to 35% of the cost of the programs will be paid by the TV audience.

Official sources made it sure that the advertising, which will not interfere with the programs, can pay for another 30% of the cost of the TV programs.

Famed Italian writers have been invited by RAI-TV to write plays and shows specially for TV, also as an attempt to promote a TV-literature. Color TV is still in the experimental stage.

—ARIEO SANTUCCI

JAPAN

Total number of registered receivers: 240,000
Total number of commercial TV stations: 4
Total number of government-sponsored stations: 6

"Tele-Vee", as the Japanese call it, is booming in Japan and the total number of registered sets does not give a fair estimate of its audience since there are many sets in Japanese homes which are not registered and many in the homes of American Security Forces and government-employed Americans who are not required to register. Many of the sets are located in bars or tea rooms and so the audience is larger than that of a family set, and large crowds gather at public sets in bars and before shops with sets in their windows when a popular program comes on.

Even by American standards prices for TV sets are high and the Japanese income is much lower so the greatest bar to the spread of TV is high prices. An average set with a 17 inch screen, sometimes costs even more than a 40" screen. These prices averaging $28 per screen inch (about $376 for a 17") are coming down, a little now that some dealers are selling sets at advertised prices but the manufacturers still seem to operate on the principle of making large profits on fewer sets.

Of course, there are many parts of Japan to which TV never penetrates but this will be partially solved if pending applications to open TV stations are granted. To that end, the government-sponsored stations though they must pay $36 a month to the latter if their set is registered (and whether they use such stations or not). The government stations have a higher cultural level but as elsewhere the man-on-the-street has tastes that differ.

Broadcasting hours are limited; most stations come on at 11:30 a.m. and sign off about 1:30 p.m. unless there is some special event, and come on again at 5:30 p.m. sign off for the night from 9:30 to 11:30. Program times are not important to the Japanese, and the scheduled program may come on late and go over its time by half an hour or more if circumstances prolong it.

The most popular programs are sports—Sumo (Japanese wrestling), baseball, boxing and professional wrestling. The Japanese are especially fond of Kabuki (Japanese drama), ballet and concerts (especially if an important star is appearing), quizzes, giveaway shows with very small prizes, and Japanese drama and music as well as American-type musicals. At present, the major movie companies of Japan are not letting anything shown on TV because of profit disagreement. Formerly they collected about $833 for one picture of which half was to be used in advertising other pictures on TV, but most producers want more. Many Japanese stations are using a number of American shorts (of 1946 vintage) for fill-in spots but some newsbooks, including Telenews, are popular.

Broadcasting began in 1953 in Japan when the government's special jurisdictional body, the Broadcasting Corporation of Japan, went on the air and a few months later they turned on the microwave system to Osaka (about 300 miles) bringing the Osaka and Nagoya stations on the air. There is still no commercial microwave setup. Six months after the first station opened in Tokyo, the first commercial station, JOAX-TV, started broadcasting in Tokyo and they were joined by IKOR-TV in 1955. TV advertisement is relatively new and only $900 will buy an hour in a fair spot and 20 per cent more will get you a prime spot on Saturday or Sunday which the Japanese like (they don't consider top). Other home authorities refused to give them a wavelength, perhaps because of fears that American programs might prove a greater draw than local ones.
Technically the picture as seen on the TV screen is excellent and up to American standards, as the same system of 7 mega black and white with 525 segments is used. It is expected, if the past years are considered, that the number of Japanese TV sets will double each year but this rate may be increased if prices are brought down to American levels.

Three government-sponsored stations were opened in 1956 in Sendai, Hiroshima and Fukuoka and the fourth, in Sapporo was awaiting certain equipment before its opening. Another commercial station was also due to open in Osaka. The number of receivers is estimated at 120,000.

**NEW ZEALAND**

There are no television facilities in New Zealand yet. Pressure is being brought upon the Government mainly by equipment suppliers but there is still no sign of activity in regard to the setting up of an organisation, to handle this entertainment medium. Its most likely final form will be a Government controlled corporation functioning in conjunction with the National Broadcasting Service, which has full sway over both National and Commercial radio in New Zealand. A close watch is being kept on Australia where Television is just making its debut and no doubt New Zealand will profit by Australia's experiences. Present legislation putting the brake on hire purchase schemes by requiring minimum deposits of about one third of the price on such articles as television sets will also have an impact on motion picture theatres by discouraging the weekly commitments of thousands of pounds by people who can only really afford it.

Odd demonstrations of television have been given by interested parties at shows and exhibitions but to the man in the street television is an unknown quantity and naturally not having been experienced it is not at all missed. There are quite a number of antagonists to the new medium mostly educators who base their comments and criticism on their observations overseas and on press paragraphs indicating disturbing factors resulting from the presence of television on home life, study, and mental outlook generally.

No doubt television will come to New Zealand but no doubt also much more will be required to be known about it and the ability to be able to control and use it to the best advantage will be achieved before the first telecast takes place here.

—R. A. USMAR

**MEXICO**

Advancement about as great as its inception in 1950 of TV in Mexico during 1956 is forecast by Ing. Rodolfo Flores Talavera, director of the National Communication Department, who finds far from discouraging the report of his organization that after six years functioning, video and radio in this country is enjoyed by only a fifth of the population. The report announced that Mexico's TV regular daily audience is 626,712 persons, served by a mere 78,339 receivers, and that of radio is 5,314,105, by 1,062,821 receivers, supplied by 265 Stations.

Mr. Talavera corrected those who challenged the statement that though eight TV stations are listed in service in Mexico, there are really only two—XHTV, channel 4 (the pioneer) and XEWTV, channel 2. Mexico City, both belonging to Telesistema, as the others are all tied in with those stations, several telecasting identical programs.

It is claimed that figures announced are accurate, as they were uninterestedly and painstakingly compiled, and rather discount data TV and radio companies publicize regarding the number of receivers in service and the air public of this country. But, the official stressed, TV and radio are important to Mexico and more and more Mexicans are seeking them, and more and more is being done to meet that want.

The Ministry of Communications and Public Works is completing details of plans to establish, with the cash and technical aid of private interests, a national TV network, to connect with like services in S. and C. America, the latter belonging to Telesistema, as the others are all tied in with those stations, several telecasting identical programs.

It is estimated that it will take 10 years functionally to provide the public schools in urban and rural areas.

**NORWAY**

The television situation in Norway still is in its embryo-stage only. Some experiments are going on at the Government broadcast station, but the public is not yet included, and television apparatus is not for sale.

A few private experimentalists in the south of Norway are trying to take in and once in a while succeed in obtaining England. It is expected that it will still take years before developments of any importance will take place.

—Finn Nymann

**PUERTO RICO**

There are about 100,000 television sets in Puerto Rico, for a population of 2,300,000. Most of the public service stations have television sets for their patrons and the medium is available in local hotels upon request.

The Federal Government is creating a new $1 million educational TV station that will operate on channel 6 at the end of 1956. This means that the number of educational films will increase and that television sets will be purchased to provide the public schools in urban and rural areas.

Even though most Puerto Ricans know English, and the number of persons who will acquire a working knowledge of English will increase considerably through intensified construction in public schools and the migration of Puerto Rican families to the United States, and workers who come back from the States with more
knowledge of English, television programming are in English and Spanish. WKAQ-TV, owned and operated by the newspaper El Mundo, on channel 4, has 30 per cent programs in English of which 10 per cent are Spanish subtitles.

WKAQ-TV produces 90 live shows weekly, but this number is increasing weekly. This station has 60,000 watts.

WAPA-TV, 60,000 watts, channel 2, has 65 per cent of programs in Spanish and 35 per cent in English of which 5 per cent have Spanish subtitles.

Kinescope versions of top North American television shows such as I Love Lucy, Schlitz Playhouse of Stars, Public Defender, The Unexpected, Life is Worth Living, Public Prosecutor, etc., are represented on both stations. Most popular are the 64 Dollar Question and Truth or Consequences, and their counterparts in Puerto Rico.

American manufacturers of cigarettes, electric appliances, soaps, detergents, and other products which use television widely have increased their budgets for this type of advertising medium. Consequently the newspapers and magazines have lost advertising revenue.

The reason for this is that the two leading newspapers operating in Puerto Rico have a circulation each not reaching over 100,000, while there are now over 100,000 television sets in operation and the number is increasing considerably.

Puerto Rico has granted a tax holiday till 1958 on the model of Great Britain, to manufacturers of television manufactures.

The excise tax law was amended this year to eliminate all excises on electrical appliances costing over $100, a great number of other electrical apparatus and equipment of home use. If you purchase a TV receiver with a combination record player, you pay an ad valorem excise tax of 10 per cent. If the TV receiver is purchased alone in the U. S. or a foreign country, no tax is paid.

--E. SANCHEZ ORTIZ

SOUTH AFRICA

It was thought at one time that this country would probably reach the TV goal ahead of its Commonwealth sister, Australia, but in the light of recent events, this was proved incorrect.

The deputy director of the South African Broadcasting Corporation, Norman Filmer, while in Canada recently stated that the SABC intended starting a television service soon. This statement received an immediate denial from the director-general of the SABC here himself, Gideon Roos, who in speaking of the statement under review said:

"I do not understand the reference to television and a world service as our board of governors has taken no decision on either. We may possibly take pride in the fact that there are hardly 1,000 receivers in Madrid, none in the rest of the country, and the increase in number during these experimental years has been practically nil.

But the biggest of all the problems, outside of Television itself, is the old but ever present hum-dinger—Censorship. This is something that is going to cause many a headache, and I fear, in this country, many a good show not even hitting the airwaves.

South Africa is a complex country, and has in its makeup, many races of diverse types and in diverse states of civilization. For this reason the Government has seen fit to impose more rigidly than normal its laws of Censorship.

Such a measure would naturally be made suddenly and sprung on the country by the powers that be, all the above can only go to further your correspondent's contention given sometime in the future that there will be at least another five years or more before South Africa can be included in the list of those nations viewing TV and then, with certain reservations.

--S. M. KRISCH

SPAIN

In spite of some years of preparatory practice, it is too soon to say that TV definitely established in Spain. There is only one transmitter station "Madrid-Chamartin De La Rosa" in experimental work.

Video transmitter, 500 watts; Sound transmitter, 300 watts.

Diplexer, transmission line and antenna "Super-turnstile" of 3 elements, with capacity for 5 Kw.

Link system for metric waves made up by transmitter, receiver and transmission antennas.

Two complete chains of mobile cameras with orthicon of image.

"Flying"-type system of tele-cinema for 35 mm. All the equipment is operated on the standard continental, 625 lines 25 images per second. Audio MC/S, 60850. Video MC/S, 55.250. Video MC/S of 55.250.

It is hoped to reform the station totally. This reform means setting up also a new one in Barcelona. So next year the "stand-by"-organization between Madrid and Barcelona and the French border is completed by the Company Telefonica.

Spanish TV can be linked to the TV system of France and extended to all Europe under Eurovision Plan.

The station which is now operating is nationally owned and so will be the new one. Spanish TV is controlled by the Ministry of Information and Tourism, through the Dirección General de Radiodifusión (Broadcasting) and the official broadcasting organization called Radio Nacional de España.

This station is operating on experimental lines only, five hours per week distributed in three programmes; Mondays, Wednesdays, Thursdays, cinema, features, newsreels and documentary films. On Thursdays, children's programs, circus items 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 the future, but there are hardly 1,000 receivers in Madrid, none in the rest of the country, and the increase in number during these experimental years has been practically nil.

First experiences begun in 1950, but the station was open in 1955 with the experimental character it has today. TV here, it is felt, cannot survive
unlessthere is Government support. The price of a
receiveris not too high (from 16,500 to 60,000
pesetas—$400 to $1,500) and its costprobably will
decline with a reasonable sales average. Develop-
ment in any case would be very slow, due to the
enormous expenses of a TV station. Despite that,
their first program (one hour) is 10,000
pesetas ($250) which is a little more the public
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 specific plan for the future. The system now
in operation will continue: a few hours per week
until anybody may find the formulato foster the
programs and so to increase the number of re-
cievers. The would follow a rising of commercial
interest in the plan.

TV authorities in Spain are:

A. C. Terno, Sr. D. Jesus Suences, Director General de
Radioelefion (Broadcasting Director General). Juan
Bravo 6, Madrid.
D. José Ramón Alonso, Director General de
Radio Nacional de España, Paseo de la Castellana,
42, Madrid.
D. José Luis Colina, Programme editor (Manager
of the station at Madrid-Chamartin de la Rosa),
Av. Reina Victoria 25, Madrid.
D. Joaquin Sanchez-Cordoves, Radio Engineer,
Chief engineer of the Station at Madrid-Chamartin
de la Rosa. Av. de la Habana 77, Madrid.

JOSEPH E. DORRELL

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SWITZERLAND

Total number of receivers in the country: By
Jan. 1, 1956, exactly 10,507, of which 2,580
in public rooms, i.e. Bars, Tea-Rooms, Restaurants.

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 (Zurich), Bantiger
(Bern), Chorschraen (Basel) and Dole-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 admis-
sion). Amounts are per annum.

Time of transmissions per week: two pro-
grammes in German and French of 12 hours each.

Use of live and/or film shows: 1955: film
shows 35% live shows 65%.

In over-all charge is the governmental depart-
ment PTT (Post, Telegraph and Telephone). Un-
til December 31, 1957, TV in Switzerland is run
on an experimental basis. Plans for the future are
not yet known.

For the moment;

Responsible for technical service: PTT.

Responsible for programmes Schweizerische
Rundfunk-Gesellschaft (Radio Cooperation of
Switzerland).

Director of Programmes: Mr. Eduard Haas,
(Fernschudio Belierive, Kreuzstrasse 2, Zurich).
Second Director of Programmes (only for the
French speaking part of Switzerland): M. Frank
Tappolet, Studio de Television Mon Repos, 112,
Rue de Lavausne, Geneve.

ARTHUR GOEPFERT

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U.S.S.R.

According to combined reports from the Weekly
Review of Foreign Radio & TV Press edited by
RAJ, the Italian Radio & TV Government operated
company and from individuals coming from Soviet
Union, following is all the available information
on the development of TV in Russia.

The first experiments of TV were made in the
Soviet Union ten months before the second world
war. Then they were discontinued and revived in
1945. Six stations are operating presently. The
most important stations are those of Mos-
cow, of Leningrad and of Kiev. The station of
Moscow can be detected within 45 miles, while the
station of Kiev covers an area of about 200 miles,
respectively.

Official sources of the Soviet Union assert that
the TV receivers operating in Russia are esti-
mated about 2,500,000 in the total; of which
about 1,900,000 in Moscow area, around 350,000 in
Leningrad area and 250,000 in Kiev area and other
smaller localities of the country. According to
other estimates the numbers of receivers should
be around 1,500,000 presently.

Official figures report that while 300,000 receiv-
ers were made in 1954, the number raised up near
to one million this year.

Almost all the receivers are of eight to ten
inches. Very few are of 13-inch screen, which are
the largest available in Russia. Receivers of 17
and 21 inches are still announced to be put on
sale by the end of this year.

The 8-inch receivers are sold at about 1,275
rubles ($300) which is two month wages of the
best paid workers.

The 14-inch receivers, the best ones available
in Moscow, are sold at about 2,000 rubles, i.e.
about 500 U. S. dollars at the official rate of ex-
change. (The price is 135 U. S. dollars if the free
market rate of exchange is considered.)

All receivers pay an annual subscription-tax
which is about 10 U. S. dollars.

Transmissions on weekdays are about 4 hours.
They have six to eight hours transmission on
holy days. There are no transmissions at all on
Thursday.

The TV activity which is of course a Govern-
ment monopoly, is under the control of the State
Department of Postal and Telegraphic Services in
Moscow (no special address is necessary).

The Russian authorities hope to be able to
popularize this kind of entertainment more and
more in the near future. This aim can be easily
attained reportedly, as the Russian worker has a
very limited choice of goods he can buy with the
money he can save on his wages.

DR. ARCEO SANTUCCI

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VENEZUELA

Approximate number of television receivers:
85,000.

There are two commercial television stations in
Caracas.

1. Radio Caracas—TV—Director Amable Espina
Channel 2.

2. Televisia—Director Jaime Ballenteyne Channel 4
Caracas, Venezuela is the address needed on these.

There is one government-owned station, Channel
5. Director: Heriberto Ramirez, Caracas. Station
called Televisora Nacional.

It is now estimated that television has 1,600,000
viewers with the extension of television into points
in the interior. There is no taxation of any kind
and the only censorship is that which applies to
all radio and television under the Law of Tele-
communications and Commission Nacional de Radio-
Television. The two commercial stations which
have now been operating for several years are still
losing money as sponsors are not yet convinced
that it is the best form of advertising.

Many live programs are used with some im-
portant talent and local talent but many old
feature films and old newsreels are being shown.

Radio Caracas is now beaming programs to the
center of the Republic, over Channel 7, and to
Maracaibo, covering a distance of about 250 miles
in each direction. Also Televisia have installed a
station in Valencia and Maracaibo, operating on
Channel 9.

Radio Caracas is the first station to have day
time programs. The Government owned station
operates only about 2 hours a day.

MONA L. CALDWELL

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YUGOSLAVIA

Television in Yugoslavia is still in an exper-
imental stage, although the first experiments
started in 1949.
The most recent information from technical sources indicate—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 and keep the Government 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 1,500,000 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 Sjeme, near Zagreb and on Hrib, near Ljubljana. The cost to build the three TV stations on these locations would amount to 51 million dinars ($170,000), 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 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 or early in 1957 it will be possible to hear the TV programs in their own language.

—STOJAN BRALOVIC
A prominent exhibitor paid us the kind of compliment that means most to us when he put it this way:

"Like most of the exhibitors I know, the trade papers I really read are Quigley Publications—because I have solid confidence in them."

The "solid confidence" of the industry . . . . we firmly believe that to be the greatest asset that any trade publication can possess. That has been the unswerving aim of Quigley Publications for more than a third of a century.

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The 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—draw 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 the code itself. The Review Board will be charged with the policing task and report violations to the board of directors 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 TV code 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 Reinsch, 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.

The code is copyrighted by the National Association of Radio and Television Broadcasters. It is reprinted with the permission of the Television Code Review Board.

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 consequently that 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, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

Television, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility can be discharged only by a responsible 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, it is therefore recommended that television broadcasters, parents, and particularly advertisers respond to 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 education and culture. Responsibility of the television broadcaster to call upon such institutions for counsel and cooperation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and special interest groups to seek cooperation in introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overheard and cult material so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:
   a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.
   b) Should affirmatively seek out responsible and acceptable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.
   c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

Acceptability of Program Material

Program materials should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the opportunities which the citizen has towards his society. Furthermore:

(i) Profanity, obscenity, amut and vulgarity 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.

(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.

(iii) The Television Code Review Board (see Responsibility of the Code, Section 4, Authority and Responsibilities) shall maintain and issue to subscribers, from time to time, a list of specific words and phrases which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

(iv) Treatment of the names of God. His attributes and powers.

(v) When religious rites are included in other subsection. This list, however, shall not be considered as all-inclusive.

(vi) The exposition of sex crimes will be avoided.

(vii) Suicide as an acceptable solution for human problems is to be avoided.

(viii) The consumption of alcohol and tobacco shall be de-emphasized.

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 knowledge of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in such a manner as to foster an interest in, or foster, seeing or hearing in such a manner as to foster an interest in, or foster, seeing or hearing in an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under Acceptability of Program Materials.) Television is responsible for insuring that programs of all sorts which occur during the 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 development of accepted moral, social 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 kidnaping of children or threats of kidnaping.

e) In material which is excessively violent or would create morbid, suspense, or other undesirable reactions in children.

f) In the restraint and care in crime or mystery episodes involving children or minors.

Decency and Decorum in Production

1. The costuming 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 suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.

4. Racial or nationality types shall not be shown on television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

Community Responsibility

A television broadcaster and his staff occupy a position of responsibility in the community and shall endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

Treatment of News and Public Events

News

1. A television station's news schedule should be adequate and well-balanced.

2. 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.

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. All times, pictorial and verbal material for both news and comment should be guided by the following principles:

a) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion.

b) Religious programs should be presented by responsible individuals, groups and organizations.

c) Religious programs should be presented in such a manner as to avoid attacks upon religion.

6. 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 selection of newscasters, commentators, and analysts.

8. 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.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news.

Expletives, (presented either orally or visually, such as "flash" or "bulletin" statements) and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may discretionarily exercise the use of non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage of such with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to the public, the broadcast coverage of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

Controversial Public Issues

1. Television provides a valuable forum for the expression of views whether on controversial issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with acceptable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests by individuals, organizations, or groups for time to discuss their views on controversial public issues should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b) Programs devoted to the discussion of controversial public issues should always be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program was primarily an entertainment, news or other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as a part of a well-balanced program schedule an 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 place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to 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 homes, 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.

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 messages which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by
d) Since advertising by television

c) A charge for television time to churches and

of the community. The foregoing principles should be

objectionable to a substantial and responsible segment

services, or the use of advertising scripts, which

advertising

an advertiser where he has good reason to doubt

the spirit and purpose of these standards are fulfilling.

e) Television broadcasters should exercise the utmost

care and discrimination with regard to advertising material, including content, placement and

broadcaster should, in recognition of his responsibility

ucts and services and accepts commercial presenta-

Acceptability of Advertisers and Products—General

1. A commercial television broadcaster makes

its facilities available for the advertising of products and services and accepts commercial presenta-

ations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertisements with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, the television broadcaster should refuse 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 in judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is directed to the reasoning minds of the listeners, 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 in the best interest of good taste and discretion, and is acceptable subject to Federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is unacceptable only subject to Federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numeralogy, mind-reading or charlatanism is not acceptable.

f) Because all products of a personal nature create special problems for such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of personal products which are generally regarded as unsuitable conversa-

tional 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 more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

Advertising of Medical Products

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply to 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 visual effects.

b) Because the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown, or easily accessible to the public, recommended. The winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable. See "Parameters for Advertising Copy."

Preimums 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 the 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 should be no misleading descriptions or visual representations of any premiums or the premium by returning the monetary consideration.

5. There should be no misleading descriptions or visual representations of any premiums or the premium by returning the monetary consideration.

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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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 necessity; and integral part of program content shall not be inserted as commercial time within the meaning of paragraph 1. above; however, any oral or visual presentation concerning the 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 breaks, announcements, and entertainment.

4. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled, provided that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement material to five minutes of programming is normally applied. The time 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 the time standards set forth above may be waived in a reasonable extent.

6. Even though the commercial limitations of the Code do not specifically prohibit back-to-back announcements in a program, such a practice is not recommended for more than two announcements, either at station break or within the framework of a single program.

7. Any casual reference by talent in a program to a particular product or service under any trade name or language sufficiently descriptive to identify it should be kept, except for normal guest identifications, be condemned and not recognized.

8. Stationary backdrops or properties in television presentations showing the sponsor's name or pattern as a part of his program, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. Such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatic.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as the Rule and Regulations of the Federal Communications Commission.

REGULATIONS AND PROCEUDRES

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 cooperatively to maintain a level of television programming which gives television Board to Directories as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for commercial stations and network which it operates or for which it holds a construction permit, provided that a non television member of NARTB shall, upon application, be granted a right to subscribe to the Television Code of the NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

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.

Section 2. Certification of Subscriptin

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 of such film, signifying that the recipient therefor is a subscriber in good standing to the Television Code of the NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days after the first of the month following the date of such subscription, or such later date as the Board of Directors may specify.

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 summarily 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 subscription, and/or the authority to utilize and show the above-noted seal, may be revoked, revoked or temporarily suspended for television programming including commercial copy which, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or intentional violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors.

However, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by mail of the nature of the violation; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days 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 continue in their status as subscribers, without notice, so long as in their opinion, 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.

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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 2B, (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.
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Newspapers’ TV Editors and Writers

Alabama

Birmingham, News—Rogers Thames.
Florence—Sheffield Tuscumbia—Muscle Shoals.
City, Times—Ben Knight.
Huntsville, Times—J. F. Neal.
Mobile, Press—Kenny Morgan.
Mobile, Register—Elkin Bodden.
Montgomery, Advertiser—Bob Hugger.
Tuscaloosa, News—Stroube Smith.

Arizona

Flagstaff, Sun—Bill Deaver.
Mesa, Tribune—J. V. Stone.
Phoenix—Arizona Republic—Patricia Smith.
Phoenix, Gazette—Bobbie Johnston.
Prescott, Courier—George A. Coenen.
Tempe, Daily News—Bill Lucas.
Tucson, Citizen—Micheline Keating.
Yuma, Sun—C. F. Mabery.

Arkansas

Batesville, Guard—Jimmy M. Jones.
Little Rock, Gazette—Eugene C. Fretz, Jr.
Paragould, Big Picture—Ruth Woods.
Paragould, Press—Mary Carolyn Paul.
Russellville, Courier Democrat—Craig Lovesey.
Stuttgart, Leader—Calvin Mannen.
Texarkana, Gazette News—Paul Lowry.

California

Alameda, Times-Star—Jack Angus.
Alhambra, Post-Advocate—Warner Jenkins.
Anaheim, Bulletin—Jim Duncan.
Berkeley, Gazette—Erwin Lippke.
Beverly Hills, Citizen—Gene Inge.
Burbank, Daily Review—Gene Inge.
Burlingame, Advance-Star—Ellis Walker.
Culver City, Star-News—Helen Black.

Escandido, Times-Advocate—Diane Cauze.
Glendora, News Press—Gene Inge.
Long Beach, Independent—Terry Vernon.
Long Beach, Press-Telegram—John Frederick.
Los Angeles

Examiner—Jack Lait, Jr.
Herald Express—Bob Hull.
Mirror—Hal Humphrey.
Madera, News-Tribune—Mrs. Alma Thayer.
Martinez, Contra Costa Gazette—Jeff Greer.
Napa, Register—Paul Donovan.
Oakland, Tribune—James Abbe.
Oceanside, Blade-Tribune—Cam Miller.
Orange, News—William Cary.
Palo Alto, Times—Ellis Walker.
Pasadena, Independent—Bill Bird.
Pasadena, Star-News—William B. Munro.
Redwood City, Tribune—Ellis Walker.
Richmond, Independent—George Tashman.
Riverside, Enterprise—Sheila Schlegel.
Riverside, Press—Sheila Schlegel.
Roseville, Press-Tribune—Ruth Bain.
Sacramento, Bee—William C. Glackin.
Salinas, Californian—Jack Patton.
San Bernardino, Evening Telegram—Dee Phillips.
San Bernardino, Sun—Dee Phillips.
San Diego, Evening Tribune—Dave McIntyre.
San Diego, Union—Don Freeman.
San Fernando, Valley Times—Allen Rich.
San Francisco

Chronicle—Terrence O’Flaherty.
Examiner—A. Dwight Newton.
News—Paul Speegle.
San Jose, Mercury—Gerry C. Howe.
San Jose, News—Gerry C. Howe.
San Leandro, News—Dave House.
Santa Maria, Times—Rusi Pyle.
Santa Monica, Outlook—Dick Sweeney.
Santa Paula, Chronicle—Wallace E. Smith.
Santa Rosa, Press Democrat—Vi McKean.
Tulare, Advance-Register—Bonnie Stanley.
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Binghamton, Press—Kimball Davis.
Binghamton, Sun—Ed Collins.
Buffalo, Courier-Press—Gene Koenig.
Buffalo, News—Sturgis Hedrick.
Canandaigua, Messenger—Robert A. Wade.
Catskill, Express—John James, Mary Edwards.
Dunkirk-Freedom, Observer—George Schwartz.
Endicott, Bulletin—Harold Hancock.
Herkimer, Telegram—Josephine Stookey.
Hudson, Register-Star—Alene Everts.
 Jamestown, Post-Journal—Patricia Boyd.
Kannapolis, Independent—Bill Workman.
Gastonia, Gaston Citizen—Neale Patrick.
Elizabeth City, Advance—Bessie Culpepper.
Dunn, Record—Mel Adams.

Cleveland
New, Maurice Van Metre.
Plain Dealer—George Condon.
Press—Stanley Anderson.

Columbus
Citizen—Mrs. Jo Reed.
Dispatch—Robert Cannon.
Ohio State Journal—Glenna Spencer.
Star—Pauline Smith.

Coxhoeck, Tribune—William Felver.
Dayton, News—Dale Stevens.
East Liverpool, Review—John Moorehouse.
Elyria, Chronicle-Telegram—J. L. Bennett.
Findlay, Republican-Courier—Allen Dudley.
Fordston, Review-Times—Howard Wyatt.
Galion, Inquirer—Miss Harriet Cummins.
Greenville, Advocate—Wm. A. Browne, Jr.
Ironon, Tribune—Clarence Pennington.
Kenton, Times—Paul Thomas.
 Lima, News—Joyce Link.
Mansfield, News-Journal—Margaret Miattox.
Marietta, Times—Edward Elliott.
Marion, Star—Frances Bomberger.
Martins Ferry, Times-Leader—E. Grace Coleman.
Middletown, Journal—Bob Carrier.
Mount Vernon, News—Fred Lorey.
Newark, Advocate and American Tribune—Irene Cosgrove.
Niles, Times—Agnes Lopata.
Piqua, Call—Myra Stickler.
Ravenna, K. Kent, Record-Courier-Tribune—Josephine Sicuro.
Sidney, News—Marion Russell.
Steubenville, Herald-Star—Carol Shelton.
Toledo, Blade—Ray Oviatt.
Wapakoneta, News—Pat Peterson.
Warren, Tribune-Chronicle—John Forrest.
Wellston, Sentinel—John L. Weaver.
Willsburg, News-Herald—Miss Theila Davidson.
Wilmington, News-Journal—Mrs. Eleanor Conard.
Youngstown, Vindicator—Adrian Silika.
Zanesville, Signal—Virginia Reynolds.
Zanesville, Times Recorder—Virginia Reynolds.

North Carolina
Charlotte, Observer—Dick Banks.
 Dunn, Record—Mel Adams.
 Elizabeth City, Advance—Bessie Culpepper.
 Gastonia, Gaston Citizen—Neale Patrick.
 Goldsboro, News-Argus—George Johnson.
 High Point, Enterprise—Joe E. Brown.
 Kannapolis, Independent—Bill Workman.
 Kingsport, Free Press—Jesse Register.
 Raleigh, News and Observer—Jame Hall.
 Raleigh, Times—Jeanne Thaxton.
 Rocky Mount, Telegram—Clinton Andrews.
 Salisbury, Post—Bette Kepley.
 Sanford, Herald—E. H. Jennes.
 Winston-Salem, Journal and Sentinel—Pat Kelly.

North Dakota
Fargo, Forum—Ruth Smith.

Ohio
Ashland, Times-Gazette—Josephine Stookey.
Athens, Messenger—John V. Webb.
Bowing Green, Sentinel-Tribune—Dean Wakefield.
Bucyrus, Telegraph-Forum—Joyce Dickey.
Cambridge, Jeffersonian—Mrs. Nathaniel Winters.
Cincinnati, Piqua Press—James Benjamin.
 Celina, Standard—Roy Garn.
 Cincinnati, Enquirer—James Devane.
 Cincinnati Post—Stanley Sycamore.
 Cincinnati, Times-Star—Charlton Wallace.

Pennsylvania
Allentown, Call—Arthur Gerhart.
Allentown, Chronicle—Arthur Gerhart.
Altoona, Mirror—Mrs. Pat Hinton.
Altoona, Tribune—Leo M. Carroll.
Ambridge, Citizen—Suzzie Mort.
Beaver-Rochester-Alliquippa-Ambridge, Beaver Valley Times—Ralph Temple.
Bethlehem, Globe-Times—Mrs. Elizabeth Davis.
Bristol, Courier—Sandy Oppenheimer.
Brownsville, Telegraph—Robert Atwood.
Carbondale, News—Thomas Gilmartin.
Clearfield, Progress—W. J. Thomas.
Doylestown, Inquirer—Allan Gilbert.
DuBois, Courier-Express—J. S. Gray.
Easton, Express—S. I. Lewis.
 Erie, Dispatch—Jack Scamahcher.
 Erie, Times—Mary Mead.
Franklin, News-Herald—Carolee Michener.
Hanover, Times—J. A. Schwartz.
Homestead, Messenger—Margaret G. Frank.
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