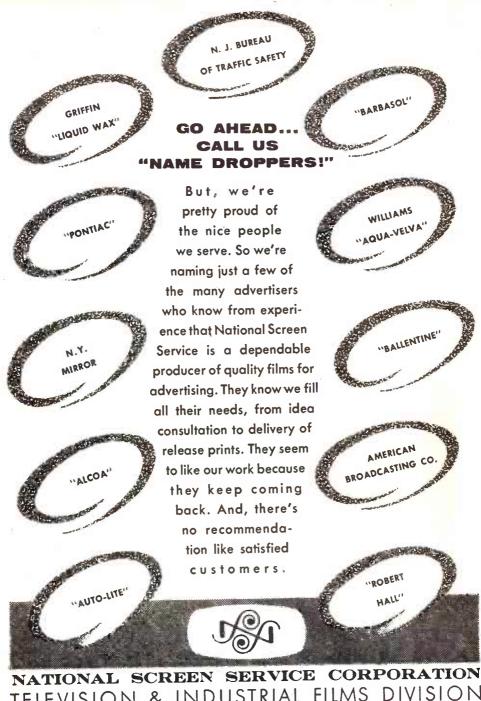
1958

Television ALMANAC

Whot
What
Where in Television and Radio



NATIONAL SCREEN SERVICE CORPORATION TELEVISION & INDUSTRIAL FILMS DIVISION 509 MADISON AVENUE, NEW YORK 22, NEW YORK STUDIOS: NEW YORK • HOLLYWOOD • LONDON



HARRY WISMER

Programs

GENERAL SPORTS TIME
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NOTRE DAME FOOTBALL
GREATEST MOMENTS IN SPORTS

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WHAT IS IT?*

To define or describe a business organization that offers no wares but service necessarily leads to intangibles. The author of the intangible must conceive an original breed.

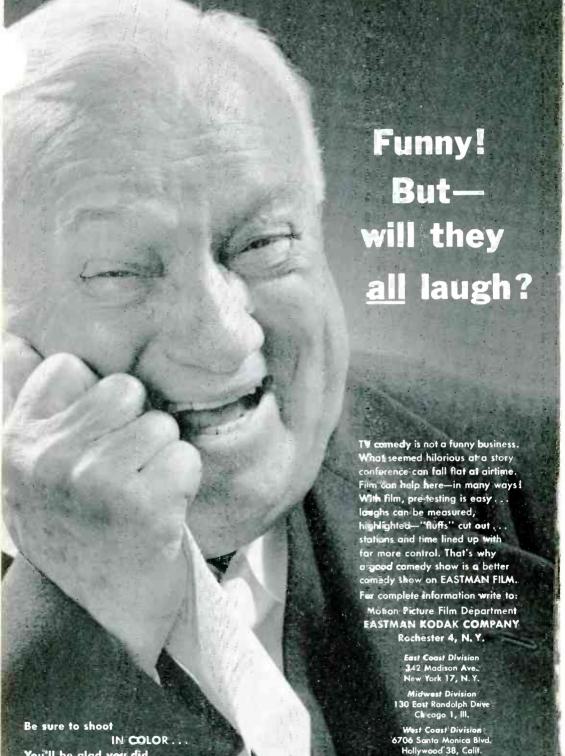
Therefore, we say Modern Teleservice, Inc. ★ formed, bred and nurtured to a fine maturity a truly creative service house . . . an essential component of the advertising agency in all its television and radio non-production activity.

And creative service means so much more than just a personal service!

- **★** PRINT PROCUREMENT
- ★ TELEVISION SPOT COM-MERCIAL FILM TRAFFICK
- ★ ASSEMBLING TV FILM PROGRAMS
- ★ TELEVISION FEATURE FILM TRAFFICK
- ★ STORAGE & DISTRIBU-TION OF LIVE TELEVI-SION PROGRAM PROPS, SLIDES & RADIO ELEC-TRICAL TRANSCRIPTIONS

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

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You'll be glad you did

For all your motion picture film requirements: picture or sound, black-and-white or color

- —negative or positive—
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Scientifically proven accurate

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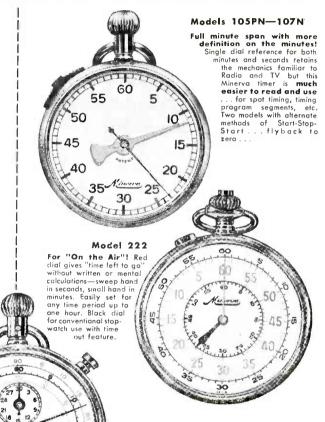
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Exclusive, Non-breakable, "Coil Spring" Mechanism for Economy, Dependability, Unexcelled Accuracy. The result of 20 years of engineering research, Minerva "coil" construction assures enacless timing precision with less wear or friction ... without need of costly adjustments or repairs ... under rugged, continuous usage.

Lifetime Guarantee. Coils employed in Minerva Mechanisms are unconditionally guaranteed for the life-span of the timer against breakage or wear. In addition, should any Minerva timer fail to give satisfaction within one year because of defective material or workmanship, the timer will be completely repoired or replaced without charge.

10-Days Free Trial. Select any Minerva timing instrument and try it under your own working conditions for a full ten days. If it daes not serve your purposes as well or better than any other instrument, simply return it. There will be no charge, no obligation.

Write, wire, phone RIGHT NOW for complete catalog.



Models 106F-106

For Film-making, Filmmeter and Fifth-Second Timer! This specially designed timer has regular fifth-second scale, plus 90-ft and 36-ft per min. scales to register footage for 35mm, and 16mm, film. Lang hand completes one revolution in 60 seconds, small hand registers up to 30 minutes, Time out feature. Perfect flyback guaranteed for life. Model 106 has fifth-second scale only. Both available in regular or large size.

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Specialists in Timing Instruments Since 1858

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OUR 100TH YEAR OF PRECISION TIMING SERVICE

1958

INTERNATIONAL TELEVISION ALMANAC

Editor:

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 THIRD edition of the International Television Almanac is intended to supply the biographical, corporate and statistical reference needs of the expanding television industry. This volume is a product of the editorial and research staff of Quigley Publishing Company and is a companion publication to the International Motion Picture Almanac, which is now in its 30th year. Herein will be found the only comprehensive "Who's Who" in the entertainment world, plus data on television shows, their producers, advertising agencies, stations, suppliers of equipment and services and other reference material.

-MARTIN QUIGLEY

1958 INTERNATIONAL TELEVISION ALMANAC

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PRINTED IN THE UNITED STATES OF AMERICA



STATISTICS

Network and Station Operations

There were 459 commercial stations operating in the United States as of January, 1957 located in some 300 markets and serving more than 40,000,000 families.

TOTAL REVENUE OF TELEVISION NETWORKS AND STATIONS

Year	Revenue	Year	Revenue
1947	\$1,900,000	1952	324,200,000
1948	8,700,000	1953	432,700,000
1949	34,300,000	1954	593,000,000
1950	105,900,000	1955	744,700,000
1951	235,700,000	1956	896,900,000

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

(Million dollars)

	1956	1955	1954	1953	1952	1951
Revenues	\$896.9	744.7	\$593.0	\$432.7	\$324.2	\$235.7
Expenses	707.3	594.5	502.7	364.7	268.7	194.1
Income (before Federal tax).	189.6	150.2	90.3	68.0	55.5	41.6

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.)

Year	No. of Stations	Revenues	Year	No. of Stations	Revenues
1938	660	\$111,358,000	1947	1,479	\$366,032,000
1939	705	123,882,000	1948	1,874	416,867,000
1940	765	147,147,000	1949	2,119	449,544,000
1941	825	168,785,000	1950	2,336	550,400,000
1942	862	178,894,000	1951	2,374	686,100,000
1943	852	215,428,000	1952	2,502	809,400,000
1944	885	275,550,000	1953	2,813	908,000,000
1945	912	299,715,000	1954	3,008	1,042,500,000
1946	1,035	323,228,000	1955	3,179	1,198,100,000

^{*} TV available only

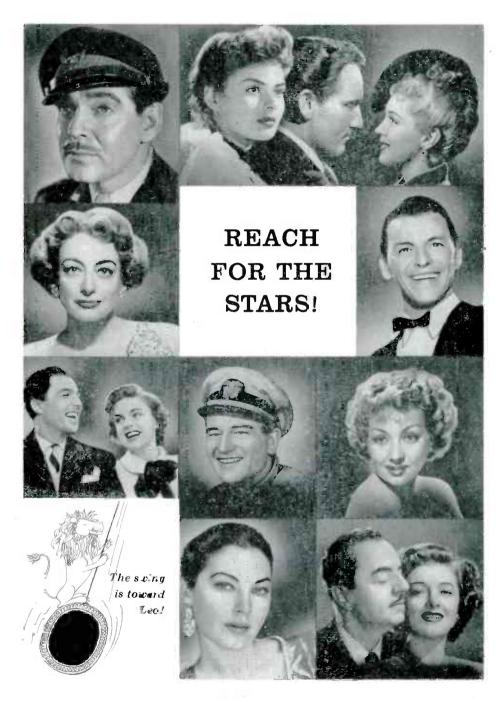
[The statistics herein have been compiled from varied sources within the Television industry and the Government, inclusive of the Federal Communications Commission, U. S. Department of Commerce, Radio-Electronics-Television Manufacturers Association, NBC Research Department, Publishers Information Bureau,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



Up go the ratings when you reach for the stars! Greater audiences, increased billings, higher rate cards—all are attainable when you have the star-power that is available only in M-G-M features! Why not reach for the 'phone right now—and let the MGM-TV representative tell you how the big names can mean big business!



GRETA GARBO • HEDY LAMARR • JAMES STEWART • W. C. FIELDS • FREDDIE BARTHOLOMEW • MICKEY ROONEY LEW AYRES • WALLACE BEERY • GREER GARSON • WALTER PIDGEON • VAN JOHNSON • JUNE ALLYSON • ROBERT TAYLOR



CLARK GABLE - INGRID BERGMAN - SPENCER TRACY - LANA TURNER - JOAN CRAWFORD - FRANK SINATRA GENE KELLY - JUDY GARLAND - JOHN WAYNE - ANN SOTHERN - AVA GARDNER - WILLIAM POWELL - MYRNA LOY

NETWORK TELEVISION BILLINGS

' Network	1951	1952	1953	1954	1955	1956	1957*
ABC	\$18,585,911	\$18,353,003	\$21,110,680	\$34,713,098	\$51,393,434	\$76,726,129	\$16,443,714
CBS	42,470,844	69,058,548	97,466,809	146,222,660	189,018,121	223,520,382	135,299,556
DuMont	7,761,506	10,140,656	12,374,360	13,143,919	3,102,708**		
NBC	59,171,452	83,242,573	96,658,551	126,074,597	163,384,796	187,921,1 2 3	107,735,033
Total	\$127,989,713	\$180,794,780	\$227,610,400	\$320,154,274	\$406,899,059	\$488,167,634	\$289,478,303

Receiver Production and Sales

RETAIL TELEVISION SET SALES

Year	Total	Cumulative Total	Year	Total	Cumulative Total
1949		3,602,872*	1953	6,370,571	28,155,432
1950	6,132,000	9,734,872	1954	7,317,034	35,472,466
1951	5,905,000	15,639,872	1955	7,421,084	42,893,550
1952	6,144,989	21,784,861	1956	6,804,783	49,698,333
*C1	mulative Total fr	om 1941		* *	,

TELEVISION SET PRODUCTION AND MANUFACTURER'S VALUE

Manufacturer's			v	** **	Manufacturer's	
Year	Units	value	Year	Units	value	
1946	6,476	\$1,250,000	1951	5,384,798	\$956,986,300	
1947	178,571	50,000,000	1952	6,096,280	1,049,000,000	
1948	975,000	230,000,000	1953	7,215,827	1,230,298,500	
1949	3,000,000	580,000,000	1954	7,346,715	1,028,540,100	
1950	7,463,800	1,350,000,000	1955	7,756,521	1,071,020,000	
			1956	7.387.029	1,000,000,000	

TELEVISION RECEIVERS SHIPPED TO DEALERS (Through 1956)

State	Total	State	Total
Alabama	598,822	New Hampshire	169,593
Arizona	210,798	New Jersey	2,128,585
Arkansas		New Mexico	116,578
California	4,393,393	New York	6,211,293
Colorado	344,282	North Carolina	899,171
Connecticut	855,363	North Dakota	114,209
Delaware		Ohio	3,380,683
District of Columbia	476,306	Oklahoma	609,240
Florida		Oregon	389,403
Georgia		Pennsylvania	3,889,090
Idaho		Rhode Island	303,803
Illinois		South Carolina	389,024
Indiana		South Dakota	107,774
Iowa		Tennessee	741,305
Kansas		Texas	2,132,733
Kentucky		Utah	214,280
Louisiana		Virginia	825,504
Maine.		Vermont	93,530
Maryland		Washington	728,383
Massachusetts	1,860,394	West Virginia	460,661
Michigan		Wisconsin	1,026,719
Minnesota		Wyoming	32,559
Mississippi	282,361	U. S. TOTAL	50 024 743
Missouri		Alaska	17,480
Montana		Hawaii	
Nebraska			
Nevada	43,860	GRAND TOTAL	50,128,252

First seven months.
 Effective September 15, 1955, DuMont changed from a national network to a local operation.

THE FRANK SINATRA SHOW



ABC - TV

FRIDAY AT 9:00 P.M.

Advertisers

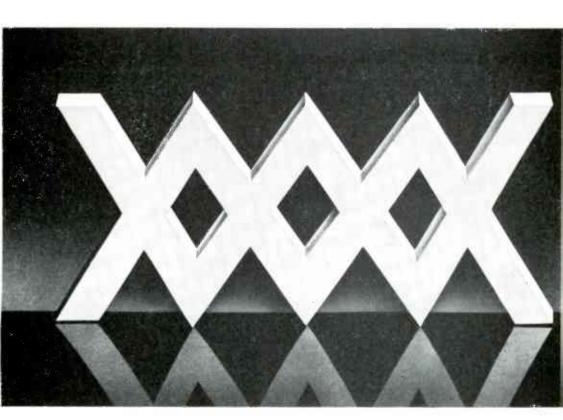
THE LEADING NATIONAL ADVERTISERS (1956)

Company	Total Investment	Network Television
1. Procter & Gamble Co	\$55,477,411	\$43,457,339
2. General Motors Corp.	48,981,798	19,086,646
3. Colgate-Palmolive Co.	29,566,513	19,880,282
4. General Foods Corp.	27,646,261	15,688,789
5. Chrysler Corp.	26,923,885	
6. General Electric Co.	25,026,555	18,198,264
7. Ford Motor Co.	25,020,333	8,106,204
8. American Home Products Corp.	21,793,953	10,316,421
9. General Mills, Inc.	18,979,916	15,758,019
10. Cillatte Co.	17,930,233	9,891,113
10. Gillette Co.	17,221,804	15,257,871
11. American Tobacco Co.	16,108,798	9,387,768
12. R. J. Reynolds Tobacco Co.	15,662,104	11,424,421
13. Lever Brothers Co.	15,000,143	11,322,643
14. Bristol-Myers Co.	14,422,347	9,132,455
15. Campbell Soup Co	13,684,134	4,415,970
16. National Dairy Products Corp.	10,836,340	5,628,107
17. Westinghouse Electric Corp.	10,773,594	8,598,023
18. American Telephone & Telegraph Co.	10,753,125	2,285,036
19. Liggett & Myers Tobacco Co.	10,341,277	7,786,114
20. Pillsbury Mills, Inc.	8,871,283	4,897,601
21. Distillers CorpSeagrams, Ltd	8,188,824	635,010
22. Kellogg Co	8,059,547	6,101,919
23. Radio Corp. of America	7,939,230	3,353,358
24. Goodyear Tire & Rubber Co	7,509,807	2,281,203
25. Standard Brands, Inc	7,404,552	2,899,611
THE LEADING NATIONAL ADVERTISERS 1. Procter & Gamble Co 2. General Motors Corp	\$29,595,614 23,286,915	\$24,144,097 5,707,673
3. Chrysler Corp.	15,980,279	9,056,182
4 Colgate-Palmolive Co	15,550,067	9,466,382
5. General Foods Corp.	14,752,468	8,348,307
6. Ford Motor Co.	13,839,985	6,386,322
7. Lever Brothe's Co.	11,083,087	7,046,099
8. American Home Products Corp	10,773,296	8,786,607
9. Bristol-Mye s Co.	9,874,700	5,713,732
10. General Electric Co.	9,591,750	3,046,525
11. General Mills, Inc.	8,765,360	4,723,889
12. R. J. Reynolds Tobacco Co.	8,451,819	5,911,081
13. American Tobacco Co	7,889,091	4,122,642
14. Gillette Co.	7,521,876	7,100,326
15. Liggett & Myers Tobacco Co	6,107,940	4,131,906
16. Campbell Soup Co	6,091,347	2,373,129
17. National Diary Products Corp	5,506,416	3,298,485
18. American Telephone & Telegraph Co	5,364,751	1,550,736
19. Philip Morris, Inc.	5,116,481	1,226,663
20. Pharmaceuticals, Inc	4,809,058	4,369,822
21. Brown & Williamson Tobacco Corp.	4,720,337	3,209,541
22. Swift & Co	4,635,889	3,327,369
23. Westinghouse Electric Corp	4,627,034	2,254,710
24. Quaker Oats Co	4,578,058	2,431,913
25. Revlon, Inc.	4,433,633	3,511,823
	, , , -	-,,-

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

	1950	1951	1952	1953	1954	1955
Network Spot Local Total	85.0	180.8	256.4	319.9	422.2	540.2
	30.8	69.9	93.8	145.5	206.8	260.4
	55.0	81.6	103.7	140.7	180.2	224.7
	170.8	332.3	453.9	606.1	809.2	1,025.3

SINCE
1898
THE
AGENCY
OF
THE
SHOW
WORLD



WILLIAM MORRIS AGENCY, INC.

NEW YORK . CHICAGO . BEVERLY HILLS . LONDON . PARIS . ROME

Films for Television

The average station uses film $29\frac{1}{4}$ hours weekly in a year; while all stations will use $685,736\frac{1}{2}$

hours of film in a year.

The amount of film made for television since 1949-50 is more than \$304,000,000. This investment covers about 7,600 hours of television-produced film fare available. This does not include 3,017 hours of feature film, 989 hours of Westerns, 216 hours of motion picture serials or 11,494 hours of motion picture short subjects available.

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

	To 50,000 families		150-500,000	500- 1,000,000	Over 1,000,000	All Stations
Feature Film						
Morning		.9	1.8	1.5	2.0	1.4
Afternoon	6.0	5.3	5.7	7.7	7.1	6.1
Evening	8.4	7.4	6.5	11.1	11.5	7.9
Total	14.4	13.6	14.0	20.3	20.6	15.4
Syndicated Film						
Morning		.2	. 2	.4	.4	.3
Afternoon	.4	1.6	1.6	1.8	2.3	1.6
Evening	5.5	7.4	6.1	5.0	6.2	6.2
Total	5.9	9.2	7.9	7.2	8.9	8.1
Short Subjects						
Morning		4 7	.5	.7	.9	.4
Afternoon	1.1	1.9	1.0	1.1	3.3	1.4
Evening	.7	.9	.5	.2	.9	.6
Total	1.8	2.8	2.0	2.0	5.1	2.4
Film Produced by Stati	on					
Morning				. 1	.2	1.5
Afternoon	.1		. 1			.1
Evening	.8	.4	.2	.3	.5	.3
Total	.9	.4	.3	.4	.7	.4
Free Film						
Morning	.1	.2	.6	1.0	. 1	.5
Afternoon	1.3	1.6	1.3	1.0	.8	1.3
Evening	1.4	1.3	5	.3	.5	.7
Total	2.8	3.1	2.4	2.3	1.4	2.5
Total Film Hours						2.4
Morning	.1	1.3	3.1	3.7	3.6	2.6
Afternoon	8.9	10.4	9.7	11.6	13.5	10.5
Evening	16.8	17.4	13.8	16.9	19.6	15.7
Total	25.8	29.1	26.6	32.2	36.7	28.8

Viewing Habits

More than 38,600,000 families own television sets—78% 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

Monday—Friday Sign-On to Noon Noon to 6 p.m 6 p.m. to Sign-Off	Men 15% 12% 34%	Women 49% 55% 45%	Children (under 16) 36% 33% 21%
Saturday Sign-On to Noon Noon to 6 p.m. 6 p.m. to Sign-Off	13%	13%	74%
	46%	25%	29%
	34%	38%	38%
Sunday Noon to 6 p.m 6 p.m. to Sign-Off	42 %	32%	26%
	33 %	39%	18%

Atlanta Beverly Hills

Boston Buffalo

Charlotte Chicago

Cincinnati Cleveland

Dallas Detroit Kansas City

Las Vegas London

Miami Minneapolis

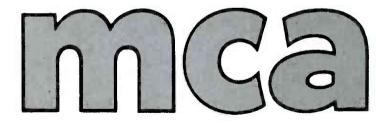
New Orleans New York

Paris Philadelphia

Pittsburgh Rome

San Francisco Seattle

St. Louis Toronto



TELEVISION VIEWING HABITS BY TIME OF DAY (U. S. Homes)

AM	1954	1955	PM	1954	1955
6- 7	33,000	83,000	3-4	5,437,000	6,939,000
7-8	718,000	996,000	4- 5	6,321,000	8,034,000
8- 9	1,877,000	2,556,000	5- 6	8,584,000	10,591,000
9-10	2,843,000	3,552,000	6- 7	10,378,000	13,081,000
10-11 11-12	3,919,000 4,499,000	4,814,000 5,744,000	7- 8	13,221,000	16,567,000
PM	4,477,000	3,744,000	8- 9	16,864,000	20,650,000
12- 1	5,575,000	7,570,000	9-10	17,361,000	21,248,000
1- 2	5,217,000	6,507,000	10-11	15,346,000	18,426,000
2- 3	5,272,000	6,175,000	11-12	9,992,000	10,690,000

Employment Data

RADIO AND TELEVISION EMPLOYEE DATA

Year	Average no. full- time & part-time employees	Average annual earnings per full- time employee
1930	6,000	\$2,621
1935	14,000	2,089
1940	25,000	2,554
1945	36,000	3,515
1950	58,000	4,698
1952	65,000	5,559
1953	70,000	5,873
1954	76,000	6.087



The Winnah! - The Public

by OLIVER TREYZ

ABC Vice-President in Charge of Television

MOST IMPORTANT victory is about to be scored by American television viewers. For vast numbers, the triumph will mean a "new freedom"—the freedom to choose television programs.

Until recently, many viewers were restricted in television fare to the programming of one or two channels servicing their area. But with each passing year, each decision by the FCC, the number of markets with limited service has diminished, until now the final victory—freedom of choice—is within reach of most communities.

The victory for the viewing public means that now, in 1957-58, ABC Television will be able to provide its full programming on a virtually national basis. And that programming itself will be "grade A" in quality and quantity—again, for the first time in ABC Television's history.

Significance of this newly won freedom is vast. At least three programs, and frequently three kinds of programs during network scheduled periods, will be available to new millions of television homes. They will have the opportunity to see, in their proper program times and sequence, many of the fine programs that have been on ABC Television for several seasons: "Disneyland" and "Rin Tin Tin," Lawrence Welk and Lawrence Welk (this is not a typographical error—there are two fine full-hour programs of Welk music on ABC-TV each week), "Ozzie and Harriet," "Voice of Firestone" and many, many others.

And most exciting of all to the viewing public in many markets is the prospect of being able to see, because of competitive facilities available to all three networks, such new programs as ABC-TV's Frank Sinatra, the fresh talent of Pat Boone, the new adventure-action series "Walter Winchell File," "Walt Disney's "Zorro," "Maverick," "O.S.S.," "Colt .45" and "Sugarfoot," not to mention dazzling Patrice Munsel and kinetic Guy Mitchell.

Staunch allies of the viewing public in making this victory possible have been the Federal Communications Commission and businessmen and broadcasters throughout the country who have worked and persevered to make new and equal facilities available throughout the country.

Dimensions of the change which has taken

place can be seen by comparing ABC Television facilities in 1953 against those for this Fall. In 1953, ABC Television could deliver "live" coverage via six affiliates. These, including the five owned-and-operated stations of ABC—in New York, Chicago, Detroit, Los Angeles and San Francisco—plus Washington, accounted for 34 per cent of the total U.S. television homes.

Compare this with the 81 live stations, covering 85 per cent of all U.S. television homes, that will carry ABC Television programs this season. And added delayed station coverage, which all networks require, ABC Television programs this coming season will reach 95 per cent of all U.S. TV homes.

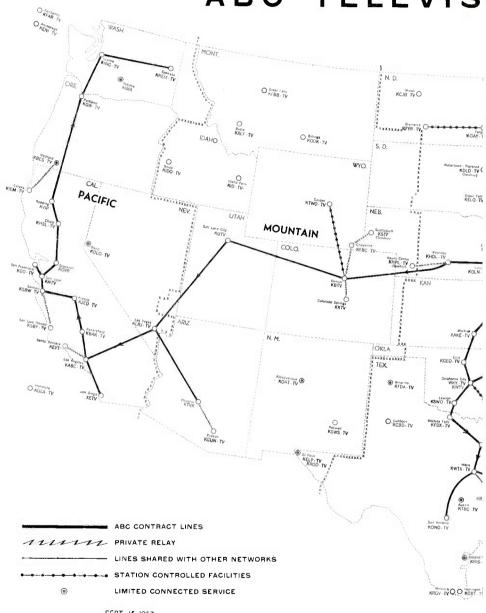
By any standard, the new coverage of ABC Television is impressive. For example, in the Nielsen "Class A" County Size Group, the top classification among the four covering all television markets, ABC Television this season will be the only network to have "live" full-time VHF coverage in all cities, "Class A," which includes "all counties assigned to metropolitan areas having central cities with populations of over 500,000" totals 21 major markets. Bringing about the changed ABC Television status are new VHF stations this year in St. Louis, Boston, New Orleans and Pittsburgh.

The outlook for ABC Television is identical in top retail markets. Boston, Pittsburgh and Miami will give ABC Television the distinction of being the only network to have all VHF affiliates in the top 25 retail markets. These 25 stations coversome 62 per cent of all U.S. Television homes alone—a total of more than 25,000,000.

Not for a moment do we believe that the largest cities are the only important ones. We've made important gains in many other cities including Chattanooga, Indianapolis, Norfolk, Omaha and Youngstown, and will have almost certainly added others by the time this is printed.

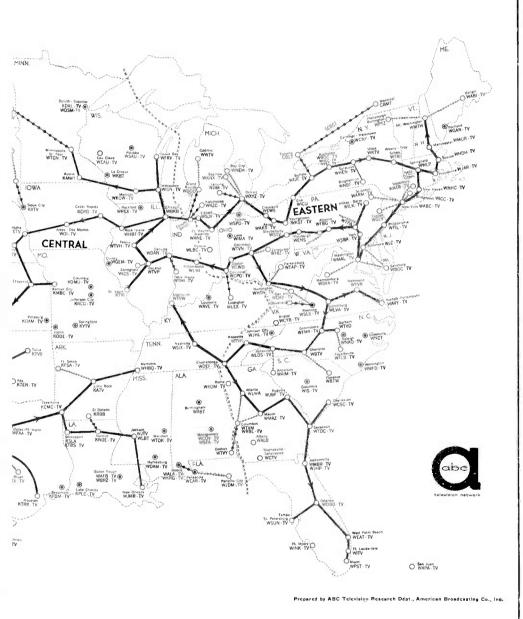
As new segments of the American viewing public are able to receive ABC Television programs, I believe they will follow the trend already set in other areas: an equal share of the nation's viewers for ABC Television programs, as the viewers exercise their new freedom of choice.

ABC TELEVIS



SEPT. 15, 1957

ION NETWORK





NOW TV AND
TOPS
AGAIN.



" ED "

X

*

The AMES BROS. Show on Film



" VIC "

205 STATIONS
205 CITIES
205 REASONS

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



"GENE"

Exclusively RCA VICTOR RECORDS

Personal Management: BILL FICKS

PRESENTING

THE INCOMPARABLE

fil by and 2

"THE INTERNATIONAL SHOW"

A New Television Series

JOSEPH STEINER — Producer

FRANK BORZAGE—Director

LEE GARMES - Cinematographer A.S.C.

HARRY REVEL - Composer

READY FALL 1958

THE INTERNATIONAL SHOW

130 EAST 40th ST. NEW YORK, N. Y. MU-3-5840





Looking Great This Fall

by MERLE S. JONES

President, CBS Televison

MERICA has never seen anything quite like the television it is watching this Fall. Never before has a new season brought forth such an array of new stars and new programs. Never before has there been such an outstanding schedule of public service programs. And never before has a new season carried over such a wealth of distinguished old favorites from past years.

You don't have to look very far to see the far-reaching and exciting program changes that

have taken place.

Item: Collectively, the three nationwide television networks have launched more than 40 new regularly scheduled night-time series. Or, to put it another way, almost one out of every three night time series had its "premiere performance" this Fall.

Item: During every night of the week the program schedule for each network differs from

its lineup of last season.

Item: During any given half-hour, with only a few exceptions all week long, at least one network, more often two, and sometimes all three networks are competing for viewer attention this season with new program entries.

Item: The retooling at night has been matched by a similar revolution in daytime programming, with long-existing schedules changed to make room for new shows designed to attract

the housewife audience.

Item: In addition to these extensive changes in regular program schedules, the networks this season are presenting more one-time special broadcasts than during any previous season . . . a minimum of two, and an average of three special one-time shows each week-for a seasonlong total of close to 150 special one-time programs.

Last season the average television family devoted more time to television than it ever had before. Last season too, television's program fare occupied more of America's leisure time than all the other entertainment media combined. The far-reaching program changes which were introduced by the broadcasters this Fall have been designed to maintain that outstanding record of popularity by making this season's program schedules even more exciting, more varied and more entertaining than ever before.

New entertainment shows by themselves, however, are not enough to do the job. Broadcasters have an obligation to be responsive to the public's ever-growing thirst for information of all kinds-political, social, economic, scientific and cultural. Traditionally, this obligation has been fulfilled through the presentation of so-called

"public-service" programming. Today there has been a vast change in the techniques and concepts of such programming. No longer is a sharp line drawn between information and entertainment. No longer is entertainment in public service programming considered merely an extra bonus. Today the broadcaster's goal is to interest the public while broadcasting in the

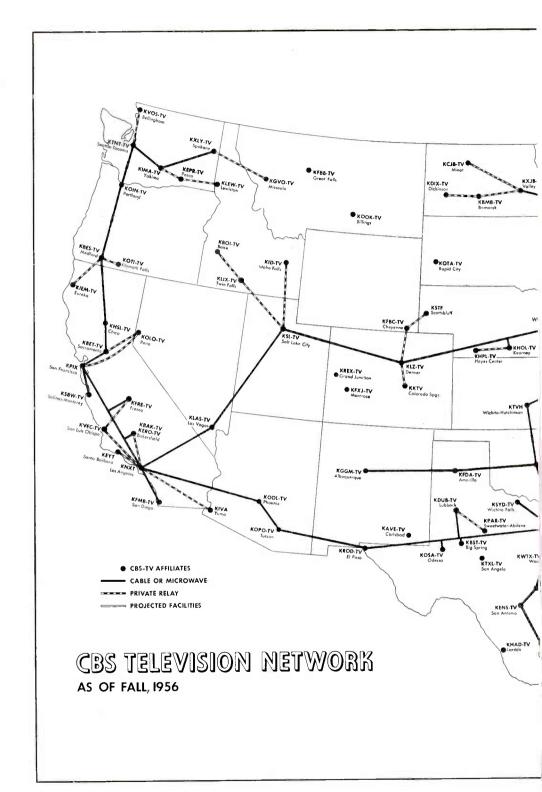
'public interest.'

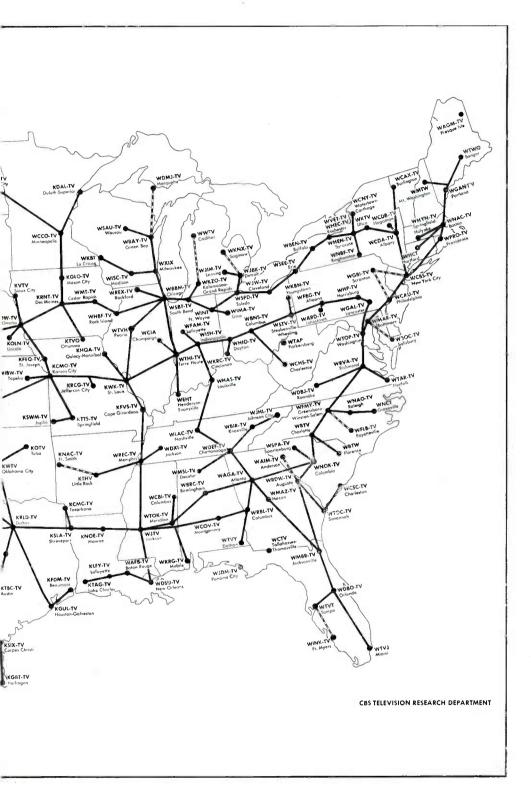
CBS Television has always been a pioneer in this area of public service programming. We believe that our schedule this Fall continues to take great strides in this direction through the presentation of a number of major program series which combine the best elements of public service and outstanding entertainment. Within this category are not only such distinguished old series as "Face the Nation" and "See It Now," but such promising new public service entries as "Twentieth Century," "Conquest," "High Adventure with Lowell Thomas" and "The Seven Lively Arts.

While most of the headlines this Fall have been about the new entertainment and information series, a gratifying number of the biggest shows on the new season's schedule are the great favorites from the past—those outstanding shows which already have won a preeminent place in the lives of millions of Americans. Two-thirds of the current network program series fall into this category, a gratifying figure because it demonstrates the ever-growing programming skill and creative talent of the industry. Among these programs are such long-time top ten CBS Television favorites as "The Ed Sullivan Show," "Jack Benny," "Talent Scouts," "The \$64,000 Question," "U.S. Steel Hour," "I've Got A Secret," "Climax!", "Playhouse 90," "The Lineup," "Person to Person" and "Gunsmoke." Also in this category are such daytime personalities as Arthur Godfrey, Garry Moore and Art Linkletter, as well as popular daytime dramatic shows such as "Guiding Light," "Search for To-morrow" and "Edge of Night."

It is around such anchor shows, which through the years have gathered large, loyal and responsive audiences, that broadcasters have introduced this season's new programs in order to add new excitement and interest to the schedules. And CBS Television, with more of the long-time program favorites than any other network, with the medium's outstanding schedule of public service programming and with an exciting array of brand-new programs and personalities, is in the most favored position this season to maintain its place as America's pace-

setting network.







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What's Ahead in Television

by MANIE SACKS

Vice-President, NBC TV Network Talent and Programing

ITH THE 1957-58 television season in full swing, I would like to review some of the reasons why NBC Television viewers have the most exciting year of programming in store for them.

In order to provide an ever-better blend of entertainment and service, plus ever greater value to advertisers, NBC has built its programming for the year on a base of live television, a record number of "specials" covering a tremendous range of subjects, plenty of color and a wide variety of new regularly-scheduled shows in addition to the established programs.

The entire television schedule will be marked by fresh creativity of the kind that produced such trail-blazing series as "Wide Wide World," "Project 20," "Elder Wise Men" and "NBC Opera" which have enriched television in past seasons and will continue to do so this year. New "specials" that will spark NBC's programming in future months include anniversary programs; musical versions of "The Pied Piper of Hamelin" and "Pinocchio" and other fairy tales; documentaries like "Assignment: Southeast Asia"; the Bell Telephone science programs and "Omnibus." These programs will provide a broader range of viewer appeal than ever before so that there will be hardly an adult or child in America who won't find something of interest in NBC's regular or special schedule.

Convinced that television is essentially a live medium, more than 80 per cent of all our network programming this Fall is live. In the peak evening hours alone, more than two-thirds of our schedule will be live. Naturally, there are certain things that are better done on film and we won't hesitate to use it when necessary.

The 1957-58 network schedule calls for at least 100 "specials"— those sparkling high spots in the week's viewing. These programs will take in the whole field of entertainment and all aspects of public service including drama, comedy, opera, science, literature, interviews with leading statesmen of the day and in-depth treatment of outstanding news and sports events. They will cover a wider area of viewer interest than in any previous year, moving from Shakespeare to Picasso to Shirley Temple to Bob Hope to Vannevar Bush.

Furthermore, no longer are we confining our-

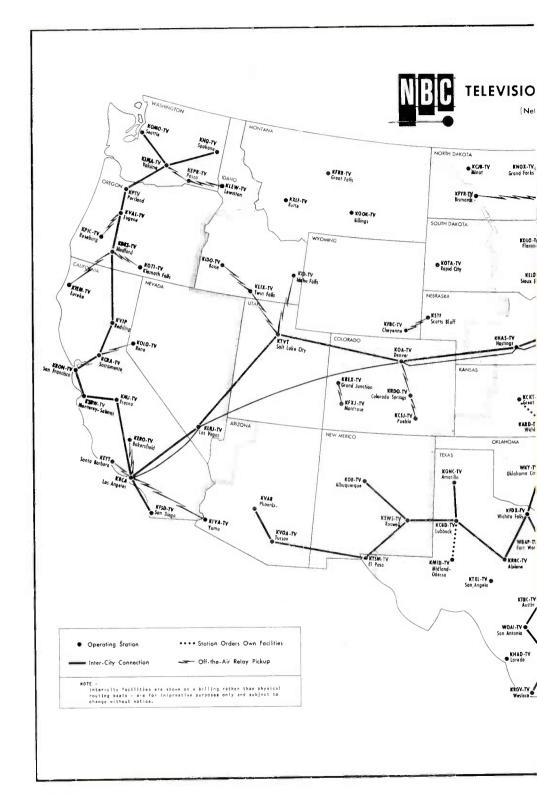
selves to a strict one-out-of-four scheduling at specified times of the week and displacing the same programs time after time. Instead, we're placing these attractions all over the schedule so that no regular program will be displaced more than twice during the year. Also, more than ever before, we'll try to pick the best possible time for each type of show, presenting children's classics in the early evening and adult "specials" later.

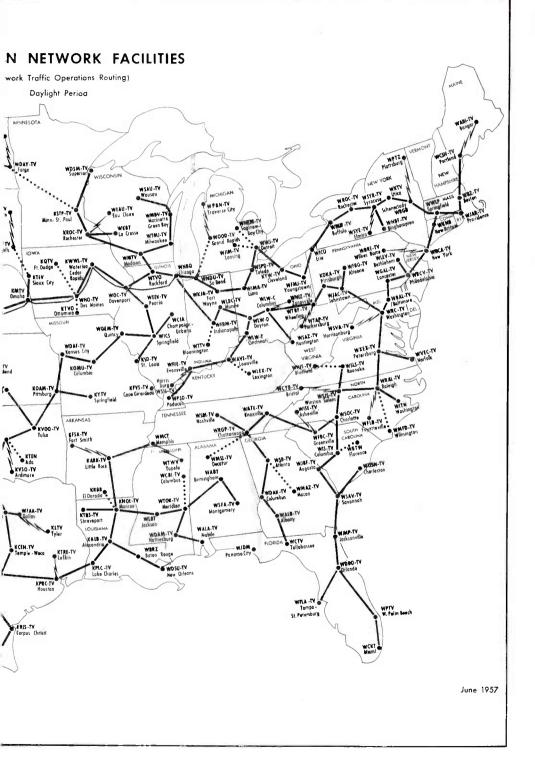
Among the upcoming special productions are "Annie Get Your Gun"—one of the all-time great Broadway hits—starring Mary Martin; Shakespeare's "Twelfth Night" and the modern thriller, "Dial 'M' for Murder," both starring Maurice Evans, as well as other distinguished dramatic attractions on the "Hallmark Hall of Fame" series; the Standard Oil and General Motors star-studded anniversary programs; the Texaco specials and the Bell Telephone System science series. There also will be six Bob Hope and six Jerry Lewis comedy-variety programs and two "specials" built around Dean Martin. There will be a series of the world's favorite fairy tales linked by Shirley Temple as hostess and occasional star. There will be the "Omnibus," "Wide Wide World," "Project 20" "Wisdom" and NBC Opera series. And there will be the Emmy and Oscar awards, the Las Vegas programs, sports specials and documentary specials.

In building our Fall schedule, however, we also turned our attention to the formats that have always been the backbone of the schedule: drama, situation comedy, Western adventure, audience participation, variety and mystery. Our regular Fall schedule includes 21 new night time shows, about 25 per cent of our entire evening lineup, in these categories.

With NBC color programs now available to 96 per cent of all the nation's television homes, color television plays an important role in our programming schedule. Many of our top programs will be done in color, with emphasis on periods when there are most viewers—evenings and weekends.

In view of all these factors, we have high hopes that this will be the most successful season in our history in terms of ratings, earnings and service to our audience and clients.





HERBERT B. LEONARD

Producer

"The Adventures of Rin Tin Tin"

ABC-TV

"Circus Boy"

ABC-TV

"The 77th Bengal Lancers"

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"Cheers for Miss Amy"

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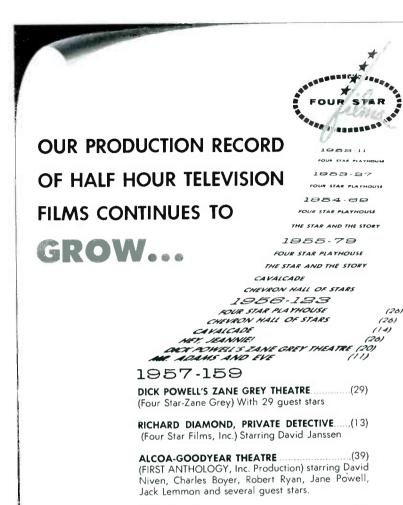
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the perry como show







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MUSICAL DIRECTOR

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"YOU'RE ON YOUR OWN"

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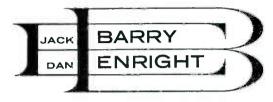
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RADIO CORPORATION OF AMERICA

Television Stations

Channel Allocations

Television Stations

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ALABAMA

Andalusia

WAIQ (Channel 2) (non-com)

Alabama Educational Television Commission, 807 Protective Bldg., Birmingham 3, Ala.; Fairfax 4-2741.

Milton K. Cummings, pres.; Raymond D. Hurlbert, gen. mgr.; Al Renfro, chief eng. Operation: 1956.

Birmingham

WABT (Channel 13) NBC, ABC

Alabama Broadcasting System, Inc., P. O. Box 2553, Birmingham 2, Ala.; FA 2-3506.

Henry P. Johnston, pres. & man. dir.; Ray A. Furr, vice-pres. & prog. dir.; Charles F. Grisham, vice-pres., TV sales; J. V. Sanderson, chief eng.; Nod Nelson, film dir.; Johnny Johnson, prod. mgr.; nat'l rep., Harrington, Righter, and Parsons.

Operation: 1949; TV sets in area: 366,400.

WBIQ (Channel 10) (non-com)

Alabama Educational Television Commission, 807 Protective Life Bldg., Birmingham 3, Ala.; Fairfax 4-2741.

Raymond D. Hurlbert, gen. mgr.; Al Renfro, chief eng.

Operation: 1955.

WBMG (Channel 42)

Birmingham Television Company, Rm. 642, 190 N. State St., Chicago 1, Ill.

Harry Balaban, pres.; Elmer Balaban, vice-pres.; Otto Zeman, secy. & treas. CP, not operating.

WBRC-TV (Channel 6) CBS

Storer Broadcasting Co., Birmingham 9, Ala.; 4-4701.

George B. Storer, pres.; J. Robert Kerns, vice-pres. & man. dir.; M. D. Smith, III, prog. dir.; Oliver Naylor, sales mgr.; Robert L. Du Priest, chief eng.; nat'l rep., The Katz Agency.

Decatur

WMSL-TV (Channel 23)

The Tennessee Valley Radio & Television Co., Mutual Life Bldg., Decatur, Ala; 802.

Frank Whisenant, pres.; Louis Blizzard, mgr.; A. B. Millwood, chief eng.; nat'l rep., Jack Masler.

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

Dothan

WTVY (Channel 9) CBS, ABC

WTVY, Inc., Cottonwood Road, Dothan, Ala.; 5-2810.

Charles Woods, pres.; F. E. Busby, exec. vice-pres. & gen. mgr.; Daryl Griffin, prog. dir. & prod. mgr.; Art Creamer, sales mgr.; Ellis Anderson, chief eng.; nat'l rep., Young Television Corp.

Operation: 1955; TV sets in area: 37,500.

Florence

WOWL-TV (Channel 15)

Television Muscle Shoals, Inc., 840 Cypress Mill Road, Florence, Ala.; AT 2-7711.

Richard B. Biddle, pres.; Bryan Miley, vice-pres.; John Martin, secy-treas.

Operation: 1957; TV sets in area: 40,000.

Mobile

WALA-TV (Channel 10) ABC, NBC

Pape Television Co., Inc., 210 Government St., Mobile, Ala.; HEmlock 3-3756.

W. O. Pape, pres.; W. B. Pape, exec. vice-pres. & gen. mgr.; Jim McNamara, national sales mgr.; Dick McMullen, acting prog. dir.; Raymond Hurley, chief eng.; nat'l rep., H-R Inc.

Operation: 1957; TV sets in area: 180,000.

WKRG-TV (Channel 5) CBS

WKRG-TV, Inc., 162 St. Louis St., Mobile, Ala.; HEmlock 2-5505.

Kenneth R. Giddens, pres.; Joseph H. Little, vice-pres.; Andrew C. Smith, treas.; C. P. Persons, Jr., vice-pres. & gen. mgr.; James Evans, chief eng.; nat'l rep., Avery Knodel, Inc.

Operation: 1949; TV sets in area: 361,000. Good Operation: 1955; TV sets in area: 225,000.

Montgomery

WCOV-TV (Channel 20) CBS

Capitol Broadcasting Co., P. O. Box 2505, Montgomery, Ala.; 5-3561.

Oscar Covington, pres.; W. I. Milwee, vice-pres.; Hugh M. Smith, secy.-treas. & gen. mgr.; Caldwell Stewart, prog. dir.; Bob House, film dir.; W. D. Weatherly, chief eng.; nat'l rep., Young Television Inc.

Operation: 1953: TV sets in area, 138,100.

WSFA-TV (Channel 12) NBC, ABC

WSFA Television, P. O. Box 2566, Montgomery, Ala.; AMherst 5-1251.

E. K. Gaylord, pres.; Eugene B. Dodson, vice-pres. & stat. mgr.; Robert Hayward, chief eng.; Gene Jacobsen, prog. mgr.; Carter Hardwick, comm. mgr.; nat'l rep., The Katz Agency, Inc.

Operation: 1954. TV sets in area: 138,100.

Munford

WTIQ (Channel 7) (non-com)

Alabama Educational Television Commission, 807 Protective Life Bldg., Birmingham 3, Ala.; Fairfax 4-2741.

Raymond D. Hurlbert, gen. mgr.; Al Renfro, chief eng.

Operation: 1955.

Seima

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

Kool Radio-Television Inc., 511 W. Adams St., Phoenix, Ariz.; Alpine 3-3121.

Gene Autry, ch. board of directors; Tom Chauncey, pres., secy-treas & gen'l mgr.; Kenneth Morton, station mgr.; Blake Ramsey, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 181,500.

KPHO-TV (Channel 5)

Meredith Engineering Co., 631 North First Ave., Phoenix, Ariz.; ALpine 8-4511.

Richard B. Rawls, gen. mgr.; Howard Stalnaker, asst. sta. mgr. & film buyer; Robert Martin, prog. dir.; George L. McClanathan, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1949: TV sets in area: 162,000.

KTVK (Channel 3) ABC

Arizona Television Company, 3435 North 16th St., Phoenix, Ariz.; AMherst 6-5691.

Gov. Ernest McFarland, pres.; Leon M. Nowell, exec. vice-pres.; Ralph Watkins, vice-pres. & treas.; Henry Larson, secy.; Roger Van Duzer, gen. mgr.; Don Tuckwood, prog. dir.; Bill LaDow, comm. mgr.; George McLouth, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1955; TV sets in area: 163,000.

Phoenix-Mesa

KVAR (Channel 12) NBC

KTAR Broadcasting Co., 1101 N. Central Ave., Phoenix, Ariz.; ALpine 4-4161.

Richard O. Lewis, pres. & gen. mgr.; E. William Harvey, vice-pres. & comm. mgr.; B. R. Fullbright, secy-treas.; Bob Vache, prog. coord.; John Beck, chief eng.; nat'l rep., Paul H. Raymer Co.

Operation: 1953; TV sets in area: 180,000,

Tucson

K-GUN, TV (Channel 9)
Tucson Television Company, Inc., Box 5147 Tucson, Arizona. MAin 3-3633.

Tolbert Foster, v.p. & gen. mgr.; James W. Hays, sta. mgr.; Don Peterson, director of engineering. Representatives: Headley-Reed TV, Clark Brown Co. (south).

Operation: 1956; TV sets in area: 190,000.

KOLD-TV (Channel 13) CBS

Old Pueblo Broadcasting Co., 115 W. Drachman St., Tucson, Ariz.; MAin 4-2511.

Harold C. Tovrea, pres.; Tom Chauncey, vice-pres. & man. dir.; E. S. Mittendorf, secy.-treas. & gen. mgr.; Paul Plunkett, asst. gen. mgr.; Bernard Perlin, sales mgr.; Budd Wiener, prog. dir.; Bob Shriner, chief eng.; nat'l rep. George P. Hollingbery Co.

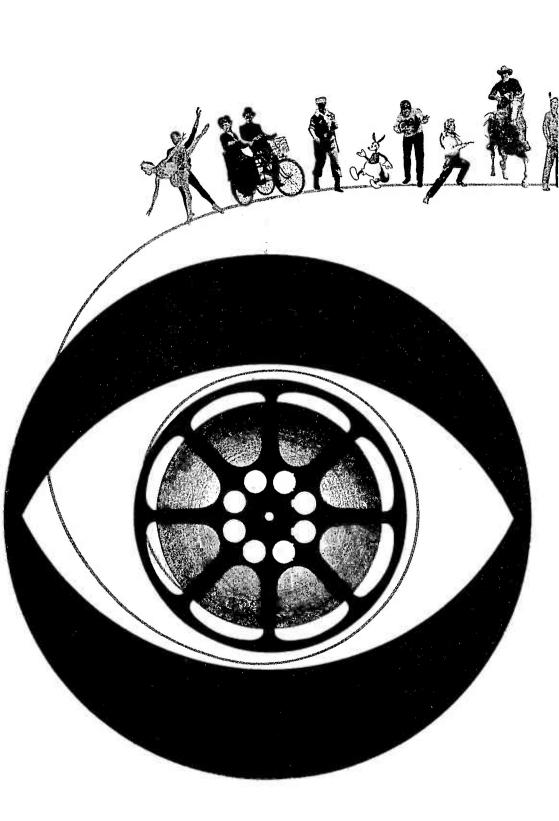
Operation: 1953; TV sets in area, 54,200.

KVOA-TV (Channel 4) NBC, ABC

Arizona Broadcasting Co., Inc., P.O. Box 5188, Tučson, Ariz.; MĀin 3-2555.

Clinton D. McKinnon, pres. & gen. mgr.; Otis Cowan, stn. mgr.; Duey DuBois, sales mgr.; Raymond H. Holsclaw, chief eng.; nat'l rep. The Branham Co.

Operation: 1953; TV sets in area: 64,344.





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Yuma

KIVA (Channel II) NBC, CBS, ABC

Valley Telecasting Co., Box 1671, Yuma, Ariz.; STate 6-8311.

Donald Ellsworth, pres.; Howard L. Roberts, vice-pres.; Russell J. Madsen, secytreas.; Ray C. Smucker, gen. mgr.; Leavenworth Wheeler, stat. mgr.; Eugene Guerra, chief eng.; nat'l rep., Paul H. Raymer Co., Inc.

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

KYAT (Channel 13)

Wrather-Alvarez Broadcasting, Inc., 1405 5th Ave., San Diego, Calif. J. D. Wrather, Jr., pres.; George Whitney, vice-pres. & gen. mgr.

CP, not operating.

ARKANSAS El Dorado

KRBB (Channel 10) NBC

South Arkansas Television Co., Inc. c/o Box 791, El Dorado, Ark.; UN 2-3488.

Dr. Joe F. Rushton, pres.; Oren Harris, vice-pres.; W. C. Blewster, treas.; W. M. Bigley, secy. & mgr.; Larry Self, chief eng.; nat'l rep., Richard O'Connell Clarke Brown Co. (southwest)

Operation; 1955; TV sets in area: 62,000.

Ft. Smith

KFSA-TV (Channel 22) NBC, ABC

Southwestern Radio & TV Co., 920 Rogers Ave., Ft. Smith, Ark. SUnset 2-9125.

Donald W. Reynolds, pres.; William Slates, gen mgr.; John D. Whitt, admin. asst.; Paschal Porta, prog. dir.; Roland Hundley, sales mgr.; Robert W. Platt, Jr., Chief eng.; nat'l rep. John E. Pearson Television, Inc.

Operation 1953; TV sets in area, 40,600.

KNAC-TV (Channel 5)

American Television Co., Inc., 213 Kelly Bldg., Fort Smith, Ark. SUnset 3-3131.

Cecil M. Sansbuey, gen. mgr.; Roger Garrett, asst. mgr.; Claude Scott, chief eng.; nat'l. rep, H-R, 380 Madison Ave., New York, N. Y.

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

Hot Springs

KSPS (Channel 9)

Video Independent Theatres, Inc., Box 1334, Oklahoma City, Okla.

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)

Central-South Sales Co., 620 Beech St., 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, exec. vice pres.; Douglas Romine, vice pres. & station mgr.; Fred Schmutz, prog. dir.; H. Lee Bryant, comm. mgr.; Shirley R. Kennedy, dir.; Champ Smith, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1953; TV sets in area, 244,072.

KTHV (Channel II) CBS

Arkansas Television Co., 8th & Izard Sts., P. O. Box 269, Little Rock, Ark.; FRanklin 4-3654.

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.; Jack Bomar, prog. mgr, film buyer; nat'l rep. The Branham Co.

Operation: 1955; TV sets in area, 240,000.

Pine Bluff-Little Rock

KATV (Channel 7) ABC

Central South Sales Co., 620 Beech St., Little Rock, Ark.; MO 6-9401.

John T. Griffin, chairman; James C. Leake, pres.; Bryan Mathes, secy-treas.; Mike Shapiro, dir.; John H. Fugate, exec. gen. mgr.; Joe Myers, prom. mgr.; A. R. Garrett, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area, 236,800.

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.; nat'l rep., Weed Television Corp.

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

KERO-TV (Channel 10) NBC

Kern County Broadcasters, Inc., 1420 Truxtun Ave., Bakersfield, Calif.; FAirview 7-1441.

Gene De Young, pres. & gen. mgr.; Edward Urner, vice-pres. & gen. sales mgr.; Bryan Coleman, secy.-treas.; John Barrett, local sales mgr.; Kenneth Croes, dir. of oper.; nat'l rep., Edward Petry.

Operation: 1953; TV sets in area: 186,000.

Chico

KHSL-TV (Channel 12) CBS, ABC

Golden Empire Broadcasting Co., Box 1041, Chico, Calif.; FIreside 2-0141.

Mrs. Hugh McClung, pres.; M. F. Woodling, mgr.; Martin Jacobsen, prog. dir.; George Ross, sales mgr.; Russell B. Pope, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 70,900.

Eureka

KHUM-TV (Channel 13)

Carroll R. Hauser, Box 1015, Eureka, Calif.

Carroll R. Hauser, owner.

CP, not operating.

KIEM-TV (Channel 3) CBS, ABC, NBC

Redwood Broadcasting Co., Box 1021; Eureka, Calif.; HIllside 3-3123.

William B. Smullin, pres.; Donald H. Telford, vice-pres.; Ed Smith, prog. mgr.; Betty Shickler, film dept.; Donald King, chief eng.; nat'l rep., Blair Television & Associates.

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.
Paul R. Bartlett, pres.; Ed J. Frech, vicepres. & stat. mgr.; Keith L. Mealey, vicepres. & dir. of oper.; William C. Crossland, secy.; Helen Johnson, treas.; Bob Klein, nat'l sales mgr.; Hal C. O'Donnell, prog. dir.; nat'l rep., Blair-TV, Inc.

Operation: 1956; TV sets in area: 252,000.

KJEO-TV (Channel 47) ABC

O'Neill Broadcasting Co., Box 1708, Fresno, Calif.; BA 2-2411.

J. E. O'Neill, pres.; J. C. Drilling, vice-pres. & gen. mgr.; Charles Theodore, vice-pres. & oper. dir.; George D. Helvey, secy.treas.; Ray Jacobs, prod. mgr.; W. O. Edholm, comm. mgr.; John Parkhurst, film dir.; Jack McElwain, chief eng.; nat'l rep., The Branham Co.

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

KMJ-TV (Channel 24) NBC

McClatchy Broadcasting Co., 1117 N. St., Fresno, Calif.; AMherst 8-6666.

Eleanor McClatchey, pres.; J. Brown Maloney, vice-pres.; James B. McClatchy, secytreas.; Walter P. Jones & John J. Hamlyn, dirs.; Perry Nelson, mgr.; Wilson Lefler, nat'l sales mgr.; Joe Tomes, prog. mgr.; James B. Hancock, chief eng.; nat'l rep., Paul H. Raymer Co.

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

Los Angeles

KABC-TV (Channel 7) ABC

American Broadcasting-Paramount Theatres, Inc., ABC Television Center, Hollywood 27. Cal.: NOrmandy 3-3311.

Selig J. Seligman, gen. mgr.; Elton Rule, sales mgr.; Norman H. Sloane, sales service mgr.; Peter Robinson, prog. dir.; Norma Olsen, dir. of prog. oper.; Howard Lipstone, film dir.; Ted Grenier, chief eng.; nat'l rep., The Katz Agency, Inc.

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

KBIC-TV (Channel 22)

John Poole Broadcasting Co., 6540 Sunset Blvd., Hollywood 28, Calif.

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

KCOP (Channel 13)

Copley Press, Inc., 1000 N. Cahuenga Blvd., Hollywood 38, Cal.; HOllywood 2-7311.

Jack Heintz, vice-pres. & gen. mgr.; Amos T. Baron, sales mgr.; A1 Browdy, chief engr.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1953; TV sets in area: 2,798,-385.

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.

Willet H. Brown, pres.; Ward D. Ingrim, gen. mgr.; Don Lee Div.; John T. Reynolds, vice-pres. & gen. mgr., KHJ-TV; Howard L. Wheeler, sales mgr.; James D. Higson, prog. dir.; Robert Arne, chief eng.; pat I reg. H.P. Televisian Francisco nat'l rep., H-R Television, Inc.

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.

Frank Stanton, pres.; Merle S. Jones, pres., CBS Television; Clark B. George, gen. mgr.; Robert D. Wood, gen. sales mgr.; Donald M. Hine, prog. dir.; Dean D. Linger, sales prom. & pub. dir.; Lester Bowman, mgr. of tech. oper.; nat'l rep., CBS Television Spot Sales.

Operation: 1950; TV sets in area, 2,374,-360.

KRCA (Channel 4) NBC

National Broadcasting Co., Sunset & Vine, Los Angeles 28, Calif.; THornwall 5-7000.

Thomas McCray, vice-pres. & gen. mgr.; James Parks, sales ingr.; John C. Kenaston, adv. & prom. mgr.; Dean Craig, prog. mgr.; Robert Pelegram, pub. mgr.; John Knight, chief eng.; George Burke, film dept. head; nat'l rep., NBC Spot Sales.

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

KTLA (Channel 5)

Paramount TV Productions, Inc., 5800 Sunset Blvd., Los Angeles 28; HOllywood 9-3181.

Paul Raibourn, pres. (New York); Lew Arnold, vice-pres. & gen. mgr.; Robert Mohr, gen. sales mgr.; Stanley Chambers, ass't gen. sales mgr.; Henry R. Flynn, ass't. gen. mgr.; James J. Rue, Dir. adv. prom. pub.; Raymond Lukshis, prog. dir.; John Silva, chief eng.; nat'l. rep., Paul H. Raymer Co., Inc.

Operation: 1947; TV sets in area, 2,374,-363.

KTTV (Channel II)

KTTV, Inc., 5746 Sunset Blvd., Hollywood 28, Calif.; HOllywood 2-7111.

Norman Chandler, chmn. of bd.; Richard A. Moore, pres.; Harrison Chandler, exec. vice-pres.; Omar F. Johnson, vice-pres. and asst. secy.; John R. Vrba, vice-pres. in chge. of sales; Robert W. Breckner, vice-pres. in chge. of prog.; Jack O'Mara, dir. of merch. & prom.; Reavis Winckler, dir. of pub.; Richard Woollen, film dir. & asst. prog. mgr.; Edward Benham, chief eng.; nat'l rep., Blair-TV, Inc.

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

Modesto

KTRB-TV (Channel 14)

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

Wm. H. Bates, Jr., pres. & treas.; I. W. Fiscalini, vice-pres.; Margie W. Cleary, secy. CP, not operating.

Redding

KVIP (Channel 7) NBC

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

George C. Fleharty, pres. & gen. mgr.; Russell K. Olsen, asst. mgr.; Larry Carr, vice-pres.; Bill Nystrom, secy-treas.; John Dadiw, sales mgr.; Ted Dooley, prog. dir.; nat'l rep., The Branham Co.

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

Sacramento

KBET-TV (Channel 10) CBS

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

William P. Wright, pres.; John H. Schacht, vice-pres. & gen. mgr.; Peter Onnigan, chief eng.; George Greeves, sta. mgr.; nat'l rep., H-R Television, Inc.

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

KCCC-TV (Channel 40) ABC

Capital City TV Corp., Box 1596, Sacramento, Calif.

Lincoln Dellar, owner; A. J. Richards, gen. mgr.; Harry Bartholomew, chief eng.; Bill Furnell, prog. dir.; Theodore F. Hardy, sales prom. dir.; nat'l rep., Weed Television Corp.

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

KGMS-TV (Channel 46)

Capitol Radio Enterprises, Hotel Senator, Sacramento, Calif.

Irving J. Schwartz, gen. mgr.; William S. George, sales mgr.; John Matranga, prog. mgr.

CP, not operating.

KCRA-TV (Channel 3) NBC

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

Ewing C. Kelly, pres. & gen. mgr.; C. Vernon Hanson, vice-pres.; Gerald Hansen, secy.; Kenneth W. Hansen, treas.; Howard Smiley, stat. mgr.; Robert E. Kelly, nat'l sales & prog. mgr.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1955; TV sets in area: 411,700.

Salinas

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

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

John C. Cohan, pres. & gen. mgr.; Graham H. Moore, comm. mgr.; Gary Ferlisi, dir. of oper.; Bill Hargan, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 116,811.



San Diego

KEMB-TV (Channel 8) CBS

Wrather-Alvarez, Inc., 1405 Fifth Ave., San Diego, Calif.; BElmont 2-2114.

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Jack D. Wrather, Jr., pres.; George Whitney, vice-pres. & gen. mgr.; Bill Fox, gen. sales mgr.; Charles Abel, chief eng.; Dan Bellus, prom. dir.; nat'l rep., Edward Petry & Co., Inc.

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.

James G. Rogers, pres.; Glen McDaniel, secy.; E. Eloise Mills, treas.; William E. Goetze, exec. vice-pres. & gen. mgr.; Jay Grill, sales mgr.; Grant Recksieck, prom. & pub. mgr.; LeRoy Bellwood, chief eng.; Roz Haley, oper. mgr.; nat'l rep., The Katz Agency, Inc.

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

XETV (Channel 6) ABC

Radio-Television, S.A., 4229 Park Blvd., San Diego 3, Calif.; CYpress 8-7191.

Julian M. Kaufman, vice-pres. & gen. mgr.; William G. Mueller, bus. mgr.; Patricia Carey, traffic mgr.; Marvin Schulman, chief eng., nat'l rep., Weed Television Corp.

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.

John H. Mitchell, vice-pres. & gen. mgr.; James H. Connolly, vice-pres. in charge of San Francisco office; David Sacks, gen. sales mgr.; Russell Baker, prog. mgr.; Victor P. Reed, prom. & pub. mgr.; Harry Jacobs, chief eng.; nat'l rep., Blair-TV, Inc.

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.; PRospect 6-5100.

D. H. McGannon, pres. (N. Y.); Philip G. Lasky, gen. mgr.; George Mathiesen, asst. gen. mgr.; Louis Simon, sales mgr.;

William Dempsey, prog. dir.; William Ryan, adv. & sales prom. mgr.; A. M. Baccari, Jr., pub. dir.; Thomas T. Ely, dir. of eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1948; TV sets in area: 1,206,-

700.

KPRT (Channel 26)

Plaza Radio and Television Company, 551 Fifth Avenue, New York, N. Y.

Alex Rosenman, pres.; Eliot Hyman, vice-pres.; David M. Harris, secy-treas.

CP, not operating.

KQED (Channel 9) (non-com)

Bay Area Educational Television Association, 525 Fourth St., San Francisco 7, Calif.; SUtter 1-8861.

Mortimer Fleishhacker, Jr., pres.; George Pettitt, vice-pres.; Gerald Trautman, secy.; Roland Pierotti, treas.; James Day, gen. mgr.; Jonathan C. Rice, prog. mgr.; Robert Katz, film dir.; Marianne Goldman, pub. & prom. dir.; Gerald Marans, prod. dir.; Johnny R. Brunken, transmitter eng.

Operation: 1954; TV sets in area: 1,206-

700.

KRON-TV (Channel 4) NBC

The Chonicle Publishing Co., 929 Mission St., San Francisco 19, Calif.; GArfield 1-1100.

Charles Thieriot, pres.; H. P. See, gen. mgr.; Norman Louvau, sales mgr.; Douglas Elleson, prog. mgr.; J. L. Berryhill, chief eng.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1949; TV sets in area: 1,237,-000.

KSAN-TV (Channel 32)

S. H. Patterson, 1335 Market St., San Francisco 3, Calif.; MArket 1-8171.

S. H. Patterson, owner; Norwood J. Patterson, gen. mgr.; Dick Bott, comm. mgr.; nat'l rep., Stars National, Inc.

Operations: 1954; TV sets in area: 1,206,-700.

San Jose

KNTV (Channel 11)

Standard Radio & Television Co., 645 Park Ave., San Jose, Calif.; CYpress 7-5577.

A. T. Gilliland, pres.; Fran Conrad, gen. & nat'l sales ingr.; Robert Guy, oper. mgr.; Bruce Joyner, chief eng.; National Rep. Weed Television Corp.

Operation: 1955.

Santa Barbara

KEY-T (Channel 3) ABC, CBS, NBC

Key Television Inc., 730 Miramonte Drive, Santa Barbara, Calif.; WOodland 5-8533.

Richard C. D. Bell, pres., William F. Luton, vice-pres. & treas., Arthur F. Marquette, vice-pres., Joseph Costantino, prod. mgr.; Mary Ann Casey, prog. oper. mgr.; Virginia Lee, promotion mgr.; Lloyd Jones, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area; 97,953.

Stockton

KOVR (Channel 13)

Television Diablo, Inc., 225 E. Miner Ave., Stockton 2, Calif.; HOward 6-6981.

H. L. Hoffman, chmn. of bd.; Terry H. Lee, pres. & gen. mgr.; E. J. Watson, sales mgr.; Richard J. Anderson, chief eng.; nat'l rep., Geo. P. Hollingbery Co.

Operation: 1954; TV sets in area: 1,125,-000.

Tulare

KVVG (Channel 27)

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

Ron Freeman, gen. mgr., & sales mgr.; Herschel McKenzie, chief eng., Robert Lee, oper. mgr.; Joe Ridgeway, film dir.; nat'l rep., Charles Bernard & Co., New York, Lee F. O'Connell Co., Beverly Hills & San Francisco.

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

COLORADO

Colorado Springs

KKTV (Channel II) ABC, CBS

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

James D. Russell, pres. & gen. mgr.; Betty Z. Russell, vice-pres.; Robert D. Ellis, vice-pres. & nat'l sales mgr.; Carl Pehlman, prog. dir.; nat'l rep., The Bolling Co., Inc.

Operation: 1952; TV sets in area: 74,200.

KRDO-TV (Channel 13) NBC

Pikes Peak Broadcasting Co., P. O. Box 1457, Address: 399 S. 8th St., Colorado Springs, Colo.; MElrose 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; TV sets in area: 44,000.

Denver

KBTV (Channel 9) ABC

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

John C. Mullins, pres.; Joseph Herold,

stat. mgr.; Gil Lee, asst. to gen. mgr.; John Henry, nat'l sales mgr.; Robert W. Dupree, bus. mgr.; Harold Storm, prom. mgr., James Butts, chief eng.; nat'l rep., Peters, Griffin, Woodward, Inc.

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

KLZ-TV (Channel 7) CBS

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

Hugh B. Terry, pres. & gen. mgr.; Phil Hoffman, vice-pres. & mgr.; John K. Tipton, sales mgr.; Clayton H. Brace, prog. dir.; Earl Wennergen, pub. dir.; Eugene Jenkins, chief eng.; nat'l rep., The Katz Agency, Inc.

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

KOA-TV (Channel 4) NBC

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

Wm. Grant, pres. & gen. mgr.; Ralph Radetsky, sta. mgr. & asst. gen. mgr.; Heyward Siddons, prog. mgr.; Del Greenwood, prom. mgr.; Dick Harris, gen. sales mgr.; Royce Nation, bus. mgr.; J. A. Slusser, dir. eng.; Sam Houston, film dir.; nat'l rep., NBC Spot Sales.

Operation: 1953; TV sets in area: 453,036.

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

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

Howard L. Johnson, exec. dir.; James W. Case, prog. dir.; John G. Cullen, chief eng. Operation: 1957; TV sets in area: 436,840.

KTVR (Channel 2)

KTVR, Inc., 550 Lincoln, Denver, Colo.; KEystone 4-8281.

Hugh Ben LaRue, vice-pres. & gen. mgr.; Jack Miller, asst. gen. mgr.; Ray Gallagher, prog. dir.; Bill Talley, film dir.; nat'l rep., Blair Television Associates.

Operation: 1952; TV sets in area: 442,502.

Grand Junction

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

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

Rex Howell, pres. & gen. mgr.; J. L. Robinson, vice-pres. & TV dir.; Roy Adamson, secy.-treas. & asst. mgr.; nat'l rep., Hal Holman Co.

Operation: 1954; TV sets in area: 22,361.

Montrose

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

Western Slope Broadcasting Co., Inc., Box 30, Montrose, Colo.; Tel.: 2.

Rex Howell, pres. & gen. mgr.; Roy Adamson, secy.-treas.; Carl Q. Anderson, stat. dir. & chief eng.; nat'l rep., Hal Holman Co.

Operation: 1956.

Pueblo

KCSJ-TV (Channel 5) NBC

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

Cliff Hendrix, senior board dir.; James Guy Croll, dir. TV sales and prog.; R. C. Kearney, bus. mgr.; M. L. Cunningham, dir. eng. and prod.; Bill Bruce, prom. mgr.; nat'l rep., John E. Pearson Television, Inc.

Operation: 1953; TV sets in area: 56,500.

CONNECTICUT Bridgeport

WCTB (Channel 71) (non-com)

Connecticut State Board of Education. State Office Building, Hartford, Conn. CP, not operating.

WICC-TV (Channel 43) ABC

The Bridgeport Broadcasting Co., Box 9140, Bridgeport, Conn., AMherst 8-1601.

Philip Merryman, pres. & gen. mgr.; Manning Slater, treas. & sales mgr.; Norwick R. G. Goodspeed, secy.; Joan Fisher, prom. dir.; Irving Magilnick, film ed.; Alvin Andrus, chief eng.; nat'l rep., Young Television Corp. 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 5-2611.

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

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

WTIC-TV (Channel 3)

The Travelers Broadcasting Service Corp., 26 Grove St., Hartford 15, Conn. JAckson 5-0801.

Paul W. Morency, pres. & dir.; Walter C. Johnson, vice-pres., secy.-dir. and gen. mgr.; Leonard J. Patricelli, vice-pres. progs.; Bernard L. Mullins, vice-pres. public rels.; nat'l. rep., Harrington, Righter & Parsons, Inc.

Operation: 1957; TV sets in area: 1,020,-

New Britain

WNBC (Channel 30) NBC

New Britain Broadcasting Co., subsidiary of National Broadcasting Co., 1422 New Britain Ave., West Hartford 10, Conn. ADams 3-8551.

Thomas B. McFadden, pres.; Peter B. Kenney, vice-pres. & gen. mgr.; Erwin Needles, dir. of sales; Philip B. Hale, film super.; Robert W. Bray, prog. mgr.; Frank A. Wooding, prog. affairs dir.; John P. Shipley, operations mgr. & chief eng.; nat'l rep., NBC Spot Sales.

Operation: 1953; TV sets in area: 335,000.

New Haven

WELI-TV (Channel 59)

Conn. Radio Foundation, Inc., 221 Orange St., New Haven, Conn.

Richard W. Davis, pres.; Edwin H. Schweitzer, Rudy Frank, William Horowitz, vice-pres.; John B. Grant, secy.; Wm. J. Falsey, treas.

CP, not operating.

WNHC-TV (Channel 8) ABC, CBS

Triangle Publications, Inc., 1110 Chapel St., New Haven 10, Conn.; SPruce 7-3611.

Edward D. Taddei, gen. mgr.; John F. Cundiff, sales mgr.; Chester R. Cooper, prog. mgr.; Howard W. Wessenberg, chief eng.; John Curran, prom. & pub. dir.; nat'l rep., The Katz Agency, Inc.

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

New London

WNLC-TV (Channel 26)

The Thames Broadcasting Corp., 281 State St., New London, Conn.; GIbson 2-4365.

Gerald J. Morey, pres.; Roderick L. Morey, vice-pres. & treas.; Mary L. Morey, secy.

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.

Prentiss M. Brown, pres.; Vincent M. Gaughan, vice-pres.; Wendell Lund, secy.-

CP, not operating.

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Waterbury

WATR-TV (Channel 53) ABC

WATR, Inc., 440 Meadow St., Waterbury, Conn. PLaza 5-1121.

Harold Thomas, pres.; Samuel Elman, gen. mgr.; Astrid Curtis, prog. dir.; Wally King, prom. mgr.; nat'l rep., Burke Stuart Co., Inc.

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

DELAWARE Wilmington

WPFH (Channel 12)

WPFH Broadcasting Co., Shipley Rd., Wilmington, Del.; OLympia 6-8171.

Paul F. Harron, pres. and gen. mgr.; Glenn B. Lau, comm. mgr.; Luther O. Piersol, chief eng.; William J. Conran, prom. mgr.; nat'l rep., Paul H. Raymer Co., Inc.

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

DISTRICT OF COLUMBIA Washington

WMAL-TV (Channel 7) ABC

Evening Star Broadcasting Co., Inc., 4461 Connecticut Ave., N. W., Washington 8, D. C.; KEllogg 7-1100.

John W. Thompson, Jr., pres.; F. S. Houwink, gen. mgr.; Neal J. Edwards, sales mgr.; Allan T. Powley, chief eng.; Theodore N. McDowell, prog. mgr.; E. H. Meeks, prom. & pub. dir.; James H. Christenat, prod. mgr.; nat'l rep., H-R Television, Inc.

Operation: 1947.

WOOK-TV (Channel 14)

United Broadcasting Co., Inc., 8th & Eye Sts., N.W., Washington, D.C. REpublic 7-8000.

Richard Eaton, pres.; Margaret G. Eaton, secy.-treas.

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. McCleiland, 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

Broadcast Division, Washington Post Company, Broadcast House, Washington 16, D. C.; EMerson 2-9300.

John S. Hayes, pres.; George F. Hartford,

vice-pres. for WTOP-TV; Thos. B. Jones, prog. dir.; Clyde M. Hunt, vice-pres.; Arthur C. Cleaves, dir. of gen. services; Robert Bordley, sales mgr.; Robert Adams, prom. dir.; Stanley Reid, prod. dir.; William Hedgpeth, film dep't.; Donald H. Cooper, mgr., tech. op.; nat'l rep., CBS Television Spot Sales.

Operation: 1949; TV sets in area: 739,700.

WTTG (Channel 5)

DuMont Broadcasting Corp., Hotel Raleigh, Washington, D. C.; STerling 3-5300.

Bernard L. Goodwin, pres.; Richard Buckley, vice-pres.; James R. Bonfils, gen. mgr.; Martin Calle, sales mgr.; Wes Harris, prog. dir.; Charles Heaton, pub. & prom. mgr.; Louis Lorenzetti, film mgr.; Malcolm M. Burleson, chief eng.; nat'l rep., WEED Television Corp.

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., secy.; Walter M. Strouse, stat. mgr.; Joe Smedley Jr., prog. dir.; A. O. Peck, chief eng.; nat'l rep., Edward Petry & Co., Inc.

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

Ft. Lauderdale-Miami

WITY (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).

Bill Latham, chief eng.; Glenn Carpenter, oper. mgr.; Mortimer W. Loewi, pres., vicepres., & gen. mgr.; William Latham, asst. gen. mgr. & chief eng.; Mike Korman, sales mgr.; Lee Phillips, nat'l sales mgr.; 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., 54 Palm Beach Blvd., Fort Myers, Fla.; EDison 4-1331.

Edward J. McBride, pres.; Arthur B. McBride, vice-pres.; A. J. Bauer, gen. mgr. & sales mgr.; Frank Nodine, prog. dir.; Bob Bachman, tech. dir.; nat'l rep., Joseph Hershey McGillvra, Inc.

Operation: 1954.

Fort Pierce

WTVI (Channel 19)

Gene T. Dyer, Sewall's Point, Jensen Beach, Fla.

CP, not operating.



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Jacksonville

WFGA-TV (Channel 12)

Florida-Georgia Television Co., Inc., 1746 E. Adams St., Jacksonville, Fla.
George H. Hodges, pres.; Alexander Brest, secy-treas.; Harold S. Cohn, vice-pres.; Mitchell Wolfson, vice-pres.

CP, not operating.

WJCT (Channel 7) (non-com)

Educational Television Inc., 1070 Adams St., Jacksonville, Fla.; ELgin 5-6421. Heywood A. Dowling, pres. CP, not operating.

WJHP-TV (Channel 36) NBC, ABC

Jacksonville Journal Co., 4038 Phillips Highway, Jacksonville 7, Fla.; Exbrook 8-9751.

John H. Perry, Jr., pres. & chmn. of bd.; W. W. Atterbury, Jr., vice-pres. & treas.; T. S. Gilchrist, Jr., gen. mgr.; Jack New-som, stat. mgr.; nat'l rep., Edward Petry & Co., Inc.

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

WMBR-TV (Channel 4) CBS, ABC

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.; Harry 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, secy.; James M. LeGate, stat. mgr.; Charles Kelly, oper. mgr.; Robert L. Fidlar, sales mgr.; Jon E. Arden, prom. mgr.; Robert Gilbert, prod. mgr.; M. C. Scott, Jr., chief eng.; nat'l rep., NBC Spot Sales.

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

WMFL-TV (Channel 33)

Miami Biscayne TV Corp.. Biscayne Terrace Hotel, Miami, Fla.; FRanklin 1-6641. Rex Rand, pres.

CP, not operating.

WPST-TV (Channel 10)

Public Service Television, Inc., Biscayne Blvd. & 21st St., Miami 37, Fla.; FR 1-6501. G. T. Baker, pres.; J. C. Brawner, treas.; R. P. Foreman, secy.; W. F. Johnston, asst. secy-asst. treas.; Walter Koessler, gen'l mgr.; nat'l rep.: H-R Television, Inc.

Operation: 1957; TV sets in area: 350,000.

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; Dr. Joe Hall, supt. of schools; James I. Keller, Jr., pres., South Fla. Ed. TV Foundation; Dr. James A. Godard, vicepres.

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

WTVJ (Channel 4) CBS

Wometco Theatres, 306 N. Miami Ave., Miami 31, Fla.; FRanklin 4-6262.

Mitchell Wolfson, pres.; Lee Ruwitch, Mitchell Wolfson, pres.; Lee Kuwitch, exec. vice-pres. & gen. mgr.; John Shay, vice-pres. in chge of oper.; Earl Lewis, chief eng.; Louis Wolfson, film dir.; William R. Brazzil, nat'l sales mgr.; Lee Waller, dir. of prog. oper.; Burt Toppan, prom. mgr.; Ash Dawes, dir. of prod. oper.; nat'l rep., Peters, Griffin, Woodward, Inc.

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

Orlando

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

Cherry Broadcasting Co., 30 S. Ivanhoe Blvd., Orlando, Fla.; 5-0541.

William S. Cherry, Jr., pres.; Arnold F. Schoen, Jr., vice-pres., William H. Goodman, treas.; Harold P. Danforth, Sr., gen. mgr.; James E. Yarbrough, chief eng.; Walter Sickles, prog. dir. & film buyer; Mrs. Agnes Carlson, sales coordinator; Mark V. Barker, Jr., prod. dir.; nat'l rep., Blair Television Associates.

Operation: 1954; TV sets in area: 176,000.

WEAL-TV (Channel 18)

Orange County Broadcasters, Inc., Box

7547, Orlando, Fla. R. H. Gunckel, Jr., pres.; James H. Sawyer, vice-pres.

CP, not operating.

Palm Beach

WEAT-TV (Channel 12)

Palm Beach Television Company, Palm

Rex Rand, pres.; Bertram Lebhar, Jr., exec. vice-pres.

Panama City

WJDM (Channel 7) ABC, NBC, CBS

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

J. D. Manly, owner; Mel Wheeler, gen. mgr.; Harry C. Babb, Jr., stat. mgr.; Milt de Reyna, asst. mgr. & nat'l sales mgr.; Jerry Christopher, prog. dir.; Claude Maenza, chief eng.; nat'l rep., George P. Hollingbery Co.

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

Pensacola

WEAR-TV (Channel 3) ABC, CBS

Gulfport Broadcasting Corp., Box 431, Pensacola, Fla.; GLendale 5-7311.

Charles W. Smith, chmn.; Mel Wheeler, pres. & gen. mgr.; Milt de Reyna, asst. gen. mgr. & nat'l sales mgr.; Jack Kenney, asst. pgm. dir. & film dir.; Gene Sudduth, chief eng.; Irving Welch, comm. mgr.; nat'l rep., George P. Hollingbery Co.

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.

Fred P. Shawn, mgr.; Bernard L. Kobres, sales mgr.; Charles W. Mason, prog. & film dir.; Louis J. Link, chief eng.; nat'l rep., Venard, Rintoul & McConnell, Inc. Operation: 1953.

Tallahassee

(See Thomasville, Ga.)

Tampa

WFLA-TV (Channel 8) NBC

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

J. C. Council, pres.; George W. Harvey, vice-pres. & gen. mgr.; William B. Faber, sales mgr.; J. E. Faraghan, prog. dir.; Carl P. Berquist, mgr. prog. operations; J. H. Mitchell, chief eng.; nat'l rep., Blair-TV, Inc.—Harry E. Cumpings (Southeast) Inc.—Harry E. Cummings (Southeast).

Operation: 1955; TV sets in area: 316,000.

WTVT (Channel 13) CBS

WKY Television System Inc., 3213 Grand Central, Box 1198, Tampa 9, Fla.; Transmitter, Prospect Road, Tampa. REdwood 6-1313.

P. A. Sugg, mgr.; Norman Bagwell, administrative asst. & bus. mgr.; Robert Ol-Robert Doty, prog. mgr.; John Haberlan, comm. mgr.; Robert Doty, prog. mgr.; Walter Rhoads, prod. mgr.; Paul Jones, local sales mgr.; Edwin Jay, prom. mgr.; William Witt, chief eng.; nat'l rep., Katz Agency.

Operation: 1955; TV sets in area: 283,864.

W. Palm Beach

WEAT-TV (Channel 12) ABC, CBS

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

Thomas F. O'Neil, pres.; Bertram Lebhar, Jr., gen. mgr., Ed J. Hennessy, gen. sales mgr.; J. Ross McPherson chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1955.

WPTV (Channel 5) NBC

John H. Phipps Broadcasting Stations, 5 Coconut Row, Palm Beach, Fla.; TEmple 3-2471.

Stephen P. Willis, gen. mgr.; W. L. Woods, nat'l sales mgr.; Robert Carris, prog. dir.; Lou Evenden, chief eng.; W. A. Snowden, dir. of eng.; nat'l rep., Blair Television Associates.

Operation: 1954; TV sets in area: 154,105.

GEORGIA

Albany

WALB-TV (Channel 10) NBC, ABC

Herald Publishing Co., 138 Pine Ave., Albany, Ga.; HEmlock 5-8386.

James H. Gray, pres.; Mrs. Martha M. Nall, secv.-treas.: James M. Robinson, gen. mgr.; John L. Rivard, chief eng.; nat'l rep., Venard, Rintoul & McConnell, Inc.—James S. Ayers (Southeast).

Operation: 1954.

Athens

WGTV (Channel 8, educational)

Regents of the University System of Georgia, for the University of Georgia, 20 Ivy Street, S. E., Atlanta, Ga.

Robert O. Arnold, chmn; John J. Mc-Donough, vice-chmn; Harmon W. Caldwell, chancellor.

CP, not operating.

Atlanta

WAGA-TV (Channel 5) CBS

Storer Broadcasting Co., 1018 W. Peachtree St., N.W., Atlanta, Ga.; TRinity 2-3553. George B. Storer, pres.; Glenn Jackson, vice-pres. & man. dir.; Don Naylor, prog. dir. & film buyer; Jack Collins, asst. man. dir. for sales; Hugo Bondy, chief eng.; Robert H. Kimball, prom. mgr.; nat'l rep., The Katz Agency, Inc.

Operation: 1949; TV sets in area: 548,250.

WATL-TV (Channel 36)

Rounsaville of Atlanta, Inc., 3165 Mathieson Drive, N.E., Atlanta 5, Ga.; CEdar 3-2195.

Robert W. Rounsaville, pres.; John Fulton, vice-pres.

ĆP, not operating.

WETV (Channel 30) (non-com)

Board of Education of City of Atlanta, 750 Bismark Road, N.E., Atlanta 9, Ga.

Devercaux F. McClatchey, pres.; J. Austin Dilbeck, vice-pres.; Haskell Boyter, dir. of radio & TV education.

CP, not operating.

WLW-A (Channel II) ABC

Crosley Broadcasting of Atlanta, Inc., 1611 West Peachtree St., N.E., Atlanta 9, Ga.; TRinity 2-1141.

Harry LeBrun, vice-pres. & gen. mgr.; J. P. Dwyer, vice-pres. & comptroller; James H. Burgess, sales mgr.; Harvey J. Aderhold, chief eng.; Bob Hendrickson, prog. dir.; Howard Rowe, prom. dir.; Thomas Hitchcock, film dir.; nat'l rep., Crosley Broadcasting Corp.—NBC Spot Sales (Detroit, San Francisco, Hollywood)—Bomar Lowrance & Associates, Inc. (Atlanta, Charlotte, Dallas).

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.

J. Leonard Reinsch, exec. dir.; John M. Outler, Jr., gen. mgr.; Marcus Bartlett, stat. mgr.; Jean Hendrix, film dir.; M. K. Toalson, prod. mgr.; R. A. Holbrook, chief eng.; nat'l rep., Edward Petry & Co., Inc.

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.; John Radeck, prog. dir.; John Jopling, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1954; TV sets in area: 246,800.

WRDW-TV (Channel 12) CBS

Radio Augusta, Inc., 8th & Broad Sts., Augusta, Ga.: 7-5432.

Pat. H. Rice, Jr., pres. & treas.; James W. Hicks, gen. mgr.; Joseph P. Gill, chief eng.; nat'l rep., The Branham Co.

Operation: 1954; TV sets in area: 205,200.

Columbus

WTVM (Channel 28) NBC, ABC

Martin Theatres of Georgia, Inc., 1307 First Ave., Columbus, Ga.; 2-8828.

Guy Tiller, gen. mgr.; Joe Windsor, asst. gen. mgr. directing nat'l sales; John Hughes, local sales mgr.; Reeve Owen, dir. of eng. and prod.; Ronnie Otwell, film buyer; Headley-Reed, nat'l reps.; Jas. Ayers Co., southeast rep.

Operation: 1953; TV sets in area: 136,950.

WRBL-TV (Channel 4) CBS, ABC

Columbus Broadcasting Co., Inc., 1350 13th Ave., Columbus, Ga.; FAirfax 2-0601.

J. W. Woodruff, Jr., pres. & gen. mgr.; A. H. Chapman, vice-pres.; M. R. Ashworth, seey. & treas.; Ridley Bell, Jr., stat. mgr. & film buyer; George A. Gingell, prog. and prod. dir.; George Jenkins, comm. mgr.; Joe A. Gamble, chief eng.; nat'l rep., George P. Hollingbery Co.

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.; Ed Pendleton, film & pron. dir.; Robert Savage, prod. dir.; J. D. Lawhon, eng. dir.; nat'l rep., Avery-Knodel, line

Operation: 1953; TV sets in area: 124,000.

Rome

WROM-TV (Channel 9)

WROM-TV, Inc., Box 473, Rome, Ga.; 2-0833.

Dean Covington, pres.; Charles E. Doss, comm. mgr.; Edward N. McKay, gen. mgr.; T. H. Robertson, chief eng.; nat'l rep., Joseph Hershey McGillvra, Inc.

Operation: 1953.

Savannah

WSAV (Channel 3) NBC

WSAV, Inc., Liberty National Bank Bldg.. Savannah, Ga.; AD2ms 6-0303.

Harben Daniel, pres. & gen. mgr.; Cather-Thompson, secy.-treas. & gen. mgr.; Catherine M. Daniel, vice-pres.; Meredith E. Thompson, secy.-treas. & oper. mgr.; H. M. Humpidge, comm. mgr.; William E. Lucas, prog. dir.; Elmer Alley, prod. mgr.; Byron Strong, chief eng.; nat'l rep., Blair Televicion Associates. vision Associates.

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.

William T. Knight, Jr., pres., treas. & gen. mgr.; F. Schley Knight, vice-pres. in chg. of TV; Esther S. Pruett, asst. secytreas.; Ben Williams, vice-pres. & comm. mgr.; Dwight J. Bruce, vice-pres. & prog. dir.; Frank Bryson, prom. mgr.; Kyle E. Cocker which one pres. Goodman, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1954; TV sets in area: 150,500.

Thomasville-Tallahassee (Fla.) WCTV (Channel 6) CBS

John H. Phipps Broadcasting Stations, P.O. Box 3166, Tallahassee, Fla.; 3-3666.

John H. Phipps, owner; L. Herschel Graves, man. dir.; W. A. Snowden, dir. of eng.; Joe Hosford, oper. dir.; W. L. Woods, nat'l sales dir.; nat'l rep., Blair TV Assoc. -Harry Cummings (Southeast).

Operation: 1955; TV sets in area: 122,560,

IDAHO Boise

KBOI-TV (Channel 2) CBS

Boise Valley Broadcasters, Inc., 1007 Jefferson St., Boise, Idaho; 3-2511.

H. Westerman Whillock, pres. & gen. mgr.; Willis C. Moffat, vice-pres.; Earl Glade, Jr., secy.-treas. & stat. & sales mgr.; James A. Johntz, Jr., chief eng.; Robert Howell, film ed.; nat'l rep., Peters, Griffin, Woodward, Inc.-Art Moore & Associates, Inc. (Pacific Northwest).

Operation: 1953; TV sets in area: 53,500.

KIDO-TV (Channel 7) NBC, ABC

KIDO, Inc., 709 Crestline Drive, Boise, Idaho; 2-4611.

Mrs. Georgia M. Davidson, pres. & gen. mgr.; Harold Toedtemeier, chief eng.; George Ganz, comm. mgr.; Del Lundbom, prog. dir.; Bill Harvey, film dir.; nat'l rep., Blair Television Associates.

Operation: 1953; TV sets in area: 73,200.

Idaho Falis

KID-TV (Channel 3) CBS, NBC, ABC

Idaho Radio Corp., Box 701, Idaho Falls, Idaho; 3 & 4. A. W. Schwieder, pres.; C. N. Layne, gen.

mgr.; Claude Cain, sales mgr.; Roy Southwick, prog. mgr.; Carroll Secrist, chief eng.; nat'l rep., Gill-Perna, Inc.—Art Moore & Associates, Inc. (Pacific Northwest).

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.

Willard W. Thomas, gen. & sales mgr.; Bob Edwards, prod. mgr.; Gene W. Wilson, chief eng.; nat'l rep., Weed Television Corp. -Art Moore & Associates, Inc. (Pacific Northwest).

Operation: 1955.

Pocatello

KSE1-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.

Georgia M. Davidson, pres. & gen. mgr.; Florence M. Gardner, vice-pres.; Harold Toedtemeier, chief eng.; nat'l rep., Blair Television Associates.

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

KLIX-TV (Channel II) CBS, ABC, NBC

Southern Idaho Broadcasting and Television Co., Elizabeth Blvd. & Eastland Drive, Box 432, Twin Falls, Idaho; 2820.

Cecil L. Heftel, vice-pres. & gen. mgr.; Gordon Glasmann, asst. gen. mgr.; Joe Gibney, stat. ngr.; Dave Fox, prog. dir.; Dave Evans, oper. mgr.; Sid Cohen, film buyer; Vic Graybeal, film dir.; D. K. Cederstrom, tech. dir.; nat'l. rep., Gill-Perna, Inc.—Art Moore & Associates, Inc. (Northwest).

Operation: 1955; TV sets in area: 22,650.

ILLINOIS

Bloomington

WBLN (Channel 15)

WBLN Television, Inc., Box 646, Bloomington, III.; 4-3031.

Worth S. Rough, pres. & gen. mgr. CP, not operating.

Champaign

WCIA (Channel 3) CBS, NBC

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

A. C. Meyer, pres.; Guy Main, vice-pres. & dir. of sales; James Fielding, prod. mgr. & asst. secy.-treas.; Robert Meyers, chief eng.; Leonard Davis, nat'l sales mgr.; John Ketterer, film ed.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 403,370.

Champaign-Urbana

WILL-TV (Channel 12) (non-com)

228 Gregory Hall, University of Illinois, Urbana, Ill.; 7-6611.

Frank E. Schooley, mgr.; Richard L. Rider, asst. mgr.; Richard G. Lawson, oper. dir.; Rob R. Beldon, chief eng.

Operation: 1955; TV sets in area: 100.000.

Chicago

WBBM-TV (Channel 2) CBS

Columbia Broadcasting System, Inc., 630 N. McClurg Court, Chicago 11, Ill.; WHitehall 4-6000.

H. Leslie Atlass, vice-pres. & gen. mgr.; E. H. Shomo, asst. gen. mgr.; C. W. Doebler, exec. asst.; William Ryan, prog. dir.; George Arkedis, sales mgr.; Gene McClure, sales traffic mgr.; Ralph Trieger, sales prom. mgr.; Herb Grayson, pub. dir.; Don Dillion, prod. mgr.; Elizabeth Bain, film dir.; Luther A. Pierce, dir. of tech. oper.; nat'l rep., CBS Television Spot Sales.

Operation: 1946; TV sets in area: 2,350,-100.

WBKB (Channel 7) ABC

American Broadcasting-Paramount Theatres, Inc., 20 N. Wacker Dr., Chicago 6, Ill.; ANdover 3-0800.

S. C. Quinlan, vice-pres.; Mathew Vieracker, gen. mgr.; Clar W. Heider, nat'l spot sales mgr.; Dan Schuffman, prog. mgr.; John F. Fitzpatrick, prod. mgr.; Ralph Andrews, film dir.; Elliott Henry, pub. dir.; William P. Kusack, dir. of eng.; nat'l rep., Blair-TV, Inc.

Operation: 1948; TV sets in area: 2,237,-900.

WGN-TV (Channel 9)

WGN, Inc., 441 N. Michigan Ave., Chicago 11, Ill.; MIchigan 2-7600.

J. Howard Wood, pres.; Ward L. Quaal, vice-pres. & gen. mgr.; Ted Weber, TV sales mgr.; Jay E. Faraghan, prog. dir.; Elizabeth Bain, film mgr.; George Petterson, dir. of oper.; Jim Hanlon, pub. rel. mgr.; Carl J. Meyers, dir. of eng.; nat'l rep., WGN-TV Sales.

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

WHFC-TV (Channel 26)

WHFC, Inc., 3350 S. Kedzie Ave., Chicago 23, Ill.; CLiffside 4-7411.

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

CP, not operating.

WIND-TV (Channel 20)

W-I-N-D Westinghouse Broadcasting Co., 400 N. Michigan Ave., Chicago 11, Ill.

Ralph Atlass, gen. mgr.; John T. Carey, sales mgr.

CP, not operating.

WNBQ (Channel 5) NBC

National Broadcastg. Co., Merchandise Mart, Chicago 54, Ill.; SUperior 7-8300.

Jules Herbuveaux, gen. mgr.; Russell G. Stebbins, dir. of sales; Richard Ricker, sales mgr.; Harry Trigg, prog. dir.; John Whalley, oper. dir.; John M. Keys, adv. & prom. dir.; Robert Dressler, prod. mgr.; Howard Luttgens, eng. in charge; Isabel Cooney, film procurement; nat'l rep., NBC Spot Sales.

Operation: 1949; TV sets in area: 2,350,-100.

WOPT (Channel 44)

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

Egmont Sonderling, pres.; Richard Goodman, vice-pres.; Mason Loundy, secy.

CP, not operating.

WTTW (Channel II) (non-com)

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

Edward L. Ryerson, pres.; Kent Chandler, Lenox R. Lohr, Renslow Sherer, vicepres.; Lester Armour, treas.; Robert L. Foote, secy.; John W. Taylor, exec. dir.; James Robertson, prog. mgr.; Colby Lewis, prod. mgr.; Duane Weise, dir. eng.; Chalmers H. Marquis, prom. & development mgr.

Operation: 1955; TV sets in area: 2,300,-000.

Danville

WDAN-TV (Channel 24) ABC

Northwestern Publishing Co., 1500 N. Washington Ave., Danville, Ill.; 1700.

Robert J. Burow, gen. mgr.; John Eckert, sales mgr., Max Shaffer, stat. mgr.; Honore Ronan, prog. dir.; Norlyn Dossey, chief eng.; nat'l rep., Everett-McKinney, Inc.

Operation: 1953; TV sets in area: 50,000.

Decatur

WTVP (Channel 17) ABC

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

W. L. Shellabarger, pres. & treas.; David S. Shellabarger, vice-pres.; Mary D. Cleave, secy.; Robert G. Wright, stat. mgr.; Ben K. West, comm. mgr.; Hubert F. Abfalter, chief eng.; nat'l rep., Gill-Perna Inc.

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

Evanston

WTLE (Channel 32)

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

Angus D. Pfaff, pres. & treas.; Howard S. Martin, vice-pres. & secy.

CP, not operating.

Harrisburg

WSIL-TV (Channel 22) NBC, ABC

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

Oscar L. Turner, pres. & mgr.; Bill Plater, prog. mgr.; Charles Gilliam, chief eng.; nat'l rep., The Walker Representation Co., Inc.

Operation: 1953; TV sets in area: 47,000.

La Salle

WEEQ-TV (Channel 35)

(Satellite of WEEK-TV, Peoria, Ill.) West Central Broadcasting Co., 2907 Springfield Rd., East Peoria, Ill.

CP, not operating.

PEKIN (Channel 69)

Mid Illinois Television Co., Times Bldg., Pekin, Illinois.

Joseph T. McNaughton, pres.

CP, not operating.

Peorla

WEEK-TV (Channel 43) NBC

West Central Broadcasting Co., 2907 Springfield Rd., E. Peoria, Ill.; 9-3961.

Fred C. Mueller, gen. mgr.; William J. Flynn, sales mgr.; Victor Fletcher, prog. dir.; Wayne Lovely, chief eng.; Al Knapp, pub. & prom. mgr.; nat'l rep., Headley-Reed TV.

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

WIRL-TV (Channel 8)

WIRL Television Co., 115 N. Jefferson St., Peoria, Ill.

Timothy W. Swain, pres.; John H. Altorfer, vice-pres.; Katherine A. Swain, secy.; Edward J. Altorfer, treas.

CP, not operating.

WTVH (Channel 19) CBS, ABC

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

Henry P. Slane, pres.; Harold V. Phillips, mgr.; William P. Pipher, sales mgr.; Andy Amyx, prom. dir.; Robert G. Holben, prog. dir. & film buyer; Wallace Wurz, chief eng.; nat'l rep., Edward Petry & Co.

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

Quincy

WGEM-TV (Channel 10) NBC, ABC

Quincy Broadcasting Co., Hotel Quincy, Quincy, Ill.; BAldwin 2-6840.

T. C. Oakley, pres.; J. S. Bonansinga, vicepres., gen. mgr. & treas.; J. T. Reardon, secy.; Fred Colgan, prog. dir.; J. Ben Stewart, comm. mgr.; Hal Heidbreder, dir. of adv.; Frank Laughlin, chief eng.; nat'l rep., Young Television Corp.

Operation: 1953; TV sets in area: 160,000.

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, asst. 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-Knodel, Inc.

Operation: 1950; TV sets in area: 327,166.

WTVO (Channel 39) NBC

Winnebago Television Corp., N. Meridian Rd. & State, Rockford, Ill.; 3-5413.

Harry Balaban, pres.; Hal Froelich, mgr.; John W. Kelin, prod. mgr.; Herbert Eckstein, chief eng.; Carl P. Stemler, film dir.; nat'l rep., Avery-Knodel Inc.

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.; Jerrold Merritt, chief eng.; Harold Hoskins, prog. mgr.; Robert Steffan, prod. mgr.; William Shaw, film dir.; nat'l rep., Young Television 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 26)

Great Commission Schools, Inc., Box 727, Anderson, Ind.

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

CP, not operating.

Bloomington-Indianapolis

WTTV (Channel 4) ABC

Sarkes Tarzian, Inc., E. Hillside Drive, Bloomington, Ind.; 2-1407.

Sarkes Tarzian, pres.; Mary Tarzian, secy.-treas.; Robert Lemon, gen. mgr.; Frank Willis, 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: 650,000.

Elkhart-South Bend

WSJV (Channel 52) ABC

Truth Publishing Co., 3600 Oakland Ave., Elkhart, Ind.; ELkhart 2-1518; South Bend; ATlantic 7-4052.

John F. Dille, Jr., pres.; Paul C. Brines, dir. of broadcasting; Edwin J. Lasko, prog. dir.; W. Forrest Morrow, prod. mgr.; Arthur C. Whitaker, Jr., film dir.; Lester W. Zellmer, chief and tracking the R. Tal. Zellmer, chief eng.; nat'l rep., H-R Television, Inc.

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

Evansville

WFIE (Channel 14) NBC

WFIE, Inc., 1115 Mt. Auburn Rd., Evansville, Ind.; HArrison 5-6201.

Nathan Lord, pres.; E. Berry Smith, vice-pres. & gen. mgr.; Lee Browning, gen. Sales mgr.; Chet Behrman, prog. dir.; Ed Yalowitz, prom. mgr.; Fred Rollison, news and farm editor; Paul C. Kelley, chief eng.

Operation: 1953; TV sets in area: 141,364.

WTVW (Channel 7)

Evansville Television, Inc., 405 Carpenter St., Evansville, Ind.; HArrison 2-1121.

Ferris Taylor, pres.; Joseph E. O'Daniel, vice-pres.; Dick Shively, mgr.; nat'l rep., George P. Hollingbery Co.

Operation: 1956; TV sets in area: 186,000.

WEHT-TV (Channel 50) (See Henderson, Ky.)

Fort Wayne

WANE-TV (Channel 15) CBS, ABC

Indiana Broadcasting Corp., 2000 Lincoln Tower, Fort Wayne, Ind. ANthony 8475. R. Morris Pierce, mgr. dir.; John J. Keenan, dir. sales; Franklin C. Mitchell, prog. dir.; Robert J. Keefe, prom. mgr.; C. E. Wallace, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1954; TV sets in area: 196,000.

WKJG-TV (Channel 33) NBC

WKSG, Inc., 220 E. Jefferson St., Ft. Wayne 2, Ind.; ANthony 2295.

John F. Dille, Jr., pres.; Edward G. Thoms, vice-pres. & gen. mgr.; Calo Mahlock, prog. dir.; Carleton B. Evans, sales mgr.; Eugene A. Chase, chief eng.; Wilson Schroeder, prom. mgr.; nat'l rep., Paul H. Schroeder, prom. mgr.; nat'l rep., Paul H. Raymer Co.

Operation: 1953; TV sets in area: 190,000.

Indianapolis

WFBM-TV (Channel 6) NBC

Twin States Broadcasters, Inc., 1330 North Meridian St., Indianapolis, MElrose 4-8521.

Wayne Coy, pres.; Eldon Campbell, vicepres. & gen. mgr.; Melvin Green, asst. treas.; William Fall, prog. dir.; Don Menke, comm. mgr.; Hugh L. Kibbey, film buyer; John Hurlbut, prom. mgr.; Estel D. Freeman, pub. mgr.; Robert Flanders and Robert Robbins, asst. chief engrs.; nat'l rep., The Katz Agency, Inc.

Operation: 1949; TV sets in area: 692,000.

WISH-TV (Channel 8) CBS

Indiana Broadcasting Corporation, 1440 N. Meridian St., Indianapolis, Ind.; ME1rose 4-6411.

C. Wrede Petersmeyer, pres.; Robert B. McConnell, vice-pres. & gen. mgr.; Robert F. Bryan, secy.-treas.; Stokes Gresham, Jr., chief eng.; Robert F. Ohleyer, sales mgr.; Steve Briggs, prog. mgr.; nat'l rep., The Bolling Co., Inc.

Operation: 1954; TV sets in area: 704,860.

WLWI (Channel 13) ABC

Crosley Broadcasting Corp., 714 Merchants Bank Bldg., Indianapolis 4, Ind.; MElrose 4-5402.

John Babcock, asst. gen. mgr.; Bruce Cox, dir., spec. broadcast services; Bob Lamb, sales mgr.; Charles Brodhead, prog. mgr.; John Traxler, film buyer-dir.; Norman Nixon, tech. sup.; nat'l rep., Crosley Broadcasting Corp.

Operation: 1957; TV sets in area: 600,000.

Lafayette

WFAM-TV (Channel 59) CBS

Lafayette Broadcasting, Inc., McCarty Lane, Lafayette, Ind.; 2-4300.

O. E. Richardson, pres.; Richard Long, sales mgr.; H. R. Rosenthal, gen. mgr.; Jim Mathis, prog. dir.; Richard Cochran, chief eng.; nat'l rep., Wm. G. Rambeau Co.

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

Muncie

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

Tri-City Radio Corp., US Highway 35, south of Muncie, Ind., P. O. Box 271; ATlas 8-4403.

D. A. Burton, pres., treas. & gen. mgr.; W. F. Craig, vice-pres. & comm. mgr.; Garnet M. Burton, secy.; Lee Allerton, prog. dir.; Maurice Crain, vice-pres.; Pat Finnegan, chief eng.; nat'l rep., Hal Holman Co. (Chicago), New York.

Operation: 1953: TV sets in area: 125,000.

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.

Roanoke

WPTA (Channel 21)

Sarkes Tarzian Inc., Bloomington, Ind. CP, not operating.

South Bend

WNDU-TV (Channel 46) NBC

Michiana Telecasting Corp., Juniper Road, Box 989, South Bend 24, Ind.; CE 3-7111.

Rev. Theo. M. Hesburgh, C.S.C., pres.; Rev. Edmund P. Joyce, C.S.C., secry.-treas.; Bernard C. Barth, vice-pres. & gen. mgr.; Edward Roth, prog. dir.; Robert F. Stolfward Roth, prog. dir.; Robert F. Stolfwales prom. & adv. mgr.; Bazil O'Hagan, chief eng.; William McKenzie, prod. mgr.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1955: TV sets in area: 178,000.

WSBT-TV (Channel 34) CBS

Broadcast Center, 300 W. Jefferson Blvd., South Bend 1, Ind., CEntral 3-3141.

Neal B. Welch, gen. mgr.; Will R. Darch, nat'l sales mgr.; Robert J. Drain, prog. mgr.; Walter Sweitzer, film dir.; Arthur R. O'Neil, asst. mgr. & chief eng.; nat'l rep., Paul H. Raymer Co., Inc.

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.

Anton Hulman, Jr., pres.; J. R. Cloutier, vice-pres. & treas.; L. C. Power, secy.; J. M. Higgins, gen. mgr.; Ben Falber, Jr., dir.

nighttime oper.; Pat Murphy, dir. daytime oper.; Don Petit, chief eng.; nat'l rep., The Bolling Co., Inc.

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

IOWA

Ames

WOI-TV (Channel 5) ABC

Iowa State College of Agriculture and Mechanical Arts, Ames, Ia.; CEdar 2-3400.

James H. Hilton, pres.; Robert C. Mulhall, gen. mgr.; James H. Davis, assoc. gen. mgr.; Don Peterson, sales service; Dan Norton, comm. mgr.; Doris MacFarquhar, prom. mgr.; Keith Ketcham, chief eng.; Warren Royer, film dir.; nat'l rep., Weed Television Corp.

Operation: 1950; TV sets in area: 330,000.

Cedar Rapids

KCRG-TV (Channel 9) ABC

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

Joseph F. Hladky, Jr., pres.; Edna A. Herbst, gen. mgr.; Richard J. Butterfield, station mgr.; Ralph D. Willey, prog. dir.; Howard Norland, prom. dir.; John K. Williams, news editor; John Jennings, prod. dir.; Ira V. McDaniel, chief eng.; Phil Hess, film dir.; nat'l rep., Weed Television Corp.

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

WMT-TV (Channel 2) CBS

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

Wm. B. Dolph, pres.; Wm. B. Quarton, exec. vice-pres. & gen. mgr.; Lew Van Nostrand, vice-pres. sales; Douglas B. Grant, vice-pres TV oper.; Bob Kenney, prom. mgr.; Geo. P. Hixenbaugh, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1953; TV sets in area: 344,380.

Davenport

WOC-TV (Channel 6) NBC

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

Col. B. J. Palmer, pres.; D. D. Palmer, vice-pres. & treas.; Ralph Evans, exec. vice-pres.; P. A. Loyet, vice-pres.; Wm. D. Wagner, secy.; Ernest C. Sanders, resident mgr.; Mark L. Woodlinger, sales mgr.; Raymond J. Guth, prog. dir.; Ken Wagner, illm dir.; Paul G. Arvidson, chief eng.; nat'l rep., Peters, Griffin, Woodward, Inc.

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

Des Moines

KDPS-TV (Channel 11)

Independent School District of Des Moines, 629 Third St., Des Moines, Iowa.

Mrs. James Shannahan, pres. of board; Dr. Harry W. Dahl, vice-pres. of board; Herrold V. Mann, secy of board.

CP, not operating.

KGTV (Channel 17)

Rib Mountain Television Inc., 2nd Ave. & Hobson Drive, Des Moines, 1a.

CP, not operating.

KRNT-TV (Channel 8) CBS

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

Gardner Cowles, chnm. of bd.; Luther L. Hill, pres.; Robert W. Dillon, vice-pres. & gen. mgr.; Richard Covey, prog. dir.; Paul Elliott, comm. mgr.; Joe Hudgens, asst. prog. dir. & dir. of prom.; Bill Hippee, sales mgr.; Dick Percival, bus. mgr.; Graham Jeambey, prom. mgr.; Charles Quentin, chief eng.; Guy Koenigsberger, prod. mgr.; nat'l rep., The Katz Agency, Inc.

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

WHO-TV (Channel 13) NBC

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

Col. B. J. Palmer, pres.; Dr. D. D. Palmer, vice-pres. & treas.; Ralph Evans, exec. vice-pres.; P. A. Loyet, vice-pres. & resident mgr.; W. W. Woods, asst. mgr.; W. D. Wagner, secy. & controller; Robert H. Harter, sales mgr.; Jack Kerrigan, prog. dir. & film buyer; Kenneth Gfeller, prod. mgr.; Reed E. Snyder, chief eng.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1954; TV sets in area: 322,000.

Fort Dodge

KQTV (Channel 21) NBC

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

Edward Breen, pres. & gen. mgr.; George Haire, vice-pres.; L. V. Geer, secy.; A. R. Loomis II, treas.; Rollie Camp, comm. mgr.; Cal Foulkerts, prog. dir.; David Sinclair, chief eng.; nat'l rep., John E. Pearson Television, Inc.

Operation: 1953; TV sets in area: 47,601.

Mason City

KGLO-TV (Channel 3) CBS

Lee Radio, Inc., Second & Pennsylvania, Mason City, Iowa; GArden 3-2540.

Lee P. Loomis, pres.; Herbert R. Ohrt, exec. vice-pres. & gen. mgr.; Roger Sawyer, treas. & chief eng.; Donald G. Harrer, secy. & prom. mgr.; Doug. Sherwin, prog. & prod. dir.; Walter Rothschild, nat'l sales mgr.; Lloyd Loers, local sales mgr.; nat'l rep., Weed Television Corp.

Operation: 1954; TV sets in area: 127,040.

Sioux City

KTIV (Channel 4) NBC

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

Dietrich Dirks, pres. & gen. mgr.; Eugene Flaherty, exec. vice-pres.; Duane Kidder, vice-pres.; Carlton Corbett, secy.; Elizabeth Sammons, treas.; E. Flaherty, sales dir.; Don Stone, prog. dir.; A. E. Quilleash, prod. dir.; Al Smith, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1954; TV sets in area: 233,837.

KVTV (Channel 9) CBS, ABC

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

Luther L. Hill, pres.; Donald D. Sullivan, vice-pres. & gen. mgr.; Arthur J. Smith, resident mgr.; Robert Donovan, sales mgr.; George Hutchins, prog. mgr.; Carl Morris, film dir.; Larry Coke, prom. mgr.; Clair Giles, bus. mgr.; nat'l rep., The Katz Agency, Inc.

Operation: 1953; TV sets in area: 181,000.

Waterloo

KWWL-TV (Channel 7) NBC

Black Hawk Broadcasting Co., E. 4th & Franklin, Waterloo, Ia.; ADams 4-4404.

R. J. McElroy, pres. & gen. mgr.; Donald M. Graham, vice-pres.; E. Horslund, treas.; Glenn B. Beers, secy.; Donald E. Inman, sales dir.; Norman Tarbox, dir. of TV oper.; T. W. Kirksey, dir. of eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 328,866.

KANSAS

Ensign

KTVC (Channel 6) ABC

Southwest Kansas Television Co., c/o Leigh Warner, Cimarron, Kans.

Leigh Warner, pres.; F. C. Walker, secytreas.

Operation: 1957.

Goodland

KWGB-TV (Channel 10)

Goodland Broadcasting Co., KWGB Bldg., 17th & Broadway, Goodland, Kans.; 331.

Jim E. Blair, owner & gen. mgr.; Jack

Jim E. Blair, owner & gen. mgr.; Jack Walkmeyer, comm. mgr.; T. L. Blair, prom. mgr.; Bob McEvoy, prog. dir.; Joyce Calkins, film buyer; Ted Brown, chief eng.

Operation: 1956.

Great Bend

KCKT (Channel 2) NBC

Central Kansas Television Co., Inc., Box 182, Great Bend, Kans.; 7808.

E. C. Wedell, pres.; C. L. Roberts, vice-

pres.; Roy W. Zimmer, secy.; Delbert Williams, treas.; E. L. Kuhlman, oper. mgr.; Herman Haefele, chief eng.; Bonnie Perry, prog. coordinator; nat'l rep., The Bolling Co., Inc.

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

Joyce A. Swan, pres.; Howard Peterson, gen. mgr.; Ken Cook, chief eng.; Jim Johnston, oper. mgr.; E. W. Dallier, sales mgr.; M. Dale Larsen, prom. mgr.; nat'l rep., H-R Television, Inc.

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.

Pittsburg

KOAM-TV (Channel 7) NBC, ABC

Mid-Continent Telecasting, Inc., P.O. Box 603, Pittsburg, Kans.; 2508.

Lester E. Cox, pres.; E. V. Baxter, Lester L. Cox, Lang Pogers, vice-pres.; Fred Hughes, secy.; R. E. Wade, treas. & gen. mgr.; Louis R. Martin, prog. dir.; Leo Stafford, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1953.

Topeka

WIBW-TV (Channel 13) CBS, ABC

Topeka Broadcasting Assn., Inc., 1035 Topeka Blvd., Topeka, Kansas; 3-2377.

Oscar Stauffee, pres.; Ben Ludy, gen. mgr.; Lewis Dickensheets, asst. gen. mgr.; & dir. of eng.; Hilton Hodges, sales mgr.; Jack Ostrode, prog. dir.; nat'l rep., Capper Publications, Inc.

Operation: 1953; TV sets in area: 556,400.

Wichita

KAKE-TV (Channel 10) ABC

KAKE-TV, Inc., 1500 North West St., Box 1010. Wichita, Kans.; WHitehall 3-4221.

Mark H. Adams, pres.; Charles E. Jones, treas.; H. E. Zoller, Ted Gore, Tom Palmer, vice-pres.; Martin Umansky, vice-pres. & gen. mgr.; Harold Newby, vice-pres. & chief eng.; John Froome, prod. sup.; Donivan Waldron, nat'l sales mgr.; Robert C. Payne, prog. & pub. dir.; nat'l rep., The Katz Agency, Inc.

Operation: 1954.

KARD-TV (Channel 3) NBC

833 North Main, Wichita 5, Kans. ! AMherst 5-5633.

Geo. M. Brown, pres.; Wm. J. Moyer, exec. vice-pres. & gen. mgr.; Daniel M. Moyer, secy.-treas.; Don Sbarra, vice-pres. & sales dir.; Sam Worsham, prog. dir.; Russell V. Goyette, chief eng.; Dilmond D. Postlewait, office mgr.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1955; TV sets in area: 265,430.

KENTUCKY

Ashland

WALN-TV (Channel 59)

Polan Industries, 321 8th St., Huntington, W. Va.

Albert S. Polan, E. G. Polan, Lincoln M. Polan, Charles M. Polan and Lake Polan, Jr., owners.

CP, not operating.

WPTV (Channel 59)

Polan Industries, 321 8th St., Huntington, W. Va.

CP, not operating.

Henderson-Evansville (Ind.)

WEHT-TV (Channel 50) CBS

WEHT, Inc., Box 395, Evansville 4, Ind.; HArrison 4-9215.

Edwin G. Richter, pres. & gen. mgr.; Ernest Felix, vice-pres. & asst. mgr.; Howard Duncan, sales mgr.; Robert Cleveland, chief eng.; nat'l rep., Young Television Corp.

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

Lexington

WLAP-TV (Channel 27)

Community Broadcasting Co., Broadcast Central, Lexington, Ky.

Frederic Gregg, Jr., pres.; Miller Welch, sales mgr.

CP, not operating.

WLEX-TV (Channel 18) NBC, ABC, CBS

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

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J. D. Gay, Jr., pres.; Earl L. Boyles, exec. vice-pres.; H. Guthrie Bell, secy.-treas.; Wm. B. Gess, vice-pres.; Harry C. Barfield, stat. ngr.; J. M. Pennock, sales mgr.; James W. Robertson, chief eng.; Alex B. Macaulay, prog. dir.; nat'l rep., The Bolling Co., Inc.—Dora-Clayton Agency, Inc. (South).

Operation: 1955; TV sets in area: 90,000.

Louisville

WAVE-TV (Channel 3) NBC basic, ABC

WAVE, Inc., 334 E. Broadway, Louisville 2, Ky.; JUniper 5-2201.

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: 555,000.

WHAS-TV (Channel 11) CBS

WHAS, Inc., 6th & Broadway, Louisville 2, Ky.; JUniper 5-2211.

Barry Bingham, pres.; Mark Ethridge, vice-pres.; Lisle Baker, vice-pres. & treas.; Victor A. Sholis, vice-pres.; Sam Gifford, prog. dir.; Albert John Gillen, sales mgr.; William F. Loader, prom. 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.

CP, not operating.

Newport

WNOP-TV (Channel 74)

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

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

CP, not operating.

Owensboro

WKYT (Channel 62)

Aircast, Inc., 3015 Radiance Rd., Louisville, Ky.

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

CP, not operating.

Paducah

WPSD-TV (Channel 6) NBC, ABC

Paducah Newspapers, Inc., P. O. Box 1037, 100 Television Lane, Paducah, Ky.; 2-8214.

Edwin J. Paxton, pres.; E. J. Paxton, Jr., vice-pres.; Frank Paxton, treas.; Jos. L. Roth, bus. mgr. Sam Livingston, asst. gen. mgr. in charge of sales; Ernest J. Pell, chief eng.; nat'l rep., John B. Pearson Television, Inc.

Operation: 1957; TV sets in area: 130,000.

LOUISIANA

Alexandria

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

Lanford Telecasting Co., Inc., 601 Washington St., Alexandria, La.; 3-2543.

T. B. Lanford, pres.; Willard L. Cobh, gen. stat. mgr. & nat'l sales mgr.; Jesse R. Sexton, local sales mgr.; Eugene Miller, chief eng.; Tommy Erwin, oper. mgr.; nat'l rep., Weed Television 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.; DIckens 4-8571.

Dwight W. Martin, chmn. of bd.; Tom E. Gibbens, pres. & gen. mgr.; Edgar B. Stern, Robert D. Swezey, Louis Reed, vice-pres.; Francis H. Lee, treas. & secy.; Don Hallman, prog. dir.; Mervyn Rhys, comm. mgr.; Donald K. Allan, chief eng.; Grace McElveen, pub. & prom.; nat'l rep., Blair Television Associates.

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

WBRZ (Channel 2) NBC, ABC

Louisiana Television Broadcasting Corp., P. O. Box 2906, Baton Rouge, La.; DIckens 8-1491.

Douglas L. Manship, pres.; Roland C. Kizer, vice-pres.; Charles P. Manship, Jr., secy.; Lewis Gottlieb, treas.; John H. Bone, gen. mgr.; John Ferguson, prog. mgr.; Aubrey Moore, prod. mgr.; Pat Weathersby, chief eng.; Guy Corley, local sales mgr.; nat'l rep., George P. Hollingbery Co.

Operation: 1955; TV sets in area: 228,100.

(Channel 40)

Bayou Broadcasting Corp., P.O. Box 1387, Shreveport, La.

Henry B. Clay, pres. & treas.; Gilmore N. Nunn, Frank M. Smith, vice-pres. CP, not operating.

Lafayette

KLFY-TV (Channel 10) CBS

Camellia Broadcasting Co., Inc., 1301 Oak Ave., Lafayette, La.; CEnter 5 9494.

Paul H. DeClouet, pres.; Thomas A. De-Clouet, Harold J. Delhommer, vice-pres.; John W. Mitchell, secy-treas.; Deriel Hamm, gen. mgr.; Maurice P. Wynne, chief eng.; Bob Baker, prog. dir.; Quitman Henley, sales mgr.; nat'l rep., Vernard, Rintoul & McConnell, Inc.—Clarke Brown Co. (South).

Operation: 1955; TV sets in area: 150,000.

Lake Charles

KPLC-TV (Channel 7) NBC, ABC

Calcasieu Broadcasting Co., 320 Division St., P. O. Box 1521, Lake Charles, La.; HEmlock 6-3631.

T. B. Lanford, pres., Pelham Mills, Jr., gen. mgr.; A. B. Craft, prog. mgr. & dir.; Gay St. Cyr, prom. mgr.; Ed Barton, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1954; TV sets in area: 174,500.

KTAG-TV (Channel 25) CBS

KTAG-TV, Inc., P. O. Box 173, 645 15th St., Lake Charles, La.; HEmlock 9-9413.

Warren Berwick, pres.; Charles Lamar, Jr., exec. vice-pres.; Robert B. McCall, secy.; Raymond Dorsey, gen. mgr.; Lawrence Vicknair, chief eng.; nat'l rep., Paul H. Raymer Co.

Operation: 1953; TV sets in area: 68,650.

Monroe

KLSE (Channel 13) (non-com)

State Department of Education, c/o Shelby M. Jackson, Superintendent, State Capital Bldg., Baton Rouge, La.

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 1472, Monroe, La.; FAirfax 2-8155.

James A. Noe, pres.; Paul H. Goldman, vice-pres. & gen. mgr.; Harry Arthur, prog. dir. & asst. gen. mgr.; Ray Boyd, vice-pres. & tech. dir.; Jack Ansell, Jr., sales & prom. mgr., Ansel Smith, oper. mgr.; Blanchard Reno, film dir.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 301,500.

New Orleans

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, ABC, CBS

WDSU Broadcasting Corp., 520 Royal St., New Orleans 16, La.; TUlane 4376.

Edgar B. Stern, Jr., pres.; Robert D. Swezey, exec. vice-pres. & gen. mgr.; Louis Read, vice-pres. & comm. mgr.; Lester E. Kabacoff, secy.-treas.; Tom Hicks, vice-pres. & prog. mgr.; Stanley Holiday, oper. mgr.; Marion Anneberg, pub. dir.; Lindsey Riddle, chief eng.; nat'l rep., Blair TV, Inc.

Operation: 1948; TV sets in area: 390,000.

WJMR-TV (Channel 20) CBS, ABC

Supreme Broadcasting Co., Inc., 1500 Canal St., New Orleans 12, La.; EXpress 3131.

Chester F. Owens, pres.; George A. Mayoral, exec. vice-pres., gen. mgr. & chief eng.; Flora Shields Owens, vice-pres.; Robert B. Jeffers, secy.-treas.; Paul Beville, comm. mgr.; Tom Abbott, prog. dir.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 390,000.

WWEZ-TV (Channel 32)

WWEZ-TV, WWEZ-Radio, Inc., Hotel New Orleans, La.

A. L. Chilton, pres.; L. H. Chilton, secy.-treas.; James R. Wood, vice-pres.

CP, not operating.

WWL-TV (Channel 4)

Loyola University, 6363 St. Charles Ave., New Orleans, La.

Rev. Patrick Donnelly, S.J., pres.; Rev. Edward Doyle, S.J., vice-pres.; W. H. Summerville, gen. mgr.

CP, not operating.

WYES (Channel 8) (non-com)

Greater New Orleans Educational Television Foundation, 916 Navarre Ave., New Orleans 24, La.; AMherst 5718.

Mrs. Louis Abramson, Jr., chmn.; Emile A. Wagner, Jr., vice-chmn.; Mrs. Eugenia B. Seavey, exec. secy.

Operation: 1957.

KSLA-TV (Channel 12) CBS basic

Shreveport Television Co., P. O. Box 92, Shreveport, La.; 3-6151.

Ben Beckham, Jr., gen. mgr.; Winston B. Linam, stat. mgr.; Deane R. Flett, sales mgr.; John Renshaw, prog. dir.; Carol Vinson, prom. dir.; Morris C. Barton, chief eng.; nat'l rep., Paul H. Raymer Co., Inc.

Operation: 1953; TV sets in area: 250,000.

KTBS-TV (Channel 3) NBC and ABC

KTBS, Inc., 312 E. Kings Highway, Shreveport, La.; 7-3644.

E. Newton Wray, pres. & gen. mgr.; George D. Wray, Sr., chmn. of bd.; George D. Wray, Jr., vice-pres.; Charles W. Wray, Secy.-treas.; Pat White, stat. mgr.; Joe B. Foster, comm. mgr.; Vlada Dimak, prod. mgr.; Ruth August, prom. mgr.; Marvin L. Perry, Jr., film dir.; Claude Scott, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1955: TV sets in area: 239,695.

MAINE

Augusta

WPTT (Channel 10)

Pine Tree Telecasting Corp., c/o Richard S. Robie, Park Square, Boston, Mass.

Richard S. Robie, owner.

CP, not operating.

Bangor

WABI-TV (Channel 5) ABC

Community Telecasting Service, 57 State St., Bangor, Me.; 8255.

Horace A. Hildreth, pres.; John M. Kimball, Carleton D. Brown, vice-pres.; Arnold L. Veague, secy.; James F. White, treas.; Leon P. Gorman, Jr., gen. mgr.; Walter Dickson, oper. mgr.; Leon H. Nelson, prog. dir.; Richard B. Bronson, prod. dir.; Wallace Edwards, eng. supervisor; nat'l rep., George P. Hollingbery Co.—Kettell-Carter (New England).

Operation: 1953; TV sets in area: 88,500.

W-TWO (Channel 2) CBS

Murray Carpenter and Assoc., 7 Main St., Bangor, Me.; 2-4822.

Murray Carpenter, pres. & treas.; Rudy Marcoux, vice-pres. & bus. mgr.; William Clark, vice-pres. & oper. mgr.; James Robinson, prod. mgr.; nat'l rep., Venard, Rintoul & McConnell, Inc.—Louis J. Borgatti, Inc. (New England).

Operation: 1954; TV sets in area: 110,000.

Poland Spring

WMTW (Channel 8) CBS, ABC

Mt. Washington TV Inc., Poland Spring, Me.; 51.

John Guider, pres.; John H. Norton, Jr., vice-pres. & gen. mgr.; John T. Madigan, prog. dir.; Claus Wiese, prod. mgr.; Parker H. Vincent, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1954.

Portland

WCSH-TV (Channel 6) NBC

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

Adeline B. Rines, pres.; William H. Rines, man. dir.; Jack S. Atwood, stat. mgr. & sales mgr.; Charles R. Brown, chief eng.; Bruce McGorrill, comm. mgr.; Burnell Poole, Jr., prog. dir.; Linwood T. Pitman, prom. dir.; William Kerkos, film dir.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 210,000.

WGAN-TV (Channel 13) CBS

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

Jean Gannett Williams, pres.; Creighton E. Gatchell, vice-pres., gen. mgr. & treas.; Richard E. Bates. sales mgr.; Samuel G. Henderson, Jr., prog. & studio mgr.; Earl W. Fenderson, film ed.; Roger Hodgkins, chief eng.; nat'l rep., Avery-Knodel, Inc.—Robert C. Foster, Boston (New England).

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

Presque Isle

WAGM-TV (Channel 8)

Aroostook Broadcasting Corp., 489 Main St., Presque Isle, Me.

Harold Glidden, pres. & gen. mgr.; Ted Coffin, prod. mgr.

Operation: 1956.

MARYLAND

Baltimore

WAAM-TV (Channel 13) ABC

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

Ben Cohen, pres.; Herman Cohen, vice-pres., secy & treas.; Norman C. Kal, exec. vice-pres.; Ken Carter, vice-pres. & gen. mgr.; Joel Chaseman, asst. to the gen. mgr.; Ben Wolfe, vice-pres. and dir. of eng.; Pel Schmidt, comm. mgr.; James Kilian, prog. ngr.; Glenn H. Lahman, chief eng.; Tommy Dukehart, dir. of prom. & pub.; nat'l rep., Blair TV Inc.

Operation: 1948; TV sets in area: 741,543.

WBAL-TV (Channel II) NBC

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

Charles B. McCabe, vice-pres. & exec. dir.; D. L. Provost, vice-pres. & gen. mgr.; Leslie H. Peard, Jr., vice-pres. & stat. mgr.; John T. Wilner, eng. vice-pres.; Freeman W. Cardall, bus. mgr.; Sydney King, prog. mgr.; John Frankenfield, prod. mgr.; Jean Conwell, film editor; Willis K. Freiert, sales mgr.; Wall Matthews, pub. dir.; William C. Bareham, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1948; TV sets in area: 700,000

WITH-TV (Channel 72)

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

Thomas G. Tinsley, Jr., pres. & gen. mgr.;

Robert C. Embry, vice-pres.; Louise McClure Tinsley, secy. & treas.

CP, not operating.

WMAR-TV (Channel 2) CBS

The A. S. Abell Co., WMAR-TV, Sun Square, P. O. Box 1957, Baltimore 3, Md.; MUlberry 5-5670.

William F. Schmick Sr., pres.; William F. Schmick, Jr., exec. vice-pres.; E. K. Jett, vice-pres. & mgr.; George T. Bertsch, secy.; Robert B. Cochrane, prog. dir.; Ernest A. Lang, comm. mgr.; David V. R. Stickle, film-news, dir.; Thomas D. Severin, dir. of pub. serv.; L. Corson Still, prog. mgr.; Edwin B. Mick, prod. mgr.; C. G. Nopper, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1947: TV sets in area: 735,000.

WTLF (Channel 18)

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

Richard Eaton, pres.; Margaret G. Eaton, secy.-treas.

CP, not operating.

Salisbury

WBOC-TV (Channel 16) ABC, CBS

Peninsula Broadcasting Co., Radio Park, Salisbury, Mr.; Ploneer 9-6131.

John W. Downing, pres.; Charles J. Truitt, vice-pres. & gen. mgr.; I. L. Benjamin, treas.; Avery W. Hall, secy.; John W. Downing, Jr., prog. dir.; Jack W. Ward, chief eng.; nat'l rep., Headley-Reed TV.

Operation: 1954; TV sets in area: 57,110.

MASSACHUSETTS

Adams-Pittsfield

WMGT (Channel 19) CBS

Greylock Broadcasting Co., 8 Bank Row, Pittsfield, Mass.; 2-1553.

Leon Podolsky, pres.; Gardner S. Morse, vice-pres. & treas.; Wm. P. Geary, gen. mgr.; John E. Joyce, sales serv. mgr.; Alan Vaber, prog. dir.; Leonard Lavendol, chief eng.; M. Richard Bolender, film dir.; nat'l rep., The Walker Representation Co., Inc.

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.

Gwilym A. Price, chmn. of bd.; Donald H. McGannon, pres.; J. E. Baudino, vice-pres. (Washington); W. C. Swartley, vice-pres. (Boston); F. A. Tooke, gen. mgr.; W. H. Hauser, asst. mgr. & chief eng.; Jim Allen, sales mgr.; H. B. Cahan, prog. mgr.;

Ray Hubbard, asst. prog. mgr.; D. H. Edgemon, ad. & sales prom. mgr.; C. Collier, pub. affairs dir.; R. Duffield, traffic mgr.; Fran Corcoran, pub. dir.; nat'l rep., Peters, Griffin, Woodward, Inc.

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.; Hartford N. Gunn, Jr., gen. mgr.; Paul Rader, asst. gen. mgr. for motion pictures and development; David M. Davis, asst. gen. mgr. for television; Frank W. Harvey, dir. of eng.; Arthur W. Richardson, chief eng.; Peter Winn, dir. of pub. rel.

Operation: 1955; TV sets in area: 1,-

420,100.

WHDH-TV (Channel 5) ABC

WHDH-AM-FM-TV, 6 St. James Ave., Boston 16, Mass.; HAncock 6-5500.

Robert B. Choate, pres.; William B. Mc-Grath, vice-pres., man. dir.; Roger Talmadge, treas.; nat'l rep., John Blair.

Operation: 1957; TV sets in area: 1,-420,100.

WJDW (Channel 44)

J. D. Wrather, Jr., 172 Delfern Drive, Beverly Hills, Calif.

CP, not operating.

WNAC-TV (Channel 7) CBS

RKO Teleradio Pictures, Inc., 21 Brookline Ave., Boston, Mass.; COmmonwealth 6-0800.

T. F. O'Neil, pres.; Norman Knight, exec. vice-pres. & gen. mgr.; George Steffy, vice-pres., TV oper.; Harry Whittemore, tech. dir.; James Pike, film dir.; Tom Bateson, sales & sales service dir.; Phyllis Deberty, pub. dir.; George Hallberg, sales Doherty, pub. dir.; George Hallberg, sales prom. dir.; nat'l rep., H-R Television, Inc.

Operation: 1948; TV sets in area: 1,-

420,100.

WXEL (Channel 38)

Ajax Enterprises, Box 376, Greenwich, Conn.

Herbert Mayer, owner.

CP, not operating.

Boston-Cambridge

WTAO-TV (Channel 56)

Middlesex Broadcasting Corp., 439 Concord Ave., Cambridge, Mass.; ELliot 4-0500.

Frank J. Lyman, Jr., pres.; Wallace Dunlap, gen. mgr.; Perry J. Brown, sales mgr.; Edward Penney, prog. ngr.; Earl Ellsworth, eng. supvr.; nat'l rep., Richard O'Connell.

CP, not operating.

Brockton

WHEF-TV (Channel 62)

Trans-American Enterprises, Inc., 225 Washington St., Boston, Mass.

Harry E. Franks, pres. & treas.; Morton M. Goldfine, secy.

CP, not operating.

Greenfield

WRPL (Channel 32)

(Satellite of WWLP, Springfield, Mass.)

Greenfield Television Broadcasting Corp., P. O. Box 2210, Springfield, Mass.

Roger L. Putnam, pres.; William L. Putnam, treas. & gen. mgr.

Operation: 1957.

Springfield-Holyoke

WHYN-TV (Channel 55) CBS

The Hampden-Hampshire Corp., 1300 Liberty Street, Springfield, Mass.; REpublic 4-1126.

Charles N. DeRose, gen. mgr.; Patrick J. Montague, comm. mgr.; Kendall Smith, prog. dir.; nat'l rep., The Branham Co.—Weed Television Corp. (New England).

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

WWLP (Channel 22) NBC, ABC

Springfield Television Broadcasting Corp., Box 2210, Springfield 1, Mass.; STate 8-4521.

Roger L. Putnam, pres.; George R. Townsend, vice-pres. & chief eng.; William L. Putnam, treas. & gen. mgr.; Wallace I. Green, prog. dir.; Howard S. Keefe, stat. mgr.; James H. Ferguson, Jr., sales mgr.; Wallace Sawyer, film dir. & buyer; Wayne H. Latham, prod. dir.; nat'l rep., George P. Hollingbery Co.—Kettell-Carter (New England).

Operation: 1953; TV sets in area: 190,000.

MICHIGAN Ann Arbor

WPAG-TV (Channel 20)

Washtenaw Broadcasting Co., Hutzel Bldg., Ann Arbor, Mich.; 2-5517.

Edward F. Baughn, pres., treas. & gen. mgr.; Eva J. Baughn, vice-pres. & secy.; David Pringle, prog. dir. & film ed.; Kenneth MacDonald, sales mgr.; Donald Bowdish, chief eng.; nat'l rep., Everett-Mc-Kinney, Inc.—Robert S. Keller, Inc. (network sales only).

Operation: 1953; TV sets in area: 27,000.

WUOM-TV (Channel 26) (non-com)

Regents of the University of Michigan, 504 S. State St., Ann Arbor, Mich.

W. K. Pierpont, vice-pres.

CP, not operating.

Bay City-Saginaw

WNEM-TV (Channel 5) NBC, ABC

North Eastern Michigan Corp., 814 Adams St., Bay City, Mich.; 3-6505.

James Gerity, Jr., pres. & gen. mgr.; D. Scott Hager, secy.-treas.; Harry E. Travis, vice-pres. & sales mgr.; Thomas Matthews, dir. of opns.; Robert Beurket, chief eng.; nat'l rep., Edw. Petry & Co., Inc.

Operation: 1953; TV sets in area: 580,536.

Cadillac

WWTV (Channel 13) CBS, ABC

Sparton Broadcasting Co., 417 N. Mitchell St., Cadillac, Mich.; PRospect 5-3478.

John J. Smith, pres.; Gene Ellerman, vice pres., gen. mgr. & sales mgr.; Daryl Sebastian, asst. gen. mgr. Paul Hill, pro. supvr.; George A. Wilson, chief eng.; Merri L. Gallivan, prog. coordinator; nat'l rep., Hollingbery.

Operation: 1953; TV sets in area: 380,806.

Detroit

WBID-TV (Channel 50)

Woodward Broadcasting Co., 1056 Randolph St., Detroit, Mich.

Max Osnos, pres. & treas.; Jacob Kellman, vice-pres.

CP, not operating.

WJBK-TV (Channel 2) CBS

Storer Broadcasting Company, 7441 Second Blvd., Detroit 2, Mich.; TRinity 3-7400.

George B. Storer, pres.; Lee B. Wailes, exec. vice-pres.; Geo. B. Storer, Jr., district vice-pres.; Bill Michaels, vice-pres. & man. dir.; Keith T. McKenney, local sales mgr.; Ralph R. Rust, prog. dir.; George Kenyon, service co-ordinator; Bob Edell, prommerch. mgr.; Betty Anderson, pub. dir.; Joseph B. Haigh, chief eng.; Lewis J. Johnson, nat'l sales mgr., (New York); nat'l rep., The Katz Agency, Inc.

Operation: 1948; TV sets in area: 1,600,-000.

WTVS (Channel 56) (non-com)

Detroit Educational Television Foundation, Inc., 749 Free Press Bldg., Detroit 26, Mich.; WOodward 1-5650.

C. Allen Harlan, pres.; James Cope, vice-pres.; Mrs. Gerard Slattery, treas.

Operation: 1955; TV sets in area: 1,546,-000.

WWJ-TV (Channel 4) NBC

Evening News Assoc., 615 W. Lafayette, Detroit; WOodward 2-2000.

Edwin K. Wheeler, gen. mgr.; Don De-Groot, asst. gen. mgr.; James Schiavone, oper. mgr.; Henry C. Rogers, bus. mgr.; Ray W. Colie, nat'l sales mgr.; Glenn Kyker, sales prom. mgr.; E. J. Love, gen. eng. mgr.; Ian K. Harrower, prog. & prod. mgr.; nat'l rep., Peters, Griffin, Woodward, Inc.—Andy McDermott (Canada).

Operation: 1947: TV sets in area: 1,-620,000.

WXYZ-TV (Channel 7) ABC

WXYZ, Inc., 1700 Mutual Bldg., Detroit 26, Mich.; WOodward 3-8321.

James G. Riddell, pres. & gen. mgr.; John F. Pival, vice-pres. of TV; Harold S. Christian, vice-pres. of merch. & research; John Lee, studio mgr.; Charles Kocher, chief eng.; Ralph Dawson, sales dir.; Jack Hurford, oper. mgr.; Bud Kirvan, dir. of prom. & pub.; Kenneth Sims, film dir.; nat'l rep., Blair—TV, Inc.

Operation: 1948; TV sets in area: 1,-610,000.

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.

J. E. Campeau, pres. & gen. mgr.; W. H. Gatfield, treas.; C. E. Gunn, sales mgr.; S. Campbell Ritchie, oper. dir.; Norman Hawkins, nat'l sales mgr.; Arthur MacColl, film dir.; Arthur Gloster, pub. & public rel. dir.; W. J. Carter, eng. dir.; nat'l rep., Young Television Corp. (U. S.), All Canada Television (Canada).

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.; Weldon Johnson, film dir.; J. D. Davis, oper. mgr.; Charles S. Ruffing, prog. mgr.; Linn P. Towsley, chief

Operation: 1954.

Flint

WJRT (Channel 12) CBS

WJR, The Goodwill Station, Inc., 2302 Lapeer St., Flint 3, Mich.; CEdar 2-0141.

John F. Patt, pres.; Worth Kramer, vicepres. & gen. mgr.; F. Sibley Moore, vicepres.; A. Donovan Faust, oper. mgr.; Franklin C. Mitchell, prog. dir.; Clarence Jones, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1958; TV sets in area: 400,000.

Grand Rapids

WMCN (Channel 23)

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

John D. Loeks, pres.; Howard W. Freck, vice-pres. & secy.; Elmer Balaban, vice-pres.; Harry Balaban, treas.

CP, not operating.

WOOD-TV (Channel 8) NBC basic, ABC

WOOD Broadcasting, Inc., Woodland Center, 120 College Ave., S.E., Grand Rapids, Mich.: 9-4125.

Willard Schroerer, pres. & gen. mgr.; Weston C. Pullen, vice-pres. & treas.; John Harvey, secy.; Franklin Sisson, prog. mgr.; Art Swift, sales mgr.; Richard Lamoreaux, prod. mgr.; John H. Clay, sales service mgr.; Clark Grant, prom. dir.; Charles Robison, chief eng.; R. H. Smith, film dir.; nat'l rep., The Katz Agency, Inc.

Operation: 1949; TV sets in area: 575,961.

Ironwood

WJMS-TV (Channel 12)

Upper Michigan-Wisconsin Broadcasting Co., 124 E. McLeod Ave., Ironwood, Mich.

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

Fetzer Broadcasting Co., 124 W. Michigan Ave., Kalamazoo 99, Mich.; 5-2101.

John E. Fetzer, pres.; Carl E. Lee, vicepres. & man. dir.; Donald W. DeSmit, Jr., sales mgr.; Charles T. Lynch, prog. dir.; Arthur Covell, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1950; TV sets in area: 692,000.

Lansing

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

Gross Telecasting, Inc., Town and Country

House, E. Saginaw at Howard St., Lansing, Mich.; 2-1333.

Harold F. Gross, pres. & treas.; Charlotte Gross, secy.; Howard K. Finch, vice-pres., prog. & prod.; Phillip Sherck, film dir.; Carl Musson, tech. oper. dir.; nat'l rep., Peters, Griffin, Woodward, Inc.

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

WTOM-TV (Channel 54) ABC

Inland Television Co., 3311 W. McNicols Rd., Lansing, Mich.; IVanhoe 7-5055.

L. G. Christian, gen. mgr.

CP, not operating.

Marquette

WDMJ-TV (Channel 6) CBS

Lake Superior Broadcasting Co., 249 W. Washington St., Marquette, Mich.; CAnal 6-3526.

Frank J. Russell, Jr., pres.; W. H. Treloar, vice-pres. & gen. mgr.; Robert J. Luke, stat. & sales mgr.; Wallace C. Johnson, comptroller; Ted Hansen, prog. dir.; Paul Anick, chief eng.; nat'l rep., Weed Television Corp.

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

Port Huron

WHLS-TV (Channel 34)

Stevens-Wismer Bestg. Co., 932 Military St., Port Huron, Mich.

Harmon LeRoy Stevens and John F. Wismer, owners.

CP, not operating.

Saginaw-Bay City

WKNX-TV (Channel 57) ABC, CBS

Lake Huron Broadcasting Corp., 221 S. Washington Ave., Saginaw, Mich.; 3-4471.

William J. Edwards, pres. & gen. mgr.; Alvin M. Bentley, vice-pres.; Howard H. Wolfe, secy.-treas., stat. mgr. & sales prom. dir.; Robert Oliver, prog. dir.; Robert M. Chandler, comm. mgr.; Otto Allen, film ed.; Max W. Thomas, dir. tech. oper.; Lee Purvis, bus. mgr.; nat'l rep., Gill-Perna,

Operation: 1953.

Traverse City

WPBN-TV (Channel 7)

Midwestern Broadcasting Co., Paul Bunyan Bldg., 7-7675. Traverse City, Mich.; WIndsor

Les Biederman, pres. & gen. mgr.; William H. Kiker, vice-pres. & chief eng.; Drew Mc-Clay, secy.-treas.; John Anderson, stat. mgr.; R. E. Detwiler, comm. mgr.; nat'l rep., Hal Holman Co.

Operation: 1954.

MINNESOTA

Austin

KMMT (Channel 6) ABC

Minnesota-Iowa Television Co., 405-A No. Main St., Austin, Minn.; HEmlock 3-8836.

Chester Weseman, pres.; Harold Wesby, vice-pres.; Martin Bustad, secy. & treas.; Gene P. Loffler, gen. mgr.; Don E. Inman, sales dir.; Leo Chenier, tech. dir.; nat'l rep., Avery-Knodel, Inc.

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.

Dalton LeMasurier, pres.-treas. & gen. mgr.; Odin S. Ramsland, vice-pres. & comm. mgr.; Robert A. Dettman, vice-pres. & chief eng.; John W. Grandy, sales mgr.; Earl Henton, prog. dir.; nat'l rep., Avery-Knodel, Inc.—Harry S. Hyett Co. (Minneapolis).

Operation: 1954; TV sets in area: 108,000

WDSM-TV (Channel 6) NBC, ABC

Northwest Publications, Inc., 230 E. Superior St., Duluth 2, Minn.; RA 7-6875.

Clarence D. Tully, gen. mgr.; Tom Gavin, gen. sales mgr.; Martin A. Olson, prom. mgr.; Edwin M. Conrad, prod. mgr.; Lew Martin, prog. dir.; George Carlson, chief eng.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1954; TV sets in area: 136,000.

WFTV (Channel 38)

Great Plains Television Properties of Minnesota, Inc., 4 W. 58th St., New York 19, N.Y.

Herbert Scheftel, pres. & secy.; Alfred G. Burger, treas.

CP, not operating.

Minneapolis-St. Paul

KEYD-TV (Channel 9)

United Television, Inc., Foshay Tower, Minneapolis 2, Minn.; FEderal 9-8811.

Sy Weintraub, pres.; George Eby, secytreas.; Dave Murray, op. mgr.; Milt Westerman, sales mgr.; Bob Stone, prom. & pub. dir.; Gordon Benson, chief eng.; Ed Callahan, prod. mgr.; nat'l rep., Branham Co.

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

KSTP-TV (Channel 5) NBC

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

Stanley E. Hubbard, pres. & gen. mgr.;

Kenneth M. Hance, exec. vice-pres. & treas.; Stanley S. Hubbard, vice-pres. & treas.; Stanley S. Hubbard, vice-pres. of research; Else Ryberg, secy.; Marvin L. Rosene, vice-pres. of sales; James E. Blake, nat'l TV sales mgr.; Wm. Davey, sales prom. mgr.; Del Franklin, prog. dir.; William S. Sadler, chief eng.; nat'l rep., Edward Petry & Co. Lee. Co., Inc.

Operation: 1948; TV sets in area: 700,100,

WCCO-TV (Channel 4) CBS

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

W. J. McNally, chmn. of bd.; Robert B. Ridder, pres.; F. Van Konynenburg, exec. vice-pres. & gen. mgr.; Sherman Headley, asst. mgr.; R. N. Eckstrum, sales mgr.; Charles D. Miller, prod. mgr.; John M. Sherman, dir. of eng.; Gene Godt, pub. & prom. dir.; Gwen Harvey, prog. dir.; Harry C. Jones, film dir.; nat'l rep., Peters, Griffin Woodward. Inc. ters, Griffin, Woodward, Inc.

Operation: 1949; TV sets in area: 700,100.

WTCN-TV (Channel !!) ABC

Twin State Broadcasting Inc., West Lake St. at Dean Blvd., Minneapolis 16, Minn.; WAlnut 7-8881.

Wayne Coy, pres.; Phil Hoffman, vice-pres. & gen. mgr.; Miller C. Robertson, mgr.; James R. Hoel, gen. sales mgr.; William E. Daley, local sales mgr.; Fred Kaufman, prog. dir.; George J. Lord, prom. dir.; Paul A. Sevareid, news dir.; Gene Wecker, film dir.; Joseph Kahnke, chief eng.; nat'l rep., The Katz Agency, Inc.

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

Rochester

KROC-TV (Channel 10) NBC

Southern Minnesota Broadcasting Co., 100-First Ave. Bldg., Rochester, Minn.; 3924.

Mrs. Agnes Gentling, pres.; G. David Gentling, vice-pres. & treas., gen. mgr. & sales mgr.; Calvin A. Smith, secy.; Don Perry, prog. mgr.; Willard N. Lampman, stat. mgr.; Robert Cross, chief eng.; nat'l rep., The Meeker Co., Inc.—Harry S. Hyett Co. (Minneapolis).

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

St. Paul

KTCA-TV (Channel 2, educational)

Twin City Area Educational Television Corp., Rm. 110, Bldg. TSA-367, University of Minnesota Campus, (Agriculture), St. Paul, Minn.

Loring M. Staples, pres.; Wendell T. Burns, vice-pres.; Ronald M. Hubbs, vice-pres.; Philip H. Nason, vice-pres.; John S. Pillsbury, secy.; A. A. Heckman, treas.

CP, not operating.

MISSISSIPPI

Columbus

WCBI-TV (Channel 4) CBS, NBC

Birney Imes, Jr., owner; Bob McRaney, Miss.; FAirfax 8-5631.

Birney Imes, Jr., owner; Bob McRaney, gen. mgr.; P. B. Hinman, stat. mgr.; Bill Whitfield, sales mgr.; Mac Miller, prog. mgr.; Ed Prescott, film dir.; Tom McFerrin, chief eng.; nat'l rep., Everett McKinney,

Operation: 1956; TV sets in area; 66,000.

Hattiesburg

WDAM-TV (Channel 9)

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

D. A. Matison, Jr., pres.; Marvin Reuben, vice-pres. & gen. mgr.; Jerry Keith, sales mgr.; Fitz Hooton, oper. mgr. & chief eng.; David L. Waite, asst. oper. mgr. & sales service dir.; Keith Glatzer, prog. dir.; nat'l rep., John E. Pearson Television, Inc.

Operation: 1956; TV sets in area: 58,000.

Jackson

WJTV (Channel 12) CBS basic, ABC

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

W. R. Newman, chmn. of bd.; T. R. Hederman, Jr., pres.; L. M. Sepaugh, vice-pres. & gen. mgr.; B. M. Files, secy.; Owens Alexander, stat. mgr.; Bill Carlier, comm. mgr.; C. A. Perkins, chief eng.; L. M. Sepaugh, Jr.; film dir.; Ken Parks, prog. mgr.; nat'l rep., The Katz Agency, Inc.

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

WLBT (Channel 3) NBC

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

Peter Koch Lutken, pres.; Fred L. Beard, secy.-treas. & gen. mgr.; L. E. Alfred, vice-pres.; Maurice Thompson, vice-pres. & prog. dir.; Frank Gentry, comm. mgr.; Robert Smathers, chief eng.; Chuck Alen, prom. dir.; Cliff Bingham, film dir.; nat'l rep., Compage P. Hellinghery Co. George P. Hollingbery Co.

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

Laurel

WTML (Channel 7)

Laurel Television Co., Inc., Rosenbaum Bldg., Meridian, Miss.

Wm. S. Smylie, pres.; Jack Rose, vicepres.; D. B. Marcus, secy.-treas.

CP, not operating,

Meridian

WCOC-TV (Channel 30)

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

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

CP, not operating.

WTOK-TV (Channel II) 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., Box 163, Tupelo, Miss.; VI 2-7620.

Frank K. Spain, pres. & gen. mgr.; Joseph G. Petit, vice-pres. & chief eng.; Robert D. Gordon, prog. dir.; James Stembridge, prod. supvr.; Perrin Purvis, prom. dir.

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

MISSOURI

Cape Girardeau

KFVS-TV (Channel 12) CBS

Hirsch Broadcasting Co., Box 422, 3. Broadway, Cape Girardeau, Mo.; 5-5511.

Oscar C. Hirsch, pres. & gen. mgr.; Geraldine F. Hirsch, treas.; David E. Hoche, secy.; Robert O. Hirsch, vice-pres. & mgr. of TV oper.; nat'l rep., Headley-Reed TV. Operation: 1954.

Columbia

KOMU-TV (Channel 8) NBC, ABC

The Curators of the University of Missouri, Highway 63, South, Columbia, Mo.; Glbson 2-1122.

Edward C. Lambert, gen. mgr.; John Conwell, sales mgr.; Allen H. Scollay, prog. dir.; Milton E. Gross, prom. mgr.; William J. Reagan, chief eng.; Ron Hunt, film dir.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 103,000.

Hannibal

KHQA-TV (Channel 7) CBS

Lee Broadcasting, Inc., 2333 Palmyra Rd., Hannibal, Mo.; 2762; WCU Bldg., Quincy, Ill.; BAldwin 2-6200.

Lee P. Loomis, pres.; Herbert R. Ohrt, exec. vice-pres.; E. L. Sparks, vice-pres.;

Walter J. Rothschild, secy.-treas., gen. mgr. & nat'l sales mgr.; Merritt Milligan, asst. mgr. & prog. dir.; Ernest Gray, chief eng.; Charles Lotz, film ed.; Dick Moore, prom. dir.; nat'l rep., Weed Television Corp.

Operation: 1953: TV sets in area: 174.880.

Jefferson City

KRCG-TV (Channel 13) CBS

Jefferson Television Company, Jefferson City, Mo.; 6-6188.

Mrs. W. H. Weldon, pres.; Robert Blosser, vice-pres. & gen. mgr.; Edward Schuelein, vice-pres. & chief eng.; Camille Williams, secy.-treas.; Ron Maxwell, sales mgr.; nat'l rep., Blair Television Associates.

Operation: 1955; TV sets in area: 101,700.

Joplin

KODE-TV (Channel 12) CBS, ABC

WSTV, Inc. (Licensee) 1928 W. 13th St., Joplin, Mo.; MAyfair 3-7260. Harry D. Burke, gen. mgr.; D. T. Knight, sales mgr.; Ron Robson, prog. dir.; nat'l rep., Avery-Knodel, Inc.

Operation: 1954; TV sets in area: 141,580. ____

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.

E. K. Hartenbower, gen. mgr.; C. E. Breazeal, asst. mgr.; Sidney B. Tremble, comm. mgr.; Kenneth W. Heady, prog. dir.; T. R. Thompson, film dir.; F. C. Strawn, pub. dir.; Karl Troeglen, tech. dir.; Steve Mills, prod. dir.; nat'l rep., The Katz Agency, Inc.

Operation: 1953; TV sets in area: 565,000.

KMBC-TV (Channel 9) ABC

KMBC Broadcasting Co., KMBC Bldg., 11th & Central, Kansas City 5, Mo.; HArrison 1-2650.

Donald D. Davis, pres. chge. of sales, adv., prog., and prom.; John T. Schilling, exec. vice-pres. & gen. mgr.; George J. Higgins, vice-pres. & sales mgr.; Morris Greiner, mgr. of TV; Lou Kemper, prod. supvr.; Henry Goldenberg, chief eng.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1953; TV sets in area: 649.770.

WDAF-TV (Channel 4) NBC

The Kansas City Star Co., 1729 Grand Ave.; Studio: 31st & Summit Sts., Kansas City 8, Mo.; HArrison 1-1200.

Roy A. Roberts, president; H. Dean Fitzer, man. dir.; Bill Bates, mgr.; E. M. Russo, comm. mgr.; Jay Barrington, prog. dir.; James P. Schmidt, chief eng.; nat'l rep., Harrington, Righter & Parsons, inc.

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

Kirksville-Ottumwah (Iowa)

KTVO (Channel 3) CBS, NBC

KBIZ-KTVO Bldg., Ottumwa, Ia.; MUrray 2-4535.

James J. Conroy, pres. & gen. mgr.; Merrill Gilmore, vice-pres.; Alice E. Fisher, treas.; Ramond Russell, seey.; Berg Allieson, stat. mgr.; Joe McMurray, sales mgr.; Jim Bolen, prog. dir.; Monty Moncrieff, research & prom. dir.; James Riley, chief eng.; nat'l rep., The Bolling Co., Inc.

Operation: 1955; TV sets in area: 187,800.

St. Joseph

KFEQ-TV (Channel 2) CBS, ABC

Midland Broadcasting Co., 40th & Faraon Streets, St. Joseh, Mo.; 3-2528.

Kenyon Brown, pres.; Glen G. Griswold, vice-pres. & gen. mgr.; Wayne Beavers, comm. mgr.; Gene Milsteen, prog. mgr.; Shirley Strueby, prom. mgr.; J. Wesley Koch, chief eng.; nat'l rep., Blair Television Associates.

Operation: 1953; TV sets in area: 184,993.

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, secytreas.; 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.

KMOX-TV (Channel II)

Columbia Broadcasting System, Inc., 485 Madison Ave., New York, N. Y.

CP, not operating.

KSD-TV (Channel 5) NBC

The Pulitzer Publishing Co., 1111 Olive St., St. Louis 1, Mo.; MAin 1-1111.

Joseph Pulitzer, Jr., pres.; George M. Burbach, 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: 967,000.

KTVI (Channel 36) ABC, CBS

Signal Hill Telecasting Corp., 5915 Berthold 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: 1953; TV sets in area: 750,000.

KWK-TV (Channel 4) CBS

KWK, Inc., 1215 Cole St., St. Louis 6, Mo.; MAin 1-9100.

Robert T. Convey, pres. & gen. mgr.; Ray E. Dady, vice-pres. & station dir.; V. E. Carmichael, vice-pres. & sales dir.; James E. Goldsmith, sales mgr.; John W. Tinnea, exec. prog. dir. & film buyer; N. J. Zehr, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1954; TV sets in area: 850,000.

Sedalia

KDRO-TV (Channel 6)

Milton J. Hinlein, 2100 W. Broadway. Sedalia, Mo.; 4004.

Milton J. Hinlein, owner; Miss Le Chapman, gen. mgr.; Harry Trotman, sales mgr.; Dick Younger, prog. dir.; nat'l rep., John E. Pearson Television, Inc.

Operation: 1954.

Springfield

KTTS-TV (Channel 10) CBS

Independent Broadcasting Co., 1716 S.S.S., Springfield 4, Mo.; 2-7474.

J. H. G. Cooper, pres.; G. Pearson Ward, vice-pres. & gen. mgr.; Irving Schwab, secy.; Geo. M. Thompson, vice-pres. & treas.; Kevin McAndrews, prog. dir.; William F. Curry, chief eng.; Bob Burke, nat'l sales mgr.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 111,150.

KYTV (Channel 3) ABC, NBC

Springfield Television, Inc., 999 W. Sun-

shine, Springfield, Mo.; 6-2766.

Tams Bixby, III, pres.; Lester L. Cox, vice-pres.; Keith G. Wells, treas.; Virginia C. Bussey, secy.; Carl Fox, co-mgr. & prog. mgr.; R. L. Stufflebam, co-mgr. & sales mgr.; E. Dennis White, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 111,150.

MONTANA

Billings

KOOK-TV (Channel 2) CBS basic, ABC, NBC

The Montana Network, P. O. Box 2557, Billings, Mont.; 2-5611.

Joseph S. Sample, pres.; J. Carter Johnson, vice-pres.; Jerome Anderson, secy.; V. V. Clark, exec. vice-pres. & gen. mgr.; Edmund L. Peiss, dir. of oper.; Grant French, chief eng.; John Conner, comm. mgr.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 37,500.

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, 1003 S. Montana St., Butte, Mont.; 29-111.

E. B. Craney, pres. & gen. mgr.; Jim Manning, stat. mgr.; W. Jake Walker, comm. mgr.; Lloyd Scott, chief eng.; East rep., The Walker Representation Co., Inc.; West rep., Pacific Northwest Broadcasters.

Operation: 1953.

KXGN-TV (Channel 5)

Glendive Broadcasting Corp., Box 200/122 So. Merrill, Glendive, Mont.; EMpire 5-3377.

Daniel C. Palen, gen. mgr.; Lewis W. Moore, film buyer; Donald J. Powers, chief eng.; nat'l rep., Grant Webb & Co.

Operation: 1957.

Great Falls

KFBB-TV (Channel 5) CBS

Wilkins Broadcast, Inc., P. O. Box 1139, Great Falls, Mont.; 4-4377.

J. P. Wilkins, pres. & gen. mgr.; E. F. Galt, vice-pres. & secy.-treas.; W. C. Blanchette, stat. mgr. & comm. mgr.; W. E. Spahr, asst. mgr.; Pen Brown, prog. dir.; Anthony Lopuch, chief eng.; Howard Ely, film ed.; nat'l rep., Blair Television Associates.

Operation: 1954; TV sets in area: 35,500.

Helena

KABL-TV (Channel 10)

Helena TV Inc., 428 N. Main St., Helena,

W. L. Piehl, pres.; E. E. Palmquist, vicepres.; James J. Kitto, secy.; Oscar M. Carlson, treas.

CP, not operating.

KXLJ-TV (Channel 12)

Peoples' Forum of the Air, 1306 11th Ave., Helena, Mont.

A. T. Hibbard, pres.; Carl Anderson, vice-pres.; Barclay Craighead, treas.

CP, not operating.

Kalispell

KGEZ-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

KMSO-TV (Channel 13) CBS, ABC, NBC

Mosby's Inc., 340 W. Main, Missoula, Mont.; 9-4169.

S. John Schile, gen. mgr.; Ron Maines, prog. dir.; Laurel Eicholz, pub. dir.; Amos Hargrave, chief eng.; nat'l rep., Gill-Perna, Inc.—Hugh Feltis & Assoc. (Seattle).

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.

Fred A. Seaton, pres.; J. M. McDonald, John Spady, vice-pres.; Lloyd P. Kissinger, secy.; Fred R. Irons, treas.; Duane L. Watts, gen. mgr.; Harry H. Packard, sales & oper. mgr.; Robert Schnuelle, prod. mgr.; Duane B. Allison, chief eng.; Marsden Garey, film dir.; nat'l rep., Weed Television Corp.

Operation: 1956; TV sets in area: 105,594.

Hayes Center

KHPL-TV (Channel 6) CBS, ABC, NTA Film Network

(Satellite of KHOL-TV, Kearney, Neb.)

Bi-States Co., 414 East Ave., Holdrege, Neb.; WYman 5-5952.

Dr. F. Wayne Brewster, pres.; C. E. Freas, Jr., vice-pres.; Harold J. Hamilton, secytreas.; Jack Gilbert, stat. mgr., KHOL-TV; Paul Freygang, regional sales dir.; Ed Strasburger, office & traffic mgr.; Moe Milliken, prod. dir.; W. M. Greely, tech. dir.; Wayne Pash, chief eng.; Tom Nuss, farm & pub. dir.; nat'l rep., The Meeker Co., Inc. Operation: 1956; TV sets in area: 20,000.

Kearney

KHOL-TV (Channel 13) CBS, ABC, NTA Film Network

Bi States Co., 414-416 East Ave., Holdrege, Nebr.; WYman 5-5952.

Dr. F. Wayne Brewster, pres.; C. E. Freas, Jr., vice-pres.; Harold J. Hamilton, secytreas.; Jack Gilbert, stat. mgr.; Paul Freygang, reg. sales dir.; Ed Strasburger, traffic & office mgr.; Moe Milliken, prod. dir.; W. M. Greely, dir. of eng.; Art Eckdahl, news dir.; Jerry Granger, sports dir.; Tom Nuss, farm & pub. dir.; nat'l rep., The Meeker Co., Inc.

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

Lincoln

KOLN-TV (Channel 10) CBS, ABC

Cornhusker Television Corp., 40th & W Strs., Lincoln 3, Nebr.; 62367.

John E. Fetzer, pres.; A. James Ebel, gen. mgr.; Lester C. Rau, sales mgr.; Bob

Johnson, prog. dir.; Bill Hemke, prod. dir.; Ray Taylor, eng. dir.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 227,000.

KUON-TV (Channel 12) (non-com)

University of Nebraska, 12th & R Streets, Lincoln 8, Nebr.; 2-7631.

Jack G. McBride, stat. mgr.; Robert Schlater, asst. stat. mgr. & prog. dir.; Ronald Hull, prod. dir.

Operation: 1954; TV sets in area: 104,100.

Omaha

KETV (Channel 7) ABC

Herald Corp., 27th & Douglas Sts., Omaha 31, Neb.; HArney 4848.

Ben H. Cowdery, pres.; Eugene S. Thomas, vice-pres. & gen. mgr.; Robert O. Papon, sales mgr.; John Quigley, prog. dir.; Jack Petrik, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1957; TV sets in area; 400,000.

KMTV (Channel 3) NBC, ABC

May Broadcasting Co., 2615 Farnani St., Omaha 31, Neb.; HArney 3333.

Edward W. May, pres.; Owen L. Saddler, exec. vice-pres. & gen. mgr.; R. H. Sawyer, secy.; Mark Eischeid, treas.; Arden E. Swisher, sales mgr.; Lew Jeffrey, prog. mgr.; Norman Williams, prod. mgr.; Amos E. Eastridge, dir. of prom. & merch.; R. J. Schroeder, chief eng.; Jack Katz, film dir.; nat'l rep., Edward Petry & Co., Inc.

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

WOW-TV (Channel 6) CBS

Meredith WOW, Inc., Insurance Bldg., Omaha 2. Neb.; WEbster 3400.

Fred O. Bohen, chmn. of bd.; E. T. Meredith, pres.; Payson Hall, vice-pres. & treas.; Frank P. Fogarty, vice-pres. & gen. mgr.; Lyle DeMoss. asst. gen. mgr.; Fred Ebener, sales mgr.; Bill McBride, prog. dir.; Robert Froemming, prod. mgr.; Glenn Flynn, chief eng.; Robert Seitzer, prom. mgr.; nat'l rep., Blair-TV, Inc.

Operation: 1949; TV sets in area: 409,200.

Scottsbluff

KSTF (Channel 10)

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

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

Robert S. McCraken, pres.; W. A. Corsan, vice-pres.; O. B. Koerfer, secy.; William C. Grove, gen. mgr. & chief eng.; Charles P. Cahill, comm. mgr.; Joyce Pratt, prog. dir.; nat'l rep., George P. Hollingbery Co.

Operation: 1955.

NEVADA

Henderson-Las Vegas

KLRJ-TV (Channel 2) NBC, ABC

Southwestern Publishing Co., Inc., 4850 Henderson Highway, Las Vegas, Nev.; DUdley 2-1766.

Dougld W. Reynolds, pres.; A. E. Cahlan, man. dir.; William D. Stiles, gen. mgr.; Mark Smith, oper. mgr.; Allen W. Dunn, nat'l sales mgr.; Patrick H. Burke, local sales mgr.; Anne Gibb, adv. dir.; David Rogers, chief eng.; Norwin S. Yoffie, prom. mgr.; nat'l rep., Avery-Knodel, Inc.

Operation: 1955; TV sets in area: 30,000.

Las Vegas

KLAS-TV (Channel 8) CBS

Las Vegas Television, Inc., 250 E. Desert Inn Rd., Las Vegas, Nev.; DUdley 2-6138.

Hank Greenspun, pres.; Marian Y. Komar, gen. mgr.; Ralph Hodges, prod. mgr.; Alex Gold, sales mgr.; nat'l rep., Weed Television Corp.

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

KSHO-TV (Channel 13)

Television Co. of America, 6630 Sunset Blvd., Hollywood 28, Calif. Las Vegas. Nev.; DUdley 4-7425.

Albert Zugsmith, Arthur B. Hogan, Frank Oxarart, John Feldmann, owners; Truman Hinkle, gen. sales mgr.; Bob Gardner, oprs., prog. mgr.; Erv Greene, chief eng.; nat'l rep., Forjoe-TV, Inc.

Operation: 1956; TV sets in area: 34,000.

Reno

KAKJ (Channel 4)

Nevada Telecasting Corp., Mapes Hotel, Reno, Nev.

Robert C. Fish, pres.; A. Laurence Tuma, vice-pres.; Eldon E. Cory, secy.-treas.

CP, not operating.

KOLO-TV (Channel 8) CBS primary, ABC, NBC Nevada Radio-Television, Inc., Box 2448, St., Reno, Nev.; 3-0721.

Donald W. Reynolds, pres.; Harry Huey, gen. mgr.; Ed. Cardinal, prog. dir.; Loren Logan, film supvr.; Thos. Hughes, chief eng.; nat'l rep., John E. Pearson Television,

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

NEW HAMPSHIRE

Keene

WKNE-TV (Channel 45)

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

Joseph K. Close, pres.; Frank B. Estes, vice-pres.; George W. Smith, treas.

CP, not operating.

Manchester

WMUR-TV (Channel 9) ABC

The Radio Voice of New Hampshire, Inc., 1819 Elm St., Manchester, N. H.; NAtional 3-8061.

Hon. Francis P. Murphy, pres. & treas.; Norman A. Gittleson, exec. vice-pres. & gen. mgr.; Gordon E. Moore, sales mgr.; Charles Halle, chief eng.; Wm. A. Gildersleeve, pron. mgr.; Warren S. Park, prog. mgr.; nat'l rep., Forjoe-TV, Inc.

Operation: 1954; TV sets in area: 965,576.

NEW JERSEY Asbury Park

WRTV (Channel 58)

Atlantic Video Corp., Mayfair House, Deal Rd., Oakhurst, N. J.; KEllogg 1-1600. Walter Reade, Jr., pres.; Edwin Gage,

vice-pres. & secy.

CP, not operating.

Atlantic City

WHTO-TV (Channel 46)

Neptune Broadcasting Corp., P. O. Box 1230, Steubenville, Ohio.

Jack N. Berkman, pres.; John J. Laux, Exec. vice-pres. & secy.; Louis Berkman, vice-pres.; Carl A. Weinman, treas.; Beula Goldfein, asst. secy.-asst. treas.

CP, not operating.

WOCN (Channel 52)

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

CP, not operating.

Camden

WKDN-TV (Channel 17)

South Jersey Broadcasting Co., 2881 Mt. Ephraim Ave., Camden, N. J.

Rauulf Compton, pres. & treas.; Florence J. Compton, Gordon Giffen, vice-pres.; Alice True C. Giffen, secy.

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.; 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.; 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.; CHappel 3-4543.

A. R. Hebenstreit, pres. & gen. mgr.; S. P. Vidal, vice-pres.; N. W. Switzer, secytreas.; R. C. (Dusty) Rhoads, asst. mgr.; Bob Van Driel, prog. dir.; Ed Sanchez, prop. mgr.; Leonard Dodds, chief eng.; Miss Yergie Abeyta, traffic mgr.; nat'l rep., The Branham Company.

Operation: 1953; TV sets in area: 112,000.

KOAT-TV (Channel 7) ABC

Alvarado Television Co., Inc., 122 Tulane Drive, S.E., Albuquerque, N. M.; 5-8716.

Clinton D. McKinnon, pres.; W. F. Mac-Crystall, gen. mgr.; James Sharman, chief eng.; Howard Morgan, 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, Division of KSTP, Inc., 1430 Coal Ave., S.W., Albuquerque, N. M.; 3-4411.

Stanley E. Hubbard, pres.; George S. Johnson, vice-pres. & mgr.; Kenneth M. Hance, vice-pres. & treas.; Rolf S. Nielsen, comm. mgr.; Al Jarrett, prog. dir.; Dallas Wyant, prom. mgr.; nat'l rep., Edward Petry Co.

Operation: 1948; TV sets in area: 132,230.

Carlsbad

KAVE-TV (Channel 6) CBS, NTA, ABC, NBC

Voice of the Caverns, Inc., 2907 W. Church St., Carlsbad, N. M.; TUxedo 5-4101.

Nancy H. Battison, pres.; Charles D. Cole, vice-pres.; Ed P. Talbott, secy.-treas.; John H. Battison, gen. mgr. & comm. mgr.; Ed Cary, oper. mgr.; Bill Carnahan, chief eng.; nat'l rep., The Branham Co.

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

Clovis

KICA-TV (Channel 12) CBS

KICA, Inc., 1000 Sycamore, Clovis, N. M. POrter 3-5511.

Frank Lesley, pres.; Bob Sanders, gen.

Operation: 1957.

Roswell

KSWS-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 mgr.; 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. & man. dir.; 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: 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.

WTRI (Channel 35) ABC

Van Curler Broadcasting Corp., P. O. Box 4035, Albany 4, N. Y.; 5-5291.

S. H. Fabian, pres.; William A. Riple, gen. mgr.; Fred D. Shavor, prog. dir.; Stephen J. Stanley, chief eng.; Dominic Tovino, sales mgr.; nat'l rep., Venard, Rintoul & McConnell, Inc.

Operation: 1954; TV sets in area: 224,000.

WTVZ (Channel 17) (non-com)

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

James E. Allen, Jr., commissioner of education; John P. Myers, chancellor, Board of Regents.

CP, not operating.

Binghamton

WINR-TV (Channel 40)

Southern Tier Radio Service, Inc., 58 Exchange St., Binghamton, N. Y.; 4-5231.

Donald W. Kramer, pres.; James C. Colella, vice-pres.; Mrs. Arvida R. Duwall, treas.; Kenneth Leslie, gen. mgr.; Joseph M. Ludka, asst. mgr. & prop. dir.; Norman T. Stewart, sales mgr.; William Kramer, chief eng.; nat'l rep., George P. Hollinghery Co.

CP, not operating.

WNBF-TV (Channel 12) NBC, CBS, ABC

Triangle Publication, Inc., Radio & Television Division, One Henry St., Binghamton, N. Y.; 3-7311.

George Dunham, gen. mgr.; Russ Baker, dir. of oper.; A. G. Hubbell, sales mgr.; Donn E. Winther, prom. mgr.; Sherman Egan, eng.; nat'l rep., Blair-TV, Inc.

Operation: 1949: TV sets in area: 439,470.

WQTV (Channel 46) (non-com)

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

CP, not operating.

Buffalo

WBEN (Channel 4) CBS

WBEN, Inc., Hotel Statler, Buffalo 2, N. Y.; MOhawk 0930.

Alfred H. Kirchhofer, pres. & secy.; Clayton G. Underhill, treas.; C. Robert Thompson, gen. mgr.; George R. Torge, stat. mgr.; Nicholas J. Malter, sales mgr.; Fred Keller, prog. dir.; Joseph A. Haeffner, pub. dir.; Ralph J. Kingsley, tech. dir.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1948: TV sets in area: 567,600.

WBUF (Channel 17) NBC

National Broadcasting Co., 2077 Elmwood Ave., Buffalo, N. Y.: VIctoria 8300.

Chas. C. Bevis Jr., gen. mgr.; William B. Decker, sales mgr.; Frank Harms, prog. mgr.; George Lenfest, oper. mgr.; nat'l rep., NBC Spot Sales.

Operation: 1953; TV sets in area: 220,000.

WGR-TV (Channel 2) ABC

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

George F. Goodyear, pres.; Felix L. Piech, secy.-treas.; Van Beuren W. De-Vries, stat. mgr.; Paul M. Sciandra, prog. dir.; Jack Dosdourian, prod. mgr.; G. Paschall Swift, pub. dir. & nat'l sales mgr.; Karl B. Hoffman, vice-pres. of eng.; nat'l rep., Peters, Griffin, Woodward, Inc.—Andy McDermott (Canada).

Operation: 1954; TV sets in area: 567,600.

WNYT-TV (Channel 29)

Frontier Television, Inc., 353 Ellicott Square Bldg., Buffalo 3, N. Y.: MA 3557. Bernard I. Obletz, pres.; Richard S. Levy, vice-pres.; Daniel A. Roblin, treas.

CP, not operating.

WTVF (Channel 23)

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

CP, not operating.

Carthage-Watertown

WCNY-TV (Channel 7) CBS, ABC

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

John B. Johnson, pres. & treas., Catherine C. Johnson, vice-pres. & secy.; Louis Saiff, Jr., gen. mgr.; James W. Higgins, dir. of TV; Alfred M. Tauroney, sales mgr.; David M. Graves, prog. mgr.; Glenn H. Hall, prod. mgr.; John A. LaLiberte, film dir.; Michael R. Yonkovig, chief eng.; nat'l rep., Weed Television Corp.—Andy McDermott (Can-Weed

Operation: 1954; TV sets in area: 156,920.

Elmira

WSYE-TV (Channel 18) NBC (Satellite of WSYR-TV, Syracuse, N. Y.)

Central N. Y. Broadcasting Corp., 224 Harrison St., Syracuse, N. Y.; 3-5536.

E. R. Vadeboncoeur, pres. & gen. mgr.; W. V. Rothrum, vice-pres. & prog. mgr.; W. R. Alford, dir. of sales; Robert Bolger, resident mgr.; Ben Kilpatrick, chief eng.; nat'l rep., Harrington, Righter & Parsons,

Operation: 1956; TV sets in area: 79,000.

WTVE (Channel 24)

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

T. K. Cassel, pres. & gen. mgr.; John S. Booth, vice-pres.; Bela C. Tifft, secy-treas.; Howard Green, sales mgr.; James Dorn, merch. & prom. mgr.; David Ridenour, prog. dir.; George Wagenseller, chief eng.

CP, not operating.

Hagaman

WCDB (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. & man. dir; 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.

WIET (Channel 14) (non-com)

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

CP, not operating.

Kingston

WKNY-TV (Channel 21) CBS, ABC, NBC

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

Joseph K. Close, pres.; George W. Smith, treas.; Robert M. Peebles, vice-pres. & gen. mgr.; N. LeVan Haber, secy.; Joel L. Levy, prog. dir.; Joseph Emashowski, chief eng.; nat'l rep., The Meeker Co., Inc.—Kettell-Carter (New England).

CP, not operating.

New York City

WABC-TV (Channel 7) ABC

American Broadcating-Paramount Theatres, Inc., 7 W. 66th St., New York 23, N. Y.; SUsquehanna 7-5000.

Leonard Goldenson, pres. (ABC); Robert L. Stone, vice-pres.; Joseph Stamler, sales mgr.; A. L. Hollander, Jr., prog. dir.; Donald A. Pels, bus. mgr.; Barbara Case, nat'l spot sales mgr.; Takashi Kako, film dir.; Gordon Kunz, prod. mgr.; G. Edward Hamilton, chief eng.; John Curtis, dir. of sales development & research; Heyward Ehrlich, pub. dir.; nat'l rep., Blair-TV.

Operation: 1948; TV sets in area: 4,-800,000.

WABD (Channel 5)

Du Mont Broadcasting Corporation, 205 East 67th Street, New York 21, N. Y.; LEhigh 5-1000.

Dr. Allen B. Du Mont, chmn.; Bernard Goodwin, pres.; Richard D. Buckley, vicepres., prog. & sales; Bennet H. Korn, vice-pres. & stat. mgr.; Paul Raibourn, treas.; Arthur Israel, Jr., secy.; Richard L. Geis-mar, asst. treas. & exec. asst. to the pres.; Melvin J. Stack, asst. treas.; Robert A. Dreyer, gen. counsel & asst. secy.; John M. Grogan, prog. man.; William D. Kelly, chief eng.; Mrs. Mary McKenna, research & sales development dir.; Kenneth Klein, ad. dir.; Leonard Zweig, news & special events dir.; Bernard Zeidman, traffic mgr.; Jack Lynn, film buyer; Merle Bredwell, film prod. mgr.

Operation: 1944; TV sets in area: 4,800,-000.

WATV (Channel 13)

(See Newark, N. J.)

WCBS-TV (Channel 2) CBS

Television, Division of Columbia Broadcasting System, Inc., 485 Madison Ave., New York 22, N. Y.: PLaza 1-2345.

Frank Stanton, pres. (CBS); Merle S. Jones, pres. (CBS Television Division); Sam Cook Digges, gen. mgr.; Clarence Worden, asst. to gen. mgr.; Hal Hough, prog. dir.; William Lacey, mgr. of film department; Frank Shakespeare, Jr., gen. sales mgr.; Haworth White, bus, mgr.; Robert G. Patt, prom. mgr.; Marion Lonsberry, oper. mgr.; Robert Fuller, pub. dir.; nat'l rep., CBS Television Spot Sales.

Operation: 1941; TV sets in area: 4,800,-000.

WNYC-TV (Channel 31)

City of New York, Municipal Broadcasting System, Municipal Bldg., New York 7, N. Y.: WHitehall 3-3600.

Seymour N. Siegel, dir.; Bernard Buck, prog. nigr.; William H. Pitkin, chief eng. CP, not operating.

WOR-TV (Channel 9)

RKO Teleradio Pictures, Inc., 1440 Broadway, New York; LOngacre 4-8000.

T. F. O'Neil, pres.; Gordon Gray, exec. vice-pres. & gen. mgr.; Seymour Handy, exec. asst.; William P. Dix, Jr., asst. gen. mgr. in charge of sales; Robert M. Hoffman, dir. sales planning; Harry Tilley, chief eng.; Robert J. Sullivan, sales prom. mgr.; Ivan Reiner, prog. dir.; Dan German, film mgr.; Richard A. Jackson, pub. rel. dir.; nat'l rep., H-R Television, Inc.

Operation: 1949; TV sets in area: 4,-800,000.

WPIX (Channel 11)

WPIX Inc., 220 E. 42nd St., New York 17, N. Y.: MUrray Hill 2-6500.

F. M. Flynn, pres.; Fred M. Thrower, vice-pres. & gen. mgr.; Leavitt J. Pope, vice-pres. & oper. mgr.; John Patterson, sales mgr.; Otis S. Freeman, chief eng.; Albert G. Hartigan, prog. mgr.; L. A. Hollingsworth, pub. & public relations mgr.; Keith Culverhouse, prom. adv. & research mgr.; T. E. Mitchell, vice-pres. & controller; William Cooper, film mgr.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1948; TV sets in area: 4,2800,000.

WRCA-TV (Channel 4) NBC

The National Broadcasting Co., 30 Rockefeller Plaza, New York 20, N. Y.: CIrcle 7-8300.

William N. Davidson, gen. mgr.; Max E. Buck, dir. of sales and marketing; Jay Heitin, sales dir.; Peter Affe, oper. mgr.; Albert Odeal, film dir.; George Heinemann, prog. dir.; Fred Acker, bus. affairs mgr.; Tony Kraemer, adv. & prom. mgr.; John O'Keefe, pub. mgr.

Operation: 1941; TV sets in area: 1,800,-

Plattsburg-Burlington (Vt.)

WPTZ (Channel 5) NBC, ABC

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

George BarenBregge, gen. mgr. & film buyer; Joseph Missick, chief eng.; Albert H. LaFrance, sales mgr.; Al Cahill, prod. mgr.; nat'l rep., Blair Television Associates —Andy McDermott (Canada).

Operation: 1954; TV sets in area: 150,000 (U. S.)—350,000 (Canada).

Rochester

WCBF-TV (Channel 15)

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

Maurice R. Forman, pres.; Thomas L. Brown, vice-pres.; R. Carleton Greene, secy. CP, not operating.

WHEC-TV (Channel 10) CBS, ABC

WHEC, Inc., 40 Franklin St., Rochester 4, N. Y.; Baker 5-6740.

Frank E. Gannett, pres.; Paul Miller, vice-pres.; Glover Delaney, vice-pres. & gen. nigr.; Paul Miller, vice-pres.; Lowell H. Macmillan, asst. gen. nigr.; LeMoine Wheeler, gen. sales migr.; William Adams, prog. dir.; Richard K. Blackburn, tech. dir.; James Reidenbach, film dir.; Warren Wightman, prod. dir.; nat'l rep., Everett-McKinney, Inc.

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.

WROC-TV (Channel 5) NBC, ABC

Transcontinent Television Corp., 201 Humboldt St., Rochester 3, N. Y.; BUtler 8-8400.

Gunnar O. Wiig, gen. mgr.; John W. Kennedy, Jr., asst. gen. mgr.; A. N. Bender, sales mgr.; Charles W. Siverson, prog dir; Syl Novelli, sales service dir.; Walton Smith, adv. & pron. dir.; Kenneth J. Gard-

ner, dir. of eng.; David Manning, film dir.; nat'l rep., Peters, Griffin, Woodward, Inc.—Andy McDermott (Canada).

Operation: 1949; TV sets in area: 307,750.

WVET-TV (Channel 10) CBS basic, ABC

Veterans Broadcasting Co., Inc., 17 Clinton Ave. S. Rochester 4, N. Y. HAmilton 6-4820.

Ervin F. Lyke, pres., treas. & gen. mgr.; Paul C. Louther, vice-pres. & prog. dir.; Grantier Neville, secy.; Arthur V. Cook, film dir.; F. Chase Taylor, oper. mgr.; Ray Jobes, chief eng.; Arthur M. Murrellwright, gen. sales mgr.; nat'l rep., The Bolling Co., Inc.

Operation: 1953; TV sets in area: 327,000,

Schenectady

WRGB (Channel 6) NBC

General Electric Co., 1 River Rd., Schenectady 5, N. Y.; FRanklin 7-2261.

J. M. Lang, dept. mgr.; Merl L. Galusha, stat. mgr.; A. G. Zink, prog. mgr.; George Spring, sales mgr.; J. Q. Cobb, prom. mgr.; W. J. Purcell, eng. mgr.; nat'l rep., NBC Spot Sales.

Operation: 1939; TV sets in area: 510,000.

Syracuse

WHEN-TV (Channel 8) CBS basic, ABC

Meredith Syracuse Television Corp., 10 Court St., Syracuse 8, N. Y.; GR 4-8511.

E. T. Meredith, Jr., pres.; Paul Adanti, vice pres. & gen. mgr.; Payson Hall, treas.; Frank Furbush, secy., Frederick R. Menzies, comm. mgr.; Gordon J. Alderman, prog. mgr.; Robert G. Peel, prom. & pub. mgr.; Albert Chismark, stat. eng.; Donald F. Langham, tech. oper. dir.; nat'l rep., The Katz Agency, Inc.

Operation: 1948; TV sets in area: 425,000.

WHTV (Channel 43) (non-com)

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

CP, not operating.

WSYR-TV (Channel 3) NBC

Central New York Broadcasting Corp., 224 Harrison St., Syracuse 2, N. Y.; 3-7111.

E. R. Vadeboncoeur, pres. & gen. mgr.; Mitzi E. Newhouse, vice-pres. & secy.; W. V. Rothrum, vice-pres.; E. James McDonald, prog. dir.; A. J. Eicholzer, chief eng.; Louis B. Switzer, prom. mgr.; William R. Alford, Jr., dir. of sales; Pat Montford, film ed.; nat'l rep., Harrington, Righter and Parsons, Inc.

Operation: 1950: TV sets in area: 457,800.

Utica

WKTV (Channel 13) NBC, CBS, ABC

Copper City Broadcasting Corp., P. O. Box 386; Utica, N. Y.; Phone: 3-0404.

Myron J. Kallet, pres.; William T. Mac-Neilly, exec. vice-pres. & treas.; Robert M. Kallet, vice-pres.; Joseph S. Kallet, secy.; Michael C. Fusco, gen. & comm. mgr.; Joseph Casaletta, film dir.; Frank Grunewald, prom. mgr.; DeForest T. Layton, Jr., chief eng.; nat'l rep., Donald Cooke, Inc.

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

NORTH CAROLINA Asheville

WISE-TV (Channel 62) NBC, CBS

WISE-TV, Inc., 100 Lookout Rd., Asheville, N. C.; 3-5381.

Harold H. Thoms, pres., treas. & gen. mgr.; Meredith S. Thoms, secy.; J. J. Master, mgr.; John Randolph, chief eng.; nat'l rep., The Bolling Co., Inc.

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

WLOS-TV (Channel 13) ABC

Skyway Broadcasting Co., Box 2150, Asheville, N. C.; 2-2431.

G. C. Crump, pres.; Charles B. Britt, execvice-pres. & gen. mgr.; Harold K. Bennett, secy.; Julia Stamberger, treas.; H. J. Britt, regional sales mgr.; Loyd Leonard, local sales mgr.; Sterling W. Wright, prod. dir.; Bob Hensley, film ed.; George Sprague, chief eng.; Dan Mirto, prom. dir.; nat'l rep., Venard, Rintoul & McConnell, Inc.—James S. Ayers Co. (Southeast).

Operation: 1954; TV sets in area: 316,000.

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 (policy); John Young, asst. dir. of TV, Chapel Hill Studio (prog. & oper.); E. W. Young, dir. of TV, Woman's College Studio, Greensboro; Roy Johnston, dir. of TV, State College, Raleigh; Alan B. MacIntyre, chief eng.

Operation: 1954.

Charlotte

WBTV (Channel 3) CBS, ABC

Jefferson Standard Broadcasting Co., One Jefferson Place, Charlotte 8, N. C.; EDison 3-8833.

Joseph M. Bryan, pres., Charles H. Crutchfield, exec. vice-pres. & gen. mgr.; Kenneth I. Tredwell, Jr., vice-pres. & man. dir.; Thomas Howard, vice-pres. eng. & gen. serv.; Wallace J. Jorgenson, asst. man. dir.

chrg. of sales; Lacy Sellars, prog. mgr.; Robert Rierson, prod. mgr.; John Dillon, prom. mgr.; Jack Burney, research mgr.; Nelson Benton, news mgr.; Thomas Cookerly, nat. sales mgr.; J. W. Timberlake, Carolina sales mgr.; C. K. Spicer, controller & bus. mgr.; Nathan Tucker, film supvr.; James Babb, pub. supvr.; nat'l rep., CBS Television Spot Sales.

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

WSOC-TV (Channel 9) NBC, ABC

WSOC Broadcasting Company, P.O. Box 2536, Charlotte 6, N. C.; FRanklin 6-8401.

E. E. Jones, chmn., exec. comm.; Hunter Marshall, vice-chmn. of bd.; Earl Gluck, chmn. of the bd.; Larry Walker, pres. & gen. mgr.; Robert Morris, treas.; C. George Henderson, exec. vice-pres.; C. M. Murphy, compt. & asst. treas.; Charles M. Marshall, vice-pres. & secy.; nat'l rep., National H-R Company.

Operation: 1957; TV set sin area: 500,000.

Durham

WTVD (Channel II) CBS, ABC

Durham Broadcasting Enterprises, Inc., 1750 Newton Rd., Durham, N. C.: 2-2111.

Harmon L. Duncan, pres., treas. & gen. rarmon L. Duncan, pres., treas. & gen.
mgr.; J. Floyd Fletcher, vice-pres. & secy.;
Ernst Greup, prog. mgr.; Mike Thompson,
sales & comm. mgr.; Henry Cronin, chief
eng.; Harry N. Middleton, prod. coordinator; Clyde Knight, film dir.; Charles H.
Cash, Jr., prom. dir.; nat'l rep., Edward
Petey & Co., Inc.

Operation: 1954; TV sets in area: 316,000.

Fayetteville

WFLB-TV(channel 18) CBS, NBC, ABC

Fayetteville Broadcasters, Inc., Box 512, Fayetteville, N. C.; 2-7136.

Harry B. Stein, pres.; Neil A. Currie, Jr., vice-pres.; W. M. K. Bender, secy.-treas.; W. D. Bailey, gen. mgr.; W. B. Belche, comm. mgr.; J. H. Buck, chief eng.; M. H. Rosenberg, prof. dir.; nat'l rep., Burn-Smith,

Operation: 1955; TV sets in area: 40,000.

Gastonia

WTVX (Channel 48)

Air-Pix Corp., Lowell, N. C.

Coit M. Robinson, pres.; W. C. Bivens, vice-pres.; Coit M. Robinson, Jr., secy.treas.

CP, not operating.

Greensboro

WFMY-TV (Channel 2) CBS, ABC

Greensboro News Co., 200 N. Davie St., Greensboro, N. C.; Phone 4-0114.

Gaines Kelley, gen. mgr.; Gomer Lesch,

prog. dir.; Joe B. Lake, comm. mgr.; Jack Wiggins, film dir.; William E. Neill, chief eng.; nat'l rep., Burn-Smith, Inc.

Operation: 1949; TV sets in area: 426,900.

Greenville

WNCT (Channel 9) ABC, CBS

Carolina Broadcasting System, Inc., P. O. Box 898, Greenville, N. C.; 6181.

Earl M. Westbrook, pres.; Josh Horne, Penn T. Watson & John H. Adams, vice-pres.; A. Hartwell Campbell, secy. & gen. mgr.; Virginia Adams, treas.; John G. Clark, Jr., comm. mgr.; David W. Mosier, prom. dir.; Eck Wall, prog. dir.; John Warner, prod. mgr.; Malcolm Nicholson, film ed.; Henle Tribley, over mgr.; Heber Adams Hank Tribley, oper. mgr.; Heber Adams, chief eng.; nat'l rep., George P. Hollingbery Co.

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.

John W. English, pres.; George J. Mead, Mrs. Lydia McBrier Jarecki, Thomas Walters, vice-pres.; George J. Mead, secy.; James R. McBrier, treas.; G. Roger Bower, gen. mgr.; Earl Welde, gen. sales mgr. & asst. mgr.; Leo Ribitzki, prog. dir.; Lee Poole, chief eng.

Operation: 1953; TV sets in area: 140,100.

WRAL-TV (Channel 5) NBC

Capitol Broadcasting Co., P. O. Box 9583, Raleigh, N. C.; TEmple 3-5553.

A. J. Fletcher, pres. & treas.; Fred Fletcher, vice-pres. & gen. mgr.; Louise S. Stephenson, secy.; N. Fletcher Turner, nat'l sales mgr.; David H. Witherspoon, public relations dir.; George Hall, prog. dir.; Ken Parker, prod. mgr.; Ted Cramer, film buyer; Virgil D. Duncan, eng. dir.; nat'l rep., H-R Television, Inc.

Operation: 1956; TV sets in area: 310,000.

Washington

WITN (Channel 7) NBC

North Carolina Television, Inc., U. S. 17 South, Washington, N. C.; 1760.

W. R. Roberson, Jr., pres., treas. & gen. mgr.; William E. Barnes & J. P. Roberson, vice-pres.; William S. Page, sec.; T. H. Patterson, vice-pres. in chge. of sales; Hal Wilson, dir. of oper.; Ed Pilegard, transmitter chief eng.; Harvey Mason, studio

chief eng.; nat'l rep., Headley-Reed TV; Southeastern rep., Atlanta-James S. Ayers Co.

Operation: 1955; TV sets in area: 150,000.

Wilmington

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

WMFD-TV, Inc., 225 Princess St., Wilmington, N. C.; 3-4666.

R. A. Dunlea, pres. & treas.; D. D. Cameron, vice-pres.; Richard A. Dunlea, Jr., mgr.; Claud Oshields, sales mgr.; Clint Long, nat'l sales mgr.; Wayne Jackson, prog. dir.; E. I. Herring, chief eng.; nat'l rep., Roy V. Smith & Assoc.; Southeastern rep.—James S. Ayers Co.

Operation: 1954; TV sets in area: 150,000,

Winston-Salem

WSJS-TV (Channel 12) NBC

Triangle Broadcasting Corp., 419 North Spruce St., Winston-Salem, N. C.; PArk 5-2311.

William K. Hoyt, pres.; Harold Essex, exec. vice-pres., treas. & gen. mgr.; Wm. P. Sandridge, secy.; Phil Hedrick, oper. mgr.; Harry B. Shaw, sales mgr.; Johnny Comas, prog. mgr.; Dick Barron, prom. mgr.; Carl Wiegold, film mgr.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 618,139.

NORTH DAKOTA Bismarck

KBMB (Channel 12) CBS

North Dakota Broadcasting Co., Inc., Bismarck, N. D.; CApital 3-9197.

John M. Boler, pres. & gen. mgr.; F. E. Fitzsimonds, vice-pres. & stat. mgr.; Dennis Falk, prog. dir. & film dir.; Thomas Ahner, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1955; TV sets in area: 30,000.

KFYR-TV (Channel 5) NBC, ABC

Meyer Broadcasting Co., 200½ 4th St., Bismarck, N. D.; CApital 3-0900.

William Ekberg, pres. & gen. mgr.; Alvin Anderson, sales mgr.; Ivar Nelson, chief eng.; Cal Culver, mgr.; nat'l rep., Blair Television Associates—Harry S. Hyett Co. (Minneapolis).

Operation: 1953; TV sets in area: 55,000.

Dickinson

KDIX-TV (Channel 2) CBS

Dickinson Radio Association, 119 Second Ave. W., Dickinson, N. D.; 5133-4-5.

P. J. Weir, pres.: F. P. Whitney, vice-pres.; W. K. Johnson, treas.; Orville F.

Burda, secy. & gen. mgr.; Lauren Haacke, prog. dir.; James O'Leary, sales mgr.; Benjamin G. Lockerd, chief eng.; nat'l rep., Hal Holman Co.

Operation: 1956; TV sets in area; 26,000.

Fargo

WDAY-TV (Channel 6) NBC, ABC

WDAY, Inc., 207 No. 5 St., Fargo, N. D.; 2-3371.

E. C. Reincke, pres.; H. D. Paulson, vicepres.; N. D. Black, Jr., secy.-treas.; Tom Barnes, gen. mgr.; Ken Kennedy, prog. mgr.; Julius Hetland, tech. dir.; Jack Dunn, TV-radio stat. mgr.; Roy Pedersen, prom. mgr.; Dick Berdahl, prod. dir.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1953; TV sets in area: 94,500.

Grand Forks

KNOX-TV (Channel 10) NBC

Community Radio Corp., Box 142, Grand Forks, N. D.; 4-4611.

Elroy Schroeder, pres.; Don E. Whiteman, Adolph Lund, vice-pres.; Arthur Tweet, secy.-treas.; Robert Lukason, sales mgr.; Bo West, prog. dir.; C. J. Thomforde, tech. dir.; David Chumley, chief eng.; nat'l rep., William G. Rambeau Co.—Bulmer & Johnson, Inc. (Minneapolis).

Operation: 1955,

Minot

KCJB-TV (Channel 13) CBS, NBC, ABC

North Dakota Broadcasting Co., Inc., Box 1712 Minot, N. D. 51-161.

John Boler, pres.; Mary Frances Boler, treas.; John Jjellum, secy.; Chester Reiten, vice-pres. in charge of KCJB & stat. mgr.; Henry Beuchler, sales mgr.; Don McDowell, prod. mgr.; Joseph Main, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area; 27,000.

KMOT (Channel 10)

Meyer Broadcasting Co., 200½ Fourth St., Bismarck, N. D.

Etta Hoskins Meyer, pres.; F. E. Fitz-simonds, exec. vice-pres. & treas.; Wm. Ekberg, secy.

CP, not operating.

Valley City-Fargo KXJB-TV (Channel 4) CBS

North Dakota Broadcasting Co., Inc., Granger Hill, Valley City 1, N. D.; 1500-4000 W. Main St., Fargo, N. D.;5-4461.

John W. Boler, pres. & gen. mgr.; John Hjellum, secy.; William L. Hurley, vice-pres. of sales; Ro Grignon, oper. mgr.; Jerry Uppman, asst. sales mgr.; Russ Cox, prom. mgr.; Robert Ridgeway, chief eng.; nat'l rep., Weed Television Corp.

Operation: 1954; TV sets in area: 80,000.

Williston

KUMV-TV (Channel 8)

Meyer Broadcasting Co., 2001/2 Fourth St., Bismarck, N. D.

William A. Ekberg, pres. & gen. man. Operation: 1957.

OHIO

Akron

WAKR-TV (Channel 49) ABC

Summit Radio Corp., 853 Copley Rd., Akron 20. Ohio: POrtage 2-8811.

S Bernard, Berk, pres.; Roger G. Berk, vice-pres. & gen. mgr.; Viola G. Berk, secy. & treas.; Kenneth M. Keegan, sales vice-pres.; Robert I. Bostian, prog. dir.; Dwight Wheeler, prod. mgr.; Jack Lotz, film ed.; Irwin L. Knopp, chief eng.; nat'l rep., Burke-Stuart Co., Inc.

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

WTLC (Channel 29)

Tri-Cities Telecasting, Inc., 324 Market Ave. S., Canton 2, Ohio; GLendale 6-7213.

Morton Frank, pres. & gen. mgr.; W. R. Persons, vice-pres.; David B. Hanna, treas.; Loren E. Souers, Jr., secy.

CP, not operating.

Cincinnati

WCET (Channel 48) (non com)

The Greater Cincinnati TV Educational Foundation, 1243 Elm, Cincinnati 10, Ohio; DUnbar 1-4033.

Dr. Claude V. Courter, chmn. of bd. of trustees; Charles B. Crouch, vice-chmn.; C. Harold Bush, secy.-treas.; Uberto T. Neely, gen. mgr.; John Morris, acting prog. dir.; James Leonard, chief eng.; Fred Thomas, public relations dir.

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.

Jack R. Howard, president; M. C. Watters, vice-pres. and gen. mgr.; Glenn Clark Miller, asst. gen. mgr. & stat. dir.; Ed. Weston, prog. dir.; Patrick H. Crafton, nat'l sales dir.; John Sweeney, office mgr.; Elvera Schulte, prom. dir.; Bernie Borden, film dir.; Paul Adams, chief eng.; nat'l rep., Blair-TV, Inc.

Operation: 1949; TV sets in area: 767,700.

WKRC-TV (Channel 12) CBS

Radio Cincinnati, Inc., Times-Star Bldg., Cincinnati 2, Ohio; GArfield 1-1331.

Hulbert Taft, Jr., pres.; David G. Taft, exec. vice-pres. & gen. mgr.; Kenneth W. Church, vice-pres. & gen. high, Rethieur.
Church, vice-pres. & nat'l sales mgr.; Dorothy S. Murphy, treas.; Robert Taft, Jr., secy.; Roger B. Read, gen. sales mgr. & asst. to gen. mgr.; Ralph Mlaska, chief eng.; Len Goorian, comm. prod. mgr. & eng.; Len Goorian, comm. prod. mg. & eng.; Len Goorian, comm. prod. mg. & eng.; Len Goorian, film dir.; Greg Olberding, pub. mgr.; Hugh J. LaCrosse, asst. chief eng.; Paul Shumate, prog. ngr.; Lila Lambert, prom. & merch. mgr.; nat'l rep., The Katz Agency, Inc.

Operation: 1949, TV sets in area: 997,000.

WLW-T (Channel 5) NBC

Crosley Broadcasting Corp., 140 W. Ninth St., Cincinnati, Ohio; CHerry 1-1822.

St., Cincinnati, Ohio; CHerry 1-1822.

R. E. Dunville, pres. & gen. mgr.; John T. Murphy, vice-pres. of TV; H. P. Lasker, vice-pres. of sales; K. T. Murphy, vice-pres. & treas.; Gilbert W. Kingsbury, vice-pres. of public relations; R. J. Rockwell, vice-pres. & eng. dir.; Scott McLean, radio sales mgr.; Joe Cella, pub. dir.; John K. Frazier, client serv. dir.; Abe Cowan, prog. dir.; Ray Shannon, prom. dir.; Mary Renn Bates, prog. administrator; Walter Jacobs, prod. mgr.; Tom Storey, film dir.; Howard Lepple, chief eng.; nat'l rep., Crosley Broadcasting Corp. (New York, Chicago, Cincinnati)—NBC Spot Sales (Detroit, San Francisco, Hollywood)—Bomar Lowrance & Assoc., Inc. (Atlanta, Dallas).

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

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.

Donald H. McGannon, pres.; Rolland V. Tooke, vice-pres. & gen. mgr.; John Mc-Clay, asst. to vice-pres.; Albert Krivin, sales mgr.; E. Preston Stover, prog. mgr.; B. Calvin Jones, prog. oper. mgr.; G. Edward Wallis, adv. & sales prom. mgr.; Alan Bautzer, prom. dir.; Sidney V. Stadig, chief eng.; Bert Downing, merch. dir.; nat'l rep., Peters, Griffin, Woodward, Inc.

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

WERE-TV (Channel 65)

Cleveland Broadcasting, Inc., Bulkley Bldg., Cleveland 15, Ohio; SUperior 1-9600.

Ray T. Miller, pres.; Paul C. Aiken, Dan W. Duffy, vice-pres.; Harry B. Small, vice-pres. & treas.; Ray L. Lamb, secy.

CP, not operating.

WEWS (Channel 5) ABC

Scripps-Howard Radio, Inc.; Euclid at E. 30 St., Cleveland 15, Ohio; HEnderson 2-1500.

Jack R. Howard, pres.; James C. Hanrahan, vice-pres. & gen. mgr.; J. Harrison Hartley, stat. dir.; J. B. Epperson, vice-pres. & chief eng.; Peter Hlinka, Ohio, adv. mgr.; Jay S. Kerekes, nat'l adv. mgr.; John J. Moffitt, public service dir.; nat'l rep., Blair-TV, Inc.

Operation: 1947; TV sets in area: 1,210,-000.

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.; William Kelley, nat'l sales mgr.; Frank Barron, local sales mgr.; Edward Herp, prog. dir.; H. A. Brinkman, chief eng.; Ted Anthony, prom. & pub. dir.; nat'l rep., The Katz Agency, Inc.

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.

H. Preston Wolfe, pres.; A. E. Campbell, secy. & gen. mgr.; Richard A. Borel, dir. of TV; John A. Haldi, prog. dir.; Robert D. Thomas, sales dir.; Lawrence F. Rhodes, public service dir.; L. H. Nafzger, tech. dir.; Ray Reisinger, merch. dir.; nat'l rep., Blair-TV, Inc.

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.

James Leonard, vice-pres., & gen. mgr.; Gregory T. Lincoln, sales mgr.; Bud Gillis, prog. dir.; Leroy Falck, comm. oper. dir.; Charles Sloan, chief eng.; Grant Hoatson, film dir.; Jack Kavanagh, client serv. dir.; Jack Launer, exec. prod.; nat'l rep., Crosley Broadcasting Corporation, New York, Chicago—NBC Spot Sales, Detroit, San Francisco, Hollywood—Bomar Lowrance & Associates, Atlanta, Dallas.

Operation: 1949; TV sets in area: 519,400.

WOSU-TV (Channel 34) (non-com)

The Ohio State University, 2480 N. Starr Rd., Columbus 21, Ohio, HU 6-3322.

Novice G. Fawcett, pres., Ohio State U.; Richard B. Hull, dir.; Robert C. Higgy, assoc. dir., eng. & transmission; William H. Ewing, assoc. dir. prog.; G. Robert Holsinger, Jr., prog. dir.; David H. Ayers, prod. supvr.

Operation: 1955.

WTVN (Channel 6) ABC

WTVN, Inc., 753 Harmon Ave., Columbus 23, Ohio: CApitol 8-5801.

Hulbert Taft, Jr., pres.; Kenneth W. Church, exec. vice-pres.; David G. Taft, vice-pres.; Robert Taft, Jr., secy.; Dorothy S. Murphy, treas.; J. W. McGough, gen. mgr.; R. C. Wiegand, asst. gen. mgr. & nat'l sales mgr.; Charles Dwyer, local sales mgr.; Joseph A. Jenkins, prog. dir.; Don Hardin, prom. dir.; Richard A. J. McKinney, film dir.; Wm. H. Hansher, chief eng.; nat'l rep., The Katz Agency, Inc.

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

Dayton

WHIO-TV (Channel 7) CBS

Miami Valley Broadcasting Corp., 1414 Wilnington Ave., Dayton, Ohio; MAdison 6581.

James M. Cox Jr., pres.; Glenn L. Cox, vice-pres.; Robert C. Snyder, secy.-treas.; J. Leonard Reinsch, man. dir.; Robert H. Moody, gen. mgr.; Harvey R. Young, Jr., asst. to gen. mgr.; W. E. Wolaver, merch. mgr.; Ernest L. Adams, chief eng.; Wade H. Alley, bus. mgr.; Charles E. Gay, prog. & prom. dir.; nat'l rep., George P. Hollingbery Co.

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.

George Gray, gen. mgr.; Dale Smith, sales

mgr.; Dorothy Sanders, pub. & prom. mgr.; Paul Law, prog. dir.; Robert Wehrman, chief eng.; nat'l rep., Crosley Broadcasting Corp.—NBC Spot Sales (Detroit, San Francisco, Hollywood)—Bomar Lowrance & Assoc., Inc. (Charlotte, Atlanta, Dallas).

Operation: 1949; TV sets in area: 458,120

(NCS 1956).

Elyria

WEOL-TV (Channel 31)

Elyria-Lorain Broadcasting Co., Elyria Savings & Trust Co Bldg., Elyria, Ohio;

Roy W. Ammel, pres.; D. O. Thomas, vice-pres.; R. J. Fitch, treas.; I. L. Porter, asst. secy.-treas.

CP, not operating.

Lima

WIMA-TV (Channel 35) NBC, CBS, ABC

WLOK, Inc., 1424 Rice Ave., Lima, Ohio; 5-3010.

George Hamilton, pres.; Robert W. Mack, vice-pres., treas. & mgr.; Easter Straker, prog. dir.; Maurice Lamb, chief eng.; J. L. Spring, nat'l sales mgr.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area; 81,980.

Mansfield

WTVG (Channel 36)

Fergum Theatres, Inc., Madison Theatre, Mansfield, Ohio.

William N. Skirball, pres.; Jack H. Skirball, vice-pres.

CP. not operating.

Massillon

WMAC-TV (Channel 23)

Midwest TV Co., 500 Security Bldg., Toledo. Ohio.

CP, not operating.

Steubenville

WSTV-TV (Channel 9) CBS

WSTV, Inc., 428 Market St., Steubenville, Ohio: ATlantic 2-6265.

Jack N. Berkman, pres.; Louis Berkman, vice-pres.; John J. Laux, exec. vice-pres. & gen. mgr.; Carl A. Weinman, secy.-treas.; Joseph M. Troesch, asst. mgr. & comm. mgr.; Rod Gibson, nat'l sales mgr.; George Wilson & Clyde Higgins, prog. & prod. mgr.; Carl Kroskey, film ed.; William McClinton, merch. & prom. dir.; Charles Shepherd, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 1,200,-

000.

Toledo

WSPD-TV (Channel 13) CBS basic, NBC, ABC

The Storer Broadcasting Co., 136 Huron

St., Toledo, Ohio; CH 8-6201.

George B. Storer, president; Allen L. Haid, vice-pres. & man. dir.; Al Ruhfel, prog. dir.; William Ashworth, nat'l sales mgr.; John Saunders, prod. mgr. & asst. prog. dir.; W. M. Stringfellow, chief eng.; Helen Eidson, film dir.; Liz Wagner, prom. dir.; nat'l rep., The Katz Agency, Inc.

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

WTOH-TV (Channel 79)

Woodward Broadcasting Co., 1056 Randolph St., Detroit, Mich.

Max Osnos, pres. & treas.; Jacob Kellman, vice-pres. & secy.

CP, not operating.

Youngstown

WFMJ-TV (Channel 21) NBC

The Vindicator Printing Co., 101 W. Boardman St., Youngstown 3, Ohio; RIverside 4-8611.

William F. Maag, Jr., pres.; Mitchell F. Stanley, mgr.; J. A. Grier, TV prog. mgr.; Gene Donahay, film dir.; Frank Dieringer, chief eng.; nat'l rep., Headley-Reed TV.

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.

W. P. Williamson, Jr., pres. & gen. mgr.; Gladys S. Williams, treas.; Arthur L. Jones, secy.; J. L. Bowden, stat. dir.; Paul Turner, prog. dir.; W. P. Williamson, III, public relations dir.; B. T. Wilkens, chief eng.; nat'l rep., Paul H. Raymer Co., Inc.

Operation: 1953: TV sets in area: 202,600.

WXTV (Channel 73)

Community Telecasting Co., Box 150, Farrell, Pa.

CP, not operating.

Zanesville

WHIZ-TV (Channel 18) NBC, CBS, ABC

Southeastern Ohio Television System, Downard Rd., Zanesville, Ohio; 3-0361.

Allan Land, man. dir.; Reed Mellon, prog. dir.; Nate Milder, dir. of sales; William Hunt, chief eng.; Ralph Young, film oper. mgr.; Ed Fisher, prod. mgr.; nat'l rep., John E. Pearson Television, Inc.

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

OKLAHOMA

Ada

KTEN (Channel 10) ABC, CBS, NBC

Eastern Oklahoma Television Co., Inc., P. O. Box 10, Ada 6, Okla.; 1010.

Dr. C. C. Morris, chmn.; Bill Hoover. pres. & gen. mgr.; Brown Morris, secy.-treas. & stat. mgr.; Fred Smith, chief eng.; Nadine Mullinax, prog. dir.; nat'l rep., Venard, Rintoul & McConnell, Inc.—Clarke & Brown Co. (Southwest).

Operation: 1954; TV sets in area: 86,400.

Ardmore

KVSO-TV (Channel 12) NBC via micro-wave from WKY-TV

John F. Easley Estate, John Easley Riesen, Executor. Ardmore, Oklahoma.

John F. Easley Estate, owner; John Easley Riesen, gen. mgr.; Gordon E. Lack, sales mgr.; Dollie Talkington, prog. dir.; Galy Varnell, prod. mgr. & film buyer; Bill Kolb, chief eng.; nat'l rep., John E. Pearson. Operation: 1956.

Enid

KGEO-TV (Channel 5) ABC

Streets Electronics, Inc., Box 1589, Enid, Okla.; REgent 4-5000.

P. R. Banta, pres.; Bruce E. Wallace, vice-pres.; George Streets, secy. & gen. mgr.; Charlie Keep, comm. mgr.; James B. Cummins, treas.; J. Bryan Chase, prog. dir.; Eugene Clark, chief eng.; nat'l rep., Blair Television Associates.

Operation: 1954.

Lawton

KSWO-TV (Channel 7) ABC

Oklahoma Quality Broadcasting Co., Box 1385, Lawton, Okla.; 7777.

R. H. Drewry, J. R. Montgomery, T. R. Warkentin, R. P. Scott, co-owners, Emmett Keough, gen. mgr.; Paul Goode, compt.; Willard Cochran, chief engineer; Tom Reddell, prog. dir.

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.

John T. Griffin, chairman; James C. Leake, pres.; Bryan Cole, vice-pres.; Mike Shapiro, vice-pres. & gen. mgr.; Bryan Mathes, secy.-treas.; Bob Norris, operations mgr.; Bill Swanson, commercial mgr.; Robert Snider, chief eng.; Charles Larkins, prom. mgr.; John D. Rauser, film mgr.; nat'l rep., Avery-Knodel, Inc.

Operation: 1954; TV sets in area: 310,000.

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

John Griffin, pres.; Edgar T. Bell, gen. mgr.; Fred Vance, comm. mgr.; Perry Dickey, prog. dir. & film dir.; Morris Thomas, chief eng.; Montez Tjaden, prom. & pub. dir.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953: TV sets in area: 395,000.

WKY-TV (Channel 4) NBC

WKY Television System, Inc., 500 E. Britton Rd., Oklahoma City 14, Okla.; TRinity 8-2161.

E. K. Gaylord, pres. and gen. mgr.; P. A. E. K. Gaylord, pres. and gen. mgr.; P. A. Sugg, exec. vice-pres.; Eugene B. Dodson, acting mgr.; Edward L. Gaylord, secy-treas.; Robert Olson, oper. dir.; Norman Bagwell, admin. asst.; John M. Haberlan, nat'l sales mgr.; Kieth Mathers, prom. mgr.; H. J. Lovell, chief eng.; Joseph Jerkins, prod. supvr.; nat'l rep., The Katz Agency, Inc.

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.

KOTV (Channel 6) CBS

KOTV, Inc., Third & Frankfort Sts., Tulsa, Okla.; Phone: CHerry 2-9233.

C. Wrede Petersmeyer, pres.; James C. Richdale, Jr., vice-pres. and gen. mgr.; George Stevens, comm. mgr.; Robert Freeland, prom. mgr.; George G. Jacobs, dir. eng. & devel.; Lavoy Hooker, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1949; TV sets in area: 312,000.

KVOO-TV (Channel 2) NBC

Central Plains Enterprises, 3701 So. Peoria Avenue, Tulsa 5, Oklahoma; RIverside 2-0518.

Harold C. Stuart, pres.; C. B. Akers, execvice pres. and gen. mgr.; Robert S. Kerr, vice pres.; Dean A. McGee, bd. chm.; John Devine, comm. mgr.; Bill Sadler, prog. dir. & prod. mgr.; Gordon Gerhardt, prom. dir.; Fred Komma, prod. supervisor; Allen Cox. film editor; John M. Bushnell, Jr., chief eng.; nat'l rep., Blair-TV, Inc.

Operation: 1954; TV sets in area: 312,000.

OREGON

Coos Bay

KOOS-TV (Channel 16)

KOOS-TV, KOOS Inc., Hall Bldg., Coos Bay, Oregon.

Sheldon F. Sackett, pres.; Mercedes Prosser Young, vice-pres.; Jack Irvine, vice-

CP, not operating.

Corvallis

KOAC-TV (Channel 7)

State System of Higher Education, Oregon State College Campus, Corvallis, Oregon; PLaza 3-3980.

James M. Morris, pgm. dir.; Glenn Starlin, dir., TV teaching; Grant Feikert, chief eng.

Operations: 1957.

Eugene

KVAL-TV (Channel 13) Primary NBC

Eugene Television, Inc., Blanton Heights P. O. Box 548; Eugene, Ore.; Dlamond 3-2551.

Robert P. Booth, pres.; C. H. Fisher, vice-pres.; Lee Bishop, treas.; Tom Winn, secy.; S. W. McCready, gen. mgr.; Bob Anderson, prog. & prod. mgr.; Phil George, local sales 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: 92,589.

Klamath Falls

KOTI-TV (Channel 2)

California-Oregon Television Co., Box 732, Klamath Falls, TUxedo 4-8131. Amos E. Voorhies, pres.; Everett A. Faber, Edward A. Malone, vice-pres.; William B. Smullin, secy.-treas.; Walter Richartz, mgr.; nat'l rep., Blair Television Associates.

Operation: 1956.

Medford

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

Southern Oregon Broadcasting Co., Box 1189, Medford, Ore.: SPring 3-4581.

A. E. Voorhies, pres.; Wm. B. Smullin, secy.-treas. & gen. mgr.; Edward A. Malone, vice-pres.; Jerrold R. Poulos, stat. mgr.; Everett Faber, vice-pres. & bus. mgr.; Robert Lindstrom, prog. dir.; N. L. Williams, chief eng.; Ruth Chisum, film ed.; nat'l rep. Blair Television Associates.

Operation: 1953.

Portland

KGW-TV (Channel 8)

Pioneer Broadcasting Company, 1139 S. W. 13th Ave., Portland 5, Oregon

Walter Wagstaff, Station Manager.

Operation: 1956.

KLOR (Channel 12) ABC

Oregon Television, Inc., 735 S. W. 20th Place; Capitol 2-9921.

George Haggarty, pres.; F. J. Riordan, vice-pres. & treas.; F. J. Riordan, gen. mgr.; Gordon White, prog. dir.; nat'l rep., George P. Hollingbery Co.

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.

T. R. Gamble, pres.; C. Howard Lane, vice-pres. & man. dir.; Harry Buckendahl, E. R. Vadeboncoeur, vice-pres.; Clyde Phillips, secy.-treas.; Ted W. Cooke, prog. dir.; John Palmer, nat'l sales mgr.; T. M. Williams, film dir.; Frank Coffin, local sales mgr.; Louis Bookwalter, chief eng.; Luke Roberts, prod. mgr.; Robert McGill, prom. dir.; nat'l rep., CBS Television Spot Sales.

Operation: 1953; TV sets in area: 385,000.

KPTV (Channel 27) NBC

Storer Broadcasting Co., 735 S.W. 20th Place, Portland 5, Ore.; Capitol 2-9921.

George B. Storer, pres.; Lee B. Wailes, exec. vice-pres.; F. J. Riordan, man. dir.; Tom Harker, nat'l sales dir.; Don Tykeson, nat'l sales mgr.; Tom Myers, prog. dir.; Al McLaughlin, prom. & community projects dir.; Gene Phelps, chief eng.; nat'l rep., NBC Spot Sales—Art Moore & Assoc., Inc. (Pacific Northwest).

Roseburg

KPIC (Channel 4) NBC primary (Satellite of KVAL-TV, Eugene, Ore.)

Southwest Oregon Television Broadcasting Corp., c/o KVAL-TV, Eugene, Ore. Orchard 2-1721.

C. H. Fisher, pres.; Wm. B. Smullin, vicepres. & treas.; Harvey Benson, secy.; Aaron Boe, res. mgr.; Alvin H. Barnard, chief eng.; nat'l rep., George P. Hollingbery Co. and Art Moore & Associates, Inc., (Pacific Northwest).

Operation: 1956.

Salem

KSLM-TV (Channel 3)

Oregon Radio, Inc., Senator Hotel, Salem, Ore.

Glenn E. McCormick, pres.; John W. Kendall, vice-pres.; Lou C. McCormick, secy.-treas.

CP, not operating.

PENNSYLVANIA Allentown

WFMZ-TV (Channel 67)

Penn-Allen Broadcasting Co., E. Rock Road, Allentown, Pa.

Raymond F. Kohn, pres.; Ben Strouse, vice-pres.; Daniel Houck, secy.; Maribelle J. Kohn, treas.

CP, not operating.

WQCY (Channel 39)

WKAP, Inc., P. O. Box 689, Allentown, Pa.

CP, not operating.

Altoona

WFBG-TV (Channel 10) ABC, CBS, NBC

Radio & TV Division, Triangle Publications, Inc., 46th & Market Sts., Philadelphia 39, Pa.; 1320 11th Ave., Altoona, Pa.;

Triangle Publications, Inc., Radio & Television Division executives: Roger W. Clipp, gen. mgr.; Edward H. Benedict, dir. of nat'l sales development; David J. Bennett, executive assistant to gen. mgr.; 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: Edward M. Scala, gen. mgr.; George Carroll, prog. dir.; Louis C. Cate, asst. prog. dir.; David P. Pretz, prom. dir.; William Krough, sales mgr.; Jack Synder, radio sales dir.; Ken Brubaker, chief engr.; nat'l rep., Blair Television Associates.

Operation: 1953; TV sets in area: 451,800,

Bethlehem

WLEV-TV (Channel 51) NBC

Associated Broadcasters, Inc., Savercool Ave., Fountain Hill, Bethleham, Pa.; Allentown HEmlock 4-6278.

Clair R. McCollough, stat. dir.; Elwood C. Anderson, stat. mgr.; J. Robert Gulick, nat'l sales mgr.; Traver Schadler, prog. dir.; J. E. Mathiot, chief eng.; nat'l rep., The Meeker Co., Inc.

Operation: 1953; TV sets in area: 88,400.

Easton

WGLV (Channel 57) ABC, DuMont

WGLV, Inc., 2857 Nazareth Rd., Easton, Pa.; 3-3557.

J. L. Stackhouse, pres. & treas.; Adele S. Fretz, vice-pres. & sec.; Anna M. Snyder, vice-pres.; Charles R. Thon, gen. mgr.; William Latham, sales mgr.; Robert A. Francett, chief eng.; Pete Gallagher, dir. of prog. & prod.; nat'l rep.; Headley-Reed TV.

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

Erie

WICU (Channel 12) NBC, ABC

Dispatch, Inc., 3514 State St., Erie, Pa.; 45201.

Edward Lamb, pres. & treas.; J. Howard McGrath, exec. vice-pres.; Frank Oswald, vice-pres.; Cecile Huebner, secy.; Ben McLaughlin, gen. mgr.; Bob Lunquist, sales mgr.; Michael Csop, chief eng:; Joseph Laconi, prog. dir.; Robert Weschler, prom. dir.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1949; TV sets in area: 218,500.

WSEE (Channel 35) CBS, ABC

Great Lakes Television Co., 1220 Peach St., Erie, Pa.; 5-7575.

George J. Mead, pres.; Jacob A. Young, chmn.; Charles E. Denny, A. R. Minadeo, James R. McBrier, vice-presidents; James A. Quisenberry, secy.; Frank B. Palmer, gen. mgr.; Don Boyce, regional sales mgr.; Jay B. Sondheim, local sales mgr.; Arthur R. Hook, prog. dir.; Bob Harris, prom. mgr.; Ed Zellefrow, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1954; TV sets in area: 164,000.

Harrisburg

WCMB-TV (Channel 27)

Rossmoyne Corp., 228 Court St., Harrisburg, Pa.; CEdar 4-3005.

Edgar T. Shepard, Jr., pres.; Ed. K. Smith, vice-pres. & gen. mgr.; J. Howard Blair, chief eng.

WHP-TV (Channel 55) CBS

WHP, Inc., 216 Locust St., Harrisburg, Pa.; CEdar 4-3211.

E. J. Stackpole, pres. & treas.; A. K. Redmond, vice-pres. & gen. mgr.; A. H. Stackpole, vice-pres.; Bowman A. Brown, secy. & asst. treas.; Dick Redmond, prog. mgr.; E. Dan Liebensperger, chief eng.; Beatrice Potteiger, sales serv. dir.; nat'l rep., The Bolling Co., Inc.

Operation: 1953; TV sets in area: 190,000.

WTPA (Channel 27) ABC

The Patriot News Co., 812 Market St., Harrisburg, Pa.; Studio: 3235 Hoffman St., Harrisburg, Pa.; 8-7171.

Edwin F. Russell, pres.; S. I. Newhouse, vice-pres. & secy.; Sarah Russell, treas.; Donald D. Wear, gen. mgr.; Allen Solada, sales mgr.; Roy McCauley, prog. dir.; Rick Riker, prom. dir.; Paul Gross, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1953; TV sets in area: 242,150.

Hazleton

WAZL-TV (Channel 63)

Hazelton Television Corp., 708 Hazelton National Bank Bldg., Hazelton, Pa.; Gladstone 4-3531-32.

Victor C. Diehm, pres. & gen. mgr.; Hilda M. Deisroth, vice-pres.; George M. Chisnell, treas.; Bill Graham, prog. dir.; Thomas Tito, sales mgr.

CP, not operating,

Johnstown

WARD-TV (Channel 56) CBS, ABC

Rivoli Realty Co., 502 First National Bank Bldg., Johnstown, Pa.; 8-1216.

Walter M. Thomas, pres. & treas.; Dr. George D. Gartland, vice-pres.; Margaret E. Gartland, secy.; Robert R. Nelson, gen.mgr.; Ernest Rety, chief eng.; Howard Evans, sales mgr.; nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 155,000.

WJAC-TV (Channel 6) NBC, ABC

WJAC, Inc., 329 Main St., Johnstown, Pa.; 5-1262.

Walter W. Krebs, pres.; Alvin D. Schrott, secy.-treas. & gen. mgr.; N. L. Straub, vice-pres. & dir. of tech. oper.; John H. Hepburn, sales mgr.; Frank P. Cummins, prog. dir.; Theodore Campbell, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1949; TV sets in area, 1,089,-

206.

Lancaster

WGAL-TV (Channel 8) NBC, CBS

WGAL, Inc., Lincoln Hwy. West, Lancaster, Pa.: EXpress 3-5851.

Clair R. McCollough, pres. & gen. mgr.; J. Robert Gulick, asst. gen. mgr. in chge. of sales; Harold E. Miller, stat. mgr.; Paul C. Rodenhauser, prog. dir.; Paul I. Woodland, prom. mgr.; J. E. Mathiot, tech. dir.; nat'l rep., The Mecker Co., Inc.

Operation: 1949; TV sets in area: 917,320.

WLAN-TV (Channel 21)

Peoples Broadcasting Co., 252 N. Queen St., Lancaster, Pa.; EX. 4-7261.

Frank H. Altdoerffer, pres., gen. mgr.; Samuel M. Altdoerffer, secy., treas., mgr., Raymon Sherman, chief eng.; Jullian Skinnell, prog. dir.; Stanley Baker, sales mgr.

CP, not operating; TV sets in area: 55,000.

Lebanon

WLBR-TV (Channel 15)

Lebanon Television Corp., 8th at Cumberland, Lebanon, Pa.; 2-7651.

Lester P. Etter, pres. & gen. mgr.; Jack Schropp, vice-pres.; Eugene Silverstein, secy.; H. Raymond Stadiem, treas.

Operation, 1957.

New Castle

WKST-TV (Channel 45)

WKST, Inc., Cathedral Bldg., E. Lincoln Ave., New Castle, Pa.

S. W. Townsend, pres., treas. & gen. mgr.; Wanda E. Townsend, vice-pres.; A. W. Graham, secy.

CP, not operating.

Philadelphia

WCAU-TV (Channel 10) CBS

WCAU, Inc., City Line Ave. & Monument Rd., Philadelphia 31, Pa.; GReenwood 7-8300.

Donald W. Thornburgh, pres. & gen. mgr.; Joseph L. Tinney, vice-pres. & asst. gen mgr.; Charles Vanda, vice-pres. in chge. TV; John G. Leitch, vice-pres. in chge. eng.; Robert N. Pryor, vice-pres. in chge. prom. & pub.; Robert McGredy, vice-pres. in chge. TV sales; Mel Levine, asst. mgr. for TV; Jack Dolph, asst. prog. mgr.; John Horstmann, oper. mgr.; Norman Leebron, head of film oper.; nat'l rep., CBS Television Spot Sales.

Operation: 1948; TV sets in area: 2,094,850.

WFIL-TV (Channel 6) ABC

Triangle Publications, Inc., 46th and Market St., Philadelphia 39, Penna.; EVergreen 2-4700.

Walter H. Annenberg, owner; Roger W. Clipp, gen. mgr.; George A. Koehler, sta. mgr.; Kenneth W. Stowman, gen. sales mgr.; Sherman Gregory, TV sales mgr.; Jack Steck, exec. asst. prog. devel.; James A. Felix, prog. dir.; Lewis Klein, prod. mgr.; Henry E. Rhea, chief eng.; Joe Zimmerman, adv. and prom. mgr.; John C. Harlan, bus. mgr.; nat'l rep., Blair-TV Inc.

Operation: 1947; TV sets in area; 2,100,000.

WHYY-TV (Channel 35) (non-com)

Metropolitan Philadelphia Educational Radio and Television Corp., c/o W. B. Saul, Packard Bldg., Philadelphia 3, Pa.; LOcust 8-1240.

Walter Biddle Saul, pres.; W. Laurence LePage, chmn. of the bd.; Allen T. Bonnell, secy.-treas.; Richard S. Burdick, man. dir.; John Ullrich, exec. prod.; Samuel Barbour, chief eng.; Paul Blanshard, Jr., community relations dir.; William J. McCarter, Jr., prod. mgr.

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

National Broadcasting Co., Inc., 1619 Walnut St., NBC Building, Philadelphia 3, Pa.; LOcust 4-3700.

Lloyd E. Yoder, vice-pres. & gen. mgr.; Curtis Peck, dir. of oper.; Stan Lee Broza, prog. dir.; Ted Walworth, dir., TV sales; George Mathews, bus. mgr.; George Cyr, prog. mgr.; Jack Wiley, adv. & prom. mgr.; William Howard, mgr. of tech. oper.; nat'l rep., NBC Spot Sales.

Operation: 1941; TV sets in area, 3,000,000.

WSES (Channel 29)

Philadelphia Broadcasting Co., Inc., Western Saving Fund Bldg., Philadelphia 7, Pa.; PEnnypacker 5-4261.

William L. Jones, pres.; Murray Borkon, vice-pres.; Isadore Sley, treas.; Rita M. Simister, secy.; nat'l rep., Vincent O. Welsh.

CP, not operating.

Pittsburgh

KDKA-TV (Channel 2) NBC, CBS, ABC

Westinghouse Broadcasting Co., Inc., 1 Gateway Center, Pittsburgh 22, Pa.; EXpress 1-3000.

D. H. McGannon, pres.; Harold C. Lund, vice-pres.; Jerome R. Reeves, gen. mgr.; John G. Stilli, sales dir.; B. Calvin Jones, prog. mgr.; Raymond W. Rodgers, chief eng.; David N. Lewis, prom. dir.; Peter Thornton, publ. dir.; R. W. McCorkle, auditor; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1949; TV sets in area, 1,200,-000.

WIIC (Channel II)

700 Ivory Avenue, Pittsburgh 14, Pa., WEllington 1-6900.

Oscar M. Schloss, pres.; Robert A. Mortensen, gen. mgr.; Roger D. Rice, sales mgr.; Shelton Weaver, prod. oper. mgr.; Caley Augustine, prom. and pub. rela. dir.; Henry R. Kaiser, dir. of eng.

Operation: 1957.

WKJF-TV (Channel 53)

Mrs. Agnes J. Reeves Greer, 1715 Grandview Ave., Pittsburgh 11, Pa.; HUbbard 1-2626.

Mrs. Agnes J. Reeves Greer, owner. CP, not operating.

WQED (Channel 13) (non-com)

Metropolitan Pittsburgh Educational Television Station, 4337 Fifth Ave., Pittsbugh 13. Pa.; MUseum 3-1300.

Leland Hazard, chmn.; J. T. Ryan, Jr., pres.; Leon Falk, Jr. and George L. Follansbee, vice-pres.; Dr. Earl A. Dimmick, secy.; George D. Lockhart, treas.; John F. White, gen. mgr.; Ralph J. Tangney, prog. mgr.; Mildred Popovich, pub. dir.; Edward C. Horstman, eng. dir.

Operation: 1954; TV sets in area: 636,000.

WTVQ (Channel 47)

Golden Triangle Television Corp., 380 W. First St., Dayton, Ohio.

Loren Berry, Ronald B. Woodyard, partners.

CP, not operating.

Reading

WEEU-TV (Channel 33)

Hawley Broadcasting Co., 433 Penn St., Reading, Pa.; FRanklin 6-7335.

Wm. Rohn, pres.; K. Richard Creitz, gen. mgr.

WHUM-TV (Channel 61) CBS, ABC

Eastern Radio Corp., Berkshire Hotel, Reading. Pa,; FRanklin 6-3987.

Paul A. Flickinger, pres.; A. W. Heim, treas.; Robert G. Magee, vice-pres. & gen. mgr.; Alan Lane, prog. dir.; Daniel Donahue, chief eng.; nat'l rep., Weed Television Corp.

Operation: temp. suspended 1956; TV sets in area: 297,100.

Scranton

WARM-TV (Channel 16) ABC

Union Broadcasting Co., WARM Radio & TV Center, 333 Madison Ave., Scranton 10, Pa.; DIamond 3-1245.

Martin F. Memolo, pres.; William W. Scranton, treas.; John J. Memolo, vice-pres.; William M. Dawson, vice-pres. & gen. mgr.; Art Bolin, prog. dir.; Roswell J. Parker, chief eng.; Sam Feigenbaum, local sales mgr.; nat'l rep., The Bolling Co., Inc.

Operation: 1954; TV sets in area: 260,000.

WGBI-TV (Channel 22) CBS

Scranton Broadcasters, Inc., 1000 Wyoming Ave., Scranton 9, Pa.; DIamond 2-7634.

Donald W. Thornburgh, pres.; Vance L. Eckersley, vice-pres. and gen. mgr.; Mrs. M. M. Holcomb, secy.; Joseph L. Tinney, treas.; R. E. McDowell, stat mgr.; Mort Rosenthal, prog. dir.; Doug Holcomb, prom. dir.; K. R. Cooke, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 260,000.

WTVU (Channel 44)

The Appalachian Co., Inc., Hotel Jermyn, Scranton 3, Pa.; Dlamond 7-3334.

Frank J. Collins, pres.; Jane C. Collins, treas.

CP, not operating.

Sunbury

WKOK-TV (Channel 38)

Sunbury Broadcasting Corp., 1150 North Front St., Sunbury, Pa.; Atlantic 6-5838.

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

CP, not operating.

Wilkes-Barre

WBRE-TV (Channel 28) NBC

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. Cos-

lett, 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.

Mitchell Jenkins, pres.; Roy E. Morgan, exec. vice-pres. & secy.; Harold T. Gray, Vernon L. Wise, vice-pres.; Thomas Shelburne, treas. & man. dir.; Hal Berg, prog. dir.; Malcolm Dale, sales mgr.; Donald Shook, film dir.; William P. Williams, prod. mgr.; Louise Tillie, prom. mgr.; Theodore French, chief eng.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area; 305,000.

Williamsport

WRAK-TV (Channel 36)

WRAK, Inc., c/o WGAL-TV, 8 W. King St., Lancaster Pa.; 2-6116.

Clair R. McCollough, president & general manager.

CP, not operating.

York

WNOW-TV (Channel 49)

Broadcast Division, Helm Coal Co., Box 1747, York, Pa.: 27821-22.

Lowell W. Williams, gen. mgr.; Richard E. Burg, stat. & sales mgr.; Glenn Winter, chief eng.; nat'l rep., Robert S. Keller, Inc.

Operation: 1953; TV sets in area: 137,000.

WSBA-TV (Channel 43) ABC

Susquehanna Broadcasting Co., 53 N. Duke St., York, Pa.

Louis J. Appell, Jr., pres.; Helen P. Appell, vice-pres.; George N. Appell, treas.; Philip H. Kable, secy.; Jim Curtis, prog. dir. & film dir.; Stephen B. Fayer, prom. dir.; Arthur C. Hafer, chief eng.; Robert M. Stough, sales mgr.; nat'l rep., Young Television Corp.

Operation: 1952; TV sets in area: 138,480.

RHODE ISLAND Providence

WJAR-TV (Channel 10) NBC, ABC

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

George O. Griffith, vice-pres. and treas.; Dody Sinclair, mgr.; Seymour Horowitz, prog. mgr.; Thomas C. J. Prior, chief eng.; Manning V. Tesser, prod. mgr.; Edward Boghosian, sales mgr.; Frederick R. Griffiths, TV oper. mgr.; nat'l rep., Edw. Petry & Co., Inc.

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

WNET (Channel 16)

Channel 16 of Rhode Island, Inc., Box 1533, Providence, R. I.; UNion 1-3100.

Harold C. Arcaro, pres.; Samuel Hamin, John Dunne, vice-pres.

CP, not operating.

WPRO-TV (Channel 12) CBS

Cherry & Webb Broadcasting Co., 24 Mason St., Providence 2, R. I.; PLantations 1-9776.

William S. Cherry, Jr., pres.; Anna Cherry Gross, vice-pres.; Charles W. Knowles, treas.; Arnold F. Schoen, Jr., gen. mgr.; Eugene W. Wilkin, sales mgr.; Raymond A. Gilvard, prog. dir.; Donald S. Moeller, prod. mgr.; John V. Ferri, chief eng.; nat'l rep., Blair-TV, Inc.

Operation: 1955; TV sets in area: 1,282,-000.

SOUTH CAROLINA Anderson

WAIM-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)

Camden Broadcasting Corp., Camden, S. C. Haygood S. Bowden, pres.; Thomas J. Richards, vice-pres. & treas.; Harold W. Funderburk, secy.

CP, not operating.

Charleston

WCSC-TV (Channel 5) CBS, ABC

WCSC, Inc., 485 East Bay, Charleston, S. C.; 3-8371.

John M. Rivers, pres., treas. & gen. mgr.; G. L. B. Rivers, vice-pres.; Martha Rivers, secy.; Roland Weeks, stat. mgr. & nat'l comm. mgr.; Ralph E. Thornley, regional sales mgr.; Charles E. Hall, prog. mgr.; Annie Laurie Quarterman, film dir.; John Broughton, chief eng.; Annie Lee Small, prom. mgr.; Emmett Robinson, prod. mgr.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1953; TV sets in area: 175,214.

WUSN-TV (Channel 2) NBC, ABC

Southern Broadcasting Co., Inc., P. O. Box 879, Charleston, S. C.; MOunt Pleasant 4141.

J Drayton Hastie, pres. & gen. mgr.; Douglas M. Bradham, secy. & asst. gen. mgr.; Theodore D. Maybank, vice-pres.; Grange S. Cuthbert, Jr., gen. sales mgr.; Clark W. Davis, prod. mgr.; Walter M. Nelson, chief eng.; Gray Carroll, film dir.; nat'l rep., Weed Television Corp.

Operation: 1954; TV sets in area, 193,500.

Columbia

WIS-TV (Channel 10) NBC

WIS-TV Corp., 1111 Bull St., Columbia, S. C.; 3-6431.

G. Richard Shafto, pres.; Charles A. Batson, vice-pres. & man. dir.; B. Calhoun Hipp, Herman N. Hipp, vice-pres.; Francis M. Hipp, treas.; R. R. Scales, Jr., secy.; Law Epps, sales mgr.; Barnett Goldberg, tech. supvr.; John Bondeson, prom. mgr.; Adrian R. Munzell, prog. coordinator; nat'l rep. Peters, Griffin, Woodward, Inc.

Operation: 1953; TV sets in area: 210,000.

WNOK-TV (Channel 67) CBS

Palmetto Radio Corp., Box 5307, Columbia, S. C.; 2-7737.

Irwin Kahn, pres.; H. Moody McElveen, Jr., vice-pres. & gen. mgr.; W. Croft Jennings, J. W. Lindan, III, vice-pres.; Carlisle Roberts, seey.; Samuel Litman treas.; Graham Thomas, prog. mgr.; Charlton Bowers, chief eng.; nat'l rep., Paul H. Raymer Co., Inc.

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

Fiorence

WBTW (Channel 8) CBS, NBC, ABC

Jefferson Standard Broadcasting Co., Box 630, New Cashua Ferry Rd., Florence, S. C.; 2-1566.

Joseph M. Bryan, pres.; Charles H. Crutchfield, exec. vice-pres. & gen. mgr.; J. William Quinn, man. dir.; John Brock, sales mgr.; George B. Burnette, prog. & prod. mgr.; Whitefoord Snith, prom. & pub mgr.; Harry Hughes, film dir.; Emil E. Sellars, engr. mgr.; nat'l rep., CBS Television Spot Sales.

Operation: 1954.

Greenville

WFBC-TV (Channel 4) NBC

WMRC, Inc., 505 Rutherford St., Greenville, S. C.; 9-1321.

Roger C. Peace, ch. of bd.; Robert A. Jolley, pres.; Wilson S. Wearn, asst. to pres.; John I. Smith, vice-pres.; James E. Jolley, sec.; J. Kelly Sisk, treas.; Kenneth Beachboard, gen. mgr.; Robert Q. Glass, Jr., comm. mgr.; Norvin C. Duncan, prog. dir.; F. Vance Johnson, prod. dir.; Robert W. Edwards, traffic dir.; Edna L. Seaman, prom. dir.; William E. Garrison, chief engr.: nat'l rep., Weed Television Corp.

Operation: 1953; TV sets in area: 365,500.

WGVL (Channel 23)

Greenville Television Co., Calhoun Towers. Greenville, S. C.; 5-0471.

CP, not operating.

Spartanburg

WSPA-TV (Channel 7) CBS

Spartan Radiocasting Co., 224 E. Main St., Spartanburg, S. C.; 3-3621.

Walter J. Brown, pres. & gen. mgr.; D. S. Burnside, secy.-treas.; Harold R. Beckholt, eng. dir.; Charles E. Bell, nat'l sales mgr.; Robert H. Walton, local & regional sales mgr.; James B. Hobbs, Jr., prog. dir.; Peter B. Swanson, Jr., prod. dir.; William A. Adams, prom. mgr.; nat'l rep., George P. Hollingbery Co.

Operation: 1956; TV sets in area: 296,908.

SOUTH DAKOTA Aberdeen

KDHS (Channel 9)

Aberdeen Television Co., Aberdeen, S. D. Joseph E. McNaughton, pres.

CP, not operating.

Deadwood

KDSJ-TV (Channel 5)

The Heart of the Black Hills Stations, Deadwood, S. D.

CP, not operating.

Fiorence

KDLO-TV (Channel 3) NBC, CBS, ABC (Satellite of KELO-TV, Sioux Falls, S. D.

Triple City Broadcasting Co., c. o. KELO-TV, Sioux Falls, S. D.; Sioux Falls 45841.

Joe Floyd, pres.; N. L. Bentson, vice-pres.; E. R. Ruben, secy.-treas.; Evans Nord, gen. mgr.; M. A. Stoneking, resident mgr.; John Gort, chief eng.; nat'l rep., H-R Television, Inc.—Bulmer & Johnson, Inc. (Minneapolis).

Operation: 1955: TV sets in area: 210.318.

Rapid City

KOTA-TV (Channel 3) CBS, NBC, ABC

Duhamel Enterprises, Inc., 1819 West St. Joe Street, Rapid City, South Dakota, Post Office Box 1752; FI 2-2000.

Mrs. Helen S. Duhamel, pres. & gen. mgr.; J. Norman Heffron, vice-pres. & gch. dir.; William F. Turner, sec. bus. & comm. mgr.; Abner H. George, treas. & radio prog. dir.; Robert H. Musfeldt, chief eng.; Arthur L. Jones, pub. & prom. dir.; nat'l rep., Head-ley-Reed TV.

Operation: 1955; TV sets in area: 22,000.

KRSD-TV (Channel 7)

The Heart of The Black Hills Stations, Box 609, Rapid City, S. D.

CP, not operating.

Reliance

KPLO-TV (Channel 6) NBC, CBS, ABC (Satellite of KELO-TV, Sioux Falls, S. D.)

Midcontinent Broadcasting Co., KELO-TV, Sioux Falls, S. D.; Sioux Falls 4-5841.

Joe Floyd, pres.; N. L. Bentson, vice-pres.; E. R. Ruben, secy.-treas.; Evans A. Nord, gen. mgr.; J. C. Johnson, Jr., resident mgr.; (sold as semi-satellite of KELO-TV, Sioux Falls, S. D.); nat'l rep., H-R Television—Bulmer & Johnson, Inc. (Minneapolis).

Operation: 1957; TV sets in area: 210,318.

Sioux Falls

KELO-TV (Channel II) NBC, ABC, CBS

Midcontinent Broadcasting Co., Phillips at 8th, Sioux Falls, S. D.; 4-5841.

Joe Floyd, pres.; N. L. Bentson, vice-pres.; E. R. Ruben, secy.-treas.; Evans A. Nord, gen. mgr.; Tom Sheeley, mgr.; Robert Johnson, prod. mgr.; Robert Rosen, sales merchandising mgr.; nat'l rep.; H-R Television, Inc.—Bulmer & Johnson, Inc. (Minneapolis)

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.; AMherst 7-3393.

Carter M. Parham, pres.; Z. Carter Patten, vice-pres.; Edward Finlay, Jr., secy.; Alex. Guerry, Jr., treas.; Harold E. Anderson, stat. mgr.; Morris Quave, prog. dir.; B. C. Baker, chief eng.; Otis H. Segler, sales mgr.; David Andrews, prod. mgr.; nat'l rep., The Branham Co.

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

WRGP-TV (Channel 3) NBC, ABC

Mountain City Television, Inc., 1214 Mc-Callie Ave., Chattanooga, Tenn.; OX 8-1505.

Ramon G. Patterson, pres. & gen. mgr.; Helen Patterson, vice-pres., pgm. & prom. mgr.; George P. Moore, sls. mgr.; B. B. Barnes, chief eng.; Jack Wiedemann, prod.

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.; John B. North, vice-pres. TV; Ruth A. O'Neill, exec. secy.; Jack M. Cecil, vice-pres. radio; Jim Hoppers, operations dir.; Albert L. Knott, prom. & pub. dir.; James

Thomas, chief eng.; Jack B. King, prod. mgr.; natl rep., Venard, Rintaul & McCon-

Operation: 1955.

Johnson City

WJHL-TV (Channel II) CBS, ABC

WIHL, Inc., 145 W. Main St., Johnson City, Tenn.; 2780.

liam McDonald, prom. dir.; Leonard Mat-ney, prod. 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

Greater East Tennessee TV, Inc., 612 Gay St., S.W., 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.; J. T. McCloud, sales mgr.; Fred M. Andrews, chief eng.; Carl Tibbetts, prod. mgr.; Carl Huster, prom. mgr.; nat'l rep., Avery-Knodel, Inc.

Operation: 1953; TV sets in area: 217,443.

WBIR-TV (Channel 10) CBS

WBIR, Inc., 1513 Hutchison Ave., Knoxville, Tenn.; 5-8108.

John P. Hart, pres. & mgr.; Gilmore N. Nunn, Robert L. Ashe, vice-pres.; Martha H. Ashe, secy.-treas.; Hulbert 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,

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.

John A. Engelbrecht, pres., gen. mgr, & stat. mgr.; George F. Stoltz, vice-pres.; Leighman D. Groves, secy.-treas.; Charles C. Palmisano, comm. mgr.; William E. Eckstein, prog. mgr.; Joy Broyles, chief eng.; nat'l rep., John E. Pearson Television,

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

Memphis

WHBQ-TV (Channel 13) ABC

RKO Teleradio, Inc. (N. Y.), 1381 Madison Ave., P. O. Box 176, Memphis 1, Tenn.; BRoadway 2-3441.

William H. Grumbles, gen. mgr.; Boone F. Nevin, sales mgr.; Gorden A. Lawhead, nat'l sales dir.; Gene Roper, oper. mgr.; Mark Forrester, prog. dir.; Welton M. Roy, chief eng.; William C. Rucker, prom. dir.; nat'l rep., H-R Television, Inc.

Operation: 1953; TV sets in area: 506,682.

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.; Howard Holst, prod. mgr.; 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., film dir.; Steve Warren, news dir.; E. C. Frase, Jr., chief eng.; Edward Greaney, prod. mgr.; nat'l rep., Blair-TV,

Operation: 1948; TV sets in area: 460,000.

WREC-TV (Channel 3) CBS

WREC Broadcasting Service, Hotel Peabody Bldg., Memphis 3, Tenn.; JAckson 5-1313.

Hoyt B. Wooten, owner & gen. mgr.: Charles B. Brakefield, sales mgr.; Jack Michael, prog. dir.; Wilson Raney, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1955; TV sets in area: 438,200.

Nashville

WLAC-TV (Channel 5) CBS

WLAC-TV, Inc., 159 Fourth Ave., N. Nashville 3, Tenn.; CHapel 2-4331.

T. B. Baker, Jr., exec. vice-pres. & gen. mgr.; Ruth C. Talley, asst. to mgr.; Robert M. Reuschle, gen. sales mgr.; Ralph L. Hucaby, chief eng.; Roy A. Smith, oper. mgr.; James G. Wharton, dir. of public relations; nat'l rep., The Katz Agency, Inc.

Operation: 1954; TV sets in area: 388,000.

WSIX-TV (Channel 8) ABC

WSIX, Inc., Nashville Trust Bldg., Nashville 3, Tenn.; ALpine 5-5431.

Louis R. Draughon, pres.; Al M. Kerr, Jr., vice-pres. & comm. dir.; Charles R.

Duke, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 380,000.

WSM-TV (Channel 4) NBC

WSM. Inc., 301 7th Ave., Nashville, Tenn.; ALpine 4-5656.

John H. DeWitt, Jr., pres.; George Reynolds, vice-pres. & tech. dir.; Irving Waugh, gen. mgr.; Hi Bramham, comm. mgr.; Brad Crandall, oper. mgr.; Harrianne More, pub. & prom. mgr.; Aaron Shelton, chief eng.; Elmer Cartwright, film dir.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1950: TV sets in area: 295,772.

TEXAS Abilene

KRBC-TV (Channel 9) NBC

Abilene Radio & Television Co., 4510 S. 14th St., Abilene, Tex.; OR 2-8491.

Dale Ackers, pres. & gen. mgr.; Lewis Ackers, vice-pres.; Jack Andrews, secytreas.; George Breedin, sta. mgr. & nat'l sales mgr.; James Hallmark, prod. mgr.; Troy Mallon, chief eng.; nat'l rep. Paul H. Raymer Co.

Operation: 1953; TV sets in area: 59,222.

Alpine

KAMT-TV (Channel 12)

Alpine Television Co., 911 St. Joseph St., Dallas, Tex.

L. Nelms, owner.

CP, not operating.

Amarillo

KFDA-TV (Channel 10) CBS, ABC

Amarillo Broadcasting Co., Inc., P. O. Box 1400, Amarillo, Texas; DRake 4-5343.

Gene L. Cagle, pres.; Charles B. Jordan, vice-pres.; Ed Moore, gen. mgr.; Vernon Poerner, prod. mgr.; Bill Spiller, chief eng.; Don Daniels, tech. supvr.; Ray Pardue, bus. mgr.; Bill Stevens, merch. dir.; Dick Bay, prom. and pub. dir., Dick Knerr, film editor.

Operation: 1953; TV sets in area: 100,802.

KGNC-TB (Channel 4) NBC

Globe News Publishing Co., 2000 N. Polk St., Box 751, Amarillo, Tex.; DRake 4-4601.

Parker F. Prouty, pres.; T. E. Snowden, vice-pres.; Wesley S. Izzard, secy. & exec. gen. mgr.; Grady W. Camp, asst. secy. & treas.; Aubrey Jackson, mgr.; Bob Watson, asst. mgr.; Kin Raley, prom. mgr.; Bill Torrey, chief eng.; Calvin Handy, bus. mgr.; Jerry Howerton, film ed.; Bud Pursley, prod. mgr.; nat'l rep., The Katz Agency, Inc.

Operation: 1953; TV sets in area: 100,003.

Austin

KTBC-TV (Channel 7) CBS, NBC, ABC

The LBI Company, Box 717, Austin 64, Tex.; GReenwood 2-2424.

Claudia T. Johnson, chmn. of bd.; J. C. Claudia 1. Johnson, chimi. of bd.; J. C. Kellam, pres. & gen. mgr.; Ben L. Slack, asst. gen. mgr.; "Cactus" Pryor, prog. dir.; O. P. Bobbitt, gen. sls. mgr.; Charles L. Howell, local TV sales mgr.; Charles Brooks, dir. of sales prom.; Charles Brown, merch. & prom. dir.; Ben Hearn, chief eng.; Elmo Brown film dir.; until rep. Poul L. Elmo Brown, film dir.; nat'l rep., Paul H. Raymer Co., Inc.

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.

CP, not operating.

KFDM-TV (Channel 6) CBS, ABC

Beaumont Broadcasting Corp., P. O. Box 2950, 1420 Calder Ave., Beaumont, Texas; 9-2476.

D. A. Cannan, pres.; C. B. Locke, vicepres. & gen. mgr.; Howard Fry, secy.; Mott M. Johnson, oper. & comm. mgr.; Harold Bartlett, chief eng.; nat'l rep., Peters Griffin, Woodward, Inc.

Operation: 1955; TV sets in area: 142,000.

Big Spring

KEDY-TV (Channel 4) CBS

Texas Telecasting, Inc., 7400 College Ave.,

Lubbock, Tex.; Sherwood 4-2345.
W. D. "Dub" Rogers, Jr., pres.; William J. Wallace, station mgr.; E. A. "Buzz" Hassett, nat'l sls. mgr.; W. H. Shipley, prom. mgr.; nat'l rep.; The Branham Co.

Operation: 1956; TV sets in area: 62,496.

Brownwood

KNBT-TV (Channel 19)

Brownwood Television Co., 911 St. Joseph St., Dallas, Tex.

O. L. Nelms, owner.

CP, not operating.

Bryan

KBTX-TV (Channel 3) CBS, ABC

Brazos Broadcasting Co., E. 29th St., P. O. Box 3237, Bryan, Texas; VIctor 6-5728.

W. C. Mitchell, pres.; John M. Lawrence, III, secy.-treas.; M. N. Bostick, gen. mgr.;

Harry Lee Gillam, station mgr.; nat'l rep., Paul H. Raymer.

Operation: 1957; TV sets in area: 35,000.

Corpus Christi

KRIS-TV (Channel 6) NBC

Gulf Coast Broadcasting Co., Box 840, Corpus Christi, Tex.; TUlip 4-6354.

T. Frank Smith, pres. & gen. mgr.; W. M. Eikner, sales vice-pres.; Charles Nethery, prog. vice-pres.; Harry Abbott, prod. mgr.; Joe W. Collier, chief eng.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1956; TV sets in area: 94,500.

KSIX-TV (Channel 10) CBS

K-SIX Television, Inc., Show Room Bldg., Corpus Christi, Tex.; TUlip 4-1616.

Vann M. Kennedy, pres.; Chas. R. Manning, vice-pres.; Cecil E. Burney, secy.; James H. Burney, treas.

Operation: 1956.

KVDO (Channel 22)

South Texas Telecasting Co., Inc., 409 S. Staples, Corpus Christi, Texas; TUlip 2-7468.

Hubert J. Schmidt, pres. & gen. mgr.; Joe Garza, secy.-treas.; Ron Dexter, prog. dir.; Nestor Cuesta, chief eng.; nat'l rep., Young Television Corp., Regional, Clyde Melville

Dallas

KRLD-TV (Channel 4) CBS

Dallas Times Herald, Herald Square, Dallas, Texas; RIverside 2-6811.

John W. Runyon, chmn. of bd.; Clyde W. Rembert, pres. & man. dir.; D. A. Greenwell, vice-pres.; Roy M. Flynn, stat. mgr.; Gene Cuny, comm. mgr.; Ves Box, prog. dir. & film buyer; Nick Mueller, mgr. film dept.; William B. Honeycutt, tech. supvr.; nat'l rep., The Branham Co.

Operation: 1949; TV sets in area: 604,000.

WFAA-TV (Channel 8) NBC, ABC

The Dallas Morning News, 3000 Harry Hines Blvd., Dallas 2, Tex.; RIverside 1-3315.

E. M. Dealey, pres.; Alex Keese, dir. of radio & TV; Bob King, prog. mgr.; Tom Palmer, prod. mgr.; Dunlap Clark, film dir.; Mike Shapiro, comm. mgr.; Mrs. W. H. Portwood, prom. mgr.; Jim W. Cooper, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1949; TV sets in area: 602,000.

El Paso

KELP-TV (Channel 13)

KELP Television Corporation, 4530 Delta, KE 3-9593.

Richard E. Jones, vice-pres.; Ed Winton,

gen. mgr.; Irv Prell, sales mgr.; John Amodeo; prog. dir.; Ed Rencher; chief eng.; Al Grosby; pub. dir.; Adam Young, nat'l rep., Avery-Knodel; Southern Rep.

Operation: 1956; TV sets in area: 96,153.

KROD-TV (Channel 4) CBS

El Paso Times, Inc., Wyoming & Walnut Sts., El Paso, Texas; KEystone 2-6551.

D. D. Roderick, pres.; Val Lawrence, vicepres. & gen. mgr.; Dick Watts, sales mgr.; Edward P. Talbott, chief eng.; Bernie Bracher, prog. dir.; Gordon Phillips, prom. mgr.; nat'l rep., The Branham Co.

Operation: 1952; TV sets in area: 105,000.

KTSM-TV (Channel 9) NBC

Tri-State Broadcasting Co., Inc., 801 N. Oregon St., El Paso, Texas; KEystone 2-5423.

Karl O. Wyler, pres. & gen. mgr.; Roy Chapman, vice-pres. & sales mgr.; Karl O. Wyler, Jr., secy.-treas.; Jack Rye, prog. dir., (prod. dir.); Jack Elliott, prom. and public rel. mgr.; Kenneth Walton, chief eng.; nat'l rep., George P. Hollingbery Co.—Clarke R. Brown Co. (South).

Operation: 1953; TV sets in area: 91,155.

XEJ-TV (Channel 5) (Mexican Border-Juarez)

Television de la Frontera, S.A., Box 442. El Paso, Texas.; 111-511.

Pedro Meneses Hoyos, pres. & gen. mgr.; M. D. Heredia, sales mgr.; Robert Iglesias, prog. mgr.; P. G. Rojas, prod. mgr.; Miguel Garcia, prom. mgr.; Hector Gutierrez, pub. dir.; Jose Louis de Lira, chief eng.; nat'l rep., National Time Sales.

Operation: 1954.

Fort Worth

KFJZ-TV (Channel II)

Texas State Network, Inc., 4801 West Freeway, Fort Worth 1, Texas; PErshing 7-6631.

Gene L. Cagle, pres. & gen. mgr.; Joe Evans, nat'l sales mgr.; Stan Wilson, asst. gen. mgr.; James Peterson, chief eng.; Bill Terry, local sls. mgr.; Olin Terry, prod. mgr.; Arno Mueller, Jr., film buyer; Edith Coenders, prom. mgr.; Blair Television Associates.

Operation: 1955; TV sets in area: 595,023.

WBAP-TV (Channel 5) NBC, ABC

Carter Publications, Inc., 3900 Barnett, Ft. Worth 3, Texas; JEfferson 6-1981.

Amon Carter, Jr., pres. & treas.; B. N. Honea, vice-pres.; Harold Hough, dir.;

George Cranston, mgr.; Bob Gould, prog. dir.; Miss Lynn Tranmell, film dir.; Roy Bacus, comm. mgr.; Margret McDonald, dir. of pub. prom. & merch.; Phil Wygant, oper. supvr.; Robert Grammer, prod. supvr.; R. C. Stinson, eng. dir.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1948; TV sets in area: 605,000.

Galveston

KGUL-TV (Channel 11)

Gulf Television Corp, 11 Video Lane, Galveston, Texas; 3-1607. Houston Studios and sales offices, 1900 Prudential Bldg., Houston, Texas; JA 9-4811.

Paul E. Taft, pres. & gen. mgr.; Robert S. Wilson, comm. mgr.; Tommy Thompson, prog. dir.; Roland Brazier, prom. dir.; M. B. Johnson, film dir.; nat'l rep., CBS Television Spot Sales.

Operation: 1953; TV sets in area: 540,000.

Harlingen

KGBT-TV (Channel 4) CBS, ABC

Harbenito Broadcasting Co., Inc., Box 711, Harlingen, Texas; GArfield 3-4880.

McHenry Tichenor, pres.; Troy McDaniel, secy.-treas. & gen. mgr.; J. C. Looney, vice-pres.; Sterling Zimmerman, comm. mgr.; Ray Gordon, prog. dir. & film buyer; Alfred Beck, chief eng.; nat'l rep., H-R Television, Inc.—Clarke R. Brown Co. (South).

Operation: 1953; TV sets in area: 73,000.

Houston

KNUZ-TV (Channel 39)

KNUZ Television Co., Box 2135, Houston, Tex.; JAckson 3-2581.

Max H. Jacobs, pres.; Irving M. Shlenker, vice-pres. & treas.; David H. Morris, vice-pres.; Bailey A. Swenson, secy.

CP, not operating.

KPRC-TV (Channel 2) NBC

Houston Post. Co., P. O. Box 1234, Houston, Texas; MAdison 3-9271.

Mrs. Oveta Culp Hobby, president; Jack Harris, vice-pres. & gen. mgr.; Jack Mc-Grew, sta. mgr.; Paul Hahndorff, oper. mgr.; Jack Healy, local sales mgr.; Kirt Harriss, prom. & merch. dir.; Nadine Hammer, film dir.; Edna Forester, pub. dir.; nat'l rep., Edward Petry & Co., Inc.

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

KTRK-TV (Channel 13) ABC

Houston Consolidated Television Co., 4513 Cullen Blvd., P. O. Box 12, Houston 4, Texas; JAckson 6-1311.

John T. Jones, Jr., pres.; Willard E. Wal-

bridge, exec. vice-pres. & gen. mgr.; Russell Rau, merch. dir.; William F. Bennett, comm. mgr.; John E. Hill, prog. mgr.; William T. Wagner, prod. mgr.; Hugh Pickett, film dir.; Tom L. Hiner, chief eng.; John G. Chapman, prom. & pub. dir.; nat'l rep., George P. Hollingery Co.

Operation: 1954; 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.

John W. Meany, dir.; Roy Barthold, prog. dir.; James Byrd, chief eng.; George Collins, art dir.

Operation: 1953; TV sets in area: 500,000.

KXYZ-TV (Channel 29)

Shamrock Broadcasting Co., Gulf Bldg., Houston, Texas; CApitol 2-6151.

Glenn H. McCarthy, pres.; Fred Nahas, exec. vice-pres.

CP, not operating.

Laredo

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

Vidicon Industries of America, 820 Convent Ave., Laredo, Tex.; 3-3674.

Amalia Samuels, asst. mgr. in charge; W. Irven Simpson, chief eng.; Jim Shelton, prog. dir.; nat'l rep. John E. Pearson Television, Inc.

Operation: 1956; TV sets in area: 13,000 (and 5,000—Mexico).

Lubbock

KCBD-TV (Channel II) NBC, ABC

Bryant Radio & Television, Inc., Box 1507, Lubbock, Texas; SHerwood 4-1414.

Joe H. Bryant, pres. & gen. mgr.; George L. Tarter, vice-pres. & comm. mgr.; Robert L. Snyder, secy.-treas. & bus. mgr.; Bill Taylor, prog. mgr.; Frank Lee, chief eng.; Ray Poindexter nat'l sales; nat'l rep., Paul H. Raymer Co., Inc.

Operation: 1953; TV sets in area: 130,000.

KDUB-TV (Channel 13) CBS

Texas Telecasting, Inc., 7400 College Ave., Lubbock, Tex.; SHerwood 4-2345.

W. D. Rogers, pres.; Vernice Ford, vice-pres.; W. W. Conley, secy. & treas.; W. H. Shipley, vice-pres. prom. & research; Jimmie Isaacs, vice-pres, sales; E. A. Hasset, nat'l sales mgr.; Ray Trent, prog. & film dir.; Rudy Starnes, chief eng.; Bill Baker, prod. mgr.; nat'l rep., The Branham Co.

Operation: 1952; TV sets in area: 143,627.

Lufkin

KTRE-TV (Channel 9) NBC

Forest Capital Broadcasting Co., Box 701, Lufkin, Tex.; 3-7771.

R. W. Wortham, Jr., pres.; E. L. Kurth, Sr., vice-pres.; Richard Lewin, vice-pres. & gen. mgr.; Murphy Martin, comm. mgr.; Boyd Porter, Jr., prog. dir.; Fred Hill, chief eng.; nat'l rep., Venard, Rintoul & McConnell, Inc.—Clyde Melville Co. (Southwest).

Operation: 1955.

Midland

KMID-TV (Channel 2) NBC, ABC

Midessa Television Co., P. O. Box 2758, Midland, Texas; MUtual 2-7321.

J. Conrad Dunigan, pres.; W. D. Noel, vice-pres.; Donald M. Oliver, secy.-treas.; Ray Herndon, gen. mgr.; Jerry Blair, prog. dir.; George Collie, comm. mgr.; Don Mc-Carron, film dir.; nat'l rep., Venard, Rintoul & McConnell, Inc.—Clarke R. Brown Co. (Southwest).

Operation: 1953; TV sets in area: 76,600.

Odessa

KOSA-TV (Channel 7) CBS

Odessa Television Co., 1211 N. Whitaker, Odessa, Tex.; FEderal 7-8301.

Cecil L. Trigg, pres. & gen. mgr.; John Vacca, stat. mgr.; Ed Costello, sales mgr.; William R. Schock, chief eng.; George M. Green, bus. mgr.; Wayne Johnston, prom. and pub. dir.; Stu Klein, prod. mgr.; George M. Green, bus. mgr.; Wayne Johnston, prom. and pub. dir.; Stu Klein, prod. mgr.; George M. Green, bus. mgr.; George M. Green, bus. mgr.; Wayne John E. Parsen, and M. Green, prod. mgr.; George M. Green, prod. mgr. Duesler, film dir.; nat'l rep. John E. Pearson Television, Inc.

Operation: 1956; TV sets in area: 126,620.

Port Arthur

KPAC-TV (Channel 4) NBC

Texas Goldcoast Television, Inc., 1748 Yoodworth Blvd., Port Arthur, Tex., Woodworth Blvd., Port Arthur, YUkon 5-5557.

Julius M. Gordon, pres.; O. W. Collins, vice-pres.; Carl Levy, secy.; Dr. F. Betts, asst. secy.; E. R. Moxon, treas.; M. L. Wertheim, asst. treas.; Mack Newberry, sales mgr.; Doug Thompson, prog. mgr.; John Stegall, prod. mgr.; Glenn Boatwright, chief eng.; Mrs. Johanna Fay, TV coord.; nat'l rep., Paul H. Raymer.

Operation: 1957; TV sets in area: 134,000.

San Angelo

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

Westex Television Co. Inc., 1015 E. 28th St., San Angelo, Texas; 7183.

B. P. Bludworth, pres.; Roy Simmons, vice-pres.; Houston H. Harte, vice-pres.; Lewis O. Seibert, secy-treas.; J. H. Hubbard, gen. mgr.; George Olsen, com'l. mgr.; Al Cobb, prog. dir.; Doug Thompson, prom. dir.; Charles Cathey, film dir.; Robt. Benson, chief eng.; nat'l rep., Venard, Rintoul & McConnell, Inc.—Clyde Melville Co. (Southwest).

Operation: 1956; TV sets in area:44,600.

KVTX (Channel 3)

San Angelo Television Co., c/o First State Bank, Rio Vista, Texas. Lowell Smith and Joe N. Weatherby, owners.

CP, not operating.

San Antonio

KCOR-TV (Channel 41)

KCOR, Inc., 111 Martinez St., San Antonio, Texas; CApitol 5-2751.

R. A. Cortez, pres. & treas.; Wm. P. Smith, vice-pres.; Ruth Burleson, secy.; Nathan Safir, vice-pres. & gen. mgr.; R. A. Cortez, Jr., vice-pres. & comm. mgr.; Emilio Nicolas, prog. mgr.; Marvin L. Fiedler, chief eng.; nat'l rep., Richard O'Connell, Inc.—Dora Clayton Agency, Inc. (South).

KENS-TV (Channel 5) CBS

Express Publishing Co., Ave. E & 4th St., P. O. Box 2171, San Antonio; CApital 5-7411.

Frank G. Huntress, Jr., pres.; Albert D. Johnson, gen. mgr.; Wayne Kearl, comm. mgr.; Al Dullnig, prod. mgr.; W. J. Jackson, chief eng.; Lynn Tisdale, film dir.; Bob Miller, prom. mgr.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1950; TV sets in area: 316,000.

KONO-TV (Channel 12)

Mission Telecasting Corp., 1408 N. St. Marys St., San Antonio, Zone 12, Tex.; CApitol 6-7611.

Eugene J. Roth, pres.; James M. Brown, vice-pres. & gen. mgr.; Bob A. Roth, secy. & comm. mgr.; Jack Roth, treas.; George W. Ing, dir. of eng.

Operation: 1957.

WOAI-TV (Channel 4) NBC

Southland Industries, Inc., P. O. Box 2641, 1031 Navarro St., San Antonio 6, Texas; CApitol 4221.

Hugh Halff, Jr., chmn. of the bd.; James M. Gaines, pres.; Charles L. Jeffers, vice-R. Galiles, press., Charles L. Jeffers, vice-pres. eng.; George C. Beaury, vice-pres.: Edward V. Cheviot, sales mgr.; Robert Reed, prod. mgr.; Bill Yancy, prom. mgr.; Imogene Stanley, pub. dir.; Faye Leavitt, film mgr.; Charles L. Jeffers; nat'l rep., Edward Petry & Co., Inc.

Operation: 1949; TV sets in area: 365,341.

Sweetwater-Abilene

KPAR-TV (Channel 12) CBS

Texas Telecasting, Inc., 7400 College Ave., Lubbock, Texas.

W. D. Rogers, Jr., pres.; Vernice Ford, vice-pres.; W. W. Conley, secy.-treas.; W. H. Shipley, vice-pres. prom. & research; Jimmie Isaacs, vice-pres. sales; E. A. Hassett, nat'l sales mgr.; Ray Trent, prog. dir.; Dan Guthrie, stat. mgr.; Rudy Starnes, chief eng.; nat'l rep., The Branham Co.

Operation: 1956; TV sets in area: 65,108.

Temple

KCEN-TV (Channel 6) NBC

Bell Publishing Co., Box 188, Temple, Texas; PRospect 3-6868.

Frank W. Mayborn, pres.; Mrs. Frank W. Mayborn, vice-pres.; C. A. Schulz, secytreas.; Burton Bishop, gen. mgr.; Gene Lewis, stat. mgr.; Curtis Casey, chief eng.; nat'l rep., George P. Hollingbery Co.—Clyde Melville Co. (Texas).

Operation: 1953; TV sets in area: 152,600.

Texarkana

KCMC-TV (Channel 6) CBS, ABC

KCMC, Inc., Summerhill Rd., Texarkana, Tex.; 32-8201.

C. E. Palmer, pres.; W. E. Hussman, exec. vice-pres.; J. Q. Mahaffey, secy.-treas.; Walter M. Windsor, gen. mgr.; Richard M. Peters, dir. of sales & prom.; Les Eugene, prog. dir.; Robert L. McCay, prod. mgr.; Charles Mathis, Jr., chief eng.; nat'l rep., Venard, Rintoul & McConnell, Inc.—Clyde Melville Co. (Southwest)—James S. Ayers Co. (Southeast).

Operation: 1953; TV sets in area: 156,000.

Tyler-Longview

KLTV (Channel 7) NBC, CBS, ABC

Channel 7 Company, Box 957, Tyler, Texas; 2-3875.

Lucille Ross Lansing, Gerry Lansing & Marshall H. Pengra, owners; Marshall Pengra, gen. mgr.; Hudson Collins, chief eng.; Bonnie Lenox, prog. & prod. dir.; John Lenox, sales manager; Louise Dutcher, traffic mgr.; nat'l rep., H-R Television Inc.

Operation: 1954; TV sets in area: 120,000.

Waco

KWTX-TV (Channel 10) CBS, ABC

KWTX Broadcasting Company, Box 3128, Waco, Texas; PLaza 6-4451.

W. W. Naman, pres.; M. N. Bostick, vice-pres. & gen. mgr.; Robert Levy, treas.: Thomas Stribling, secy.; Charles Boland, nat'l & regional sales mgr.; Curtis Matties, prog. dir.; John M. Brinegar, local sales mgr.; Jesse Dove, chief eng.; Ralph Webb, prod. dir.; nat'l rep., Paul H. Raymer Co.

Operation: 1955; TV sets in area: 139,960.

Weslaco

KRGV-TV (Channel 5) NBC

KRGV-TV, Inc., 311 Missouri Ave., Weslaco, Texas; WOodlawn 8-3131.

O. L. Taylor, pres.; J. C. Kellam, vicepres.; Don Thomas, secy.; Archie J. Taylor, treas.; Bill Rucker, asst. gen. mgr. & comm. mgr.; Dallas Wales, prog. dir.; Burt Johnson, prom. & merch.; nat'l rep., Paul H. Raymer, Inc.

Operation: 1953; TV sets in area: 84,875.

Wichita Falls

KFDX-TV (Channel 3) ABC, NBC

Wichtex Radio & Television Co., Box 2040, Wichita Falls, Texas; 2-8668.

Darrold A. Cannan, pres.; Howard H. Fry, vice-pres. & gen. mgr.; D. A. Cannan, Jr., vice-pres.; Mayme Kahfuss, secy.-treas.; Mott M. Johnson, nat'l sales mgr.; Warren Silver, prog. dir.; John Adams, chief eng.; Gene Jones, film ed.; nat'l rep., Paul H. Raymer Co., Inc.

Operation: 1953; TV sets in area: 99, 100,

KSYD-TV (Channel 6) CBS

KSYD Television Co., Box 2130, Wichita Falls, Tex.; 3-4181.

Sidney A. Grayson, pres. & gen. mgr.; Irving L. Gold, Ben Aaron, vice-pres.; Nat Levine, secy.-treas.; Lambert Cain, comm. mgr.; Bill Richie, prog. dir.; Herbert Wiley, chief eng.; nat'l rep., Blair Television Associates.

Operation: 1953; TV sets in area: 99,100.

UTAH

Salt Lake City

KSL-TV (Channel 5) CBS

Radio Service Corp. of Utah, 145 Social Hall Ave., Salt Lake City 11, Utah; ELgin 5-4641.

Jay W. Wright, exec. vice-pres.; D. Lennox Murdoch, vice-pres. & gen. mgr.; Edw. B. Kimball, gen. sales mgr.; Robert G. Murdock, prom. dir.; Wayne F. Richards, prog. dir.; Scott R. Clawson, prod. mgr.; Richard V. Thiriot, film dir.; Vincent F. Clayton, chief eng.; nat'l rep., CBS TV Spot Sales.

Operation: 1957; TV sets in area: 212,000.

KTVT (Channel 4) NBC

Intermountain Broadcasting & TV Corp., 130 Social Hall Ave., Salt Lake City, Utah; DAvis 2-5681.

G. Bennett Larson, pres. & gen. mgr.; John M. Baldwin, vice-pres. & bus. mgr.; Dan Rainger, prog. dir.; Harold Woolley, sales mgr.; Del Leeson, prom. mgr.; Allen L. Gunderson, tech. dir.; nat'l rep., The Katz Agency Inc.

Operation: 1948; TV sets in area: 212,000.

KUTA (Channel 7)

University of Utah, Salt Lake City 12, Utah.

A. R. Olpin, pres.

CP, not operating.

KUTV (Channel 2) ABC

Utah Broadcasting & Television Corp., 179 Social Hall Ave., Salt Lake City, Utah; DA 2-2505.

A. L. Glassman, pres.; George C. Hatch, vice-pres.; Jack Gallivan, treas.; John Brophy, secy.; Brent Kirk, stat. mgr. & sales mgr.; E. J. Drucker, local sales mgr.; Robert Smith, nat'l sales mgr.; Duane Hill, oper. dir.; LaMar Smith, oper. asst.; Keith Nicholson, prom. mgr.; Sid Cohen, film buyer; nat'l rep., Avery-Knodel.

Operation: 1954; TV sets in area: 181,500.

VERMONT

Burlington

WCAX-TV (Channel 3) CBS

Mt. Mansfield Television, Inc., 135 Main St., Burlington, Vt.; Burlington UNiversity 2-5761.

C. P. Hasbrook, pres. & treas.; S. T. Martin, vice-pres., gen. mgr. & prog. dir.; Richard G. Huntley, prod. mgr.; James W. Tierney, chief eng.; John A. Dobson, sales mgr.; A. Sherman Rutter, film mgr.; nat'l rep., Weed Television Corp.

Operation: 1954; TV sets in area: 150,000.

WPTZ (Channel 5)

(See Plattsburg, New York)

VIRGINIA Arlington

WARL-TV (Channel 20)

Northern Virginia Broadcaster, Inc., 5232 Lee Highway, Arlington, Va.

Cy Blumenthal, pres.

CP, not operating.

Bristol

WCYB-TV (Channel 5) NBC, ABC

Appalachian Broadcasting Corporation, Box 1009, Bristol, Virginia; NOrth 3560.

Robert H. Smith, Sr., pres. & gen. mgr.; . Fey Rogers, vice-pres. & sales mgr.; J. Fey Rogers, vice-pres. & sales mgr.; Harry M. Daniel, vice-pres.; Charles M. Gore, secy.; Frank DeFriece, Jr., treas.; R. V. Robinson, chief eng.; Labe B. Mell, TV oper. mgr.; Frank Spaulding, Jr., prog. & prom. supvr.; James R. Pridemore, prod. mgr.; Frank Raymond, farm dir.; Alice Fairn Friberg, women's dir.; nat'l rep., Weed Television Corporation.

Operation: 1956; TV sets in area: 368,870.

Danville

WBTM-TV (Channel 24)

Piedmont Broadcasting Corp., 710 Grove St., Danville, Va.; 2350.

W. E. Gardner, Jr., pres.; Landon R. Wyatt, vice-pres.; Lyle C. Motley, secy. & treas.; Milton N. Adams, mgr.

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.; Virginia Tardy, traffic mgr.; Lindsay Tucker, film coordinator; Blair MacKenzie, 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.

Hamilton Shea, pres. & gen. mgr.; David C. Moore, vice-pres.; David G. Forman, secy.-treas.; Harold A. Wright, asst. treas.; Robert E. Lee, prog. dir.; R. H. Johnson, sales mgr.; Warren L. Braun, chief eng.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1953; TV sets in area: 138,000.

Lynchburg

WLVA-TV (Channel 13) ABC

Lynchburg Broadcasting Corp., 925 Church St., Lynchburg, Va.; 2-1242.

Edward A. Allen, pres.; Philip P. Allen, vice-pres. & gen. mgr.; J. P. Read, Jr., secytreas.; Warren Uttal, prog. dir.; John T. Orth, chief eng.; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 308,000.

Newport News-Norfolk

WACH-TV (Channel 33)

Russell A. Collins, 114 24th St., Newport News, Va.

CP, not operating.

Norfolk

WTAR-TV (Channel 3) CBS

WTAR Radio Corp., 720 Boush St., Norfolk 10, Va.; Phone: MA 5-6711.

Campbell Arnoux, pres. and gen. mgr.; John C. Peffer, asst. gen. mgr.; Robert M. Lambe, gen. sales mgr.; William Gietz,

local sales mgr.; Harold Soldinger, prod. and prog. dir.; Harry L. Nicholas, film dir.; Harold Powell, prom. mgr.; Joel Carlson, public service dir.; Richard Lindell, chief eng.; nat'l rep., Edward Petry & Co.,

Operation: 1950; TV sets in area: 214,000.

WTOV-TV (Channel 27)

Tim Brite, Inc., 1318 Spratley, St., Portsmouth, Va.; EXport 9-7583.

Temus R. Bright, pres. & stat. mgr.; Winston Bright, vice-pres.; Anna C. Bright, secy.-treas.; Tovey Lee, asst. stat. mgr. & prog. dir.; Charles Adams, comm. mgr.; Dorothy Kehs, prod. mgr.; nat'l rep., Joseph Hershey McGillvra, Inc.

Operation: 1953.

Petersburg

WXEX-TV (Channel 8) NBC

Petersburg Television Corp., 124 West Tabb St., Petersburg, Va.; REgent 3-7876.

Thomas G. Tinsley, pres.; Irvin G. Abeloff, vice-pres. & gen. mgr.; Alexander Hamilton, secy.; Benjamin T. Kinsey, treas.; Lawrence Slon, sales mgr.; Robert A. Currie, oper. mgr.; John Costello, chief eng.; Martha Martin, traffic mgr.; nat'l rep., Forjoe-TV Inc.

Operation: 1955; TV sets in area: 398,600.

Portsmouth

WAVY-TV (Channel 10) ABC

Tidewater Teleradio, Inc., 709 Boush St., Norfolk 10, Va.; MAdison 7-2303 and 801 Middle St., Portsmouth, Va.; EXport 3-7331.

Hunter Phelan, pres.; Carl J. Burkland, vice-pres. & gen. mgr.; Richard Fraser, prog. & prod. mgr.; William Manrov, chief eng.; nat'l rep., H-R Television, Inc.

Operation: 1957.

Richmond

WOTV (Channel 29)

Winston-Salem Broadcasting Co., Inc., Box 5176, Ardmore, P. O., Winston-Salem,

James W. Coan, pres.; John G. Johnson, secy.-treas.; Robert V. Brawley, vice-pres. CP, not operating.

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WRVA-TV (Channel 12) CBS

Richmond Television Corp., P. O. Box 2370, Richmond 18, Va.; BElmont 3-5461.

C. T. Lucy, pres.; Wm. T. Reed, Jr., Morton G. Thalhimer, vice-pres.; Barron Howard, vice-pres. & gen. mgr.; Robert Barton, secy.; Claude R. Davenport, treas.; James D. Clark, Jr., sales mgr.; Samuel S.

Carey, prog. dir.; John L. Stone, Jr., prom. mgr.; Jerry Chamberlain, prod. mgr.; Robert Pie, film mgr.; S. T. Terry, Jr., chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1956; TV sets in area: 503,000.

WTVR (Channel 6) NBC, ABC

Havens & Martin, Inc., 3301 W. Broad St., P. O. Box 5229, Richmond, Va.; Phone: 5-8611.

Wilbur M. Havens, pres. & gen. mgr.; Thelma M. Havens, vice-pres.; Katherine H. Germain, secy.; Walter A. Bowry, Jr., treas. & asst. mgr.; John V. Shand, prog. & prod. mgr.; John Mackin, asst. prog. dir.; James W. Kyle, chief eng.; nat'l rep., Blair-TV Le. TV, Inc.

Operation: 1948: TV sets in area: 503,000.

Roanoke

WDBJ-TV (Channel 7) CBS

Times-World Corp., 201 Campbell Ave., S. W., Roanoke, Va.; 3-8031.

Ray P. Jordan, man. dir.; John Harkrader, asst. man. dir.; Paul E. Reynolds, prog. dir.; Blake Brown, TV sales mgr.; Harry D. Wiseman, prod. mgr.; Mike Schaffer, prom. dir.; J. Edward Newman, chief eng.; nat'l rep., Peters, Griffin, Woodward Inc.

Operation: 1955; TV sets in area: 481,075.

WSLS-TV (Channel 10) NBC, ABC

Shenandoah Life Stations, Inc., Church Ave. & Third St., Roanoke, Va.; DI 4-9226.

Blake T. Newton, pres.; James H. Moore, exec. vice-pres.; H. Fitzpatrick, asst. mgr.; George Chernault, prog. dir.; J. P. Briggs, chief eng.; Fred Corstapheny, prom. dir.; C. R. Garrison, sales prom. & merch. dir.; nat'l rep., Avery-Knodel, Inc.

Operation: 1952; TV sets in area: 457,700.

WASHINGTON

Bellingh**a**m

KVOS-TV (Channel 12) CBS

KVOS, Inc., 1151 Ellis St., Bellingham, Wash.; **7**90.

Rogan Jones, pres.; C. W. Jones, secytreas.; Ernest E. Harper, chief eng.; Fred Elsethagen, sales mgr.; David Mintz, gen. mgr.; nat'l rep., Forjoe-TV, Inc.—Horace N. Stovin & Co. (Canada).

Operation: 1953; TV sets in area: 233,000.

Ephrata

KBAS-TV (Channel 43)

Basin TV Co., 1411 Fourth Ave. Bldg., Seattle, Wash.

Thomas C. Bostic, pres.; James Schroeder, mgr.

Operation: 1957.

Pasco

KEPR-TV (Channel 19) CBS, NBC, ABC (Satellite of KIMA-TV, Yakima, Wash.)

Cascade Broadcasting Co., Inc., P. O. Box 702, Yakima, Pasco, Wash.; Glencourt 29-111.

A. W. Talbot, pres.; Thomas C. Bostic, vice-pres. & gen. mgr.; Frank B. Mitchell, treas.; J. D. Rolfe, secy.; Monte Strohl, mgr.; Herchel R. Cary, sales mgr.; J. Barry Watkinson, dir. of eng.; Tom Colvin, prod. mgr.; Bill Moody, prog. dir.; Michael Rastovich, chief eng.; nat'l rep., Weed Television Corp.—Art Moore & Assoc., Inc. (Pacific Northwest).

Operation: 1954; TV sets in area: 57.800.

Seattle

KCTS (Channel 9) (non-com)

University of Washington, Seattle 5, Wash.; MElrose 0630.

Loren B. Stone, stat. mgr.; Kenneth Yeend, prog. dir.; John Boor, eng. dir.; Gordon Tuell, prod. mgr.; Hugh Laird, film dir.

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.; MUtual 3555.

Mrs. A. Scott Bullitt, pres.; Henry B. Owen, Exec. vice-pres.; Otto Brandt, vice-pres. & gen. mgr.; Al Hunter, sales mgr.; Lee Schulman, prog. dir.; James Neidigh, nat'l sales mgr.; Robert Prins, prog. oper. mgr.; Kit Spier, prod. mgr.; James L. Middlebrooks, eng. dir.; Robert A. Freguson, chief eng.; Mel Anderson, prom. dir.; G. W. Parker, merch. dir.; nat'l rep., Blair-TV, Inc.

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.

O. D. Fisher, pres.; W. W. Warren, exec. vice-pres. & gen. mgr.; William Hubbach, gen. sales mgr.; Dave Crockett, mgr. of prog.; Bob Ryan, merch. & sales prom.; Tom Rogstad, prog. mgr.; Maitland Jordan, at'l sales mgr.; Tom Sheehan, local sales mgr.; C. E. Miller, chief eng.; nat'l rep., NBC Spot Sales.

Operation: 1953; TV sets in area: 571,200.

Spokane

KHQ-TV (Channel 6) NBC

KHQ, Inc., Radio Central Bldg., Spokane 4, Wash.; MAdison 4-5131.

R. O. Dunning, pres. & gen. mgr.; William B. Hyde, secy.; M. O. Fritsch, asst. secy. & treas.; J. Birney Blair, comm. mgr.; John Fahey, prog. dir.; Charles E. Lohnes, oper. mgr.; Rex R. Gerlach, prom. mgr.; Dee Waymire, eng. dir.; nat'l rep., The Katz Agency, Inc.—H. Quenton Cox and Assoc. (Portland).

Operation: 1952; TV sets in area: 212,710.

KREM-TV (Channel 2) ABC

Louis Wasmer, 4103 Regal St., Spokane 36, Wash.; K.Eystone 4-0466.

Louis Wasmer, owner; Robert H. Temple. nigr.; Walt Schaar, prog. dir.; Hommer W. Mead, chief eng.; Walt Schaar, film dir.; nat'l rep., Hugh Feltis & Assoc.

Operation: 1954; TV sets in area: 208,580.

KXLY-TV (Channel 4) CBS

KXLY-TV 315 W. Sprague Ave., Spokane, Wash.; MAdison 1218.

Joseph Harris, chmn. of bds.; Norman Alexander, pres.; Richard E. Jones, vicepres. & gen. mgr.; James R. Agostino, sales mgr.; Gene Roth, prog. dir.; Dave Green, chief eng.; nat'l rep., Avery-Knodel, Inc.—Art Moore & Assoc., Inc. (Pacific Northwest).

Operation: 1953; TV sets in area: 204,000.

Tacoma

KTNT-TV (Channel 11) CBS

Tribune Publishing Co., Tacoma 5, Wash.; FUlton 3-2561.

Frank S. Baker, pres.; Larry Carino, mgr. & dir. of sales; Burke Ormsby, prog. dir.; Max Bice, chief eng.; nat'l rep., Weed Television Corp.—Art Moore & Assoc., Inc. (Pacific Northwest).

Operation: 1953; TV sets in area: 571,200.

KTVW (Channel 13)

KTVW, 5544 N. 35th St., Tacoma 7, Wash.; Skyline 3544; 230 8th Ave., Seattle 9, Wash.; SEneca 3113.

J. Elroy McCaw, owner; Jim Hawkins, gen. mgr.; Cy Flory, dir. of oper.; Tom Towey, prog. dir.; Charles Morris, chief eng.; George Glavin, sales mgr.; nat'l rep., George P. Hollingbery Co.

Operation 1953: TV sets in area: 500,000.

Vancouver

KVAN-TV (Channel 21)

KVAN, Inc., 7071/2 Main St., Vancouver, Wash

Sheldon F. Sackett, pres.; D. Elwood Caples, vice-pres.

Walla Walla

KRTV (Channel 8)

Walla Walla TV Company, 1411 Fourth Ave. Bldg., Seattle, Wash.

Thomas C. Bostic, pres.; Frank E. Mitchell, treas.; J. D. Rolfe, secy.

CP, not operating.

Yakima

KIMA-TV (Channel 29) CBS, NBC, AEC

Cascade Broadcasting Co., Radio & Television Center, Yakima, Wash.; CLencourt 29-111.

A. W. Talbot, pres.; Thomas C. Bostic, vice-pres. & gen. mgr.; Frank E. Mitchell, treas.; J. D. Rolfe, secy.; Herchel Cary, sales mgr.; Jim Nolan, prog. dir.; J. Barry Watkinson, chief eng.; Tom Ewing, prod. mgr.; Joe Ryan, prom. mgr.; rat'l rep., Weed Television Corp.—Art Moore & Assoc., Inc. (Pacific Northwest).

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

WEST VIRGINIA Bluefield

WHIS-TV (Channel 6) NBC

Daily Telegraph Printing Co., Municipal Bldg., Bluefield, W. Va.; DAvenport 7-7115. Hugh Shott, pres.; Ned Shott, gen. mgr.; John C. Shott, secy., treas., stat. mgr.; P. T. Flanagan, admin. and tech. dir.; O. C. Young, prog. dir.; nat'l rep., The Katz Agency, Inc.

Operation: 1955; TV sets in area: 100,000.

Charleston

WCHS-TV (Channel 8) CBS

WCHS-TV, Inc., 1111 Virginia St. E., Charleston, W. Va.; DIckens 6-5358.

Hawthorne D. Battle, pres.; John T. Gelder, Jr., vice-pres. & gen. mgr.; George L. Kallam, treas.; Sam G. Rahall, secy.; John L. Sinclair, Jr., sales mgr.; Morton S. Cohn, prog. dir.; Frank Annand, prod. mgr.; William E. Dixon, chief eng.; nat'l rep., The Branham Co.

Operation: 1954.

WKNA-TV (Channel 49)

Joe L. Smith, Jr., Inc., Main & Kanawha Sts., Beckley, W. Va.

Joe L. Smith, Jr., pres. & treas.

CP, not operating.

Clarksburg

WBLK-TV (Channel 12)

Ohio Valley Broadcasting Corporation, 444½ West Pike Street, Clarksburg, West Virginia; MA 4-7571.

Jack N. Berkman, pres.; John J. Laux,

exec. vice-pres.; George H. Clinton, vicepres. & gen. mgr.; Vilah G. Brooks, tech. dir.; nat'l rep., Avery-Knodel, Inc.

Operation: 1957.

Fairmont

WJPB-TV (Channel 35) NBC

WJPB-TV, Inc. (assoc. with Beacom Broadcasting Enterprises), Broadcast House, 400 Quincy St., Fairmont 1, W. Va.; FAirmont 93.

J. Patrick Beacom, owner, pres., treas. & gen. mgr.; T. P. Beacom, vice-pres.; E. P. Beacom, secy.; H. W. Critchlow, dir. of sales; Robert Frazier, dir. of prog.; Numa Fabre, Jr., dir. of TV; Joseph Sterlocki, dir. of eng.; nat'l rep., Gill-Perna, Inc.

Operation: 1954; TV sets in area: 35,000.

Huntington

WHTN-TV (Channel 13) ABC

Cowles Broadcasting Co., 625 4th Avenue, Huntington, W. Va.; JAckson 5-7661.

Robert R. Tincher, gen. mgr.; George A. Miller, Jr., comm. mgr.; Norman Bacon, prog. dir.; Wayne Boyd, bus. mgr.; Harold Sturm, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1955; TV sets in area: 315,000.

WSAZ-TV (Channel 3) NBC basic

WSAZ, Inc., 210 Dickinson St., Charleston, W. Va.; DI 30150.

Lawrence H. Rogers, pres.; Leroy E. Kilpatrick, vice-pres. & oper. mgr.; C. Tom Garten, comm. mgr.; James H. Ferguson, prog. dir.; Elizabeth Conaty, nat'l sales dir.; George A. Greenwood, prom. mgr.; Nick Basso, news dir.; William R. Murray, Charleston reg. mgr.; John P. Clay, chief eng.; nat'l rep., The Katz Agency, Inc.

Operation: 1949; TV sets in area: 596,800.

Oak Hill

WOAY-TV (Channel 4) ABC

Robert R. Thomas, Jr., Box 251, Oak Hill, W. Va.; 651.

Robert R. Thomas, Jr.; owner & gen. mgr.; Bob Brown, stat. mgr., comm. mgr.; Charles Coleman, prod.-mgr.; Curtis Horton, chief eng.; nat'l rep., John E. Parson Television, Inc.

Operation: 1954; TV sets in area: 357.200.

Parkersburg

WTAP (Channel 15) NBC, ABC, CBS

Zanesville Publishing Co., 121 W. 7th St., Parkersburg, W. Va.; HUdson 5-4589-90.

Allan Land, gen. mgr.; Milton F. Komito, stat. mgr.; William Hunt, chief eng.; Chas. Bloomquist, prog. dir.; nat'l rep., John E. Pearson Television, Inc.

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.

Robert W. Ferguson, exec. vice-pres. & gen. mgr.; H. Needham Smith, sales mgr.; Cyril J. Ackermann, regional sales mgr.; By Williams, prog. dir.; Howard Daubenmeyer, chief eng.; Gary Voorhees, prod. mgr.; Greg Van Camp, prom. mgr.; Kirk Jackson, merch. mgr.; William Ney, film mgr.; Edwin Johnson, public service dir.; Don Murdock, continuity chief; nat'l rep., George P. Hollingbery Co.

Operation: 1953; TV sets in area: 427,000.

WISCONSIN

Eau Claire

WEAU-TV (Channel 13) NBC, ABC

Central Broadcasting Co., 2415 S. Hastings Way, Eau Claire, Wisc.; 2-3474.

W. C. Bridges, pres.; M. B. Atkinson, vice-pres.; Morgan Murphy, secy.-treas.; Leo Howard, gen. mgr.; Wayne F. Mc-Nulty, asst. mgr.; T. O. Jorgenson, chief eng.; nat'l rep. George P. Hollingbery Co. Operation: 1953.

Green Bay

WBAY-TV (Channel 2) CBS

Norbertine Fathers, 115 So. Jefferson St., Green Bay, Wisc.; HEmlock 2-3331.

H. R. Evans, gen. mgr.; Robert C. Nelson, sales mgr.; Don Bergner, film dir.; Robert M. Meister, prom. mgr.; nat'l rep., Weed Television Corp.—Harry S. Hyett (Minneapolis).

Operation: 1953; TV sets in area: 360,000.

WFRV-TV (Channel 5) ABC, CBS

Valley Telecasting Co., Inc., Mason & Roosevelt Sts., Green Bay, Wisc.; HEmlock 7-5411.

Clayton Ewing, pres. & treas.; George Nau Burridge, Soren H. Munkhof, vice-pres.; George E. Bills, secy.; Eldon Anspach, pgm. dir.; Harry Hill, chief eng.; W. C. Porsow, prom. mgr.; Jack Gennaro, local sales mgr.; Ward O. Gage, nat'l sales mgr.; nat'l rep., Headley-Reed TV.

Operation: 1955; TV sets in area: 357,340.

La Crosse

WKBT (Channel 8) NBC, CBS, ABC

WKBH Television, Inc., 141 So. 6th St., La Crosse, Wisc.; 2-4678.

Howard Dahl, pres. & mgr.; Ray O. Skaran, prog. dir.; Al Leeman, chief eng.; Robert Z. Morrison, Jr., sales mgr.; nat'l rep., H-R Television, Inc.—Harry S. Hyett Co. (Minneapolis).

Operation: 1954; TV sets in area: 98,000.

Madison

WHA-TV (Channel 21) (non-com)

Wisconsin State Radio Council, Radio Hall, 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

Radio Wisconsin, Inc., 114 N. Carroll St., Madison 3, Wisc.; ALpine 7-2588. Ralph M. Immell, pres.; Russell Nelson, vice-pres.; Ralph O'Connor, secy. & gen mgr.; H. Kenneth Harley, treas.; Richard S. Nickeson, sales mgr.; Richard P. Kepler, oper. mgr.; Walter Hariu, chief eng.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1956; TV sets in area: 302,000.

WKOW-TV (Channel 27) CBS

Monona Broadcasting Co., 215 W. Washington Ave., Madison 3, Wisc.; ALpine 7-2261.

Stewart Watson, pres.; E. B. Rundell, treas.; George W. Icke, vice-pres.; B. W. Hulskamp, secy.; Ben F. Hovel, gen. mgr.; Frank Bignell, asst. mgr.; Cloven Smith, tech. supvr.; nat'l rep., Headley-Reed TV.

Operation: 1953; TV sets in area: 125,000.

WMTV (Channel 33) NBC, ABC

Wometco TV & Theatre Co., Madison, Wisc.; CEdar 3-5381.

Lee Ruwitch and Gordon Sherman, mgrs.

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

Marinette-Green Bay

WMBV-TV (Channel II) NBC

M & M Broadcasting Co., Inc., Radio-TV Park, Marinette Wisc.; MArinette 5-6631.

William E. Walker, pres.; Joseph D. Mackin, secy.-treas. & gen. mgr.; William R. Walker, stat. mgr.; Pat Kehoe, prog. dir.; Alister Alexander, chief eng.; nat'l rep., Venard, Rintoul & McConnell, Inc.

Operation: 1954.

Milwaukee

WCAN-TV (Channel 25)

Lou Poller, Pennsylvania Bldg., Washington, D. C.

Lou Poller, owner.

WFOX-TV (Channel 31)

Business Management, Inc., 4531 W. Forest Home Ave., Milwaukee, Wisc.

Joseph A. Clark, pres. & treas.; Edward I. Stillman, vice-pres.; Charles L. Goldberg, secv.

CP, not operating.

WISN-TV (Channel 12) ABC

WISN Division-The Hearst Corp., 759 No. 19 St., Milwaukee, Wisc.; DIvision 2-3000.

D. L. Provost, vice-pres.; Freeman W. Cardall, exec. asst.; John B. Soell, stat. mgr.; Cardan, exec. asst.; John B. Soen, stat. mgr.; Joseph Sergio, bus. mgr.; R. E. Shireman, local sales mgr.; Mel Quinn, prog. dir.; Lou Riepenhoff, prom. & pub. dir.; Carl H. Vogt, merch. & mark. dir.; Baylen H. Smith, prod. mgr.; Patt Barnes, public affairs dir.; Ann Fitzsimmons, film dir.; Lionel Wittenberg, chief eng.; nat'l rep., Edward Petry & Co., Inc.

Operation: 1954; TV sets in area: 880,200.

WTMJ-TV (Channel 4) NBC

The Journal Co., 333 W. State St., Milwaukee 1, Wisc.; BRoadway 1-6000.

Walter J. Damm, vice-pres. & gen. mgr. TV & radio; George Comte, mgr. of radio & TV; Robert J. Heiss, asst. mgr. of radio & TV; Neale V. Bakke, sales mgr.; L. W. Herzog, research & development coordinator; Hugo Birmingham, prod. supvr.; Bruce Wallace, mgr., pub. serv. prom.; Sprague Vonier, prop. mgr.; Jim Fitzgerald, film ed.; Edwin L. Cordes, chief eng.; nat'l rep., Harrington, Righter & Parsons, Inc.

Operation: 1947; TV sets in area: 880,200.

WXIX (Channel 19) CBS

Columbia Broadcasting System, Inc., 5445 N. 27th St., Milwaukee 3, Wisc.; UPtown 3-1919.

Edmund C. Bunker, gen. mgr.; Leon Drew, prog. dir.; Richard P. Hogue, gen. sales mgr.; John Lathrop Viemeister, bus. mgr.; Robert H. Van Roo, prom. & pub. dir.; S. M. Rosenman, prod. mgr.; Warren V. Bush, public affairs dir.; W. Wesley, eng.-in-charge; nat'l rep., CBS Television Spot Sales.

Operation: 1953; TV sets in area: 287,500.

(Channel 10) (non-com)

Milwaukee Vocational & Adult Schools, 1015 N. Sixth St., Milwaukee, Wisc.

Wm. F. Rasche, dir.; Otto A. Jirikowic, pres.; Richard S. Falk, vice-pres.; Ralph E. Bowes, vice-pres.; Ebner F. Luetzow, secy.

CP, not operating.

Wausau

WSAU-TV (Channel 7) CBS, NBC, ABC

Wisconsin Valley Television Corp., 714 5th St., Wausau, Wisc.: 2-1021.

John C. Sturtevant, pres.; George T. Frechette, vice-pres. & gen. mgr.; Artemes Berner, secy.; O. Charles Lemke, treas.; Richard D. Dudley, asst. gen. mgr. & comm. mgr.; Bart Kellnhauser, prog. mgr.; Roland W. Richardt, chief eng.; Dan Ziebell, film dir.; nat'l rep., The Meeker Co., Inc.
—Harry S. Hyett Co. (Minneapolis).

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.

Sol J. Kahn, pres.; Arthur Fleischman, Robert K. Straus, vice-pres.; Lawrence Fleischman, treas.; William A. Roberts, secy.; Dean McCarthy, asst. to pres.; J. G. Sandison, gen. sales mgr.; Lawrence Turet, asst. prog. dir.; Daniel Gellerup, tech. dir.; Robert Truscott, chief eng.; Leon A. Dolmick mgr. nick, mdse. mgr.

Operation: 1956; TV sets in area: 701,494.

WYOMING

Casper

KSPR (Channel 6)

Donald Lewis Hathaway, Box 930, Casper, Wyo.

Donald Lewis Hathaway, owner.

CP, not operating.

KTWO-TV (Channel 2) NBC, ABC

Harriscope, Inc., 143 No. Durbin St., Casper, Wyo.; 3-3711.

Burt I. Harris, pres.; L. Bob Berger, exec. vice-pres.; C. Van Haaften, gen. mgr.; Robert Lebsock, chief eng.; Hanley Cohn, film dir.; Ray Giffin, news dir.; Doris Robbins, women's dir.; Rosemary Kress, cont. dir.; Noreene Havill, traffic dir.; nat'l rep., Meeker Company.

Operation: 1957; TV sets in area: 13,500.

Cheyenne

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

Frontier Broadcasting Co., 2923 East Lin-

colnway, Cheyenne, Wyo.; 4-4461.

Robert S. McCraken, pres.; W. A. Corsan, vice-pres.; O. B. Koerfer, secy.; Wm. C. Grove, gen. mgr. & chief eng.; C. P. Cahill, comm. mgr.; Joyce Pratt, prop. dir.; nat'l rep., George P. Hollingbery Co.—John L. McGuire & Co. (Denver).

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

Riverton

KWRB-TV (Channel 10) Chief Washakie Television, Box 409, Worland, Wyo.

Joseph P. and Mildred V. Ernst, owners. CP, not operating.

Thermopolis

KWRB-TV (Channel 10) ABC, NBC

Mildred and Joe Ernst, 500 Broadway, Thermopolis, Wyo.; 800.

Mildred and Joe Ernst, owners & comgrs.; Ray Rostron, oper. mgr.; Phil Ernst, film dir.; Joe Ernst, chief eng.; nat'l rep., The Meeker Co., Inc.

Operation: 1957; TV sets in area: 25,000.

U. S. TERRITORIES & POSSESSIONS

ALASKA

Anchorage

KENI-TV (Channel 2) NBC, ABC

Midnight Sun Broadcasting Co., 4th Ave. Theatre Bidg., P. O. Box 939; 5-2201, 2-0301. Harry J. Hill, pres.; Miriam Kinsey, vicepres.; A. O. Bramstedt, secy.-treas.; Alvin O. Bramstedt, gen. mgr.; Bill Greene, sales mgr.; Robert Capstick, prog. dir.; Dick Rand, prod. dir.; Charles Gray, chief eng.; nat'l rep., Midnight Sun Broadcasting Co.

Operation: 1953; TV sets in area: 21,300.

KTVA (Channel II) CBS, NTA

Northern Television, Inc., Box 2200, Anchorage, Alaska; 5-4321; 2-2101.

A. G. Hiebert, pres. & gen. mgr.; Jack M. Walden, vice-pres. & chief eng.; B. J. Gottstein, treas.; Wm. J. Wagner, vice-pres.; M. B. Kirkpatrick, secy.; Paul West, prog. mgr.; nat'l rep., Alaska Radio-TV Sales.

Operation: 1953; TV sets in area: 26,000.

Fairbanks

KFAR-TV (Channel 2) NBC, ABC

Midnight Sun Broadcasting Co., Lathrop Bldg., Fairbanks, Alaska.

Don McCune, stat. mgr.; Robert Johnson, comm. mgr.; John Miller, prog. dir.; Wm. Van Blitterswyk, chief eng.; nat'l rep., Midnight Sun Broadcasting Co.

Operation: 1955; TV sets in area: 8,600.

KTVF (Channel II) CBS

Northern Television, Inc., Box 590, Fairbanks, Alaska; 3636.

A. G. Hiebert, pres. & gen. mgr.; Walter A. Welch, stat. mgr.; John Griffin, comm. mgr.; Charles Peterson, chief eng.; nat'l rep., Alaska Radio-TV Sales.

Operation: 1955; TV sets in area 10,000.

Juneau

KINY-TV (Channel 8) CBS

Alaska Broadcasting System, Inc., 830 Securities Bldg., Seattle, Wash.; 197.

William J. Wagner, pres. & gen. mgr.; Irene F. Wagner, vice-pres. & prog. mgr.; Alma Lee Wilson, secy.-treas.; J. W. Mc-Kinley, stat. mgr.; Verne Metcalf, sales mgr.; Richard Peter, prod. mgr.; Wm. Partee, chief eng.; nat'l rep., Alaska Radio-TV Sales.

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; 9-2011.

J. Howard Worrall, pres. & gen. mgr.; Melvin B. Wright, stat. mgr. & nat'l sales ngr.; Robert Costa, local sales mgr.; Charles C. Crockett, gen. sales mgr.; Dan Hunter, chief eng.; Colleen Ng, prom. dir.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1955.

Honolulu, Oahu

KGMB-TV (Channel 9) CBS

Hawaiian Broadcasting System, Ltd., 1534 Kapiolani Blvd., Honolulu 9, Hawaii; 9-2011.

J. Howard Worrall, pres. & gen mgr.; Melvin B. Wright, stat. mgr. & nat'l sales mgr.; Robert Costa, local sales mgr.; Colleen Ng, prom. dir.; Charles C. Crockett, gen. sales mgr.; Dan Hunter, chief eng.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1952; TV sets in area: 113,050.

KONA (Channel 2) NBC

(Parent Station of the All-Islands TV Network.)

Radio Honolulu, Ltd., 206 Koula St., Honolulu; 6-2366.

John D. Keating, pres. & gen. mgr.; J. Elroy McCaw, Paul H. Anderson, vice-pres.; Allen McGuire, secy.-treas.; Martin F. Rohde, gen. sales mgr.; James Spencer, nat'l sales mgr.; Mary Stasack, prom. & pub. mgr.; nat'l rep., NBC Spot Sales.

Operation: 1952; TV sets in area; 112,000.

KULA-TV (Channel 4) ABC

Television Corporation of America, Ltd., 1290 Ala Moana Blvd., Honolulu 6, Hawaii; 6-3666.

Richard C. Simonton, pres.; Jack A. Burnett, exec. vice-pres. & gen. mgr.; W. Franklin Warren, sales vice-pres.; Arthur B. Hogann, secy.-treas.; Bob Sevey, prod. mgr.; Ronald T. Miyahira, chief eng.; Paul Yamamoto, prom. mgr.; nat'l rep., Young Television Corp.

Operation: 1954; TV sets in area 91,800.

Wailuku, Maui

KMAU-TV (Channel 3)

(Satellite of KGMB-TV; Honolulu.)

Hawaiian Broadcasting System, Ltd., Box 54. Wailuku, Maui, T.H.

J. Howard Worrall, pres. & gen. mgr.; Melvin B. Wright, stat. mgr. & nat'l sales mgr.; Robert Costa, prog. dir.; Charles C. Crockett, local sales mgr.; Dan Hunter, chief eng.; Kenneth E. McCorkle, stat. supvr.; nat'l rep., Peters, Griffin, Woodward, Inc.

Operation: 1955.

KMVI-TV (Channel 12) NBC

Maui Publishing Co., Ltd., Box 374, Wailuku, Maui, T.H.; 33-981.
J. Walter Cameron, pres.; R. M. Allen, vice-pres.; Ezra J. Crane, gen. mgr.; R. M. Mawson, stat. dir.; Neil Arveschoug, chief eng.; Frank Kovacic, sales mgr.; nat'l rep., NBC Spot Sales.

Operation: 1955; TV sets in area: 11,000.

PUERTO RICO

Caguas

WKBM-TV (Channel 11)

American Colonial Broadcasting Corp., Box 4189, San Juan, P. R. Ralph Perez Perry, owner.

CP, not operating.

PUERTO RICO Mayaguez

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

Supreme Broadcasting Co., Inc. of Puerto Rico, Box 43, Mayaguez, Puerto Rico; 1150.

Alfred R. de Arellano, pres. & gen. mgr.; Chester Owens, vice-pres.; George Mayoral, exec. vice-pres.; Esther V. R. de Arellano, treas.; Reinaldo M. DuPont, secy. & asst. mgr.; Ignacio Lopez, prog. dir.; Jesus M. Aviles, chief eng.; nat'l rep., Young Television Corp.

Operation: 1955; TV sets in area: 37,500.

Ponce

WSUR-TV (Channel 9)

American Colonial Broadcasting Corp., c/o Station WKVM, Box 4189, San Juan, P.R. Ralph Perez Perry, owner.

Operation: 1957.

San Juan

WAPA-TV (Channel 4) NBC, ABC

Ponce de Leon Broadcasting Co., Inc., Ponce de Leon #357, San Juan, Puerto Rico; 3-3006.

John G. Johnson, pres.; David H. Polinger, gen. mgr.; Luis Dominquez, prog. dir. & prod. mgr.; Carlos Rivera Gonzalez, sales mgr.; Rafael Cruz Rivera, chief eng.; Hector Hernandez, 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.

Francisco Collazo, acting secy. of education; Rafael Delgado Marquez, gen. mgr.; Rafael Rodriguez Santiago, chief eng.; L. S. Lavandero, prog. mgr.; Valentin Torres Velez, chief film dept. & buyer.

Operation: 1957; TV sets in area: 125,000.

WKAQ-TV (Channel 2) CBS

El Mundo, Inc., Box 1072, San Juan; 3-3800.

A Ramos, pres.; J. Oviedo, gen. mgr.; Oscar Reinosa, sales mgr.; Jorge L. Rivero, comm. mgr.; Carlos Garcia 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; 7-961.

Harry E. Engel, pres.; Phil Berg, vice-pres. & treas.; William Duce, secy.; H. Richard Maguire, resident mgr.; John P. Barton, asst. mgr.; Gary R. Fuller, prod. dir.; Ron Tompkins, film mgr.; Madeleine Bordallo, traffic mgr.; James O. Long, tech. dir.; Edgar Olson, dir. of news & special events & pub.; nat'l rep., Young Television

Operation: 1956; TV sets in area: 3,000.



TV Channel Allocations

Town and population

N April 13, 1952, the Federal Communications Commission announced lifting of the "freeze" on new television station construction which had been in effect since September 30, 1948. In so doing, it also made public the allocation of the new ultra-high frequency channels and some changes in the existing very-high frequency bands. Theoretically, allocation of the ultra-high frequency channels makes possible 2,053 new stations in 1,291 communities. This includes 242 exclusive educational outlets and is in addition to the 108 TV stations then on the air. Following is the complete list of cities and the channels assigned to each. The population of each community is given in parentheses. The asterisk (*) preceding a channel number indicates a frequency reserved for educational use.

Channel No. Town and population

Channel No.

rown and population	Channel No.	rown and population	Chamber 140.
ALABAMA		ARKANSAS	
	** **		
Andalusia (9,162)	*2, 29	Arkadelphia (6,819)	
Anniston(31,066)		Batesville(6,414)	
Auburn(12,939)		Benton(6,277)	
Bessemer(28,445)	54	Blytheville(16,234)	
Birmingham(326,037)	6, *10, 13, 42, 48	Camden(11,372)	50
Brewton(5,146)	23	Conway(8,610)	62
Clanton (4,640)	14	El Dorado(23,076)	10, 26
Cullman(7,523)	60	Fayetteville(17,071)	•13, 41
Decatur(19,974)	23	Forest City(7,607)	
Demopolis(5.004)		Fort Smith(47.942)	5, *16, 22, 39
Dothan(21,584)	9. 19	Harrison (5.542)	24
Enterprise(7,288)	40	Helena(11,236)	54
Eufaula (6.906)		Hone (8 605)	15
Eufaula (6,906)		Hot Springs(29,307)	9. 52
Fort Payne(6,226)		Jonesboro (16,310)	8. 39
Gadsden(55.725)	15. 21	Little Rock(102 213)	*2. 4. 11. 17. 23
Greenville(6,781)	40	Magnolia(6,918)	28
Guntersville(5,253)	40	Malvern(8,072)	46
Huntsville(16,437)	31	Morrilton(5,483)	43
Jasper(8,589)	17	Newport (6, 254)	28
Mobile(129.009)	5 10 *42 48	Newport (6, 254) Paragould (9, 668) Pine Bluff (37, 162)	58
Mobile (129,009) Montgomery (106,525)	12 20 426 32	Pine Pluf (37 162)	7 36
Munford	12, 20, 20, 32	Russellville(8,166)	19
Opelika (12,295)		Searcy(6,024)	33
Selma(22,840)	9 K9	Spain adole (5 925)	
Chaffield(10.767)	47	Springdale(5,835)	14
Sheffield (10,767) Sylacauga (9,606)	7/	Stuttgart(7,270)	
Talladega (13, 134)			
Thomasville		CALIFORNIA	
Troy(8.555)		A 24	•
		Alturas(2,819)	10.00
Tuscaloosa (46,396)	45, 51	Bishop	10
Tuskegec (6,712)		Disnop	
University ,		Brawley(11,922)	
		Chico(12,272)	
ARIZONA		Corona (10,223) Delano (8,717) El Centro (12,590)	
A ' (F 017)		Delano(8,717)	
Ajo (5,817)		El Centro(12,390)	10, 30
Bisbec(3,801)		Eureka (23,058) Fresto (91,669) Hanford (10,028) Los Angeles (1,970,358) . 2, 4, 5, 7	***************************************
Casa Grande (4,181)		1 resno(91,009)	. "18, 24, 30, 47, 33
Clifton (3,466)		Hantord(10,028)	21
Coolidge(4,306)		Los Angeles (1.970,358) 2, 4, 5, 7	7, 9, 11, 13, 22, 28, 34
Douglas (9,442)		Madera (10,497)	
Eloy(3,580)		Merced(15,278)	34, 66
Flagstaff(7,663)		Modesto (17,389)	14, 58
Globe(6.419)		Monterey(16,205) (see Salinas) Napa(13,579)	
Holbrook			62
Kingman(3,342)		Oakland (see San Francisco)	
Mesa(16,790)		Oxnard(21,567)	
Miami(4,329)		Palm Springs	
Morenci(6,541)		Petaluma (10,315)	۲۹
Nogales (6, 153)	17	Pittsburgh	14
Phoenix(106,818)	3, 5, 8, 10	Port Chicago	70
Prescott (6,764)		Port Chicago	
Safford(3,756)	21		
Tucson(45,454)	4 % 0 12	Red Bluff(4,905)	15
		Redding(10,256)	7
Williams(2,152)	25	Riverside(46,764)	40, 46
Winslow(6,518)		Sacramento(137.572)	3. *6, 10, 40, 46
Yuma(9,145)		Salinas(13.917) · Monterey	
~ u(2,110)		Commodativity anomored assesses	

Town and population	Channel No.	Town and population	Channel No.
San Bernardino(63,058) San Buenaventura (16,534) San Diego (334,387) San Diego (334,387) San Jose (95,280) San Luis Obispo (14,180) Santa Barbara (44,913) Santa Cruz (21,970) Santa Maria (10,440) Santa Paula (11,049) Santa Rosa (17,902) Stockton (70,853) Tulare (12,445) Ukiah (6,120)	18, *24, 30	Pensacola (43 479)	3, 15, *21, 46
San Buenaventura (16,534)		Quincy (6,505) St. Augustine (13,555) St. Petersburg (96,738) (see Tampa)	54
San Francisco-Oakland. 2, 4, 5, 7,	9, 20, 26, 32, 38, 44	St. Petersburg (96,738) (see Tampa)	ar
San Jose (95,280)	11, 48, *54, 60	Sanford(11,935)	
Santa Barbara (44,913)	3, 12, 20, 26	St. Fetersburg (96,736) Sanford (11,935) Sarasota (18,896) Tallahassee (27,237) Tampa (124,681) - St. Petersburg West Palm Beach (43,162)	*11, 24, 51
Santa Cruz (21,970)	56	Tampa(124,681)-St. Petersburg West Palm Beach(43,162)	*3. 8, 13. 38
Santa Paula(11,049)	16	West Zam Beach (b)102/ 11111 (11)	
Santa Rosa(17,902)	13 36 *42 64	GEORGIA	
Tulare(12,445)	27	Albany(31,155)	10, 25
Vicalia (11 740)	43 40	Americus(11,389)	31 *8 60
Watsonville(11,572)	22	Atlanta(331,314)	2, 5, 11, *30, 36
Watsonville(11,572) Yreka City(3,227) Yuba City(7,801)		Augusta (71,508)	6, 12
Tuba City(7,001)		Atlanta (331,314) Augusta (71,508) Bainbridge (7,562) Brunswick (17,954)	28, 34
COLORADO		Cairo(5,577)	45
Alamosa (5,354)	3, 19	Cartersville(7.270)	63
Canon City(6,345)		Cedartown(9,470)	4 28 *34
Canon City(6,345) Colorado Springs(45,472) Craig(3,080)	11, 13, *17, 23	Cordele(9,462)	43
Delta (4.097)		Dalton(15,968)	25
Delta (4,097) Denver (415,786) Durango (7,459)	2, 4, *6, 7, 9, 20, 26	Dublin(10,232) Elberton(6,772)	
Fort Collins (14.937)	6, 15	Elberton(6,772)	24
Fort Morgan (5,315)		Fitzgerald(8,130) Fort Valley(6,820) Gainesville(11,936) Griffin(13,982)	
Grand Junction (14,504)		Gainesville(11,936)	52
Fort Collins (14,937) Fort Morgan (5,315) Grand Junction (14,504) Greeley (20,354) La Junta (7,712)	24	La Grange (25,025)	50
Lamar (6,829)	14	La Grange(25.025) Macon(70,252) Marietta(20,687)	13, *41, 47
Longmont(8.099)		M:11nd:11n(0 02E)	C1
Longmont (8.099) Loveland (6.773) Montrose (4.964) Pohlo (63,685) Salida (4,553)	10, 18	Moultrie(11,639) Newnan(8,212) Rome(29,615)	48
Pueblo (63,685)	5, *8, 28, 34	Rome(29,615)	
Sterling(7,534)		Savannah(119,638)	s, *9, 11
Sterling(7,534) Trinidad(12,204) Walsenburg(5,596)	21	Swainsboro (4,300)	
		Thomasville(14,424)	6, 2/
CONNECTICUT		Kome (29,615) Savannah (119,638) Statesboro (6,095) Swainsboro (4,300) Thomas ville (14,424) Tifton (6,831) Toccoa (6,781) Valdosta (20,046) Vidalia (5,819) Waycroe (18,890)	35
Bridgeport(158,709)	3 18 *24	Valdosta (20,046)	26
Meriden (44.088)	65	Waycross(18,889)	16
New Britain(73,726) New Haven(164,443) New London(30,551)	30	IDAHO	
New London(30.551)	26, 81		22
New London(30:331) Norwalk (49:469) (see Stamford) Norwich (23:429) Stamford (74:293) - Norwalk Waterbury (104,477)	57, *63	Blackfoot (5,180) Boise (34,393) Burley (5,924) Caldwell (10,487) Couer d'Alene (12,198)	2, *4, 7
Stamford (74,293) · Norwalk	27	Burley (5,924)	15
Waterbury (104,4//)	33	Couer d'Alene(12,198)	12
DELAWARE		Emmett (3.067) Gooding (3.099)	
Dover(6,223)	40	Idaha Kalle(10.218)	7 X
Wilmington(110,356)	12, "39, 63	Jerome(4,523)	
DISTRICT OF COLUMBIA		Jerome(4,523) Kellogg(4,913) Lewiston(12,985)	
Washington (802,178) 4, 5, 7,	9, 14, 20, *26, 50	Moscow (10.593)	
FLORIDA		Moscow (10,593) Nampa (16,185) Payette (4,032) Pocatello (26,131)	.,
FLORIDA Belle Glade(7,219)	27	Preston(4,045) Rexburg(4,253)	
Bradenton(13.604)	28	Rexburg (4,253)	
Bradenton(13,604) Clearwater(15,581) Daytona Beach(30,187)	32, 50	Rupert (3,098) Sandpoint (4,265) Twin Falls (17,600)	
De Land(8.652)	44	Twin Falls(17,600)	11, 13
Fort Lauderdale(36,328)	17, 39	Weiser(3,961)	
Fort Pierce(13,502)			
Gainesville(26,861)	4. *7. 12. 30. 36	ILLINOIS	
De Land(8.652) Fort Lauderdale(36,328) Fort Pierce(13,502) Gainesville(26,861) Jacksonville(204,517) Key West(26,433)	14, 20	Alton(32,550)	48
Lake City (7,371)	16. 22	Belleville(32,721)	
Lake Wales(6,821) Leesburg(7,395) Marianna(5,845)		Bloomington(34,163)	
Leesburg (7,395)		Carbondale(10.921)	
Melbourne	4 6 7 10 22 37	Centralia (13,863)	3 *12 21 27 22
Ocala(11,741)	··, ··, ·/, 10, 23, 33	Chicago (3,620,962) 2, 5, 7, 9, *1	1, 20, 26, 32, 38, 44
Marianna(5,845) Melbourne Miami (249,276) *2, Ocala (11,741) Orlando(52,367) Palatka(9,176) Panama City(25,814)	6, 9, 18, *24, 47	Alton(32,550) Aurora(50,576) Belleville(32,721) Bloomington(34,163) Cairo(12,123) Carbondale(10,921) Centralia(13,863) Champaign(39,563)·Urbana(22,834) Chicago(3,620,962) Danville(37,864) Decatur(66,269) De Kalb(11,708)	24
Panama City (25.814)	7, *30, 36	De Kalb(11.708)	*67

Town and population	Channel No.	Town and population	Channel No.
Dixon(11,523)	47	Newton(11,723)	65
Elgin(44,223)		Oelwein(7,801)	28
Preeport (22,467)		Oelwein(7,801) Oskaloosa(11,024) Ottumwa(31,570)	52
Galesburg(31,425)		Ottumwa (31,570)	15, 63
Instrumental (20, 207)			
Freeport (22,467) Galesburg (31,425) Harrisburg (10,999) Jackson ville (20,387) Joliet (51,601)		Slienandoah(6,938) Sioux City(83,991)	20
Kanlana (25 956)		Sioux City(83,991)	4, 9, *30, 36
Kankakee(25,856) Kewanee(16,821)		Spencer(7 446)	42
La Salle(12,083)		Storm Lake(6.954) Waterloo(65,198) Webster City(7,611)	34
Lincoln(14,362)		Waterloo(65,198)	7, 16, 22, 46
Macomb(10.592)	61	Webster City(7,611)	
Marion(10.459)	40	VANCAC	
Mattoon(17.547)	46	KANSAS	
Moline(37,397) (see Davenport.	lowa)	Abilene(5,775)	
Mt. Vernon(15,600)		Arkansas City(12,903)	49
Olney (8.612)	16	Atchison(12,792)	60
Pekin(21,858)	69	Arkansas City(12,903) Atchison(12,792) Chanute(10,109)	50
Peoria (111,856)	19, 25, 31, 37, 43	Coffeyville(17,133) Colby (3,859) Concordia(7,175)	
Quincy (41,450)	10, 21	Colby (3,859)	22
Rockford(92,927)		Loncordia(/,1/5)	4/
Coring Cold (91 629)	iport, lowa)	FI Dorado(11.027)	0. 43
Macomb (10,552) Marion (10,459) Mattoon (17,547) Moline (37,397) (see Davenport, Mt. Vernon (15,600) Olney (8,612) Pekin (21,858) Peoria (111,856) Quincy (41,450) Rock Island (48,710) (see Daven Springfield (81,628) Streator (16,469) Urbana (see Cliampaign)	20, 20, 30, 60	Dodge City(11,262) El Dorado(11,037) Emporia(15,669) Fort Scott(10,335)	30
Urbana (see Champaign) Vandalla (5,471)		Fort Scott(10.335)	27
Vandalla (5.471)	28	Garden City(10.905)	9. 11
Waukegan(38,946)	22	Garden City(10,905)	10. 31
		Great Bend(12,665)	2. 28
INDIANA		Hays(8,625)	7, 20
Anderson (46,820)	00	Great Bend(12,665) Hays(8,625) Hutchinson(35,575) Independence(11,335) lola(7,094) Junction City(13,462) Larned(4,447) Lawrence(23,351) Layrenworth(20,579)	12, 18
Angola (5,081)		Independence(11,335)	20
Redford(12.562)	40	Iola(/,094)	
		I amped (4 447)	
Columbus(18,370)	42	Lawrence(23 351)	*11 17
Connersville(15,550)	14, 38		
Elkhart(35,646)	52	Liberal(7,134) McPlierson(8,689) Manliattan(19,056)	14
Evansville(128,636)	*9, 14, 31, 50, 62	McPherson(8,689)	26
Columbus(18,370) Connersville(15,550) Elkhart(35,646) Evansville(128,636) Fort Wayne(133,607)	15, 21, *27, 33, 69	Manliattan(19,056)	
Gary(133,911)	50, "66	Newton(11,590)	
Indianapolis (427 173)	6 8 13 *20 30 67	Olathe(5,593)	
Jasper (5.215)	19	Olathe(5.593) Ottawa(10,081) Parsons(14,750)	46
Kokomo(38,672)		Pittsburg(19.341)	7. 38
Lafayette (35,568)	18, *47, 59	Pratt(7,523)	36
Gary (153,911) Hammond (87,594) Indianapolis (427,173) Jasper (5,215) Kokomo (38,672) Lafayette (35,568) Lebanon (7,631)		Pittsburg(19,341) Pratt(7,523) Salina(26,176) Topeka(78,791) Wellington(7,747)	
Logansport(21,031) Madison(7,06) Marion(30,081)		Topeka (78,791)	13, 42, *48
Madison(7, J0b)		Wellington(7,747)	
Michigan City(29 205)	29	Wellington(7,747) Wichita (168,279) Winfield (10,264)	3, 10, 16, 22
Muncie (58,479)	49 55 *71	Winnerd(IU,204)	
Marion(30,081) Michigan City(28,395) Muncie(58,479) Princeton Richmond(39,539) Shelbyville(11,734) South Bend(115,911) Tell City(5,735) Terre Haute(64,214) Vincennes(18,831) Washington(10,987)		KENTUCKY	
Richmond(39,539)		A LA LOURS	
Shelby ville (11,734)	58	Ashland(31,131)	59
South Bend(115,911)	34, *40, 46	Company Green (18,34/)	
Torre House (64 214)	2 10 *57 62 72	Corbin(7 744)	16
Vincennes (18 831)	2, 10, 37, 03, 73	Danville(8.686)	
Washington(10,987)	60	Elizabethtown(5.807)	23
, , , , , , , , , , , , , , , , , , , ,		Frankfort(11,916)	43
IOWA		Glasgow (7,025)	28
Algona (5,415)	27	Harlan(4,786)	
Ames (22,898)	5 25	Hazard(0,985)	
Atlantic(6.480)	45	Ashland (31,131) Bowling Green (18,347) Campbellsville (3,477) Corbin (7,744) Dnnville (8,686) Elizabethtown (5,807) Frankfort (11,916) Glasgow (7,025) Harlan (4,786) Hazard (6,985) Hopkinsville (12,526) Lexing ton (55,534) Louisville (369,129) Mayfield (8,990) Maysville (8,632) Middlesborough (14,482) Murray (6,035)	18 27 64 70
Boone(12.164)		Louisville (369,129)	7. 11. *15. 21. 41. 51
Burlington(30.613)		Madisonville(11.132)	
Carroll(6,231)		Mayfield(8,990)	63
Carroll(6,231) Cedar Rapids(72,296) Centerville(7,625)	2, 9, 20, *26	Maysville(8,632)	24
Charles City(10,200)	31	Middlesborough(14,482)	57, 63
Charles City(10,309)	,	Murray(6,035) Owensboro(33,651)	
Clinton(30, 379)	64	Owensboro(33,651)	
Creston(8,317)	43	Pikeville(5 154)	14
Creston(8,317) Davenport(74,549)-Rock Island Moline, Illinois	&	Princeton(5,388)	45
Moline, Illinois	4, 6, 8, *30, 36, 42	Richmond(10,268)	60
Decorah(6,060) Des Moines(177,965)	44	Somerset(7,097)	29
Des Moines(177,965)	8, -11, 13, 17, 23	Owensboro (33,651) Paducah (32,628) Pikeville (5,154) Princeton (5,388) Richmond (10,268) Somerset (7,097) Winchester (9,226)	
Estherville(6,719)			
Fairfield(7.299)	54	LOUISIANA	
Fairfield(7,299) Fort Dodge(25,115)		Abbeville(9,338) Alexandria(34,913)	27
Fort Madison(14.954)		Alexandria(34,913)	5, 62, 74
Crimpall(6 920)	. 71	Bastrop(12,769)	53
lowa City(27,212)	*12, 24	Baton Rouge(125,629)	2, 18, 28, "34, 40
Keokuk(16,144)		Dogalusa (17,798)	76
Marshalltown(10 921)		Bogalusa (17.798) Crowley (12,784) De Ridder (5,799)	70
lowa City(27,212) Keokuk(16,144) Knoxville(7,625) Marshalltown(19,821) Mason City(27,980)	3. 35	Eunice(8,184)	
Muscatine(19,041)	58	Eunice(8,184)	

Town and population Channel No.	Town and population Channel No.
Hammond(8.010)	Gladstone(4.831)
Jackson (6,772) 59 Jennings (9,663) 48	Houghton (3,829) 19, *25 Iron Mountain (9.679) 9, 27
Jennings (9,663)	Iron River(4.048)
Lafayette(33.541) 10, 38, 67 Lake Charles(41,272) 3, 7, *14, 25, 60 Minden(9.787) 30	Ironwood(11,466)
Monroe(38.572)	Kalamazoo(57,704)
Morgan City(9.759)	Lansing (92, 129) 6, 54 Luding ton (9,506)
Morpan City(9.759) 8, 15, 45 Morpan City(9.759) 36 Natchitoches(9.914) 17 New Orleans(5.70,445) 4, 6, *8, 12, 20, 26, 32, 61 Oakdale(5.598) 54	Manistee(8.642)
Oakdale(5.598)	Marquette (17,202) 6, 13, 17, *35 Midland (14,285) 19 Mount Pleasant (11,393) 47
Duston(10.372)	Mount Pleasant(11,393)
Shreveport (127, 306) 3, 12 Thibodaux (7,730) 24	Muskegon(48,429)
Winnfield (5,629)	Petoskey(6,468)
MAINE	Port Huron(35.725)
	Parma-Onondaga 10 Petoskey(6.468) 31 Pontiac(73,681) 44 Port Huron(35,725) 34 Rogers City(3,873) 24 Saginaw(92,918) 51,57 Sdult Ste Marie(17,912) 8,10, 28, "34 Traverse City(16,174) 7, 20, "26 West Branch 21
Auburn(23,134) 23 Augusta(20,913) 10, 29 Bangor(31,558) 2, 5, *16	Sault Ste. Marie(17,912)
Bar Harhor (2,572)	West Branch
Bar Harhor (2,572) 22 Bath (10,644) 65 Belfast (5,960) 41	MINNESOTA
Biddeford (20,836) 59 Calais (4,589) 7, 20	Albert Lea(13,545)
Dover Forcroft (2 566)	Alexandria (6.319)
Fort Kent(3,001) 17 Houlton(6,029) 24	Austin(23,100) 6, \$1 Bemidji(10.001) 13, 24
Tawiston (40 974) 8. 17	Brainerd(12,637) 12 Cloquet(7,685) 44
Millinocket(5,755) 14 Orono(3,634) 12	Crookston (7.352)
Orono(3.634) Portland(77,634) Presque Isle(9,954) 8, 19	Detroit Lakes (5.787)
Rockland(9,234) 25 Rumford(7,888) 55	Elv(5.474) 16 Fairmont(8.193) 40 Faribault(16,028) 20
Van Buren(3,732) 15 Waterville(18,287) 35	Faribault (16,028)
Waterville(18,28/)	Fergus Falls(12,917) 16 Grand Rapids(6,019) 20 Hastings(6,550) 29 10 20
MARYLAND	Hibbing (16,276) 10
Annapolis (10.047) 53 Baltimore (949.708) 2, 11, 13, 18, *24, 72 Cambridge (10.351) 22 Cumberland (37.679) 17, 30	Hibbing (16,276) 10 International Falls (6,269) 11 Little Falls (6,717) 14 Mankato (18,809) 15 Marshall (5,923) 22 Minneapolis (521,718) - St. Paul 22, 4, 5, 9, 11, 17, 23 Montevideo (5,454) 19 New JUIN (9, 249) 43
Cambridge(10.351)	Mankato(18.809)
	Minneapolis (521,718) - St. Paul *2, 4, 5, 9, 11, 17, 23
Hagerstown(36,260) 52, 68 Salisbury(15,141) 16	New Ulm(9,348)
	Northfield(7.487) 26 Owatonna(10,191) 45 Red Wing(10,645) 63
MASSACHUSETTS Amherst*82	
Amherst Barnstable(10,480)	St. Cloud (28.410)
Brockton(62.860)	Stillwater(7,674) 39 Thief River Falls(6,926) 15
Easthampton 61 Fall River(111.963) 46,68 Greenfield(15,075) 32,58	Viewinin (12 496)
Greenfield(15,075)	Wadena (3,088) 27 Willmar (9,410) 31 Winona (23,031) 61
Holyoke(54.661) (see Springfield) Lawrence(80.536)	Winona (23.031)
Lawrence(80.36)	,, ,, ,, ,, ,, ,, ,, ,, ,, ,, ,, ,, ,,
North Adams (21,567)	MISSISSIPPI
Springfield (162,399)-Holyoke	Biloxi(37,425) 13, *44, 50 Brookhaven(7,801) 37 Canton(7,048) 16
	Classed ala(16.570)
MICHIGAN	Columbia (6.124) 35 Columbia (6.124) 4, 28 Corinth (9.785) 29 Greenville (29.936) 21, 27 Greenwood (18,061) 6, 24
Alma(8,341) 41 Alpena(13,135) 9, *11, 30 Ann Arbor(48,251) 20, *26	Corinth(9.785)
	Greenwood(18,061)
Battle Creek(48,666)	Grenada (7,388)
Battle Creek (48,666) 58, 64 Bay City (52,523) 5, 63, *73 Benton Harbor (18,769) 42	Greenwood (18,061) 6, 24 Grenada (7,388) 15 Gulfport (22,659) 56 Hattiesburg (22,474) 9, 17 Jackson (98,271) 3, 12, **19, 25, 47 Kosciusko (6,753) 52 Laurel (25,038) 33
Beig Rapidy(6,736) 39 Cadillae(10,425) 13, 45	Kosciusko(6.753)
Calumet	Laurel Pachuta
Calumet	Louisville(5.282)
East Lansing(2,325)	Meridian (4.893)
East Lansing(2,325) 2-4,730, 30, 60	Laurel (25,038) 33 Laurel Pachuta 7 Louisville (5, 282) 46 McComb (10,041) 31 Meridian (4,893) 11, 30, *36 Natchez (22,740) 29 Pascagoula (10,805) 22 Pica yune (6,707) 14
Flint(163,143) 12, 16, *22, 28	1 102 yane(0,/0/)

Town and population	Channel No.	Town and population	Channel No.
Starkville (7,107)	34	Omaha(251.117)	3 6 7 *16 22 28
State College	*2	Scottsbluff (12,858)	10. 16
University	*20	York(6,178)	15
Vicksburg(27,948)	41	NEVADA	
Vicksburg(27,948) West Point(6,432) Yazoo City(9,746)			
12200 City (5,740)	**************************************	Boulder City(3,903) Carlin	
MISSOURI		Carson City(3.082)	37
Cape Girardeau(21,578)	12. 18. 69	Elko(5,393) Ely(3,558)	
Carthage(11,188)	56	hallon	20
Caruthersville(8,614)		Goldfield	
Clinton(6,075)	49	Hawthorne Henderson(3.643)	
Columbia (31 994)	R 16 22	Henderson (3,643) Las Vegas (24,624)	
Farmington(4,490)		Lovelock McGill	
Farmington(4,490) Festus(5,199) Fulton(10,052)	24	Kenot (2 497)	4 (#5) 27
Hannihalt 20 444)	7 27	Tonopah Winnemucca(2,847) Yerington	9
Jefferson City (25,099) Joplin (38,711)	13, 33	Yerington	
Kansas City (456,622)	4, 5, 9, *19, 25, 65		
Kirksville(11,110)	3 18	NEW HAMPSHIRE	
Lebanon(6,808)	23	Berlin(16,615)	26
Marshall(8,850)		Claremont(12,811) Concord(27,988)	
Mexico(11,623)		Durham(4.172)	*11
Moberly(13,115)		Durham(4,172) Hanover(4,999)	
Monett(4,771) Nevada(8,009)	18	Keene(15,638) Laconia (14,745)	45
Poplar Bluff(15,064)	15	Littleton(3,819) Manchester(82,732)	
Rolla (9,354)	2 30 *36	Manchester(82,732)	9, 48
St. Joseph (78,588) St. Louis (856,796) 2, 4, 5, Sedalia (20,354)	*9, 11, 30, 36, 42	Nashua (34,669) Portsmouth (18,830)	***************************************
Sedalia(20,354)	6, 28	Rochester(13,776)	
Springfield(66,731)	3. 10. *25. 32	NEW IPPOPY	
Springfield (66,731)	20	NEW JERSEY	
MONTANA		Ashury Park (17.004)	
		Asbury Park(17,094) Atlantic City(61,657) Bridgeton(18,378)	
Anaconda (11,254) Billings (31,834)	2 8 *11	Bridgeton(18,378)	*80
Bozeman(11,325) Butte(33,251)	*9, 22	Camden(124,555) Freehold(7,550)	*74
Butte(33,251)	4, 6, •7, 15	Hammonton(8,411) Montclair (43,927)	••••
Cut Bank (3,721) Deer Lodge (3,779) Dillon (3,268)		Newark (438.776)	***************************************
Dillon(3,268)	20	Newark(438,776) New Brunswick(38,811)	*19, 47
Glasgow (3,821)	5. 18	Paterson(139,336)	
Great Falls(39.214)	3 5 *23	Trenton(128,009) Wildwood(5,475)	41
Hamilton(2,678) Hardin	17		
		NEW MEXICO	
Havre(6,000) Helena(17,581) Kalispell(9,737) Laurel(3,663) Lewistown(6,573) Livingston(7,683) Miles City(9,243) Missoula(22,485)	10, 12	Alamogordo (6,783) Albuquerque(96,815) Artesia (8,244) Atrisco-Five Points (7,367)	17
Laurel(3,663)	14	Artesia (8.244)	4, *5, 7, 13
Lewistown(6,573)	13	Atrisco-Five Points (7,367)	18
Miles City(9.243)	16 3 *6 10	Belen(4,495) Carlsbad(17,975)	24
Missoula (22,485)	8, *11, 13, 21	Liavinn(3.515)	27
Polson	10	Clovis(17,318) Deming(5,672)	12, 35
Shelby(3,058) Sidney(3,987)		Farmington (3,637)	
Sidney(3,987)		Farmington (3,637) Gallup (9,133) Hobbs (13,875)	
Whitensh (3,268)	20	Hot Springs	10
		Las Cruces(12,325)	
NEBRASKA		Las Cruces(12,325) Las Vegas Lordsburg(3,525) Los Alamos(9,934)	
Alliance(7,891)	13, 21	Los Alamos (9,934)	
Broken Bow(2,396)		Lovington (3.134)	27
Columbus(8,884)	49	Portales (8, 112)	
Fairbury (6,395)	35	Roswell(25.738)	*3, 8, 10
Fremont(14./62)	52	Raton(8,241) Roswell(25,738) Santa Fe(27,998) Silver City(7,022)	2, "9, 11 " 10, 12
Grand Island(22,682)	11, 21	Socorro(4,334) Tucumcari(8,419)	
Hays Center	6	Tucumcari(8,419)	25
Hot Springe	R	NEW YORK	
Lexington(5.068)		Albany (134,995) - Schenectady-Tr	ov*17, 23, 35, 41, 47
Kearney(12,115) -xxington(5,068) Lincoln (98,884) McCook(7,678)	. 10, *12, 18, 24	Ameterdam (12 240)	E2
Nebraska City(6,872)	8, 17	Binghamton (80.674)	12 40 46 56
Norfolk(11.335)		Batavia(17.799) Binghamton(80,674) Buffalo(580,132) (also see Buffalo-	, 40, 40, 30
North Platte(15,443)	, 2, 4	Niagara Falls)	

Town and population	Channel No.	Town and population	Channel No.
Buffalo-Niagara Falls	2, 4, 7, 59	Valley City(6,851)	4, 32
Carthage	37	Wahpeton(5,125)	8. 11.*34
Cortland (18,152) Dunkirk (18,007) Elmira (49,716)		** Iniston(*,5***)	
Dunkirk (18,007)	46	оню	
Elmira (49,716) Glens Falls (19,610) Gloversville(23,634) Hornell(15,649) Ithaca (29,257) Jamestown (43,354) Kingston (28,817) Lake Placid Malone (9,501) Massenn (13,137)	18, 24, 30	Akron(274,605)	40 *55 61
Gloversville(23.634)		Ashtabula (23,696)	
Hornell(15,049)	50	Athens(11.660)	62
Ithaca(29,257)		Bellefontaine(10,232)	
Kingston(28.817)	66	Cambridge (14.739)	26
Lake Placid	5	Canton(116,912)	29
Malone (9,501)	20, *66	Chillicothe(20,133)	F 0 12 *48 54 74
Middletown(22.586)		Cleveland(914.808)	. 3, 5, 8, 19, 25, 65
Middletown(22,586) New York(7,891,957) 2, 4 Ningara Falls(90,872) (see Buffalo-	1, 5, 7, 9, 11, *25, 31	Columbus (375,901)	4, 6, 10, *34, 40
		Coshhocton(11,675)	2 7 *16 22
Ogdensburg(16,166) Olean(22,884)	24	Bowling Green Cambridge(14,739) Canton(116,912) Chillicothe(20,133) Cincinnati(503,998) Cleveland(914,808) Columbus(375,901) Coshhocton(11,675) Dayton(243,872) Defiance(11,265) Findlay(23,845) Fremont	
Olean(22,884)	54	Findlay(23,845)	53
Oneonta(13,564)	02	Fremont	59
Oswego(22,647) Patchogue Plattsburg(17,738) Poughkeepsie(41,023) Rochester(332,488) Rome(41,682) (see Utica) Saranac Lake(6,913) Syracuse(220,583) Trov(72,311) (see Albany) Utica(101,531) Rome	75	Gallipolis(7,871)	65
Plattsburg(17.738)	28	Lancaster(24,180) Lima(50,246)	28
Poughkeepsie(41,023)	5 10 15 *21 27	Lima (50,246) Lorain (51,202)	35, 73
Rome(41.682) (see Utica)	5, 10, 15, 21, 27	Mansfield (43.564)	
Saranac Lake(6.913)		Mansfield (43,564)	
Syracuse(220,583)	3, 6, 8, "43	Maseillon (20 594)	23
Trov(72,311) (see Albany) Utica(101,531)-Rome	13, *25, 54	Middletown(33,695) (see Hamilton Mount Vernon(12,185) Newark(34,275)	58
Watertown (34,350)	48	Newark (34,275)	60
		Oxford(6,944) Piqua(17,447)	*14
NORTH CAROLINA		Doubsenouth (26 700)	311
Ahoskie(3,597)		Sandusky (29.375) Springfield (78,508) Steubenville (35,872) (see Wheeling Tiffin (18,952)	
Albemarle(11,798)	13 *56 62 78	Springfield(78,508)	52, 76
Burlington(24.560)	63	Steubenville(35,872) (see Wheeling	g, W. Va.)
Burnsville		Tilin(18,92) Toledo(303,616) Warren(49,856) Youngstown(168,330) Zanesville(40,517)	11, 13, *30, 79
Chapel Hill(9,177)	3 0 36 *42	Warren(49,856)	67
Durham(71.311)	11, *40, 46, 73	Youngstown (168,330)	18 50
Elizabeth City(12,685)	31	Zanesville(40,517)	
Burnsville Chapel Hill(9,177) Charlotte(134,042) Durham(71,311) Elizabeth City(12,685) Fayetteville(34,915)	18, 54	OKLAHOMA	
Gastonia (23,069) Goldshoro (21,454) Greensboro (74,389)	34, 72	OREAHOWA	10 50
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Kenosha (54,368)			
La Crosse(47.535)	8 472 70 72	Agana	8. 10
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Manitowoc(27,598)			
Marinette(14,178)	11, 32, *38	Lihue, Kauai Honolulu, Oahu(245,612) Wailuku, Maui(7,411) Hilo, Hawaii(27,019) 2,	3, *8, 10, 12
Milwaukee(637,392) 4,	*10, 12, 19, 25, 31	Mailulus Mani(245,612)	2, 4, 7, 9, 11, 13
Ushkosh(41,084)	48	Wantku, Maui(7,411)	3, 8, 10, 12
Park Falls(2,924)	*18		*4, 7, 9, 11, 13
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Racine(71,193) Rhinelander(8,774) Rice Lake(6,898) Richland Center(4,608) Sheboygan(42,365) Shell Lake Sparta(5,893) Stevens Point(16,564)	····· 49, 55	Campe (33 733)	
Rice Lake(6.898)	21	Aguadha Caguas(33,733) Mayaguez(58,744) Ponce(99.190) San Juan(223,949)	
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Sparta (5,893)	50	VIRGIN ISLANDS	
		Christiansted(4,110) Charlotte Amalie(11,463)	
Sturgeon Bay(7,054)		Charlotte Amalie(11,463)	10. 12



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o Johnny Jupiter (series); Candid Cam-

o Johnny Jupiter (series); Candid Camera (189); Looney Tunes Cartoons; Popeye Cartoons; 111 feature films, 754 first run Warner Bros. Features.

ABC-TV Film Syndication. Inc.

1501 Broadway, New York 36, N. Y.; SUsquehanna 7-5000. George T. Shupert, president; Richard P. Morgan, vice-pres. in charge of business affairs; John Burns, vice-pres. and director of national sales; William Clark, vice-pres. and director, Western Sales Div.; Don L. Kearney, vice-pres., sales. (Distribute filmed series.)

Backet Sayad (99): The Blayboure (59): • Racket Squad (98); The Playhouse (52); Kieran's Kaleidoscope (104); Passport to Danger (39) Douglas Fairbanks Presents (78); Sheena, Queen of the Jungle (26); The 3 Musketeers (26); Herald Playhouse (52).

ATV Film Productions, Inc.

5 East 57 Street, New York 22, N. Y.;
35-01 Northern Blvd. Long Island City 1,
N. Y.: EXeter 2-4949. Mickey Schwarz,
president; Jack Berch, vice-pres., sales.
(Produce commercials.)

Academy Film Productions, Inc.
123 W. Chestnut St., Chicago, Ill.; Michigan
2-5877, Bernard Howard, president. (Produce live and filmed shows and commercials, slides, animation, slide films). Bob Elsons Interviews of the Century (17).

Academy Pictures, Inc.

49 West 45 Street, New York 36, N. Y.;
PLaza 7-0744; 33 South Fairfax Avenue,
Los Angeles 36, Calif.; WEbster 1-8156,
C. Moray Foutz, president; William
Tytla, vice-president; William Lightfield, L. A., producer-manager, Los
Angeles; Louis Huot, sales, Los Angeles;
Howard Henkin, sales, New York.
(Producers of animated and live act film
commercials.) commercials.)

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. Tamar Lane, production manager. Mal Merrit, business manager. (Produce filmed programs, commercials and musicals.)

Advertisers' Television Program Service, Inc. 9100 Sunset Blvd., Hollywood 46, Calif.; CRestview 6-7496. Maurice H. Gresham,

vice-president and general manager; Charles C. Alsup, sales manager. (Dis-tributors of filmed TV series.)

A COLUMN TO THE PARTY OF THE PA

Mr. and Mrs. North (57).

Affiliated Artists Representatives , 730 Fifth Avenue, New York 19, N. Y.; CIrcle 5-8410. Irene Etkin, partner. (Packages.)

Affiliated Program Service Inc.
535 Fifth Ave., New York 17, N. Y.; MU
7-1881. Paul F. Adler, president. (Film production, com. spots & documentary.)

Aladdin Television Productions, Inc. 346 No. Larchmont, Los Angeles 4, Calif., HOllywood 26686. Harry M. Popkin, presi-dent; Julius F. Tuchler, vice-president and associate producer. (Producer of filmed series.)

• Kid Magic (13).

Alexander Film Co.
Colorado Springs, Colo.; Melrose 3-1771.
Don Alexander, Jr., vice-president; Earl
Austin, TV manager. (Produces commer-

Alexander, Alton, Productions, Inc. 595 Madison Ave., New York 22, N. Y.; PLaza 9-3277. Alton Alexander, president: Dr. Robert Lustgarten, vice-president. (Produces programs, commercials.)

Do It Together, Lie Detector, Your Lucky Numbers (all live).

Alexander, M. & A, Productions, Inc. 6040 Sunset Blvd., Hollywood 28, Calif.; HOllywood 4-3414. Arthur Alexander, president; Max Alexander, vice-president. (Produces and distributes filmed series, feeture films, chorts.) feature films, shorts.)

• Renfrew of the Royal Mounted (13); Chico and Pablo (13); Boss Lady (13); 198 features; 46 westerns; Byline, Steve Wilson (39).

Allegro Pictures, Inc.
4238 Mammoth Ave., Sherman Caks, Calif.:
STate 9-4952. William Lava, president and
executive producer. (Produce filmed se-

Allen & Allen Productions
3947 W. 59th Place, Los Angeles 43, Calif.;
Axminster 3-3314 George E. Allen, directing manager. (Producer and distributor of films for TV.)

• Wild Life (series),

Allend'or Productions, Inc.
607 No. La Brea Ave., Los Angeles 36, Calif.;
WEbster 8-2191. Algernon G. Walker,
president; J. L. Siegel, vice-president;
W. A. Blanchard, Western sales mgr.
(Produces industrial & educational films.)

Alley, Paul, Productions
619 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.
Commercial film div. of 20th Century Fox
Films, 1417 N. Western Ave., Hollywood
27, Calif., HOllywood 2-6231. Gordon S.
Mitchell, president; C. D. Owens, vicepresident. (Produce filmed series, live
and animated commercials.)

Learning Sports (39).



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Alpha Television Productions, Inc.
7324 Santa Monica Blvd., Los Angeles 46,
Calif.: OLdfield 4-2800. Chester Erskine,
president & producer; Joe D. Brown, vicepresident & general manager. (Produces
filmed programs.)

• TV Reader's Digest (65).

Amenic Television
2421 N. Ramsey, Springfield, Mo.; 5-11367.
Guy Hall, director; Reat R. Younger, coordinator; Dale Russell, director. (Produce commercials, film shows.)

o Country Music Time (weekly).

American Film Company
1329 Vine ... I h ladelphia 7, Pa.; WA 2-1800.
Ben Harris, manager. (Produce film commercials.)

American Film Producers
1600 Broadway, New York 19, N. Y.; PLaza
7-5915. Robert Gross, executive producerpartner; Lawrence A. Glesnes, executive
producer-partner. (Produce and distribute commercials.)

American TV Enterprises 7324 Santa Monica Blvd., Hollywood 46, Calif.; OLdfield 4-3658. Louis DeWitt, pres-ident. (Producers of commercials.)

Anderson, Clyde, Productions
334 A. Street. Salt Lake City 3, Utah. 3-5337.
L. Clyde Anderson, mgr., owner. (Produce filmed programs.)

Anderson, Leonard
112 W. 44th St., New York 36, N. Y. PLaza
7-4162. Leonard Anderson, president; Barbara Anderson, vice-pres. (Produces films, commercials.)

Anguish, Toby, Motion Picture Productions 4100 C. huenga Blvd... North Hollywood, Calif.; STanley 7-1529. Toby Anguish, gen-eral manager & producer; Ada Fancher, sales manager. (Produces filmed programs.)

Popular science (111), Adventure Album

Animated Film Producers of America (AFPA) 159 E. Chicago Ave., Chicago 11, Ill.; White-hall 3-2424. I. Yarbrough, producer-direc-tor. (Produce animated commercials and commercial films.)

Animated Productions, Inc.
1600 Broadway, New York 19, N. Y.; COlumbus 5-2942. Al Stahl president; Irwin Stahl vice-president; Gerard Pick, production director; Don Lang, executive director. (Producers of programs, commercials, cartuons and shorts.)

Animation, Inc.

8564 Melrose Ave., Hollywood 46, Calif.;
OLympia 2-3540. Earl Klein, president.
Branches: Eric Pomerance, 424 Madison
Ave., New York 17, N. Y.; PLaza 8-2740;
Ted Petok, 14005 Fenkell Ave., Detroit,
Mich.; BRoadway 3-3040; Dick Danner,
488 Pine St., San Francisco, Calif.; YUkon
2-0665. (Produce animated commercials,
shorts.)

Anton, Evan J., Productions, Ltd. 60 W. 46 St., New York 36, N. Y.; CIrcle 6-0118. Evan J. Anton, president; Vera Kay, vice-president. (Producers of commer-

Argyle Television Films, Inc. 60 W. 46 St., New York 36, N. Y.; Circle 6-4347; Louis Goldstein, president; Bob Seidelman, vice-president; Jerome Hyams, treas. (Distributors of feature films.)

Armstrong, J., & Co.

19 West 44th St., New York 36, N. Y.;
MUrray Hill 7-9669. Joseph Armstrong,
president. (Producers of custom-made
syndicated commercials.)

Arnell, Peter, Productions
750 Park Ave., New York 21, N. Y.; TRafalgar 9-5097. Peter Arnell, owner & producer; Jean Heaton, production manager. (Producers of live and filmed shows.)

Arrow Productions, Inc.
5746 Sunset Blvd., Hollywood, Cal., HOllywood 2-6071. Edw. Small, Milton Gordon, Leon Fromkess principal officers.
(Producers and distributors of filmed programs.)

Arrowhead Productions
355 North Beverly Drive, Beverly Hills,
Calif.; Crestview 6-3728. Ed Beloin, producer; Burt Harris, business manager.
(Produces packages filmed series.)

So This Is Hollywood (network series).

Artex Film Productions, Inc. 157 E. 69th St., New York 21, N. Y.; REgent 7-9200 Sam Eisenberg president. (Producer of features, commercials.)

Associated Artists Productions, Inc. (see A. A. P., Inc.)

Associated Broadcast Advertising Co. 1188 So. Muirfield Rd., Los Angeles 19, Calif.; WEbster 6-5564. Irwin T. Porter, Gertrude T. Porter, partners. (Produce commercials and spots, live only.)

Associated Enterprises 735 N. Vine St., Hollywood 38, Calif.; HOlly-wood 4-2049. Robert Struble, owner. (Package shows, commercials.)

Associated Press, The
50 Rockefeller Plaza. New York 20. N. Y.;
PLaza 7-1111. Frank J. Starzel, general
manager; Oliver Gramling, assistant general
manager. (Daily news and picture
services for television.)

Association Films, Inc.

Author S. Sociation Films, Inc. 347 Madison Avenue, New York 17, N. Y.; MUrray Hill 5-8573. Exchanges in Ridge-field, N. J.; La Grange, Ill.; Dallas, Tex.; San Francisco, Cal. J. R. Bingham, president; A. L. Fredrick, treasurer; R. M. Finehout, Director of television. (Distributors of public service filmed programs) grams.)

• 150 public service films; Italian Rainbow (13).

Atcher, Bob, Films, Inc.

1037 Woodland Ave., Glenview, Ill.; GLenview 4-4478. Bob Atcher, president; William L. Sprague, production manager; William East, sales manager. (Distributor of film series.)

• Homer and Jethro's Hoot 'n' Holler Club (13); Nuggets from the Singing A Ranch (13); On the Air with Lulu Belle and Scotty (13); Stubby and the Buccaneers (13.)

Atlantic Television Corp.

130 W. 46th St., New York 36, N. Y. JUdson
2-1287. Fred Bellin, president; N. E. Savini, vice-president; Anthony Tarell, secretary-treas.; David A. Bader, general
sales mgr. (Producer and distributor of
features and shorts for TV.)

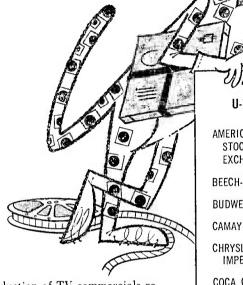
• 26 Champion Package Features, 26 Million Dollar Package Features, Un-common Valor, 26.

Atlas Film Corporation

tias Film Corporation
1111 South Boulevard, Oak Park, Ill.; AUstin 7-8620. L. P. Mominee, president; Albert S. Bradish, vice-president and production mgr.; James L. Herman, Public Rels.; Jack D. Danielson, TV dir. (Produces filmed commercials and industrial films.)

Atlas Television Corp.
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ident. (Film production and distribution.)

Captain Z-RO (26); Hollywood to Broadway (13); Grantland Rice (13); Your Family Theatre (39); Notes & Nonsense (13); Is This Magic (13). Holiday Films: Abe Lincoln (1); Judy in Easterland (1); Election Fever (1); Song for Santa (1); Xmas Fairy Tale (1); Kmas Story (1); Spirit of Xmas (1); 115 feature films; 50 westerns; 350 shorts. 350 shorts.

Audience Tested Productions
1150 So. Beverly Drive, Los Angeles 35,
Calif.; BRadshaw 2-8561. Bernard D. Cirlin,
president. (Film producer, commercials.)

Audio Productions, Inc.
630 Ninth Ave., New York 36, N. Y.; PLaza 7-0760. Frank K. Speidell, president; Herman Roessle, vice-president; Peter J. Mooney, secy. and treas.; Harold Lipman, manager, TV dep't. (Producers of filmed commercials.)

Aurora Film Distributors 1410 Howard St., Omaha 2, Nebraska; AT-lantic 8476. Keith T. Smith, manager. (Distributor of feature films and shorts.) • Sleepy Joe (13); Life and Songs of Stephen Foster (13); 15 westerns; 6 features; 30 shorts.

Austin Productions, Inc.
P. O. Box 713, Lima, Ohio; 9-7881. B. Otto
Austin, Jr., president; Clair E. Butturff,
vice-president. (Producers of film commercials.)

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).

В

B. Productions
8901 Wilshire Blvd., Beverly Hills, Calif.;
OLympia 2-7090 William Boyd, president;
Marguerite Cherry, secy-treas. (Producers of filmed series.)

Hopalong Cassidy.

B & R Enterprises, Inc.
846 No. Cahuenga Blvd., Hollywood, Calif.:
HOllywood 9-5981. Stanley Shapiro, president; E. D. Leshin, associate producer:
Argyle Nelson, production manager. (Producers of filmed series.)

Ray Bolger Show (60).

Bagnall, George, and Associates
8827 Olympic Blvd., Beverly Hills, Calif.;
CRestview 1-5133; Branches: 25 Vanderbilt Ave., New York 17, N. Y. Mu. 67543;
520 N. Michigan Ave., Chicago 11, Ill. Mi. 25231. Geo. L. Bagnall, president; J. J. O'Loughlin, vice-president and general sales mgr.; Fred Linquist, secretary.
(Distributors of filmed series, features.) • This Is Hawaii (13); Scene with a Star (13); Spotlite on Hollywood (13); Let's Draw with Frank Webb (52); Hollywood Half-Hour (39); Front Page Detective (39); Ringside with the Rasslers (52); Crusader Rabbit (195); I Search for Adventure (52); 36 features.

Bahati Incorporated 914 South Robertson Bivd., Los Angeles 35, Calif.; CRestview 1-5276. President, John M. Sheffield; vice-president, Robert Wiley Miller; treasurer, Reginald Sheffield.

Bailey Films, Inc. 6509 De Longpre Ave., Hollywood 28, Calif.; HOllywood 2-0939. Albert R. Bailey, presi-dent. (Packaged film programs.)

Baldwin Organization, Inc., The 133 E. 54 St., New York 22, N. Y.; PLaza 5-9830. Ted Baldwin, president; Elsie Jordan, dir. film distribution. (Produces filmed programs and industrial films.)

Balsam, Jerome, Films, Inc. 1501 Broadway, New York 36, N. Y.; LOng-acre 3-6187-8. Jerome Balsam, president. (Distributor of feature films, film series.)

 Secret File, U.S.A. (26); Hollywood Preview (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. 667 Madison Ave., New York 21, N. Y.; TEmpleton 2-8600. Jack Barry, president; Dan Enright, vice-president. (Produce live and film package shows.)

• Juvenile Jury, Life Begins at 80, Winky Dink and You, Oh Baby, Conflict, The Gillmen, 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 Hirsch, vice-presidents; Stan Keller, secretary. (Produce dramatic film series.)

Basch Radio & TV Productions
17 E. 45th St., New York 17, N. Y.; MUrray
Hill 2-8877. Frances Scott Basch and
Charles J. Basch. Jr., partners. (Produce
live and film shows and commercials.)

Jim and Judy in Teleland (52).

Battison, John H., Enterprises 4515 Saul Road, Kensington, Md.; OLympic 7-9593, (Produces filmed series, commercials.)

Woman in the House (13).

Baum, Mannie, Enterprise Corp. 130 Cuttermill Road, Great Neck, L. I., N. Y.; HUnter 2-3566. John J. O'Connor, Manager. (Distributor of film series.)

• Greatest Fights of the Century (52).

Baym, Zach Films
60 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 6-6881. J. L. Sanderson, president; Barbara Keane, treasurer. (Produce filmed series, commercials, packages.)

· Goin' Places with Gadabout Gaddis (26).

Beck, Alexander, Films, Inc. 1501 Broadway, New York 36, N. Y.; LOng-acre 3-6187-8. Alexander Beck, president. (Distributes feature films, shorts and West**e**rns.)

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.)



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Bell Pictures Corporation 630 Ninth Ave., New York 36, N. Y.; CIrcle 6-1383. Lawrence Kulick, vice-president. (Distribute filmed programs.)

Bemiller Productions
2350 Hyperion Ave., P. O. Box 27833, Hollywood 27. Calif.; NOrmandy 5-3241. Richard T. Bemiller, Business mgr.; Ted C. Bemiller, Cinematography mgr.; Robert H. Bemiller, Animation Div.; Bill Brinkley, Sales manager; David C. Burrey, Gen. mgr. (Produces live and animated compared) commercials.)

Bengal Pictures

1028 No. Western, Hollywood 26, Calif;
HOllywood 3-3657. Phil. E. Cantonwine,
director, producer; Cheri Le'Blanche,
story writer, narration; Jack Vickers, associate producer; John Pope, booker;
Dick Alexander, film editor; Robert
Derteane, dir.; Harry Smith, sound;
Perry King, narrator. (Producers of films
& commercials.)

Biddick, Guy 1046 South Olive, Los Angeles 15, Calif.; RIchmond 9-8800. 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).

lack, Albert, Television Productions 9 Rockefeller Plaza, New York 20, N. Y.; CIr-cle 5-7466. Albert Black, president and exec. producer. (Produces live and filmed shows, commercials.)

Blake, George, Enterprises, Inc.
1600 Broadway, New York 19, N. Y.; CIrcle
7-2264 Jean Blake, president; Philip
Frank, vice-president in charge of sales;
Richard Donner, vice-president in charge
of production; Richard C. Jacques, supervising editor. (Produce commercials and
films for television.)

Blinkey Productions, Inc.

149 Broadway. New York, N. Y.; BEekman

3-8275. Murray King production director;
Syd Parker production supervisor. (Producer of film series, packages, commercials) cials.)

· Adventures of Blinkey (26).

Brandon Films, Inc. 200 W. 57th St., New York 19, N. Y.; CIrcle 6-4868. (Distributes feature films.)

13 feature films.

Bray Studios, Inc.
729 Seventh Ave., New York 19, N. Y.;
CIrcle 5-4582 John R. Bray, president;
Paul A. Bray, vice-president; B. D. Hess,
film distribution manager; Max Fleischer,
Bray-Fleischer, animation division. (Producers and distributors of films on
aeronautics, health and hygiene, cartoons, filmed series and sponsored films
for TV and general distribution.)

 Of All Things (13); Adventures in Science (13): 65 cartoons.

Bride and Groom, Inc.
46 West 55th St., New York 17, N. Y.
JU-2-7430. John Reddy, Producer. (Producers of live shows.)

British Information Services, Radio and TV

45 Rockefeller Plaza, New York 20, N. Y.; CIrcle 6-5100. (An agency of the British Government.) Rodney Chalk, director; Alan Waple, production head; Natalie Demidov, program head. (Distributor.)

• Transatlantic Teleview (30); Documentary (300).

Broadcasting and Film Commission of National Council of the Churches of Christ in the USA

220 Fifth Ave., New York 1, N. Y.; ORegon 9-2968. S. Franklin Mack, executive director; Wesley B. Goodman, associate executive director, Alexander B. Ferguson, director of films; Albert Crews, director of television; Frank B. Nichols, associate director of television; Richard Cobb, television producer.

• What's Your Trouble (51); The Pastor (26); Bible Puppets (9); Man to Man (91); The Way (13); off To Adventure (26).

Broadcasting Foundation of America
Suite 1026, 165 Broadway, New York 6, N. Y.;
WOrth 2-8028-9. Frank N. Freeman, president; Seymour N. Siegel, executive vice-president & treasurer; Lewis Hill, George E. Probst, vice-presidents: Myron K. Wilson, secretary, general counsel. (Produces and distributes educational programs.)

Bruce-Hall Co.

333 N. Michigan Ave., Chicago 1, Ill.;
FRanklin 2-7100. Robert B. Hicks, president. (Producer and distributor of live and filmed programs for TV and commercials.)

• Indoor Polo (13); Championship Handball (13); Dick's Story Shop; Beat the Pro; all filmed.

Burrud, Bill, Productions
5746 Sunset Blvd., Hollywood 28, Calif.;
HOllywood 7-4159 Bill Burrud, president;
Reed Bingham, vice-president; Miles Hinshaw, executive producer. (Producers of
film series, commercials, packages.)

• Assignment America (130); Wanderlust (39); Vagabond (39); Night Watch (13); Lost Treasure (39).

Butterfield & Wolf, Inc.
5 East 57th St. New York 22, N. Y.; PLaza
9-8620. Alfred Butterfield, president,
Thomas H. Wolf, chairman. Producers of television and feature films.

• 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 3-6930. Edward A. Byron, president. (Distribute package shows.)

CBS Television Film Sales, Inc.
485 Madison Ave. New York 22, N. Y.; PLaza
1-2345. Branches: 805 Peachtree St., N.E.,
Atlanta, Ga.; Statler Office Bldg., Boston,
Mass.; 630 N. McClurg Court, Chicago,
Ill.; 1000 Fidelity Union Life Bldg., Dallas, Tex.; 932 Fisher Bldg., Detroit, Mich.;
1313 No. Vine St., Hollywood, Calif.; Palace Hotel, San Francisco, Calif.; Ninth
& Sidney Sts., St. Louis, Mo. Leslie
Harris, vice-president & general manager; Thomas W. Moore, general sales



Can you name any other TV feature film package that contains so many great ones as...

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...produced by 20th CENTURY-FOX

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Harold Goldman, Vice President in Charge of Salet NATIONAL TELEFILM ASSOCIATES, INC 60 West 55th Street, New York 19, N.Y PLaza 7-2100 manager; Fred J. Mahlstedt, dir. of operations and prod. (Distributes film

or The Adventures of Champion (26); Life With Father (26); Terrytoons (156); Amos 'n' Andy (65); Cases of Eddie Drake (13); Fabian of Scotland Yard (39); San Francisco Beat (39); Under the Sun (26); Brave Eagle (26); My Favorite Husband (13); Files of Jeffrey Jones (39); The Whistler (39); Annie Oakley (52); Holiday in Paris (13); Range Rider (78); The Gene Autry Show (78); Buffalo Bill, Jr. (26); Newsfilm (continuous) film (continuous.)

C & C Television Corp.
541 Lexington Avenue, New York 17, N. Y.;
PLaza 3-5600. Matthew Fox, president;
Edwin H. Ezzes, vice president-sales man-

• 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) cials.)

3 feature films. Hunting & Fishing (13).

California National Productions, Inc.
(Subsidiary of NBC), 663 5th Ave., New York 22, N. Y., Circle 7-8300. Robert D. Levitt, vice-president and general manager; Robert A. Anderson, director of business affairs; H. W. Shepard, director of business affairs; H. W. Shepard, director of business development. Branches: California National Studios, 650 N. Bronson Ave., Los Angeles, Calif., HOllywood 2-7141. Theatrical Division: 663 5th Ave., New York 22, N. Y. Alfred E. Stern, vice-president. Television Film Division: 663 5th Ave., New York 22, N. Y. H. Weller Keevcs, director of sales. Merchandising Division: 663 5th Avenue, New York 22, N. Y. Francis X. O'Shea, director of merchandising; William H. Lawrence, director of productions.

tor of productions.

• 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 Mashal (39); Victory at Sea (26); The Visitor (44); Watch the World (26). (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 commer-

cials.)

Camera Craft
6800 Sunset Blvd., Hollywood 28, Calif.;
HOllywood 3-6856. (Rent, sell, buy for producers.)

Campus Film Distributors Corporation 14 East 53rd St., New York 22, N. Y.: PLaza 3-3280. Robert Braverman, coordinator. (Distributor of educational, industrial and documentary films.)

Campus Film Productions, Inc. 14 East 53rd St., New York 22, N. Y.; PLaza 3-3280. Nat Campus, executive producer. (Producer of films.)

Caples Company, The
225 East Erie St., Chicago, III.; SUperior
7-6016. D. J. Powers, manager. (Distributor of film series.)

Wonders of the World (26).

Caravel Films, Inc.
730 Fifth Ave., New York 19, N. Y.: CIrcle
7-6110. David I. Pincus, pres.; Calhoun
McKean, in chge. of TV films and commercials. (Produces filmed programs and commercials.)

Cartoonists, Inc.
100 E. Ohio St., Chicago 11, Ill., SUperior 7-2755. Ross Wetzel, president; Roger Sloan, vice-president of sales; William Langdon, vice-president of production. (Producers of film 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; Philmore Phipps, producer.
(Produces commercials.)

Caston Productions
8611 Sunset Blvd., Hollywood 46, Calif.
Robert L. Cashy and Milton L. Cashy,
co-owners and producers. (Film producers.)

Cate & McGlone
1521 Cross Roads of the World, Hollywood 28, Calif.; HOllywood 5-1118. T. W.
Cate, president; E. D. McGlone, vicepresident; Walter Wise, executive producer; Richard Soltys, production manager. (Producers of film commercials.)

Cavalcade Pictures, Inc., and Cavalcade Television Programs
7904 Santa Monica Blvd., Hollywood 46, Calif.; Oldfield 4-4144; Harvey Pergament, president. (Producer, distributor and importer of filmed programs.)

• Famous Guests (13); This Is Hawaii (13); Unk & Andy ABC Adventures (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 Freuden, talent
and promotional rep.; Phillip St. Clair,
tech. dir. (Producers of filmed programs.)

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. (Produces commercials.)

Chad Associates, Inc. 40 East 49th St., New York 17, N. Y.; PLaza 1-0711. Chad Grothkopf, president. (Pro-ducers of commercials.)

Chapman, Bruce, Co.

125 W. 41st St., New York 36, N. Y. Wisconstn 7-9244. Bruce Chapman, president; Edna Chapman, vice-president. (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, commer-

• Roy Doty Show (40).



CHARLES SANFORD

Musical Director

Max Liebman Spectaculars ... NBC-TV

4

"Washington Square"
(Ray Bolger Show)

... NBC-TV

*

"Patrice Munsel Show"

... ABC-TV





Bill Hobin

DIRECTOR

"Your Hit Parade"

N.B.C.-TV

Chatham, Lew, Associates
Chatham Bidg., Claremore, Okla.; 1735.
L. A. Chatham, manager. (Film producer. commercials.)

Chertok, Jack, Productions, Inc. 1040 N. Las Palmas, Hollywood, Calif.; HOl-lywood 3-5106. Jack Chertok, president. (Producer of filmed series, commercials.)

Cheryl-TV Corp.

3084 Motor Avenue, Los Angeles 64, Calif.; TExas 0-6136. Simon Lipson, president; Jack Broder, vice-president; John Ettlin-ger, national sales manager. (Distributors of feature films.)

20 feature films.

Cheshire and Associates 6606 Selma Ave., Holywood 28, Calif.; HOl-lywood 9-4580. Bob Reichenbach, general manager. (Producers of live and filmed

• The M.J.B. Show (live); Around the World in 60 Minutes (live); Dr. Fixum

Chicago Film Studios
56 E. Superior St., Chicago 11, Ill.; WHitehall 4-6971. A. G. Dunlap, president; Robert D. Casterline, director of sales; Russell Irvin, promotion manager. (Producers of film commercials.)

China Film Enterprises of America, Inc. 165 W. 46th St., New York 36, N. Y.; PLaza 7-2320, Hsing-ching Weng, president. (Doc-umentary and informational films on Chinese art, culture, etc.)

Christl, Frank, & Associates
 521 N. La Cienega Blvd., Los Angeles 48,
 Calif.; CRestview 1-6452. Frank Christl,
 owner. (Producers of film commercials.)

Ciemar (S.A.R.L.)
52 Av. des Champs Elysees, Paris 8e, France;
BAlzac 56-24. Maurice Marvie, gerant;
Rene Molin, director. (TV film producer.)

Cinecraft Productions, Inc. 2515 Franklin Blvd., Cleveland 13, Ohio; SUperior 1-2300. Ray Culley, owner (Producers of film commercials.)

Cinegraphics, Inc. 5 E. 57th St. New York 22, N. Y.; PLaza 9-8620; Francis C. Thayer, president. (Produce filmed series, commercials.)

• The World Through Stamps (26).

Cinema Service Corp.
106 West End Ave., New York 23, N. Y.;
TRafalgar 3-1411. Joseph Seiden, president. (Produces films and commercials.)

Cinema-Vue Corporation
(Subsidiary of Cinepix, Inc.)
243 West 55th St., New York, N. Y.; CIrcle
6-0888. Joseph P. Smith, president; Francis D. Smith, vice-oresident in charge of
sales; Edward Grossman, comptroller;
James Stevenson, gen. counsel and secretary. (Distributors of feature films, cartoon packages.)

• 131 British feature films; 100 animated cartoons; 300 Hal Roach-Mack Sennett comedies; 79 westerns; Adventures of Danny Dee (39); Wrestling from Hollywood (39).

Cinepix, Inc.
243 West 55th St., New York, N. Y.; CIrcle
6-0888. M. Klinerman, president; Francis
D. Smith, general sales manager. (Distributors of feature films and cartoons.)

52 features; 52 westerns; cartoons.

Cinetoon Productions 1847 Fort St., Honolulu 13, Hawaii; 625485, 502677. Maurice D. Myers, owner. (Pro-ducers of film commercials.)

25 Robin Hill Road, Scarsdale, N. Y.; SCarsdale 3-3963. George L. George, president. (Film programs and commercials.)

Cine-Tele Productions

Film Service Bidg. 6325 Santa Monica Blvd., Film Service Bidg. 6325 Santa Monica Blvd., Hollywood 38. Calif.; Hollywood 5-3376. Harry J. Lehman, executive producer; Jacques R. Lehman, co-ordinator; Jesse Davis, camera; Gale McKiddy, prod. (Pro-ducer and distributor of filmed series, commercials.)

• Caliente Races (39); Your Road to Romance (13); Pete The Pouche.

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
6710 Melrose Ave., Hollywood, Calif.; WEbster 9-1491. Leonard Clairmont, owner.

Clampet-Toon Commercials, Inc.
721 N. Bronson Ave., Hollywood 38, Calif.;
HOllywood 2-6661. Bob Clampett, president; John R. Jacobs, Jr., secretary-treasurer; Jody Clampett, vice-president. (Produce spot commercials.)

Coffman Film Co.
4519 Maple Ave., Dallas 19, Tex.; JUstin 3692. Hammond Coffman, president; Howard Greene, production manager. (Producer and distributor of film series, producer of film commercials.)

Meet the Stanfords (26).

Colburn Film Services, Inc.
164 N. Wacker Drive, Chicago 6, Ill.;
DEarborn 2-6286; Studio: 1122 Central
Ave., Wilmette, Ill.; WIlmette 8520;
Henry Ushijima, manager. (Producers of film commercials.)

Colmes-Werrenrath Productions
540 N. Lake Shore Drive, Chicago 11,
Ill. MIchigan 2-7470. Walter Colmes,
Reinald Werrenrath, partners. (Producers
of film commercials.)

Colorama Features, Inc. 1501 Broadway, New York 36, N. Y.; LOngacre 4-5592-3. Jules B. Weill, pres-ident. (Distributor of feature films.)

26 features in color.

D. Colson & Co. 7390 W. 48th Avenue, Wheatridge, Colorado; H. D. Colson, general manager. (Produce and distribute local and regional audience participation programs, film shows, spots.)

Combined Television Pictures, Inc. 241 So. Beverly Drive, Beverly Hills, Calif.: CRestview 5-1114. John A. Byers, presi-dent. (Distributes filmed series.)

• Dick Tracy (39).

Comedy Corp. of America
60 W. 46th St., New York 36, N. Y.; PLaza
7-7417. Sam Lake, president; Nathan
Frankel, vice-president. (Distributor of
film shorts.)

104 cartoons; 26 puppets.

Commerce Pictures

525 Poydras St., New Orleans 3, La.; MAgnolia 5026. Robert Wiegand, owner. (Producers of film commercials.)

Commodore Productions and Artists, Inc. 971 N. La Cienega Hollywood 46. Calif: OLympia 2-2995. Walter White, Jr., presi-dent and executive director; E. R. Wood-worth, associate producer; (Create and

worth, 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 f.lms.)

• 250 features, 85 westerns; 500 cartoons, serials, shorts.

Condor Pictures, Inc. 1536 Viewsite Terrace, Hollywood 46, Calif.; OLympia 2-7447. Milton Simon, president. (TV pilot films.)

Continental International Pictures

8-2791. Walter D. McFarland, executive producer. (16-mm. business, documentary and dramatic TV film producers.)

Conquest Productions Corp.

10 Rockfeller Plaza, New York 20, N. Y.;
JUdson 6-0785. Jackson Dube, president.
(Producers of film commercials.)

• Gettysburg, Western Horse Show, Wind and Canvass, Man with the Wooden Leg (call film). Show,

Cooper, Frank, Associates 17 East 54th St., New York, N. Y.; PL 1-0725; 9145 Sunset Blvd., Hollywood, Calif.;

CRestview 5-4128. Frank Cooper, Sy Fischer, 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.)

Coronet Instructional Films
65 E. South Water St., Chicago I, Ill.; DEarborn 2-7676. Branch: 488 Madison Ave., New York City. John Smart, president; A. L. Blinder, executive vice-president; Ellsworth C. Dent, director of distribution. (Produces and distributes filmed service.)

ries.)

• 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); Children's Hour (13); Children of The Americas (13); Story of America (13); Shaping of America (13).

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.
(Distribute filmed series, feature films).

• The Ruggles (91), Operation Tomorrow
(39), Holiday U.S.A. (26), Attention

TONY MARVIN

"ARTHUR GODFREY SHOWS"



Getters (26), Judge Roy Bean (39), The Mickey Rooney Show (33), Big Game Hunt (26), Buster Crabbe Show (26), Captain Z-Ro (26), 409 feature films, 192 western, 350 shorts.

Cosman Productions, Inc.

8533 Sunset Blvd., Los Angeles 46, Calif.; CRestview 6-4345. Lou Costello, president. (Produces filmed programs.)

Courneya, Jerry, Productions
633 No. Almond Drive, West Hollywood 46,
Calif.; CRestview 4-5621. 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.

Cox, William G., Film Enterprises 140 S. Orange Drive, Los Angeles 36, Calif.; WEbster 4-8590. William G. Cox, ownerproducer. (Produce 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, production manager. (Producers of commercials, filmed series.)

• The World Through Stamps (26); The World Around Us (26).

Creativision
1780 Broadway, New York 19, N. Y.; CIrcle
5-4830. Seymour Posner, dir. (Produces
live and animated commercials.)

Crest Television Productions 10361 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 1-1171. Everett N. Crosby,
president; Basil F. Grillo, executive
vice-president; John
president. (Produces 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.; PLaza 7-5130. Melvin M. Hirsh, president. (Distribute features, Westerns, packages.) 15 features; 9 sports shorts.

Culhane, Shamus, Productions, Inc. 207 E. 37th St., New York 16, N. Y.; MUrray Hill 2-8243. Shamus Culhane, president, director. (Produces commercials and industrial films.)

Cummings Productions
55 W 53rd Street, New York 19, N. Y.;
PLaza 7-6452. Ralph Waldo Cummings,
president; Clyde Sechler, musical director; A. J. Pocock, John C. Clark, account
supervisors. (Production of radio and TV
jingles; industrial shows, packaging film
commercials.)

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Audio Productions, Inc.

Film Center Building 630 Ninth Avenue, New York 36, N. Y.

DBA Consolidated Television Sales (see Bagnall, George, and Associates)

D.P.M. Productions, Inc. 62 W. 45th St., New York 36, N. Y.; MUrray Hill 2-0040. Maurice T. Groen, president; Ronald T. Groen, v.p. in charge of production. (Producer of industrial, sales film and commercials.)

Dagger Productions 5801 South Dorchester, Apt. 12-A, Chicago, Ill.; DOrchester 3-8895. Edwin James, owner. (Distributor of film series.) o Kiddy Kitchen (18).

Dart Film Distribution, Inc.
112 W. 48th St., New York 36, N. Y.;
JUdson 6-1144. Leland Haas, president;
Daniel H. Kalm, vice-president and sales
manager; Joseph Greene, secretary-treasurer. (Distributor of film series.)

· Comedy Capers (16); Popcorn Theatre (39).

Davis, Robert, Associates, Inc. 21 E. 63rd St., New York 21, N. Y.; TEmpleton 8-8410. Robert Davis, owner. (Producers of film commercials.)

Dawson, Ronald, Associates 545 Fifth Ave., New York 17, N. Y.; MUrray Hill 7-6865. Ronald Dawson, owner. (Live and filmed programs.)

Day, Gordon M., Productions
 108 E. 30th St., New York 16, N. Y.; ORegon
 9-3595. Gordon M. Day, writer-producer;
 Carol Bulkley, casting-direction. (Write-produce commercials and jingles.)

Dayton Productions, Inc.

141 El Camino Drive, Beverly Hills, Calif.;
CRestview 4-6253. William A. Cruikshank,
president; principal owners: Dick Powell,
David Niven, Charles Boyer, William A.

Cruikshank. (Producer of filmed television series.)

• Richard Diamond, Private Detective (network series): Alcoa-Goodyear Theatre (tentative title); (Network series); The Adventures of Mike Scott (on request); The Stubby Kaye Show (on request); Indian Scout (on request).

Pemby Productions, Inc.
Hotel Plaza, 1 W. 58th St., New York 19,
N. Y.; PLaza 9-2495. Emanuel Demby,
president; Betty Jeffries, vice-pres.
Produce television and motion picture features.)

• Hollywood to Broadway (13); What's Playing (live); Carnival (live); The Shadow (39).

Denove, Jack, Productions, Inc. 6611 Santa Monica Blvd., Hollywood 38, 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 &

epartment of the Army, Radio & TV Branch
Public Information Division, Office, Chief of Information, Department of the Army, Washington 25, D. C. Liberty 5-6700, x-76920. Major Robert Cranston, Chief; Major William Ellington, Captain James Bowns, 2d Lt Harlan F. Peterson, M/Sgt. Stuart Queen. BRANCH OFFICES: New York—110 E. 45th Street; Los Angeles—6087 Sunset Boulevard. (Producers and Distributors of THE BIG PICTURE TV film series.) film series.) 200 films; 35 new programs each season. NY contact: Lt Colonel John O'Grady, NY Branch Office, MUrray Hill 4 5130, x-434.

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782 Commonwealth Ave., Boston 15, Mass.;
BEacon 2-5722. Joseph Dephoure, pres.
treas.; Milton Levy, vice pres. (Film producers, commercials, animation, etc.)

Depicto Films Corp. Inc. 254 West 54th St., New York 19, N. Y.; COlumbus 5-7620. John Hans, president; J. R. von Mann, executive vice-president; Charles S. Hans, vice-president: Carl V. Ragsdale, production manager. (Producers of filmed commercials.)

Derel Producing Associates
68 William Street, New York 5, N. Y.;
BOwling Green 9-1550. Jerry Feldman,
president; Gene Feldman, executive producer. (Packagers & producers of filmed shows.)

• Exclusive!

Desilu Productions, Inc.

846 N. Cahuenga Blvd., Hollywood 38, Calif.;
HOllywood 9-5981. Desi Arnaz. president;
Lucille Ball, Martin Leeds, Argyle Nelson, vice-presidents; Ken Morgan, public relations director. (Produce & distribute film series, commercials.)

of I Love Lucy (network series); December Bride (network series); Willy (39); Those Whiting Girls (36); Sherin of Cochise (39); Whirlybirds (39); Walter Winchell File (network series).

Disney, Walt, Productions
2400 West Alameda Ave., Burbank, Calif.;
VIctoria 9-3411; 477 Madison Ave., New
York, N. Y.; PLaza 9-3880. Walter E. Disney, chairman of the board; Roy O. Disney, president; Gunther R. Lessing, vicepresident, 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. Olin, assistant secretary; Franklin Waldheim, assistant secretary and eastern counsel; Paul L. Pease, treasurer; Lawrence E. Tryon, Orbin V. Melton, assistant treas. (Produces 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 Productions

25 S. Racine, Chicago 8, Ill.; HAymarket 1-0409. D. P. Raymond, vice-president; Sherwin Becker, production manager. (Producers of film commercials.)

Douglas, Jack, Productions
Centaur Studios, 7657 Melrose Ave., Hollywood, Calif.; Hollywood 4-7574. Jack
Douglas, producer, director. (Produces
and distributes filmed series.)

I Search for Adventure (26).

Dryer, Sherman H., Productions 667 Madison Ave.. New York 22. N. Y.; TEm-pleton 8-5690. Sherman H. Dryer, presi-dent. (Produce programs.)

Dube, Harry S. 10 Rockefeller Plaza, New York 20, N. Y.; COlumbus 5-7035. Harry S. Dube, owner. (Live and film shows, commercials.)

Oubois, Jean M. F., Motion Pictures (The Jean Dubois Co.), 2214 Dahlia St., Denver 7, Colo.; EAst 8122 and MAin 5401. Branch office: 927 21 St., Denver 2, Colo.; MAin 5408. Jean M. F. Dubois, owner, general manager; Lyle Ligget, editor. (Produce reels, shorts, and features.)

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Dudley TV Corporation
9908 Santa Monica, Beverly Hills, Calif.;
CRestview 1-7258. Carl Dudley, president.
Don McNamara, executive vice-president.
(Produce commercials.)

Cal, Studios 159 E. Chicago Ave., Chicago 11, III.; WHite-hall 3-2424. Cal Dunn, president. (Pro-duces commercials.)

Dynamic Films, Inc.
 112 W. 89th St., New York 24, N. Y.; TRafalgar 3-6221. Nathan Zucker, president; Lee R. Bobker, vice-pres. (Producers of television series, television commercials.)

East Coast Television, Inc.
157 E. 69th Street, New York, N. Y. RE
7-9200. John Gilmour, president: W. Huston, E. R. Baker, executive vice-pres.;
Ben Kranz, treasurer and prod. manager.
(TV commercials.)

(TV commercials.)

Economee Television Programs
(Affiliate of Ziw Television Programs, Inc.)

501 Madison Avenue, New York 22, N. Y.
PLaza 3-6664. Pierre Weis, general
manager; Stanley C. Florsheim, sales
manager: Obistributor of film series.)

• Boston Blackie (58); The Living Book
(13); Sports Album (104); Story Theatre
(26); Times Square Playhouse (39); The
Unexpected (39); Yesterday's Newsreel
(137); Your TV Theatre (120); Corliss
Archer (39); Mr. District Attorney (78);
Eddie Cantor Comedy Theatre (39);
Favorite Story (78); I Led 3 Lives (117).

Editorial Films, Imc.

10 East 40th Street, New York 16, N. Y.;
MUrray Hill 6-3373. Babette J. Doniger,
president. (Produces and distributes
public service films free to TV stations
and Educational institutions).

Educational Films Corporation
1501 Broadway, New York 36, N. Y.; PEnnsylvania 6-1780. Earle W. Hammons, president; V. H. Hammons, vice-president; Leonard Loewinthan, secretary; Everett Rosenthal, treasurer. (Produce live and film shows.)

Edwards, Ralph, Productions 1655 No. Cherokee, Hollywood 28, Calif.; HOllywood 5-3769, Ralph Edwards, owner. (Produces live package shows.)

• Truth or Consequences; This Is Your Life; Place The Face; Funny Boners (live).

Eisenbach's, Jack A., Independent Producers Film Library

6926 Melrose Ave., Hollywood 38, Calif.; WEbster 1-0390. Jack Eisenbach, presi-dent; J. Sandler, vice-president; A. Sand-ler, secretary-treasurer. (Distribute feature films; library of stock shots.)

Eisenbach, Jack, Productions
6926 Melrose Ave., Hollywood 38, Calif.;
WEbster 3-0700. Jack A. Eisenbach, president; J. Sandler, vice-president; A. Sandler, secretary-treasurer. (Produce feature films, animated commercials, filmed pro-

• Boyhood of Moses, Pixie's Picture Poems (26); Lord's Prayer, Natex Jake (78).

Elan-Porter Productions, Inc. 19 West 45th St., New York, N. Y.; JUdson 2-1992. Raphael Elan, president. (Produc-ers of live and filmed shows.)

Elgar. 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 6-5882. 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.; CO-lumbus 5-8649. Martin Ross, president. (Distributes feature films.)

26 feature films.

Empire Films, Inc. 580 Fifth Ave. New York 36, N. Y.; PLaza 7-3770. A. Joseph Handel, president. (Dis-tributor of 18 feature films.)

Empire Production Corp.

480 Lexington Ave., New York, N. Y.; PLaza 9-4500. Arthur Lubo, president; Fred De Jaager, vice-president; Helen D. Kelleher, secretary-treasurer. (Producers of live and filmed commercials, packages.)

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.)

• Charles Goren on Bridge (series); Roger Hornsby Baseball School (series).

Endorsements, Inc. (TV)
65 East 55 St., New York 22, N. Y.; PLaza
1-0320. Jules Alberti, president; Kent
Johnson, vice-pres., Chg. Administration;
Tyler Davis, V.P. Chg. Agency Relations;
Robert Brilmayer, V.P. Chg. TV-Films;

Dr. Harold S. Wadro, vice-president; Arthur Steinthal, vice-president; Charles F. Rivers, V.P. Chg. Western Division (9172 Sunset Blvd., Hollywood 46); Carol Batchelder, Sec.-Treas. (Produce live and film commercials).

Entertainment Productions, Inc.
575 Madison Ave., New York 22, N. Y.;
PLaza 9-3700. Harry Fleischman, president; Steven R. Carlin, executive producer; J. Kyle Faber, Jr., treas.
Produce and package live programs).

• \$64,000 Challenge (live); Giant Step (live) Quizkids (live); Conversation (Radio-tape.)

Era Productions, Inc. 5545 Sunset Blyd., Hollywood 28, Calif.; HOllywood 2-2251. Brice Mack, president; Milt Schaffer, treasurer. (Produce live and animated commercials.)

Explorers Pictures Corp.
1501 Broadway, New York 36, N. Y. LOng-acre 4-5592. Jules B. Weill, president. (Pro-ducer 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.)

Fairhanks, Jerry, Productions
1330 No. Vine St., Hollywood 28, Calif.;
HOllywood 2-1101. Jerry Fairbanks, president and executive producer; John Mc-Kennon, 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).

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Fairbanks, "Tiny", Enterprises, Inc. 250 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.; CHickering 4-5797. 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 (13); Horatio Alger Series (3); People in the News (live); Men Working (13).

Family Films, Inc.
5823 Santa Monica Blvd., Hollywood 38,
Calif.; Hollywood 2-2243. Sam Hersh,
president; Charles Wayne, S. Roy Luby,
Pierre Couderc, vice-presidents. (Production and distribution of inspirational films.)

• This Is The Life (feature film).

Family Theater, Inc.
7201 Sunset Blvd., Hollywood 46, Calif.;
HOllywood 2-1317, Rev. Patrick Peyton,
C.S.C., producer; Rev. Albert J. Heinzer,
C.S.C., associate producer; Motion Picture
Division, James J. Ambrose, manager,
6327 Santa Monica Blvd., Hollywood, Cal.
(Produce and distribute religious, biblical
films, gratis.)

· 9 religious feature films.

Famous Artists Associates, Inc.
9441 Wilshire Blvd., Beverly Hills, Calif.;
CRestview 4-7433. Chas. K. Feldman,
chmn. of board; Sam Jaffe, president;
Marc Newman, 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); Date with the Angels. (network series.)

Federal Telefilms, Inc.

1041 N. Formosa Ave., Hollywood 46, Calif.:
HOllywood 7-5111; branch office in New
York. William Collier, president; Harry
Joe Brown, vice-president. (Producer of
filmed programs.)

• 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.)

Ferrin, Frank, Productions 6528 Sunset Blvd., Hollywood 28, Calif.; HOllywood 9-3628. (Produce TV films.)

Film-Aide 509 Harrison St., Amarillo, Tex.; DRake 33-777. George W. Tiffany, owner. (Producers of film commercials.)

Film Arts Productions, Inc. 1700 So. 19th St., Milwaukee 4, Wisc.; MItchell 5-0523. Harlan P. Croy, president. (Produce commercials and industrial motion pictures.)

Film Associates, Inc.
4600 S. Dixie Ave., Dayton 9, Ohio; WAlnut 2164. E. Raymond Arn, president;
Mildred G. Arn, vice-president; Edward
R. Lang, general manager, (Produce film
commercials, live spots, animation, package programs.)

Motion Pictures for Television and Industry

JAMES LOVE PRODUCTIONS, INC.

115 West 45th Street New York 36, N. Y. JUdson 2-4633

Film Classic Exchange 8163 Santa Monica Blvd., Hollywood 46, Calif.; OLdfield 4-2222. (Produce, distrib-ute filmed series, features.)

• Charlie Weaver and his Mt. Idy Friends (13); The Living Past (7); 104 cartoons; 56 features; 35 westerns.

Film Creations, Inc. 16 E. 40 St., New York 16, N. Y.; MUrray Hill 9-4565. Joseph Barnett, president; Edward R. Carroll, treasurer. (Produce commercials.)

Film House, Inc.
135 W. 52nd St., New York 19, N. Y.; COlumbus 5-5020. Fred J. Schaefer, president; Alvin E. Heutchy, vice-president. (Produces and distributes commercials, documentary and medical)

Film Images, Inc. 1860 Broadway, New York 23, N. Y.; CIrcle 7-1877. Rosalind Kossoff, president. (Dis-tributes filmed shorts.)

Film Studios of Chicago, III.

135 So. LaSalle St., Chicago 3, III.; CE 6-8417. George L. Reasor, owner; H. A. Spanuth. general manager, director. (Distribute sports, religious and feature films.) 100 features,

Film Vision Corp.
1501 Broadway, New York 36, N. Y.; LOngacre 3-6187, Jerome Balsam, executive.
(Feature film distributor.)

95 features: 63 westerns.

Filmack Studios
1327 S. Wabash Ave., Chicago 5, Ill.; HArrison 7-3395, 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 pro-

duction (N. Y.); Bernie Mack, v.p. in charge of sales (Chicago); Joseph Mack, treasurer; Vi Dane, promotion manager; Pat Cascio, TV production. (Produce filmed commercials, industrial films, slides films, etc.)

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.)

• Gunsmoke (104); Have Gun, Will Travel (39); Playhouse 90 (3).

Filmcraft Productions
8451 Melrose Ave., Los Angeles 46, Calif.;
OLive 3-2430, R. Lindenbaum, president.
(Produces films and commercials.) You Bet Your Life.

Films for Television of Hollywood, Inc. 1041 No. Formosa Ave., Hollywood 46, Calif.; HOllywood 7-5111. Jack H. Skirball, presi-dent; Mildred Risk, secretary.

Films of the Nations, Inc. 62 W. 45 St., New York 36, N. Y.; MUrray Hill 2-0040. Henry M. Moolman president; Birger Nordholm, vice-president. (Producers and distributors of filmed programs.)

Filmvideo
333 W. 52nd Street, New York 19, N. Y.;
CIrcle 6-4821. Maurice H. Zouary, president. (Distributors of features, commercials, educational films.)

Filmways, Inc.
241 W. 54th St., New York 19, N. Y.; PLaza
7-1800. Edwin T. Kasper, president;
Martin Ranshoff, executive vice-president; L. Dowling, secretary-treasurer;
Mickey Dubin, TV sales director.

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Fiore Films
128 Mallory Ave., Jersey City 4, N. J.; HEnderson 2-4474-5. Albert A. Fiore, TV & film director. (Produce filmed programs, commercials.)

Fishbein, Frieda
353 West 57th St., New York 19, N. Y.; CIrcle
7-1398; Frieda Fishbein, owner. (Live and
film programs.)

Five Star Productions, Inc. 6530 Sunset Blvd., Hollywood 28, Calif.; HOllywood 3-4807. Chet Glassley, president & executive producer. (Produce filmed commercials)

Flagg Films, Inc.
155 Fell St., San Francisco 2, Calif.;
HEmlock 1-3050. Don Flagg, president;
Hans Broecker, director; Jody Shupe,
production coordinator. (Producers of
film commercials.)

Flamingo Films, Inc.
509 Madison Ave., New York 22, N. Y.; MUrray Hill 8-4800; Branches: 1741 Ivar St., Höllywood, Calif.; 9842 Lemmon Ave., Dallas, Tex.; 646 No. Michigan Ave., Chicago, Ill.; 5245 Centre Ave., Pittsburgh, P£. Joseph Harris, president; David L. Wolper, executive vice-president; Robert Pæ, vice president in charge of international sales; James Harris, secretarytreasurer. (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 O.S.S. (39).

Flash Television Films, Inc.
72 East Ave., Rochester 4, N. Y.; BAker
1466. Elmer Foote, president; Thelma
Prinzivalli, treasurer; Jean Schantz, vicepresident (Distributor of filmed programs.)

Fleetwood Films, Inc.
10 Fiske Place, Mount Vernon, N. Y.; MOunt Vernon 4-5051. Myron Bresnick, president; Sally Fagin, vice-president; Renee Bresnick, secretary; Leonard Fagin, treasurer. (Produces filmed programs.)

• Captain Quest (13).

Flicka 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.
6920 Sunset Blvd., Hollywood 28, Calif.;
HOllywood 9-1425. Armand Schaefer,
president; Mitchell J. Hamilburg, vicepresident and treasurer. (Producers of
filmed series and commercials).

• Gene Autry (91); Range Rider (78); Annie Oakley (81); Death Valley Days (36); Cavalcades of America (6); Buffalo Bill Jr. (42); Adventures of Champion (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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Foreign Service Film Corp.
6677 Sunset Blvd., Hollywood 28, Calif. HO
5-5963. J. Carner-Ribalta, president; Eugene B. Gould, sec.-treas. (Foreign distributor for independent American features)

Formont Film Corporation
129 East 61st St. New York 21, N. Y.;
TEmpleton 8-5040. Art Ford, president;
Charles Joseph, studio supervisor; Michael
Schwartzwald, coordinator of production;
Nancy Clough, office manager. (Producers
of filmed series, features.)

• I Cover Crime (13); Juvenile Delinquent (13); 1 feature film.

Fortune Features, Inc. 1501 Broadway, New York 36, N. Y.; LOng-acre 4-5592. Jules Weill, president. (Dis-tribute feature films.)

70 feature films.

Fortune Merchandising Corp. (Productions Division)

ivision)
61 Hollywood Blvd., Hollywood 28,
Calif.; HOllywood 9-2258. Leonard Shane,
president; Maxim Konecky, executive
vice-president. (Producers of filmed com-6061

Fotovox, Inc. 1447 Union Ave., Memphis 4, Tenn.; BRoadway 5-3192. Elston Leonard, pres-ident; Frank Berfield, production manag-er. (Producers of film commercials.)

Foundation Films Corp.
Citizens Bank Bldg., Pasadena 1, Calif.;
SYcamore 6-2649, RYan 1-8121. Richard D. Pearsall, president. (Distribute religious

· 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; principal owners: Dick Powell,
David Niven, Charles Boyer, William
A. Cruikshank. (Producer of filmed television series, commercial and industrial
motion pictures.)

• Dick Powell's Zane Grey Theatre (network series); Trackdown (network series); Hey, Jeannie! (network series). Battle Flag (on request.)

Fox, Geo., Corporation, The 1508 Crossroads of the World, Hollywood 28, Calif.; HOllywood 4-2242. Geo. S. Fox, president; Donald L. Rothenberg, secre-tary 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; Mervyn
Framer, publicity and exploration; 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, pro-ducer-director. (Produce film series, commercials).

Hawaiian Paradise (13); Hula Follies (26); Buffalo Bill, Jr.

Fremantle Overseas Radio & Television, Inc. 366 Madison Ave., New York 17, N. Y.; MUrray Hill 7-4344. Branch offices: Toronto, Mexico, D. F. and London; representatives in Rome, Tokyo, Sydney, Jo-

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hannesburg. Paul Talbot, president; Lee Volker, secretary-treasurer. (International distributors of cartoons, features films, shorts for such firms as Encyclopaedia Britannica, National Film Board of Canada (in S. A.), H. C. Western Hemisphere Trading Corp., Sterling Television, Atlantic TV Films, etc.)

Funt, Allen A., Productions

100 Central Park South, New York 18, N. Y.:
JUdson 6-5227. Allen A. Funt, president;
AI 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 85 filmed series.)

Gainsborough Associates, Inc. 2090 Seventh Ave., New York 27, N. Y. ORe-gon 9-2720. Mitchell Jablons, president; Josephine Savoca, vice-president. (Live and filmed shows, commercials.)

Gallagher Films, Inc. 137 N. Oakland Ave., Green Bay, Wisc.; HEmlock 7-1307. James C. Gallagher, president. (Produces commercials.)

Cousin Fuzzy & His Cousins.

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. eneral Artists Corp.
640 Fifth Ave., New York, N. Y.; CIrcle
7-7550. Thomas G. Rockwell, chairman
of the board; Lawrence W. Kanaga,
president; Arthur C. Weems, Milton
W. Krasny, vice-presidents.
(Live and film TV shows, commercials.)

General Pictures Productions, Inc. 1702 Keo Way, Des Moines 14, Ia.; ATlantic 8-2113. William H. Schultz, vice-president of production. (Producers of film com-mercials.)

General Television Enterprises, Inc. 6331 Hollywood Bivd., Hollywood 28, Calif.; HOllywood 5-4146. Gordon W. Levoy, pres-ident. (Producer, distributor of filmed series.)

• Strange Adventure (52).

Geographic Film Corp. 5440 Hollywood Blvd., Hollywood 28, Calif.; HOllywood 2-2670. A. Harry Keatan, president. (Film producer.)

Gerald Productions, Inc.
421 W. 54th St., New York 19, N. Y.; PLaza
7-2125. Gerald Auerbach, president. Producers of motion pictures for television,
theatre and industry.)

Gertz, Mitchell, Agency, Inc.
338 No. Roueo Drive, deverly Hills, Calif.;
CRestview 4-5491. Mitchell Gertz, president. (Packager of live and filmed TV shows. Represent Prods., dirs., actors.)

Nothing New Under The Sun (13).



Ed & Pegeen Fitzgerald

Gibbs, John E., & Co., Inc. 1270 Avennue of the Americas, New York 20, N. Y.; PLaza 7-5959, John Gibbs, presi-dent; Francis Head director of writers department. (Producers of programs.)

Glenar Studios
6618 Sunset Blvd., Hollywood 28, Calif.;
HOllywood 4-0406. Sid Glenar, owner. (Produces films, commercials.)

Global Telefilms, Inc.
15 E. 48th St., New York 17, N. Y.; PLaza 8-1024. 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
6-7198. Joseph Green, president; Michael
Hyams, vice-president. (Distributor of
foreign films.)

Globe International Releasing Corp. 1445 N. Las Palmas Ave., Hollywood 28, Calif.; HOllywood 2-2328. Sam Nathanson, president; Ray E. Pierson, vice-president. (Distributes films for TV.)

Globe TV Corporation
425 South Beverly Drive, Beverly Hills,
Calif.; CRestview 5-0816. Edward Shrain president; Samuel Markovitch, vicepresident-treasurer. (Distributors of feature films.) 43 British features.

Gold, Mel, Productions, Inc.
1639 Broadway, New York 19, N. Y. JUdson
6-5444. Melvin L. Gold, president; Martin
Rich, prodn. supervisor. (Producer and Rich, prodn. supervisor. (Producer and packager of live and film programs, commercials.)

Golden Associates, Inc. 33 W. 60 St., New York, N. Y.; JUdson

2-3300. Jack Goldberg, president. (Produce and distribute live and filmed programs.) Golden Key Productions, Inc. 1921 Hillhurst Ave., Hollywood 27, Calif.; NOrmandy 3-9421. Dr. Gene Spiller, presi-dent; Charles S. Davis, vice-president. (Produces filmed programs.)

Golden Snowball Division, Victor Kayfetz Productions, Inc. 1780 Broadway, New York 19, N. Y. CIrcle 5-4830; Sylvia Gerson, customer serv-ice. (Free films to TV stations: boating, industry, travel.)

Goldstone, Nat C., Productions, Inc. 404 N. Roxbury Dr., Beverly Hills, Calif.: CRestview 6-1071. Nat Goldstone, chief officer. (Producers of filmed programs.)

Gomalco, Inc. omaico, Inc.
404 North Roxbury Drive, Beverly Hills,
Calif. CRestview 5-6131. David P. O'Malley, president; George Gobel, vice-president. (Producers of live programs, TV
film series and motion pictures.)

• George Gobel Show (live).

Goodman, Harry S. Productions

19 E. 53rd St., New York 22, N. Y.; PLaza 5-6131. Harry S. Goodman, general manager; Everett F. Goodman, sales manager; Bill Baron, office manager; Frank Gereche, traffic manager. Branches in Toronto, Canada; London, England; Sydney, Australia. (Produce and distribute live and filmed series, commercials.)

• A Word From the Stars (13); Jump Jump of Holiday House (65); Streamlined Fairy Tales (13); TV Telephone Game (live); Dilemma (13); Cyclone Malone (65); Bert and Elmer (13).

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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 1-0600; Goodson-Todman Enterprises, Ltd. 449 S. Beverly Drive, Beverly Hills, Calif.; CRestview 4-7357. William S. Todman, Mark Goodson, partners; Gil Fates, executive producer; Frank Heller, execdir., Bud Austin, dir. of sales; Howard F. Todman, dir. of business affairs; Harris Kattleman, director of West Coast office. (Producers of live programs.)

What's My Line, Two For The Money, I've Got A Secret, The Price Is Right, Beat The Clock (all live); The Web (film), Landmark (film).

Governor TV Attractions, Inc. 151 W. 46 St., New York 36, N. Y; JUdson 6-3675. Arthur Kerman, president. (Dis-tributors of feature films, shorts, cartoons,

packages.) • 72 features; 236 shorts.

Gray, O'Reilly Studios 480 Lexington Ave., New York 17, N. Y.; PLaza 5-2060, John F. O'Reilly, James E. Gray, owners. (Produces film commer-Gray, cials.)

Green, Lewis G., Productions
520 N. Michigan Ave., Chicago 11, Ill.;
WHitehall 4-7440. Lewis G. Green, general
manager. Commercials, spots, animation, manager. Commercials, spots, anima 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. 2203 Spruce St., Philadelphia 2, Pa.; LOcust 8-2945. Alfred Fingerman, TV coordinator. (Live and film programs and commercials.)

Greshler, Abner, Productions, Inc. 8701 Wilshire Blvd., Beverly Hills, Calif. Abner Greshler, president. (Produce and distribute filmed programs.)

12 feature films.

ross, Gerry-Madison Productions, Inc. 60 E. 56 St., New York, N. Y.; PLaza 1-4646. Gerry Gross, president; Norman Baer, vice-president-treasurer. (Producers of live packages, filmed shows.) • Junior Champions (live); Maggi Mc-

Nellis Show (live).

Gross-Krasne, Inc. \$50 No. Bronson Ave., Los Angeles 4, Calif.; HOllywood 9-8321. Jack J. Gross, presi-dent; Philip N. Krasne, vice-president; (Produce filmed series.)

• Lone Wolf (39); Big Town (series); Mayor of the Town (39) (co-producer); O. Henry TV Playhouse, features.

Guedel, John, Productions
8321 Beverly Blvd., Los Angeles 48, Calif.
WEbster 6-6291. Jonn 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).



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28, Calif. Branches in Kansas City, Chicago, Cleveland, Detroit, Columbia, S. C.,
Boston and Dallas. Reub Kaufman, president; Aaron Katz, Lou Shainmark, vicepresidents. (Producers & distributors of
packaged shows, filmed series & feature
films) films.)

• 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 ZaBach Show (39); Life With Elizabeth (65); Frankie Lane Show (26); I Spy (39); Looney Tunes (191); 600 features. features.

Guided Tour Prod.

116 Essex St., Hackensack, New Jersey;
HUbbard 9-4513. Chester Redfern, president; Michael Bennett,
(Produce and distribute
educational free films.)

Hack, Herman, Productions and Scripture

2441 No. Beachwood Drive, Hollywood 28, Calif.; HOllywood 7-0557. Herman Hack, manager. (Produces filmed religious and youth programs.)

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: Merikav Howard vicepresident, (Live and filmed packages.)

Handel Film Corporation
6926 Melrose Ave., Hollywood 38, Calif.;
WEbster 6-5924. Leo A. Handel, president;
John Mansure, vice-president; Monroe
Manning, secretary; Sam Zagon, legal advisor. (Produces filmed series.)

 Magic of the Atom (26); 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; 550 5th Ave., New York,
N. Y.; PLaza 7-3638, Ralph G. Tuchman,
general manager; Fran Harris, creative
director. (Producers of commercials.)

Harriscope, Inc.
355 North Beverly Drive, Beverly Hills, Calif.; CRestview 6-4632. Burt I. Harris, president; Irving B. Harris, Don P. Nathanson, vice-presidents. (Production distribution of filmed programs.)

Main Event Wrestling (65); Beyond The Yukon (13); Christie Comedies (104); All Girl Wrestling (26); Blackstone, The Magician (39); Vaudeville-Musicals (160); So This Is Hollywood.

10 mg

Hartley Productions, Inc. 339 East 48th St., New York 17, N. Y.; ELdor-

laime del Valle

PRODUCER-DIRECTOR



"THE LINEUP"

ado 5-7762. Irving Hartley, president; Elda Hartley, vice-president. (Produce and Hartley, vice-president. (Produce a distribute filmed series, commercials.)

Workshop: Inside Marion Palmer Decoration.

Hawley-Lord, Inc. 205 E. 43rd Street. New York 17, N. Y.: OX-ford 7-2520. Andre Lord, president; Lewis D. Abbott, executive vice-president, treas-urer. (Produce shorts.)

Hayes, Sam, Productions
6000 Sunset Blvd., Hollywood, 28, Calif.;
HOllywood 3-1515. Sam Hayes, president
and general manager; Hazel Thornton,
secretary. (Filmed news and sport commentaries.)

Helso Pictures Corp. 244 West 49th St. New York 36, N. Y.; CIrcle 6-6150. Joe Rice, president. (Distributors of feature films.)

17 features.

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, (Produces live programs.)

Make Up Your Mind (live).

Hirsch, Sidney
225 Potter Road, West Palm Beach, Fla.;
Tel.: 2-7737. Sidney Hirsch, owner. (Distributes feature films, westerns, serials, cartoons, comedies.)

Hoffberg Productions, Inc. 362 W. 44th St., New York 36, N. Y.; CIrcle 6-9031, Jack H. Hoffberg, president. (Pro-

ducers and distributors of filmed series, feature films, shorts.)

Opera Highlights and Ballets (13); 57 features; 150 shorts.

Hollywood Film Commercials
932 No. La Brea Ave., Hollywood 38, Calif.;
OLdfield 4-7100. David Commons, president; Jay Eiseman, executive vice-president. (Producers of filmed live action, animation and special effect commercials and industrial films.)

Hollywood Film Enterprises, Inc. 6060 Sunset Blvd., Hollywood 28, Calif.; HOllywood 4-2181, Mickey Kaplan, president; Robert Warde, vice-president; Thomas H. Emmett, secretary-treasurer. (Distributors of focture Slove Septs.) tributors of feature films, shorts.)

28 educational films; 15 religious films.

Hollywood Television Service, Inc.
4020 Carpenter Ave., No. Hollywood, Calif.;
POplar 3-8807; 1740 Broadway, New York
19, N. Y.; JUdson 6-1700, Branches in 27
cities. (Subsidiary of Republic Pictures
Corp.). Earl R. Collins, president, general
sales manager; Richard G. Yates, vicepresident. (Distributors of feature films,
filmed series, serials, packages, commercials.) cials.)

Adventures Of Fu Manchu (13);
 Stryker Of Scotland Yard (13);
 Frontier Doctor (39);
 Stories Of The Century (39).

Howard Radio-TV Productions (See Academy Film Productions, Inc.).

Hoyt, Harry O., Productions 2543 Kelton Ave., Los Angeles 64, Calif.; BRighton 0-4757, Harry O. Hoyt, presi-dent, manager; Frank Ragsdale, sales



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WOR-TV

"Tonight"

NBC-TV

"Bandstand"

WRCA

manager; Eric Neilson, production mana ger. (Produce films, commercials, TV features and commercial spots.)

Hu Chain Associates

40 E. 40th St., New York 16, N. Y.; MUrray Hill 5-7220. Hubert Chain, owner. (Pro-duce filmed programs.)

Hudiburg, Lucille, Productions
 131 E. 51 St., New York 22, N. Y.; PLaza 9-3758. Lucille Hudiburg, producer. (Packagers; film producers on assignment.)

Hullinger-Casselberry Productions, Inc. Evening Star Television Center

Evening Star Television Center

4461 Connecticut Ave., North West, Washington 8, D. C.; EMerson 3-2536, KEllog
7-1100. Edwin Ware Hullinger, president and executive producer; Edward O. (Ted)
Berkan, 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; Dorothy T. Stone, N. Y. Rep. (Film producer, package programs, commercials.) commercials.)

Hurrell Productions, Inc.
333 North Rodeo Drive, Beverly Hills, Calif.;
CRestwood 1-8593. George E. Hurrell,
president. (Produce and distribute package shows and commercials.)

Hyams T. V. Films, Inc.
200 W. 57th St., New York 19, N. Y.; JUdson
6-7198-9. Michael Hyams, president. (Distributes feature films.)

• 150 feature films.

Hygo Television Films, Inc. 1501 Broadway, New York 36, N. Y. LOng-acre 4-8234. Jerome S. Hyams, president;

Robert Seidelman, general sales manager. Branches: Detroit—Fox Theatre Building; WOodward 1-3979; Stanley Dudelson, manager. Hollywood—9100 Sunset Boulevard; CRestview 4-6955; Richard Buch, manager. Distribute feature films, westerns, serials, cartoons and shorts. Associated with Unity Television Corporation.

• Wild Bill Elliot (16).

IMPS, Inc.
515 Madison Ave., New York 22, N. Y.; ELdorado 5-6620. Ben Gradus, president.
(Produce feature films, commercials.)

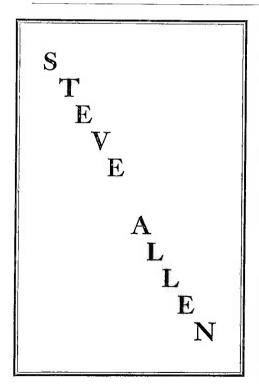
 IWF, Inc. (Imperial World Films)
 12 East Delaware Place, Chicago 11, Illinois;
 MIchigan 2-6200. S. H. Davis, president;
 R. W. Davis, chairman of the board; Gene Lukas, general sales manager.

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, Ill.; FInancial 6-5480, 5481. Branches in 25 cities.
Paul R. Foght, president; George E. Dean, vice-president & secretary. (Distributors of shorts.)

281 shorts.
 Imppro Productions, Inc.
 American National Studios, 7324 Santa Monica Blyd., Los Angeles, Calif.; OLdfield 4-2800. Herbert L. Strock, president; Richard G. Taylor, vice-president. (Feature films, commercials, shorts.)

Independent Producers Film Exchanges, Inc. 6926 Melrose Ave., Hollywood 38, Calif.;





WEbster 3-0700; Studio: 6235 Santa Monica Blvd., Hollywood, Calif.; HOllywood 4-2719. J. Sandler, president; Jack A. Eisenbach, producer.

Chummy's Animal Theatre (20); Pixie's Picture Poems (26).

Information Productions, Inc.
5 East 57th St. New York 22. N. Y.; PLaza
1-1710. Thomas H. Wolf, president; Alfred
Butterfield, director; Lee Hazen, secretary-treasurer. (Producer of filmed shows, commercials.)

Wonders of The Sea (13); Air Power (26); 1 feature film.

1025 Connecticut Ave., N.W., Washington 6, D. C.; REpublic 7-8040; STerling 3-6545. Edmund M. Sciullo, president; John del Re, managing director. (Producer and distributor for filmed programs.)

Inter-Continental Television Corp. 200 West 57th St., New York, N. Y.; JUdson 6-1890. Edward Gruskin, chairman; Mar-tin H. Poll, president. (Producers of filmed programs.)

International Film Associates Corporation-TV 550 Fifth Ave., New York, N. Y.; PLaza 7-6454. B. B. Kreisler, president; I. Hartley, charge production. (Producers of filmed series, features, shorts, commercials.)

• Against The Ropes (13); Friendly Neighbors (13); Famous Painters (13); 5 features.

International Film Bureau, Inc. 57 E. Jackson, Chicago 4, Ill.; WAbash 2-1648. Wesley Greene, president; S. J.

Sperberg, business manager. (Distributes film series.)

How Does Your Garden Grow (52).

International Film Foundation, Inc. 345 East 46th St., New York, N. Y.; OXford 7-1888. Julien H. B-yan executive direc-tor. (Produce and distribute documentary shorts.)

International Geographic Pictures
1776 Broadway, New York 19, N. Y.; CIrcle
6-4486. J. Allen Julier, executive president. (Produce educational films.)

International News Service 235 E 45 St., New York 17, N. Y.; MUrray Hill 7-8800. Branch offices in 29 cities. Kingsbury Smith, general manager; Rob-ert 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 sports features.

International 15mm, 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).

Interstate Television Corp.

445 Park Avenue, New York 22, N. Y.; MU
8-2545. Hollywood studio office: 4376 Sunset Drive, Hollywood 27, Californ.a; Normandy 2-9181; Branch offices: 1635 Central Parkway, Cincinnati, Ohio, PArkway
0179; 304 South Harwood Street, Dallas,
Texas, PRospect 1658; 130 West 18th St.,

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MAX LIEBMAN **PRODUCTIONS**

Kansas City, Missouri, HArrison 1-2305; 2310 Cass Avenue, Detroit 1, Michigan, WOodward 1-2992. G. Ralph Branton, president; Lloyd Lind, vice-president and national sales manager. (Produce and dis-tribute features, dramatic programs, west-erns, musicals, shorts.)

 Hans Christian Anderson Tales (26); • Hans Christian Anderson Tales (26); Adventure Album (26); Adventures of Blinkey (26); Counterpoint (26); Ethel Barrymore (13); I Married Joan (98); Lit-tle Rascals (93); Popular Science (78); Public Defender (69); Royal Playhouse (52); Where Were You (26); 56 features; 83 westerns.

& M Productions, Inc. 366 N. Camden Drive, Beverly Hills, Calif.; Jack Benny, chairman of board; Irving A. Fein, president. (Produce live and film programs.)

 The Jack Benny Show (network series);
 The Gisele MacKenzie Show (network series.)

Jam Handy Organization, The
2821 E. Grand Blvd., Detroit 11, Mich.;
Trinity 5-2450, Branch offices: 1775 Broadway. New York 19, N. Y., JUdson 2-4060;
230 N. Michigan Ave., Chicago I, Ill.,
STate 2-6757; Dayton 2, Ohio, Enterprise
6289; 1402 Ridgewood Place, Hollywood
28, Calif., HOllywood 3-5809; Pittsburgh
22, Pa., ZEnith 0143. Jamison Handy,
president; George Finch, vice-president,
sales development. (Producers of commercials.)

Jamieson Film Company
3825 Bryan, Dallas 4, Tex.; TAylor 3-8158;
branch office: 936 W. Peachtree St., N.W.,
Atlanta 9, Ga.; TRinity 4-6625. Bruce
Jamieson, business manager; Hugh V.
Jamieson, Jr., production manager;
Jerry Dickinson, TV production manager;
Chester Gleason, branch manager. (Producers of film commercials.)

Jan Productions, Inc.
7136 Sunset Blvd., Hollywood 46, Calif.;
HOllywood 4-8136, Ann Farileigh, president, Jack Denove, vice-president, (Produce filmed programs, commercials.) • This Is Your Music (26).

Jewell Radio and Television Productions
540 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.)

• The Silver Eagle (13).

Joseph, Robert, Television Productions 4455 Carpenter Ave., N. Hollywood, Calif.; SUnset 1-1331. Robert Joseph, president; Deane Andrews, vice-president in charge of production; Alan Levinger, director of publicity. (Producers of films and shorts, live shows.)

KRK Productions, Inc.
501 Fifth Ave. New York 17, N. Y.; VAnderbilt 6-3889. Eleanore J. Kendrick, president; Robt. Breckenridge, secretary-treasurer; Natalie M. Kalmus & Rudy Martinelli, vice-presidents. (Producers of films.)

JACKSON BECK

* Announcer

★ Narrator★ Actor

Ju 2-8800



DON MORROW

ANNOUNCER - MC **ACTOR**

JU 2-8800

Kaie Deci Television Talent 1674 Broadway. New York 19. N. Y.; COlumbus 5-3623 & TUrnbull 7-0238. Kaie Deci, owner. (Specialists in non-Caucasian talent, packages, commercials.)

Karlen, Bernard E.
17 E. 48 St., New York 17, N. Y.; PLaza
9-3107. Bernard E. Karlen, executive producer; Roland N. Karlen, associate producer; (Produce film and live package
shows.)

Kay-BM Film Company
545 5th Avenue, New York 17, N. Y.; MUrray Hill 7-7746. Maurice D. Kesten,
manager. (Film exporter, importer, distributor, consultant.)

Kayfetz, Victor, Productions, Inc. 1780 Broadway, New York 19, N. Y.; CIrcle 5-4830. Victor Kayfetz, president, executive producer. (Producers of filmed series, and commercials.)

• Water World (13); Tomorrow's World

Keith, Allan, Productions
550 Fifth Ave. New York, N. Y.; PLaza
7-6454. Allan Keith, president. (Distributors of filmed programs.)

· Foodini the Great (40).

Keith Film Productions 2820 Harney St., Omaha, Nebraska; JAckson 3559-60. James C. Keith, TV production; E. L. Williams, production manager; Jay L. Spurgeon, sales manager. (Produces live-action and animated commercials.) Keitz and Herndon 4409 Belmont, Dallas, Tex.; TAylor 1-5168. L. F. Herndon, Jr., sales manager; R. K. Keitz, production manager. (Producers of film commercials.)

Kelsey-Fraser Productions
2105 Sherman Ave., Madison 1, Wis.; Cherry
4-1377. Fenton Kelsey, Jr., president;
Gene Rankin, vice-president; Richard
Huff, manager. (Produces and distributes
live and animated TV commercials.)

Kerkow, Herbert, Inc.
480 Lexington Ave., New York 17, N. Y.;
PLaza 1-1833. Herbert
dent; Rosemond Kerkow, secretary. (Producers of commercials.)

Key Productions, Inc.
527 Madison Avenue, New York 22, N. Y.;
ELdorado 5-2180. James D. Kantor, president; William M. Kahn, vice-president.
(Produce films, package shows.)

Kier Film Co. 154 Davis Court, San Antonio, Texas; TRavis 0652, T-9984, H. W. Kier, owner. (Produces films.)

Killiam Shows, Inc.
5 E. 57th St., New York 22, N. Y.; ELdorado 5-5211. Paul Killiam, president. (Produces films.)

King Bros. Productions, Inc.
8383 Sunset Blvd., Hollywood 46, Calif.;
HOllywood 9-6313. Frank King, president;
Morris King, Herman King, Lionel C.
Sternberger, Arthur J. Steele, Paul Weiden, vice-presidents. (Produce film series.)

• The Adventures of Sinbad the Sailor (39).

WILBUR STARK JERRY LAYTON

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TELEVISION . . .

FILM . . .

RADIO . . .

PRODUCTIONS



King, John Reed, Enterprises, Inc. 443 W. 50th St., New York 19, N. Y.; COlum-bus 5-0343. John Reed King, president; Jean Abbott King, vice-president, treasurer. (Live shows.)

Kleiman Productions

115 Milan Ave. St. Louis 14, Mo.; VOlunteer 3-6777. J. J. Kleiman, production manager. (Producers of film commercials.)

Kling Film Productions
601 N. Fairbanks Court, Chicago 11, Ill.;
DElaware 7-0400; 1058 W. Washington
Blvd., Chicago 7, Seeley 8-4181; 1416 N.
La Brea. Hollywood 28 Calif.; HOllywood
3-2131. Robert Eirinberg, president; Harry
W. Lange, exec. v. p. & gen. mgr.; Jack
Fenimore, v. p., Kling, California. (Producers of package shows, commercials,
animation.)

Boxing From Rainbo (26); Old American Barn Dance (26); All American Wrestling (26); Paradox (26); The Hormel Girls

Kluge Film Productions
3200 N. Richards St., Milwaukee 12, Wisc.;
FRanklin 2-0191, Donald R. Kluge, Douglas W. Kluge, partners. (Produces film

Knickerbocker Productions, Inc. 1600 Broadway, New York 19, N. Y.; CIrcle 5-6710. Howard A. Lesser, president; Frank Beckwith, vice-president in charge of production; Thomas S. Dignan, vice-president; Renzo Olivieri, vice-president; Agnes Grant, secretary. (Film producers.)

La Brea Productions, Inc.
915 N. La Brea Ave., Los Angeles 38, Calif.;
OLdfield 4-7400. Gail O. Papineau, president; J. E. Maumeister, secretary-treasurer. (Produce commercials, industrial films, animation.)

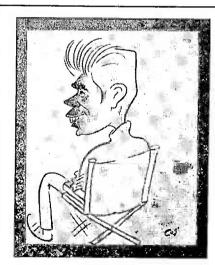
Laguna Productions, Inc.
433 So. Beverly Dr., Beverly Hills, Calif.;
CRestview 4-6377. Emerson Yorke, exec.
prod.; Edward W. Ballentine, sales and
distribution. (Producers of television films.)

Lakeside Television Co., Inc. 1465 Broadway, New York 36, N. Y.; LOng-acre 5-4582. Richard Stevers, president; Bernard Schulman, vice-president. (Pro-duce & distribute filmed series, shorts, packages, features.)

packages. features.)

• Bobo The Hobo (26); Morgantone Comedy Newsreel (13); Night Editor (26); What's Your Eye (Unlimited); Wild Life In Action (52); Where In The World (104); Opera & Ballet (13); Adventure Is My Job (13); Fun With Felix (13); The Bible (39); Magic Vault (104); Out Of The Past (39); On The Spot (39); Of All Things (13); Queen of Jungle (12); Oddities Beyond Belief (26); Adventures in Sewing (13); Wanted (26); Perspectiive (52).

Lance Productions, Inc.
315 W. 57th St., New York 19, N. Y.; PLaza 7-6167. Lorraine Lester, president; S. H. Evans, treasurer; Alfred H. Lessner, vice-president and coordinator of prod.; Robert Lessner, vice-president-recording div. (Produces film series, commercials.)



Barry Shear DIRECTOR

"The Eddie Fisher Show" **NBC**



DENNIS JAMES

Lane, Kent, Films, Inc. 1253 S. 3rd St., Louisville 3, Ky.; MElrose 6-3911. Kent Lane, president and execu-tive producer. (Produces film series, com-

· Pee Wee King Show (13).

Lang, Albert, Productions
KTTV, Sunset Blvd., Hollywood 28. Calif.;
HUdson 2-7111. Albert Lang, president and
general manager; Olga Haney, vicepresident and secretary. (Producers and
distributors of commercial films.)

Larchmont TV Studios, Inc. (See TV Guild Productions, Inc.).

Lassner, Wynn, Assoc. Inc. 1619 Broadway, New York 19, N. Y.; PLaza 7-0876. Wynn Lassner, president & treas-urer. (Produces Commercials, film & live programs.)

Variety Shows (live & film); Tales of Robin Hood (series).

Latin-America Radio & TV Corporation 500 Fifth Ave., New York, N. Y.; Longacre 4-7980. Joseph Novas, Jr., president; Anthony Suarez, New York manager; Buck Canel, chief announcer. (Producers and distributors of sports films for Latin American market; Latin American distributors of U. S. filmed series; U. S. distributors of Latin American filmed series.)

Laufman, Herhert S., & Company
221 No. LaSalle St., Chicago 1, Ill.; RAndolph 6-4086. Herbert S. Laufman, president; James A. Jennings, Jr., vice-president. (Producers and distributors of live & film programs.)

It's Baby Time (52).

Lawrence, Robert, Productions, Inc.

418 West 54th St., New York 19, N. Y.;
JUdson 2-5242. Robert L. Lawrence,
president; Louis Mucciolo, vice-president,
Studio Operations; Henry Traiman, vicepresident, Editorial Operations; Martin
Low, vice-president and director of
sales; Philip Kornblum, treasurer;
William Bernal, Creative Supervisor;
Stanley Haggart, art director and scenic
designer; Doris Reichbart, production
supervisor; Jerry Maticka, production
supervisor; Jerry Maticka, production
supervisor; Audrey Sammons, casting
director. Industrial Division: Loucks &
Norling Studios, Inc., 245 West 55th St.,
New York, 19, N. Y.; CIrcle 7-2366; vice
president, Hans Tiesler, Affiliates: PintoffLawrence Productions, Inc., 129 West
52nd St., New York, N. Y., CIrcle 7-4214;
vice-president, Ernest Pintoff; GrantrayLawrence Animation, Inc., 716 North
La Brea, Hollywood 38. California;
WEbster 6-8158; president, Ray Patterson;
secretary-treasurer, Grant Simmons,
Foreign Office: Robert Lawrence, productions (Canada) Ltd., 32 Front St.,
West, Toronto 1, Ontario; EMpire 4-1448;
vice-president, John T. Ross.

Sightseeing with the Swayzes (13).

Sightseeing with the Swayzes (13).

Leichter, Mitchell
2125 North Highland Ave., Hollywood 28,
Calif.; Mitchell Leichter, president and
head of production; Jean Rich, general
manager. (Produce, distribute film shows.

Lesser, Sol-Jack Denove TV Films, Inc.
RKO Pathe Studio, 9336 W. Washington
Blvd., Culver City, Calif.; TExas 0-2931.
Sol Lesser, chairman of the board; Jack
Denove, president; Norman Freeman,
Richard Denove, vice-presidents. (Produce filmed series.)

Tarzan (series).

DONALD VOORHEES

Conductor

18th Year

Bell Telephone Hour . . . NBC



Per. Mgt. - ROBERT COE, 144 West 57th St., N. Y. C.

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
556 Vallejo, San Francisco 11, Calif.; SUtter 1-5022. Carol Levene, owner. (Producer of commercial packages.)

Lewis, Lester H., Associates
11 E. 48th St., New York 17, N. Y.; PLaza
3-5083. Lester Lewis, Juliet Lewis, partners. (Live and film 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) mercials.)

 Back to God Hour (13); Chuck Wagon Boys (series).

Lewis Sound Films
75 West 45th St., New York 36, N. Y.; JUdson 2-1322. Vernon Lewis, president; E. P. Lewis, secy-treas.; Henry Trettin, production mgr.; E. D. Frommelt, prod. asst.; Rosario Alestra, sales manager. (Produces commercials, documentary and industrial films.) films.)

Lewis, Vernon, Productions, Inc.
75 W. 45th St., New York 36, N. Y.;
JUdson 2-1322. Vernon Lewis, owner.
(Producers of film commercials.)

Lewislor Enterprises, Inc.
9885 Charleville Blvd., Beverly Hills, Calif.;
CRestview 4-6023. Robert F. Shewalter,
treas. (Produce filmed shows, commercials.)

Loretta Young Show (network series).

Libra Film Distributors & Producers 6525 Sunset Blvd., P. O. Box 1104, Holly-wood 28, Calif.; HO 3-1161, HO5-7960. Charles M. McCoy. vice-president Loy Lester, secretary. (Live and film shows, commercials) commercials.)

Library Films, Inc.
25 W. 45th St., New York 36, N. Y.; PLaza
7-3450. Paul N. Robins, president. (Distributor of feature films.)

11 features.

Lilly, Lou, Productions
5746 Sunset Blvd., Hollywood, Calif.;
HOllywood 5-6325. Lou Lilly, executive
producer; Manny Gould, director of
animation; John C. Fuller, editorial;
Dick Barrett, sales; Jack Perrin, comptroller; Jeanine Beatty, casting. (Producers of filmed commercials.)

Lloyd, Jack, & Associates
1445 Miller Way, Hollywood 46, Calif.;
NOrmandy 4-1214. Jack Lloyd, executive director. (Live and film package programs, jingles, commercials.)

Longacre Programs, Ltd. įsubsidiary of Times Square Productions,

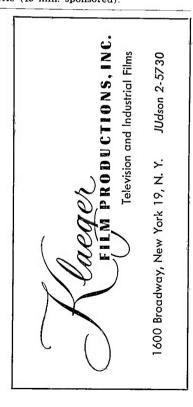
1nc.)
145 W. 45th St., New York 36, N. Y.; CIrcle 6-4443. Charles W. Curran. (Producers of live and film commercials, programs.) Piano Magic (film); You Are What You Write (15 min. sponsored).

Academy Pictures, Inc.

Producers of Animated and Live Action Television Film and Industrial Motion Pictures

49 West 45th St. 433 South Fairfax Ave. New York 36, N.Y. Hollywood 36, Calif. Plaza 7-0744 WE 1-8156

C. MORAY FOUTZ



Longenecker, Robert, Agency (See Telepak)

Lott Video Productions
Broadway & 11th Sts., Santa Monica,
Calif.; EXbrook 4-8279. D. N. Lott, owner.
(Producers of film commercials.)

Loucks & Norling Studios, Inc. 245 W. 55th St., New York 19, N. Y.; CIrcle 7-2366. John A. Norling, president; Hans Tiesler, vice-president; Gertrude Tiesler, treasurer. (Producers of commercials.)

Love, James, Productions, Inc.
115 West 45th St., New York 36, N. Y.;
JUdson 2-4633, James A. Love, president;
C. Austin Love, sales manager; William
D. Henry, supervising film editor; James
W. Wille, production manager. (Producers
of commercials, spots & programs.)

Loveton, John W.
9110 Sunset Blvd., Hollywood 46, Calif.;
CRestview 1-7225. John W. Loveton, owner. (Produces filmed series, commercials.)

Loveton-Schubert Productions, Inc. 9100 Sunset Blvd., Hollywood 46, Calif.; CRestview 5-2834. John W. Loveton, president. (Producers of filmed series.)

• Topper (79).

Luce, Ralph Productions
2135 Powell St., San Francisco 11, Calif.;
DOuglas 2-3003. (Film shorts, commercials, newsreels.)

Luotto, Andre, Productions, Inc.
30 Rockefeller Plaza, New York 20, N. Y.;
COlumbus 5-0771. Andre Luotto, president.

(Produces filmed programs.)
• Conrad Nagel Theatre (26).

N

MC Pictures, Inc. 1501 Broadway, New York 36, N. Y.; LOngacre 3-6187. Armand Schneck, president; Jerome Balsam. Alexander J. Beck, vicepresidents. (Distributors of feature films.) • 45 feature films; 35 westerns.

o 45 feature films; 35 westerns.

MCA-TV, Ltd. (Film Syndication Division)
598 Madison Ave., New York 22, N. Y.; PLaza
9-7500, Branch offices: 515 Glenn Bldg.,
Atlanta, Ga.; 9370 Santa Monica Blvd.,
Beverly Hills, Calif.; 45 Newbury St., Boston, Mass.; 430 No. Michigan Ave., Chicago, Ill.: 3790 Gardner Ave., Cincinnati,
Ohio; 1172 Union Commerce Bldg. Cleveland, Ohio; 2102 No. Akard St., Dallas,
Tex.; 837 Book Tower, Detroit, Mich.; 1048
Northwestern Bank Bldg., Minneapolis,
Minn.: 504 Delta Bldg., New Orleans, La.;
6014 W. 76th Terrace, Overland Park, Mo.;
550 Grant St., Pittsburgh, Pa.; 116a West
Kirk Ave., Roanoke, Va.; 212 Beacon Bldg.
Salt Lake City, Utah: 1700 Liggett Drive,
St. Louis, Mo.; 105 Montgomery St., San
Francisco, Calif.; 203 White Bldg., Seattle,
Wash.; foreign branches in London, Paris,
Toronto, David V. Sutton, vice president;
Wynn Nathan, vice president, sales; Tom
McManus, vice president & international
sales mgr.; Ray Wild, vice president &
southern sales manager; Hank Long, vice
president & western sales manager; Aaron
Beckwith, New York office sales manager; Frank McMahon, director, advertising, promotion and publicity; Ed Aaronoff, publicity director. (Distributes filmed
series.)



HANK SYLVERN

- Conductor
 - Composer
 - Arranger

"Jingles too!"

Ju 2-8800



• Biff Baker, USA (26); City Detective (65); Curtain Call (39); Dr. Hudson's Secret Journal (78); Famous Playhouse (300); Guy Lombardo (78); Heart of the City (91); Lone Wolf (39); Man Behind the Badge (39); Mayor of the Town (39); Playhouse 15 (78); Pride of the Family (40); Waterfront (78); State Trooper (39); Rosemary Clooney Show (39); The Adventures of Kit Carson (104); Federal Men (39); Headline (39); The Ray Milland Show (76); Soldiers of Fortune (52); Studio 57 (26); Mickey Spillane (39); 56 Gene Autry Western features; 67 Roy Rogers Western features.

MGM-TV, a Division of Loew's, Inc.

701 Seventh Ave., New York 36, N. Y.;
JUdson 2-2000. Charles C. Barry, vicepresident in charge; Richard Harper,
General sales manager; Pete Jaeger,
Eastern division sales manager; Maurie
Gresham, Western division sales manager; Monroe Mendelsohn, director of
promotion. (Distributes MGM Feature
films, produces half-hour shows for
national sponsorship, produces TV film
commercials and industrial films.)

• 723 MGM Feature Films: The Thin Man

 723 MGM Feature Films; The Thin Man (network series).

MPA-TV (Motion Picture Advertising
Service Co., Inc.)

1032 Carondelet St., P.O. Box 550, New
Orleans 13, La.; RAymond 2253. C. J.
Mabry, president; Paul S. Peters, vicepresident of production; Rene P. Karrigan, vice-president of commercial sales.
(Distributor of film series.)

• Do You Know? (200); New Orleans
Police Department (39); The Tracer (39).

MPO Productions, Inc.
15 E. 53 St., New York, 22, N. Y.; MUrray
Hill 8-7830. Judd L. Pollock, president;
Marvin Rothenberg, vice-pres., prod. dir.
(Produce and distribute films and commercials.)

Major Television Productions, Inc. 1270 6th Ave., New York 20, N. Y.; PLaza 7-6990. Irving Lesser, president. (Distribu-tors of feature films.)

• 51 feature films; Music for Millions (39); Enchanted Music (13).

Marathon TV Newsreel, Inc.

10 E. 49th St., New York 17, N. Y.; MUrray Hill 8-0985. Konstantin Kalser, president and executive producer; Kenneth Baldwin, vice president and production supervisor; Cindy Karp, distributor mgr.; Jean Hauck, office manager. (Produce & distribute newsreels, public information films & shorts; worldwide news service.)

Mardys Films, Inc. 270 Park Ave., New York 17, N. Y.; PLaza 5-9473, Marion Gering, president; Gladys Spero, secretary. (Produce feature films.)

• 3 feature films.

Mark VII, Ltd. 4024 Radford 124 Radford Avenue, North Hollywood, Calif.; STtanley 7-0621. Jack Webb, president; J. R. Rodgers, vice-president-treasurer; Seymour Steinberg, secretary.

• TV Network series: "Dragnet" "Noah's Ark." Theatre Motion Pictures: Warner Bros. Release: "Dragnet," "Pete Kelly's Blues," "The D. I."

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Marquis, Arnold, Productions, Inc.
717 N. La Cienega Blvd., Hollywood 46,
Calif.; CRestview 6-8796, Arnold Marquis,
president. (Live & film producers &
packagers.)

• Reunion (live); Hollywood Music Hall (live).

Marterto Productions, Inc.
William Morris Bldg., 151 El Camino Road,
Beverly Hills, Calif.; CRestview 1-1815.
Danny Thomas, president; Hosemarie
Thomas, vice president; Louis F. Edelman,
producer. (Producers of filmed series, commercials.)

• Make Room for Daddy (30); It's Always Jan (26).

Master Films Distributors, Inc. 120 W. 42nd St., New York 36, N. Y.; WIsconsin 7-9907. George Caputo, president (Distributor of Spanish 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.

Mavro Television Company
314 East 50th St., New York, N. Y.; MU-88281. Ruth Cade, president. (Educational films.)

Maxwell, Robert, Associates 5746 Sunset Blvd., Hollywood 28, Calif.; HOl-lywood 2-6027. Robert Maxwell, exec. producer; Ruby Abel, producer; Peter

Frank, association filmed series.) associate producer. (Produces

Lassie (series).

McCadden Productions

1040 No. Las Palmas Ave., Hollywood, Calif.; HOllywood 4-2141. Al Simon, execut.ve producer. (Produce industrial films and commercials.)

• Burns and Allen Show (film); The Bob Cummings Show (film); The People's Choice (film); Impact (film); Maggie (film).

McConkey, Mack, Productions
1822 N. Wilcox, Hollywood 28, Calif.; HOllywood 3-7141. (Produce and distribute filmed programs.)

· Blackstone, the Magician (39).

McCrory, John, Studios Visual Education Center Bldg., Floral Park, N. Y.; Fieldstone 7-3109. John R. McCrory, director. (Producers of commercials.)

McGowan Productions, Inc.
915 N. LaBrea, Los Angeles 38, Calif. Dorrell McGowan, Stuart McGowan, coowners. (Producer and packager of filmed programs.)

 Death Valley Days, Sky King, Snowfire (film).

McNamara Productions, Inc. 8230 Beverly Blvd., Los Angeles 48, Calif. WEbster 5-1205. Don C. McNamara WEbster 5-1205. Don C. McNamara, owner. (Producers of film commercials.)

McQueen, Alexander, & Associates 5222 N. Lakewood Ave., Chicago 40, Ill.; RAvenswood 8-9010. Alexander McQueen, owner, (Live and film programs.)

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Medallion TV Enterprises, Inc.
6000 Sunset Blvd., Hollywood 28, Calif.;
HOllywood 2-6635. New York Office: 444
Madison Avenue, Elderado 5-4335, Bob
Hoffman, Eastern sales mgr. Chicago Office: 203 North Wabash Avenue, CEntral
6-1805, Ben Barry. Portland, Oregon:
611 No. Tillmook, ATlantic 4-4255, Merriman Holtz, Jr. Houston 4, Texas: 1109
Binz, JAckson 3-3069, Nate Zelikow. John
A Ettinger production (Producers and A. Ettinger, production. (Producers and distributors of film programs for TV, commercials, packagers of live programs, local and network.)

• View the Clue (52); Wrestling From Canada (52); Paddy the Pelican (6); Sew Easy (26); High Road To Danger (39); Medallion Cartoon Package (32).

Mercury International Pictures, Inc. 6611 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, 1041 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, Inc.

40 East 49th St., New York 17, N. Y.; PLaza 8-0117. Emanuel J. Spiro, president. (Producers of motion pictures, slides, commercials.)

Merriwell, Frank, Enterprises
153 So. Oakhurst Dr., Beverly Hills, Calif.;

CRestview 4-5651. Tony London, producer. (Producers of filmed series.)

• The Adventures of Frank Merriwell (series).

Metro Artist Bureau 730 Fifth Ave., New York, 19, N. Y.; CIrcle 6-8470. T. M. Nelson, director. (Live pack-

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).

Milner Productions, Inc.

3800 Liberty Heights Ave., Baltimore 15, Md.; MOhawk 4-4221-2, Liberty 2-7147-8-9. Ervin M. Milner, president; Robert Fenwick, vice-president of production; Hoby Wolf, sales manager. (Producers of film commercials) commercials.)

Mode-Art Pictures, Inc. 1022 Forbes St., Pittsburgh 19, Pa.; EXpress 1-1846. James L. Baker, president. (Pro-ducers of film commercials.)

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 Zimerman, associate producerdirector. (Live shows, film packages, commercials.)

Dione Lucas Cooking Show (78); Tiny Fairbanks Show (13); Door Prize (series); Dione Lucas Cooking Show (live).



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Modern Teleservice Inc.

219 E. 44th Street, New York 17, N.Y.; OXford 7-2753. Branch offices, 219 E. 44th St., New York; 237 E. Ontario St., Chicago; DElaware 7-3761; Store 152, Tishman Bldg., 3450 Wilshire Blvd., Los Angeles; DUnkirk 4-2511. J. R. Ritenour, president; John Maxson, New York exchange manager; Pete Markovich, Chicago exchange manager; John Lipsky, Los Angeles exchange manager. (Print procurement; distribute filmed commercials and feature film shows; storage and distribution of TV films.)

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
4-1335. George A. Moran, president; H. J.
Kurtz, chairman; Lu Moran, vice-president. (Produces commercials and spots
specializing in bank commercials.)

Morris, Dwight, Productions
1611 S. Boston, Tulsa 19, Okla.; LUther
7-2552. Dwight Morris, owner; Ivah Morris, secretary-treasurer. (Produces commercials, spots.)

Morris, William, Agency, Inc.
1740 Broadway, New York 19, N. Y.; JUdson
6-5100. Abe Lastfogel, president; Nat Lefkowitz, treasurer; Morris Stoller, secretary; Wallace S. Jordan and George Gruskin, heads of radio-TV dept. (Live and
film TV shows, commercials.)

Morton Productions

fon Productions

East Lake St., Chicago 1, Ill.; CEntral 6-4144-5. Morton Jacobson, president; Cecilia Jacobson, secretary, treasurer. (Producers of live and film shows.)

This Is the Story (52); What's Wrong with this Picture (260); History Through

Sports (2).

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 Advertising Service Co., Inc. 1032 Carondelet St., P. O. Box 550, New Orleans 13, La.; RAymond 2253. C. J. Mabry, president; Paul S. Peters, vice-president of production; Rene P. Karrigan, vice-president of commercial sales. (Producers of film commercials.) (Also see MPA-TV).

Motion Picture Productions, Inc.
Western Reserve Bldg., Cleveland 13, Ohio.
Donald Clark Jones, president; James L.
Baker vice president, (TV films, commercials.)

Motion Picture Service Co. 125 Hyde St., San Francisco 2, Calif.; ORd-way 3-9162. Gerald L. Karski, president. (TV film commercials, animation and live action.)

Motion Pictures for Television, Inc. 541 Lexington 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 director of national sales. (Produce and
distribute spot commercials, filmed programs, modern picture commercials for
theatre screen advertising and produce for television.)

Member companies: Motion Picture Advertising Service Co., Inc., New Orleans,

La.; United Film Service Co., Inc., Kansas City.

Movietonews, Inc.
460 W. 54 St., New York 19, N.Y.; COlumbus 5-7200. W. C. Michel, president; Edmund Reek, vice president. (Producer of newsreels, shorts and film commercials.)

United Press Movietone (continuous).

Murphy, Owen, Productions, Inc.
723 Seventh Ave., New York 19, N. Y.; PLaza
7-8144. Owen Murphy, president; Savington W. Crampton, vice-pres.; Paul Cotten,
secy-treas.; Eric Lawrence, editorial
chief; Allen Chase, creative dir. (Producers of film shows, packages, commercials.)

Musical Features, Inc. 444 Madison Ave., New York, N. Y.; PLaza 3-2114. Gus Haenshen, president. (Spot commercials.)

Mutual Television Productions, Inc. 8732 Sunset Blvd., Hollywood 46, Calif.; CRestyiew 1-1191. Edward M. Gray, presi-dent. (Produce, distribute film series.)

International Playhouse (26).

Myerberg, Michael, Productions, Inc. 234 W. 44th St., New York 36, N. Y.; CHickering 4-4846. Michael Myerberg, chairman; Arthur Gray, Jr., president; John J. Bergen, Jr., vice-president. (Producers of commercials.)

NBC Television Films
663 Fifth Ave., New York 22, N. Y.; CIrcle
7-8300. Sales offices: New York, N. Y.;
Merchandise Mart, Chicago, Ill. (Edward
Montanus); 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; H. 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

and syndication.)

• Adventures of the Falcon (39); Badge 714—"Dragnet" (series A, 48; series B, 39; 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; series B, 26; one hour, 52); 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 3rd St., Los Angeles 48, Calif.;
OLive 3-0400. William Nassour, president;
Edward Nassour, vice-president, treasurer; Lloyd Laymann, secretary. (Produce
film programs, feature films and com-

Sheena "Queen of the Jungle" (series).

National Programming Service 4614 Norton Lane, Columbus 15, Ohio; EXeter 3775, Jerri Fredritz owner. (Producers of film commercials.)

National Productions (see Enders, Robert J., Inc.)

National Screen Service Corp., Television and Industrial Films Div.
509 Madison Avenue, New York, N. Y.;
Robert L. Gruen, vice-president; William S. Kent, director of sales and producer; Carl A. Carbone, producer-director; Harry Semels, production manager; Jack Schertz, assistant production manager; Irving Weiner, TV editor. (Producers of commercials, industrial and TV films.)

National Telefilm Associates, Inc.
60 West 55th St., New York 19, N. Y.; PLaza
7-2100. Ely Landau, president; Oliver Unger, executive vice-president; Harold
Goldman, vice-president in charge of
sales; Edythe Rein, vice president. (Distributor of feature films, filmed series.) tributor of feature films, filmed series.)

• Theatre (26); Combat Sargeant (13);
The Mad Whirl (26); Bill Corum Sports
Show (26); China Smith (26); Find a
Hobby (26); Hand to Heaven (13); Health
and Happiness Club (105); Holiday (13);
International Playhouse (26); James Mason Show (26); Layman's Call to Prayer
(52); M. D. (39); Man's Heritage (13);
Music of the Masters (13); New Adventures of China Smith (26); Orient Express
(26); Pantomime Quiz (13); The Passerby
(26); Play of the Week (26); Police Call
(26); about 300 feature films; 1,400 cartoons and short subjects.

National Television Films
120 S. Poplar St., Charlotte, N. C.; FRanklin
5-6051. J. Francis White, president; Joy
N. Houck, vice-pres.; Scott Lett, sales
manager. (Distribute television films.)

• Lash of the West (39); Secret Chapter (13): 13 features.

Nationwide Pictures
Shamrock Studio, Winter Park, Fla.; WInter Park 6-8762. H. K. (Hal) Carrington, owner-manager. (Produce film series, live and animated spots.)

Close Up (26)

Nationwide Television Corp.
745 Fifth Avenue, New York 22, N. Y.;
ELdorado 5-7566. Irvin Shapiro, president. (Producers of filmed series.)

• Hal Roach (37); Charlie Chase (53); Laurel and Hardy (52); Comedies (100).

Neal, Stanley, Productions, Inc.
475 Fifth Avenue, New York 17, N. Y.;
MUrray Hill 3-6396. Branch offices: Washington, D. C., Munsey Building; Sterling
3-0918; Los Angeles. Calif., 1277 No. Clark
St.; CRestview 6-8865; Chicago, Ill., 1809
Tribune Tower, WHitehall 4-3360; Philadelphia, Pa., 1420 Walnut St., PEnnypacker 5-6135. Donald J. Lane, president;
Sobey Martin, vice-president in charge
of production; Louise C. Neal, secretary-treasurer. (Produce filmed programs, commercials.) commercials.)

Nemeth, Ted, Studios

729 Seventh Ave., New York 19, N. Y.; CIrcle 5-5147-8. Ted Nemeth, production director; M. E. Bute, art director. (Producers and distributors of shorts and commercials.) • 9 shorts.

Neptune Productions Co.

1270 Avenue of the Americas, New York 20, N. Y.; PL 7-5959. John Gibbs, Robert Montgomery, partners. (Produce live TV shows.)

New Albion Films, Inc. 991 Tennessee St., San Francisco 7, Calif.

VAlencia 4-8484. Mrs. Enid Thompson Sales, president. (Produces filmed series.) The World of Wolo (13).

Nicoll, Oliver W., Productions
37 W. 46th St., New York 36, N. Y.; JUdson
2-5130. Oliver W. Nicoll, executive director; Sandra Munsell, associate director.
(Program production, live and film package shows.) See Radio Features of Amer-

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 2704 Sackett, Houston 6, Texas; Lynchburg 7336. John Norman, general manager. (Live shows, film commercials.)

North American Television Productions, Inc. Box 831, Grand Central Station, New York, N. Y.; Murray Hill 7-2913. E. M. Glucks-man, president; Michael Balleto, treas.; L. B. Glucksman, secretary. (Produces filmed programs.)

Official Films, Inc.

25 W. 45th St., New York 36, N. Y.; PLaza
7-0100. Representatives: 1299 W. Peachtree
St., North West, Atlanta, Ga.; 419 Boylston
St., Boston, Mass.; 360 N. Michigan Ave.,
Chicago, Ill.; Santa Fe Bldg., Dallas, Tex.;
3100 Raleigh Ave., Minneapolis, Minn.;
1420 Walnut St., Philadelphia, Pa.; 808 E.
Essex St., Glendale (St. Louis), Harold L.
Hackett, chairman of the board and president; Ray Junkin, vice-president; Wells
Bruen, synd. sales mgr. (Producer, distributor of filmed TV series.)

Adventures of Robin Hood (network

tributor of filmed TV series.)

• Adventures of Robin Hood (network series); The Buccaneers (39); Adventures of Sir Lancelot (30); Star Performance (153); Willy (39); Cross Current (39); Adventures of the Scarlet Pimpernel (18); Colonel March of Scotland Yard (26); Dateline Europe (78); My Hero (33); My Little Margie (126); Overseas Adventure (39); The Star and the Story (39); Terry and the Pirates (18); The Trouble with Father (130); Vagabond (39); American Legend (80); Rocky Jones, Space Ranger (39); The Hunter (26); The Big Story (39); Sword of Freedom (39).

Okun, Lillian, Productions
165 East 35 St., New York 16, N. Y.; MUrray
Hill 3-5354. (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. (Produces film series, commer-cials, spots.)

• Celebrity (20); Funny Frolics (30); Little Funshop (24); Magic Carpet (13); Comedy Capers (13).

On Film, Inc. 10 East 49th St., New York, N. Y.; PLaza 9-1976. Robert Bell, president. (Producers of commercials.)

Onyx Picture Corp.
60 West 46th St., New York, N. Y.; PLaza
7-7417-18. Sam Lake, president. (Distributes film series, features.)

• Our Gang Comedies (60); 100 cartoons, 50 puppetoons; 1000 silent comedies.

Opera Cameos TV Productions
551 Fifth Ave.. New York 17. N. Y.; MUrray
Hill 2-8061. Carlo Vinti, president; Joseph
Vinti, Jim Knisely, vice-presidents;
Beatrice Messina, secretary; F. X. Giaccone, coordinator. (Produces live series.)

· Opera 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.)

P

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 Televisien Productions, Inc.
157 East 69th St., New York 21, N. Y. George
F. Foley, president; J. C. Halahan, vicepresident; Daniel Vilardi, film sales manager; M. E. MacMurray, program sales
manager. (Package shows, filmed pro-

Pan-American Television Corp.

1044 So. Hill St., Los Angeles, Calif.; RIchmond 7-8661. Frank Fouce, president; Frank L. Fouce, vice-president; Herbert T. Silverberg, secretary. (Film product in English with Spanish titles and films in Secretary.) in Spanish.)

Paragon Pictures, Inc. 2540 Eastwood Ave., Evanston, Ill.; DAvis 8-5900, BRiargate 4-3711. Robert Laughlin, owner. (Producers of film commercials.)

Paramount Television Productions, Inc.
5800 Sunset Blvd., Hollywood 28, Calif.;
HOllywood 9-3181. (Subsidiary of Paramount Pictures Corp.) Paul Raiburn.
president; Bernard Goodwin, vice-president; Lew Arnold, general manager;
Henry R. Flynn, asst. general manager.
(Produce programs for KTLA.)

Parry, Paul, Productions, Inc.
7417 Sunset Blvd., Hollywood 46, Calif.;
HOllywood 7-4774. Paul Parry, president;
Diane Parry, vice-president; Essis Neime,
treasurer. (Producer of films, TV programs and commercials.)

Farsons, Lindsley. Productions, Inc. 3459 Cahuenga Blvd., Hollywood 28, Calif.; HOllywood 9-3641. Lindsley Parsons, president; Sam Wallis, treasurer. (Pro-duce films and commercials.)

Partington, Jack, Television Productions 300 W. 53rd St., New York 19, N. Y.; PLaza 7-0316. Jack A. Partington, Jr., president (Film producer, package shows.)

Pathe Pictures, Inc.

33 W. 60th St., New York 23, N. Y.;
JUdson 2-3300. Ben Frye, president;
George G. Weiss, director of TV sales.
(Distributor and producer of film series.) • Harlem Variety Review (18); Show-time (39); Studio Telescriptions (1,120); 1,100 musical shorts.

Pathescope Productions
10 Columbus Circle, New York 19, N. Y.;
PLaza 7-5200. (Pathescope Company of America, Inc.) Edward J. Lanım, president; William M. Nelson, executive director; James Pierce, production manager. (Produce programs and commercials.)

Patin, Ray, Productions
6650 Sunset Blvd., Hollywood 28, Calif.;
HOllywood 2-1147, Ray Patin, owner; Gus

Jekel, production manager, (Produce live and filmed commercials.)

Pelican Films, Inc.
46 W. 46th St., New York 36, N. Y.; CIrcle
6-1751. Thomas J. Dunford, president;
Arthur J. Zander, vice-president. (Produces animated commercials, spots.)

Petri, Tony, Studios
144 Westminster St., Providence 3, R. I.;
GAspee I-9242. Tony Petri, president; Ernest K. Strauss, production manager.
(Produces commercials.)

Philsco TV Enterprises 2725 Malcolm Ave., West Los Angeles 64, Calif.: ARizona 9-3139. Michael Phillips, president. (Film producers.)

Photo Arts Productions, Inc. 2330 Market St., Philadelphia 3, Pa.; Ritten-house 6-3696. W. Dombrow, president; G. Adams, vice-president; R. Balidno, busi-ness manager. (Produces commercials.)

Pictorial Films, Inc. 1591 Broadway, New York 36, N. Y.; PEnnsylvania 6-3756-7-8. Milton Salz-burgh, president. (Distributor of film shorts.)

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.) • The Magic Train (13); Barnaby and O'Malley (130).

Polaris Pictures, Inc. 5859 W. Third St., Los Angeles 36, Calif.; WEbster 8-2181. Perry King, owner. (Producers of film commercials.)

Portland Productions, Inc.

1018 Pamela Drive, Beverly Hills, Calif.;
CRestview 5-6457. J. N. Mason, president;
V. K. Osborne, vice-president; Pamela
Mason, secretary, treasurer. (Produce
filmed series.)

• The Readers (29).

Post Pictures Corp.
71 W. 47th St. New York 36, N. Y.; JUdson
2-4870. Harry A. Post, president; E. W.
Post, secretary; Harry A. Post, TV sales. (Shorts.)

49 shorts.

Power, Jules, Productions, Inc.
1020 N. Rush St.. Chicago 11, Ill.; DElaware 7-7422; 9 E. 75th St.. New York 21, N. Y.; REgent 4-1370. Jules Power, president; Hazel Rothbart, secy-treas. (Packagers & producers of shows, ilve and

• All About Baby (live); Watch Mr. Wizard (live); Tip Top Time and Tip Top Fun (live); Lunchtime Little Theatre

Premier Film & Recording Corp.
3033 Locust St., St. Louis 3, Mo.; JEfferson
1-3555. Theodore P. Desloge, president
and executive producer; Wilson Dalzell,
vice-president and production supervisor; James E. Darst, director of sales.
(Producers of film commercials.)

Princess Pictures, Inc.
11 W 42nd St., New York 36, N. Y.; LOngacre 5-1535. Burt Balaban, president. (Producers and distributors of feature films.)

26 features.

Princeton Film Center, Inc. Carter Road, Princeton, N. J.; 1-3550. Gordon Knox, president; A. T. Hogarty, director of TV distribution. (Producer and distrib-

utor of package shows, films & commercials.)

• The Handy Man (52); Shooting Straight with Tim Holt (2); 29 shorts; Rural Review (39); America On Parade (39); Road We Travel (39).

Producers & Writers, Inc., The 32 West 53rd St., New York 19, N. Y.; PLaza 3-6658-59-60. Anthony Z. Landi, president and treasurer; Marion Parsonnet, vice president and secretary. (Producers of commercials, filmed series.)

• Brother Mark (39): The Visitor (44).

Producers Film Studios

WHitehall 3-1440. Jack H. Lieb, president; Warren H. Lieb, production manager. (Producer and distributor of film series, producers of film commercials.)

• Two Grand (13),

Productions on Film, Inc. 1515 Euclid Ave., Cleveland 15, Ohio; SU-perior 1-9829-30-31. Robert Fleming Blair, president; James Nichols, secretary-treasurer. (Produces commercials.)

Pyramid Productions, Inc.
1 East 57th St., New York 22, N. Y.; PLaza
1-0430. Everett Rosenthal, president;
Leonard Loewinthan, executive vicepresident. (Producers of live and filmed series.)

• The Big Story (live); Treasury Men in Action (series); Man Behind the Badge (39); Decoy (series); Playhouse 15 (78).

Q

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 Meirose Ave., Los Angeles 46, Calif.; OLive 3-4466. Arthur Babbitt, president; Arnold Gillespie, vice-president & treas-urer; Stanley Walsh, vice-president & secretary; Les Goldman, vice-pres. of prod. (Produces animated commercials, live and animated industrial films.)

Quintet Productions

6052 Sunset Blvd., Los Angeles, Calif.; Peter Piech, president; Russ Hayden, vice-president. (Produces filmed series.)

• Judge Roy Bean (series).

RCA Recorded Program Services

New York: 155 East 24th Street; MUrray Hill 9-7200; A. B. Sambrook, manager; George Field, north east sales representative; Jack Nadeau, central northeast; John Dill, east central. Chicago: 445 North Lake Shore Drive; WHitehall 4-3693; William Reilly, manager, central division; Gus Hagenah, central north east sales representative; Hugh Grauel, central north west sales representative; Charles Halteman, central. Atlanta: 1121 Rhodes-Haverty Building; JAckson 4-7703; Wallace Cochran, south east sales representative. Dallas: 7901 FReeway 183; John Alves, south west sales representative. Hollywood: 1016 North Sycamore Avenue; OLdfield 4-1660; William Gartland, western sales representative.

The World Around Us (26): Town &

• The World Around Us (26); Town & Country Time (52 1/4 hours, 26 1/2 hours); The Sam Snead Show (39); Foy Willing & the Riders of the Purple Sage (260); Little Match Girl.

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; Thomas Orchard, John J. Wingerter, Lother Wolff, vice-presidents; Martin Maloney, treas. (Produce features and commercials.)

RKO-Pathe

1270 Ave. of Americas, New York 20, N. Y.; JUdson 6-5050. Jay Bonafield, vice-presi-dent. (Produces filmed programs, com-mercials.)

RKO Pathe, Division of RKO Teleradio Pictures, Inc. 1270 6th Ave., New York 20, N. Y.; JUd-son 6-5050. Jay Bonafield, vice-president. (Producers of film commercials.)

RKO Television, a Division of RKO
Teleradio Pictures, Inc.

1440 Broadway, New York 36, N. Y.;
LOngacre 4-8000. C. Robert Manby, vicepresident; Peter Robeck, general sales
manager; William Finkeldey, syndicated
sales manager; Max Bradbard, Eastern
sales manager; William Gorman, Western
sales manager. (Distributor of film series
and feature films)

sales manager. (Distributor of min series and feature films.)

• Aggie (26): Big Idea (30); Children's Animated Fairy Tales (13); The Greatest Drams (39); Sailor of Fortune (26); Screen Director's Playhouse (35); 47 feature films.

Radio City Associates
580 Fifth Ave., New York 36, N. Y.; CIrcle
6-7189. Morton D. Catok, director of sales;
Eugene Aretsky, director of programming, promotion; Norman B. Alt, director of production. (Producers of live, recorded, and filmed programs.)

 What's New; Surprise Party (live); Sports Almanac.

Radio Features of America
37 W. 46th St., New York 36, N. Y.; JUdson
2-5130. Oliver W. Nicoll, executive director; Sandra Munsell, associate director.
(Program production, live and film package shows, commercials.) See Television and Radio Features of America.

Radio and Television Packagers, Inc. 9 East 40th St. New York, N. Y.; LExington 2-1717. William Cayton, president; Fred Ladd, director. (Produces and distributes Ladd, director filmed series.)

• Jungle (52); Combat (52); Greatest Fighters—In Action (26). (52);World's

Rainbow Island Productions, Inc. 3061 Kapiolani Blvd., Honolulu, Hawaii. Chuck Smouse, president: George Van-derbilt, vice-president. (Producers.)

Rainbow Pictures, Inc.
5711 S. Dixie Highway, Miami 43, Fla.;
MOhawk 1-7111. Walter Resce, president;
Frank Brodock, general sales manager.
(Producer and distributor of film series,
producer of film commercials.)

A Song Is Born (26).

Ram Productions
205 West 95 Street, New York 25, N. Y.;
MOnument 2-5111. Ed Lindner, director.
(Producers of live package programs, medical films and programs, commercials) cials.)

Medical Reporter (live); Vera Wallace, Private Investigator (live); Time & Again (live); Eben & Egburt (live); Animal Inn (live).

Rawlins-Grant, Inc. 650 N. Bronson Ave., Hollywood 4, Calif.; HOllywood 9-8321. John Rawlins, presi-dent; Marshall Grant, vice-president. (Film series producers, commercials.)

Mayor of the Town (39) (co-producer).

Ray, Reid H., Film Industries, Inc. 2269 Ford Parkway, St. Paul 16, Minn.; MIdway 9-1393. Branch offices in Chicago, Dayton, Los Angeles. Reid H. Ray, pres-ident; William H. Ringold, vice-president. (Produce and distribute film series and commercials.)

• Walt's Workshop (39).

Redlin Productions, Inc. 10416 Canoga Ave., Chatsworth, Calif.; DIckens 8-7932, William A. Redlin, presi-dent; Emil F. Redlin, secretary, treasurer. (Producer live and film programs.)

Reed, Roland, Productions, Inc. 650 No. Bronson, Hollywood, Calif.; Roland Reed, president. (Produces filmed series, package programs.)

Beulah (78); Rocky Jones, Space Ranger (39); Waterfront (78); Meet the O'Briens 39); My Little Margie (126); Mystery Theatre (57).

Reela Films, Inc. 17 N. W. Third St., Miami 32, Fla.; Tel: FR 4-2108. (Producers.)

Reemack Enterprises, Inc. 1270 Ave. of the Americas, New York 20, N. Y.; CIrcle 6-7300. Lou Goldberg, presi-dent. (Producers of live shows.)

Regal Television Pictures Corp. 151 W. 46th St., New York 36, N. Y.; JUd-son 2-1877. Moe Kerman, president. (Feature films and shorts.)

Regent Pictures, Inc. 509 Madison Ave., New York 22, N. Y. Robert Pik, president. (Producer-Distrib-utor of feature films, shorts and cartoons.)

13 features: 24 shorts.

Republic Television Features 64 East Lake St. Chicago 1, Ill.; STate 2-0460. Capico Kapps, president; Joseph Kapps, vice-president. (Producers and distributors of live and transcribed

• TV Fashion Flashes (26); Willie The Wonderman (13).

Revue Productions, Inc. 9370 Santa Monica Blvd., Beverly Hills, Calif., HOllywood 4-5483. (Produces filmed

• City Detective (65); Famous Playhouse (200); General Electric Theatre (26); Pepsi Cola Playhouse (series); Pride of the Family (40); Ray Milland Show (series); Biff Baker, U. S. A. (26); On Trial (39).

Reynolds, Stuart, Productions
9110 Sunset Blvd., Los Angeles 46, Calif.;
CRestview 4-7863. Stuart Reynolds, president. (Packager and producer of TV dent. (Package film programs.)

• General Electric Theatre (26); Sovereign Theatre (26); Your Jeweler's Showcase (26).

Rice, Craig, Enterprises
153 So. Oakhurst Dr., Beverly Hills, Calif.;
CRestview 4-5651. Tony London, producer;
Sam Neuman, writer-director.
(Producer of filmed series.)

· The Craig Rice Theater (series).

Riddick, Marion, Productions, Ltd. 1102 Eberhart St., Houston 19, Tex.; JAck-son 4-9653. William M. Riddick, director. (Producer of documentary, series, commercials.)

Modelette Television Acting (39). (Producer film series with children commercials, and documentary.)

Riviera Productions 26328 S. Western Ave., Lomita, Calif.; DAvenport 6-7676. Midwest represent-Lomita, Calif.; ative: Robert Zens, 230 Westmoor Blvd., Milwaukee 14, Wisconsin; SUnset 2-8815. Eastern representative: Pat Rancati, 566 Birch Drive, Cleveland 23, Ohio; REdwood 1-6076. F. W. Zens, executive producer; Bert Hunt, director of sales; A. W. Stevenson, Jack Kelly, associate producers. (Produces filmed series, commercials.) mercials.)

 Punch and Trudy (6); Teletunes (15); U.S.A. (26).

Roach, Hal, Studios
8822 W. Washington Blvd., Culver City,
Calif.; Texas 0-3361 and VErmont 9-2311.
Hal Roach, Jr., owner-president and
executive producer; Sidney S. Van
Keuren, vice president and general manager; Edw. L. Koenig, Jr., vice-president
in charge of sales; Charles H. Meacham,
secretary and treasurer. (Produce and
distribute filmed programs; produce
commercials and industrial films.)

• Gale Storm Show (78); Charlie Farrell Show (13); Code 3 (39); Screen Directors Playhouse (39); Telephone Time (79); Blondie (26).

Rocket Pictures, Inc.
6108 Santa Monica Blvd., Hollywood 38,
Calif.; Hollywood 7-7131. J. Richard Westen, president; Harlow Wilcox, vice-president; Don Bartelli, prod. mgr. (Producers
of films and programs.)

Rockett, Frederick K., Co. 6063 Sunset Blvd., Hollywood 28, Calif.; HOllywood 4-3183. Fred K. Rockett, gen-eral manager; Alfred Higgins, production supervisor. (Producers of commercials.)

Rockhill Productions

18 E. 50 St., New York 22, N. Y.; PLaza 9-7979.
Janet Taylor, president. (Produce and distribute live and film shows.)

Rodney-Young Prod. (see Cavalier Prod.)

Roffman, Richard H., Associates 675 West End Ave., New York 25, N. Y.; RIverside 9-3647. Richard H. Roffman, president; Maurice Roffman, Alvin Rubin, Herman Jaffe, Kitty Newman Blauner, Emanuel Targum, vice-presidents. (Pro-ducers and distributors of shows.)

Rogell Productions, Inc.
224 N. Canon Drive, Beverly Hills, Calif.;
CRestview 1-0568. Albert S. Rogell, producer-director; Arlan W. Moore, secretary-treasurer. (Features, other films.)

Rogers, Roy, Productions
Samuel Goldwyn Studio, 1041 N. Formosa
Ave., Hollywood 46, Calif.; HO 7-5111.
Roy Rogers, executive producer; Jack
Lacey, producer. (Produce Westerns.)

Roy Rogers Show (series).

Rolab Studios

Sandy Hook, Conn.; GArden 6-2466. Henry Roger, owner-director; E. H. Roger, treas-urer. (Produces film shorts, features, commercials.)

Rosamond Productions, Inc. 6926 Melrose Ave., Hollywood 38, Calif.; WEbster 1-1757. David Chudnow, presi-dent; Rosamond Chudnow, vice-president. (Produce films for TV.)

Ross-Danzig Productions
6331 Hollywood Blvd., Hollywood 28, Calif.;
HOllywood 2-6464. Frank K. Danzig, Bart
Ross, partners; Al Burton, associate.
(Packager of live shows.)

Musical Chairs (live); Words About Music (live); Beat Mr. Genius (live); Play it with Music (live); Spotlight on Youth

Rourke, Jack, Productions
6331 Hollywood Blvd., Hollywood 28, Calif.;
HEmpstead 7178, Jack Rourke, president;
Richard Wendelken, production manager;
Fred Fuld, Jr., treasurer. (Live programs

and sporting events.)

Roush, Leslie, Productions, Inc.
333 W. 52 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 7022 Melrose Ave., Hollywood 38, Calif.; WEbster 6-2494, Danny Rouzer, president. (Produce films.)

Ruby Film Company
729 Seventh Ave. New York 19, N. Y.; CIrcle
5-5640. Edward Ruby, production manager;
Sidney Nannes, office manager. (Produce filmed programs.)

Rust, John, Productions, Inc. 234 Bay Ave., Douglaston 63, N. Y. BAyside 9-373. 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 N. Sack, general manager; Julius M. Sack, sales manager. (Producer and distributor of filmed series, features.)

Hillbilly Jamboree (13); 29 features; 150

Sackett, Barnard L., Productions
Suite 210, 138 South 9th St., Philadelphia 7,
Pa.; WAlnut 3-0300. Barnard L. Sackett,
owner. (Producer of live shows and cartoon films and commercials.)

1564 Broadway, New York 36, N. Y.; JUdson 6-9012. Sam Samuels, owner. (Package shows.)

Saperstein, Abc, TV Enterprises
127 No. Dearborn Ave.; Chicago. III.; DEarborn 2-2427; Suite 7614, Empire State Bldg...
New York I. N. V.; LOngacre 3-467; 8506
Sunset Blvd., Hollywood, Calif.; CRestview 4-2692. Abe Saperstein. president; Samuel Rosen, vice-president in charge of production; Fay Saperstein, Walter Kennedy, producers. (Distributes filmed series.)

• Kid Magic (13); Tic Toc Tales (13).

Saphier, James L., Agency, Inc.
9538 Brighton Way, Beverly Hills, Calif.;
CRestview 1-7231, 65 E. 55th St., New
York 22, New York; PLaza 1-0075. James
L. Saphier, president. (Production of live
and filmed programs.)

Bob Hope Show (live).

Sarra, Inc.

200 E. 56th 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

Schafer, Kermit, Radio & Television Produc-

tions
45 E. 51st St., New York, N. Y.; PLaza
8-2675. Kermit Schafer, president; Harry
Lee, general manager. (Produce and distribute live and film programs.)

Schubert, Bernard L., Inc.
509 Madison Ave., New York 19, N. Y.; MUrray Hill 8-0940. Bernard L. Schubert, president; Wallace H. Lancton, general manager. (Package live and film shows.)

• Movie Quick Quiz (780); Topper (78); Mr. & Mrs. North (57); TV Reader's Digest (65); Crossroads (78).

Schultz, Robert, Associates

22 East 67th St., New York 21, N. Y.; LEhigh 5-4542. Robert Schultz, owner; Gloria Mamber, associate. (Producers of live and animated commercials.)

Schwarz, Mickey, Productions, Inc. 1600 Broadway, New York, N. Y.; CIrcle 7-6434. Mickey Schwarz, president; Jack L. Lemmon, vice-president. (Produces commercials.)

Schwimmer, Walter, Company
75 E. Wacker Drive, Chicago 1, Ill.: 527
Madison Ave., New York, N. Y.; ELdorado 5-4616. Walter Schwimmer, president; Arthur E. Pickens, Jr., vice-president in charge of pgms.; Bernard Crost,
vice-president in charge of sales. (Produce and distribute film series, package programs.)

• All Star Golf (26); Eddy Arnold Time (26); Championship Bowling (26).

Science Pictures, Inc.
5 E. 57th St., New York 22, N. Y.; PLaza 1-1710; branch office: 4000 Massachusetts Ave., Washington 16, D. C.; EMerson 3-4041. Francis Thayer, president; Carroll Bagley, vice-president of sales; John Thayer, vice-president of sales service. (Producers of film commercials.)

Scope, Inc.

167 Alcazar, Coral Gables, Fla.; Highland
4-7202; branch office: 501 Architect's
Bldg., Indianapolis, Ind.; MElrose 1-6167.
Robert L. Perine, president; Michael
Brown, vice-president; A. A. Roff, Jr.,
treasurer. (Producers of film commer-

treasurer. (Producers of film commercials.)

Screen Gems, Inc.

711 Fifth Avenue, New York, N. Y.; CIrcle 5-5044 and 1334 N. Beachwood Drive, Hollywood 28, Calif.; HOllywood 2-3111; Branch Offices: 3130 Maple Dr. N.E., Atlanta, Ga.; 230 No. Michigan Ave., Chicago, Ill.; 2459 Fenwick Road, University Heights, Ohio; 4924 Greenville Ave., Dallas, Texas; 210 South 5th St., Minneapolis, Minn.; 995 Market St., San Francisco, Calif.; 212 Beason Bldg., Salt Lake City, Utah: 444 Dexter Horton Building, Seattle, Wash.; 250 Poplar 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. Mexico: Avenida Insurgentes #263, Mexico, D. F. Europe: 142 Wardour 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. Hanft, director of business affairs; Seymour Malamed, director of fiscal affairs; Robert Salk, director of sales; Henry S. White, director of advertising and sales promotion; Phil Cowan, director of public relations; Edward Justin, director of sales development; Daniel Glass, manager of national sales; James Dodd, coordinator of international sales; Benedict Berenberg, eastern executive producer. Hollywood: Briskin Productions, Inc., 1134 N. Beachwood St., Hollywood 28, Calif.; Irving Briskin, president; Fred Briskin and Milton Pickman, vice-presidents.

• National TV Series: Ford Theatre; Playhouse 90; Father Knows Best; Adven-tures of Rin Tin Tin; Circus Boy; Tales of the Texas Rangers; Captain Midnight.

 Syndicated TV Series: Celebrity Play-• Syndicated TV Series: Celebrity Playhouse (39); Jungle Jim (39); Tales of the Texas Rangers (26); All Star Theatre (156), Damon Runyon Theatre (39); Patti Page Show (78); Top Plays of 1956 (44); Big Playback (52); Jet Jackson (39). 104 Columbia feature films.

Screen-Televideo Productions, Inc. 333 South Beverly Drive, Beverly Hills,

333 South Beverly Drive, Beverly Hills, Calif.: CRestview 1-6131, Robert Lord, ex-ecutive vice-president and producer; Jacques Braunstein, president and aud-itor (Produce and distribute filmed programs, commercials.)

Screencraft Pictures, Inc.

15 W. 44th St., New York 36, N. Y.; MUrray Hill 7-5011. Edward Berkson, president; Mike Mills, vice president; Peter M. Piech, vice president in charge sales. (Distribution—syndication features, westerns and TV film series.)

• Judge Roy Bean (39); The Mickey Rooney Show (33); 58 features; 38 west-erns; Tic Toc Tales (13); Operation Tomorrow (39).

Scripture Films (see Hack, Herman, Prod.)

Seaver-Leftwich, Inc. 16 E. 40th St., New York 16, N. Y.; MUrray Hill 4-1705. Frank A. Seaver, president; Alexander Leftwich, treasurer; J. Gerson Shaff, secretary. (Produce films, commercials.)

Semaphore Film Corporation

(Capitol Productions) (Motion Pixies)
1586 Cross Roads of the World, Hollywood
28, Calif.; HOllywood 4-8179-0. Robert C. 28, Caill.; HOllywood 4-81/9-0. Robert C. Bennett, president, general manager; Albert Kelley, vice-president in charge of production; Elliot W. M. Bennett, sales manager. (Feature films, playlets and serials, commercials, packaging.)

Sharpe-Lewis Productions

832 North Lillian Way, Los Angeles 38, Calif.; HOllywood 9-5981. (Producers of filmed programs.)

• Wire Service (39); DuPont Theater (39); Meet McGraw (45).

Shellric Corp.

6 West 57th St. New York 19, N. Y.; JUdson 6-7715. Sid Caesar, president and treasurer; Florence Caesar, vice-president; Richard Wincor, vice-president; Effie S. Cunnings, secretary and ass't. treasurer. (Producers.)

Showcase Productions, Inc.
Hal Roach Studios, Culver City, Calif.;
VErmont 8-2185. Hal Roach, Jr., president;
Carroll Case, vice-president, producer; E.
H. Goldstein, treasurer. (Producer of film

200 W. 57th St., New York 19, N. Y.; JUd-son 2-3636. Nat Gassman, owner. (Distrib-utor of feature films and package films.)

Simmel-Merservey TV Productions
9113 W. Pico Blvd., Los Angeles 35, Calif.;
BRadshaw 2-3874. Louis C. Simmel, president. (Producers and distributors of filmed series.)

• Yesterday's World Today (13); Isles of Mystery (5); Ghost Towns (13).

Simon, Al, Productions
1040 No. Las Palmas Ave., Hollywood 38,
Calif.; HOllywood 4-2121. Al Simon, owner.
(Film producer, commercials.)

Sixteen Screen Service Co. 6710 Melrose Ave., Hollywood 38, Calif.; WEbster 9-1491. Homer O'Donnell, owner. (Produces TV commercials and indus-

Skibo Productions, Inc. 165 W. 46 St., New York 36, N. Y.; PLaza 7-2265. Patrick E. Shanahan, president and treasurer; George Blake, secretary. (Dis-tribute various types of films.)

• 70 shorts.

Skinner, Charles E., Productions
1600 Broadway, New York 19, N. Y.; CIrcle
6-6915. West Coast Office: 1160 North
Highland Ave., Hollywood 38, Cal.
Charles E. Skinner, executive producerdirector; Raymond J. Rand, associate &
general manager; Nelson Gidding, supervising script editor. (Producers of filmed
series, commercials.)

Sergeant Preston of the Yukon (52).

Sleeping Giant Films, Inc. 3019 Dixwell Ave., Hamden (New Haven), Conn.; CHestnut 8-3236. David K. Harris, president. (Producers of film commercials.)

Slesinger, Stophen, Inc. 247 Park Ave., New York 17, N. Y.; ELdorado 5-2544, Hugh Sears, president. (Produce

Smith, Fletcher, Studios, Inc. 321 East 41th St. New York 17. N. Y.; MUrray Hill 5-9010. Fletcher Smith, president; Charles Schettler, vice-president; Peter Caldera, secretary-treasurer. (Producer of commercials.)

Smith, Warren R., Inc.
117 Fourth Ave., Pittsburgh 22, Pa.; EX
1-4410. Warren R. Smith, president; J. K.
Walker, treasurer. (Produces and distributes film series, live and animated com-

• Abbie Neal and her Ranch Girls (13); What's the Good Word (26).

Snader Productions, Inc. 9130 Sunset Blvd.. Hollywood 46, Calif.; CRestview 4-6651. Louis D. Snader, presi-dent. (Producer of filmed series.)

Korla Pandit (13).

Song Ads, Incorporated
5800 Sunset Blvd., Hollywood 28, Calif.;
HOllywood 3-7171 Robt Sande, pres.; Don
Estey, ex. vice-pres., sales; Del Porter,
v.p. creative dir.; Larry Greene, v.p.,
music dir.; Hugh Hudson, custom sales
mgr. (Prod. film & live shows, commercials and short subnects)

cials and short subjects.)

Sonnenreich, Joseph 1.
205 W. 89 St., New York 24, N. Y.; SUsquehanna 7-1797. Joseph I. Sonnenreich, owner. (Live and film programs)

Sonney Amusement Enterprises, Inc. 1664 Cordova St., Los Angeles 7, Calif.; REpublic 1-7236. Daniel Sonney, presi-dent; Edward Sonney, vice-president. (Producers, distributors of domestic and foreign films.)

Sound Masters, Inc.
165 W. 46th St., New York 36, N. Y.; PLaza
7-6600. W. French Githens, chairman of
the board; Harold E. Wondsel, president;
Francis Carter Wood, Jr., vice-president,
secretary; Walter Kullberg, treasurer.
(Producers of commercials.)

Soundac Productions, Inc.
2133 N.W. 11th Ave., Miami 37, Fla.; FRanklin 4-2655; 295 Delaware Ave., Buffalo 2,
N. Y.; CLeveland 2066, Robert D. Buchanan, president; Robert G. Biddlecom,
technical director; Clarence M. Schleh,
Jr., production manager. (Produces film
series, animated commercials.)

• Col. Bleep (78); Watch the Birdie (360).

Southwest Film Laboratory, Inc.
Southwest Film Center, Dallas 11, Tex.;
WHitehall 6-2184. Irvin Gans, president;

Jack A. Hopper, vice-preducers of film commercials.) Hopper, vice-president. (Pro-

Southwest Film Productions, Inc.
5301 Post Oak Road, Houston, Tex. Howard
T. Tellepsen, chairman of bd.; John Paul
Goodwin, president; Harlan Mendenhall,
executive vice-president and general
manager. (Produce package programs and
commercials.)

Sovereign Productions, Inc. (see Reynolds, Stuart Productions)

Spaeth, Sigmund
400 E. 58th St., New York 22, N. Y.; PLaza
8-0879. Sigmund Spaeth, president, general manager; Mrs. H. Richel, secretary,
treasurer (Live and film programs dealing with music of all kinds, packages.)

Music for Everybody (13)

Specialty Television Films, Inc.
1501 Broadway, New York 36, N. Y.; Longacre 4-5592. Jules B. Weill, president; Sam Greller, sales manager; Monty Raphaelson, head booker. (Producer and distributor of film packages.)

26 features.

Splendex Enterprises
38 E. 57th St., New York, N. Y.; PLaza
8-3360. Charles Wick, general partner.
(Packagers of television series and motion pictures.

"The Frances Langford Show."

- Sportlite, Inc.
 N. Wacker Drive, Chicago 6, Ill.; CEntral 6-8955. Alfred D. LeVine, owner; Mary Carroll, comptroller. (Distributes film series.)
 - Adventure Out of Doors (26); The Bud Wilkinson Show (39); Let's Go Golfing (13); The Travelbug (13).

- Sports TV, Inc. 1161 N. Highland, Hollywood 38, Calif.; 8758 Holloway Drive, West Hollywood 46, Calif.; Hollywood 4-7477. Mel Sawelson, cain: HOllywood 4-7477. Mel Sawelson, president and treas: John B. Brodhead, exec. vice-president; Dave Christopher, secy. (Produces, distributes sports series.)
 - All American Game of the Week; Big Ten Football Hilites (13); Olympic Hilites; Pacific Coast Conference Football Hilites (13); Gridiron Cavalcade.

Sportsvision, Inc.

- portsvision, Inc.
 233 Sansome St., San Francisco 4, Calif.:
 EXbrook 2-3837. Branches: 20 No. Wacker
 Drive. Chicago 6, Ill.; 1161 No. Highland
 Ave., Hollywood 28, Calif.; Central Bildg.;
 Seattle 4, Wash. Al J. Madden, president;
 Keith Alderson, vice-president and treasurer; F. Norris West, Jr., secretary. (Produces and distributes filmed series.)
 - All American Game of the Week for 1955 (13); Big Ten Foodball Hilites (13); Pacific Coast Conference Football Hilites (13); Gridfoo Cavalcade (13); Summer (13); Gridiros Football (39).

Spotlite News, Inc.

potlite News, Inc. 607 North La Brea Avenue, Los Angeles 36, California, WEbster 8-2191; 60 W. 46th Street, New York 36, N. Y.; CIrcle 5-0770. W. A. Blanchard, news director; Algernon G. Walker, executive director; J. L. Siegal, director of sales. (Newsfilm service for commercial clients.) Affiliated with Allend'or Production Incorporated porated.

Square Deal Pictures Corp.

quare Deal Pictures Corp.
Pines Bridge Rd., Ossining, N. Y.; OSsining
2-2617. Horace Ayers, president; Donn
Marvin, vice-president, general manager,
(Produce and distribute filmed programs.)

Stage Five Productions
1040 No. Las Palmas Ave., Hollywood, Calif.;
HOllywood 7-3111. Ozzie Nelson, producer,
director; Leo Pepln, assistant producer.
(Produces filmed series.)

· Adventures of Ozzie and Harriet (se-

Standard Television Corp.
745 5th Avenue, New York 22, N. Y., ELdorado 5-7566. A. A. Mayers, president; R. Sokol, office manager. (Distributor films for TV.)

Standard Television Corp.
321 South Beverly Drive, Beverly Hills.
Calif.; CRestview 4-6869. Lawrence Berger, president. (Film distributor.)

• Pan American Showtime (13); 22 fea-

Stanley-Marshall, Inc. 1454 Peerless Place, Los Angeles 35, Calif.; CRestview 4-5279. John Jay Franklin, owner. (Distributor of film series.)

• This Is Hawaii (26).

Star Entertainment Corporation
211 W. 53 St., New York 19, N. Y.; JUdson
2-0770. Max Wolff, president; Al Roth, vice-president. (Film packager.)

Stark, Wilbur-Jerry Layton, Inc. 6 E. 45 St., New York, N. Y. Wilbur Stark, Jerry Layton, owners. (Package producers.)

Modern Romances (live); Col. Humph-rey Flack (film); Rocky King, Detective (live); Ladies' Choice (live); True Story

Station Distributors, Inc. 1450 Broadway, New York 36, N. Y.; WIsconsin 7-2055. Milton Gettinger, president. (Distribute filmed series.)

Call the Play (52).

Stempel, Frank, Agency 9034 Sunset Blvd., Los Angeles 46, Calif. Frank Stempel, owner. (Live & film shows.)

Stephens, William, Company 6666 Santa Monica Blvd., Hollywood 46, Calif.; William Stephens, production su-pervisor. (Producer of film series.)

Sterling Television Co., Inc.
6 East 39 St., New York 16, N. Y.: OXford 7-2520. Branch offices: 6715 Hollywood Blvd., Hollywood, Calif.: 30 N. LaSalle St., Chicago, Ill. Saul J. Turell, president; Robert E. Rhoades, secretary-treasurer; Bernice Coe, vice-president in charge of sales

sales.

• Adventures in News (13); Adventures in Sports (26); American Wit and Humor (13); Animal Crackers (60); Betsy and the Magic Key (39); Bowling Time (13); Crusade in the Pacific (26); Fearless Fosdick (13); Gadabout Gaddis (26); Im the Law (26); Into the Night (18); Invitation Playhouse (26); Jungle Adventures (125); King's Crossroads (90); Little Show (32); Little Theater (52); Movie Museum (160); Paul Killiam (26); Playland Films (60); Public Prosecutor (26); Ray Forrest (26); Sports on Parade (75); The Ballet (26); The World We Live In (65); This is Charles Laughton (26); This World of Ours (26); Vienna Philharmonic (13).

Stevens, Mark, Productions, Inc.
7324 Santa Monica Blvd.. Hollywood 46,
Calif.; OLdfield 4-2800. Mark Stevens,
president and executive producer; Edward L. Rissien, associate producer; Stanley H. Silverman, story editor. (Producers of filmed series and commercials.)

• Big Town (network series).

Stockdale and Company
729 W. Sixth South, Salt Lake City 4, Utah;
ELgin 5-5511. C. L. Stockdale, owner.
(Produces commercials.)

Stokey, Mike, Enterprises, Inc.
6123 Selma Ave., Hollywood 28, Calif.;
HOllywood 2-1241; 64 West 56 St., New
York 19, N. Y.; Columbus 5-8610, Mike
Stokey, president; John Hueners, Jimmie
Barnett, vice-presidents and asst. producers. (Producer of live and filmed shows.)

· Mike Stokey's Pantomime Quiz (live).

Storyboard, Inc.
35 W. 53rd St., New York 19, N. Y.; JUdson
6-3288. John Hubley, president. (Producers of film commercials and syndicated spots.)

Strausberg, Jack, Productions 919 N. Michigan Ave., Chicago 11, Ill.; WHitehall 4-3941; CEntral 6-4624. Jack Strausberg, president. (Produces, distrib-utes film series; produces commercials.)

Now I'll Tell One (52).

Streech, Wilbur, Productions Inc.
135 W. 52nd St., New York 19, N. Y.; Wilbur
J. Streech, president; Joseph C. Bowman,
Jr., sales manager; Harry Wuest, production manager; Paul K. Freeman, art dir.
(Produce commercials.)

Strickland Films, Inc.
220 Pharr Road, N.E., Atlanta, Ga.; CEdar
3-5317. C. L. Strickland, president. (Distributors of filmed series, producers of
commercials.)

Smokey Mountain Jamboree (13).

Studio City TV Productions, Inc. 4020 Carpenter, No. Hollywood, Calif.; POp-lar 3-8807. Morton W. Scott, president; Lester J. Nelson, sccretary-treasurer. (Production of films, commercials.)

• Stories of the Century (39); Adventures of Dr. Fu Manchu (13); Frontier Doctor

Studio Films, Inc.

380 Madison Ave.. New York 17, N. Y.; OX-ford 7-2590. S. A. Costello, president; Ben Frye, executive vice-president. (Produce and distribute filmed series, shorts.)

Showtime (39); 1,120 musical shorts.

Sturm, Bill. Studios, Inc.
723 7th Ave., New York 19, N. Y.; JUdson 6-1650. A. D. Hecht, client relations; Orestes Calpini, creative director; William A. Sturm, puppet and stop motion director; John Allen, production manager.

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 commer-

Sutherland, John, Productions, Inc.
201 No. Occidental Blyd., Los Angeles 26,
Calif.; DUnkirk 8-5121; 33 E. 48 St., New
York 17, N. Y.; PLaza 5-1875. John Sutherland, president and general manager;
Charles Bordwell, vice-president. (Producer of commercials.)

Swift-Chaplin Productions, Inc.
1136 North Highland Ave., Hollywood 38,
Calif.; Hollywood 2-0761. Charles F. Chaplin, president; Howard Swift, vice-president. (Producer of commercials.)

Syndicated Films 1022 Forbes St., Pittsburgh 19, Pa.; EXpress 1-1355. H. John Kemerer, mgr. (Distributes filmed series.)

• 67 Melody Lane (13); Outdoors with Harris Breth (13); Sportsman's Club (78).

T-bar-V Productions, Inc.
5208 Kelvin Ave., Woodland Hills, Calif.;
DIamond 7-3062. Donna Fargo, president;
Lois Landon, vice-president; Ned Davenport, camera director; Gail Davenport, script editor. (Live and film western and

script editor. (Live and film western and outdoor packages.)
• Rodeo Revue (live or film); Tom-Tom Tales (series); Trader Lee (live); T-bar-V Stories (film); The Winner's Circle (live); Caldwell's Corner (live).

8533 Sunset Blvd., Los Angeles, Calif.: CRestview 6-4345. Lou Costello, president; Pat Costello, vice-president. (Produces filmed series.)

Abbott and Costello (52).

TCF Television Productions, Inc. (Subsidiary of Twentieth-Century-Fox Film Corp.)

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 Asher, general manager in charge of television production; Ben Feiner, Jr., producer; J. Paul Popkin, production manager; Booker McClay, publicity director. (Produces filmed series.)

• General Electric (network series); Flicka series (39); Broken Arrow (39).

Attractions

565 Fifth Ave., New York 17, N. Y.; ELdorado 5-1540. Milton H. Blackstone, director. (Live and film packages.)

TV Guild Productions, Inc.
(Carthay Sound Stage)
5907 West Pico Blvd., Los Angeles 35, Calif.;
WEbster 8-2101. Jack Miles, president.
(Film commercials and programs.)

TV and Motion Picture Prod., Inc.
117 E. Main St., Richmond, Va.; RIchmond
3-4444 John C. Wood, president; J. C.
Eanes, Jr., vice-president. (Producers of film commercials.)

TV Spots, Inc.

1037 N. Cole Ave., Hollywood 38, Calif.;

HOllywood 5-5171. Shull Bonsall, president; William M. Bauman, vice-president & general manager; Sam Nicholson, vice-president & creative director; Chicago Office: Robert F. Kemper, 520 N. Michigan Ave., WHitehall 4-0196; New York Office: Anthony Baker, 8 E. 52nd St., PLaza 5-4807. (Animated & live action commercials, industrials & entertainment films.)

TV Unlimited, Inc.

17 East 45th Street, New York 17, N. Y.; OXford 7-0725, Herbert Rosen president. (Producer of films, package shows.)

Talent Associates Ltd.
41 E. 50th Street, New York 22, N. Y.,
PLaza 3-1030. Alfred Levy, president; David Susskind, executive vice-president;
Robert Costello, vice-president. (Produce
live TV packages.)

Armstrong Circle Theatre

Tantamount Pictures, Inc.

108 N. Jefferson Street, Richmond, Va.,
Phone: 2-5841. Donald T. Martin, president and treas.; A. C. Traynham, seey.
(Produce commercials, sports and documentation) mentaries.)

TeeVee Company, The 211 S. Beverly Drive, Beverly Hills, Calif.; CRestview 5-1076. Gifford Phillips, president; Marc Frederic, vice-president and general manager. (Producer of filmed series.)

Teitel Television Films
410 So. Michigan Ave., Chicago 5, Ill.; HArrison 7-3025. Charles Teitel, president. (Distributors of feature films, shorts.)

• 20 feature films; 52 shorts.

Tel Ra Productions
1518 Walnut Street. Philadelphia 2, Pa;
KIngsley 6-4140. W. Wallace, pres., Bosh
Pritchard, vice-president in charge of
sales. (Producer and distributor of film shows and commercials.)

• Sports Spotlight (series); Telesports Digest (52); Touchdown (13).

Telamerica, Inc. 270 Park Ave., New York 17, N. Y.; ELdo-rado 5-1422. John Whitaker, president. (Produce films.)

Tele-America, Inc.

364 No. Camden Drive, Beverly Hills, Calif.; CRestview 4-5381. Thor L. Brooks, president; Howard Taylor, vice-president. (Producer of live and filmed shows and commercials.)

Telecast Films, Inc.
247 West 46th St., New York, N. Y.; JUdson
6-5480. W. K. Hedwig, president; G. W
Hedwig, treasurer, secretary. (Feature
films and shorts, commercials.)

31 features; 141 shorts.

Telecine Film Studios, Inc.

100 So. Northwest Highway, Park Ridge.

Ill.; TA 3-1418. Byron L. Friend, president;
Henry Ball, facilities manager; June A.
Friend, secretary-treasurer. (Producers
of filmed series, commercials.)

Zoo Parade; Home Show; This Is the
Midwest (series).

Telecraft Productions

1270 6th Avenue, New York 20, N. Y.; CIrcle 5-8422. Al Grossman, president and gen-eral manager. (Shows for television.)

Telefilm Enterprises
38 E. 57th St. New York, N. Y.; PLaza
8-3860. Charles Wick, general partner.
(Distributor of film series.)

Fabian of Scotland Yard (39).

Telefilm, Inc.
6039 Hollywood Blvd., Hollywood 28, Calif;
HOllywood 9-7205. J. A. Thomas, president; J. B. Pinkham, exec. v.p.; Peter Comandini, secretary-treasurer. (Commercials.)

Telemated Cartoons

70 E. 45th Street, New York 17, N. Y.; MUrray Hill 6-8933. Saul Taffet, producer-director. (Producer of film commercials.)

Telemount Pictures, Inc.
P. O. Box 1106, Santa Monica, Calif. Henry
B. Donovan, president and producer. (Producers of Cowboy G-Men film series.)

• 39 Westerns; 13 shorts.

Telenews Productions, Inc.
630 Ninth Ave., New York 36, N. Y.; JUdson
6-2450. Herbert Scheftel, president; Alfred
G. Burger, executive vice-president:
Charles N. Burris, general manager.
(Producers of programs, film commercials.)

Adventures in Sport (26).

eicpar (Robert Longenecker Agency) 8428 Melrose Pl. Los Angeles 46. Calif.; OLive 3-3770. C. Robert Longenecker, president. (Film series, commercials, live shows.)

Tele-Pictures, Inc. 10125 W. Washington Blvd., Culver City, Calif.; TExas 0-4677 and VErmont 9-2293.

E. J. Baumgarten, president; James Cranston, TV operations manager. (Dis-tributes feature films.)

151 features; 13 featurettes.

Telescene Film Productions Co. 287 10th Ave., New York 1. N. Y.; CHickering 4-0122. Robert D. Tobias, sales manager. (Producers and distributors of filmed series.)

• Pulse of the City (26); Judge's Chambers (series).

Television Adventure Films Corp. (TAFCO) RKO-Pathe Studio, 9336 W. Washington Blvd., Culver City, Calif.; TExas 0-2931. Julian Lesser, president; Jack Douglas, vice president. (Producer of filmed series.)

I Search for Adventure (52).

Television Clearing House
7162 Melrose Ave., Hollywood 46, Calif.;
WEbster 5-7079. S. Samuel Liggett, owner:
George Janes, manager. (Complete physical handling of films for TV.)

Television Exploitation
1450 Broadway, New York 36, N. Y.; Wisconsin 7-2055, Milton M. Gettinger, president; Robert Gettinger, vice president (Distributes feature films.)

• 25 features.

Television Films of America

Box 1006, Beverly Hills, Calif. Jack Parker, vice-president, executive producer. (Film programs and commercials.)

Voice of Experience (260); Voice of Experience Views The News (series); Racket Investigator (52); Board of Human Relations (52); Modern Homemaker Institute (260).

Television Graphics, Inc.

245 W. 55 St., New York 19, N. Y.; JUdson 6-1922. Bernard Rubin, president. (Pro-ducer of film commercials.)

Television International Co. 25 W. 45th St., New York 36, N. Y.; PLaza 7-3450. Paul N. Robins, owner.

59 features.

Television Library, Inc. 3 East 57th St., New York 22, N. Y.; PLaza 3-4840. C. F. Vetter Jr., president. (Dis-tributes feature films.)

Household Hints (65); Heedless Henry (65): 6 feature films.

(65); 6 feature films.

Tclevision Programs of America, Inc.
488 Madison Avenue, New York 22, N. Y.;
PLaza 5-2100. 919 No. Michigan Ave.,
Chicago 1, Ill.; WHitehall 4-4767; 5746 Sunset Blvd., Hollywood 28, Calif.; HOllywood 2-6071. Edward Small, Chairman of
the Board; Milton A. Gordon, president;
Michael M. Sillerman, executive vicepresident; Bruce Eells, Western Division
vice-president; William H. Fineshriber,
Jr., vice-president; Villiam H. Fineshriber,
Jr., vice-president; Villiam H. Fineshriber,
vice-president; Kurt Blumberg, assistant vicepresident; Hardie Frieberg, Eastern Division vice-president; Walter J. Plant,
Central Division manager, Manny Reiner,
fgn. mgr.; Wally Gould, prod.-dir., commercial div. (Producer, distributor of film
series.) series.)

series.)

• Mystery Is My Business (32); Captain Gallant of the Foreign Legion (39); Ramar of the Jungle (52); Science in Action (52); Your Star Showcase (52); Count of Monte Cristo (39); Edward Small Feature Films (27); Susie (104); Stage 7 (39); Halls of Ivy (39); Fury (network series); Private Secretary (network series); Captain Gallant (network series); The New Aventures of Charlie Chan (39); Tugboat Annie (39); Done Ameche Presents Play of the Week (39); Hawkeye and the Last of the Mohicans (39). hicans (39).

Television and Radio Features of America 37 W. 46th St., New York 36, N. Y.; JUdson 2-5130. Oliver W. Nicoll, executive direc-tor; Sandra Munsell, associate director. (Program production, live and film pack-age shows, commercials.) See Radio Fea-tures of America.

Television Screen Productions, Inc.
17 E. 45th St., New York 17, N. Y.; MUrray
Hill 2-8877. Charles J. Basch, Jr., president; Frances Scott, vice-president, secretary. (Produce and distribute live and film commercials and programs.)

Jim and Judy in Teleland (52).

Telic, Inc. 630 Ninth 16, Inc.
30 Ninth Ave., New York 36, N. Y.; JUdson 2-3480. Elwood Siegel, president and executive producer; Edward Boughton, vice president—production. (Producer sponsored industrial, information and public relations films, short subjects, TV commercials.)

Armstrong Circle Theatre.

Telorama Productions, Inc. Citizens Bank Bldg., Pasadena 1, Calif.; Sy 6-2649. Richard D. Pearsall, president. (Religious and educational films.)

Tempe-Toons Productions, Inc.
2201 Hollywood Way, Burbank, Calif.; VIctoria 9-2313; 521 5th Ave., New York 17, N. Y.; Murray Hill 7-0790. Leo A. Minskoff, president; Sam Singer, dir. (Produce animated cartoons and commercials.)

Terr, Michael, Inc.

77 Michael, 1962. 176 N. Crescent Heights, Hollywood 46, Calif.; OLdfield 4-7506, John Reinhardt, director; Michael Terr, producer. (Film programs and commercials.)

• Wildcat Rider (26); Dancing Age (13).

Theatre Guild, The Television Department, 23 W. 53rd St., New York 19, N. Y.; COlumbus 5-6170. Armina Marshall, executive director, television department. (Live and filmed programs.)

U. S. Steel Hour (live).

Theatrical & Video Corp.
15 East 48th Street, New York, N. Y.; PLaza 3-3432 Don Getz, president; Murray M. Kaplan, vice president in charge of sales; Lydia Parker, assistant secretary.

26 color feature films.

Theodore Productions, Inc.
730 Fifth Ave., New York 19, N. Y.; JUdson
6-4312. Rex Marshall, president; George
F. Foley, vice-president; Patricia L. Perkins, secretary. (Producers of film commercials.)

Thompson-Koch Co., Inc., The 1450 Broadway, New York 18, N. Y.; LAck-awanna 4-6400. Robert W. Hall, TV di-

 Inspector Mark Saber (57); The Pendulum (52).

Thorgersen, Ed 245 W 55th Street, New York 19, N. Y.; CIrcle 6-8935. Ed Thorgersen, executive producer. (Producer of news and sports package programs.)

Times Square Productions, Inc.
145 W. 45th St., New York 36, N. Y.; CIrcle
6-4443. Charles W. Curran, president;
Fred Kelly, associate producer (Produce
and distribute filmed programs and commercials.)

You Are What You Write (series).

Times Television Corp.
1560 Broadway, New York 36, N. Y.; Circle
6-6918; 7162 Melrose Ave., Hollywood,
Calif. David H. Coplan, president; Nat

Liebeskind, general manager; Sam Liggett, Hollywood manager, (Produce and distribute series, features.)

• Window on Canada (13); On The Soot (39): Eye Witness (60).

Toddy Pictures Co.

146 Walton St., Atlanta 1, Ga. Murray 8-3117. Ted Toddy, president; James L. Roberts, general sales manager; C. Small, production; Tommy Simpson, head booker, (Distributor of films.)

• 27 features; 15 short subjects; 15 musical shorts.

Tower Productions
11541 Landale St., No. Hollywood, Calif.
Helen L. Moser, owner (Live programs.)

• Space Patrol (live, plus 300 half hour and 200 15 minute kinescopes).

Trans-Continental-Films, Inc.
723 Seventh Ave., New York 19, N. Y.;
PLaza 7-6844. J. A. Cordero, pres. Importers and exporters for TV of foreign language features and shorts for TV.

Transfilm Incorporated

35 W. 45th St. New York 36, N. Y.; JUdson 2-1400; 8255 Beverly Blvd., Hollywood 48, Calif.; WEbster 3-5953. William Miesegaes, Calif.; Webster 3-5953. William Miesegaes, president; Walter Lowendahl, executive vice-president; William Burnham, vice-president in charge of sales. Michael A. Palma, secretary-treasurer; Robert Drucker, mgr. West Coast. (Produce TV commercials and industrial films.)

Trans-Lux Television Corporation 625 Madison Ave., New York 22, N. Y.; PLaza 1-3110. Richard Brandt, president Richard Carlton, vice-president in charge of sales. (Distributor of feature films and

film series.)

film series.)

• Adventure in Science (34); Animal Kingdom (38); Behind the Scenes (18); Bringing Up Your Baby (15); Children Love Animals (30); Children of Many Lands (18); Children's Stories (22); Classroom of the Air (36); Creative Arts (28); Here Is to Health (18); Here's How (43); Holiday (11); Life in the U.S.A. (26); March of Science (44); Medicine Marches On (20); Open for Business (19); Our America (46); Profile (39); Sports (14); Video Digest (21); What's Your Line (27); The World at Large (50).

Transvideo Corporation of America 2 W 46th St. New York 36, N. Y.; JUdson 2-1280-1. Theodore A. Parist, president; George Luttinger, secretary; Marle R.

Passannante, treasurer. (Musical films.)

Trans-World Films. Inc.
55 W. Jackson Blvd.; Chicago 4, Ill.; WA-bash 2-8528. E. T. Myers, president; R. H. Larsen, E. H. Mann, vice-presidents. (Produce films; distribute foreign features.)

Tressel Studio
7905 S. Burnham Ave., Chicago 17, Illinois,
George Tressel, mgr.

Twentieth Century-Fox Television

wentern Century-Fox Television
Productions, Inc.
444 W. 56 St., New York 19 N., Y.; COlumbus 5-3320. Spyros P. Skouras, pres.; W. C. Michel, exec. vice-pres.; D. A. Henderson, treas.; C. E. McCartney, compt. (Produce and distribute films and packages.)

UPA Pictures, Inc.
4440 Lakeside Drive, Burbank, Calif.; THornwall 2-7171; 60 East 56th Street, New York, N. Y.; PLaza 8-1405; 360 North Michigan Ave., Chicago, Ill.; ANdover 3-7566; 21 Upper Grosvenor Street, London WI, England; Mayfair 2-114. Stephen Bosus-

tow, president and executive producer; Ernest Scanlon, vice-president & treasurer; Herbert Klynn, vice-president—TV comm. western area; C. D. McCormick, vice-president—New York; Peter Del Negro, general manager—Chicago; Roy Letts, business manager—London. (Producers of animated commercials, industrial films and TV programs.)

Ullman, George, Agency 8979 Sunset Blvd., Los Angeles 46, Calif.; CRestview 4-5238. George Ullman, president; Jack Easton, vice-president. (Live and film shows and commercials.)

Uliman Richard H., Inc.
295 Delaware Ave., Buffalo 2, N. Y.; CLeveland 2066. Richard H. Ullman, president; Marvin A. Kempner, executive vice-president. (Distributors of filmed and live programs.) grams.)

• Watch the Birdie (365); Animated Weather Forecasts (225); Colonel Bleep (78); General Ad-I-Mation (264).

Unifilms, Inc.
329 E. 47 St., New York 17, N. Y.; MUrray
Hill 8-9325. Charles E. Gallagher, president. (Producers of film commercials, dramatic shows.)

Unit Four Productions, Inc.

141 E. 55th St., New York 22, N. Y.; PLaza 3-1203. Worthington Miner, president; Franklin Schaffner, George Roy Hill, Fielder Cook, executive vice-presidents; Jerome Bellman, vice-president and secretary-treasurer. (Produce live shows.)

retary-treasurer. (Produce live shows.)

United Artists Corp.

729 Seventh Ave., New York 19, N. Y.; CIrcle 5-6000. Arthur B. Krim, president; Robert S. Benjamin, chairman of the board; William J. Heineman, vice-pres. in charge of distribution; Max E. Youngstein; vice-pres.; Arnold M. Picker, vice-pres. foreign distribution; Seymour M. Peyser, vice-pres. and general counsel; Leon Goldberg, vice-pres. treas.; Robert F. Blumofe, vice-pres. west coast operations; Charles Smadja, vice-pres. European prod., Seward I. Benjamin, secy.; Joseph Ende, controller; Sidney Landau, asst. treas. (Distributes feature films.)

United Film and Recording Studios
301 E. Erie St. Chicago 11, Ill.; SUperior
7-9114. William L. Klein, president; William C. Hutchings, executive vice-president; John K. Bruun, general manager.
(Producers of filmed series and commercials)

• Adventures of Capt. Hartz (13); Prof. Pet (26); Amy Vanderbilt (78) Herald of Truth (39); Joe Emerson Show (13); It's Baby Time (54).

United Press Associations

220 E. 42nd St., New York 17, N. Y.; MUrray
Hill 2-0400. Frank H. Bartholomew, president; Earl J. Johnson, vice-president, general news manager; Mims Thomason,
vice-president, general business manager;
LeRoy Keller, vice-president, general
sales manager; Frank Tremaine, general
manager, United Press Newspictures;
W. R Higginbotham, television manager,
(Distribute news film.)

United Press Movietone News; The Sports Report.

United Producers-Distributors

46, Calif.; CRestview 4-5621. Jerry Courneya, president; Donna MacDonald, secretary. (Produce and distribute filmed series packages.)

• Strange Adventure (52); Adventures of Noah Beery, Jr. (26); The Chimps (13); World of Adventure (13); 41 features, 39 westerns

United States Productions, Inc. 5 E. 57th St., New York 22, N. Y.; PLaza 1-1710. Carroll Bagley, Fred Kilian, owners. (Producers of film commercials.)

United World Films, Inc.

1445 Park Ave New York, N. Y.: TR 6-5200.

Branches: 542 So. Dearbon St., Chicago, Ill., F. Manarelli, br. mgr.; 2227 Bryan St., Dallas, Fex. Norman Spiegel, br. mgr.; 6608 Melrose Ave., Los Angeles. Calif., F. Harrington, br. mgr.; 287 Techwood Drive, N.W., Atlanta, Ga., L. Berch, br. mgr.; 5023 N. E. Sandy Blvd., Portland. Ore. Herman Block, br. mgr.; 1311, N. E. Bayshore Drive, Miami, Fla.; Al Myles, br. mgr. 'Produce and distribute filmed series, packages, commercials.) Subsidiary br. mgr 'Produce and distribute filmed series, packages, commercials.) Subsidiary of Universal Pictures Co., Inc. James Franey, president; Norman Gluck, vice-president television sales manager. (Film series, shorts, commercials.) M. Goodman, v.p. Castle Home Movies; John Desmond, sales mgr., special sales, entertainment features.

• Animal Fun and Mischief (17); Baseball and Track (17); Going Places (39); Great Moments on the Gridiron (15); Headlines on Parade (26); Sportscholar (52); Stranger than Fiction (65); also Holiday films.

Unity Television Corporation
1501 Broadway, New York 36, N. Y. Longacre 4-8234. Jerome S. Hyams, president;
Robert Seidelman, vice president and gen-Robert Seidelman, vice president and general sales manager. Branches: Detroit—Fox Theatre Building. WOodward 1-3979. Stanley Dudelson, manager. Hollywood—9100 Sunset Boulevard. CRestview 4-6955. Richard P. Buch, manager. (Distribute feature films, westerns, serials, cartoons and shorts.)

Crusade in Europe, Stars on Parade, Three Guesses.

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
of production. (Produce commercials and
industrial films) industrial films.)

Van Coevering Productions
20 North Wacker Drive, Chicago 6, Ill.;
CEntral 6-8955. Jack Van Coevering,
owner; Al LeVine, sales manager. (Producer and distributor of film series.)

• Adventure Out of Doors (26).

Van Praag Productions
1600 Broadway, New York 19, N. Y.; PLaza
7-2687; 2301 Dime Bldg., Detroit 26, Michigan; 3143 Ponce de Leon Blvd., Coral
Gables, Fla.; 7417 Sunset Blvd., Hollywood 46, Calif. William Van Praag, president; Marc S. Asch, exec. vice-president;
Gilbert M. Williams, dir. of prod.; Hugh
S. Hole, vice-pres., Hollywood; Harry J.
Walsh, Jr., vice-president, Miami; Fred
F. Frink, general manager, Detroit.

Van, Wally, Productions
42 W. 35th St., New York, N. Y.; Wisconsin
7-0200. Wally Van, president. (Film producer.)

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134 East 57th Street, New York 22, N. Y.:

MUrray Hill 8-5897. Richard de Rochemont, chairman of board and president;
Joseph Stultz, Gerald E. Weiler, vicepresidents; Ruth Teksmo, secretary. (Produce motion pictures, television films,
closed circuit telecasts.)

Produced television films, closed circuit telecast for: General Motors, Reynolds Metals, Time Inc., Reader's Digest,

French Government, General Tire and Rubber Co., Omnibus, NBC.

Versatile Television Productions, Inc. 324 Broadway, Cape Girardeau, Mo.; 5-8816. Robert O. Hirsch, president; Blaine Baker, manager. (Producers of film commercials.)

Video Events, Inc. 535 Fifth Ave., New York 17, N. Y.; MUrray Hill 7-1668. Juliene Dupuy, president. (Live programs, commercials.)

Video Films 1004 E. Jefferson Ave., Detroit 7, Mich.; WOodward 2-3400. Clifford Hanna, William R. Witherell, Jr., partners. (Producers of commercials.)

· Commercials, Spots, Animation.

Video Pictures, Inc.

Executive and sales offices, theatre and editorial department: 500 5th Avenue, New York 22, N. Y.; LAckawanna 4-2912; Stephen Street, New York 19, N. Y.: CIrcle 7-2062. Charles L. Turner, executive-producer. (Producers of compression and industrial Clause) mercials and industrial films.)

Vidicam Pictures Corporation 210 East 5th St., New York, N. Y.; ALgon-quin 4-7102. Alfred Justin, president. (Pro-ducer of film programs and commercials.)

Vincent, Chick, Co.
509 Madison Ave., New York 22, N. Y.;
ELdorado 5-0734. Chick Vincent, producer, director. (Producers of filmed packages, features, commercials.)

Vision Films, Inc.
520 Royal St., New Orleans 16, La.; EXpress
1191. Charles N. Burris, president; Edgar
B. Stern, Jr., Robert W. Swezey, vicepresidents. (Produces commercials.)

Visual Drama, Inc. 129 No. Vermont Ave., Los Angeles 4, Calif.; DUnkirk 8-0525. William J. Faris, pro-ducer. (Produces filmed series, features.) Gangbusters (series); 1 feature film.

Vogue Wright Studios

469 E. Ohio St., Chicago 11, Ill.; MOhawk
4-5600. James E. Holmes, v.p., film dir.;
Joseph G. Betzer, charge TV sales; Hal
Lassiter, production manager. (Producers
of commercials, packages, shorts.)

Volcano Productions, Inc. 1040 N. Las Palmas Avenue, Hollywood 38, Calif.: HOllywood 4-6481. James A. Bank. president. (Producer of features and commercials.)

Wade, Roger, Productions Inc. 15 W. 46th St., New York 36, N. Y.; CIrcle 7-6797. Roger W. Wade, pres. (Producers of commercials, spots, animation, slides.)

Wallach, George, Productions

14 Lawrence St., New Hyde Park, N. Y.;
FLoral Park 4-6795; c/o Joe Popkin,
Twentieth-Fox, 1418 N. Western Ave.,
Hollywood 28, Calif., HOllywood 2-6231.
George Wallach, producer, director: J.
Paul Popkin, associate producer; Kenneth
Peach, director of photography. (Produces
commercials, features, TV series, supervises production of film series.)

Weiss, Adrian, Productions

655 No. Fairfax Avenue, Los Angeles 36, Calif.; OLive 3-4440, Adrian Weiss, pro-ducer. (Producer of film shows.)

Craig Kennedy, Criminologist (26).

Weiss, Louis, & Co. 655 No. Fairfax Avenue, Los Angeles 36, Calif.; OLive 3-4440. Adrian Weiss, dis-tribution director; Louis Weiss, assistant.

(Distributor of filmed series, features, shorts.)

• Craig Kennedy, Criminologist (26); Thrill of Your Life (13); Canine Comments (13); Little Story Shop (5); The Chimps (13); Adventures of Noah Beery, Jr. (15); 120 westerns; 29 features: 180 shorts.

Welgot Trailer Service
630 Ninth Ave., New York 36, N. Y.; CIrcle
6-6450. Charles L. Welsh and Martin Gottlieb, owners. (Producers of film commer-

Werling, Rupe
Hidden Haven, Chalfont, Bucks County, Pa.;
LExington 707. Rupe Werling, owner.
(Produces live and film commercials.)

Westward Productions, Ltd.
1270 6th Ave., New York 20, N. Y.; PLaza 7-7900; Studio: 1041 N. Formosa Ave., Los Angeles 46, Calif. Samuel Goldwyn, Jr., executive producer. (Producer of filmed programs.)

Whitehead TV Pictures, Inc.
36 W. 20th St., New York, N. Y.; CHelsea
2-8922. Charles G. Whitehead, president.
(Producer of film commercials, features
and shorts.)

Wick Films, Inc.

38 East 57th Street, New York, N. Y.; PLaza
8-3360. Charles Wick, president. (Producers and distributors of film series.)

The Adventures of The Big Man.

Wilding Picture Productions, Inc.
1345 Argyle St., Chicago 40, Ill.; LOngbeach
1-8410. Branches in Detroit, New York,
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pres., James A. Kellock, vice-pres. and
gen. mgr.; Jack Rheinstrom, vice-pres.
sales; Clinton B. Hatcher, secy-treas.
(Producer of commercials and pilot films.)

Willard Pictures, Inc.
45 W. 45th St., New York 36, N. Y.; JUdson 2-0430, John M. Squiers, Jr., executive producer; Samuel A. Scribner, production manager; Lester M. Strong, sales manager. (Producers of film commercials.)

Willard, Frank, Productions
3223-B Cain's Hill Place, N.W., Atlanta 5,
Ga.; CEdar 7-2282. Frank H. Willard, Jr.,
owner; Joseph B. Cummings, Jr., sales
manager. (Producers of film commercials.)
William Films, Inc.

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HOllywood 9-8948. Nick J. Nickolas, president, general manager; William H. Williams, vice-president, treasurer. (Filmed live action and animated commercials.)

Williams Productions, Inc.
Goldwyn Studios, 1041 No. Formosa Ave.,
Hollywood 46, Calif. Rene Williams, president; Lazar Bernard, treasurer; Ruth
Williams, secretary. (Producers of film series.)

Winik Films Corp.

250 W. 57th St., New York 19, N. Y.; CIrcle 6-7360. Leslie Winik, president; Richard Winik, vice-president. (Produce filmed series, commercials.)

• Madison Square Garden (26); Greatest Sport Thrills (104); Famous Fights (39).

Wolf Associates, Inc.
420 Madison Ave., New York 17, N. Y.; PLaza
5-2050. Edward Wolf. president and general manager; Herbert Wolf. vice-president. (Producers of live programs.)

• Break the Bank (live); Masquerade Party (live); Penny To A Million (live).

Party (live); Penny To A Million (live).

Wolff, Raphael G., Studios, Inc.
5631 Hollywood Blvd., Hollywood 28, Callf.;
HOllywood 7-6126. N. Y. representative:
Dicran Nahigian, 330 Park Avenue. New
York 22; Chicago representative: Carl
Wester, 2103 Orrington Ave., Evanston,
Ill.; Detroit representative: Harold R.
Troy, 19741 James Couzens Highway. Detroit, Mich.; Robert M. Sampson, Adams
House, 512 W. Ormsby, Louisville, Ky.
Raphael G. Wolff, president, treasurer;
MacDonald MacPherson, vice-president
and executive director, creative department; Sally Assin, executive secretary.
(Produce films and commercials.)

Wrather Television Productions, Inc. 270 No. Canon Drive, Beverly Hills, Calif.; CRestview 4-8521. (Producers of film series.)

Wright, Carter, Enterprises
6533 Hollywood Blvd., Hollywood 28, Calif.;
HOllywood 9-0944 Carter Wright, president; Dorothy Bellamy, secretary, treasurer. (Live and film shows, commercials.)

X-Y-Z

Yorke, Emerson, Studio
245 W. 55th Street. New York 19, N Y.;
COlumbus 5-7040. Emerson Yorke, own-

er 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.

488 Madison Ave., New York 22, N.Y.; MUrav. Ill 8-410. Branches. 1529 Madison Rd., Cincinnati, Ohio; 7324 Santa Monica Blvd., Los Angeles, Calif. Frederic W. Ziv. chairman of the board; John L. Sinn, president; M. J. Rifkin, vice-president in charge of sales. (Producer and distributor of filmed series.)

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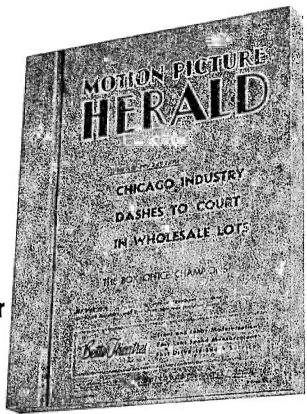
Cisco Kid (130); The Eddie Cantor Comedy Theatre (39); Favorite Story (78); I Led Three Lives (117); Meet Corliss Archer (39); Mr. District Attorney (78); Science Fiction Theatre (78); Highway Patrol (78); Man Called X (39).

Zouary, Maurice H., Television Productions 333 W. 52nd St., New York 19, N. Y.; Circle 6-6529 Maurice H. Zouary, owner. (Pro-duce filmed programs, packages, commer-cials and live show.)

• Good Old Days (104); Old Time Quiz (39); Parade of Presidents,



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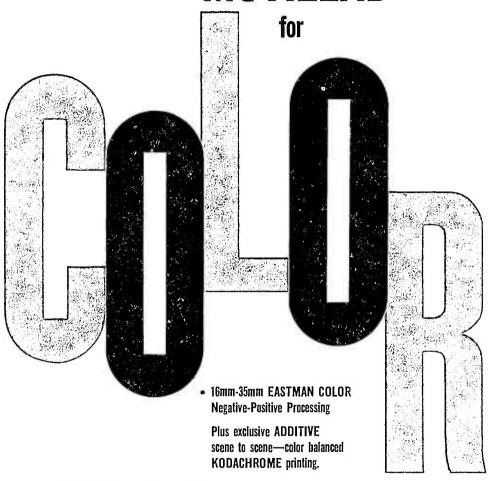
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SCIENTIFIC FILM CO., 909 E. 31st St., LaGrange Park; FLeetwood 2-0330.
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CALHOUN STUDIOS, INC., 266-268 E. 78th St., 21; LEhigh 5-2120.
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NATIONAL SCREEN SERVICE CORP., TV & INDUSTRIAL FILMS DIVISION, 509 Madison Ave., New York 17, N. Y.; CIrcle 6-5700.



Raw Stock Manufacturers

ANSCO RAW FILM DIVISION, 1001 North La-Brea, Hollywood, Cal. HEmpstead 7181, (Distribu-

ANSCO RAW FILM DIVISION, 1001 North LaBrea, Hollywood, Cal. HEmpstead 7181. (Distributor of films manufactured by Ansco—division of General Aniline and Film, Binghamton. N. Y.)
DUPONT DE NEMOURS, E. I., AND CO., INC., Photo Products Department. Wilmington 98. Delaware, Wilmington 4-5121; 248 W. 18th Street, New York 11, N. Y., WAtkins 4-3100; 7051 Santa Monica Boulevard, Los Angeles 38, Calif., HOllywood 9-5147; 805 Peachtree Eldg., Atlanta 5, Ga., Emerson 2841; 140 Federal Street, Boston 10, Mass., Hancock 6-1711; 3289 North California Avenue, Chicago 18, Ill., Cornelia 7-1411; 1033 Umion Commerce Building, Cleveland 14, O., Cherry 1-1348; 255 South 15th Street, Philadelphia 2, Pa., Pennypacker 5-6160; 1628 Oak Lawn Avenue, Dallas 7, Tex., Riverside 1404. (Manufacturer of motion picture raw stock)
EASTMAN KODAK CO., 343 State Street, Rochester 4, N. Y.; LOcust 6000; 6706 Santa Monica Boulevard, Hollywood 38, Calif.; HOllywood 9 3101; 342 Madison Avenue, New York 17, N. Y.; MUrray Hill 7-7080; 130 E. Ramdolph Drive, Chicago, Ill., RAndolph 6-7476. (See W. J. German).

man).

GERMAN, W. J., INC., distributor of Eastman motion picture film, John Street, Fort Lee, N. J. LOngacre 5-5978-79-80; FOrt Lee, 8-5100; 6677 Santa Monica Boulevard, Hollywood 38, Calif., HOllywood 4-6131; 6040 North Pulaski Road, Chicago 30, Ill., IRving 8-4064.

GEVAERT CO. OF AMERICA, INC., distributor of Gevaert motion picture film. Executive offices 321 W. 54th Street, New York 19, N. Y., Judson 6-2770, Branches: 150 North Wacker Drive, Chicago, Ill., FRanklin 3485; 6370 Santa Monica Boulevard, Hollywood, Calif., HOllywood 9-7329; Gevaert Canada (Ltd.), 345 Adelaide Street, W., Toronto 2B. Ont.

Stock-Shot Film Libraries

(All major studios have film libraries for stock-shots; the neusreels—see INDEX, under NEWSRELLS. —are similarly equipped, but only Warner-Pathe and 20th Century-Fox Movietone operate public stockshot libraries

HOLLYWOOD-LOS ANGELES

FILM LIBRARY OF THE ACADEMY OF MO-TION PICTURE ARTS AND SCIENCES, Aca-demy headquarters, 9038 Melrose Avenue, CRest-

PRODUCERS FILM LIBRARY, 6926 Melrose Ave. 38; WEbster 1-0309. HOEFFLER, PAUL, PRODUCTIONS, 7934 Santa

HOEFFLER, PAUL, PRODUCTION Monica Blvd., 46; Oldfield 4-7939.

NEW YORK CITY

ADVANCE FILM LIBRARIES, 333 W. 52nd St.; CIrcle 5-6873.

CIrcle 5-6873.
CHARLES DIANI, JAMES WONNAGAL, librarians.
INTERNATIONAL NEWS SERVICE, 235 E. 45th St., 17; MUrray Hill 7-8800.
MILES STOCK SHOT LIBRARY, 333 W. 52nd St., 19; CIrcle 6-4821.
MAURICE H. ZOUARY, president.
MUSEUM OF MODERN ART FILM LIBRARY, 11 West 53rd Street. Circle 5-8900.
RICHARD GRIFFITH, Curator.
NBC FILM LIBRARY, 103 E. 106th St.; CIrcle 7-8300. Theodore H. MARROVIC, chief librarian.
RKO PATHE, INC., 105 East 106th Street; SAcramento 2-2600.
BENJAMIN LITTELL, librarian.

BENIAMIN LITTELL, librarian.
TELENEWS FILM CORP., 630 9th Ave., 36;
JUdson 6.2450.
Robert K. Straus, president.

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NBC FILM SERVICE NATIONAL

NBC Film Library-729 Seventh Avenue, New York, N.Y. Film Exchange-Sunset & Vine. Hollywood. California. THornwall 5-7000

PRODUCTIONS, Inc.

Film Exchanges in Key Cities

(Sales personnel of national distributors are listed under each company in Corporations Section)

ALBANY

ALBANY

Allied Artists Distributing Corp., 1046 Broadway;
ALbany 4-5686; Robert Adler, office mgr.

Columbia Pictures Corp., 1050 Broadway; ALbany
3-4287; Herbert Schwartz, br. mgr.
Loew's Inc., 1060 Broadway; ALbany 5-3538; Edw.
R. Susse, br. mgr.
Paramount Film Dist., Corp., 545 Broadway; ALbany
3-2187; Daniel R. Houlihan. br. mgr.
Republic Pictures Corp., 115 N. Main Ave.; ALbany
3-1203; Clayton G. Carroll, rep.
20th Century-Fox Film Corp., 1052 Broadway;
ALbany 3-1203; Clayton G. Pantages, br. mgr.
Universal Film Exchange Inc., 1054 Broadway;
ALbany 4-4177; Norman Weitman, br. mgr.
United Artists Corp., 110 No. Pearl St.; ALbany
6-1283; Al Glaubinger, br. mgr.

UMPO-Times-Astor Pictures, 950 Washington
Ave.; ALbany 8-0513; Arthur J. Newman, br.
Mgr.

mgr.

Warner Bros. Pictures Distributing Corp., 1058 Broadway; ALbany 4-1197; R. S. Smith, br. mgr.

ATLANTA

Allied Artists Southern Dist. Corp., 188 Luckie
St., N. W.; JAckson 3959-60; J. E. Hobbs, mgr;
O. S. Barnett, office mgr.

Buena Vista Film Distribution Corp., 87 Walton
Bldg.; JAckson 5-6457; Ken Laird, mgr.
Capital Film Exchange of Georgia, 164 Walton
St., N. W.; MU. 8-9845; W. M. Richardson,
pres.; P. S. Hobson, booker and office mgr.
Columbia Pictures Corp., 195 Luckie St., N. W.;
JAckson 1-1524; R. J. Ingram, dist. mgr.; Paul
Hargette, br. mgr.
Howeo Exchange, 191 Walton St., N. W.; JAckson
5-6688; Charles Jordon, br. mgr.
Kay Film Exchange, 158-160 Walton St., N. W.;
JAckson 4-0261; Ike Katz, pres.; Harry Katz,
br. mgr.

Kay Film Exchange, 158-160 Waiton St., N. W.; JAckson 4-0261; Ike Katz, pres.; Harry Katz, br. mgr.
Loew's Inc., 198 Luckie St., N. W.; JAckson 3-2736; William B. Zoellner, br. mgr.
Paramount Film Distributing Corp., 154 Luckie St., N. W.; Foster Hotard, mgr.
Republic Pictures Corp., 162 Walton St.; JAckson 4-8611; Ed Brauer, br. mgr.
Toddy Pictures Co., 148 Walton St., N. W.; MU. 3-4633; Ted Toddy, pres.; J. Roberts, mgr.
20th Century-Fox Film Corp., 197 Walton St., N. W.; JAckson 3-4633; Dan Coursey, mgr.
United Artists Corp., 191 Walton St.; JAckson 2-6386; Bill Haines, br. mgr.
Universal Film Exchanges, Inc., 201 Walton St., N. W.; JAckson 3-5081; Dick Setoon, mgr.
Warner Bros. Pictures Distributing Corp.. 197 Luckie St., N. W.; JAckson 3-3495; Carroll Ogburn, br. mgr.

BALTIMORE

Capitol Pictures Co., Tower Bldg.; MUlberry 5-3535; Irwin Cohen, mgr.
National Film Co., 140 N. Front St.; Saratoga 7-9883 Vogelstein, Harry, 140 N. Front St.; Saratoga 7-9883.

BOSTON

Allied Artists Corp., 39 Church St.; HUbbard 2-4360; Ben Ahrams, mgr. Buena Vista Film Distributing Co., 260 Tremont St.; HAncock 6-9360; Herbert Schaefer, mgr.

Columbia Pictures Corp., 45 Church St.; HAncock 6-9890: Harry Rogovin, mgr.
Continental Films, 20 Winchester St.; HAncock 6-0798; Ellis Gordon, mgr.
DCA, 50 Melrose St.; HAncock 6-5291; Al Her-

man, mgr

man, mgr.
Dominant Pictures Corp., 448 Statler Bldg.; HAncock 6-4930; Ben Rogers, mgr.
Embassy Pictures Corp., 20 Winchester St.; HUbbard 2-3325; Joseph Levine, mgr.
Federal Film Co., 54 Piedmont St., Liberty 2-6754; Lawis Ginsburg, mgr.

Federal Film Co., 54 Piedmont St., Liberty 2-6754; Lewis Ginsburg, mgr.
Lewis Ginsburg, mgr.
Lewis Ginsburg, mgr.
Lewis Inc., 46 Church St.; HAncock 6-0044; Benn H.
Rosenwald, br. mgr.
Paramount Film Distributing Corp., 58-62 Berkeley
St.; HAncock 6-1070; Jasper Urhan. mgr.
Rank Film Distributors of America, Inc., 260
Tremont St.; HAncock 6-3960; Abe Weiner, mgr.
Republic Pictures Corp., 260 Tremont St.; HAncock 6-4288; John Downing, mgr.
Edward Ruff Film Associates, Inc., 260 Tremont
St.; Liberty 2-2707; Edward Ruff. mgr.
20th Century-Fox Film Corp., 115 Broadway; HAncock 6-2180; Welden Waters, mgr.
United Artists Corp., 52 Church St.; HAncock 6-8346;
Harry Segal. mgr.

United Artists Corp., 52 Church St.; HAncock 6-8346; Harry Segal, mgr. Universal Films Exchanges, Inc., 60 Church St.; HAncock 6-8760; E. Myer Feltman, br. mgr. Warner Bros. Pictures Dist. Corp., 133 Arlington St.; HUbbard 2-3290; William Kumins, mgr.

BUFFALO

Allied Artists Film Exc. Inc., 505 Pearl St.; CL 2145-6; Lew Lieser, br. mgr.
Buena Vista Film Dist., Crosby Bldg., 170 Franklin St.; Jack Chinell, br. mgr.
Clark Service, Inc., 505 Pearl St.; MO-6544; John Pauly, br. mgr.

In St.; Jack Chinell, or. mgr.
Clark Service, Inc., 505 Pearl St.; MO-6544; John Pauly, br. mgr.
Columbia Pictures Corp., 505 Pearl St.; WA-8995-6-7; Benjamin Felcher, br. mgr.
Loew's Inc., 294 Franklin St.; WA-1224; J. B. Mundstuk, br. mgr.
Paramount Pictures. Inc., 464 Franklin St.; Garfield 1707; Hugh McGuire, mgr.
Republic Pictures Corp., 505 Pearl St.; Cleveland 2421; Leon A. Herman. mgr.
20th Century-Fox Film Corp., 290 Franklin St.; CL. 0784; C. B. Kosco, mgr.
United Artists Corp., 505 Pearl St.; Washington 1500; Stanley Kositsky. br mgr.
Universal Film Exchanges, Inc., 301 Franklin St.; MA-2016; Isadore Erlichman, br. mgr.
Waldman, Geo J. Films, 505 Pearl St., Minna G. Zachem, br. mgr.
Warner Bros. Pictures Dist Corp., 470 Franklin St.; Lincoln 2700; Nat Marcus, mgr.

CHARLOTTE

Allied Artists Southern Dist. Corp., 225 W. 4th St.; Tel. 3-9261; W. G. Carmichael, br. mgr. Astor Pictures Exchange, 215 W. 4th St.; Telephone 5-5512; R. F. Pinson, mgr. Carolina Film Service Corp., 1336 South Graham St.; telephone 45621 Christian Film Service Corp., 1302 E, 4th St.; tele-phone 35249. phone 3273.
Columbia Pictures Corp., 226 S. Church St.; telephone 2-2156; R. D. Williamson, br. mgr.
Dominant Pictures Co., 217 W. 4th St.; Harry

Kerr, mgr.
Holly Smith Pictures, 617 E. 28th St.; phone FR 7-2292

Howco Productions, 120 S. Poplar St.; FR 5-6051; J. F. White, Jr., pres.

Kay Film Exchange, 225 S. Church St.; telephone FRanklin 5-5771; J. W. Bishop, mgr.. Loew's Inc.. 301 So. Church St.; telephone EDison 2-5147; Richard L. Huffman, mgr. Observer Transportation Company, 600 S. Tryon St.; Phone EDison 4-1651; J. G. Ward, mgr. Paramount Film Dist. Corp., 305-307 So. Church St.; EDison 2-5101; Lawrence Terrell, br. mgr. Republic Pictures Corp., 227 West 4th St.; EDison 3-5138; J. H. Dhilon, mgr. Screen Guild Productions of the Carolinas, Inc., 300 W. Third St.; EDison 4-6426; Scott Lett, mgr. 20th Century-Fox Film Corp., 308 So. Church St.; telephone EDison 2-7101, John E. Holston, mgr. United Artists Corp., 225 W. 3rd St.; EDison 2-5077; Harold Keeter, mgr.
Universal Film Exchanges, Inc., 313 So. Church St.; EDison 2-3159, J. Greenleat, br. mgr. Warner Bros. Pictures Dist. Corp., 311 So. Church St.; Tel. FRanklin 6-5611; Grover Livingston. br. mgr.

Watt L. Parker, motion picture exhibitor. 147 Brevard Court; EDison 4-9984.
Western Adventure Productions, Inc., 120 So. Poplar St.; FRanklin 5-6051; J. F. White, Jr., pres.

CHICAGO

Allied Artists Pictures, 1250 So. Wabash Ave.; Wabash 2-7937; Nat. Nathanson, dist. mgr.; Vic Bernstein, br. mgr. Azteca Films, Inc., 410 S. Michigan Ave.; WEbster

Wabash 2.7937; Nat. Nathanson, dist. mgr.; Vie Bernstein, br. mgr.
Azteca Films, Inc., 410 S. Michigan Ave.; WEbster 9.5899.
Buena Vista Film Distribution Co., Imc., 1307 So. Wabash Ave.; HArrison 7.0077; Harris Dudelson, dist. mgr.
Capitol Films—see Elman, Henri, Enterprises.
Clasa-Mohme, Inc., 1233 S. Wabash Ave.; WAbash 2.6186; Louis Hess, br. mgr.
Columbia Pictures Corp., 1301 S. Wabash Ave.; B. J. Lourie, br. mgr., HArrison 7.6137.
Dezel, Albert, Productions; 1118 So. Michigan Ave.; HArrison 7.3026; Sam Kaplan, br. mgr. Elman, Henri, Enterprises, Inc., 1301 So. Wabash Ave.; Webster 9-2000; Charles Lindau, president; Max Roth, v.-p. & treas.
Essanjay Films, 1325 S. Wabash; Webster 9-0737; Irwin Joseph, owner.
Foreign Films, Inc.—see Elman, Henri, Enterprises.
Globe Films, 57 Monroe St.; State 2-741e; James Jovan. manager.
I. F. E. Releasing Corp., 1325 So. Wabash Ave.; HArrison 7-0074.
Lippert Pictures, Inc., 1118 So. Michigan Ave.; HArrison 7-0074.
Lippert Pictures, Inc., 1118 So. Michigan Ave.; HArrison 7-0075. Sam Kaplan, br. mgr.
Loew's Inc., 1307 So. Wabash; William J. Devaney, mgr.; WAbash 2-6500.
Modern Films Dist., 1325 So. Wabash Ave.; WEbster 9-0737; Irwin Joseph, gen. mgr.
Paramount Pictures—see Elman, Henri, Enterprises.
Republic Pictures—see Elman, Henri, Enterprises.
Republic Pictures—see Elman, Henri, Enterprises.
Republic Pictures Corp., 1306 So. Michigan Ave.; WEbster 9-6090; Sam Seplowin, br. mgr.
Teitel Film Corp., 410 So. Machigan Ave.; HArrison 7-3024; Chas. Teitel, pres.
20th Century-Fox Film Corp., 1260 So. Wabash Ave.; Harrison 7-3024; Chas. Teitel, pres.
20th Century-Fox Film Corp., 1260 So. Wabash Ave.; WAbash 2-5781; Manie Gottlieb, dist. mgr.; Lou Berman, br. mgr.
Universal Film Exchanges, Inc., 1232 S. Michigan Ave.; WAbash 2-5781; Manie Gottlieb, dist. mgr.; Lou Berman, br. mgr.

George Lefko, mgr.

CINCINNATI

Allied Artists Distributing Corp., 1635 Central Parkway; PArkway 1-0179; Milton Guriam, mgr. Buena Vista Film Distribution, 1634 Central Parkway; PArkway 1-4766; Lee Heidingsfeld; CHerry 1-1311; Wm. M. Gainer.
Columbia Pictures Corp., 1634 Central Parkway; CHerry 1-6883; Phil Fox, br. mgr.
Loew's, Inc., 1625 Central Parkway Blvd.; CHerry 1-3557; H. Russell Gaus, br. mgr.
Paramount Pictures, Inc., 1214 Central Parkway; CHerry 1-6150; Edmund C. DeBerry, mgr.

Realart Pictures of Cincinnati, 1632 Central Parkway; MAin 1-4852; Jay Goldberg, mgr.
Republic Pictures Corp., 1632 Central Parkway; CHerry 1-3021; George H. Kerby, mgr.
Screen Classics, inc. of Cincinnati; CHerry 1-3671; 1632 Central Parkway; Edward Salzberg, mgr.
20th Century-Fox Film Corp., CHerry 1-6460; 1632-38 Central Parkway; R. C. McNabb, mgr.
United Artists Corp., 1634 Central Pkwy. Blvd.; CHerry 1-1546; Jack Finberg, br. mgr.
Universal Film Exchanges, Inc., 1628 Central Pkwy.; GArfield 1-3820; W. Frank Schreiber, mgr.

Warner Bros. Pictures Dist. Corp., 1600 Central Parkway; CHerry 1-6824; James S. Abrose, mgr.

Academy Film Service, Inc., 2110 Payne Ave.; MAIN 1 9173; Blair Mooney pres. Advanada Co., Film Exchange Bldg.; SUperior

MAIN 1-9173; Blair Mooney, pres.
Advanada Co., Film Exchange Bldg.; SUperior
1-1221; A. A. Sunshine; mgr.
Allied Artists Film Distributors, Inc., Film Exchange
Bldg., 2108 Payne Ave.; PRospect 1-2741; Nate
Schultz, pres.; Sam Schultz, br. mgr.
Buena Vista Film Districts Corp., Film Bldg.,
2108 Payne Ave.; SUperior 1-4313; Ted Levy,

dist. mgr.

Columbia Pictures Corp., Film Exchange Bldg., 2108

Payne Ave.; CHerry 1-3545; Jerome Safron, br. Fryan Film Co., 1810 E. 12th St.; MAin 1-6260; Vin-

cent Fryan.
Imperial Pictures, Inc., 308 Film Bldg., 2108 Payne
Ave.; MAin 1-9376-7; Irwin Pollard—Jack Zide,

Loew's, Inc., 2346 Payne Ave.; PRospect 1-3340; Jack Sogg, br. mgr. Paramount Film Distributing Co., 2800 Euclid Ave.; PRospect 1-3914; Harry S. Buxbaum, br. 2800 Euclid

mgr.
Republic Pictures Corp., 2112 Payne Ave.; PRospect 1-0034, Jules Livingston, br. mgr.
States Film Service, Inc., 420 Film Bldg., 2108
Payne Ave.; PRospect 1-3723; Jan Sherwin, mgr.
Stunray Films, Inc., Film Exchange Bldg., 2108
Payne Ave.; MAin 1-5489.
20th Century-Fox Film Corp., 2119 Payne Ave.;
TOwer 1-2257; Ray Schmertz, br. mgr.
United Artists Corp., 2108 Payne Ave.; PRospect 1-2985. David Rosenthal, mgr.
Universal Film Exchanges Inc., 2342 Payne Ave.;
PRospect 1-0431; Peter Rosian, dist. mgr.; Carl Reardon, br. mgr.
Warner Bros. Pictures Distrib, Corp., 2300 Payne Ave.; TOwer 1-5920; William Twig, br. mgr.

DALLAS

Allied Artists Pictures Corp. of Texas, 304 S. Harwood; PRospect 1658; S. Sachs, mgr.

Associated Producers, 2008 Jackson; ST 3737; Truman Hendricks, owner-mgr.

Astor Pictures, 302½ S. Harwood; PRospect 2408;
O. K. Bourgeois.

Buena Vista Film Dist. Co., Inc., 2017 Young St.;
RIverside 8-5306; Douglas Desch, dist. mgr.

Herman Beiersdorf Distributing Co., 2011 Jackson St.; RAndolph 8055; Herman Beiersdorf, owner.

Capitol Pictures, 312 South Harwood St.; John L. Francom, owner; C. B. Dreher, mgr. Columbia Pictures Corp., 1900 Young St.; PRospect

Jass. Mon Whitcher, mgr.

Loew's Inc., 2013 Jackson St.; RIverside 4171;
Louis J. Weber, mgr.

Mack Enterprises, 408 S. Harwood; PRospect 2310;

Mack Enterprises, 408 S. Harwood; PRospect 2310; Wally Smith, mgr.
Paramount Film Dist. Corp., 401 N. Pearl Expressway; RIverside 5565; Frank Rule, mgr.
Republic Pictures Corp., 412-414 S. Harwood; RAndolph 4127; Bernard Brager, mgr.
Sack Amusement Enterprises, 308 S. Harwood; ST 3069; Alfred N. Sack, mgr.
Toddy Pictures Co., 302½ S. Harwood; R-3998; Harold Schwarz, mgr.
Tower Pictures Co., 302 S. Harwood; RAndolph 7736; Harold Schwarz, owner.
20th Century-Fox Film Corp., 1801 Wood St.; RIverside 5391; William B. Williams, mgr.

United Artists Corp., 2020 Jackson; RIverside 1364;

James Clemens, mgr.
Universal Film Exchanges, Inc., 810 So. St. Paul St.; RIverside 6312; Walter E. Armbruster, br. mor.

Warner Bros. Pictures Dist. Corp., 508 Park Ave.; Randolph 8726; H. C. Vogelpohl, br. mgr.

DENVER

Allied Artists Pictures Dist. Co., 2144 Champa St.; AComa 2-3841; Jack Felix, br. mgr. Apex Pictures, 820 21st St.; ALpine 5-3857; Chick

Lloyd, mgr.

Apex Pictures, 820 21st St.; ALpine 5-3857; Chick Lloyd, mgr.

Azteca Films, Inc., 2075 Broadway; MAin 3-0830; Fernando J. Obledo, mgr.

Beuna Vista Film Dist., Inc., 737-21st St., Alpine 5-2857; Marvin Goldfarb, dist. supvr.

Clasa-Mohme, Inc., 828 21st St.; Cherry 4-2313; Gillert Martinez, mgr.

Columbia Pictures Corp., 2140 Champa St.; KEystone 4-6341; R. C. Hill, br. mgr.

Dimension Pictures Ltd., 2075 Broadway, MAin 3-0373; H. C. Fuller, mgr.

Distributors Corp. of America, 2075 Broadway; TAbor 5-1200; L. E. Hobson, br. mgr.

Lippert Pictures, Inc., 2071 Broadway; Acoma 2-0639; Tom Bailey, mgr.

Loew's Inc., 2100 Broadway; Tabor 5-8166; H. A. Friedel, br. mgr.

Paramount Pictures, Inc., 2100 Stout St.; KEystone 4-8246; J. R. Ricketts, mgr.

Republic Pictures Corp., 2145 Broadway; Tabor 5-2325; Gene Gerbase, mgr.

20th Century-Fox Film Corp., 2101 Champa St.; Tabor 5-5331; Dick Fulham, mgr.

Universal Film Exchange, Inc., 801 21st St.;

Bud Austin mgr.
Universal Film Exchange, Inc., 801 21st St.;
MAin 3-3281; Mayer H. Monsky, br. mgr.
Warner Bros. Pictures Dist. Corp., 2002 Stout St.; KEystone 4-6178; Carl Miller, mgr. (P. O. Box

DES MOINES

Allied Artists, 1115 High St.; CHerry 3-4117;

Jack Kennedy.

Jack Kennedy.

Columbia Pictures Corp., 1003 High St.; CHerry 3-0106; Byron M. Shapiro, br. mgr.

Distributors Corp. of America (DCA), 1104
High; ATlantic 8-3369; Max Rosenblatt, dist. mgr.; Bert Thomas, br. mgr.

Loew's Inc., 618 12th St.; Tel. ATlantic 8-1071;

Vincent F. Flyn, mgr.

National Screen Service, 1003½ High St.; CHerry 4-0187; Milton Feinberg, br. mgr.

Paramount Pictures, Inc., 1125 High St.; CHerry 4-3197; Don Hicks, br. mgr.

Parrot Distributing Co., 1700 Keo Way; I. E. Goldman, owner

man. owner Realart Pictures, Inc., 1112 High St., William

Feld.
Republic Pictures, Inc., 1205 High St.; CHerry 4-2239; Kenneth Weldon, br. mgr.
20th Century-Fox Film Corp., 1300 High St.; CHerry 4-4281; Dave Gold, mgr.
United Artists Corp., 1110 High St.; Carl Olson, br. mgr: Dorothy Pohst, booker
Universal Film Exchanges, Inc., 1005 High St.; CHerry 4-4219; Lou Levy, br. mgr.
Warner Bros. Pictures Dist. Corp., 1001 High St.; CHerry 4-3297; Robert H. Dunbar, br. mgr.

DETROIT

Allied Artists Prod., Inc., 2310 Cass Ave.; Woodward 1-2992; Nathan D. Levin, br. mgr.
Allied Film Exchange, 2310 Cass Ave.; Woodward 2-7778: J. Zide. owner: Dorothy Harrison. mgr.
Columbia Pictures Corp., 2310 Cass Ave.; Woodward 2-8021; Milton Zinmerman, br. mgr.
Dezel, Albert, Productions, 13131 Fenkell; VErmont 6-2180; Albert Dezel, pres.
Ideal Pictures Corp. 13400 W. McNichols; University 3-7163; Charles Dobbertin, owner.
Loew's Inc., 2310 Cass Ave.; Woodward 1-4456; Lou Marks. resident mgr.
Paramount Pictures, Inc., 479 Ledyard Ave.; Woodward 2-4741; Thomas F. Duane, br. mgr.

Republic Pictures Corp., 2211 Cass Ave.; WOodward 1-6415; Morris Dudelson, mgr.
20th Century-Fox Film Corp., 2211 Cass Ave.; Woodward 1-3726; J. J. Lee. mgr.
United Artists Corp., 2310 Cass Ave.; Woodward 2-6500; S. J. Bowman, br. mgr.
Universal Film Exchanges, Inc., 436 W. Columbia; Woodward 1-2141; R. B. Graff, mgr.
Warner Bros. Pictures Dist. Corp., 2310 Cass Ave.; Woodward 1-6236; J. W. Baringhaus, mgr.

HOUSTON

Columbia Pictures Corp., 4521 Almeda Road; J. Winherry, br. mgr.

20th Century-Fox Film Corp., 2119 Bagby St.;
Henry F. Harrell, br. mgr.
Universal Film Exchanges, Inc., 2718 Danville St.; George Byrd, br. mgr.

INDIANAPOLIS

Allied Artists, 438 N. Illinois St.; ME 4-6452; Edward Spiers, mgr.
Columbia Pictures Corp., 432 N. Illinois St.; ME 4-8408; Murray Devaney, br. mgr.
Loew's Inc., 421 No. Illinois St.; ME 4-4561; F. B. Gauker, br. mgr.
Paramount Pictures, Inc., 116 W. Michigan St.; ME 4-7563; Howard DeTamble, mgr.
Realart Pictures of Indianopolis, 441 N. Illinois St.; ME 4-4448; Helen Bohn, mgr.
Republic Pictures Corp., 444 N. Illinois St., ME 5-8419; Paul Webster, mgr.
Safer Film Distributors, Inc., 439 North Illinois St.; ME 5-8517; Lorraine Toney, mgr.
20th C-mtury-Fox Film Corp., 326 No. Illinois St.; ME 4-5581; Howard B. Kinser, mgr.
Universal Film Exchanges, Inc., 517 No. Illinois St.; ME 4-3551; Ed Bigley, br. mgr.
Universal Film Exchanges, Inc., 517 No. Illinois St.; ME 4-5452; Samuel Oshry, br. mgr.
Warner Bros. Pictures Dist. Corp., 120 W. Michigan St.; ME 4-3551; C. W. McKean, mgr. Allied Artists, 438 N. Illinois St.; ME 4-6452;

JACKSONVILLE, FLA.

Capitol Releasing Corp., 137 E. Forsyth St.; ELgin 5-3389; R. Cam Price, mgr.; sales office

Columbia Pictures Corp., 11 N. Ocean St.; ELgin Columbia Pictures Corp., 11 N. Ocean St.; ELgin 3.5501: Martin Kuther, mgr., sales office only, Howco Film Exchange, 122 East Bay St.; ELgin 5-2505; Abner Camp, mgr., (shipping station) Loew's, Inc., 501 E. Forsyth St.; ELgin 6-1536; Fred G. Hull Jr., mgr.; (shipping station) Paramount Film Dist. Corp., 128 East Forsyth St.; ELgin 6.3961; 1011 Houston St. (shipping station); Ed G. Chumley. mgr.
20th Century-Fox Film Corp., 341 E. Bay St. (branch and shipping station); ELgin 6-2426; T. P. Tidwerll, mgr.

and shipping station); ELgin 6-2426; T. P. Tidwell nur!
United Artists, Inc., 128 E. Forsyth St.; ELgin 3-4476; Byron Adams. mgr.
Universal Film Exchanges, Inc., 331 E. Bay St.; ELgin 4-3761; Bu.ord Syles. mgr
Warner Bros. Pictures Dist. Corp., 128 E. Forsyth St.; ELgin 4-3761; Bu.ord Syles. mgr
(Note: Betton Bros. Film Express, 228 N. Myrtle Ave. (Shipping station); John B. Tomlinson. mgr.
(Note: Benton Bros. Film Express, 228 N. Myrtle Ave. ELgin 4-6795, is the shipping station for RKO, United Artists, Universal, Columbia, and Capitol. Frank Benton is mgr.)

KANSAS CITY, MO.

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Allied Artists Pictures. Inc., 130 West 18th St.; HArrison 1-2305; Frank V. Thomas, br. mgr. Buena Vista Film Distribution, 114 W. 18th St.; Baltimore 1-1540; Tommy Thompson, br. mgr. Columbia Pictures Corp., 214 W. 18th St.; HArrison 1 3892; T. L. Baldwin, br. mgr.

Dixie Enterprises, 110 W. 18th St.; VIctor 1-8498; W. H. Gaffney, owner.

Lippert Pictures, Inc., see United Film Exchange.

Loew's Inc., 220 W. 18th St.; GRand 1-2109; T. E. Balley, br. mgr.

Motion Picture Booking Agency, 1717 Wyandotte VIctor 2-7379; Ed Hartman, owner.

Paramount Film Dist. Corp., 1800; Wyandotte St.; GRand 1-0410; H. R. Hamburg, br. mgr.

Realart Pictures, see United Film Exchange.

Republic Pictures Midwest Film Dist., Inc., 215 W. 18th St.; GRand 1-2390; John Scott, mgr. 20th Century-Fox Film Corp., 1720 Wyandotte St.; HArrison 1-7253; Joseph Neger, br. mgr. United Artists Corp., 219 W. 18th St.; GRand 1-1123; Ralph Amacher, br. mgr. United Fi'm Exchange. Virtibutors of Lippert and Realart Pictures, 120 West 18th St.; HArrison 1-1490; R. F. Herrell and Nina Bridges, converse.

owners.
Universal Film Exchanges, Inc., 1700 Wvandotte St.; HArrison 1-5624; Morris Relder br. mgr.
Warner Bros. Pictures Distributing Corp., 1703
Wyandotte St.; HArrison 1-4645; R. C. Borg, br. mgr.

LOS ANGELES

Allied Artists, 1924 S. Vermont Ave., Los Angeles 7: REpublic 1-3148; M. I. E. McCarthy, br. mgr. Azteca Films, Inc., 1743 S. Vermont Ave.; Los Angeles 6; REpublic 3-2191; Herman Rasch, pres. Buena Vista Film Dist. Corp., 1654 Cordova St.; REpublic 1-7247; Wendell Bjorkman, dist. mgr. Cinema Distributors, 1907 S. Vermont Ave., Los Angeles 7 REpublic 3 1123; Edward Barison, mgr. Clasa-Mohme, Inc., 2019 S. Vermont Ave., Los Angeles 7; REpublic 4 1137; G. I. Mohme, pres. Columbia Pictures Corp., 1627 West 20th St., Los Angeles 7; REpublic 1-8511; Norman Jacter, br. mgv.

Continental Pictures, Inc., 1963 S. Vermont Ave., Los Angeles 7; REpublic 5-8351; J. D. Kendis,

pres Distributors Corp. of America, 1968 South Ver-mont Ave., Los Angeles 7; REpublic 1-1141; Hugh Braly, div. mgr. Embassy Pictures, 1981 S. Vermont Ave., Los Angeles 7; REpublic 4-8487; J. W. Sonenshine.

owner.
Exhibitor's Service, 1977 S. Vermont Ave., Los Angeles 7; REpublic 3-9191; Harry L. Rackin, pres.
Filmakers Releasing Organization, 8421 Wilshire
Blvd., Beverly Hills; OLive 3-2333; Charles

Blvd., Beverly Hills; OLive 3-2333; Charles Kranz, pres.
Godzilla Releasing Company, 1907 South Vermont Ave., Los Angeles 7; REpublic 3-1123; Edward Barison & H. Rybnick, mgrs.
Globe-International Releasing Corp., 1445 No. Las Palmas Ave., Hollywood 28; Hollywood 3-2328; Sam Nathanson, pres.
I.F.E. Releasing Corp., 1907 S. Vermont Ave., Los Angeles; REpublic 4-1716 and 4-1778; Harry Stern, diet. mgr.

Lippert Pictures, Inc., 10125 West Washington Blvd., Culver City; TExas 0.4677.
Loew's Inc., 1620 Cordova St., Los Angeles 7; REpublic 1.4181; T. J. Aspell. Jr., br. mgr.
Manhattan Films International, Inc., 1908 S. Vermont Ave., REpublic 2-3016; Robert I. Kronenberg, pres

Monogram Pictures of Calif., 1924 S. Vermont Ave., Los Angeles 7; REpublic 1-3148; M. J. E. McCarthy. br. mgr.

Navy, U. S., Motion Picture Booking Office, 1914
S. Vermont Ave., Los Angeles 7; REpublic 5-0244; John L. Evans, office mgr.

Nichibei Kinema Co., 246 E. 2nd St. Los Angeles 12, MAdison 5-2295; Shunsuke Kumamoto, pres.

Paramount Film Dist. Corp., 1613 W. 20th St. Los Angeles 7; REpublic 1-5191; Alfred R. Taylor, br. mgr.

br. mgr.

br. mgr.

Republic Pictures Corp., 1926 S. Vermont Ave., Los
Angeles 7: Republic 4-1131: Jack Dowd. br. mgr.

Trans-World Releasing Corp., 1907 So. Vermont
Ave., Los Angeles 7; Republic 3-1123; Edward
Barison & H. Rybnick, mgrs.

20th Century-Fox Film Corp., 1620 West 20th St.
Los Angeles 7; Republic 1-4186; Morris Sudmin.

br. mgr.

br. mgr.

United Artists Corp., 1918 S. Vermont Ave., Los Angeles 7: REpublic 4-1166; Ralph Clark, dist. mgr.: Richard Carnegie, br. mgr. United World Films, Inc., 6610 Melrose Ave., Hollywood 38; WEbster 8-6126; Frank Harrington ton, mgr.

United of California, Inc., 1981 So. Vermont Ave.; REpublic 4-8487; Henry Sonenshine, pres.

Universal-International Film Exchanges, Inc., 2001 S. Vermont Ave., Los Angeles 7; REpublic 1-2151; A. Swerdlow, br. mgr.
Warner Bros. Pictures Distributing Corp., 2025 S. Vermont Ave., Los Angeles 7; REpublic 1-3177; Fred Greenberg, district mgr.

World Independent Film Distributors, 1981 So. Vermont Ave., Los Angeles 7; REpublic 4-8487; Jack W. Sonenshine, owner.

MEMPHIS

Allied Artists Southern Dist. Corp., 395 S. 2nd St.; Tel. JAckson 7-9424; B. Prichard, mgr. Astor Pictures, 408 S. Second St.; Tel.: JAckson

3-1856. Colonial Studios, 361 S. Second St.; Tel.: JAck-

son 5-2386.

Columbia Pictures Corp., 162 Vance Ave.; Tel.:
JAckson 6-3268; Norman J. Colquhoun, br. mgr.

Film Transit, Inc., 311 S. Second St.; JAckson

5-6840.

Howco Exchange, 3995 2nd St.; JAckson 7-9976; W. C. Kroeger, br. mgr.

Loew's Inc., 158 Vance Ave.; Tel.: JAckson 5-5443; L. Ingram, br. mgr.

Par amount Pictures, Inc., 362 So. 2nd St.; Memphis JAckson 6-7425; Howard A. Nicholson, mgr.

Republic Pictures Corp., 397 S. 2nd St.; Memphis JAckson 6-7388; Nat Wyse, mgr.

20th Century-Fox Film Corp., 151 Vance Ave.; Tel.: JAckson 6-2164; T. M. Young, mgr.

United Artists, 408 S. Second St.; JAckson 5-8467.

Unitersal Film Exchanges, Inc., 399 S. 2nd St.; Memphis JAckson 6-4121; Robert Carpenter, br. mgr.

Warner Bros. Pictures Distributing Corp., 402 S. 2nd St.; JAckson 6-1191; Joe Young, mgr.

MILWAUKEE

Allied Artists Pictures of Illinois, Inc., 1032 No. Eighth St.; BRoadway 3-7020; George DeVine,

br. mgr. uena Vista Film Distributing Co., Inc., 1032 N. 8th St.; BRoadway 1-3288; Oliver Trampe,

mgr.
Columbia Pictures Corp., 1133 N. 8tb St.; BRoadway 1-3351; H. Olshan, br. mgr.
Lippert Productions. Inc., 706 W. State Street; BRoadway 3-6922; Morey Anderson, br. mgr.
Loew's Inc., MGM, 736 West State St.; BRoadway 1-4024; J. C. Kempigen, br. mgr.
Milwaukee Film Center, Inc., 1032 No. Eighth St.; BRoadway 1-524: Oliver Trampe. manager.
Paramount Pictures. Inc., 1121 No. 8th St.; BRoadway 1-7340; Ward Pennington. mgr.
Realart Pictures of Milwaukee, 706 W. State St.; BRoadway 3-6922; Morey Anderson, br. mgr.
Republic Pictures Corp., 1030 N. 8th St.; BRoadway 1-1876; Jack G. Frackman. mgr.
Screen Guild Productions, Inc., 706 West State St.; BRoadway 3-6922; Morey Anderson, br. mgr.
Screen Guild Productions, Inc., 706 West State St.; BRoadway 1-5710; J. H. Lorentz, mgr.
United Artists Corp., 1137 No. 8th St.; BRoadway 1-6529; Inc. Imbol. mgr.

1.4529; Joe Imhof. mgr.
Universal Film Exchange, Inc., 720 W. State St.;
BRoadway 1-4080; Patrick Halloran. mgr.
Warner Bros Pictures Distributing Corp., 1022 No.
8th St.; BRoadway 1-7550; Jerry Wechsler, mgr.

MINNEAPOLIS

Allied Artists Productions, 1019 Currie Ave. N.: FEderal 6-8337; Irving Marks, mgr.
Buena Vista Film Distributing Corp., 72 Glenwood Ave.: FEderal 8-2070; Avron Rosen, sales repr.
Columbia Pictures Corp., 1100 Currie Ave., N.; FEderal 3-6227; H. J. Chapman, br. mgr.
Independent Rea'art Lippert, 1011 Currie Ave. N.; FEderal 8-7013; Donald Swartz, owner.
Loew's Inc., 1104 Currie Ave. N.; FEderal 2-2553; Ralth May branch mgr.

Ralph Maw, branch mgr. orth Star Pictures, Inc., 72 Glenwood Ave.; FEderal 5-2203.

Paramount Pictures, Inc., 1201 Currie Ave. N.; FEderal 3-0537; Jess T. McBride, mgr. RKO Radio Pictures, Inc., 1025 Currie Ave., N.; FEderal 3-6367; C. J. Dressell, mgr.

Republic Pictures Corp., 1104 Currie Ave., N.; FEderal 2-8071; Joseph Loeffler, mgr.

20th Century-Fox Film Corp., 1015 Currie Ave., N.; FEderal 3-2201; Jack Cohan, br. mgr.

United Artists Corp., 1101-03 Currie Ave., N.; FEderal 3-2726; Herbert Buschman, mgr.

Universal Film Exchanges, Inc., 1113 Currie Ave. FEderal 3-5334; L. J. Miller, br. mgr.

Warner Bros. Pictures Distributing Corp., 1000 Currie Ave., N.; FEderal 3-3281; A. W. Anderson br. mgr.

son, br. mgr.

NEW HAVEN

NEW HAVEN

Allied Artists Productions, Inc., 114 Meadow St.;
UNiversity 5-5147; John Pavone, mgr.

Columbia Pictures Corp., 134 Meadow St.; UNiversity 5-2197; W. Silverman, br. mgr.

Loew's Inc., 134 Meadow St.; STate 7-4278; Phil Gravitz. br. mgr.

Paramount Pictures, Inc., 82-88 State St.; UNiversity 5-6167; Henry Germaine, mgr.

20th Century-Fox Film Corp., 40 Whiting St.;
MAin 4-5151; Shepard Bloom, mgr.

United Artists Corp., 114-16 Meadow St.; STate 7-1213; Irving Mendelson, mgr.

Universal Film Exchanges, Inc., 125 Meadow St.;
MAin 4-1181; Alex Schimel, br. mgr.

Warner Bros. Pictures Distributing Corp., 155 Meadow St.; STate 7-4138; Angelo Lombardi, br. mgr.

NEW ORLEANS

Allied Artists Southern Distributing Corp., 223 S. Liberty St.; RAymond 9135; Henry Glover, br.

mgr.
Buena Vista Film Distributing Co., Inc., 218 So.
Liberty St., MAgnolia 1640; Floyd Harvey, Jr.,

br. mgr.

Cohen, Harold F., Enterprises, Inc., 150 S. Liberty St.; RAymond 9538; Mrs. Sarah Cohen, pres., Roy Nicaud, br. mgr.

Columbia Pictures Corp., 150 S. Liberty St.; RAymond 6229; Houston Duval, br. mgr.

Commerce Pictures Corp., 525 Poydras St.; MAgnolia 5026; Robert Wiegand, pres.

Delta Visual Service, Inc., 815 Poydras; RAymond 9061; F. J. Didier, pres.

Don Kay Enterprises, 223 So. Liberty St.; EXpress 3012.

Don Kay En press 3012.

Film Inspection Service, Inc., 729 Jane Place; Galvez 1095. D. M. Brandon, president and R. D. Gallagher, gen. mgr.

F. F. Goodrow, 218 So. Liberty St.; MAgnolia 1474.

Ideal Pictures, 1608 St. Charles Ave.; CAnal 0294; M. Waldo Mayers, owner.
Jasper Ewing & Sons, 725 Poydras; RAymond 5257.

Loew's Inc., 150 S. Liberty St.; TUlane 5566; C. J.

Briant, mgr.
Masterpiece Pictures, Inc., 221 S. Liberty St.: CAnal 8703.04; Milton Dureau, pres.
National Film Service, Inc., 729 Jane Place, GAl-

vez 1095.

vez 1935. Paramount Films Distributing Corp., 215 So. Liberty St.; RAymond 3357; William Holliday, br. mgr. Rebel Productions, Inc., 223 So. Liberty St., EX-press 3012, Don Kay, Res. phone UNiversity 6-8930.

Republic Pictures Corp., 150 So. Liberty St.; RAymond 0765; Leo V. Scichsnaydre, mgr.

Southern Artists Bureau, 421 Godchaux Bldg.; CAnal 4608; Frank Silva. president.

Stevens Pictures, Inc., 1307 Tulane Ave.; TUlane 2249; Ed Constantine, br. mgr.

Ted Hill Attractions, 3070 Summer Ave., Memphis, Tenn.; FAirfax 7-5145. Memphis, New Orleans & Atlanta Territory Distributor.

20th Century-Fox Film Corp., 200 So. Liberty St.; RAymond 9858; William A. Briant, mgr.

United Artists Corp., 210 S. Liberty St.; TUlane 3617-18-19-10; Alex Maillho, br. mgr.

Universal Film Exchanges, Inc., 143 So. Liberty St.; CAnal 9181; Charles R. Ost, mgr.

Warner Bros. Pictures Distributing Corp., 201 So. Liberty St.; TUlane 2121; Luke Conner, mgr.

NEW YORK

Allied Artists Pictures Corp., 630 Ninth Ave. 36; PLaza 7-8420; Nathan Furst.

Arlan Pictures, Inc., 511 Fifth Ave. 17: MU. 2-3056; Harold Wiesenthal. Artkino Pictures, Inc., 723 Seventh Ave., 19; CIrcle

5-6570; Rosa Madell.

Astor Pictures, 130 W. 46th St. 36; TU. 2-1287; Fred Bellin, pres.

Azteca Films, Inc., 1564 Broadway, 36; PLaza 7-6950; Herman Rasch, pres.

Baker, Sam, Associates, 1501 Broadway, 36; LAchawanna 4-1490; Sam Baker. Bell Film Exchange, 630 Ninth Ave., 36; CIrcle 6-1383; Sidney S. Kulick.

Brandon Films Inc., 200 W. 57th St., 19; Circle 6-4868; T. J. Brandon.

6-4808; 1. J. Drandon.

Buena Vista Film Dist. Co., Inc., 477 Madison Ave.;
PLaza 9-3880; Leo F. Samuels.

Burstyn, Inc., 113 W. 42nd St., 36; LOngacre
4-7124; Fae R. Miske, pres.

Casino Film Exchange, Inc., 1564 Broadway, 36; JUdson 6-1442-3; Munio Podhorzer, pres. Casolaro Films Distributing Co., 277 Canal St., 13; WOrth 6-2112.

Clasa-Mohme Inc., 1475 Broadway, 36; BR. 9-7968; Max Ehrenreich.

Columbia Pictures Corp., 630 Ninth Ave., 36; CIrcle 6-0900; Saul Trauner, br. mgr. Commercial Pictures, Inc., 119 CIrcle 6-1905; Raymond Hakim. 119 W. 57th St., 19;

Continental Distributing, Inc., 50 W. 57th St., 19; PLaza 7-2593; Frank Kassler, pres.

Continental Motion Pictures Corp., 1560 Broadway, 36; PLaza 7-5548; George Margolin.

Distributors Corp. of America, 1560 Broadway, 36; JUdson 6-7800; Fred J. Schwartz, pres.

36; JUdson 6-7800; Fred J. Schwartz, pres.
Dominant Pictures, 342 Madison Ave. 17; MUray Hill 6-2323; Arnold Jacobs, gen. sales mgr.
Ellis Films, Inc., 1501 Broadway, 36; LOngacre 3-5457; Jack Ellis.
Equity Film Exchanges, Inc., 15 W. 44th St., 36; MUrray Hill 7-5011; Myron Mills.
Excelsior Pictures Corp., 1564 Broadway, 36; CIrcle 5-6157; Walter Bibo.
Exclusive Pictures, 723 Seventh Ave., 19; CIrcle 5-6456; Leo Gottlieb, mgr.
Famous Pictures Film Exchange, 630 Ninth Ave., 36; CIrcle 5-9025; Harry Goldstone, Sam Goldstone.
Favorite Pictures Exchange of New York, 630 Ninth Ave., 36; CIrcle 6-9080; Jack Bellman.
Fine Arts Films, Inc., 1501 Broadway, 36; BRyant 9-6734; Dr Arthur M Epstein, pres.
Grand Prize Films, Inc., 565 Fifth Ave., 17; PLaza 8-1610; Sidney Kaufman, pres.
Harrison, Edward, Films, 1501 Broadway, 36; LAchawanna 4-1318; Edward Harrison.
Hoffberg Productions, Inc., 362 W. 44th St., 36; CIrcle 6-9031; J. H. Hoffherg.

LAchawanna 4-1318; Edward Harrison.

Hoffberg Productions, Inc., 362 W. 44th St., 36;
CIrcle 6-9031; J. H. Hoffherg.
I.F.E. Releasing Corp., 1270 6th Ave., 20; JUdson 2-4040; Seymour Poe, exec. vice-pres.
International Re'easing Orgn., 452 Fifth Ave., 18;
LOngacre 3-0516; Julius Garfield.
Jacon Film Distributors, Inc., 1501 Broadway, 36;
LOngacre 5-5955; Bernard Jacon, pres.
Jewel Productions, Inc., 165 W 46th St., 36; PLaza 7-6227; Samuel Cummins, gen. mgr.
Loew's Inc., 630 Ninth Ave., 36; CIrcle 6-6200; Saal Gottlieb, metropolitan dist. mgr.; L. Allerhand, br. mgr.

br. mgr

Gottleb, metropolitan dist. mgr.; L. Allernand, br. mgr.
Lopert Films, Inc., 148 W. 57th St., 19; PLaza 7-3330; Max Fellerman.
Madison Pictures, Inc., 1501 Broadway, 36; LOngacre 3-6187; Armand Schneck.
Master Film Distributors, Inc., 723 7th Avenue, 19; WIsconsin 7-9907; George Caputo, pres.
Pacemaker Pictures, Inc., 1790 Broadway, 19; PLaza 7-5363; Max A. Goldberg, pres.
Pallas Films Inc., 580 Fifth Ave., 36; Columbus 5-4921; Del Handel, pres.
Paramount Film Distributing Corp., 331 W. 44th St., 36; CIrcle 6-6160; Myron Sattler.
Premier Pictures Co., 60 W. 46th St., 36; PLaza 7-7417; Sam Lake.
Principal Film Exchange, Inc., 630 Ninth Ave., 36; CIrcle 6-6660; S. S. Krellberg.
Rank Film Distributors of America, Inc., 729 Seventh Ave.; JUdson 2-2918; Robert Kraus, br. mgr.

Realart Film Exchange of New York, Inc., 630 9th Ave., CIrcle 6-1717; George Waldman.

Republic Pictures Corp., 630 Ninth Ave., 36; CIrcle 6-0760; Joseph Wohl.
Scalera Film, Inc., 1560 Broadway, 36; PLaza 7-5548; Pietro Bullio.
Times Film Corp., 144 W. 57th St., 19; PLaza 7-6980; William Shelton, Jean Goldwurm.
Trans-Lux Distributing Corp., 625 Madison Ave., 22; PLaza 1-3110; Richard T. Brandt, pres.; George Roth, vicenes.

22; PLaza 1-3110; Richard T. Brandt, pres.; George Roth, vice-pres. 20th Century-Fox Film Corp., 345 W. 44th St., 36; CIrcle 6-6700; Abe Dickstein, dist. mgr.; Alex Arnswalder, br. mgr.
Union Film Distributors, Inc., 37 W. 57th St., 19; BRyant 9-5793; Peter Horner.
United Artists Corp., 630 Ninth Ave., 36; CIrcle 6-5480; Joseph M. Sugar, br. mgr.
United Motion Picture Organization, 130 E. 58th St., 22; ELdorado 5-7787; Richard Davis, pres.
Universal Film Exchanges, Inc., 630 Ninth Ave., 36; CIrcle 6-4747; Joseph B. Rosen, br. mgr.
Warner Bros. Pictures Distributing Corp., 315 W. 44th St., 36; CIrcle 6-1000; Ben Abner, br. mgr.

OKLAHOMA CITY

Allied Artists Distributing Corp., 704 W. Grand St.; C.E. 2-6483; B. H. Jordan, br. mgr.
Columbia Pictures Corp., 702 W. Grand Ave.; Phone: C.E. 2-0263; C. A. Gibbs, br. mgr.
Loew's Inc., 629 W. Grand Ave.; Phone: FO. 5-5301; George Fisher, br. mgr.
National Screen Service Corp., 624 W. Grand Ave.; REgent 9-2454; Gilbert Clark, br. mgr.
Okla. City Shipping & Inspection Bureau, 809 S. W. 7th; FO. 5-2553; Alford Baird, mgr.
Paramount Pictures, Inc., Commerce Exchange Bidg., Oklahoma City; FO. 5-5461; C. H. Weaver, mgr.

mgr.
Republic Pictures Corp., 623 W. Grand Ave.; FO.
5-6651; J. L. Guiles, Jr., br. mgr.
Screen Guild Productions of Oklahoma, Inc., 708 W.
Grand St.; REgent 6-7125; Lois Scott, mgr.;
Theatre Poster Service, 19 N. Shartel; Tel.: FO.
5-9500; Robert Smith, mgr.
20th Century-Fox Film Corp., 10 N. Lee Ave.;
CE. 2-1105; M. W. Osborne, mgr.
United Artists Corp., 20 North Lee St.: FO. 5-3306:

United Artists Corp., 20 North Lee St.; FO. 5-3306;

Bill Hunter.

Oklahoma; Fo. 5-4351; Charles Hudgens, mgr. Warner Bros. Pictures Distributing Corp., 630 W. Grand; REgent 6-7544; Don Tullins, br. mgr.

OMAHA

Allied Artists Distributing Corp., 1506 Davenport St.; Atlantic 1953; Sol Francis. mgr.
Buena Vista Film Dist. Co., Inc., 307 N. 16th St.; ATlantic 4030; Patrick Halloran.
Capttol-Hollywood Pictures, i Film Exch. Bldg.; JAckson 1161; Meyer Stern, br. mgr.
Columbia Pictures Corp., 1516 Davenport St.; JAckson 2424; J. H. Jacobs, br. mgr.
Lippert, see Capitol-Hollywood Pictures.
Loew's, 1512 Davenport St.; ATlantic 4314; Vincent Flynn, mgr. (shipping only).
Paramount Pictures, Inc., 309 North 16th St.; Atlantic 1550; M. E. Anderson, mgr.
20th Century-Fox Film Corp., 1502 Davenport St.; JAckson 4860; Herman W. Hallberg, mgr.
United Artists Corp., 1508 Davenport St.; Atlantic 9944; D. V. McLucas, mgr.
Universal Film Exchanges, Inc., 1524 Davenport St.; Atlantic 8918; I. M. Weiner, mgr.

PHILADELPHIA

Allied Artists Productions, 1241 Vine St.; Rittenhouse 6-8342; Maxwell Gillis, mgr.
American Film Co., 1329 Vine St.; Walnut 2-1800;
Benny Harris, mgr.
Buena Vista Film Distribution, 1321 Vine St.;
MArkt 7-7543; Mort Magill, dist. mgr.
Capital Film Exchange, 309 No. 13th St.; LOcust 7-2698; Edward J. Gabriel, mgr.
Columbia Pictures Corp., 302 No. 13th St.; Market 7-5825; Lester Wurtele, br. mgr.
D.C.A., 1313 Vine St.; WAinut 2-1290; Hy Bettinger, br. mgr.
Jack Jaslow (Foreign Films), 1329 Vine St.; Rittenhouse 6-5895.

Loew's, Inc., 250 N. 13th St.; LOcust 7-5150; Wm.

Loew's, Inc., 250 N. 13th St.; LOcust 7-5150; Wm. A. Madden, mgr. Paramount Pictures, Inc., 248 No. 12th St.; Locust 7-3672; Ulrik F. Smith, manager. Realart-American International, 235 No. 13th St.; LOcust 4-3654; John Schaeffer, br. mgr. Republic Pictures Corp., 248 N. Clarion St.; LOcust 7-4712; Norman Silverman, branch mgr. Rosen, David, 1237 Vine St.; LOcust 4-429. Screen Guild, 1315 Vine St.; LOcust 3-9020; Jack K. Harris, owner; Harry Brillman, br. mgr. 20th Century-Fox Film Corp., 314 No. 13th St.; W.Alnut 2-2828; Sam Diamond, br. mgr. United Artists Corp., 1322 Vine St.; Rittenhouse 6-9500; Stanley Kositsky, branch mgr. Universal Film Exchanges, Inc., 251 No. 13th St.; LOcust 4-3980; Edward Heiber, mgr. Warner Bros, Pictures Distributing Corp., 230 No. 13th St.; Rittenhouse 6-9503; Charles Beilan, branch mgr.

branch mgr.

PITTSBURGH

Allied Artists, 1709 Blvd. of Allies; ATlantic 1-2202; Allied Artists, 1709 Blvd. of Allies; ATlantic 1-2202; Dave Silverman, mgr.
Columbia Pictures Corp., 1623 Blvd. of the Allies; ATlantic 1-0808; Jack Judd, mgr.
Franklin Film Exchange, 1709 Blvd. of Allies; ATlantic 1-3514; Lou Hanna, mgr.
Loew's Inc., 1623 Boulevard of the Allies; ATlantic 1-0509; Ralph Pielow, mgr.
Paramount Pictures, Inc., 1727 Blvd. of the Allies; ATlantic 1-9270; Eugene Jacobs, mgr.
Republic Pictures Corp., 1709 Blvd. of the Allies; ATlantic 1-4858; Lawrence Seidelman, mgr.
Screen Guild Productions of Western Pennsylvania, 415 Van Braam St.; ATlantic 1-1630; Milton Brauman, mgr.

415 Van Braam St.; A Hantie I-1800; Mitton Brauman, mgr.
20th Century-Fox Film Corp., 1723-25 Blvd. of the Allies; GRant 1-3572; Nat Rosen, mgr.
United Artists Corp., 1623 Blvd. of the Allies; Grant 1-8960; James Hendel, mgr.
Universal Film Exchanges, Inc., 1825 Blvd. of the Allies; COurt 1-6704; F. J. Guvhl. mgr.
Warner Bros. Distributing Corp., 1801 Blvd. of the Allies; GRant 1-1857; Jack Kalmenson, mgr.

PORTLAND, ORE.

Allied Artists of N. W., 925 N.W. 19th Ave.; CApitol 3-1131; Dick Carlson, br. mgr. Columbia Pictures Corp., 1927 N.W. Kearney St., CApitol 3-3101; J. R. Beale, br. mgr. Loew's, 1963 N. W. Kearney St.; CApitol 7-2521;

L. Amacher. mgr. Northwest Releasing Corp., 1806 N.W. Kearney St.; CApitol 7-5465; Jack Engerman and Zolly Vol-

CApitol 7-5465; Jack Engerman and Zolly Volchock, br. mgrs
Paramount Pictures, Inc., 909 N. W. 19th Ave.;
7-3477; Wayne Thiriot, br. mgr.
Republic Pictures Corp., 1816 N.W. Kearney St.;
CApitol 8-9405; Jack C. Partin, mgr.
Star Film Exchange, 925 Northwest 19th Ave.;
CApitol 7-4900; Howard Mapes, mgr.
20th Century-Fox Film Corporation, 1932 N.W. Lovejoy St.; CApitol 3-6129; Chas. F. Powers, mgr.
United Artists Corp., 1816 N.W. Kearney St.;
CApitol 8-9405; Jack O'Bryan and M. Siegel,
representatives.

CApitol 6:9405; Jack C Bryan and L. Beggs, representatives.
Universal Film Exchanges, Inc., 1953 N. W. Kearney St.; CApitol 7-1231; Richard Colbert, mgr.
Warner Bros. Pictures Distributing Corp., 935 N.W. 19th Ave.; CApitol 7-5624; Al Oxtoby, mgr.

ST. LOUIS

Allied Artists Prod., Inc., 3212 Olive St.; JE 3-0477; Maurice Schweitzer, mgr. Buena Vista Distrib. Corp., 3309 Olive St.; JE. Columbia Pictures Corp., 3306 Olive St.; FR 1-2265; C. D. Hill, mgr.
Concordia Pictures, 3309 Olive St.; JE 3-9074.
Go'dherger, Edward H., 4322 Olive St.; JE 3-0518.
Hardcastle Films, 7211 Carondelet; Clayton 5,
Mo.; PA. 6-0202.
Loew's, Inc., 3010 Olive St.; JE. 3-0201; Harry
W. Bache, mgr.
O'Brien, H. J., 3238 Olive St.; JE. 5-8827. 5-1159

Paramount Film Distrib. Corp., 2949 Olive St.;

OL. 2-3680, Harry Haas, mgr.
Realart Pictures of St. Louis, Inc., 3216 Olive St.,
JE. 3-6397; George Phillips and Herman Gorelick,

JE. 3-6539; George Liming Corp., 320 Olive St.; JE-3-6548; R. J. McCafferty, mgr. 20th Century-Fox Film Corp., 3330 Olive St.; JE-3-3185; William C. Gehring, Jr., mgr. United Artists Corp., 3316 Olive St.; JE-3-0346; Bud

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CLARK SERVICE, INC., 20 Shaker Rd.; ALbany FIRLIK FILM SERVICE, 141 South Hawk Street; Telephone: 3-3712. SMITH HOWELL FILM SERVICE, Myrtle Ave. & Partridge St.; Telephone: 2-0924.

ATLANTA

BENTON BROS. FILM EXPRESS, 183 Baker St. N.W.; JA 4-5411. THEATERS SERVICE CO., 282 Hayden Street, N.W.; JA-3-6972.

BOSTON

FILM EXCHANGE TRANSFER CO., INC., 13-17
Piedmont Street; HAncock 6-6969, S. J. Marshall. manager.

SMITH & HOWELL FILM SERVICE, INC., 971 South Park Ave. WOodlawn 3866,

CAROLINA DELIVERY SERVICE CO., INC. 301 South Poplar Street; ED 3-5197. OBSERVER TRANSPORTATION CO., 600 S. Tryon St. ED 4-1651.

AIR DISPATCH, INC., 407 S. Dearborn St., CA. 5-0668; Milton Ratcliff, exec. vice-pres. ALLIN FILM DELIVERY SERVICE, 1325 S. Wabash Ayenue; HArrison 7-2522; J. B. Allin

wabash Avenue, Mariasa Jacob, J. Allin, owners.
CLARK FILM DIST., INC., 1301 S. Wabash Avenue; WAbash 6-6953; Fred Hanzelin, mgr.
CONSOLIDATED FILM DELIVERY, 1301 S.
Wabash Ave.; HArrison 7-0106; Ralph Mc-

EMERY AIRFREIGHT, 4616 W. 55th Street; Regent 5-3200.

gent 5-3200.

FILM DELIVERY SERVICE, 1325 South Wabash Avenue; HArrison 7-2522; J. B. Allin and J. J. Allin, owners.

L. E. FOWLER, 1136 Bresseau, Elkhart, Ind.; Elkhart L 3809; L. E. Fowler, owner.

KOERNER MOTOR EXPRESS, INC., 55 E. 28th Street; CAlumet 5-0668; Gregory W. Koerner, pres.

LAVIN BROS. FILM SERVICE, 6328 N. Richmond Ave.; BRiargate 4-9827; William Lavin,

McLLWAIN SERVICE, Kewanee, Ill.; Kewanee 4355; Louis McElwain, owner, PACKARD FILM SERVICE, 1306 S. Wabash Ave.; HArrison 7-0895; Ralph McLaughlin, mgr.

SWANSON, V., 1306 So. Wabash, HArrison 7-0106. UNITED FILM CARRIERS, 1306 S. Wabash Ave.; HArrison 7-0895; Ralph McLaughlin, mgr.

CINCINNATI

FILM SERVICE CO., 1717 Logan Street; CHerry

CLEVELAND

ALBRECHT FILM DELIVERY SERVICE, 1500 Lakeside Ave.: SUperior 1.9594. CENTRAL SHIPPING TERMINAL, 1836 East 23rd

St.; Cherry 1-1871; L. C. Gross, mgr.

FILM TRANSIT CO., Film Exchange Bldg., 2108

Payne Ave.; PRospect 1-7996, P. L. Tanner, 3327

Montecello Blvd., Cleveland Heights, YEllowstone 2-4595, Art Marchand, 6545 Aylesworth Dr.,

Tilvade, 5,0635

stone 2-4595; Art Marchand, 6545 Afteriol. TUxedo 5-0635.

JOHNSON, E. S., Film Exchange Bldg., 2108 Payne Ave.; PRospect 1.3689.

MASH MESSENGER SERVICE, 308 Film Exchange Bldg., 2108 Payne Ave.; MAin 1-9376; 2312 Brookdale Rd., Parma, O.; Shadyside 9-2400.

STATE FILM CO., 2108 Payne Ave., 401 Film Bldg.; PRospect 1.3723; Shipper, Jan Sherwin, franchise owner: P. K. Wessell, State Film Co., Cincinnati, Ohio.

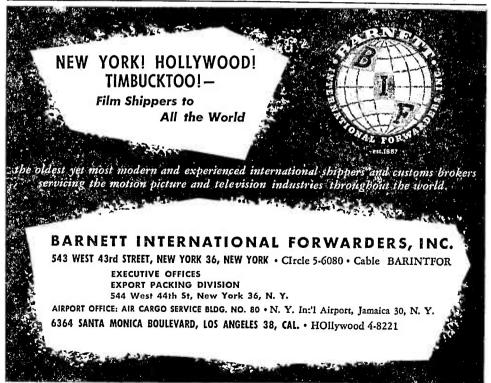
COLUMBUS, O.

COLUMBUS-CINCINNATI TRUCKING CO., 700 Shoemaker Ave.; AXminster 1-9339.
FILM DELIVERIES, INC., 862 W. Third Avenue: Xminster

WALKER FILM SERVICE, INC., 862 W. Third Ave.; AXminster 9-4177.

DALLAS

DALLAS FILM SERVICE, 2021 Young St.; PR-4361: George Sorenson, owner. LIBERTY FILM LINES, INC., 2025 Y Street; RIverside 3807; R. V. Martin, mgr.



TEXAS FILM SERVICE, 1808 Canton St.; RA-8191; Paul E. Dahlman, mgr. WHITE I.XPRESS, INC., 2021 Young St.; PR-6603; G. A. White, owner.

DENVER

SOUTHWESTERN FILM SERVICE, 2113 Stout Street; CHerry 4-2287; R. J. Wadley, mgr.

DES MOINES

FILM TRANSPORTATION CO., 1101 Grand Avenue; CHerry 4-7636. INLAND EXPRESS, 1211½ Grand Street; CHerry

3-7667.

IOWA FILM DELIVERY, 1312 Grand Avenue; CHerry 3-0509.

IOWA FILM INSPECTION & SHIPPING DEPOT, 210 15th Street; CHerry 3-2753.

KING DELIVERY SERVICE, 906 Locust Street; CHerry 3-5269.

DETROIT

EXHIBITORS SERVICE, 2310 Cass Ave.; WOodward 1 1073; Charles Simpson, owner, FILM TRUCK SERVICE, INC., 903 Fox Building; WOodward 5-0652; Gladys B. Pike, pres.

GRAND ISLAND, NEB.

RAPID FILM SERVICE, 416 N. Sycamore Street. Telephone 2713.

HOBOKEN, N. J.

HIGHWAY EXPRESS LINES, INC.; Telephone in New York City, WHitehall 3-9188.

HOUSTON, TEX.

BLUE BONNET EXPRESS, 1401 Dowling St.; L. C. Kirby.

INDIANAPOLIS

BRADFORD FILM TRANSIT CO., 120 Tippe-canoe Street; ME 4-6112; Lowell F. Heath, pres. INDIANA FILM TRANSIT CO., 220 Osage Street; ME 4-4453; Marjorie Waggoner, mgr.

KANSAS CITY, MO.

CENTRAL SHIPPING & EXHIBITORS FILM DELIVERY SERVICE, 120 W. 17th Street; GRand 1-2094; Earl Jameson, Jr., owner.

LINCOLN, NEB.

MILLS FILM TRANSFER, 2801 S. 16th Street; Telephone 2.1197.

LOS ANGELES

B & W FILM DELIVERY, 2200 South Vermont, Los Angeles 7, Calif.; REpublic 5-8383.

BARNETT INTERNATIONAL FORWARDS, INC., 6364 Santa Monica Blvd.; HOllywood 4-8221.

BEEKAY FILM DELIVERY, 2200 South Vermont; REpublic 3-0233.

FILM TRANSPORT COMPANY OF CALIFORNIA, 15.25 West 23rd Street; REpublic 4-4141.

GARDNER FILM DELIVERY, 1631 Cordova; REpublic 1-8258

REpublic 1-8258

REpublic 1-8258.
GILBOY CO. OF LOS ANGELES, 1512 West 21st Street; REpublic 4-9160
SANTA BARBARA SPECIAL DELIVERY, 2200
South Vermont, Los Angeles 7; REpul·lic 4-5590.

MEMPHIS

FILM TRANSIT, INC., 311 South Second Street; Telephone JA 5-6840; M. H. Brandon, president.

MILWAUKEE

FILM SERVICE, INC., 1032 No. Eighth St.; BRoadway 1-5224.

MINNEAPOLIS

CENTURY MATTHEWS MOTOR FREIGHT, 2707 Territorial Road, St. Paul; MIdway 6-1831; Steve Bonetto, pres.; Roy W. Mix, Minneapolis

representative, 72 Glenwood Ave.; FEderal 5-

representative, 72 Glenwood Ave.; Federal 3-2203.

DAKOTA FILM SERVICE, Sioux Falls, S. D.

DAKOTA TRANSFER, 11 S. E. Oak Street; FEderal 9-7831, R. J. Babcock, pres.

FILM TRANSFER CO., 78 Glenwood Avenue; FEderal 6-3505; W. R. Alexander, mgr.

MIDDLEWEST FILM EXPRESS, Willmar, Minn.;

Gordon Johnson mgr PITTS FILM SERVICE, 149 Jackson Ave. N., Hopkins, Minn.; WEst 8-7290; Raymond O.

Pitts, mgr.

THEATRE SERVICE CO., Post Office Box 3616,
Loring Station; Dave Gardner, mgr.

TWIN CITIES NEWSPAPER SERVICE, 1011
Currie Ave. N.; FEderal 5-4624; D. H. Williams,

TWIN CITY FARGO FREIGHT & OVERNIGHT EXPRESS, 122 S. E. Eighth Street; FEderal 3-4403; Al Schultz, mgr. TWIN CITY FILM SERVICE, 2146 Berkeley Avenue, St. Paul; MI 8-8517; Wes Shugard, mgr.

NEW HAVEN

FILM EXCHANGE TRANSFER CO., INC., 95 Meadow Street; Telephone, 8-8436. ROSEN FILM DELIVERY SYSTEM, INC., 39 Prout Street; Telephone: 6-4041.

NEW ORLEANS

CAPITAL AIRLINES, Moisant Airport 21-4-3500. CLICK DELIVERY SERVICE, INC., 1740 Carondelet Street; RAymond 0703 & CAnal 2770. DELTA AIRLINES AIR FREIGHT, Moisant International Airport, Dial telephone Dial 21-4-3658. From Manual telephone ask operator for Kenner 4-3658.

MOVIETIME IN DIXIE HEADQUARTERS, 219 S. Liberty St.; MAgioha 2850. NATIONAL AIRLINES, Moisant Airport 21-4-

RAILWAY EXPRESS AGENCY, INC., 1550 Julia

St.; RAymond 4351. SCHAFFER FILM SERVICE, INC., 227 So. Lib-

TECHE GREYHOUND LINES, Regional office: 720 So. Galvez St., TUlane 3614; Bus Depot & Ticket Office: 1520 Canal; RAymond 9371.

TRAILWAYS, 1314 Tulane Avenue; RAymond 4201.

TRANSWAY, INC., 235 S. Genois St.; AUdubon

0861

NEW YORK CITY

BARNETT INTERNATIONAL FORWARDERS, INC., 543 W. 43rd St.; CIrcle 5-6080. DAILY FILM DELIVERY, INC., 326 W. 44th

DAILY FILM DELIVERY, INC., 326 W. 44th Street. COlumbus 3 3243. ELK FILM DELIVERY CORP., 630 Ninth Avenue; CIrcle 6-4993.
HIGHWAY EXPRESS LINES, INC., 360-16 St., Hoboken, N. J.; WHitehall 3-9188-9.
HUDSON FILM DELIVERY CORP., 630 Ninth Avenue; CIrcle 6-4993.
PALISADE FILM DELIVERY CORP., 630 Ninth Avenue; CIrcle 6-0662.
PRUDENTIAL FILM DISTRIBUTORS CORP., 630 Ninth Avenue; CIrcle 6-0662.
ROCKLAND FILM SERVICE, INC., 630 Ninth Avenue, CIrcle 6-0662.

Avenue, Circle 6-0662. STATE FILM DELIVERY, 630 Ninth Avenue;

STATE FILM SERVICE, 630 Ninth Avenue; CIrcle

TACME FILM SERVICE, INC., 630 Ninth Avenue, Clrcle 6-0662.
TRANS-WORLD INTERNATIONAL SERVICE CO., 333 W. 52nd St.; CIrcle 6-7636.

OKLAHOMA CITY

MAGIC EMPIRE EXPRESS, 815 West Grand Street; Felephone: C.E. 2-7335; Nolan Nuckols.
MISTLETOE EXPRESS SERVICE, INC., 10
Northwest Fifth Street; REgent 6-1482; Jack

O & A FILM LINES, 625 W. California Street; REgent 6-3257; Roy Avery, mgr. UNITED FORWARDING CO., 815 W. Grand Street; Telephone: CE. 2-7335; Nolan Nuckols.

OMAHA

FILM TRANSPORT Co., 1511 Davenport Street; ATlantic 2045; Frank Gartner, mgr.

PHILADELPHIA

HIGHWAY EXPRESS LINES, INC., 1239 Vine Street; LOcust 4-3450 NATIONAL FILM CARRIERS, INC., 1239 Vine Street; LOcust 4.3450. NEW JERSEY MESSENGER SERVICE, 305 No. 12th St.; LOmbard 3-3944.

PIERCE, NEB.

PIERCE FILM SERVICE; Telephone, 240 Cedar.

PITTSBURGH

EXHIBITORS SERVICE CO., 85 Helen St., McKees Rocks; SPaulding 1-5010; George Callahan, Jr.,

PORTLAND, ORE.

BELL, HOWARD FILM SERVICE, 1923 N.W.

BELL, HOWARD FILM SERVICE, 1923 N.W. Kearney St.; CApitol 2-6428 and BElmont 5-4087; Howard Bell, mgr.

OREGON FILM SERVICE, 1841 N.W. 22nd Ave.; CApitol 2-9813; Fred McBreen, mgr.

PACIFIC POSTER COMPANY, 1923 N.W. Kearney St.; CApitol 2-6428 and BElmont 5-4087; Howard Bell, mgr.

PORTLAND NATIONAL FILM SERVICE (Miscellaneous Film Service and Storage), 915 N.W. 19th Ave.; CApitol 7-7590; A. E. Williams Jr., mgr. mgr.

PORTSMOUTH, OHIO

HUNTINGTON - CINCINNATI TRUCKING LINES, LTD., 1006 Gay Street; Tel., 1502.

ST. LOUIS

HARRY KAHAN FILM DELIVERY, 3330 Olive St.; FR. 1-6572; Meyer Kahn, mgr.

SALT LAKE CITY

DELIVERY SERVICE CO., 117 East First Street. South; Telephone: 4-5569, HILL TRANSFER CO., 251 East Second Street, South; Telephone: 9-4795. WYCOFF CO., INC., Box 366; Phone 4-1835.

SAN ANTONIO, TEX.

TEXAS FILM SERVICE, 508 S. Main Avenue; Telephone FAnnin 2911.

VALLEY FILM SERVICE, 508 S. Main Avenue;
Phone FAnnin 2911.

SAN FRANCISCO

GILBOY CO., 666 Ellis Street; ORdway 3-1272; Thomas W. Gilboy, owner, mgr., partner. FILM MESSENGER SERVICE, 147 Hyde Street; ORdway 3-0171; Jack Frazier.

SEATTLE

LOCAL FILM DELIVERY, 2330 Third Ave. NORTHWEST FILM SERVICE, 2330 Third Avenue; SEneca 0241.

SYRACUSE, N. Y.

SMITH & HOWELL F 505 Burnet Ave.; 2-6836. FILM SERVICE, INC.,

TOLEDO, O.

THEATRE TRANSPORT CO., 205 First St. Telephone, ADams 1612.

WASHINGTON, D.C.

HIGHWAY EXPRESS LINES, INC., 1638 Third Street, Northeast; DUpont 7-7200; Ralph E. Binns, vice pres.

CANADA

CALGARY, ALTA.

FREDDIE'S TRANSPORT, 727 10th W.; 2-2797; I. F. Teare, mgr.

MONTREAL, QUE.

MONTREAL MESSENGER SERVICE REG'D, 444 Notre Dame St. East, AVenue 8-1287; Harry A. Cohen, pres.

SAINT JOHN, N.B.

FITZPATRICK TRANSFER, 178 King St. E. 2-3544; J. F. Fitzpatrick, mgr.

TORONTO, ONT.

MAVETY FILM DELIVERY LTD., 277 Victoria Street; EMpire 3-2413; George Altman, pres.

WINNIPEG, MAN.

FILM DELIVERY SERVICE, Cinema Centre; 925-994; Charles Krupp, prop.

Screening Rooms

ALBANY

20TH CENTURY-FOX FILM, CORP. SCREEN-ING ROOM, 1052 Broadway; ALbany 3-1203.

ATLANTA

20TH-CENTURY FOX EXCHANGE, 197 Walton St., N. W.; JAckson 3-4633.

BOSTON

AMERICAN THEATRES CORP., 646 Washington St.; HAncock 6-4530.

E. M. LOEW THEATRES, 177 Huntington Ave.; E. M. LOEW THEATRES, 17 nuntington Ave. COpley 7-2420.

MGM, 46 Church Street; HAncock 6-0044.

PARAMOUNT, 58 Berkeley St.; HAncock 6-1070.
20TH-FOX, 115 Broadway; HAncock 6-2180.

UNIVERSAL, 60 Church St.; HAncock 6-8670.

BUFFALO

MOTION PICTURE OPERATORS SCREENING ROOM, 498 Pearl St.; MO. 2722.

CHARLOTTE

PARAMOUNT SCREENING ROOM, 307 S. Church St.; Tel.: ED 2-5101.

20TH CENTURY-FOX SCREENING ROOM, 308
S. Church St.; Tel.: ED 2-7101.

CHICAGO

BALABAN AND KATZ CORPORATION, 177 N. State St.; RAndolph 6-5300.
H. & E. BALABAN THEATRES, 190 N. State St.; FRanklin 2-2262.
ESSANESS THEATRES CORPORATION, 54 W. Randolph; DEarborn 2-7465.
IGEL'S, 1301 S. Wabash; HArrison 7-0001.
PARAMOUNT PICTURES CORP., 1306 S. Michigan Ave.: HArrison 7-2760

THE TORES CURP., 1306 S. Michigan Ave.; HArrison 7-2760.

TWENTIETH CENTURY-FOX FILM CORP., 1260 S. Wabash Ave.; WAbash 2-9625.

UNIVERSAL FILM EXCHANGES, INC., 1232 S. Michigan Ave.; WAbash 2-5781.

WARNER BROTHERS, INC., 1307 S. Wabash Ave.; HArrison 7-6052.

CINCINNATI

PALACE THEATRE, 12 East Sixth St.; CHerry 1 - 2482PARAMOUNT PICTURES, INC., 1214 Central Parkway; CHerry 1-6150.

20TH CENTURY-FOX FILM CORP., 1632-38 Central Parkway; CHerry 1-6460.
UNIVERSAL FILM EXCHANGES, INC., 1628
CENTRAL Parkway; GArfield 1-3820.

CLEVELAND

20TH CENTURY-FOX FILM CORP., 2219 Payne Ave.; TOwer 1-2257.

DENVER

PARAMOUNT EXCHANGE, 2100 Stout St.; CHerry 4-9193.
TWENTIETH CENTURY-FOX EXCHANGE, 2101
Champa St.; TAbor 5-5331.

DES MOINES

PARAMOUNT SCREENING ROOM, 1125 High St.; CHerry 4-3197. TWENTIETH CENTURY-FOX EXCHANGE, 1300 High St.; CHerry 4-4281.

DETROIT

FILM EXCHANGE BUILDING, 2310 Cass Ave.; WOodward 1-6104. FOX THEATRE, 2211 Woodward Ave.; WOodward 3-7/W.
PARAMOUNT FILM DISTRIBUTING CORP.,
479 Ledyard Ave.; WOodward 2-4741.
TWENTIETH CENTURY-FOX FILM CORP.,
2211 Cass Ave.; WOodward 1-3726.

INDIANAPOLIS

PARAMOUNT PICTURES, INC., 116 W. Michigan Street; ME 4-7563; Howard De Tamble, mgr. TWENTIETH CENTURY-FOX FILM CORP., 326 N. Illinois Street; ME 4-5581; Ray Schmertz,

UNIVERSAL FILM EXCHANGES, INC., 517 N.
Illinois Street; ME 4-5452; Samuel Oshry, mgr.

JACKSONVILLE

FLORIDA STATE THEATRES SCREENING ROOM, Florida Theatre Building, 128 E. Forsyth St.; Telephone: EL 6-1341.

KANSAS CITY

FOX MIDWEST THEATRES, INC., 3706 Broadway; LOgan 1-3650.

PARAMOUNT FILM DIST. CORP., 1802 Wyandotte St.; GRand 1-0410; H. R. Hamburg, br.

mgr. 20TH CENTURY-FOX FILM CORP., 1720 Wyandotte St.; HArrison 1-7253; Joseph Neger, br.

MILWAUKEE

FOX WIS AMUSEMENT CORP., 536 W. Wisconsin Ave.; BRoadway 1-5651. ARAMOUNT PICTURES, 1121 No. 8th St.; PARAMOUNT PICTURES, 1121 No. 8th St.; BRoadway 1-7340. 20TH CENTURY-FOX FILM, 1016 No. 8th St.; BRroadway 1-5710. STANLEY WARNER, 212 West Wisconsin Ave.; BRoadway 1-0852.

NEW ORLEANS

FOX THEATRE, 4127 Elysian Fields Ave., FRank-lin 4367; Fox Theatre Enterprises, Inc. LAKEVIEW THEATRE, 800 Harrison Ave.; GAl-vez 4091; S. J. Wright, Jr., Frank Lais, Jr., PARAMOUNT, 215 So. Liberty St.; RAymond 3357. PITT THEATRE, 6201 Elysian Fields Ave., EVer-PITTMAN THEATRES, INC., 2925 Franklin Ave.; VAlley 6252. TWENTIETH CENTURY-FOX, 200 So. Liberty St.; RAymond 9858.

NEW YORK

producers-distributors have screening rooms at their home offices in New York for

their own use. Most also have screening room facilities at their New York exchanges.]

BONDED FILM STORAGE CO., INC., 630 9th
Ave.; JUdson 6-1030.

JOHNNY VICTOR THEATRE, RCA Exhibition
Hall, 40 W. 49th St.; JUdson 6-3800.

LLOYDS FILM STORAGE CORP., 729 7th Ave.; COlumbus 5-5400.
MOVIELAB THEATRE SERVICE, INC., 619 W. 54th St.; JUdson 6-0360.
MUSEUM OF MODERN ART FILM LIBRARY. 11 W. 53rd St.; Circle 5-8900.
PREVIEW THEATRE, 1600 Broadway; Circle 6-0865 COUARY TV FILM THEATRE, 120 W. 42nd St.; WIsconsin 7-9907.

PHILADELPHIA

METRO-GOLDWYN-MAYER, 1233 Summer St.; PARAMOUNT PICTURES, 248 No. 12th Street; LOcust 7-3672. STANLEY-WARNER MANAGEMENT CORP., 1300 Arch St.; LOcust 4-1200. VINE STREET SCREENING ROOM, 250 No. 13th Street; LOcust 4-3980. WARNER BROTHERS, 230 No. 13th St.; RIttenhouse 6-9530.

PORTLAND, ORE.

PARAMOUNT, 909 N. W. 19th Ave.; CApitol 7-3477. STAR, 925 N. W. 19th Ave.; CApitol 7-4900.

WASHINGTON

FILM CENTER SCREENING ROOM, 932 New Jersey Ave. N.W.; NAtional 8-6316. MOTION PICTURE ASSOCIATION ACADEMIA, 1600 Eye St. N.W.; EXecutive 3-5110. PARAMOUNT PICTURES, 306 H St. N.W.; NA-TWENTIETH CENTURY-FOX, 415 3rd St. N.W.; DIstrict 7-8420.

CANADA

TORONTO

CANADIAN FILM INDUSTRIES LTD., 310
Lakeshore Road; CLifford 1-5211.
COLUMBIA PICTURES OF CANADA LTD., 72
Carlton Street; WAlnut 1-8931.
FAMOUS PLAYERS CANADIAN CORP. LTD.,
1400 Royal Bank Bidg.; EMpire 4-0141.
METRO-GOLDWYN-MAYER PICTURES OF
CAN. LTD., 340 Victoria Street; EM 3-5703.
ODEON THEATRES (Canada) LTD., 20 Carlton
Street; EM 3-561 Street; EM 3-5961.
PARAMOUNT FILM SERVICE LTD., 111 Bond Street; EMpire 4-0376. SOVEREIGN FILMS LTD., 277 Victoria Street; EMpire 8-8621.
TWENTIETH-CENTURY FOX CORP. LTD., 110
Bond Street; EMpire 4-3471.
TWINEX CENTURY THEATRES CORP. LTD., 175 Bloor Street East; WAlnut 4-3701.

MONTREAL

ASSOCIATED SCREEN NEWS LTD., 2000 ASSOCIATED SCREEN NEWS LTD., 2000
Northeliffe Avenue; DExter 1186.
CONSOLIDATED THEATRES LTD., 301 Dominion Square Bldg.; UNiversity 6-7331.
EMPIRE-UNIVERSAL FILMS LTD., 1200 St. Alexander Street; UNiversity 5071.
FRANCE FILM COMPANY, 1405 Maisonneuve TWENTIETH CENTURY-FOX CORP. LTD., 5963 Monkland Avenue; ELwood 1197.
GENERAL THEATRES OF QUEBEC LTD., 1200 St. Alexander Street.

PARAMOUNT FILM SERVICE LTD., 5955

Monkland Avenue; ELwood 1153.

TWENTIETH CENTURY-FOX CORP. LTD., 5963 Monkland Avenue; ELwood 1197.

UNITED AMUSEMENT CORP. LTD., United Bldg., 5887 Monkland Ave.; ELwood 1167.

Talent and Literary Agencies

Hollywood

Hollywood

ALEXANDER, ALEC, AGENCY,
208 So. Beverly Dr., B.H.; CRestview 1-6101,
ALLAN, LANE, AGENCY,
8746 Sunset Blvd., (46); OLympia 2-7953,
ALLIED CASTING AGENCY, INC.,
5746 Sunset Blvd. (28); HOllywood 3-7124,
ALVARADO, CARLOS, AGENCY,
8720 Sunset Blvd. (40); CRestview 5-7203,
ARMSTRONG-DEUSER,
425 S. Beverly Dr., B.H.; CRestview 4-8135,
ARTIGUE, LOUIS,
8776 Sunset Blvd. (46); CRestview 6-4652,
AUER, MILES BOHM,
5205 Hollywood Blvd. (27); HOllywood 2-6416,
AUSLANDER, LELAND,
8721 Sunset Blvd. (46); OLympia 2-6939,
BANNES, WILLIAM, AGENCY,
8776 Sunset Blvd. (46); OLympia 2-9002,
BARRY, VY, AGENCY,
1717 N. Vine St. (28); HOllywood 9-0989,
HOllywood 2-8359,
BENDER-WARD AGENCY
971 N. La Cienega Blvd. (46); OLympia 2-1465,
BERNIE, HERMAN, AGENCY,
200 S. Beverly Drive, B.H.; CRestview 5-0117,
BEVERLY MANAGEMENT CORP.,
400 N. Camden Dr. B. H.; CRestview 1-5611,
BONHAM, C. HERSCHEL, AGENCY,
8584 Sunset (46); OLympia 2-7020,
BRANDIES, BOB, AGENCY,
11559 Ventura Blvd. (46); OLympia 2-7020,
BURR, DOROTHY, AGENCY,
8218/2 Sunset Blvd. (46); OLympia 2-7020,
BURR, DOROTHY, AGENCY,
8218/2 Sunset Blvd. (46); OLympia 2-5470,
COCHRAN, EDDIE, AGENCY,
1213 N. Highland Ave. (28); HOllywood 4-6898,
CONDIT AGENCY,
1213 N. Highland Ave. (28); HOllywood 4-0493,
CONDIT AGENCY,
125 N. LaBrea Ave. (38); HOllywood 5-0834,
COOPER, FRANK, ASSOCIATES,
9145 Sunset Blvd. (46); CRestview 5-4128,
COOPER, FRANK, ASSOCIATES,
9145 Sunset Blvd. (46); CRestview 5-4128,
COOPER, FRANK, ASSOCIATES,
9145 Sunset Blvd. (46); CRestview 5-4128,
COOPER, RAY, AGENCY,
199 S. Beverly Dr., B. H. Suite 333; CRestview 6-9769,
CROSBY, EVERETT N., LTD.,
9028 Sunset Blvd. (46); CRestview 1-1171,
DARROW AGENCY,
10 ARROW AGENCY,
11 ARGENCY AGENCY 139 S. Beverly Dr., B. H. Suite 333; CRestview 6.9769,
CROSBY, EVERETT N., LTD.,
9028 Sunset Blvd (46); CRestview 1-1171.
DARROW AGENCY,
8733 Sunset Blvd. (46); OLympia 2-4125.
DAVIS, MARY WEBB,
8532 Sunset Blvd. (46); BRadshaw 2-6584.
DEUTSCH, MILTON, AGENCY
9034 Sunset Blvd. (46); CRestview 4-7321.
DONALDSON AGENCY, THE,
951 N. LaCienega Blvd. (46); OLympia 2-0355.
DREXEL-JAMESON,
8254 Fountain Ave.; CRestview 4-7551,
DOAK. VIRGINIA, AGENCY, INC.,
9172 Sunset Blvd. (46): BRadshaw 2-6211.
FABER, ALICE, AGENCY, INC.,
120 El Camino, B. H.; CRestview 4-6763.
FAME AGENCY, THE
121 S. Beverly Drive, B.H.; CRestview 5-5132.
FAMOUS ARTISTS,
9441 Wilshire Blvd., B.H.; CRestview 4-7433.
FANCHON & MARCO,
Paramount Hollywood Theatre Bldg.; HOllywood
3-3263
FIDLER, ADELINE, AGENCY FIDLER, ADELINE, AGENCY 410 S. Beverly Drive, B.H.; CRestview 1-4746. FIELD, MARJORIE, ARTISTS 9081 Santa Monica Blvd. (48); CRestview 6-8080.

FLAIRE, 8165 Sunset Blvd. (46); OLdfield 6-3060.

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OLeander 5-8750.

KLINE, WALTER E. & ASSOCIATES, INC., 1436 North Serrano Avenue, Hollywood 27; HOllywood 2-6371.

LAWSON, JACK, 13000 Blairwood Dr., Studio City; STanley 7-1739. STanley 7-1739. LOEFF, TED, 321 South Beverly Drive, Beverly

MAYER, HOWARD G., and DALE O'BRIEN, 1108
Guaranty Bldg. Hollywood 28; HOllywood 3-5658.
McFADDEN & EDDY ASSOCIATES, 9155 Sunset Blvd., West Hollywood; BRadshaw 2-1133,
CRestview 4-6746.

MILLAR, MACK, 228 So. Beverly Dr., B.H.; CRestview 5-3791.

CRestview 5-3791.
MILLIGAN, BERNIE, 11144 Valley Spring Pl.,
No. Hollywood; STate 7-6660.
MULCAHY, J. T. and HENRY ARNSTEN, 451
North La Cienega Boulvevard, Los Angeles 48,
Calif.; Olympia 2-2836.
PARKS-MORRISON CO., 8820 Sunset Blvd., 46;
Ol earler 5-6744

PARKS-MORRISON CO., 8820 Sunset Blvd., 46; OLeander 5-6744.

PEIRCE, BILL, 8582 Sunset Blvd., Los Angeles 46; CRestview 1-5169; BRadshaw 2-1723.

PERRETT, FRANK, 10444 Santa Monica Blvd., Los Angeles 25; BRadshaw 2-1045.

PETTEBONE, JEAN, 8706 Sunset Plaza Pl., Los Angeles 46; CRestview 5-3660.

PRESTON, JOEL, 7266 Franklin Ave., Los Angeles 46; CRestview 5-4341.

PROCTOR, JACK, 6926 Melrose Avenue, Hollywood 38, Calif.; Webster 6-7235.

RACKIN, A. L., 357 North Canon Drive, Beverly Hills; CRestview 4-6841.

ROCHE, ECKHOFF and LEE, 8721 Beverly Blvd., Los Angeles 48; OLeander 5-7670.

ROGERS AND COWAN, 177 S. Beverly Dr., Beverly Hills, Calif.; CRestview 5-5361; BRadshaw 2-5060.

SCOFIELD, ED, ASSOCIATES, 951 North La Cienter 10, 100 North 1

SCOFIELD, ED, ASSOCIATES, 951 North La Cienega Bivd., Hollywood (46); OLeander 5-8578.

SMITH, LOU, ORGANIZATION, 270 N. Canon Drive, Beverly Hills; CRestview 4-7251; BRad-Drive, Bevershaw 2-7935.

New York

DAVID O. ALBER ASSOCIATES, INC., 44 E. 53rd St., 22; TEmpleton 8-8300.

BASCH, BUDDY, OFFICE, 17 East 45th St., 17; MUrray Hill 7-8351.

BECK, MYER P., 729 7th Avenue, 19; CIrcle 5-

BIRDWELL, RUSSELL and ASSOCIATES, INC., 30 Rockefeller Plaza, 20; CIrcle 6-1164.

BRENON and MORGAN ASSOCIATES, 527 Lexington Ave, 17; PLaza 9-1257.
BYOIR, CARL & ASSOCIATES, INC., 800 2nd Ave.; YUkon 6-6100.
COMMUNICATIONS COUNSELLORS, 535 Fifth Ave., 17; MUrray Hill 7-8086.
REGINA CREWE, 240 Central Park South, 19; Clrcle 6-0031.
DINE & KALMUS, 430 Park Ave.; PLaza 3-1370.
FALK, RICHARD R., ASSOCIATES, 220 W. 42nd St., 36; CHickering 4-5797-8.
FARNOL, LYNN, 1270 6th Avenue, 20; JUdson 6-5777.

6-5777. GOLLIN, ED, 40 W. 57th St., 19; CIrcle 6-8213. EDWARD HARRISON, 1501 Broadway, 36;

LAckawanna 4.1318. ARTHUR P. JACOBS, 3 E. 54th St.; TEmpleton 8-0730.

BERNARD M. KAMBER ORGANIZATION, 729
7th Ave., 19: Circle 7-2120,
KATZ, ALFRED, 60 E. 56th St.;

PLaza 7-4775

MARK LARKIN, 8315 Lefferts Blvd., New Gardens, L. I., Virginia 9-6340.

NOEL MEADOW ASSOCIATES, 229 West 42nd Street, 36; LOngacre 5-7763; Wisconsin 7-1014.

NORTON & CONDON, INC., 471 Park Avenue;
PLaza 9-4010 PLaza

Plaza 9.4010
PINE, ARTHUR, ASSOCIATES, 67 W. 44th St.;
MUrray Hill 7-2680
JAMES D. PROCTOR, 545 5th Avenue, 19;
MUrray Hill 7-5084.
ROFFMAN, RICHARD H., ASSOCIATES, 675
West End Avenue; RIverside 9.3647.
ROGERS & COWAN, 17 E. 48th St., 36; PLaza 9.6272

9-6272.

RUSSELL, JOE, ASSOCIATES, 156 W. 48th St.; Circle 5-4848

SCHREIER, GEORGE, ASSOCIATES, 400 Madison Ave., 17; PLaza 3-6640.

BENJAMIN SONNENBERG, 247 Park Avenue, 17; PLaza 5-2200.

TAPLINGER, ROBERT S. ASSOCIATES, INC., 608 5th Ave., 20; PLaza 7-8040.

TOM WALLER ASSOCIATES, 516 5th Avenue, 18; MUrray Hill 7-1277,

A. P. WAXMAN, 55 Central Park West, 23; SUsquehanna 7.4181. WEIL, JOE, ASSOCIATES, 299 Madison Ave.; OXford 7-0279.



Programs

◆ NETWORK

STAR
PRODUCER
SPONSOR – AGENCY
SUSTAINING SHOWS

◆ SYNDICATED

STAR
PRODUCER
DISTRIBUTOR

◆ POLL AND AWARD WINNERS

Television Programs

[The listings below include star (m.c., narrator), producer, sponsor, advertising agency, network, running time, live or film—for network shows; star, producer, distributor, running time—for syndicated shows. Sustaining network programs are also included. All programs are weekly unless otherwise indicated.]

- ABBIE NEAL AND HER RANCH GIRLS Abbie Neal and her Ranch Girls, Warren R. Smith prod.-dist. Syndicated. Half-hour, Film.
- ADVENTURE ALBUM Wallace Taber. Tobey Anguish, prod. Interstate Television Corporation, dist. Syndicated. Ouarter-hour. Film.
- ADVENTURE IN SCIENCE Various. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Quarter-hour. Film.
- ADVENTURE IS MY JOB Various. Hal Harrison, prod. Lakeside Television Co., Inc., dist. Syndicated, Quarter-hour. Film.
- ADVENTURE OUT OF DOORS Jack Van Coevering, Jack Van Coevering, prod.-dist. Syndicated. Quarter-hour. Film.
- ADVENTURES IN SEWING Louise Winslow. Home Craft Films, prod. Lakeside Television Co., Inc., dist. Syndicated. Half-hour. Film.
- ADVENTURES IN THE NEWS Hugh James. Telenews Productions, prod. Sterling Television Co., dist. Syndicated. Quarter-hour. Film.
- ADVENTURES IN SPORT Various, Telenews Productions, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- ADVENTURES OF BLINKEY Blinkey. Blinkey Productions, Inc. Murray King, prod. Interstate Television Corp., dist. Syndicated. Quarter-hour. Film.
- ADVENTURES OF CHAMPION Champion. Flying "A" Pictures, prod. CBS Television Film Sales, Inc., Dist. Syndicated. Half-hour. Film.
- ADVENTURE OF DANNY DEE Roy Doty. Cinema-Vue Corp., prod.-dist. Syndicated. Half-hour. Film.
- ADVENTURES OF JIM BOWIE Scott Forbes. Lou Edelman, prod. American Chicle Co.—Ted Bates & Co. ABC Network. Half-hour. Film.
- ADVENTURES OF KIT CARSON Bill Williams. Revue Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- ADVENTURES OF NOAH BEERY, JR. Noah Beery, Jr. Jerry Courneya, prod. Louis Weiss & Co., dist. Syndicated. Quarter-hour. Film.
- ADVENTURES OF OZZIE & HARRIET Ozzie & Harriet Nelson. Stage Five Productions, Inc.,—Ozzie Nelson. Eastman Kodak Co.—J. Walter Thompson Co. ABC Network. Half-hour. Film.
- THE ADVENTURES OF RIN TIN TIN Lee Aaker, James Brown, Rin Tin Tin. Screen Gems, Inc. Herbert E. Leonard. National Biscuit Co.—Kenyon & Eckhardt, Inc. ABC Network. Half-hour. Film.
- THE ADVENTURES OF RIN TIN TIN Lee Aaker, James Brown. H. B. Leonard, prod. Screen Gems, Inc., overseas dist.—French, German, Italian, Japanese, Spanish. Syndicated. Half-hour. Film.
- THE ADVENTURES OF ROBIN HOOD Richard Greene. Sapphire Films, Ltd.—Hannah Weinstein, prod. Johnson & Johnson—Young & Rubicam, Inc.; Wildroot Co., Inc.—Batten, Barton, Durstine & Osborn, Inc. CBS Network. Half-hour. Film.
- ADVENTURES OF THE FALCON Charles McGraw. Federal Telefilms, Inc., prod. NBC Television Films, dist. Syndicated. Half-hour, Film.
- ADVENTURES OF THE SCARLET PIMPERNEL Marius Goring. Harry Alan Towers, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- ALCOA-GOODYEAR ANTHOLOGY Robert Ryan, Charles Boyer, David Niven, Jane Powell. Four Star Productions, prod. Aluminum Co. of America—Fuller & Smith & Ross, Inc.; The Goodyear Tire & Rubber Co.—Young & Rubicam, Inc. NBC Network. Half-hour. Film.
- ALFRED HITCHCOCK PRESENTS Various. Alfred Hitchcock, prod. Bristol-Myers Company (Ipana Toothpaste, Bufferin, Vitalis, Ban)—Young & Rubicam, Inc. CBS Network. Half-hour. Film.
- ALL AMERICAN WRESTLING Neal Van Ells. Crosley Broadcasting Corp., prod. Kling Film Productions, dist. Syndicated. Hour. Film.

- ALL STAR GOLF Various. Peter DeMet, prod. Miller Brewing Co.—Mathisson & Assoc.; Wildroot Co.—Batten, Barton, Durstine & Osborn, Inc. ABC Network. Hour. Film.
- AMERICAN BANDSTAND Dick Clark. Tony Mammarella, prod. Participating sponsorship. ABC Network. Hour-and-half. Live.
- AMERICAN HERITAGE SERIES (Cavalcade of America) Various. Coronet Films, prod.-dist. Syndicated. Ouarter-hour, Film.
- THE AMERICAN LEGEND Various stars and producers. Official Films, Inc., dist. Syndicated. Half-hour. 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, prod.-dist. Syndicated. 5 min. Film.
- ANIMAL ADVENTURES FOR CHILDREN Various. Coronet Films, Prod.-dist. Syndicated. Quarter-hour. Film.
- ANIMAL FUN AND MISCHIEF Various. United World Films, Inc., prod.-dist. Syndicated. 8 min. Film.
- ANIMAL TIME Various. Sterling Television Co., Inc., prod. Fremantle Overseas Radio & TV, Inc., overseas dist.—Spanish.
- ANNIE OAKLEY Gail Davis. Flying "A" Pictures—Armand Schaefer, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- THE ANSWER MAN Albert Mitchell. The Bruce Chapman Co., prod.-dist. Syndicated. Quarter-hour.
- ARABIAN NIGHTS Wendel Noble. Wickham Film Productions, prod.-dist. Syndicated. 10 minutes. Film.
- ARLENE FRANCIS SHOW Arlene Francis. Owens-Corning Fiberglass Corp.—McCann-Erickson, Inc.; Sterling Drug, Inc.—Dancer-Fitzgerald-Sample, Inc.; House of Westmore—Ehrlich, Neuwirth & Sobo, Inc. NBC Network, Half-hour (5 days a week). Live.
- ARMSTRONG CIRCLE THEATRE Various. Robert Costello, prod. Armstrong Cork Co.—Batten, Barton, Durstine & Osborn, Inc. CBS Network. Hour (alternate weeks). Live.
- ARTHUR GODFREY'S TALENT SCOUTS Arthur Godfrey. Janette Davis, prod. Thomas J. Lipton, Inc. —Young & Rubicam, Inc.; The Toni Co.—North Adv., CBS Network. Half-hour. Live.
- ARTHUR GODFREY TIME Arthur Godfrey. Will Roland, prod. Standard Brands, Inc. (Royal Gelatin Desserts, Blue Bonnett Margarine)—Ted Bates & Co.; Scott Paper Co.—J. Walter Thompson; General Foods Corp. (Baker's Coconut, Minute Rice, Baker's Cocoa, Log Cabin Syrup, Good Season's Salad Dressing Mix)—Young & Rubicam; Bristol-Myers Co. (Bufferin, Ban)—Young & Rubicam; Simoniz Co.—Young & Rubicam; Mutual Beneft & Accident Asso. of Omaha—Bozell & Jacobs; Sherwin-Williams Co.—Fuller & Smith & Ross, Inc.; Florida Citrus Commission—Benton & Bowles, Inc.; Armour & Co.—Foote, Cone & Belding. CBS Network. Hour (4 days a week). Live.
- ART LINKLETTER'S HOUSE PARTY Art Linkletter. John Guedel Productions—Martin Hill, prod. Lever Bros. Co. (Surf, Good Luck Margarine, Lifeboy)—Batten, Barton, Durstine & Osborn; Kellogg Co.—Leo Burnett Co.; Campbell Soup Co.—Leo Burnett Co.; Pillsbury Mills, Inc.—Leo Burnett Co.; Simoniz Co.—Young & Rubicam; Standard Brands, Inc.—J. Walter Thompson Co.; Swift & Co.—McCann-Erickson. CBS Network. Half-hour (5 days a week). Live.
- ASSIGNMENT FOREIGN LEGION Merle Oberon, Anthony C. Bartley, E. M. Smedley Aston, prod. P. Lorillard Co.—Lennen & Newell, Inc. CBS Network. Half-hour. Film.
- AS THE WORLD TURNS Don McLaughlin. Charles Fisher, prod. Proctor & Gamble Co. (Oxydol, Comet Cleanser, Ivory Snow, Camay)—Benton & Bowles; Vick Chemical Co.—Batten, Barton, Durstine & Osborn, Inc.; Pillsbury Mills, Inc.—Leo Burnett Co., Inc. CBS Network. Half-hour (5 days a week). Live.
- BABY TIME Dr. W. W. Bauer, Jane Warren, R.N. Laufman Frim Productions, Inc., prod. Herberts, Laufman & Co., dist. Syndicated. Quarter-hour. Film.
- BACHELOR FATHER John Forsythe. Harry Ackerman, prod. American Tobacco Co.—Batten, Barton, Durstine & Osborn, Inc. CBS Network. Half-hour. Film.
- BADGE 714 (DRAGNET) Jack Webb. Dragnet Production Co., prod. NBC Television Films, dist. Syndicated. Half-hour. Film.
- BASEBALL AND TRACK Various. United World Films, Inc. prod.-dist. Syndicated. 10 min. Film.
- BEAT THE CLOCK Bud Collyer, Jane Hollander—Goodson-Todman productions, prod. Sustaining. CBS Network. Half-hour, Live.
- BEAT THE CLOCK Bud Collyer. Jean Hollander—Goodson-Todman Productions, prod. Gerber Products Co.—D'Arcy Advertising Co.; Sunshine Biscuit, Inc.—Cunningham & Walsh, Inc.; General Mills, Inc.—Batten, Barton, Durstine & Osborn, Inc.; Johnson & Johnson—Young & Rubicam, Inc.; Vick Chemical Co.—Batten, Barton, Durstine & Osborn, Inc.; Libbey Glass Div., Owens-Illinois Glass Co.—J. Walter Thompson Co.; Purex Corp.—Foote, Cone & Belding; Nestle Co. CBS Network. Half-hour (5 days a week—daytime). Live.
- BEAT THE EXPERTS Various. Telenews Productions, prod. Sterling Television Co., dist. Syndicated. 5 & 15 min. Film.

- BEHIND THE SCENES Various. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Quarter-hour. Film.
- BEHIND THE SCENES IN INDUSTRY Various. Hollywood Television Productions, prod. dist. Syndicated. Quarter-hour. Film.
- BERT AND ELMER Johnny Coons, Bob Schrieve. Galbreath Productions, prod. Harry S. Goodman Productions, dist. Syndicated. Quarter-hour. Film.
- BETSY AND THE MAGIC KEY Marionettes, Jamieson-Dallas, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- BEULAH Louise Beavers, Ethel Waters. Roland Reed. prod. Flamingo Films, Inc., dist. Syndicated. Half-hour, Film,
- BEYOND THE YUKON Wendell Niles. Eskimoland Pictures, prod. Harriscope, Inc., dist, Syndicated. Quarter-hour. Film.
- BIFF BAKER, U. S. A. Alan Hale, Jr., Randy Stuart. Revue Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- THE BIG FIGHT Various. The Big Fights, Inc., prod.-dist. Syndicated. Half-hour, Hour. Film. (Overscas dist.—Fremantle Overseas Radio & TV, Inc. French, German, Italian, Spanish.
- THE BIG PAYOFF Randy Merriman, Bess Myerson. Joe Gottlieb, prod. Colgate-Palmolive Co. (Lustre-Creme Shampoo, Cashmere Bouquet, Colgate Dental Cream, Ajax, Ad Detergent, Palmolive Soap, Brisk, Vel, Fab, Rapid-Shave, Halo)—Bryan Houston, Inc. CBS Network. Half-hour (5 days a week). Live.
- THE BIG PLAYBACK Bill Stern, Jimmy Powers. Screen Gems, Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- BIG RECORD, THE Patti Page. Lester Gottlieb, prod. Pillsbury Mills, Inc.— Leo Burnett Co.; Kellogg Co.—Leo Burnett Co.; Armour Co.—Foote, Cone & Belding; Oldsmobile Div., General Motors Corp. —D. P. Brother & Co. CBS Network. Hour. Live.
- BIG TEN FOOTBALL HILITES Chick Hearth. Sports TV, Inc., prod.-dist. Syndicated. Half-hour. Film.
- BILL CORUM SPORTS SHOW Bill Corum. Ely Landau, Inc., prod. National Telefilm Associates, dist. Syndicated. Quarter-hour. Film.
- BLACKSTONE THE MAGICIAN Blackstone the Magician. McConkey Productions, prod. Harriscope, Inc., dist. Syndicated. 3 min, Film.
- THE BOB CUMMINGS SHOW Bob Cummings. Paul Henning, prod. R. J. Reynolds Tobacco Co. (Winston Cigarettes)—Wm. Esty Co., Inc.; Chesebrough Mfg. Co.—McCann-Erickson Inc.; Win. Esty Co., Inc. NBC Network. Half-hour. Film.
- BOB ELSON'S INTERVIEWS OF THE CENTURY Bob Elson. Academy Film Productions, Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- BOBO THE HOBO Puppets. Fantasy Features, prod. Lakeside Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- BOB HOPE SHOW, THE Bob Hope. John Gibson, prod. United States Time Corp. (Timex)—Hirshon-Garfield, Inc. NBC Network. Hour (6 shows). Live and film.
- BOLD JOURNEY Various. Julian Lesser, prod. Ralston Purina Co.—Guild, Bascom & Bonfigli. ABC Network. Half-hour. Film.
- BOSS LADY Lynn Bari, Glen Langan. Jack Wrather, prod. M. & A. Alexander, dist. Syndicated. Half-hour. Film.
- BOSTON BLACKIE Kent Taylor, Lois Collier. Ziv Television Programs, Inc., prod. Economee TV Programs, dist. Syndicated. Half-hour. Film. (Overseas dist.—Ziv International—Italian, Spanish.)
- BOWLING STARS Various. American Machine & Foundry Co., prod. American Machine & Foundry Co.—Fletcher D. Richards, Inc. ABC Network. Half-hour. Film.
- BOWLING TIME Various. Discovery Productions, prod. Sterling Television Co., dist. Syndicated. Hour. Film.
- BOXING FROM RAINBO Jack Drees. Kling Film Productions, prod. dist. Syndicated. Half-hour. Film.
- BRAVE EAGLE Keith Larsen, Bert Wheeler, Kim Winons. Roy Rogers Frontier Productions, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- BRIDE & GROOM Jack Bailey. Edward Bailey, prod. The Toni Co.—North Advertising; Brillo Mfg. Co.—J. Walter Thompson Co.; The Drackett Co.—Young & Rubicam, Inc.; Lanolin Plus—Kastor, Farrell, Chesley & Clifford, Inc.; Alberto-Culver Co.—Geoffrey Wade Advertising; Minnesota Mining & Mfg. Co.—Batten, Barton, Durstine & Osborn, Inc.; Miles Laboratories, Inc.—Geoffrey Wade Advertising; Mentholatum Co.—J. Walter Thompson Co. NBC Network. Half-hour (5 days a week). Live.
- THE BRIGHTER DAY Blair Davies. Allan Potter, prod. Procter & Gamble Co. (Ivory Flakes, Cheer)—Young & Rubicam, Inc. CBS Network. Quarter-hour (5 days a week). Live.
- BRINGING UP YOUR BABY Documentary. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. 10 minutes. Film.

- BROKEN ARROW John Lupton, Michael Ansara. TCF Prods., prod. Miles Laboratories—Geoffrey Wade Adv.; Ralston Purina Co.—Gardner Adv. Co. ABC Network. Half-hour. Film.
- THE BUCCANEERS Robert Shaw. Sapphire Films—Hannah Weinstein, prod. Kellogg Co.—Leo Burnett Co. ABC Network. Half-hour. Film.
- THE BUD WILKINSON SHOW Bud Wilkinson. Bud Wilkinson Productions, prod. Sportlite, Inc., dist. Syndicated. Quarter-hour. Film.
- BUFFALO BILL, JR. Dick Jones, Flying "A" Pictures-Armand Schaefer, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- BUILDING FOR PEACE Documentary. United Nations, prod. Sterling Television Co., dist. Syndicated. Quarter-hour. Film.
- BURNS & ALLEN George Burns, Gracic Allen. McCadden Productions—Fred DeCordova, prod. B. F. Goodrich Company—Batten, Barton, Durstine & Osborn; Carnation Co.—Erwin, Wasey & Co. CBS Network. Half-hour. Film.
- CALIENTE RACES Joe Hernandez. Harry Lehman, prod. Cine-Tele Productions, dist. Syndicated. Half-hour. Film.
- CALIFORNIANS, THE Adam Kennedy, Sean McClory. Robert Bassler, prod. Singer Sewing Machine Co.—Young & Rubicam, Inc. NBC Network. Half-hour. Film.
- CALL THE PLAY Various. Leonard Key, prod. Station Distributors, Inc., dist. Syndicated. 5 min., Quarter-hour. Half-hour. Film.
- CAMERA'S EYE Various. The Teevee Co., prod. Sterling Television Co., Inc., dist. Syndicated Quarter-hour. Film.
- CAMERA THREE Various. Lewis Freedman, prod. Sustaining. CBS Network. Half-hour. Live.
- CANDID CAMERA Alan Funt. Alan Funt, prod. Associated Artists Productions, dist. Syndicated. Quarter-hour and half-hour. Film.
- CANINE COMMENTS David Wade. David Wade, prod. Louis Weiss & Co., dist. Syndicated. Quarter-hour. Film.
- CAPSULE MYSTERIES Glenn Langan. Charles Michelson, Inc., prod.-dist. Syndicated. 5 min. Film.
- CAPTAIN GALLANT OF THE FOREIGN LEGION Buster Crabbe. Frantel, Inc.-Gilbert A. Ralston, prod. H. J. Heinz Company—Maxon, Inc. NBC Network. Half-hour. Film.
- CAPTAIN KANGAROO Bob Keeshan. Jack Miller, prod. CBS Network. Hour—Participating; Ludens, Inc.—J. M. Mathes, Inc.; Brown Shoe Co.—Leo Burnett Co. Hour (5 days a week)—Participating. Live.
- CAPTAIN QUEST AND HIS JUNIOR EXPLORERS Richard Coogan. Fleetwood Films, Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- CAPTAIN Z-RO Roy Steffens. Kathleen Rawlings & Henry Brown, prod. Atlas Television Corp., dist. Syndicated. Half-hour. Film.
- CAPTURED (GANGBUSTERS) Chester Morris. Phillips H. Lord, prod. NBC Television Films, dist. Syndicated. Half-hour. Film.
- CAREER PLANNING Various. Coronet films, prod -dist. Syndicated. Quarter-hour. Film.
- CASES OF EDDIE DRAKE Don Haggerty, Patricia Morison. Imppro Productions, prod. CBS Television Film Sales, dist. Syndicated, Half-hour. Film.
- CAVALCADE OF SPORTS, BOXING BOUTS Jimmy Powers, Tom Gallery, prod. Gillette Safety Razor Co.-Maxon Inc. NBC Network App. hour, depending on length of fight. Live.
- CBS NETWORK NEWS Walter Cronkite. CBS News, prod. Sustaining. CBS Network. 10 minutes (5 days a week). Live.
- CBS SUNDAY NEWS Eric Sevareid. CBS News, prod. Sustaining. CBS Network. Quarter-hour. Live.
- CELEBRITY Various. Olympia Film Productions, Inc., prod.-dist. Syndicated. 3-5 minutes. Film.
- CELEBRITY PLAYHOUSE Various. Screen Gems, Inc., prod.-dist. Syndicated. Half-hour. Film.
- CHAMPIONSHIP BOWLING Various, Peter de Met Productions, prod. Walter Schwimmer Productions, Inc., dist. Syndicated. Hour. Film.
- CHARLIE WEAVER AND HIS MT. IDY FRIENDS Cliff Arquette. Tam Productions, Inc., prod. Film Classic Exchange, dist. Syndicated. Quarter-hour. Film.
- THE CHEVY SHOW Dinah Shore, others. Various producers. Chevrolet Motor Division, General Motors Corp.—Campbell-Ewald Co. NBC Network. Hour. Live.
- CHEYENNE Clint Walker. Arthur W. Silver, prod. General Electric Co.—Young & Rubicam. ABC Network. Hour. (Alternate weeks.) Film.
- CHILDREN LOVE ANIMALS Various. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. 10 minutes. Film.

- CHILDREN OF MANY LANDS Documentary. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Quarter-hour. Film.
- CHILDREN OF THE AMERICAS Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- CHILDREN'S ANIMATED FAIRY TALES Various. Primrose Productions, Ltd., prod. RKO Television dist. Syndicated. 10 min. Film.
- CHILDREN'S STORIES Various. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. 10 minutes. Film.
- THE CHIMPS—BONZO Bing Crosby Enterprise, Jerry Courneya, prod. Louis Weiss & Co., dist. Syndicated. Quarter-hour. Film.
- CHINA SMITH Dan Duryea. Tableau Productions, Bernard Tabakin, prod. National Telefilm Associated, dist. Syndicated. Half-hour. Film.
- CHRISTIE COMEDIES Various. Paramount Pictures Corp., prod. Harriscope, Inc., dist. Syndicated. Quarter-hour. Film.
- CHUMMY'S ANIMAL THEATRE Chummy. J. A. Eisenbach, prod. Independent Producers Film Exchange, dist. Syndicated. 31/2 minutes. Film.
- CIRCUS BOY Mickey Braddock, Noah Beery, Jr. Screen Gems, Inc.—Herbert B. Leonard, prod. Mars Inc.—Knox Reeves Adv.; Kellogg Co.—Leo Burnett. ABC Network, Half-hour. Film. (Overseas Dist.—Screen Gems, Inc.—Italian.)
- THE CISCO KID Duncan Renaldo, Leo Carillo, Ziv Television Programs, Inc., prod.-dist. Syndicated. Half-hour. Film. (Overseas dist.—Ziv International—French, Italian, Spanish, Japanese).
- CITY DETECTIVE Rod Cameron. Revue Productions, prod. MCA-TV Film Syndication Division. Syndicated. Half-hour. Film.
- CLASSROOM OF THE AIR Documentary. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Quarter-hour and half-hour. Film.
- CLIMAX Various. Ralph Nelson, Edgar Peterson, prod. Chrysler Corp.—McCann-Erickson, Inc. CBS Network. Hour (3 out of 4 weeks). Live.
- CLUB OASIS Various stars & producers. Liggett-Myers Tobacco Co.—McCann-Erickson, Inc. NBC Network. Half-hour (alternate weeks). Live.
- CLUB 60 John Cooper. Glenn Mitchell, prod. Cooperative advertising. NBC Network. Hour (5 days a week). Live.
- CODE THREE Various. Rabco TV Productions, prod. ABC Film Syndication, dist. Syndicated. Half-hour. Film. (Overseas dist.—ABC Film Syndication, Inc.—Spanish.)
- COLONEL MARCH OF SCOTLAND YARD Boris Karloff, Panda Productions, prod. Official Films, dist. Syndicated. Half-hour. Film.
- COLT 45 Wayde Preston. Warner Bros. Pictures, prod. Campbell Soup Co.—Batten, Barton, Durstine & Osborn, Inc. ABC Network. Half-hour. Film.
- COMEDY TIME Various stars and producers. Welch Grape Juice Co.—Richard Manoff Adv.; Pharmaco, Inc.—Doherty, Clifford, Steers & Shenfield, Inc. NBC Network. Half-hour. Film re-runs.
- COMEDY TIME Various stars & producers. Pharmaco, Inc.—Doherty, Clifford, Steers & Sheffield, Inc.; Chesebrough-Ponds, Inc.—J. Walter Thompson Co.; Lever Bros. Co.—Batten, Barton, Durstine & Osborn, Inc.; S.O.S. Co.—McCann-Erickson, Inc.; Kraft Foods Co.—J. Walter Thompson Co.; Minnesota Mining & Mfg. Co.—Batten, Barton, Durstine & Osborn, Inc.; Miles Laboratories, Inc.—Geoffrey Wade Advertising; Welch Grape Juice Co.—Richard K. Manoff Advertising; Mentholatum Co.—J. Walter Thompson Co.; General Foods Corp.—Young & Rubicam, Inc. NBC Network. Half-hour (5 days a week). Live.
- CONFIDENTIAL FILE Paul Coates. Confidential Telepictures, prod. Guild Films, Inc., dist. Syndicated. Half-hour. Film.
- CONQUEST Various, CBS Public Affairs, prod. Monsauto Chemical Co.—Gardner Advertising Co. CBS Network. Hour (10 shows). Live and film.
- CONRAD NAGEL THEATRE Conrad Nagel. Andre Luotto Productions, prod. Guild Films Co., dist. Syndicated. Half-hour. Film.
- COUNT OF MONTE CRISTO George Dolenz. Television Programs of America, Inc., prod.-dist. Syndicated. Half-hour. Film. (Overseas dist.—Television Programs of America—French, Spanish.)
- THE COUNTRY SHOW Carl Smith, Webb Pierce, Jimmy Dickens. Gannaway Productions, Inc., prod. Flamingo Films, Inc., dist. Syndicated. Half-hour. Film.
- COURT OF LAST RESORT Various. Jules C. Goldstone, Gail Patrick Jackson, prod. P. Lorillard Co. (Old Gold Cigarettes)—Lennen & Newell, Inc. NBC Network. Half-hour. Film.
- COWBOY G-MEN Russell Hayden, Jackie Coogan. Henry B. Donovan, prod. Flamingo Films, Inc., dist. Syndicated. Half-hour. Film.
- CRAIG KENNEDY, CRIMINOLOGIST Donald Woods. Adrian Weiss, prod. Louis Weiss & Co., dist. Syndicated. Half-hour, Film.
- CREATIVE ARTS Educational. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Quarter-hour. Film.

- CROSS CURRENT Gerald Mohr. Sheldon Reynolds, prod. Official Films, Inc., dist. Syndicated, Half-hour, Film.
- CRUSADER Brian Keith. Richard Lewis-Revule Prods., prod. MCA-TV Film Syndication Division, dicated. 20 min. Film.
- CRUSADER Brian Keith, Richard Lewis-Revue Prods., prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- CRUSADER RABBIT Cartoon. Jerry Fairbanks, prod. George Bagnall & Associates, dist. Syndicated. 5 min. Film.
- CURTAIN CALL Various. Bing Crosby Enterprises, Inc., prod. MCA-TV Film, Syndication Division, dist. Syndicated, Half-hour. Film.
- CYCLONE MALONE Marionettes. Consolidated TV, prod. Harry S. Goodman Productions, dist. Syndicated. Quarter-hour. Film.
- DAILY TELENEWS Newsreel. Hearst Metrotone News, prod. International News Service, dist. Syndicated. Quarter-hour. Film.
- DAMON RUNYON THEATRE Various. Lou Breslow, prod. Screen Gems Inc., dist. Syndicated. Half-hour. Film.
- DANGEROUS ASSIGNMENT Brian Donlevy. Donlevy Development Corp., prod. NBC Television Films, dist. Syndicated. Half-hour. Film.
- DANNY THOMAS SHOW, THE Danny Thomas. General Foods Corp.—Benton & Bowles, Inc. CBS Network, Half-hour. Film.
- DATELINE EUROPE (FOREIGN INTRIGUE) Jerome Thor. Sheldon Reynolds, prod. Official Films, Inc., dist. Syndicated. Half-hour, Film.
- DATE WITH THE ANGELS Bill Williams, Betty White. Don Fedderson, prod. Plymouth Div., Chrysler Corp.—Grant Advertising. ABC Network. Half-hour. Film.
- DATING, MARRIAGE AND FAMILY LIVING Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- DEAN PIKE Very Rev. Dr. James A. Pike. Dean Pike, prod. Sustaining. ABC Network. Half-hour. Live.
- DECEMBER BRIDE Spring Byington, Parke Levy, prod. General Foods Corp. (Instant Maxwell House Coffee)—Benton & Bowles, Inc. CBS Network. Half-hour. Film.
- DEMOCRACY AT WORK Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- DESIGN FOR LIVING Dr. Fletcher Harding. National Telefilm Associates, prod.-dist. Syndicated. 5 min. Film.
- DETECTIVE'S DIARY Donald Gray. Danziger Bros., prod. Sterling Drug Co.—Dancer-Fitzgerald-Sample, Inc. NBC Network. Half-hour. Film.
- DICK AND THE DUCHESS Patrick O'Neal, Hazel Court, Sheldon Reynolds, prod. Helene Curtis Industries, Inc.—Gordon Best Co.; Mogen David Wine Corp.—Weiss & Geller, Inc. CBS Network. Half-hour. Film.
- DICK POWELL'S ZANE GREY THEATRE Dick Powell, Hal Hudson, prod. General Foods Corp.—Benton & Bowles. CBS Network. Half-hour. Film.
- DILEMMA Various. Galbreath Productions, prod. Harry S. Goodman Productions, dist. Syndicated. Quarter-hour. Film.
- DIONE LUCAS COOKING SHOW Dione Lucas. Modell Television Production, prod.-dist. Syndicated. Half-hour. Film.
- DISNEYLAND Walt Disney. ABC-Walt Disney. General Foods—Young & Rubicam; General Mills— Tatham-Laird; Reynolds Metals Co.—Buchanan, Frank; Derby Foods, Inc.—McCann-Erickson, Inc. ABC Network. Hour. Film.
- DO YOU KNOW WHY? Bruce Wyatt. Motion Picture Advertising Service, prod. National Telefilm Associates, dist. Syndicated. 5 min. Film.
- DR. HUDSON'S SECRET JOURNAL John Howard. Authors Playhouse, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- DOUBLE PLAY Leo Durocher. Laraine Day. Marted Productions, prod. Cavalcade Television Programs, dist. Syndicated. Quarter-hour. Film.
- DOUGLAS FAIRBANKS PRESENTS Douglas Fairbanks. Dougfair Corp., prod. ABC Film Syndication, dist. Syndicated. Half-hour. Film.
- DO YOU TRUST YOUR WIFE? Johnny Carson. Don Fedderson, prod. Participating sponsorship. Half-hour (5 days a week). Live.
- DRAGNET Jack Webb. Ben Alexander. Jack Webb, prod. Liggett & Myers Tobacco Co. (Chesterfield Cigarettes, L&M Filter Cigarettes)—McCann-Erickson; Schick, Inc.—Warwick & Legler, Inc. NBC Network. Half-hour. Film.
- DUFFY'S TAVERN Ed Gardner. Hal Roach, Jr., prod. Guild Films, dist. Syndicated. Half-hour. Film.

- DU PONT SHOW OF THE MONTH Various stars and producers. E. I. Du Pont de Nemours & Co.—Batten, Barton, Durstine & Osborn, Inc. CBS Network. Hour-and-half (10 shows). Live.
- THE ED SULLIVAN SHOW Ed Sullivan. Marlo Lewis & Ed Sullivan, prod. Lincoln-Mercury Dealers-Kenyon & Eckhardt, Inc.; Eastman Kodak Co.—J. Walter Thompson Co. CBS Network. Hour. Live.
- EDDIE CANTOR COMEDY THEATRE Eddie Cantor. Ziv Television Program, Inc., prod. Economee Television Programs, dist. Syndicated. Half-hour. Film.
- EDDY ARNOLD TIME Eddy Arnold, Betty Johnson. Csida-Grean Assoc., prod. Walter Schwimmer Co., dist. Syndicated. Half-hour. Film.
- EDGE OF NIGHT, THE Haila Stoddard, John Larkin. Werner Michel, prod. Procter & Gamble Co.—Benton & Bowles; Vick Chemical Co.—Batten, Barton, Durstine & Osborn, Inc.; Pillsbury Mills, Inc.—Leo Burnett Co.; Pet Milk Co.—Gardner Advertising Co.; Standard Brands. CBS Network. Half-hour (5 days a week). Live.
- ENCHANTED MUSIC Robert Lawrence. George Richfield, prod. Major TV Productions, dist. Syndicated. Half-hour. Film.
- ETHEL BARRYMORE TV THEATRE Various. Lee Savin, Edward Morey, Jr., Richard Heermance, prod. Interstate Television Corp., dist. Syndicated. Half-hour. Film.
- EVE ARDEN SHOW, THE Eve Arden. Edmund Hartmann, prod. Lever Bros. Co.—J. Walter Thompson Co.; Shulton, Inc.—Wesley Assoc. CBS Network. Half-hour. Film.
- EYE ON NEW YORK Bill Leonard. Bill Leonard, prod. Sustaining. CBS Network. Half-hour. Live.
- FACE THE NATION Stuart Novins. Ted Ayers, prod. Sustaining. CBS Network. Half-hour. Live.
- FAMOUS FIGHTS Jimmy Powers. Winik Films Corp., prod.-dist. Syndicated. Quarter-hour, half-hour. Film.
- FAMOUS GUESTS Various. Cavalcade Television Programs, dist. Syndicated. Half-hour. Film. (Overseas dist.—Cavalcade Television Programs—Spanish.)
- FAMOUS JURY TRIALS Various. Transamerica, prod. Charles Michelson, dist. Syndicated. Half-hour. Film.
- FAMOUS PLAYHOUSE Various. Revue Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Han-hour. Film.
- FATHER KNOWS BEST Robert Young, Jane Wyatt. Screen Gems, Inc.—Eugene B. Rodney, prod. Scott Paper Co.—J. Walter Thompson Co. NBC Network. Half-hour. Film.
- FAVORITE STORY Adolph Menjou. Ziv Television Programs, Inc., prod. Economee Television Programs, Inc., dist. Syndicated. Half-hour. Film. (Overseas dist.—Ziv International—French, German, Italian, Spanish.)
- FEDERAL MEN Walter Greaza. Pyramid Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- FIELD & STREAM Various. Field & Stream, prod. Henry Holf & Co., dist. Syndicated. Quarter-hour. Film.
- FILES OF JEFFREY JONES Don Haggerty, Gloria Henry. Lindsley Parsons, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- FIND A HOBBY Various. Houston Color Film Laboratory, prod. National Telefilm Associates, dist. Syndicated. Quarter-hour. Film.
- FLAMINGO THEATRE Various. Screen Televideo Productions, prod. Flamingo Films, Inc., dist. Syndicated. Half-hour. Film.
- FLASH GORDON Steve Holland. Inter-Continental TV Films, prod. Guild Films, Inc., dist. Syndicated. Half-hour. Film.
- FLORIAN ZABACH SHOW Florian Zabach. Guild Films, Co., Inc., prod.-dist. Syndicated. Half-hour. Film.
- FOODINI THE GREAT Puppets. Fletcher Smith, prod, Allan Keith Productions, dist. Syndicated. Quarter-hour. Film.
- FOR THE LADIES Various. Sterling Television Co., Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- THE FORD SHOW Tennessee Ernie Ford. Alan Yorkin, prod. The Ford Motor Co.-J. Walter Thompson. NBC Network. Half-hour. Live.
- FOY WILLING AND THE RIDERS OF THE PURPLE SAGE Foy Willing, Riders of the Purple Sage. Foy Willing Television Productions, prod. RCA Recorded Program Services, dist. Syndicated. Quarterhour. Film.
- FRANKIE LAINE SHOW Frankie Laine, Connie Haines. Guild Films Co., Inc., prod.-dist. Syndicated. Quarter-hour and half-hour. Film.
- FRANK SINATRA SHOW, THE Frank Sinatra. Hobart Productions, prod. Liggett-Myers Tobacco Co.—McCann-Erickson, Inc. ABC Network. Half-hour. Film.
- FRONT PAGE DETECTIVE Edmund Lowe, Raymond Hutton, Jerry Fairbanks, prod. George Bagnall & Associates, dist. Syndicated, Half-hour, Film.

- FRONTIER DOCTOR Rex Allen. Studio City Television Productions, prod. Hollywood Television Service, Inc., dist. Syndicated. Half-hour. Film.
- FRONTIERS OF FAITH Various. Doris Ann, prod. Sustaining. NBC Network. Half-hour. Live.
- FUN WITH FELIX Felix Greenfield. Emil-Katzka-Fletcher Smith Studios, prod. Lakeside Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- FURY Bobby Diamond, Gypsy, Peter Graves, Television Programs of America, Inc.—Leon Fromkess, prod. General Foods Corporation (Post Cereals)—Benton & Bowles, Inc.; The Borden Co.—Benton & Bowles. NBC Network. Half-hour. Film. (Overseas dist.—Television Programs of America—Spanish.)
- THE GARRY MOORE SHOW Garry Moore. Herb Sanford, prod. Campbell Soup Co.—Leo Burnett Co.; Lever Brothers Co. (Rinso, Lux Liquid, Good Luck Margarine)—J. Walter Thompson; Swift & Co.—McCann-Erickson; The Toni Co.—North Adv.; Yardley & Co., Ltd.—N. W. Ayer & Son; A. E. Staley Co. (Sta-Flo Liquid Laundry Starch, Sweetose Table Syrup, Sta-Puf)—Ruthrauff & Ryan; Vick Chemical Co.—Batten, Barton, Durstine & Osborn, Inc.; General Foods Corp.—Benton & Bowles, Inc; The Hoover Co.—Leo Burnett Co.; California Packing Corp. (Del Monte)—McCann-Erickson, Inc.; Sunshine Biscuit, Inc.—Cunningham & Walsh, Inc.; Bird & Son—Humphrey, Alley & Richards, Inc.; Johnson-Johnson—Young & Rubicann, Inc. CBS Network, Half-hour (4 days a week), hour-and-half (1 day a week). Live.
- GENE AUTRY Gene Autry. Republic Pictures Corp., prod. MCA-TV Film Syndication Division, dist. Syndicated. Hour. Film.
- THE GENE AUTRY SHOW Gene Autry, Pat Buttram. Flying "A" Pictures.—Armand Schaefer, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- GENERAL ELECTRIC THEATRE Ronald Reagan. MCA, prod. General Electric Co.—Batten, Barton, Durstine & Osborn, Inc. CBS Network. Half-hour. Live and film.
- GETTING ALONG SOCIALLY Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- GHOST TOWNS OF THE WEST Paul Masterson. Edward Simmel, prod. Simmel-Meservey TV Productions, dist. Syndicated. Quarter-hour. Film.
- GISELE MACKENZIE SHOW, THE Gisele MacKenzie. J & M Productions, prod. Scott Paper Co.— J. Walter Thompson Co.; Schick, Inc.—Warwick & Legler, Inc. NBC Network. Half-hour. Live.
- GOING PLACES Fred Uttal. United World Films, Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- GOING PLACES WITH GADABOUT GADDIS Vernon Gaddis. Beacon Television Features, Inc., prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- GOOD MORNING Will Rogers, Jr., Ned Calmer. James Fleming, prod. Varied sponsors. CBS Network. Hour (5 days a week). Live.
- GRANTLAND RICE Various. Grantland Rice, prod. Atlas Television Corp., dist. Syndicated. Quarter-hour. Film.
- THE GREAT GILDERSLEEVE Willard Waterman. Matthew Rapf, prod. NBC Television Films, dist. Syndicated. Half-hour. Film.
- GREAT MOMENTS ON THE GRIDIRON Various. United World Films, Inc., prod.-dist. Syndicated. 5 min., 10 min. Film.
- THE GREATEST DRAMA Various. Fox Movietone News, Mike Sklar, prod. RKO Television, dist. Syndicated. Quarter-hour. Film.
- GREATEST FIGHTS OF THE CENTURY Various. Mannie Baum Enterprises Corp., prod.-dist. Syndicated. Quarter-hour. Film.
- GREATEST SPORT THRILLS Marty Glickman, Stan Lomax. Winik Films Corp., prod.-dist. Syndicated. Quarter-hour, Half-hour. Film.
- GRIDIRON CAVALCADE Don Klein. Sports TV, Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- GUIDED TOUR Lula Ellen McNew, Beverly Lannon. Hollywood Television Productions, prod.-dist. Syndicated. Quarter-hour. Film.
- THE GUIDING LIGHT James Lipton, Lynne Rogers. Lucy Ferri, prod. Procter & Gamble Co. (Ivory Soap, Duz)—Compton Advertising, Inc. CBS Network. Quarter-hour (5 days a week). Live.
- GUNSMOKE James Arness. Norman MacDonnell, prod. Liggett & Myers Tobacco Co. (Chesterfield Cigarettes, L & M Cigarettes)—Dancer-Fitzgerald-Sample; Remington-Rand, Inc.—Young & Rubicam. CBS Network. Half-hour. Film.
- GUY LOMBARDO Guy Lombardo. Guy Lombardo Films, Inc., prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- GUY MITCHELL SHOW, THE Guy Mitchell. Phil Cohen, prod. Max Factor—Anderson-McConnell Advertising. ABC Network. Half-hour. Live.
- HALLMARK HALL OF FAME Various stars and prod. Hallmark Cards, Inc.—Foote, Cone & Belding. NBC Network, 6 shows. Live.
- THE HALLS OF IVY Ronald Colman, Benita Hume. Television Programs of America, Inc., prod. dist. Syndicated. Half-hour. Film.

- HAND TO HEAVEN Joe Uhrig, Bob Daniels, National Telefilm Associates, Syndicated, Half-hour, Film,
- THE HANDYMAN Norman Brokenshire. Princeton Film Center, Inc., prod. Princeton Television Center, Inc., dist. Syndicated. 3½ min. Film.
- HANK McCUNE SHOW Hank McCune. A. C. Burger, prod. Minot TV Inc., dist. Syndicated. Half-hour. Film.
- HANS CHRISTIAN ANDERSEN TALES Various. Interstate Television Corp., prod.-dist. Syndicate. Half-hour. Film.
- HARBOURMASTER Barry Sullivan. Felix Feist, prod. R. J. Reynolds Tobacco Co.-Wm. Esty Co. CBS Network. Half-hour. Film.
- HAVE GUN, WILL TRAVEL Richard Boone. Julian Calaman, prod. Lever Bros. Co.--J. Walter Thompson Co.; Whitehall Pharmacal Co.-Ted Bates & Co. CBS Network. Half-hour. Film.
- HEADLINE Mark Stevens. Gross-Krasne, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- HEADLINES ON PARADE Fred Uttal. United World Films, Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- HEALTH AND HAPPINESS CLUB Philena Barden. National Telefilm Associates, prod.-dist. Syndicated. 5 min. Film.
- HEART OF THE CITY Pat McVey, Jane Nigh. Gross-Krasne, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- HERALD PLAYHOUSE (SCHLITZ PLAYHOUSE OF STARS) Various. Meridian Pictures, Inc., prod. ABC Film Syndication, dist. Syndicated. Half-hour. Film.
- HERE'S TO HEALTH Various. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Quarter-hour. Film.
- HECKLE & JECKLE CARTOON SHOW Terrytoons Cartoons Michel Grilickhes, prod. Sweets Co. of America, Inc. (Tootsie Rolls). CBS Network. Half-hour. Film.
- HIGH ADVENTURE Lowell Thomas, star & prod. Delco Div., General Motors Corp.—Campbell-Ewald Co. CBS Network. Hour (5 shows). Film.
- HIGHWAY PATROL Broderick Crawford. Ziv Television Programs, Inc., prod.-dist. Syndicated. Half-hour. Film. (Overseas dist.—Ziv International—Spanish, Japanese.)
- HIS HONOR HOMER BELL Gene Lockhart. Galahad Productions, prod. NBC Television Films, dist. Syndicated. Half-hour. Film.
- HOLIDAY U.S.A. Austin & Blessing Green. Jim Loomis Productions, prod. Tom J. Corradine & Assocs., dist. Syndicated. Half-hour. Film.
- HOLIDAY Joan Fontaine, Edmond O'Brien, Ida Lupino. Filmakers, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- HOLLYWOOD HALF HOUR Various. Jerry Fairbanks, prod. George Bagnall & Associates, Inc., dist. Syndicated. Half-hour. Film.
- HOLLYWOOD TO BROADWAY (WHAT'S PLAYING?) John Conte. Emanuel Demby, prod. Atlas Television Corp., dist. Syndicated. Quarter-hour. Film.
- HOME IS HAPPINESS Various. Packaged Programs, Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- HOME MANAGEMENT Various. Coronet Films, prod.-dist. Syndicated. 10 min., Quarter-hour. Film.
- HOPALONG CASSIDY William Boyd. William Boyd Productions, Inc., prod. NBC Television Films, dist. Syndicated. Half-hour, Hour. Film. (Overseas dist.—Fremantle Overseas Radio & TV., Inc.—Spanish, French, German.)
- THE HORMEL GIRLS Hormel Girls Orchestra. Kling Film Productions. Syndicated. Quarter-hour and half-hour. Film.
- HOTEL COSMOPOLITAN Donald Woods. Roy Winsor, prod. Standard Brands, Inc.—Ted Bates & Co.; The Toni Co.—North Advertising; Wesson Oil & Snow Drift Sales Co.—Fitzgerald Advertising. CBS Network. Quarter-hour (5 days a week). Live.
- HOW DOES YOUR GARDEN GROW? John Nash Ott, Jr. John Ott Pictures, Inc., prod. International Film Bureau, dist. Syndicated. Half-hour. Film.
- HOW OTHERS LIVE Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- HOWDY DOODY Bob Smith. Roger Muir, prod. Continental Baking Co., Inc. (Wonder Bread, Hostess Cakes)—Ted Bates & Co., Inc.; Sweets Co.—Henry Eisen. NBC Network. Half-hour. Live.
- I AM THE LAW George Raft. Cosman Productions, prod. Sterling Television Co., Inc., dist. Syndicated. Half-hour. Film.
- I LED THREE LIVES Richard Carlson. Ziv Television Film Programs, Inc., prod. Economee Television Programs, dist. Syndicated. Half-hour. Film. (Overseas dist.—Ziv International—Spanish.)
- I LOVE LUCY RE-RUNS Lucille Ball, Desi Arnaz. Desilu Productions, prod. Gold Seal Company (Glass Wax)—Campbell-Mithun, Inc.; W. Λ. Sheaffer Pen Co.—Russel M. Seeds Co. CBS Network, Half-hour, Film.

- I MARRIED JOAN Joan Davis, Jim Backus. Interstate Television Corp., dist. Syndicated. Half-hour. Film.
- I SEARCH FOR ADVENTURE Jack Douglas. Julian Lesser-Sol Lesser Productions, prod. George Bagnall & Associates, Inc., dist. Syndicated. Half-hour. Film.
- I SPY Raymond Massey. Guild Films Co., Inc., prod.-dist. Syndicated. Half-hour. Film.
- INS-TELENEWS-THIS WEEK IN SPORTS-Marty Clickman. Hearst Metrotone News, prod. International News Service, dist. Syndicated. Quarter-hour. Film.
- INS-TELENEWS WEEKLY NEWS REVIEW-Peter Roberts. Hearst Metronone News, prod. International News Service, dist. Syndicated. Quarter-hour. Film.
- IMPACT Various. Herbert Bregstein, prod. National Telefilm Associates, dist. Syndicated. Hour. Film.
- INNER SANCTUM Various. Galahad Productions, prod. NBC Television Films, dist. Syndicated. Half-bour. Film.
- INSPECTOR MARK SABER Tom Conway, James Burke. Roland Reed Productions, prod. Thompson-Koch Co., Inc., dist. Syndicated. Half-hour. Film.
- INTERNATIONAL PLAYHOUSE Various. Mutual TV Productions, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- INTO THE NIGHT Various, Sterling Television Co., Inc. Syndicated. Half-hour. Film.
- INTRODUCTION TO ART Mary Holmes. University of California, prod.-dist. Syndicated. Quarter-hour.
- INVITATION PLAYHOUSE Various. R. Williams, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- IS THIS MAGIC? Various. Atlas Television Corp., prod.-dist. Syndicated. 5 min. Film.
- IT COULD BE YOU Bill Leyden. Ralph Edwards Productions, prod. Pharmaco, Inc.—Doherty, Clifford, Steers & Shenfield, Inc.; Lysol Co.—McCann-Erickson, Inc.; Chesebrough-Ponds, Inc.—J. Walter Thompson Co.; Brillo Mig. Co.—J. Walter Thompson Co.; General Foods Corp.—Young & Rubicam, Inc.; Armour & Co.—Tatham-Laird, Inc.; Corn Products Refining Co.—C. L. Miller Co.; Brown & Williamson Tobacco Corp.—Russel M. Seeds Co.; Alberto-Culver Co.—Geoffrey Wade Advertising; Miles Laboratories, Inc.—Geoffrey Wade Advertising; American Home Products—Geyer Advertising; The Drackett Co.—Young & Rubicam, Inc.; Procter & Gamble Co.—Dancer-Fitzgerald-Sample, Inc. NBC Network. Half-hour (5 days a week). Live.
- IT'S FUN TO REDUCE Margaret Firth. Guild Films Co., Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- 1'VE GOT A SECRET Garry Moore. Goodson-Todman Productions-Allan Sherman. R. J. Reynolds Tobacco Co. (Winston Cigarettes)-Wm. Esty Co., Inc., CBS Network. Half-hour. Live.
- FHE JACK BENNY PROGRAM Jack Benny. Ralph Levy, exec. prod. American Tobacco Co. (Lucky Strike Cigarettes)—Batten, Barton Durstine & Osborn, Inc. CBS Network. Half-hour (alternate weeks). Live & Film.
- JALOPY RACES FROM HOLLYWOOD Bill Welsh. Harriscope, Inc., prod.-dist. Syndicated. Half-hour.
- JAMES MASON SHOW James Mason, Pamela Mason, Richard Burton, Portland Productions, prod. National Telefilm Associates, dist. Syndicated. Quarter-hour. Film.
- JANE WYMAN SHOW Jane Wyman. Eva Wolas, prod. Hazel Bishop, Inc.—Raymond Spector Co. & Quaker Oats Co.—Needham, Louis & Brorby. NBC Network. Half-hour. Film.
- JANET DEAN, REGISTERED NURSE Ella Raines. Cornwall Productions, prod. Guild Films, Inc., dist. Syndicated. Half-hour. Film.
- JERRY LEWIS SHOW, THE Jerry Lewis, John Gibson, prod. Oldsmobile Div., General Motors Corp.—D. P. Brother & Co. NBC Network. Hour (6 shows). Live.
- JET JACKSON, FLYING COMMANDO (CAPTAIN MIDNIGHT) Richard Webb. George Bilson, prod. Screen Gems, Inc., dist. Syndicated. Half-hour. Film. (Overseas dist.—Screen Gems, Inc.—Italian.)
- JIM AND JUDY IN TELELAND Various. Charles J. Basch, Jr., prod. Television Screen Productions, Inc., dist. Syndicated. 3 min. Film.
- FHE JIMMY DEMARET SHOW Jimmy Demaret. Award Television Corp., prod.-dist. Syndicated. Quarter-hour, Film.
- JOE PALOOKA Joe Kirkwood, Cathy Downs. Guild Films Co., Inc., prod.-dist. Syndicated, Half-hour. Film.
- JOHN DALY & THE NEWS John Daly. ABC, prod. Participating sponsorship. ABC Network. Quarter-hour (5 days a week). Live.
- 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.)
- JOHNNY JUPITER Wright King, Kagran Corp., prod. Associated Artists Productions, Inc., dist. Syndicated, Half-hour, Film,

- JUDGE ROY BEAN Edgar Buchanan. Jack Buetel. Quintet Productions, prod. Screencraft Pictures, Inc., dist. Syndicated. Half-hour. Film.
- JUMP JUMP OF HOLIDAY HOUSE Mary Hickox, Harry Hickox, Mary and Harry Hickox, prod. Harry S. Goodman Productions, Inc., dist. Syndicated. Quarter-hour. Film.
- JUNGLE Santos Ortega. Radio and Television Packagers, Inc., prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film. (Overseas dist.—Fremantle Overseas Radio & TV, Inc.—Spanish.)
- JUNGLE ADVENTURE Various. Sterling Television Co., Inc., prod.-dist. Syndicated. Quarter-hour, half-hour, Film.
- JUNGLE JIM Johnny Weissmuller. Screen Gems, Inc., prod.-dist. Syndicated. Half-hour. Film. (Overseas dist.—Screen Gems, Inc.—Spanish, Italian, Japanese.)
- JUNIOR CROSSROADS Various. Sterling Television Co., Inc. Syndicated. Quarter-hour & half-hour. Film.
- JUNIOR SCIENCE Dr. Karl Wendt. Harvey Cort, prod. Guild Films, Inc., dist. Syndicated. Quarter-hour. Film.
- KiD MAGIC Frank Scannel. Aladdin TV Productions, Inc., prod. Abe Saperstein TV Enterprises, Inc., dist. Syndicated. Quarter-hour. Film.
- KIDDY KITCHEN Various. Edwin James, prod. Dagger Productions, dist. Syndicated. Half-hour. Film.
- KING'S CROSSROADS Carl King. Sterling Television Co., Inc., prod.-dist. Syndicated. Half-hour. Film.
- KORLA PANDIT Korla Pandit. Snader Productions, Inc., prod. Snader Releases, Inc., dist. Syndicated. Half-hour. Film.
- KRAFT TELEVISION THEATRE Various. Maury Holland. prod. Kraft Foods Company (Velveeta, Kraft Deluxe Slices, Miracle Whip, Parkay Margarine, Kraft Philadelphia Cream Cheese, Cheese)

 –J. Walter Thompson Co. NBC Network. Hour. Live.
- LAMP UNTO MY FEET Dr. Lyman Bryson. Pamela Illott, prod. Sustain. CBS Network. Half-hour. Live.
- LASH OF THE WEST Lash LaRue, Fuzzy St. John. Western Adventure Productions, prod. National Television Films, dist. Syndicated. Quarter-hour. Film.
- LASSIE Tommy Rettig, Jan Clayton. Robert Maxwell Associates, prod. Campbell Soup Co.—Batten, Barton, Durstine & Osborn, Inc. CBS Network. Half-hour. Film. (Overseas dist.—Television Programs of America—Spanish.)
- THE LAST WORD Bergen Evans. Harry Olesker, prod. Sustaining. Half-hour. Live.
- LAWRENCE WELK SHOW Lawrence Welk, ABC-Edward Sobel, Dodge Division—Chrysler Corp.—Grant Advertising, Inc. ABC Network. Hour. Live.
- LAWRENCE WELK'S TOP TUNES AND NEW TALENT Lawrence Welk. Edward Sobel, prod. Chrysler Corp., Dodge and Plymouth Divisions—Grant Advertising, Inc. ABC Network. Hour. Live.
- LAYMAN'S CALL TO PRAYER Various. Transco TV, prod. National Telefilm Associates, dist. Syndicated. 5 min. Film.
- LEAVE IT TO BEAVER Barbara Billingsley, Hugh Beaumont, Jerry Mathers. Harry Ackerman, exec. prod. Remington Rand Div., Sperry Rand Corp.—Compton Advertising. CBS Network. Half-hour. Film.
- LEGION BOXING Various. Gunderson Productions, prod. Harriscope, Inc., dist. Syndicated. Half-hour. Film.
- LET'S DRAW WITH FRANK WEBB Frank Webb, Valerie Landon. James Howlett Productions, prod. George Bagnall & Associates, Inc., dist. Syndicated, Quarter-hour. Film.
- LET'S GO GOLFING Byron Nelson. Photo Enterprises, Inc., prod. Byron Nelson Golf, dist. Syndicated. Ouarter-hour, Film.
- LET'S TAKE A TRIP "Sonny" Fox, Ginger MacManus, Brian "Pud" Flanagan. Stephen Fleischman, prod. Sustaining. CBS Network. Half-hour. Live.
- LIBERACE Liberace. Guild Films Co., prod.-dist. Syndicated. Half-hour. Film.
- LIFE AND LEGEND OF WYATT EARP Hugh O'Brian. Robert Sisk, prod. General Mills, Inc.—Dancer-Sample-Fitzgerald, Inc.; Procter & Gamble Co.—Compton Advertising, Inc. ABC Network. Half-hour, Film.
- LIFE AND SONGS OF STEPHEN FOSTER The King's Men. Admiral Pictures, prod. Aurora Film Distributors, Inc., dist. Syndicated. Quarter-hour. Film.
- LIFE IN THE U.S.A. Travelogue. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Quarter-hour. Film.
- THE LIFE OF RILEY William Bendix. Tom McKnight, prod. Lever Bros.—Batten, Barton, Durstine & Osborn, NBC Network, Half-hour, Film.
- LIFE WITH ELIZABETH Betty White. Guild Films Co., Inc., prod.-dist. Syndicated. Half-hour. Film.
- LIFE WITH FATHER Leon Ames, Lurene Tuttle, McCadden Corp.—Fletcher Markle, prod. CBS Television Film Sales, dist. Syndicated. Half-hour. Film.

- LILLI PALMER SHOW Lilli Palmer. Charles Kebbe, prod. NBC Television Films, dist. Syndicated.
 Ouarter-hour. Film.
- THE LINEUP Warner Anderson, Tom Tully. Jaime Del Valle, prod. Brown & Williamson Tobacco Corp. (Viceroy Cigarettes)—Ted Bates & Co., Inc.; Procter & Gamble Co. (Cheer)—Young & Rubicam. CBS Network. Half-hour. Film.
- LITTLE RASCALS Various. Monogram Pictures-Hal Roach, prod. Interstate Television Corp., dist. Syndicated. 10 & 20 min. Film.
- THE LITTLE SHOW Various, Sterling Television Co., Inc., prod.-dist. Syndicated, Quarter-hour. Film.
- LITTLE THEATRE Various. Teevee Co., prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- THE LIVING BOOK Various. Forest Lawn Memorial Park, prod. Economee TV Programs, dist. Syndicated. Half-hour. Film.
- THE LONE RANGER Clayton Moore. Jack Weather, prod. General Mills, Inc.—Dancer-Fitzgerald-Sample, Inc. ABC Network. Half-hour. Film. (Overseas dist.—Television Programs of America—Spanish.)
- LONE WOLF Louis Hayward. Gross-Krasne Productions, Inc., prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- LOOK HERE! Martin Agronsky. Robert Graff, prod. Sustaining. NBC Network. Half-hour. Live.
- LOOK UP AND LIVE Various. George Crothers, prod. Sustaining. CBS Network. Half-hour. Live.
- LOONEY-TUNES Cartoon. Sunset Productions, Inc., prod. Guild Films Co., Inc., dist. Syndicated. 8-10 min. Film.
- THE LORETTA YOUNG SHOW Loretta Young. John London, prod. Procter & Gamble Co. (Tide, Lilt, Gleem)—Benton & Bowles, Inc. NBC Network. Half-hour. Film.
- LOVE OF LIVE Bonnie Bartlett, Carl Green, prod. American Home Products Corp. (Anacin, Bisodol, Heet, Kriptin, Aero Wax, Easy-Off Oven Cleaner, Wizard Wick Deodorizers)—Ted Bates & Co. CBS Network. Quarter-hour (5 days a week). Live.
- LUCY-DESI HOUR SHOW Lucille Ball, Desi Arnaz. Bert Granet, prod. Ford Div., Ford Motor Co.— J. Walter Thompson Co. CBS Network. Hour (5 shows). Film.
- M SQUAD Lee Marvin, Richard Lewis—Revue Production, prod. American Tobacco Co.—Sullivan, Stauffer, Colwell & Bayles, Inc.; Hazel Bishop, Inc.—Raymond Spector Co. NBC Network. Half-hour. Film.
- MAVERICK James Garner, Warner Bros. Pictures, prod. Kaiser Industries and Metal Corp.—Young & Rubicam, Inc. ABC Network. Hour. Film.
- M.D. Various. National Telefilm Associates, prod.-dist. Syndicated. 5 min. Film.
- THE MAD WHIRL Various. Leo Seltzer, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- MADISON SQUARE GARDEN Marty Glickman, Stan Lomax. Winik Films Corp., prod.-dist. Syndicated. Quarter-hour. Film.
- MAGIC LAMP Michael Bennett. Hollywood Television Productions, prod.-dist. Syndicated. Half-hour. Film.
- MAGIC OF THE ATOM Marvin Miller. Leo A. Handel, prod. Handel Film Corp., dist. Syndicated. Quarter-hour Film.
- MAGIC VAULT Various, Lakeside Television Co., Inc., prod.-dist. Syndicated. Half-hour. Film.
- MAN BEHIND THE BADGE Charles Bickford, Bernard Prockter, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- MAN CALLED X Barry Sullivan. Ziv Television Programs, Inc., prod.-dist. Syndicated. Half-hour. Film. (Overseas dist.—Ziv International—Spanish.)
- MAN OF TOMORROW Various. Wanda Tuchock, prod. Hour Glass Productions, Inc., dist. Syndicated Quarter-hour. Film.
- MAN'S HERITAGE Raymond Massey. Ely Landau, Inc., prod. National Telefilm Associates, dist. Syndicated, 10 min. Film.
- MARCH OF SCIENCE Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Quarter-hour. Film.
- MAYOR OF THE TOWN Thomas Mitchell, Gross-Krasne, Rawlins-Grant, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- MEDICAL HORIZONS Don Goddard, J. Walter Thompson Co.—James Lichtman & Robert Foster, prod. CIBA Pharmaceutical Products, Inc.—J. Walter Thompson Co. ABC Network. Half-hour. Live.
- MEDICINE MARCHES ON Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Quarter-hour. Syndicated. Film.
- MEET CORLISS ARCHER Ann Baker, Bobby Ellis. Ziv Television Programs, Inc., prod. Economee Television Programs, dist. Syndicated. Half-hour. Film.

- MEET MCGRAW Frank Lovejoy. Warren Lewis, prod. Procter & Gamble Co.—Benton & Bowles, Inc. NBC Network. Half-hour. Film.
- MEET THE O'BRIENS David O'Brien. Roland Reed, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- MEET THE PRESS Lawrence Spivak, Ned Brooks. Lawrence Spivak, prod. Pan-American World Airways—J. Walter Thompson Co. NBC Network. Half-Hour. Live.
- MICKEY MOUSE CLUB Mickey Mouse. Bill Walsh for Walt Disney, prod. Participating Sponsorship. ABC Network. Half-hour (5 days a week). Film.
- THE MICKEY ROONEY SHOW Mickey Rooney, Regis Toomey, Claire Carleton. Mickey Rooney Enterprises, prod. Screencraft Pictures, Inc., dist. Syndicated. Half-hour. Film.
- MIKE WALLACE INTERVIEW, THE Mike Wallace. Ted Yates, prod. Philip Morris, Inc.—N. W. Ayer & Sons. ABC Network. Half-hour. Live.
- THE MILLIONAIRE Marvin Miller. Don Fedderson, prod. Colgate-Palmolive Co.—Ted Bates & Co., Inc. CBS Network. Half-hour. Film.
- MR. ADAMS AND EVE Ida Lupino, Howard Duff, Bridget Production, prod. R. J. Reynolds Tobacco Co. (Camel Cigarettes)—Wm. Esty Co.; Colgate-Palmolive Co. (Lustre Creme Shampoo, Spray Net, Ajax)—Lennen & Newall, Inc. CBS Network. Half-hour. Film.
- MR. DISTRICT ATTORNEY David Brian, Ziv Television Film Programs, Inc., prod. Economee Television Programs, dist. Syndicated. Half-hour. Film. (Overseas dist.—Ziv International—French, Italian, Spanish, Japanese.)
- MR. AND MRS. NORTH Barbara Britton, Richard Denning. John W. Loveton Productions, prod. Telestar Films, Inc., dist. Syndicated. Half-hour. Film.
- MR. RUMPLE BUMPLE Mr. Rumple Bumple. Packaged Programs, Inc., prod.-dist. Syndicated, 3 min. Film.
- MODELETTE TV ACTING Various. Marion Riddick Productions, Ltd., prod.-dist. Syndicated. 10 minute, quarter-hour, half-hour. Film.
- MODERN ROMANCES Martha Scott. Wilbur Stark-Jerry Layton Productions, prod. Lysol Co.—McCann-Erickson, Inc.; Sterling Drug Co.—Dancer-Fitzgerald-Sample, Inc.; Brillo Mfg. Co.—J. Walter Thompson Co.; Corn Products Refining Co.—McCann-Erickson, Inc.; Kraft Foods Co.—J. Walter Thompson Co. NBC Network. Quarter-hour (5 days a week). Live.
- MORGANTONE COMEDY NEWSREEL Henry Morgan. Henry Morgan, prod. Lakeside Television Co., Inc., dist. Syndicated. Quarter-hour. Syndicated. Film.
- MOVIE MUSEUM Paul Killiam. Sterling Television Co., Inc., prod.-dist. Syndicated. Quarter-hour. Film. (Overseas dist.—Fremantle Overseas Radio & TV, Inc.—French, German, Spanish.)
- MOVIE QUICK QUIZ Various. Walter Schwimmer, prod. Telestar Films, Inc., dist. Syndicated. Quarter-hour, Half-hour. Film.
- MUSIC FOR EVERYBODY Dr. Sigmund Spaeth, Music for Everybody, prod. Sterling Television Co., dist. Syndicated. Half-hour. Film.
- MUSIC FOR MILLIONS Miklos Schwalb. George Richfield, prod. Major TV Productions, dist. Syndicated. Quarter-hour. Film.
- MUSIC OF THE MASTERS Milton Cross. Eternal Films, prod. National Telefilm Associates, dist. Syndicated. Quarter-hour. Film.
- MUSIC TO REMEMBER Rome Philharmonic Orchestra. Screen Gems, Inc. Syndicated. Half-hour. Film.
- MUSICAL MOMENTS Various. Dynamic Films, Inc., prod.-dist. Syndicated. 3-5 min. Film.
- MY FAVORITE HUSBAND Barry Nelson, Vanessa Brown. Edmund Hartmann, prod. CBS Television Film Sales Inc., dist. Syndicated. Half-hour. Film.
- MY FRIEND FLICKA Johnny Washbrook, Gene Evans, Anita Louise. TCF Television Productions, prod. NBC Network. Half-hour. Film.
- MY HERO Robert Cummings, Julie Bishop. McCadden Productions-Don Sharpe, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- MY LITTLE MARGIE Gale Storm, Charles Farrell. Roland Reed Productions, Hal Roach, Jr., prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- NAME BAND MUSICALS Various. Associated Artists Productions, prod-dist. Syndicated. Quarter-hour. Film.
- NAME THAT TUNE George DeWitt. Harry Saltee, prod. American Home Products Corp. (Anacin, Freezone)—Ted Bates & Co., Inc; Kellogg Co.—Leo Burnett Co. CBS Network, Half-hour. Live.
- THE NAT KING COLE SHOW Nat King Cole, Bob Henry, prod. Sustaining. NBC Network. Half-hour. Film.
- THE NATIONAL BARN DANCE Various. Fred Niles Productions, Inc., prod.-dist. Syndicated. Half-hour. Film.
- NATIONAL PRO HIGHLIGHTS Jim Leaming. Tel Ra Productions, prod.-dist. Syndicated. Half-hour. Film.

- NATURE IN ACTION Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- NAVY LOG Various. Sam Gallu, prod. U. S. Rubber—Fletcher D. Richards. ABC Network. Half-hour. Film.
- NBC MATINEE THEATRE John Conte. Al McCleery, prod. Participating. NBC Network. Hour (5 days a week). Live.
- NEW ADVENTURES OF CHINA SMITH Dan Duryea. Tableau Productions—Bernard Tabakin, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- NEW ORLEANS POLICE DEPARTMENT Stacey Harris, Motion Picture Advertising Service Co., prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- NEWSFILM-Newsreel. CBS Television Film Sales, Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- NIGHT EDITOR Hal Burdock. Lakeside Television Co., Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- NOTES AND NONSENSE Various. Bell Productions—Alan Abel, prod. Atlas TV Corp. dist. Syndicated. Quarter-bour. Film.
- NOTHING NEW UNDER THE SUN Various. Mitchell Gertz Agency, prod-dist. Syndicated. 5 min. Film.
- NOW I'LL TELL ONE Jack Brickhouse. Jack Strausberg Productions, prod.-dist. Syndicated. 3 minutes. Film.
- O.S.S. Ron Randall. L.S.Q. Productions, prod. The Mennen Co.—McCann-Erickson, Inc. ABC Network. Half-hour. Film.
- ODYSSEY Charles Collingwood. Charles Romine, prod. Sustaining. CBS Network. Hour. Live.
- OF ALL THINGS Various. Bray Studios, Inc., prod. Lakeside Television Co., dist. Syndicated. Quarter-hour. Film.
- OH BABY Jack Barry. Barry & Enright Productions, Inc., prod.-dist. Syndicated 5 min. Film.
- OH! SUSANNA Gale Storm, ZaSu Pitts. Alex Gottlieb, prod. Helene Curtis Industries, Inc. (Suave, Kingsmen Toiletries)—Weiss & Geller, Inc.; Nestle Co., Inc. (Nescafe)— Bryan Houston, Inc. CBS Network. Half-hour. Film.
- OLD AMERICAN BARN DANCE Bill Bailey, Tennessee Ernie. Kling Film Productions, prod.-dist. Syndicated. Half-hour. Film.
- OMNIBUS Alistair Cooke. Robert Saudek Assoc., prod. Aluminum Ltd.—J. Walter Thompson Co.; Union Carbide & Carbon Corp.—J. M. Mathes, Inc. NBC Network. Hour-and half (alternate weeks). Live.
- ON STAGE WITH MONTY WOOLLEY Monty Woolley. Nathan Zucker, prod. Dynamic Films, dist. Syndicated. Quarter-hour. Film.
- ON THE AIR WITH LULU BELLE AND SCOTTY Lulu Belle and Scotty. Bob Atcher Films, Inc., prod.-dist. Syndicated. 5 minutes. Film.
- ON THE SPOT Various. Film Board of Canada, prod. Lakeside Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- OPEN FOR BUSINESS Various. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Quarter hour and half-hour. Film.
- OPERA AND BALLET Various. Lakeside Television Co., Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- OPERATION TOMORROW Martin L. Klein. Bradley Kemp, prod. Tom Corradine Associates, Inc., dist. Syndicated. Half-hour. Film.
- OPERETTAS AND BALLETS Merril Joel. Hoffberg Productions, Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- ORIENT EXPRESS Various. John Nasht, prod. National Telefilm Associates, dist. Syndicated. Half-hour, Film.
- ORIGINAL AMATEUR HOUR Ted Mack. Lloyd Marks, prod. Hazel Bishop, Inc.—Raymond Spector Co., Inc. NBC Network. Half-hour. Live.
- OUR AMERICA Various. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Half-hour. Film.
- OUT OF THE PAST Various. Lakeside Television Co., Inc., prod.-dist. Syndicated. Half-hour. Film.
- OUTDOORS WITH HARRIS BRETH Harris Breth. Byron, Inc., prod. Syndicated Films, dist. Syndicated. Quarter-hour. Film.
- OUTLOOK Chet Huntley. William McAndrew, prod. Sustaining. NBC Network. Half-bour. Live.
- OVERSEAS ADVENTURE (FOREIGN INTRIGUE) James Daly. Sheldon Reynolds, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- PACIFIC COAST CONFERENCE FOOTBALL HILITES Chick Hearn. Sports TV, Inc., prod.-dist. Syndicated. Half-hour. Film.
- PAN AMERICAN SHOWTIME Gale Robbins. Matty Kemp, prod. Standard Television, dist. Syndicated. Half-hour. Film.

- PANTOMIME QUIZ Mike Stokey. William F. Broidy, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- PARADOX Various. Kling Film Productions, prod.-dist. Syndicated. 5 min. Film.
- PARAGON PLAYHOUSE (DOUGLAS FAIRBANKS PRESENTS) Various. Douglas Fairbanks, Jr., prod. NBC Television Films, dist. Syndicated. Half-hour. Film.
- PARIS PRECINCT Louis Jourdan, Claude Dauphin, Andre Hakim, prod. Guild Films, Inc., dist. Syndicated. Half-hour. Film.
- THE PASSERBY Various. Ely Landau, Inc., prod. National Telefilms Associates, dist. Syndicated, Quarter-hour. 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.)
- PAT BOONE CHEVY SHOWROOM Pat Boone. Joseph Santley, prod. Chevrolet Motor Div., General Motors Corp.—Campbell-Ewald Co. ABC Network. Half-hour. Live.
- PATRICE MUNSEL SHOW Patrice Munsel. M & S Productions, prod. Buick Motor Div., Frigidaire Div., General Motors Corp.—Kudner Agency. ABC Network. Half-hour. Live.
- PATTI PAGE SHOW Patti Page. Argap Film Production, GAC-TV, prod. Screen Gems, Inc., dist. Syndicated. Quarter-hour. Film.
- PAUL KILLIAM SHOW Paul Killiam. Museum of Modern Art, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- PAUL WINCHELL SHOW Paul Winchell. American Broadcasting Co., prod. Hartz Mountain Products—George H. Hartman Co. ABC Network. Half-hour. Live.
- THE PENDULUM Various. The Danzigers, prod. Thompson-Koch Company, Inc., dist. Syndicated. Half-hour. Film.
- PEOPLE ARE FUNNY Art Linkletter. John Guedel, prod. The Toni Co. (New Even Waving Toni, Adorn Hair Spray, Deep Magic, Tonette)—North Adv. Inc.; The Toni Co. (White Rain)—Tatham-Laird, Inc.; R. J. Reynolds Tobacco Co. (Salem Cigs.)—William Esty Co., Inc. NBC Network. Half-hour. Film.
- THE PEOPLE'S CHOICE Jackie Cooper. E. J. Rosenberg—McCadden Prod., prod. The Borden Co. (Instant Coffee, Starlac, Lady Borden Ice Cream, Dairy Products)—Young & Rubicam, Inc.; American Home Foods, Inc.—Young & Rubicam, Inc. NBC Network. Half-hour. Film.
- THE PERRY COMO SHOW Perry Como, Roncom Productions—Bob Finkel, prod. Kimberly-Clark Corp. (Kleenex)—Foote, Cone & Belding; Noxzema Chemical Co.—Sullivan, Stauffer, Colwell & Bayles: Sunbeam Corp.—Perrin-Paus Agency; Radio Corp. Of America & Whirlpool Corp.—Kenyon & Eckhardt, Inc.; American Dairy Assoc.—Campbell—Mithun; Knomark Mfg. Co.—Emil Mogul Co. NBC Network. Hour. Live.
- PERRY MASON Raymond Burr, Barbara Hale, Ben Brady, prod. Purex, Ltd.—Weiss & Geller, Inc.; Libby-Owens-Ford Glass Co.—Fuller & Smith & Ross, Inc. CBS Network. Hour. Film.
- PERSON TO PERSON Edward R. Murrow, Edward R. Murrow & Jesse Zousmer, prod. American Oil Co. (Amoco Gasoline)—Joseph Katz Co. (East); Hamm Brewing Co.—Campbell-Mithun, Inc. (Midwest); Time, Inc. (Life Mag.)—Young & Rubicam, Inc. (Coast-to-Coast). CBS Network. Half-hour. Live.
- PERSONALITY DEVELOPMENT Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- PERSPECTIVE Documentary. National Film Board of Canada, prod. Lakeside Television Co., Inc., dist. Syndicated. Half-hour. Film.
- THE PHIL SILVERS SHOW (YOU'LL NEVER GET RICH) Phil Silvers. Nat Hiken, prod. Procter & Gamble Co. (Joy)—Leo Burnett Co.; R. J. Reynolds Tobacco Co. (Camel Cigarettes)— Wm. Esty Co. CBS Network. Half-hour. Film.
- PICTURE BOOK PARADE Iconographic pictures. Morton Schindel, prod. Weston Woods Studios, dist. Syndicated. 5-10 minutes. Film.
- PIXIE'S PICTURES POEMS Gene Richards. Jack Eisenbach, Allen Sandler, prod. Independent Producers Film Exchange, Inc., dist. Syndicated. 5 minutes. Film.
- PLAY OF THE WEEK Various. Edward Lewis, Productions, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- PLAYHOUSE OF MYSTERY Various stars and prod. Sustaining. CBS Network. Half-hour. Film.
- THE PLAYHOUSE (SCHLITZ PLAYHOUSE OF STARS) Various. Meridian Pictures, Inc.--William Self, prod. ABC Film Syndication, dist. Syndicated. Half-bour. Film.
- PLAYHOUSE 15 Various. Bernard Prockter, prod. MCA-TV Film Syndication Division, dist. Syndicated. Quarter-hour. Film.
- PLAYHOUSE 90 Various. Martin Manulis, prod. Philip Morris, Inc. (Marlboro)—Leo Burnett Co.; American Gas Assoc.—Lennen & Newell, Inc.; Allstate Insurance Co.—Leo Burnett Co.; Kimberley-Clark Corp. (Kleenex)—Foote, Cone & Belding.; Bristol-Myers Co. (Vitalis, Ipana, Bufferin and Trushay)—Batten, Barton, Durstine & Osborn. CBS Network. Hour and half. Live and film.
- PLAYLAND Various. Sterling Television Co., Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- POLICE CALL Various, PTE, Inc., prod. National Telefilm Associates, dist. Syndicated, Half-hour, Film.

- POLLY BERGEN SHOW, THE Polly Bergen. Bill Colleran, prod. Max Factor & Co.—Doyle, Danc, Bernbach, Inc. NBC Network. Half-hour (alternate weeks). Live.
- POPCORN THEATRE Poppo the Clown. George Gale, prod. Dart Film Distribution, Inc., dist. Syndicated. Hour. Film.
- POPEYE Cartoons. Paramount Pictures, prod. Associated Artists Productions, Inc., dist. Syndicated. 7-10 minutes, Film.
- POPULAR SCIENCE Various. Paramount Pictures, Inc., prod. Interstate Television Corp., dist. Syndicated. Quarter-hour. Film.
- POST TIME-U. S. A. Chris Schenkel. Tel Ra Productions, prod.-dist. Syndicated. Quarter-hour. Film.
- PRICE IS RIGHT, THE Bill Cullen. Bob Stewart—Goodson-Todman Productions, prod. General Foods Corp.—Young & Rubicam, Inc.; Mentholatum Co.—J. Walter Thompson Co.; Lanolin Plus—Kastor, Farrell, Chesley & Clifford, Inc.; Sterling Drug, Inc.—Dancer-Fitzgerald-Sample, Inc.; Chesebrough-Ponds, Inc.—J. Walter Thompson Co.; S.O.S. Co.—McCann-Erickson, Inc.; Minnesota Mining & Mfg. Co.—Batten, Barton, Durstine & Osborn, Inc.; Lever Bros. Co.—Batten, Barton, Durstine & Osborn, Inc.; The Drackett Co.—Young & Rubicam, Inc. NBC Network, Half-hour (5 days a week).
- THE PRICE IS RIGHT Bill Cullen. Goodson-Todman Productions—Bob Stewart, prod. Speidel Corp.—
 Norman, Craig & Kummel, Inc.; Radio Corp. of America—Kenyon & Eckhardt, Inc. NBC Network.
 Half-hour. Live.
- PRIDE OF THE FAMILY Paul Hartman, Fay Wray. Revue Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- PROFILE Various. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Ouarter-hour. Film.
- PUBLIC DEFENDER Reed Hadley. Hal Roach, Jr., prod. Interstate Television Corp., dist. Syndicated. Half-hour. Film.
- PUBLIC PROSECUTOR John Howard. Jerry Fairbanks, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- PULSE OF THE CITY Various. Robert D. Tobias, prod. Telescene Film Productions Co., dist. Syndicated. Quarter-hour. Film.
- QUEEN FOR A DAY Jack Bailey. Howard Blake—R. R. Morgan Co., prod. Lanolin Plus—Kastor, Farrell, Chesley & Clifford, Inc.; Mentholatum Co.—J. Walter Thompson Co.; Brown & Williamson Tobacco Corp.—Russel M. Seeds Co.; The Toni Co.—North Advertising; Procter & Gamble Co.—Compton Advertising; Standard Branda, Inc.—Ted Bates & Co.; Sandura Co.—Hicks & Greist, Inc.; Dixie Cup Co.—Hicks & Greist, Inc.; Corn Products Refining Co.—C. L. Miller Co.; American Home Products Corp.—Geyer Advertising; Park & Tilford—Grant Advertising; Minnesota Mining & Mfg. Co.—Batten, Barton, Durstine & Osborn, Inc.; Alberto-Culver Co.—Geoffrey Wade Advertising; Milles Laboratories, Inc.—Geoffrey Wade Advertising; H. W. Gossard Co.—Weiss & Geller, Inc.; S.O.S. Co.—McCann-Erickson, Inc. NBC Network. 45 minutes (5 days a week). Live.
- RACKET SQUAD Reed Hadley. Showcase Productions, prod. ABC Film Syndication, dist. Syndicated. Half-hour, Film. (Overseas dist.—ABC Film Syndication—Spanish.)
- RAMAR OF THE JUNGLE Jon Hall. Television Programs of America, Inc., prod.-dist. Syndicated. Half-hour. Film.
- THE RANGE RIDER Jock Mahoney. Flying A Pictures—Armand Schaefer, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- RAY FORREST SHOW Ray Forrest. Ray Forrest, prod. Sterling Television Co., Inc., dist. Syndicated. Half-hour. Film.
- THE RAY MILLAND SHOW Ray Milland. Revue Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- RAYMOND MASSEY READS THE BIBLE Raymond Massey. Imperial World Films, Inc., prod.-dist. Syndicated, 5 min. Film.
- READING THE BIBLE Henry Wilcoxon. O. J. Keiper, prod. Foundation Films for Television, dist. Syndicated. Quarter-hour. Film.
- REAL MC COYS, THE Walter Brennan. Irving Pincus, prod. Sylvania Electric Products—J. Walter Thompson Co. ABC Network. Half-hour. Film.
- RED BARBER'S CORNER Red Barber. Craig Allen, prod. State Farm Insurance Companies—Needham, Louis & Brorby, Inc. NBC Network. Follows "Cavalcade of Sports" and length depends on fight. Live.
- THE RED SKELTON SHOW Red Skelton. Cecil Barker, prod. S. C. Johnson & Son, Inc.—Foote, Cone & Belding, Inc.; Pet Milk Co.—Gardner Advertising Agency. CBS Network. Half-hour. Live.
- RENFREW OF THE ROYAL MOUNTED James Newill. M. & A. Alexander Productions, Inc., prod.-dist. Syndicated. Half-hour. Film.
- RESORTS Travelogue. Hollywood Television Productions, prod.-dist. Syndicated. Quarter-hour. Film.
- RESTLESS GUN, THE John Payne. David Dortort, prod. Warner-Lambert, Inc.—Sullivan, Stauffer, Colwell & Bayles, Inc. NBC Network. Half-hour. Film.
- RINGSIDE WITH RASSLERS Various. Jerry Fairbanks Productions, prod. George Bagnall & Associates, lnc., dist. Syndicated. Hour. Film.

- ROSEMARY CLOONEY SHOW, THE Rosemary Clooney. John Gibson, prod. Lever Bros. Co.-J. Walter Thompson Co. NBC Network. Half-hour. Live.
- ROSEMARY CLOONEY SHOW, THE Rosemary Clooney. Joseph S. Shribman, prod. MCA-TV Film Syndication Division, dist. Syn Beated. Half-hour. Film.
- THE RUGGLES Charlie Ruggles. Robert Raisbeck, prod. Tom Corradine Associates, Inc., dist. Syndicated. Half-hour. Film.
- SABER OF LONDON Donald Gray. Harry Lee Danziger, Edward J. Danziger, prod. Sterling Drug, Inc.—Dancer-Fitzgerald-Sample, Inc. NBC Network. Half-hour. Film
- SAILOR OF FORTUNE Lorne Greene. Bruce Yorke, Michael Sadlier, prod. RKO Television, dist. Syndicated. Half-hour. Film.
- SALLY Joan Caulfield. Frank Ross, prod. Chemstrand Corp.—Doyle, Dane, Bernbach, Inc.; Royal Type-writer Co.—Young & Rubicam, Inc. NBC Network. Half-hour. Film.
- THE SAM SNEAD SHOW Sam Snead. Scope Productions, Inc., prod. RCA Recorded Program Service, dist. Syndicated. 5 min. Film.
- SAN FRANCISCO BEAT (THE LINEUP) Warner Anderson, Tom Tully. Desilu Productions—Jaime del Valle, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- THE SCALLAWAGS Various. Cine-Tele Productions, prod. George Bagnall & Associates, Inc., dist. Syndicated. 10 minutes. Film.
- SCENE WITH A STAR Various. Karl Herzog, prod. George Bagnall & Associates, Inc., dist. Syndicated. Quarter-hour. Film.
- SCHLITZ PLAYHOUSE OF STARS Various. Meridian Productions—William Self, prod. Schlitz Brewing Co.—J. Walter Thompson Co. CBS Network. Half-hour. Film.
- SCIENCE FICTION THEATRE Truman Bradley. Ziv Television Programs, Inc., prod.-dist. Syndicated. Half-hour. Film. (Overseas dist.—Ziv International—French, Spanish, Japanese).
- SCIENCE IN ACTION Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- SCIENCE IN ACTION Dr. Earl S. Herald. California Academy of Sciences, prod. Television Programs of America, Inc., dist. Syndicated. Half-hour. Film.
- SCREEN DIRECTOR'S PLAYHOUSE Various. Hal Roach Studios, prod, RKO Television, dist. Syndicated. Half-hour. Film.
- SEARCH FOR TOMORROW Mary Stuart. Myron Golden, prod. Procter & Gamble Co. (Joy, Spic & Span, Gleem)—Leo Burnett Co. CBS Network. Quarter-hour (5 days a week). Live.
- SECRET CHAPTER Various. Howco Productions, Inc., prod. National Television Films, dist. Syndicated. Quarter-hour. Film.
- SECRET FILE, U. S. A. Robert Alda, Arthur Dreifuss, prod. Jerome Balsam, dist. Syndicated. Half-hour.
- SECRET STORM Peter Hobbs, Richard Dunn, prod. American Home Products Corp. (Aero Wax, Wizard Wick, Easy Off Oven Cleaner, Anacin, Heet)—Ted Bates & Co. CBS Network. Quarter-hour (5 days a week). Live.
- SEE IT NOW Edward R. Murrow. Fred Friendly, prod. CBS Network. Hour. (Indefinite Number). Live and film.
- SERGEANT PRESTON OF THE YUKON Richard Simmons. Tom R. Curtis, prod. Quaker Oats Co. -Wherry, Baker & Tilden, Inc. CBS Network. Half-hour. Film.
- SEVEN LIVELY ARTS Various. John Houseman, prod. Sustaining. CBS Network. Hour. Live.
- THE 77TH BENGAL LANCERS Phil Carey, Warren Stevens. Screen Gems, Inc.—Herbert B. Leonard, prod. Screen Gems, Inc., dist. Syndicated. Half-hour. Film.
- SEW EASY Lucille Rea. Iowa State College—Home Craft Films, prod. Medallion Productions, Inc., dist. Syndicated. Quarter-hour. Film.
- SHAPING OF AMERICA Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- SHEENA, QUEEN OF THE JUNGLE Irish McCalla. Nassour TV Productions, prod. ABC Film Syndication, dist. Syndicated. Half-hour. Film. (Overseas dist.—ABC Film Syndication, Inc.—Spanish.)
- SHERIFF OF COCHISE John Bromfield, Stan Jones. National Telefilm Associates, Inc., Desilu Productions, Inc., prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- SHERLOCK HOLMES Ronald Howard. Sheldon Reynolds, prod. Guild Films, Inc., dist. Syndicated. Half-hour. Film,
- SHIRLEY TEMPLE STORY BOOK Shirley Temple. William Phillipson—Henry Jaffe Enterprises, prod. Scaltest Ice Cream and Dairy Products Div., National Dairy Products Corp.—N. W. Ayer & Son, Inc.; John H. Breck, Inc.—N. W. Ayer & Son, Inc.; Hills Brothers Coffee, Inc.—N. W. Ayer & Son, Inc. NBC Network. Hour (16 shows). Live and film.
- SHOWER OF STARS Bill Lundigan & Various. Ralph Levy, prod. Chrysler Corp.—McCann-Erickson, Inc. CBS Network. Hour (1 out of 4 weeks). Live.

- SHOW OF EDDIE FISHER, THE Eddie Fisher. Ramrod Productions, prod. Liggett & Myers Tobacco Co.—McCann-Erickson, Inc. NBC Network. Hour (alternate weeks). Live.
- SHOW OF GEORGE GOBEL, THE George Gobel. Alan Handley—Gomalco. Inc., prod. Radio Corp. ot America and Whirlpool Corp.—Kenyon & Eckhardt, Inc. NBC Network. Hour (alternate weeks). Live.
- SHOWTIME Frankie Fontaine. Pathe Pictures, Inc., prod.-dist. Syndicated. Half-hour. Film.
- THE SHUTTERBUG Kevin Patrick. Hollywood Television Productions, prod.-dist. Syndicated. Quarter-hour. Film.
- SIDE ROAD Various. Thomas J. Barbre Productions, prod.-dist. Syndicated. Quarter-hour. Film.
- SIGHTSEEING WITH THE SWAYZES John Cameron Swayze. Robert Lawrence Productions, Inc., prodicts. Syndicated. Quarter-hour. Film.
- SILENT SERVICE, THE Rear Admiral Thomas Michael Dykers. Twin Dolphin Productions, prod. NBC television Films, dist. Syndicated. Half-hour. Film.
- SIR LANCELOT William Russell. Hannah Weinstein—Sapphire Films, Ltd., prod. The Kellogg Co.—Leo Burnett Co.; The Wander Co.—Tatham-Laird, Inc. ABC Network. Half-hour. Film.
- THE \$64,000 CHALLENGE Ralph Story. Entertainment Productions—Steve Carlin, prod. P. Lorillard Co. (Kent Cigarettes)—Young & Rubicam; Revlon, Inc.—Batten, Barton, Durstine & Osborn. CBS Network. Half-hour. Live.
- THE \$64,000 QUESTION Hal March. Entertainment Productions—Joe Cates. Revlon, Inc.—Batten, Barton, Durstine & Osborn. CBS Network. Half-hour. Live.
- 67 MELODY LANE Ken Griffin. Mode-Art Pictures, prod. Syndicated Films, dist. Syndicated. Quarter-hour. Film.
- SLEEPY JOE Jimmy Scribner. Sleepy Joe Productions, prod. Aurora Film Distributors, dist. Syndicated. Half-hour. Film.
- SMOKEY MOUNTAIN JAMBOREE Rambling Tommy Scott, Curly Williams. Tommy Scott, prod. Strickland Films, dist. Syndicated. Quarter-hour. Film.
- SOLDIERS OF FORTUNE John Russell, Chick Chandler. Revue Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- SONG IS BORN, A Conrad Nagel, Gene Hollman, Louis Roney. Walter Resce, prod. Rainbow Pictures, Inc., dist. Syndicated. Quarter-hour. Film.
- SO THIS IS HOLLYWOOD Mitzi Green, Virginia Gibson, Gordon Jones, Jimmy Lydon. Arrowhead Productions, prod. Harriscope, Inc., dist. Syndicated. Half-hour. Film.
- SOVEREIGN THEATRE (GENERAL ELECTRIC THEATRE) Various. Sovereign Productions, Inc., prod. Stuart Reynolds Productions, dist. Syndicated. Half-hour. Film.
- SPEED CLASSICS Various. Dynamic Films, Inc., prod.-dist. Syndicated. Quarter-hour & half-hour. Film.
- SPORTS FOCUS Howard Cosell. American Broadcasting Co., prod. Sustaining. ABC Network. Quarter-hour (5 days a week). Live.
- SPORTS REPORT, THE Harry Wismer. Movietone News, prod. United Press Association, dist. Syndicated, Quarter-hour, Film.
- SPORT SKILLS Various, Coronet Films, prod.-dist. Syndicated, 10 min, & quarter-hour, Film,
- SPORTS ALBUM Various. Ziv Television Programs, prod. Economee TV Programs, dist. Syndicated. 5 min. & quarter-hour. Film.
- SPORTS ON PARADE Various. Sterling Television Co., Inc., prod.-dist. Syndicated. Quarter-hour & half-hour. Film.
- SPORTS SPOTLIGHT Bob Wilson. Tel Ra Productions, prod.-dist. Syndicated. Quarter-hour. Film.
- SPORTSCHOLAR Fred Uttal. United World Films, Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- THE SPORTSMAN'S CLUB Dave Newell, Gail Borden, Len Stokes. Mode-Art Pictures, prod. Syndicated Films, dist, Syndicated, Quarter-hour & half-hour, Film.
- STAGE 7 Various. Four Star Films, Inc., prod. Television Programs of America, Inc., dist. Syndicated. Half-hour. Film. (Overseas dist.—Television Programs of America—Spanish.)
- STAND UP AND BE COUNTED Bob Russell. Robert Wald, prod. Sustaining. CBS Network. 20 minutes (5 days a week). Live.
- THE STAR AND THE STORY Various. Four Star Productions, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- STAR PERFORMANCE Dick Powell, David Niven, Ida Lupino, Charles Boyer, Four Star Productions, Inc., prod. Official Films, Inc., dist. Syndicated. Half-hour, Film.
- STARS OF THE GRAND OLE OPRY Ernest Tubbs, Carl Smith. Gannaway Productions, Inc., prod. Flamingo Films, Inc., dist. Syndicated. Half-hour. Film.
- STATE TROOPER Rod Cameron. Revue Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.

- THE STEVE ALLEN SHOW Steve Allen. Bill Harbach, prod. Pharma-Craft Corp.—J. Walter Thompson Co.; Greyhound Bus—Grey Adv. Agency; S. C. Johnson & Son—Needham, Louis & Brorby, Inc. NBC Network. Hour. Live.
- STEVE DONOVAN, WESTERN MARSHAL Douglas Kennedy. Vi-Bar Productions, prod. NBC Television Films, dist. Syndicated. Half-hour. Film,
- STORIES FOR CHILDREN Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- STORIES OF THE CENTURY Jim Davis, Mary Castle. Studio City TV Productions, Inc.—Morton W. Scott, prod. Hollywood Television Service, Inc., dist. Syndicated. Half-hour. Film.
- STORIES OF YESTERDAY'S WORLD Marvin Miller, Simmel-Meservey TV Productions, prod.-dist. Syndicated, Quarter-hour, Film.
- STORY THEATRE Various. Grant-Realm, prod. Economee TV Programs, dist. Syndicated. Half-hour. Film.
- THE STORY OF AMERICA Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- STRANGER THAN FICTION Various. United World Films, Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- STREAMLINED FAIRY TALES Various. Harry S. Goodman Productions, Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- STRIKE IT RICH Warren Hull. Walt Framer, prod. Colgate-Palmolive Co. Ted Bates & Co. CBS Network. Half-hour (5 days a week). Live.
- STRYKER OF SCOTLAND YARD Clifford Evans. Republic Pictures Corporation, prod. Hollywood Television Service, Inc., dist. Syndicated. Half-hour. Film.
- STUBBY AND THE BUCCANEERS Various. Bob Atcher Films, Inc., prod.-dist. Syndicated. 5 minutes. Film.
- STUDIO ONE Various. Herbert Brodkin, Gordon Duff, prod. Westinghouse Electric Corp.—McCann-Erickson, Inc. CBS Network. Hour. Live.
- STUDIO 57 Various. Revue Productions, Lewman Productions, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- STUDIO TELESCRIPTIONS Various. Pathe Pictures, Inc., prod.-dist. Syndicated. 5 min. Film.
- STUDS' PLACE Studs Terkel. Anderson & Anderson, prod. Harry S. Goodman Productions, dist. Syndicated. Half-hour. Film.
- SUGARFOOT Will Hutchins. Warner Bros. Pictures, prod. American Chicle Co.—Ted Bates & Co. ABC Network. Hour (alternate weeks). Film.
- SUNDAY NEWS SPECIAL Walter Cronkite. Dave Zellmer, prod. Pharmaceuticals, Inc. (Geritol, Niron, Zarumin, RDX)—Edward Kletter Assoc. CBS Network. Quarter-hour. Live.
- SUPERMAN George Reeves. National Comics Pub., Inc., prod. The Kellogg Co.—Leo Burnett Co.; Sweets Co. of America, Inc.—Harry Eisen. ABC Network. Half-hour, Film.
- SUPERMAN George Reeves, Superman Productions, prod. Flamingo Films, Inc., dist. Syndicated. Half-hour. Film.
- SUSIE (PRIVATE SECRETARY) Ann Southern. Jack Chertok Productions, prod. Television Programs of America, Inc., dist. Syndicated. Half-hour. Film. (Overseas dist.—Television Programs of America—Spanish.)
- SUSPICION Dennis O'Keefe. Alfred Hitchcock, S. Mark Smith, Alan Miller, exec. prod. Philip Morris, Inc.—N. W. Ayer & Son, Inc.; Ford Div., Ford Motor Company—J. Walter Thompson Co. NBC Network. Hour. Live and film.
- SWORD OF FREEDOM Edmund Purdom. Hannah Weinstein—Sapphire Films, Ltd., prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- TV OPERA THEATRE Various, California National, prod. Sustaining. NBC Network. Various running time (4 shows). Live.
- TV'S BASEBALL HALL OF FAME Various. James B. Harris, prod. Flamingo Films, Inc., dist. Syndicated. Quarter-hour. Film.
- TV'S FOOTBALL HALL OF FAME Various. Ray Gordon, prod. Flamingo Films, Inc., dist. Syndicated. Quarter-hour. Film.
- TV READER'S DIGEST Various. Chester Erskine—Alpha TV Productions, Inc., prod. Telestar Films, Inc., dist. Syndicated. Half-hour. Film.
- TALES OF THE TEXAS RANGERS Willard Parker, Harry Lauter. Screen Gems, Inc.—Colbert Clark, prod. Flav-R-Straws—Ruthrauff & Ryan. Sweets Co. Of America (Tootsie Rolls)—Harry Eisen, Inc. ABC Network. Half-hour. Film.
- TALES OF THE TEXAS RANGERS Willard Parker. Harry Lauter. Screen Gems, Inc., prod.-dist. Syndicated. Half-hour. Film. (Overseas dist.—Screen Gems, Inc.—Spanish.)
- THE TALKING PICTURES LETTER Bruce Bennett. Hollywood Television Productions, prod.-dist. Syndicated, Half-hour, Film.

- TELE-MUSICALS Various. McConkey Productions, prod. Harriscope, Inc., dist. Syndicated. 3 min. Film.
- TELEPHONE TIME Frank Baxter. Hal Roach, prod. Bell Telephone System—N. W. Ayer & Son, Inc. CBS Network. Half-hour. Film.
- TELESPORTS DIGEST Jim Leaming, Chris Schenkel. Tel Ra Productions, prod.-dist. Syndicated. Half-hour. Film.
- TELETUNES Various. Riviera Productions, prod.-dist. Syndicated. 3 min. Film.
- TERRY AND THE PIRATES John Baer, William Tracy, Dougfair Corporation, prod. Official Films, dist, Syndicated. Half-hour. Film.
- TERRYTOONS Cartoon. Paul Terry, prod. CBS Television Film Sales, Inc. dist. Syndicated. 6-8 minutes. Film.
- TEX & JINX Tex McCrary, Jinx Falkenberg. Tex McCrary, prod. Cooperative advertising. NBC Network. Half-hour (5 days a week). Live.
- TEXAS RASSLIN' Various. Ed McLemore, prod. Texas Rasslin' Films, dist. Syndicated. Half-hour & hour. Film.
- THEATRE WITH LILLI PALMER Various. Harry Alan Towers, prod. National Telefilm Associates, dist. Syndicated. Half-hour. Film.
- THIN MAN, THE Peter Lawford, Phyllis Kirk. MGM-TV, prod. Colgate-Palmolive Co.—Ted Bates & Co. NBC Network. Half-hour. Film.
- THIS IS CHARLES LAUGHTON Charles Laughton. Paul Gregory & Associates, prod. Sterling Television Co., dist. Syndicated. Quarter-hour. Film.
- THIS IS HAWAII Alfred Apaka. John J. Franklin, prod. Stanley-Marshall, Inc., dist. Syndicated. Half-hour. Film.
- THIS IS THE STORY Ed Prentiss. Morton Jacobson, prod. Morton Television Productions, Inc., dist. Syndicated. Quarter-hour. Film.
- THIS IS OUR LIFE Ralph Edwards. Alex Grunenberg, prod. Procter & Gamble Co.—Compton Adv., Inc. NBC Network, Half-hour, Live.
- THIS LAND OF OURS Art Gilmore. Dudley TV, prod. Sterling Television Co., dist. Syndicated, 10 min, Film.
- THIS WORLD OF OURS Art Gilmore. Dudley TV, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- THREE GUESSES Roger Forster. Movietone News, prod. Screen Gems, Inc., dist. Syndicated. Quarter-hour. Film.
- THE 3 MUSKETEERS Jeffrey Stone. Thetis Films, prod. ABC Film Syndication, Inc., dist. Syndicated. Half-hour. Film. (Overseas dist.—ABC Film Syndication, Inc.—Spanish.)
- THRILL OF YOUR LIFE Various, Thrills Unlimited, prod. Louis Weiss & Co., dist. Syndicated. Half-hour. Film.
- TIC TAC DOUGH Jay Jackson. Barry & Enright Productions, prod. Warner-Lambert, Inc.—Sullivan. Stauffer, Colwell & Bayles, Inc.; Radio Corp. of America—Kenyon & Eckhardt, Inc. NBC Network. Half-hour, Live.
- TIC TAC DOUGH Jack Barry. Barry & Enright Productions, prod. Church & Dwight Co.—J. Walter Thompson Co.; Procter & Gamble Co.—Dancer-Fitzgerald-Sample, Inc.; The Toni Co.—North Advertising; Standard Brands, Inc.—Ted Bates & Co.; American Home Products Corp.—Geyer Advertising; The Drackett Co.—Young & Rubicam, Inc.; Kraft Foods Co.—J. Walter Thompson Co.; Minnesota Mining & Mfg. Co.—Batten, Barton, Durstine & Osborn, Inc.; S.O.S. Co.—McCann-Erickson, Inc. NBC Network. Half-hour (5 days a week—daytime). Live.
- TIC TOC TALES Various. Donald B. Poynter—Abe Saperstein TV Enterprises, Inc., prod. Screencraft Pictures, Inc., dist. Syndicated. Quarter-hour. Film.
- TIM MC COY Tim McCoy, prod. & star. Guild Films, Iuc., dist. Syndicated. Quarter-hour. Film.
- TIMES SQUARE PLAYHOUSE Herbert Marshall, Ziv Television Programs, Inc., prod. Economee TV Programs, dist. Syndicated. Half-hour. Film.
- TODAY Dave Garroway. Jack Hein, prod. Participating sponsorship. NBC Network. 2 hours (five days a week). Live.
- TOMAHAWK Jacques Godin. CBC, prod. Lakeside Television Co., Inc., dist. Syndicated. Half-hour. Film.
- TOMBSTONE TERRITORY Pat Conway, Ziv Television Programs, prod. Bristol-Myers Co.—Young & Rubicam, Inc. ABC Network, Half-hour, Film.
- TONIGHT Jack Paar, Dody Goodman. Perry Cross, prod. Participating sponsorship. NBC Network. Hour-and-three-quarters. (5 days a week). Live.
- TOP PLAYS OF 1957 (FIRESIDE THEATRE) Various. Frank Wisbar, prod. Screen Gems, Inc., dist. Syndicated. Half-hour. Film.
- TOP SECRET Paul Stewart. Marion Parsonnet, prod. Flamingo Films, Inc., dist Syndicated. Quarter-hour. Film.

- TO TELL THE TRUTH Bud Collyer. Goodson-Todman Productions, prod. Pharmaceuticals, Inc. (Geritol, Serutan)—Edward Kletter Assoc. CBS Network. Half-hour. Live.
- TOUCHDOWN Chris Schenkel. 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.
- TRACER, THE James Chandler. Parker-Rogers, prod. MPA-TV, dist. Syndicated. Half-hour. Film.
- TRACKDOWN Robert Culp. Vincent Fennelly, prod. American Tobacco Co.—Batten, Barton, Durstine & Osborn, Inc.; Socony Mobil Oil Co.—Compton Advertising. CBS Network. Half-hour. Film.
- TRAINING FOR SPORTS Various. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Quarter-hour. Film.
- TRAVEL BUG Dick Lingle. American Film Review, Inc., prod. Sportlite, Inc., dist. Syndicated. Quarter-hour. Film.
- TRAVELER'S DIARY Travelogue. United World Films, Inc., prod.-dist. Syndicated. 10 min. Film.
- THE TROUBLE WITH FATHER (STU ERWIN SHOW) Stu Erwin. June Erwin. Roland Reed Productions—Hal Roach, Jr., prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- TREASURE HUNT Jan Murray. Bud Granoff, prod. Sterling Drug, Inc.—Dancer-Fitzgerald-Sample, Inc. NBC Network. Half-hour (5 days a week). Live.
- TREASURES IN FAITH Nature, Religious. Pacific Television Productions, prod. dist. Syndicated. 5 minutes. Film.
- TRUE STORY Kathi Norris. Wilbur Stark-Jerry Layton, Inc., prod. Sterling Drug, Inc.—Dancer-Fitzgerald-Sample, Inc. NBC Network. Half-hour. Film.
- TRUTH OR CONSEQUENCES Jack Bailey, Ed Bailey, prod. Sterling Drug, Inc.—Dancer-Fitzgerald-Sample, Inc.; American Home Products Corp.—Geyer Advertising; Lever Bros. Co.—Batten, Barton, Durstine & Osborn, Inc.; Alberto-Culver Co.—Geoffrey Wade Advertising; Miles Laboratories, Inc.—Geoffrey Wade Advertising; General Foods Corp.—Young & Rubicam, Inc. NBC Network. Half-hour (5 days a week). Live.
- 20TH CENTURY Walter Cronkite. Various prod. Prudential Insurance Co.—Reach, McClinton & Co. CBS Network. Half-hour. Live and film.
- "21" Jack Barry, Barry & Enright, prod. Pharmaceutical Inc.—Edward Kletter Associates. NBC Network. Half-hour, Live.
- TWO GRAND Arthur Whittemore and Jack Lowe. Producers Film Studios, prod.-dist. Syndicated. Quarter-hour. Film.
- UNDER THE SUN William Saroyan, Radio-Television Workshop of the Ford Foundation, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- THE UNEXPECTED Various. Ziv Television Programs, Inc., prod., Economee TV Programs, dist. Syndicated. Half-hour. Film. (Overseas dist.—Ziv International—Spanish.)
- UNITED PRESS MOVIETONE-NEWSREEL. Movietone-News, prod. United Press Associations, dist. Syndicated. Quarter-hour, half-hour. Film.
- UNITED STATES STEEL HOUR Various. The Theatre Guild—Marshall Jamieson, prod. United States Steel Corp.—Batten, Barton, Durstine & Osborn, Inc. CBS Network. Hour (alternate weeks). Live.
- UNK & ANDY ABC ART ADVENTURES Jack Kenestan, Kenestan Productions, Inc., prod. Cavalcade Television Programs, dist. Syndicated. Quarter-hour. Film.
- VAGABOND Travelogue. Bill Burrud Productions, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- VERDICT IS YOURS, THE Jim McKay. Eugene Burr, prod. Participating sponsorship. CBS Network. Half-hour (5 days a week). Live.
- VICTORY AT SEA Leonard Graves. Henry Salomon, prod. NBC Television Films, dist. Syndicated. Half-hour. Film.
- VIDEO DIGEST Various. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Half-hour and quarter-hour. Film.
- VIENNA PHILHARMONIC ORCHESTRA Eugene Sharin, Vienna Philharmonic, Eugene Sharin, prod. Sterling Television Co., Inc., dist. Syndicated. Quarter-hour. Film.
- VIEW THE CLUE Art Balinger. John A. Ettlinger, prod. Medallion TV Enterprises, Inc., dist. Syndicated. Half-hour. Film (live contestants).
- THE VISITOR (THE DOCTOR) Various. Marion Parsonnet, prod. NBC Television Films, dist. Syndicated. Half-hour. Film.
- WAGON TRAIN Ward Bond. Dick Lewis-Revue Productions, prod. Sustaining. NBC Network. Hou. Film.
- WALTER LANTZ CARTOONS Cartoons, Walter Lantz, prod. Guild Films Co., Inc., dist. Syndicated. 8-10 minutes, Film.
- WALTER WINCHELL FILE, Walter Winchell, Desilu Productions, prod. Revlon Products Corp.--Batten, Barton, Durstine & Osborn, Inc. ABC Network, Half-hour, Film.

- WALT'S WORKSHOP Walt Durbahn, Reid H. Ray Industries, prod.-dist. Syndicated. Half-hour, Film.
- WANTER Various. Peg & Walter McGraw, prod. Lakeside Television Co., Inc., dist. Syndicated. Half-hour. Film.
- WARNER BROS. CARTOONS Cartoons. Warner Bros., prod. Associated Artists Productions, Inc., dist. Syndicated. 7-10 minutes. Film.
- WATCH MR. WIZARD Don Herbert. Don Herbert, prod. Sustaining. NBC Network. Half-hour. Live.
- WATCH THE BIRDIE Various. Soundae Productions, prod. Richard H. Ullman, Inc., dist. Syndicated. 5 min. Quarter-hour & half-hour. Film.
- WATCH THE WORLD Don Goddard. George Wallach, prod. NBC Television Films, dist. Syndicated. Quarter-hour, Film.
- WATERFRONT Preston Foster. Roland Reed, prod. MCA-TV Film Syndication Division, dist. Syndicated. Half-hour. Film.
- WEDNESDAY NIGHT FIGHTS Jack Drees. Lester Malitz, prod. Miles Laboratories, Inc.—Geoffrey Wade Advertising; Mennen Co.—McCann-Erickson, Inc. ABC Network. 45 minutes. Live.
- WELLS FARGO Dale Robertson. Nat Holt, prod. Buick Motor Div., General Motors Corp.—Kudner Agency, Inc.; American Tobacco Co.—Sullivan, Stauffer, Colwell & Bayles, Inc. NBC Network. Half-hour, Film.
- WEST POINT Various. Ziv Television Programs, Inc.—Maurice Unger, exec. prod., Leon Benson, prod. Phillips—Jones Corp. (Van Heusen)—Grey Adv.; Carter Products—Sullivan, Stauffer, Calwell & Bayles. ABC Network. Half-hour. Film.
- WHAT'S IT FOR? Hal March. Ed Jurist—Entertainment Productions, Inc. prod. Pharmaceuticals, Inc.--Edward Kletter Assoc. NBC Network. Half-hour. Live.
- WHAT'S MY LINE? John Daly. Goodson-Todman Productions—Gil Fates, prod. Helene Curtis, Inc. (Stoppete, Poof, Finesse)—Earle Lugdin & Co. Remington-Rand, Inc.—Young & Rubicam. CBS Network. Half-hour. Live.
- WHAT'S THE GOOD WORD? Cartoon. Warren R. Smith, Inc., prod.-dist. Syndicated. 5 min. Film.
- WHAT'S WRONG WITH THIS PICTURE? Various. Morton Jacobson, prod. Morton Productions, dist. Syndicated. Quarter-hour. Film.
- WHAT'S YOUR EYE-Q? Various. Lewis & Clark Productions, prod. Lakeside Television, dist. Syndicated. 5 min., quarter-hour & half-hour. Film.
- WHAT'S YOUR LINE? Various. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Quarter-hour. Film.
- WHERE IN THE WORLD? Various. Lakeside Television Co., Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- WHIMSEYLAND CARTOONS Cartoons. Cinema-Vue Corp., dist. Syndicated. 5-7 minutes. Film.
- WHIRLYBIRDS Kenneth Tobey, Craig Hill. Gayle Gitterman—Desilu Productions, Inc. prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- THE WHISTLER Various. Joel Malone Associates, prod. CBS Television Film Sales, Inc., dist. Syndicated. Half-hour. Film.
- WHITE HUNTER Rhodes Reason. Sidney Box—Bernard L. Schubert, Inc., prod. Telestar Films, Inc., dist. Syndicated. Half-hour. Film.
- WIDE WORLD Dave Garraway. Barry Wood, exec. prod. General Motors Corp. Divisions (AC Spark Plug, United Motors)—D. P. Brother and Co., Campbell-Ewald Co. NBC Network. Hour-and-half (alternate weeks). Live.
- WILD BILL ELLIOTT Bill Elliott. Hygo Television Films, Inc., prod. Screen Gents, Inc., dist. Syndicated. Hour. Film.
- WILD BILL HICKOK Guy Madison, Andy Devine. William F. Broidy Productions, prod. Flamingo Films, dist. Syndicated. Half-hour. Film.
- WILD BILL HICKOK Guy Madison, Andy Devine, William F. Broidy Productions, prod. Kellogg Co.—Leo Burnett Co., Inc. ABC & CBS Networks. Half-hour. Film,
- WILD LIFE IN ACTION Documentary. Lakeside Television Co., Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- WILLY June Havoc. Desilu Productions, prod. Official Films, Inc., dist. Syndicated. Half-hour. Film.
- WISDOM Various stars and prod. Sustaining. NBC Network. Half-hour. Film.
- WONDERS OF THE WORLD Hal Linker, star and prod. The Caples Company, dist. Syndicated. Half-hour. Film.
- WOODY WOODPECKER Cartoon. Walter Lantz Productions, prod. The Kellogg Co.—Leo Burnett Co. ABC Network. Half-hour. Film.
- WORLD AROUND US, THE Nature. Thomas Craven—Pictura Film Corp., prod. RCA Recorded Program Service, dist. Syndicated. Quarter-hour. Film.

- WORLD AT LARGE Travelogue. Encyclopaedia Britannica Films, prod. Trans-Lux Television Corp., dist. Syndicated. Quarter-hour. Film.
- WORLD CLOSE-UP Various. Zach Bayin Films, prod.-dist. Syndicated. Half-hour. Film.
- WORLD OF ADVENTURE Curtis Nagel, William Moore. Jerry Courneya, Curtis Nagel, prod. United Producers Distributors, dist. Syndicated. Quarter-hour. Film.
- WORLD OF WOLO Wolo. E. T. Sales, prod. New Albion Films, Inc., dist. Syndicated. Quarter-hour. Film.
- WORLD OF YESTERDAY Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- THE WORLD WE LIVE IN Various. Sterling Television Co., Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- WORLD'S GREATEST FIGHTERS IN ACTION Various. The Big Fights, Inc., prod.-dist. Syndicated. Quarter-hour. Film.
- WRESTLING, ALL GIRL Various. Harriscope, Inc., prod.-dist. Syndicated. Half-hour. Film.
- WRESTLING FROM HOLLYWOOD Various. Vitapix Corp.—Val Lindberg, prod. Cinema-Vue Corp., dist. Syndicated. Hour. Film.
- WRESTLING—INTERNATIONAL AMPHITHEATRE Russ Davis. IWF, Inc., prod.-dist. Syndicated. Quarter-hour, half-hour & hour.
- WRESTLING, MAIN EVENT Various. Harriscope, Inc., prod.-dist. Syndicated. Half-hour & hour. Film.
- YESTERDAY'S NEWSREEL Various. Ziv Television Programs, Inc., prod. Economee TV Program, dist. Syndicated. Quarter-hour. Film. (Overseas dist.—Ziv International—French, Spanish).
- YOU ASKED FOR IT Art Baker. Cran, Chamberlin and Maury Cohen, prod. Skippy Peanut Butter, Division of Best Foods, Inc.—Guild, Bascom & Bonfigli, Inc. ABC Network. Half-hour. Live.
- YOU BET YOUR LIFE Groucho Marx. Filmeraft Productions-John Guedel. De Soto Division, Chrysler Corp.—Batten, Barton, Durstine & Osborn, Inc.; The Toni Co.—North Adv. NBC Network. Half-hour film.
- YOUR DAYS AT SCHOOL Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- YOUR FAMILY THEATRE Various. Atlas Television Corp, prod.-dist. Syndicated. Half-hour. Film,
- YOUR HEALTH AND SAFETY Various. Coronet Films, prod.-dist. Syndicated. Quarter-hour. Film.
- YOUR HIT PARADE Jill Corey, Virginia Gibson, Alan Copeland, Tommy Leonetti. Dan Lounsbery, prod. American Tobacco Co. (Hit Parade Cigarettes)—Batten, Barton, Durstine & Osborn, Inc.; The Toni Co. (Toni Home Permanents, Adorn Hair Spray, Deep Magic, Cleansing Lotion, Pamper Shampoo, Silver Curl Home Permanent)—North Advertising. NBC Network. Half-hour. Live.
- YOUR STAR SHOWCASE Various. Sovereign Productions, Inc., prod. Television Programs of America, dist. Syndicated. Half-hour. Film.
- YOUR TV THEATRE Various. Frank Wisbar, prod. Economee TV Programs, dist. Syndicated. Half-hour. Films.
- YOUTH WANTS TO KNOW Various. Theodore Granik, prod. Sustaining. NBC Network. Half-hour. Live.
- ZORRO Guy Williams. Walt Disney Productions, prod. AC Spark Plug Div., General Motors Corp.—D. P. Brother & Co.; The Seven-Up Co.—J. Walter Thompson Co. ABC Network. Half-hour. Film.



Poll and Award Winners

QUIGLEY PUBLICATION AWARDS TV CHAMPIONS

Winners of the 8th annual poll conducted by Motion Picture Daily and Fame among television critics of the United States in 1956 were:

Best Network Program—(1) Playhouse 90, (2) Omnibus, (3) The Ed Sullivan Show. Best Television Performer—(1) Steve Allen, (2)

Phil Silvers, (3) Perry Como.

Most Promising New Male Star-(1) Hackett, (2) Paul Newman, (3) Sal Mineo.

Most Promising New Female Star—(1) Erin () Brien, (2) Janet Blair, (3) Natalie Wood.

Show Making Most Effective Use of Color—(1) Producers Showcase, (2) Matinee Theatre, (3) NRC Spectagalare. NBC Spectaculars.

Best Comedian-(1) Phil Silvers, (2) Jackie

Best Comediann—(1) rmi Silvers, (2) Jackie Gleason, (3) Sid Caesar.

Best Comedianne—(1) Lucille Ball, (2) Nanette Fabray, (3) Gracie Allen.

rauray, (3) Gracie Allen.

Best Comedy Team—(1) Lucille Ball & Desi Arnaz, (2) George Burns & Gracie Allen, (3) Jackie Gleason & Art Carney.

Best Comedy Show—(1) You'll Never Get Rich, (2) Caesar's Hour, (3) I Love Lucy.

Best Variety Program—(1) The Ed Sullivan Show, (2) The Steve Allen Show, (3) The Perry Como Show.

Best Panel Discussion Program (2) 25 to 19

Best Panel Discussion Program—(1) Meet the Press, (2) Press Conference, (3) Face the Nation. Most Unique New Program—(1) Playhouse 90, (2) Hiram Holliday, (3) Noah's Ark.

Best Dramatic Program-(1) Playhouse 90, (2)

Climax, (3) Studio One.

Best Mystery Program—(1) Alfred Hitchcock
Presents, (2) Dragnet, (3) The Lineup.

Best Vocalist (Male)—(1) Perry Eddie Fisher, (3) Frank Sinatra.

Best Vocalist (Female)—(1) Dinah Shore, (2)
Rosemary Clooney, (3) Gisele MacKenzie.
Best Musical Show (Classical)—(1) Voice of

Best Musical Show (C Firestone, (2) NBC Opera.

Best Musical Show (Popular)—(1) The Fordnow, (2) The Perry Como Show, (3) Your Hit Show, Parade.

Best Country Music Show—(1) Ozark Jubilee, (2) Grand Ole Opry, (3) Tennessee Ernie Ford. Best Comedy Film Series—(1) You'll Never Get

Rich, (2) I Love Lucy, (3) Hiram Holliday.

Best Dramatic Film Scries—(1) The Loretta
Young Show, (2) General Electric Theatre, (3)
Jane Wyman.

Best Mystery-Adevnture Film Series-

Hitchcock Presents, (2) Dragnet, (3) The Lineup.

Best Quiz Show (Audience Participation)—(1)

The \$64,000 Question, (2) You Bet Your Life, (3)

People Are Funnny.

Best Quiz Show (Panel)—What's My Line?, (2) I've Got a Secret, (3) Masquerade Party.

Best Master of Ceremonics—(1) Garry Moore, (2)

Steve Allen, (3) Hal March.

Best Announcer—(1) George Fenneman, (2) Jack

Best Ambanaer—(1) George Tententian, (2) Jack Lescoulie, (3) Bill Lundigan.

Best News Commentator—(1) Douglas Edwards,
(2) Edward R. Murrow, (3) John Cameron Swayze.

(2) Edward R. Murrow, (3) John Cameron Swayze.

Best Sportcaster—(1) Mel Allen, (2) Dizzy
Dean, (3) Red Barber.

Best Daytime Program—(1) Matinee Theatre,
(2) Home, (3) Today.

Best Children's Program—(1) Disneyland, (2)

Mickey Mouse Club, (3) Captain Kangarov.

Best Commerical—(1) Piel's Beer, (2) Jello, (3)

Rheingold Beer.

Winners of the preceding polls were:

Best Network Program—Texaco Star Theatre, 1949; Your Show of Shows, 1950; Your Show of Shows, 1951; Your Show of Shows, 1952; Omnibus, 1953; Toast of the Town, 1954; The Ed Sullivan Show, 1955.

Best Television Performer—Milton Berle, 1949; Sid Caesar, 1950; Jimmy Durante, 1951; Lucille Ball, 1952; Donald O'Connor, 1953; George Gobel, 1954; Phil Silvers, 1955.

1954; Phil Silvers, 1955.

Most Promising Female Star—Felicia Montealegre, 1949; Imogene Coca, 1950; Lucille Ball, 1951; Maria Riva, 1952; Audrey Meadows, 1953; Eva Marie Saine, 1954; Jeannie Carson, 1955.

Most Promising Male Star—Dave Garroway, 1949; Jerry Lewis, 1950; Herb Shriner, 1951; Wally Cox, 1952; Julius LaRosa, 1953; Dick Shawn, 1954; Johnny Carson, 1955.

Most Effective Color Use-Max Liebman Presents,

1954; Max Liebman Presents, 1955.

Best Comedian—Sid Caesar, 1950; Sid Caesar, 1951; Sid Caesar, 1952; Jackie Gleason, 1953; George Gobel, 1954; George Gobel, 1955.

Best Comedienne—Imogene Coca, 1950; Imogene Coca, 1951; Lucille Ball, 1952; Imogene Coca, 1953; Lucille Ball, 1954; Lucille Ball, 1955.

Lucilie Ball, 1954; Lucille Ball, 1955.

Best Comedy Team—Sid Caesar & Imogene Coca, 1953; Lucille Ball & Desi Arnez, 1954; George Burns & Gracie Allen, 1955.

Best Comedy Show—Texaco Star Theatre. 1949: Colgate Comedy Hour, 1950; Your Show of Shows, 1951; I Love Lucy, 1952; Colgate Comedy Hour, 1955; The Jackie Gleason Show, 1954; You'll Never Get Rich, 1955.

Best Venistry Programs The Lorent Texas Comments of the Comments o

Best Variety Program.—Texaco Star Theatre, 1949: Your Show of Shows, 1950; Your Show of Shows, 1951; Your Show of Shows, 1952; Toast of the Town, 1953; Toast of the Town, 1954; The Ed Sullivan Show, 1955.

Best Panel Discussion Program—Meet the Press, 1952; Meet the Press, 1953; Meet the Press, 1954; Meet the Press, 1955.

Best New Dramatic Program—United States Steel Hour, 1953; Medic, 1954; Playwrightss '56, 1955. Most Unique New Program—Disneyland, 1954; Wide, Wide World, 1955.

Best Dramatic Program—Studio One, 1949; Studio One, 1950; Studio One, 1951; Studio One, 1952; Studio One, 1953; Studio One, 1954; Studio One,

1955. Best Mystery Program—Suspense, 1950; Against Crime, 1951; Dragnet, 1952; Dragnet, 1 Dragnet, 1954; Alfred Hitchcock Presents, 1955.

Best Male Vocalist—Perry Como, 1952; Perry Como, 1953; Perry Como, 1953; Perry Como, 1954; Perry Como, 1955.

Best Female Vocalist—Dinah Shore, 1952; Dinah Shore, 1953; Dinah Shore, 1954; Dinah Shore,

Best Musical Show (Classical)—Voice of Firestone, 1950; Voice of Firestone, 1951; Voice of Firestone, 1952; Voice of Firestone, 1953; Voice of Firestone, 1954; Voice of Firestone, 1955.

Best Musical Show (Popular)—Fred Waring Show 1950; Fred Waring Show, 1951; Your Hit Parade, 1952; Your Hit Parade, 1953; Your Hit Parade, 1954; Your Hit Parade, 1955.

Best Courtey Music Show—Grand Ole Onry 1955.

Best Country Music Show—Grand Ole Opry, 1955.

Best Ouiz Show—(One category to 1951): Who Said That?, 1949; You Bet Your Life, 1950; You Bet Your Life, 1951.

Best Audience Participation Quiz Show—Groucho Marx Show, 1952; Groucho Marx Show, 1953; Groucho Marx Show, 1954; The \$64,000 Question,

Best Panel Quiz Show—What's My Line, 1952; What's My Line, 1953; What's My Line, 1954; What's My Line, 1955.

Best Master of Ceremonies-Bert Parks, 1950; John Daly, 1951; John Daly, 1952; Ed Sullivan, 1953; Ed Sullivan, 1954; Garry Moore, 1955.

Best Announcer—Bud Collyer, 1950; George Fen-man, 1951; Dennis James, 1952; George Fenn-an, 1953; George Fenneman, 1954; George Fenneman. man, 1953;

neman, 1955.

Best News Commentator—John Cameron Swayze, 1950; John Cameron Swayze, 1951; John Cameron Swayze, 1952; John Cameron Swayze, 1953; John Cameron Swayze, 1954; John Cameron Swayze, 1954; John Cameron Swayze, 1955.

Best Sportscaster—Dennis James, 1950; Jimmy Powers, 1951; Mel Allen, 1952; Mel Allen, 1953; Mel Allen, 1954; Mel Allen, 1955.

Best Daytime Program—Ransom Sherman, 1950; Kate Smith Show, 1951; Kate Smith Hour, 1952; Garry Moore Show, 1953; Today, 1954; Matinee

Theatre, 1955.

Best Children's Program—Kukla, Fran & Ollie, 1949; Kukla, Fran & Ollie, 1950; Kukla, Fran & Ollie, 1951; Kukla, Fran & Ollie, 1952; Ding Dong School, 1953; Ding Dong School, 1954; Disney-School, 19 land, 1955.

Best Commercial (audience viewpoint)—Texaco, 1949; Lucky Strike, 1950; Lucky Strike, 1951; Ford, 1952; Ford, 1953; Lucky Strike, 1954; Ford, 1955.

ACADEMY OF TV ARTS AND SCIENCES AWARDS

Ninth annual awards of the Academy of Television Arts and Sciences covering 1956 were:

Best Single Program of the Year-"Requiem for a Heavyweight" on Playhouse 90.

Best New Program Series-Playhouse 90.

Best Series (Half-Hour Or Less)-You'll Never Get Rich.

Best Series (One Hour Or More) - Caesar's Hour. Best Public Service Series-See It Now.

Best Coverage of a Newsworthy Event—"Years of Crisis," Year-end report, Edward R. Murrow and correspondents—CBS.

Best Continuing Performance in a Dramatic Series (Actor)—Robert Young in Father Knows

Best.

Best Continuing Performance in a Dramatic Series (Actress)—Loretta Young in The Loretta Young Show.

Best Continuing Performance by a Comedian in a Scries—Sid Caesar in Caesar's Hour.

Best Continuing Performance by a Comedianne in a Scries—Nannette Fabray in Caesar's Hour.

Best Single Performance (Actor)—Jack Palance in "Requirem for a Heavyweight" on Playhouse 90.

Best Single Performance (Actors)—Claire Trev.

Best Single Performance (Actress)—Claire Trevor in "Dodsworth" on Producers Showcase.

Best Supporting Performance (Actor)-Carl Reiner on Caesar's Hour.

Best Supporting Performance (Actress) -Pat Carroll on Caesar's Hour.

Best Male Personality (Continuing Performance) --Perry Como.

Best Female Personality (Continuing Performance)-Dinah Shore.

Best News Commentator - Edward R. Murrow

Best Teleplay Writing (Half-Hour Or Less)— James P. Cavanagh for "Fog Closing In" on Alfred Hitchcock Presents.

Best Teleplay Writing (One Hour Or More)-Rod Serling for "Requiem for a Heavyweight" of Playhouse 90.

Best Comedy Writing—You'll Never Get Rich.

Best Direction (Half-Hour Or Less)—Sheldon
Leonard for "Danny's Comeback" on The Danny Thomas Show.

Best Direction (One Hour Or More)—I Nelson for "Requiem for a Heavyweight" Playhouse 90.

Best Art Direction (Half-Hour Or Less)-Paul Barnes for Your Hit Parade.

Best Art Direction (One Hour Or More)-Albert eschong for "Requiem for a Heavyweight" on Heschong for Playhouse 90.

Best Cinematography for Television—Norbert Brodine for "The Pearl" on The Loretta Young

Best Live Camera Work—"A Night to Remember" on Kraft Television Theatre.

Best Editing of a Film for Television—Frank Keller for "Our Mr. Sun"—A. T. & T. Science Series.

Best Musical Contribution for Television-Leonard Bernstein for Omnibus.

Best Engineering or Technical Achieve. Ampex and CBS for video tape development. Achievement-

GEORGE FOSTER PEABODY TELEVISION AWARDS FOR 1956

Television Coverage of the National Political Conventions—John Daly and associates, ABC.

Television Promotion of International

Television Promotion of International Under-standing—"The Secret Life of Danny Kaye, pro-duced by CBS' See It Now in cooperation with the United Nation's Children's Fund.

Television Entertainment—The Ed Sullivan Show, CBS.

Television Script Writing—Rod Serling, "Requiem for a Heavyweight," "Playhouse 90", CBS.
Television Education—You Are There, CBS.
Television Youth and/or Children's Program—
Youth Wants to Know, NBC.

Television Public Service-World in Crisis, CBS. Radio-Television Local-Regional Public Service-WOW, Omaha.

Special award to Jack Gould, radio-television critic of The New York Times.

Special award to United National Radio and Television for promotion of international under-

SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS AWARDS

Winners of awards made by the Society of Motion Picture and Television Engineers are:

1956: Progress Medal—Dr. Alfred N. Goldsmith; Samuel L. Warner Memorial Award—Charles C. Davis; David Sarnoff Gold Medal Award—Robert E. Shelby; Herbert Kalmus Award—Dr. Wesley T. Hanson, Jr.; Journal Award—Donald G. Fink.

1955: Progress Medal—Dr. Elmer W. Engstrom; Samuel L. Warner Memorial Award—Dr. Harry F. Olson; David Sarnoff Gold Medal Award—Bernard D. Loughlin; Journal Award — Richard S. O'BRIEN.

1954: Achievement Award—EARL 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 WALLER; Samuel L. Warner Memorial Award—Dr. W. W. WETZEL; David Sarnoff Gold Medal Award—ARTHUR V. LOUGHREN; Journal Award—R. J. SPOTTISWOODE, N. L. SPOTTISWOODE, CHARLES SMITH.

N. L. SPOTTISWOODE, CHARLES SMITH.

1952: Progress Medal—Joinn I. Crabtree; Samuel
L. Warner Memorial Award—Dr. Herbert T. KalMus; David Sarnoff Gold Medal Award—Axel G.
Jensen; Journal Award—D. L. Macadam.

1951: Progress Medal—Earl I. Sponable; Samuel
L. Warner Memorial Award—Earl I. Sponable; David Sarnoff Gold Medal—Otto H. Schade; Journal Award—A. B. Jennings, W. A. Stanton, J. P.
Weise.

1950: Progress Medal—Dr. Vladimir Zworykin; Samuel L. Warner Memorial Award—Charles R. Fordyce; Journal Award — Dr. Frederick J.

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-Julie Harris. Special Award, Best Performance in a Classical ole—Jose Ferrer in "Cyrano de Bergerac".

Best Performance by an Actor in a Supporting Role-Ed Begley.

Best Dramatic Show of 1955-Patterns.

Best Performance by an Actress in a Supporting Role—Mildred Dunnock.

Best Comedy Show of the Year-You'll Never Get Rich.

Excellent Showmanship in Variety Entertainment

The Ed Sullivan Show. Best Musical Scries-The Voice of Firestone. Best Dramatic Series—Kraft Television Theatre.
Best Documentary—The Vice Presidency, The

Great American Lottery.

Network Public Service—The Search.

Local Public Service—Focus on Delinquency,

Local Public Ser KNXT, Los Angeles.

Local Public Service (citations)—Our Religious Roots, KPIX, San Francisco, and Dateline Washington, WDSU-TV, New Orleans.

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 Un limited, WMCT, Memphis.

Best Network Children's Show—Mickey Mous

Club.

Best Local Children's Show—Children's Corner, WQUED, 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

Seventh annual television awards of Look Magazine for 1956 are as follows: Best Dramatic Series (Hour Or More)—Playhouse 90; Best Public Affairs Scries—See It Now; Best Religious Series—

Life Is Worth Living; Best Comedy Series (Straight)—Caesar's Hour; Best Quiz Or Panel Series—I've Got a Secret; Best Dramatic Series (Half-Hour)—Alfred Hitchcock Presents; Best Educational Series—Omnibus; Best Comedy Series (Situation)—You'll Never Get Rich (The Phil Silvers Show); Best Novelty Series—Person to Person; Best Sports Series—NCAA Football; Best Musical Series—The Perry Como Show; Best Variety Series—The Ed Sullivan Show; Best Variety Series—The Ed Sullivan Show; Best Dramatic Show—The Caine Mutiny Court Martial; Best Musical Show—Peter Pan; Best Children's Series—Disneyland; Best Special Program—Project 20.

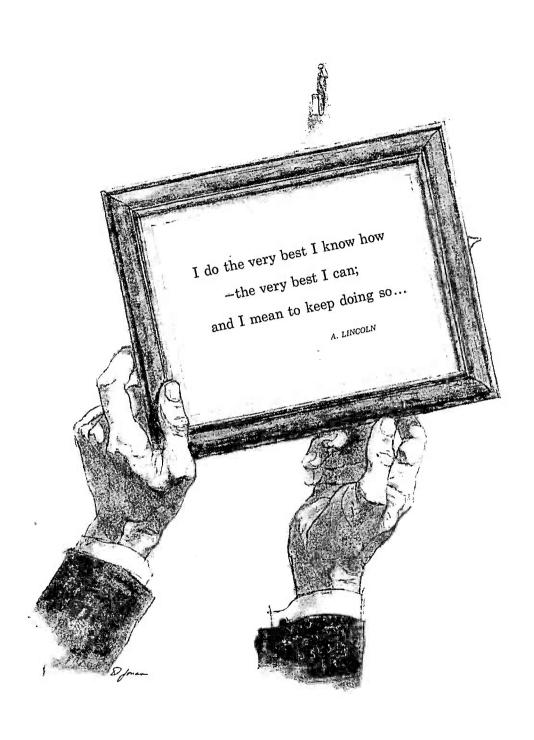
Best Musical Show—Peter Pan; Best Children's Series—Disneyland; Best Special Program—Project 20.

McCall's Mike Awards to Women in Radio and Television for 1956 were: Outstanding Woman in Radio and Television for 1956—Lee Philip; Excutive Performing the Greatest Public Service to Her Community—Ida A. McNeil, KGFX, Pietre, S. D.; Executive Performing the Greatest Public Service for Women—Marian O'Brien, KETC; Excutive Performing Greatest Public Service to Youth—Sophie Altman, WRC-TV, Washington, D. C., Service to Community—Elise Kemper, WMAR-TV, Baltimore; Service to Women—Dee Vina Wheeldon, WCKY, Cincinnati; Service to Youth—Helen Parkhurst, Westinghouse Broadcasting Co.

Semi-annual Christopher Awards for the periodending September 30, 1956 were: Producer Jack Denove, director Charles Bennett, writer Larry Marcus—The Gift of Dr. Minot, DuPont Cavalcade Theatre; producer Maurice Evans, director George Schaefer, writer James Costigan—The Cradle Song, Hallmark Hall of Fame; producers Fred Briskin and Irving Starr, director James Neilson, writer Mary C. McCall—Sheila, Ford Theatre; producer Robert Costello, director William Corrigan, writer Art Wallace—Second Family, Armstrong Circle Theatre; director Norman Felton, writer Hellen Cotton—Operation 3 R's, United States Steel Hour; producer Ed Sobol, director Jim Hobson—Lawrence Welk Show (August 11).

Semi-annual Christopher Awards for the periodending March 31, 1957, were: Producer, director, writer Frank Capra and animator Shamus Culhane—Our Mr. Sun and Hemo the Magnificent; producer-director Bob Banner, writers Robert Wells and John Bradford—The Chevy Show, Dinach Shore (December 16); producer Bill Walsh, director E. Sampson, writer Ray Darby—Christmas Round the World, Mickey Monse Club; producer C. Maurice Holland, director Frank Telford, writers Max Rosenfeld and George Salverson—The Discoverers, Kraft Television Theatre.

First National Mass Media Awards for TV from The Theory Show, Dinach Shore TV Program Best Portraying America—You Are There; Best Children's



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- THE RICHARD A, FOLEY ADVERTISING AGENCY, INC., 1528 Walnut St., Philadelphia 2, Pa. PEnnypacker 5-6302. CHARLES H. EYLES, pres.; FRANK KNIGHT, TV dir.; ALICE LYNNE MOONEY, air media dir.; LESTER J. HARMON, TV prod. mgr.
- FOOTE, CONE & BELDING, 247 Park Ave., New York 17, N. Y. MUrray Hill 8-5000.
 ROBERT F. CARNEY, chmn. of bd.; ROGER PRYOR, v.p. chge. radio & TV; THOMAS MCDONNELL, dir of prog. dev.
 Branch offices: Chicago, Hollywood, Houston, Los Angeles, Portland (Ore.), San Francisco, Mexico, Toronto, London.
- FORT & COMPANY, 416 Providence Road, Charlotte, 1, N. C. EDison 4-7122. JOHN L. FORT, timebuyer.
- FOSTER & DAVIES, INC., Keith Building, Cleveland 15, O. CHerry 1-0711.

 MILES C. MCKEARNEY, v.p. radio-TV dir., acct. exec.
- FOULKE AGENCY, INC., Rand Tower, Minneapolis 2, Minn. FEderal 9-5581.
 RICHARD L. SMITH, TV writer.
- ALBERT FRANK-GUENTHER LAW, INC., 131 Cedar St., New York 6. COrtlandt 7-5060. HOWARD W. CALKINS, chmn. of bd.; Frank J. Reynolds, pres.; Robert W. Day, TV dir. Branch offices: Boston, Chicago, Philadelphia, San Francisco, Los Angeles.
- CARLOS FRANCO ASSOCIATION, INC., 420 Madison Ave., New York 17, N. Y. PLaza 8-0792. RICHARD W. HUBBELL, TV dir.; CARLOS FRANCO, acct. exec
- CLINTON E. FRANK, INC., Merchandise Mart, Chicago 54, Ill. WHitehall 4.5900.
 BUCKINGHAM W. GUNN, V.D.; radio-TV dir.;
 HELEN LYDON, asst. radio-TV dir.; HELEN DAVIS. asst. media dir.; RUTH RILEY, radio-TV traffic mgr.
 Branches: Hollywood 28, Calif.: 1680 N. Vine St.; HOllywood 9-6261; Richard L. Davis, Robert Nye; New York 19, N. Y.: 113 W. 57th St.; COlumbus 508178; Lee Davis, Jack Miller.
- FRANKEL, JONES, CO., 180 N. Wabash Ave., Chicago 1. DEarborn 2.5745. JONES B. FRANKEL, pres.; HENRY I. SHERRY, TV dir.
- THE FREDERICK-CLINTON CO., 545 Fifth Ave., New York 17. MUrray Hill 2-7433.

 F. C. Burger, ch. of board; Harold S. Rieff, pres.-treas radio TV dir.; R. S. Buckbinder, exec. v.p. & secy.
- CURT FREIBERGER & CO., 1439 Court Pl., Denver 2, Colo. ALpine 2048.
 C. J. Frieberger, pres.
- OAKLEIGH R. FRENCH & ASSOC., 4235 Lindell Blvd., St Louis 8, Mo. JEfferson 1-0037. C. S. Pangman, v.p.

- AD FRIED ADVERTISING AGENCY, 160 Santa Clara Ave., Oakland 10, Calif. OLympic 4:3773. AD FRIED, OWNER, TV dir.; MARY LYNCH, TV time buyer; KAY BACHRACH, art and prod. dir.; ELAINE FRIED, music librarian; EILEEN ERBE, copy chief.
- FRIEND-REISS ADVERTISING, INC., 221 W. 57th St., New York. PLaza 7-8030.
 L. FRIEND, pres.; B. M. REISS, chmn. of the bd.; H. REISS, asst. chmn. of the bd.; EDWARD RATNER, TV dir.
- JIMMY FRITZ & ASSOCIATES, INC., 1680 N. Vine St., Hollywood 28, Calif.; Hollywood 3-3251.
 JIMMY FRITZ, pres.; Don Cordray, radio TV dir.
- HARRY M. FROST CO., INC., 260 Tremont St.; Boston 16. LIberty 2-6140. KARL M. FROST, pres.; HAROLD E. BESSOM, v.p.; FLORENCE A. DONDERO, v.p.; R. E. McLAUGHLIN, v.p.; HARVEY P. NEWCOMB, v.p.
- FULLER & SMITH & ROSS, INC., 230 Park Ave.. New York 17. MUrray Hill 6-5600. ROBERT E. ALLEN, pres.; A. E. DURAM, v.p., TV-radio dept. mgr. Branch offices: Cleveland, Chicago, Pittsburgh, San Francisco.
- GARDNER ADVERTISING CO., 915 Olive St., St. Louis 1, Mo., CEntral 1-3200; 9 Rockefeller Plaza, New York 20, N. Y., COlumbus 5-2000. C. E. CLAGGETT, pres.; WILLIAM D. FISHER, v.p. radio & TV. St. Louis; ROLAND MARTINI, N. Y. v.p., radio and TV dir. Branch office: New York.
- H. M. GARDNER & ASSOCIATES, 8693 Wilshire Blvd., Beverly Hills, Calif.; DUnkirk 5-1474. H. M. GARDNER, owner; STANLEY PFLAUM, assoc.
- GARFIELD ADVERTISING, INC., 26 O'Farrell St., San Francisco 5, Calif.; EXbrook 2-3420. Thurston McGuffick, TV dir.
- GEARE-MARSTON, INC., 22nd & Locust, Philadelphia 3. LOcust 4-0530. NORMAN W. GEARE, pres.; FRANK C. MURPHY, TV dir. Branch office: New York,
- JOSEPH R. GERBER COMPÂNY, 1305 S. W. 12th Ave., Portland 1, Oregon. CApitol 7-0515. F. D. Wieden, dir.; George Clinton, time-buyer.
- GERTH-PACIFIC ADVERTISING AGENCY, 604
 Mission St., San Francisco 5, GArneld 1-1081,
 E. P. Gerth, pres.; J. W. Clark, v.p.
- THE GETSCHAL CO., INC., 49 E. 51st St., New York 22. PLaza 8-1100. BUDD GETSCHAL, pres.; LESTER KRUGMAN, v.p.
- GEYER ADVERTISING, INC., 595 Madison Avenue, New York, N. Y. PLaza 1-3300.
 B. B. GEYER, climm. of board; SAM BALLARD, pres.; RALPH ROBERTSON, v.p. & media dir. Branch offices: Dayton, Detroit, Hollywood.
- GIBBONS ADVERTISING AGENCY, INC., 802 Daniel Bldg., Tulsa 3. LUther 7-2444. J. Burr Gibbons, pres. & treas.; John B. Gib-Bons, v.p.; Dee Freiday, TV dir.
- GIBRALTAR ADVERTISING AGENCY, INC., 17 E. 45th St., New York 17. MUrray Hill 7.7896. CHARLES J. BASCH, III, pres.; FRANCES SCOTT, TV dir.; JOYCE S. GORDON, TV time buyer.
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- GILLHAM ADVERTISING AGENCY, 500 Continental Bank Bldg., Salt Lake City 1, Utah. EMpire 4-5516.

 M. C. Nelson, pres. & treas.; Lon Richardson, Sr., v.p.; R. F. Rohlfing, v.p.; Wendell J. Ashton, v.p.; Jay Y. Tipton, v.p.; Heber G. Wolsey, v.p. & radio-TV; Marjorie Farrell, secv.

- BERT S. GITTINS ADVERTISING, 739 N. Broadway, Milwaukee 2. BR 6-5934.
 BERT S. GITTINS, president; GERALD L. SEAMAN, TV director; VERNE LAUSTSEN, TV exec.
- GLASSER-GAILEY, INC., 3670 Wilshire Blvd., Los Angeles 5, Calif.; DUnkirk 4-2141. GRACE GLASSER, pres., timebuyer; GARY WHIT-LOCK, timebuyer.
- WILLIAM GLAZER ADVERTISING AGENCY, United Office Building, Cleveland 23, O.; MA

W. J. GABRIEL, TV dir., proder., timebuyer.

- GLENN ADVERTISING, INC., 304 First Life Bldg., 301 E. 5th St., Forth Worth 2, Texas; EDison 2-4476. RAY K. GLENN, pres.; JOHN H. STEWART, exec. vice-nres. Branch offices: Dallas, Houston, Los Angeles, San Antonio, El Paso.
- MIKE GOLD AGENCY, 8732 Sunset Blvd., Los Angeles 46, Calif. BRadshaw 2-7489. MIKE GOLD, acet. exec.; MILTON FIGEN, con-tinuity; SYLVIA GOLD, timebuyer.
- FRANCIS D. GONDA COMPANY, 6912 Hollywood Blyd., Los Angeles 28, Calif. HOllywood ALEX M. VICTOR, TV dir.; Frances Lee, Mr. VICTOR, timebuyers.

- GOODKIND, JOICE & MORGAN, INC., 919 N. Michigan Ave., Chicago 11. SUperior 7-6746.
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- GOODMAN-ANDERSON ADVERTISING, 614 S. San Vicente Blvd., Los Angeles 48, Calif. WEbster 8-3 9-3. CLAIRE KOREN. media dir.; DAVE HORWITZ, dir.
- KENT GOODWIN ADVERTISING AGENCY, 1680 North Vine St., Hollywood, Calif.; HOllywood 3-5648. Kent Goodwin, timebuyer, acet. exec.; Phil GOODWIN, acct. exec.
- PHIL GORDON AGENCY, 23 E. Jackson Blvd., Cmcago 4, Id.; HArrison 7-2.03. PHIL ABRAMS, exec. vice-prcs. & TV dir.
- OTHAM-VLADIMIR ADVERTISING, INC., 342 Madison Ave., New York 17, N. Y.; OXford GOTHAM-VLADIMIR 7-4300 G. ELLSWORTH HARRIS, chmn. of the board; Duncan D. Sutphen, chmn., exec. comm.; IRWIN VLADIMIR, pres.; ARTHUR A. KRON, exec. v.p. & TV dir.
- GRANT ADVERTISING, INC., 711 3rd Avenue, New York 21, N. Y.; OXford 7-5800; 919 N. Michigan Ave., ('hicago, Ill. SUperior 7-6500. WILL C. Grant, pres.; E. M. Moore, TV dir., Chicago; Roy A. Meredith, TV dir., New York. Branch offices: Dallas, Detroit, Hollywood, Miami, Portland. Ore., San Francisco.
- GRAY & ROGERS, 12 S. 12th St., Philadelphia 7, Pa. WAlnut 2.4808.

 JEROME B. GRAY, EDMUND H. ROGERS, ROBERT W. GRAHAM, RUSSELL K. CARTER, SHERMAN G. LANDERS, WILLIAM B. EDWARDS, ATHERTON SEELEY, DAVID B. ARNOLD, ALBERT R. BOCHROCH, FRANKLIN P. JONES, GRANVILLE WORRELL, THELMA BERESIN, Partners; EDMUND H. ROGERS, partner, TV dept supervisor & production head.; WALTER M. ERICKSON, TV dept. director & media head; DAVID E. HENDERSON, production assistant. DAVID E. HENDERSON, production assistant.
- GRAY-SCHWARTZ ADVERTISING, 228 N. La Salle St., Chicago 1, Ill.; CEntral 6-8835. MARVIN GRAY, MAX SCHWARTZ, M. LEVINE, ARNOLD S. SKLAIR, acct. execs.
- N. C. GREENFIELD, 570 Seventh Ave., New York 18. LOngacre 4-4464. M. D. GREENFIELD, pres.
- MONROE GREENTHAL CO., INC., 595 Madison Ave., New York 22. PLaza 9-8640. Monroe W. Greenthal, pres. & treas.; Harvey SCHULMAN, radio and TV director.

- WILLARD G. GREGORY & CO., 416 W. 8th St.. Los Angeles 14. Calif.; TRinity 0531. WILLARD G. GREGORY, pres.; EDMUND J. PHIL-LIPS, V.P.
- GREY ADVERTISING AGENCY, INC., 430 Park Ave., New York, N. Y.; PLaza 1-3500. ARTHUR C. FATT, president; ALFRED L. HOL-LENBER, vice pres, radio TV.
- RIFFITH ADVERTISING AGENCY, INC., Times Building, St. Petersburg 1, Fla.; 7-6504. JOSEFH A. GRIFFITH, v.p. timebuyer; V. M. DENNY, v.p. GRIFFITH
- THE GRISWOLD-ESHLEMAN CO., 1400 Terminal Tower, Cleveland 13, O. TOwer 1-3232.
 CHARLES FARRAN, pres.; RICHARD C. WOOD-RUFF, Radio-TV dir.
- ART GRUBER ASSOCIATES, ADVERTISING, 4401 East Lake St., Minneapolis 6, Minn. PArkway 1-1661. ARTHUR R. GRUBER, pres. & treas.; E. M. GRUBER, SCC.
- GRUBB & PETERSEN ADVERTISING, 111 N. Market St., Champaign, Ill.; 6-3766.

 Dale R. Arvidson, radio-TV dir.; Mildred B. Dudley, media buyer.
- GUENTHER, BROWN & BERNE, INC., Enquirer Building, Cincinnati 2, O.; GArfield 1-4244. DAVID A. BROWN, v.p., TV dir.; CLIFFORD BAKER,
- GUILD, BASCOM & BONFIGLI, INC., 130
 Kearny St., San Francisco 8, Calif.; YUkon 26040; 1750 North Vine St., Hollywood 28, Calif.;
 HOllywood 9-8217; 111 E. 56th St., New York,
 N. Y.; PLaza 3-8600.
 COURTENAY MOON, TV dir. (San Francisco);
 CHET RHODES, dir. TV operations (San Francisco);
 DAVID FULMER, TV program dir. (Hollywood); REGGIE SCHUEBEL, dir. of network relations (New York).
- LAWRENCE C. GUMBINNER ADVERTISING AGENCY, INC., 655 Madison Ave., New York 21, N. Y. TEmpleton 8-1717.
 PACL GUMBINNER, v.p., TV & radio; Anita Wasserman. Diane Neugarten, time buyers; Morton Kasman, producer; Robert Armbruster, TV traffic.
- WM. J. HACKENBERG ADVERTISING, 206 Main St., Wheeling, W. Va.; 6983. WM. J. HACKENBERG, TV dir.
- HADLOCK & ASSOC., 7564 Sunset Blvd., Hollywood 46. Calif.; HOllywood 2-6731.
 RICHARD J. ANDERSEN, acct. exec.
- JOHN L. HALPIN ADVERTISING, 277 State St., Schenectady 5. FRanklin 2-0492. JOHN L. HALPIN, MARION G. HALPIN, partners.
- H. K. HALPURN ASSOCIATES, 15 E. 40th St., New York 19, N. Y.; MUrray Hill 6-3714. H_{ℓ} K. Halpurn, TV dir.; M. F. Witte, Juan JUAN, acct. execs.
- HAMMER COMPANY, THE, 171 Church St., Hartford 3, Conn.; JAckson 7-0183. JOE TRENT, radio-TV mgr.; M. H. HAMMER, MARY E. ENGLISH, timebuyer.
- HARRINGTON-RICHARDS (Div. of Fletcher D. Richards, Inc.), 58 Sutter St., San Francisco 4, Calif.; EXbrook 2:6025. MACLEAN CHANDLER, media, research dir.
- R. T. HARRIS ADV. AGENCY, INC., Walker Bank Building, Salt Lake City 1, Utah; EMpire 3-8815. ROBERT G. LOVE, TV dir.
- HART-CONWAY CO., INC., Genesee Valley Trust Bldg., Rochester 14. LOcust 3520. H. LYMAN HART, pres. & treas.; HAROLD E. KENNEDY, exec. v.p.
- GEORGE H. HARTMAN CO., 307 N. Michigan Ave., Chicago 1. Andover 3-0130, GEORGE H. HARTMAN, pres.; JACK LEONARD, TV production supervisor.

- Branch office: George H. Hartman Co., 25th Floor; 420 Lexington Avenue, New York 17, New York; MUrray Hill 9-8637; JOHN D. BERG, manager: director of television.
- WILLIAM W. HARVEY, INC., 5747 Melrose Ave., Los Angeles 38, Calif.; HOllywood 2-0874. R. E. Jacobson, radio-TV dir., acet. exec.
- HEINEMAN, KLEINFELD, SHAW AND JO-SEPH, INC., 1270 Ave. of the Americas, New York 20, N. Y.; CIrcle 7-7660. MORT HEINEMAN, pres.; M. J. KLEINFELD, chmn. of the bd.; Joseph Shaw, v.p.; Julius Joseph, JR., v.D.
- HENDERSON ADVERTISING AGENCY, INC., Insurance Building, Greenville, S. C.; 2-7611. HOWARD K. MCINTYRE, v.p. acct. exec.; W. Roy Ellison, prod, mgr.; Betty McCowan, time-buyer.
- AL HERR ADVERTISING AGENCY, 225 E. Michigan St., Milwaukee 2, Wisc. BRoadway 1-2710. AL HERR, pres.; Pat Kocian, TV dir.
- J. M. HICKERSON, INC., 270 Park Avenue, New York 17, N. Y.; MUrray Hill 8-8233. CHARLES J. CAUDLE, radio TV dir.
- HICKS AND GREIST, INC., 555 Fifth Ave., New York 17, N. Y. MU 7-5600. E. H. GREIST, pres.; THEODORE J. GRUNEWALD, V.P. & TV dir.
- IVAN HILL, INC., 49 E. Superior St., Chicago 11, Ill.
 IVAN HILL, pres.; ELINOR FAHRENHOLZ, TV dir.
- HILTON & RIGGIO, INC., 4 W. 58th St., New York 19, N. Y.; MUrray Hill 8-4224. Maria Carayas, radio-TV dir., timebuyer.
- HIRSHON-GARFIELD, INC., 745 Fifth Ave., New York 22, N. Y. MUrray Hill 8-8900. SIDNEY GARFIELD, pres.; SYLVAN TAPLINGER, TV dir. Branch office: Boston.
- HIXSON & JORGENSEN, INC., 3540 Wilshire Blvd., Los Angeles 5, Calif.; DUnkirk 8-3121. H. D. Walsh, vice-pres. & TV dir.; Harriet M. Weigand, timebuyer. Branches: San Diego, San Francisco, Scattle.
- HOFFMAN & YORK, INC., 808 N. Third St., Milwaukee, Wis.; BRoadway 6-6510. JOEL KURSEL, radio-TV pgm. dir.; JOSEPH P. MULYANNY, media dir.
- HUBER HOGE & SONS, INC., 699 Madison Ave., New York 21, N. Y. TEmpleton 8-0200. CECIL C. HOGE, pres.; TOM DI MAIO, radio, TV dir.
- WILLIAM F. HOLLAND, Holland Bldg., 2530 Auburn Ave., Cincinnati 19. CApital 1252-3-4, WILLIAM F. HOLLAND, OWNEY; EARL HOLLAND, TV dir.; BRUCE HOLLAND, production buyer.
- HOLST & CUMMINGS & MYERS, 1370 Kapiolani Blvd., Honolulu 14, T.H.; 95291.
 TRENT CHRISTMAN, TV dir.
 Branch office: San Francisco.
- HONIG-COOPER COMPANY, 1275 Columbus Ave., San Francisco II. ORdway 3.4469.
 Louis Honig, pres.; John W. Davis, secytreas., media dir.; Clarice McCreary, timebuyer.
 Branch offices: Seattle, Wash., Los Angeles, Calif.
- HOUCK & COMPANY, INC., ADVERTISING, 2013 S. Jefferson St., Roanoke 16, Va.; DIamond 2:3411.
 C. B. HOUCK, pres.; WILLIAM B. HOUCK, v.p. & TV dir.; ROBERT G. HOLMES, radio and TV
- BRYAN HOUSTON, INC., 730 5th Ave., New York 19, N. Y.; PLaza 7-6400.
 BRYAN HOUSTON, chmn. of bd.; WILLIAM R. HILLENBRAND, pres.; HARRY W. BENNETT, JR., exec. vice-pres.; WILLIAM B, TEMPLETON, vice-pres. & radio-TV dir.

- CHARLES W. HOYT CO., INC., 380 Madison Ave., New York 17, N. Y.; MUrray Hill 2-2000. WILLIAM PHILIP SMITH, TV dir. Branch office: Miami.
- HUBBELL ADVERTISING AGENCY, INC., 1900 Euclid Ave., Cleveland 15, Ohio; CHerry 1-0212. Frank Hubbell. timebuyer.
- H. B. HUMPHREY, ALLEY & RICHARDS, INC., 370 Lexington Ave., New York 17, N. Y.; LEXINGTON 2020.
 RICHARD S. HUMPHREY, ch. bd.; RANSOM P. DUNNELL, vice-pres. & radio-TV dir. Branch office: Boston.
- HUNTER & WILLHITE ADV. AGENCY, 1540 N. Highland Ave., Hollywood 28; HOllywood 4-4191. DAVE MANNING, v.p., TV dir.; PHIL OSOL, AL KEYSK, JIM MCCULLA, BOB DESANTIS, PAUL GRANNIS, acct. exces.
- HUTCHINS ADVERTISING COMPANY, INC., 42 East Ave., Rochester 4, N. Y. HAmilton 6-1160.
 Frank M. Hutchins, pres.; Frank A. Hutchins, E. Irving Hutchins, dir. Branch offices: Toronto, Ontario, Canada.
- HUTCHINSON ADV. CO., 1257 N. Vine St., Hollywood 38; HOllywood 2.4500.
 ROGER S. HUTCHINSON, pres., timebuyer; Kenneth Himes, dept. dir.; Margaret Robinson, media sec.
- ILLINOIS SIMMONDS & SIMMONDS, INC., 520 N. Michigan Avenue, Chicago 11, MIchigan 2-3360.
 PHIL W. TOBIAS, JR., acct. exec.; STEPHANIE SEEDER, media dir.
- JACKSON, HAERR, PETERSON & HALL, INC., 331 Fulton St., Peoria, III. Tel: 6-8758. GRAHAM E. JACKSON, TV dir., acct. exec.; EDWARD J. KLEIN, copy dir.; RAYMOND PETERSON, RICHARD A. HALL, ALVIN HAERR, PHILLY HARNEY, LYNN BICKETT, SHERMAN E. PETERSON, acct. execs.
- JACKSON & HEDRICK, INC., 62 Worth Street, New York 13, N. Y. WOrth 4-7005. PAUL H. HEDRICK, pres.; B. J. BRADBURY, Radio & Television Production.
- RAY C. JENKINS ADV. AGENCY, INC., Builders Exchange, Minneapolis 2, Minn., FEderal 2-4421. E. M. Grundy, v.p.
- JESSOP ADVERTISING CO., INC., 85 W. State St., Akron 8, Ohio; FRanklin 6-2169. C. A. Jessop, pres.; R. Gilbert, radio-TV dir.; George J. Cobak, timebuyer.
- DUANE JONES COMPANY, INC., 570 Lexington Ave., New York 22, PLaza 3-4848. DUANE JONES, chmn. of bd. & pres.; John Quick, acct. exec. & asst. secy.
- RALPH H. JONES COMPANY, 3100 Carew Tower, Cincinnati 2, O. GArfield 1-2300. C. M. Robertsoun, Jr., pres. & tr.as.; ANN SMITH, radio, TV dir.; Jan Lattier, film buyer.
- KAL, EHRLICH & MERRICK, INC., 314 Evening Star Bldg., Washington 4, D. C. EXecutive 3-3700. NORMAN C. KAL, chmn. of the bd.; HARRY L. MERRICK, pres.; ALVIN Q. EHRLICH, exec. v.p. in chge. TV; DAVID P. THOMAS, TV dir.; Nella Mannes, TV timebuyer.
- KAMIN ADVERTISING CO., 4610 South Main, Houston 2, Texas; JAckson 6-1181.
 LESTER KAMIN, pres.; B. L. BLUMBERG, exec. vice-pres., media dir. & timebuyer; MURRAY GETZ, vice-pres. & radio-TV dir.
 Branch office: Anstin.
- THE KAPPS CO., 64 E. Lake St., Chicago 1, Ill. STate 2-0460
 CAPICO KAPPS. v.p. and TV dir.
- H. W. KASTOR & SONS ADVERTISING CO., 75 E. Wacker Dr., Chicago 1, Ill. CEntral 6-5331. A. G. KASTOR, pres.; JAMES H. WEST, TV dir.

- KASTOR, FARRELL, CHESLEY & CLIFFORD, INC., 274 Madison Ave., New York 16. ORegon 9-4440.
 - H. KASTOR KAHN, chmn. of board; HARRY WALSH, TV dir.
- THE JOSEPH KATZ COMPANY, 488 Madison Ave.. New York 22. MUrray Hill 8-1223; 10 W. Chase St.. Baltimore 1, Md. LE 9-1500. JOSEPH KATZ, chairman of board; Joseph T. McHugh, pres.; Harry Kullen, Roland Brave, sr. vice-presidents; Stanley Blumberg, vice-pres.-copy chief (Baltimore); Charles H. Ramsey, vice-pres.-copy chief (New York).
- HENRY J. KAUFMAN & ASSOCIATES, 1419 H St. N. W., Washington 5, D. C. District 7-7400. HENRY J. KAUFMAN, managing director; ROBERT S. MAURER, TV dir.
- KEELING & CO., INC., 1028 Chamber of Com-merce Bldg., Indianapolis 4, Ind. Melrose 5-5434. HAL R. KEELING, pres.; M. C. DILL, TV time buver.
- KEELOR & STITES CO., 3001 Carew Tower, Cincinnati 2, O. PArkway 1-1310. J. T. Nolan, Jr., pres.; A. A. Radkey, vice-pres. & TV dir.
- THE KEILSON CO., 117 W. 46th St., New York 36, N. Y. JUdson 2-1797.
 M. KEILSON, J. KEILSON, I. KEILSON, partners; PHYLLIS PION, prog. dir.
- KELLY & LAMB ADVERTISING AGENCY, 897 Higgs Ave., Columbus 8, Ohio; AXminster 4-3583. Mrs. Dorritt Williams, TV dir. & acct. exec.
- KELLY, ZAHRNDT & KELLY INC., 2343 Hampton Ave., St. Louis 10, Mo.; MIssion 5-2684. VIRGIL A. KELLY, dir.; WALTER W. ZAHRNDT. timebuyer, acct. exec.; WILLIAM H. THOMSON, ROBERT W. KELLY, acct. execs.
- M. H. KELSO CO., 3923 W. 6th St., Los Angeles 5, DUnkirk 2-2072. Robert J. James, dir.
- KENYON AND ECKHARDT, INC., 247 Park Ave. New York 17 MUrray Hill 8-5700. THOMAS D'ARCY BROPHY, chmn. of bd.; WILLIAM B. Lewis, pres.; JAMES S. BEALLE, v.p. & TV dir.; CLINTON F. WHEELER, JR., associate direc-ter relavision radio deat. dir.; CLINTON F. WHEELER, JR., associate director, television-radio dept.
 Branch offices: Detroit, Hollywood, San Francisco, Montreal, Toronto, Philadelphia, Atlanta,
- KETCHUM, MacLEOD & GROVE, INC., 411 Seventh Ave., Pittsburgh 19, Pa. COurt 1-5100.
 GEORGE KETCHUM, president; EDWARD T. PARRACK, executive v.p., service; W. STANLEY REPPATH, executive v.p., administration; EDGAR J. DONALDSON, director, Radio-TV.
 Branch offices: Baltimore, Columbus, New York, Richmond
- KEYES, MARTIN AND COMPANY, 11 Hill St., Newark 2, N. J.; MArket 2-7115. SEYMOUR STEINHARDT, TV dir., timebuyer.
- ABBOTT KIMBALL CO., INC., 250 Park Ave., New York 17, N. Y. YUkon 6-7800. ABBOTT KIMBALL, chmn. of bd.; BARBARA REID, time buyer. offices: Chicago, Los Angeles, San Branch Francisco.
- LEW KING PRODUCTIONS, 17 W. McDowell Rd., Phoenix, Ariz. ALpine 4-5548. Lew King, owner; Jack Beveridge. TV dir.
- KIRCHER, HELTON & COLLETT, INC., 2600 Far Hills Avenue, Dayton, Ohio. Phone: Walnut
 - RALF C. KIRCHER, pres.; Don R. LYONS, TV dir.
- PHILIP KLEIN ADVERTISING, INC., Penn Square Building, Philadelphia 7, Pa.; RIttenhouse 6-7070. PHILIP KLEIN, chmn.; MORTON A. KOSHLAND, pres.; PAUL PHILLIPS, TV dir. & timebuyer.
- WALTER J. KLEIN CO., 1214 Elizabeth Ave., Charlotte 4, N. C., FRanklin 7-1646.

- ALAN BURKE, TV dir.; EMILY MOORE, timebuyer; GUY ZWAHLEN, ROBERT BUCKLER, MR. BURKE, CHARLES MOSS, acct. execs.
- EDWARD KLETTER ASSOCIATES, INC., 515 Madison Ave., New York 22, N. Y.; PLaza 1-
- EDWARD KLETTER, pres.; LLOYD DURANT, TV film dir.; Don Blauhut, assoc. TV dir.; Charles M. Boland, TV dir.
- KRUPNICK & ASSOCIATES, INC., 520 N. Grand Blvd., St. Louis 3, Mo.; JEfferson 3-1723. SAM KRUPNICK, pres.; Tom Cadden, radio-TV
- KUDNER AGENCY, INC., 575 Madison Ave., New York 22. MUrray Hill 8-6700. J. H. S. Ellis, pres.; Myron P. Kirk, exec. dir. of TV. Branch offices: Detroit, San Francisco, Dayton, Los Angeles.
- KUTTNER & KUTTNER, INC., 646 N. Michigan Ave., Chicago 11, Ill. SUperior 7-7940. Branch office: New York.
- LAKE-SPIRO-SHURMAN, INC., Radio Center Bldg., Memphis 3, Tenn.; 5-1571. Avron Spiro, pres.
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- ERBERTO LANDI ADVERTISING CO., 853 7th Ave., New York 19, N. Y.; JUdson 6-0588-9. ERBERTO LANDI, owner & radio-TV dir.; Rose Peters Gatto, media dir.
- PHILIP J. LANE ADVERTISING, 1 East 42nd St., New York, N. Y. MUrray Hill 7-5417. PHILIP J. LANE, owner.
- LANG, FISHER & STASHOWER, INC., 1010 Euclid Ave., Cleveland 15, Ohio. PRospect 1-0300. J. Jack Lang, pres.; Fred B. Stashower, v.p. & treas.; ALVIN B. FISHER, v.p. & TV dir.
- LANSDALE CO., THE, 3434 W. First St., Los Angeles 4, DUnkirk 5-2007.

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- LAVENSON BUREAU OF ADV. INC., 1212 Chestnut St., Philadelphia 7, Pa.; KIngsley H. A. EGBERT, dir.; E. J. SCHIAVONE, timebuyer.
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 Branch office: New York.
- TED NELSON ASSOCIATES, 730 Fifth Ave., New York 19, N. Y. CIrcle 6-8470. TED NELSON, OWNEY; PERRY BRUSKIN, CHARLES DURAND, TV dir.
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 Branch Office: Newman, Lynde & Associates, Inc.
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- NORMAN, CRAIG & KUMMEL, INC., 488 Madison Avenue, New York 22, N. Y. PLaza 1.0900. ELKIN KAUFMAN, pres.; NORMAN B. NORMAN, exec.-v.p.; WALTER CRAIG, v.p. chg. Radio-TV dept.; Don Potter, ehg. broadcast media; Shelley Platt, chg. TV-radio production. Branch Offices: Toledo, Chicago.
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 Branch offices: Beverly Hills, New York.
- NOYES AND COMPANY, 1800 Industrial Trust Building, Providence 3, R. I. GAspee 1-2087. Frederick C. Noyes, pres.; Henry C. Hart Jr., dir. radio & TV.
- R. T. O'CONNELL CO., 420 Madison Ave., New York 17, N. Y PLaza 3.5412. R. T. O'CONNELL, pres. & TV dir.; ETHEL MERK-LEN, exec. v.p.
- OGILVY, BENSON & MATHER, INC., 589 Fifth Ave., New York 17. N. Y. MUrray Hill 8-6100. David OGILVY, president; PHILLIP L. TOMALIN, radio-TV director; Anthony Rizzo, radio-TV bus. mgr.; Henry W. Cleeff, Anne Janowicz, timebuyers.

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- O'NEIL, LARSON, & McMAHON, 230 N. Michigan Ave., Chicago 1, Ill. ANdover 3-4470.
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TELEVISION IN CANADA

Toronto, August, 1957

YEAR AGO the television industry looked forward to the recommendations and report of the Royal Commission on Broadcasting. The Commission was set up by the Federal Government to make a full inquiry into all aspects of the broadcasting industry in Canada. Early this year, the Commission handed down its report, with a number of recommendations. Its report, popularly known as the Fowler Report after its chairman, Robert M. Fowler, may well shape the future of TV in this country. But since its delivery, there has been a change in Government. And the Report has not been brought to the floor of Parliament for discussion and/or action.

The industry waits. The new Government headed by Prime Minister John Diefenbaker has not announced other than in pre-election speeches what its policy is as regards TV, nor has the Progressive-Conservative Party declared its stand with

respect to the Fowler Report.

At present the nationally-owned Canadian Broadcasting Corporation holds the only stations in the key markets. This monopoly is one the Government is sure to break. It has often declared itself opposed to the one-station control. This break-up was also recommended by the Fowler Re-

It is sure also, the Government will want to preserve the Canadian Broadcasting Corporation. The Corporation has a function to perform and even private industry acknowledges, with some reservations, albeit, that it has performed these functions well. When the Government does open the field to new TV stations in the one-station markets, there will be a mad scramble to enter the lucrative field. Many applicants have had their blueprints since the introduction of TV to Canada and are well-financed.

The applicants would include newspaper publishers (already the bulk of Canadian TV station ownership is in the hands of newspapers); theatre companies (both Odeon Theatres (Canada) Ltd. and Famous Players Canadian Corp. have expressed a desire to get into the field, with the latter owning a 50 per cent interest in two TV stations); radio broadcasters, either singly or in combination (it would be likely that it would be combination who would obtain the licenses because of policy and wise economics). There would also be outsiders seeking a share.

There are now 32 private stations including satellites and seven Canadian Broadcasting Corp. stations. Many of these are interconnected by a microwave setup which \$\infty\$ 1958 will link Victoria, B.C. and Halifax, N.S. at either ends of the country. They cater to an estimated 2,657,300 TV-homes which is 66 per cent. of the households in the country. This is based on a total Canatir

dian population of 16,503,100.

Both Ontario and Ouebec are on a par percentage-wise of the number of house-holds equipped with TV sets. Ontario, however, has the edge in the actual number of households with sets, 1,097,000 as opposed to Quebec's 790,000. Smallest percentages of homes with TV is Newfoundland, where only 30 per cent. of the homes have the medium. This may be best explained by the fact that there is only one station, though with a satellite station. Its population is well spread out over a large area.

A report from the Radio-Electronics-Television Manufacturers Association indicates a continuing decline in sales of sets. Sales of portable units was not far behind 17 and 22-inch table models. A shot in the arm for the TV manufacturers would be the opening of color TV in this country. Color, however, is still some time off, although one station is making preparations for permission to telecast in color, at least experi-

mentally, this fall.

The Fowler Report suggested the CBC's TV service would be in color by 1963, following a start on color TV two years from now. The Commission said it would like to postpone color TV, but it "feared" Canada

had little choice in the matter.

The growth of TV in Canada by sets may be shown by the number of sets sold since TV was first introduced in 1950. There were 8,212 sold prior to 1950; then in 1950—29,611; 1951—40,615; 1952—146,373; 1953—365,400; 1954—619,428; 1955—776,536; 1956—612,871. Only a half million sets are expected to be sold during 1957. The RETMA Association said that despite the fact it is less than that of the last two years, it's "a healthy volume.

Satellite stations have solved a geographical problem for Canadian stations. Established stations place a transmitter at another townsite to beam its programs. The most unique satellite-coverage is that of the fruit-rich Okanagan Valley where the radio-stations at Penticton, Kelowna and Vernon combined to finance the TV station at Kelowna, with satellites at the other two centres. Other satellites have been set up by stations at St. John's, Nfld., Sudbury, Ont., and Timmins, Ont.

Another aspect of Canadian TV coverage is the language problem. Already the CBC has set up French-language stations at Montreal and Ottawa, duplicating their Englishlanguage stations, and encouraged the establishment of a second station in Quebec City by the already established station to provide a French language setup. The CBC has a French-language network to provide service to the French-speaking element of the Canadian population.

A study by the Broadcast Bureau of Measurement shows the average Canadian TV set is on four hours and 51 minutes of an average day, or six hours nine minutes of an average weekend day.

One of the problems faced by any group studying Canadian TV is the central and unique fact that a population of 16 million people is under the influence of a country

of 168 millions.

As the Fowler Report put it: "The choice is between a Canadian state-controlled system with some flow of programs east and west across Canada, with some Canadian content and the development of a Canadian sense of identity, at a substantial public cost, and a privately owned system which the forces of economics will necessarily make predominantly dependent on imported American radio and television programs.

In making its recommendations, Fowler Report made it quite clear the mixed Canadian system of public and private ownership is here to stay; the state agency may grow as the country grows; that private stations should "individually be required to justify the continued grant of a valuable public franchise"; that "we will continue to have a single broadcasting system in which all Canadian radio and television stations, public and private, present and future, will be integral parts, regulated and controlled by an agency representing the public interest and responsible to Parliament."

The Canadian Broadcasting Corp. was established in 1936. Under the Act of 1936, it was designed to operate in the public interest, responsible to Parliament in terms of carrying out its trust effectively, but free from interference in its general operation. Trusteeship for its operations was invested in a Board of Governors, with responsibility for the day-to-day operation

entrusted in a general manager.

As part of its functions, the CBC heard applications for licenses and approved those applications for granting of the licenses by the Department of Transport. This doublepower was one of the main objections of the private broadcasters—an organization with which the broadcasters operated in competition also had the power of revoking their licenses. The Fowler Commission recommended separation of these powers. It was on the basis of recommendations of an earlier Royal Commission investigation into broadcasting in Canada that the CBC took over the operation of the key TV stations.

The CBC has continually sought some means of a steady source of revenue for its operations, aside from commercials. Up to now, these have been by Parliamentary grants and imposition of an excise tax on TV set sales. The Fowler Commission recommended the Federal Treasury should contribute the required sums over the next six years. It forecast that \$44,238,000 would be required from the public purse in the coming fiscal year to meet operating expenditures, \$10,000,000 more than has been provided already, and that 1963 operating requirements would rise to \$73,909,000.

requirements would rise to \$73,909,000. The report found the corporation would have to shell out \$10,000,000 by way of capital investment in the fiscal year ending March 31, 1958 and a total of \$114,862,000 over the five-year period. In 1962 capital expenditures would reach a peak of nearly \$30,000,000, dropping to \$23,000,000 the next year. The cost in terms of each household. year. The cost in terms of each household equipped with a TV set was only 3 cents per day and for radio only 9/10 of a cent

The Fowler Report also sought a statutory prohibition against more than 20 per cent non-Canadian ownership in a Canadian broadcasting station. This would affect such operations as that of CKLW-TV, Windsor, where RKO Distributing Corp. of Canada, Ltd., owned by RKO Teleradio Pictures

Inc., holds the largest interest.

The Commission didn't make any positive recommendation as regards subscription TV. It stated: "However alluring the perspective thus painted we find it difficult to look up subscription television as a rightful use of the air waves . . . the door should not be closed to the idea for the future. There are conditions under which subscription television might play a com-plementary role in a broader system, and the day may come when the usefulness of this role will be demonstrated . . ."

Production of TV films in Canada has had a healthier growth than that of theatri-cal motion pictures. This no doubt has been because of the financial encouragement provided by the CBC. "The Last of the Mohicans," made in cooperation with Normandie Productions, a subsidiary of Television Programs of America, was the first series to be financed by the CBC. Another carries made at the direction of the CBC. series made at the direction of the CBC, "Radisson," was practically booed off the air by the critics. Success of the Mohicans series encouraged a Canadian advertiser to assist in the financing of another Normandie production of "Tugboat Annie."

There have been a number of pilots made by independent producers in this country. All the producers have large plans, but time will tell whether any of these projects will finally get off the ground. The number of TV producers grows with the days. Every month sees some firm putting up its shingle and declaring itself in business. Only a few of the companies can actually claim to be have been profitable. Most of the revenue comes from the production of commercials for television, accord-

ing to all indications.

Indicative of the size of the motion pic-ture production industry in Canada are figures from the Dominion Bureau of Statistics for 1955. While not showing just how much of it was absorbed by TV, production reached \$2,456,038. This was made up of 251 TV units and 1,319 TV commercials. The figure also includes some feature production, sponsored films, National Film

Board shorts and miscellaneous production.
Films produced in the United States for Canadian use are charged 10 per cent sales tax on the producer's selling cost, plus duty at 1.5 cents a foot. Film commercials produced in U.S. for U.S. sponsor, then brought into Canada for a subsidiary organization, are charged on the basis of one-eleventh of the film producer's selling price, plus duty. This new schedule applies to "original" and first print films only; duplicates are charged on the basis of "reproduction cost only." The old formula (which still holds for film of undetermined value) was 10 per cent sales tax on an 8-cents-per foot value and duty at 1.5 cents a foot. The change plugs "the undetermined value" loophole.

The employee problem was solved recently, between the Association of Motion Picture Producers and Laboratories of Canada and the Canadian Council of Authors and Artists. A national schedule of rates and conditions for performers in TV and theatrical films has been set. While the terms are not "absolute" changes are expected as time goes on. Strife broke out between the 1,500 Canadian members of the International Alliance of Themsian Canadian International Alliance of Theatrical Stage Employees and the union's hierarchy. Backed by a claimed 80 per cent Toronto membership and a sizable support from other areas, the members set in motion an application for IATSE's Canadian decertification. Most of the members are working in the TV industry and they felt they weren't receiving the necessary representa-tion from the union. In a move to pacify the membership, the union set up a head office near the CBC's Toronto headquarters. The Canadian representative and the full-time officer of the IATSE's TV locals make their headquarters at the offices.

The outlook for the TV industry in the coming year is good. Non-network business is expected to be up 25 to 35 per cent over last year. National advertisers are expected to make greater use of the daytime hours, especially the food and drug industry. Until now, most of the stations haven't been turning on their lights until 3 P.M., but many will turn on the switch at 1 P.M. The advertisers were swayed by a recent survey of the Bureau of Broadcast Measurement showing the full effect of daytime TV. BBM is a non-profit organization set up by the advertising fraternity, representatives of the TV industry and the advertisers to

obtain an objective survey of the whole industry and study the habits of the viewers. Buying at night continues on the uptrend. Much of the national time has been sold out. But the amount of national purchases in any one area depends on the number of sets there.

Many of the local stations are gradually getting into live TV. The public however, prefers to watch the nationally-sponsored shows. The work done by all TV stations in the recent elections seemed to bring the TV industry a much needed aura of maturity. In some areas, TV predictions beat the newspapers and radio. Even the newspapers in their critical columns praised TV's work in the elections. A large number of Canadian advertisers used U.S. stations at the outset of TV. This slackened off considerably, with only the brewery advertisers using the border stations to beam their commercials to Canadian advertisers. In most provinces, the alcoholic beverage industry is prevented from using the airwaves to advertise its products. The TV picture for the fall lacks no advertisers, but some of the following reasons seem to show the problems inherent in the Canadian TV industry.

There are three networks in the U.S. from which the CBC may draw its programs. While an advertiser may want to pick up a particular show from the U.S. to book with the CBC, there is a problem of product compatibility. The CBC prefers programs with Canadian content and talent, realizes the need for balanced programming and likes to use live material despite a shortage of studio facilities (Toronto is the third largest production centre on this continent after New York and Hollywood).

One of the most notable developments in Canadian TV programming this year has been the number of Canadian advertisers who have been taking 52-week showcasing. This works to the advertisers' advantage with the annual continuity discounts.

Harry J. Allen Jr.

Canadian Broadcasting Corporation

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TELEVISION STATIONS

(The following listing of television stations includes stations granted a license to operate by the Department of Transport upon recommendation of the Canadian Broadcasting Corp. Board of Governors, as well as those stations whose applications have been approved, but not yet in operation.)

ALBERTA

Calgary

CHCT-TV (Channel 2) CBC

Calgary Television Ltd., 955 Rideau Road, Calgary; 3-3491. Frederick Shaw, pres.; Herb. Stewart, mgr.; Bob Watson, sales mgr.; Ray Torgrud, prog. dir.; Dick Carson, op. mgr.; Lee Crawley, dir. eng.; Cndn reps., All Canada Television; U. S. reps. Weed Television, Inc. Operation: 1954; TV sets in area: 50,000.

Edmonton

CFRN-TV (Channel 3) CBC

Sunwapta Broadcasting Co. Ltd., Jasper Highway, Edmonton; 892-572. G. R. A. Rice, pres. & gen. mgr.; Sid Lancaster, mgr.; Bruce Alloway, sales mgr.; Ted Wadson, chief eng.; George Kidd, prog. mgr.; Cndn. reps., Television Representatives Ltd.; U. S. reps., Canadian Station Representatives Ltd.

Operation: 1954; TV sets in area: 70,000.

Lethbridge

CJLH-TV (Channel 7) CBC

Lethbridge Television Limited, Lethbridge; FA. 7-1521. Hugh Buchanan, pres.; Norman Botterill, genl. mgr.; Lloyd Crittenden, sales mgr.; Vic Reed, chief. eng.; Bob Ranson, prog. dir.; Cndn. reps., All Canada Television; U. S. reps., Weed Television Inc.

Operation: 1955; TV sets in area: 28,600.

Medicine Hat

CHAT-TV (Channel 6) CBC

Monarch Broadcasting Co. Ltd., 520 First Street, Medicine Hat; J. Harlan Yuill, pres.; Robert J. Buss, genl. mgr.; Hugh Pender, Chief Op.; S. F. Gaffney, ehief eng.; Cndn. reps. Horace N. Stovin & Company; U. S. reps. Weed Television. Operation: Sept. 1957.

Red Deer

CHCA-TV

CHCA Television Ltd. License application approved June. 1957.

BRITISH COLUMBIA

Kamloops

CFCR-TV (Channel 4) (CBC Kine)

Twin Cities Television Ltd., 4th Avenue and St. Paul Street, Kamloops; 1021. Ian G. Clark, pres. & gen. mgr; Walter Harwood, sales mgr; Gordon Rye, prod. super.; Jean C. Ross, prog. mgr.; Mrs. Margaret Heron, women's dir.; Ray Wanless, prom. dir.; J. Fred Weber, dir. engineer; Cdn. reps., All-Canada TV; U. S. reps., Weed Television

Operation: 1957; TV sets in area: 1,000

Kelowna

CHBC-TV (Channel 2) (CBC Kine) (Satellite

at Penticton)

Okanagan Valley Television Co. Ltd., 342 Leon Avenue, Kelowna; 4535. J. H. Browne, pres.; Roy G. Chapman, gen. nigr. Operation: 1957; estimated homes, 110,000.

Vancouver

CBUT (Channel 2) CBC

Canadian Broadcasting Corp., 701 Hornby Street, Vancouver; TAtlow 0246. Hugh Palmer, director of television; R. L. Whiteside, technical director; J. D. Patterson, film dir.; M. L. Munro, prog. dir.; R. L. Elson, news dir.

Operation: 1953; TV sets in area: 217;000.

Victoria

CHEK-TV (Channel 6)

CHEK-TV Ltd., 1450 Douglas Street, Victoria; David M. Armstrong, pres.; Ted Bissland, ops. mgr.; Douglas Keough, comm. mgr.; Bob Hallock, prod. super.; Jim Bogyo, news. dir.; Cndn. reps., Television Representatives Ltd.; U. S. reps., Forjoe Inc.

MANITOBA

Brandon

CKX-TV (Channel 5) CBC

Western Manitoba Broadcasters Ltd., 2940 Victoria Avenue, Brandon; 5393. John B. Craig, pres. & man. dir.; Archie Olson, sales mgr.; Douglas A. Lee, prog. ngr.; Jim Struthers, news; Allan Gomez, chief eng.; Cndn. reps., All-Canada Television; U. S. reps., Weed Television Inc. Operation: 1955; TV sets in area: 13,288.

Winnipeg

CBWT (Channel 4) CBC

Canadian Broadcasting Corp., 541 Portage Avenue, Winnipeg; SP. 4-2541. W. G. Carpentier, dir. of TV.; B. D. MacPherson, prog. dir.; H. C. Heywood, tech. director; A. W. Dentry, news dir.; film dir., Miss G. M. Brown; reps. Canadian Broadcasting Corp.

Operation: 1954; TV sets in area: 99,000.

NEW BRUNSWICK

Moncton

CKCW-TV (Channel 2)

Moncton Broadcasting Co. Ltd., Halifax Street, Moncton. Fred A. Lynds, pres. & genl. mgr.; Hubert Button, prog. dir.; Keith Chase, mgr.; Bruce Masters, sales mgr.; Keith MacConnell, ehief engr.; Candn reps., Horace N. Stovin & Co.; U. S. reps, Canadian Station Representatives Ltd. Operation: 1954; TV sets in area: 60,000.

Saint John

CHSJ-TV (Cannel 4)

New Brunswick Broadcasting Co. Ltd., 14 Church Street, Saint John, N. B.; 3-3304. T. F. Drummie, pres.; George Cromwell, genl. mgr.; Jack G. Bishop, chief engr.; William Stewart, prog. dir.; Candn reps., All-Canada Television; U. S. reps., Weed Television Inc.
Operation: 1954; TV sets in area: 80,000.

NEWFOUNDLAND

St. John's

CJON-TV (Channel 6) (with satellite CJOX-TV,

Argentia) Newfoundland Broadcasting Company Ltd., Prince of Wales Street, St. John's; 7105. Geoff. Stirling, pres.; Don Jamieson, genl. mgr.; Jack Baird, sales mgr.; Oscar Hierlihey, chief engr.; Colin Jamieson, prog. dir.; Candn reps., Horace N. Stovin & Co. Ltd.; U. S. reps., Weed Television

Operation: 1955; TV sets in aera: 19,241.

NOVA SCOTIA

Halifax

CBHT (Channel 4) CBC

Canadian Broadcasting Corp., 70 Bell Road, Halifax; 2-8311. G. F. Brickenden, dir. TV; C. F. MacCaul, prog. dir.; J. Simonsen, tech. dir.; reps., Canadian Broadcasting Corp. Operation: 1954; TV sets in area: 67,000.

Sydney

CJCB-TV (Channel 4)

Cape Breton Broadcasters Ltd., Mira Road, Sydney; 3431. Nate Nathanson, pres.; J. M. Nathanson, genl. mgr.; Tom Reynolds, natnl. sales mgr.; R. J. Norton, chief engr.; Douglas Clarke, sales mgr.; John Sone, prog. mgr.; Candn reps., All-Canada Television; U. S. reps., Weed Television Inc. Operation: 1954.

ONTARIO

Barrie

CKYR-TV (Channel 3)

Ralph Snelgrove Television Ltd., Box 69, Barrie; PA. 6-6466. Ralph T. Snelgrove, pres. & genl. mgr.; Charles M. Tierney, sales mgr. & prog. mgr.; Chas. Tierney, comm. mgr.; Bill Harrington, news dir.; J. Mattenley, chief eng.; Cndn. reps., Paul Mulvihill & Co., ntnl., John Hunt, Vancouver; U. S. reps., Canadian Stations Representatives Ltd.

Operation: 1955; TV sets in area: 354,800.

Hamilton

CHCH-TV (Channel 11)

Niagara Television Ltd., 163 Jackson Street West, Hamilton; Jackson 2-1121. Kenneth D. Soble, pres.; Sid J. Bibby, genl. mgr.; Ray Peters, comm. mgr.; Bill Jeynes, chief eng.; Dave Rogers, news dir.; Candn. reps., All-Canada Television; U. S. reps., Canadian Station Representatives Ltd. Operation: 1954; TV sets in area: 583,000.

Kingston

CKWS-TV (Channel 11)

Frontenac Broadcasting Company Ltd., 170 Queen Street, Kingston; 2-4977. Senator W. R. Davis, pres.; Jack Davidson, genl. mgr.; Roy W. Hofstetter, ops. mgr.; Harry M. Edgar, comm. mgr.; Bert Cobb, chief eng.; Candn. reps., All-Canada Television; U. S. reps., Canadian Station Representatives Ltd. sentatives Ltd Operation: 1955.

Ottawa

CBOT (Channel 4) CBC

Canadian Broadcasting Corp., Scott Street, Ottawa; PA. 8-1771. Charles P. Wright, mgr.; reps., Canadian Broadcasting Corp. Operation: 1953; TV sets in area: 166,000.

CBOFT (Channel 9) CBC-French Charles P. Wright, mgr.; reps. Canadian Broad-casting Corp. Operation: 1955; TV sets in area: 166,000

Peterborough

CHEX-TV (Channel 12)

Charly (Channel 12)

Kawartha Broadcasting Company Ltd., Box 657,

Peterborough; RI. 2-0451. Senator R. S. Davis,
pres.; Don Lawrie, mgr.; D. T. Manning, sales
mgr.; A. E. Crump, chief engr.; Gordon Shale,
prog. dir.; Candn. reps., All-Canada Television;
U. S. reps., Weed Television Inc.

Operation: 1955; TV sets in area, 35,000.

Port Arthur

CFCJ-TV (Channel 2)

Thunder Bay Electronics Ltd., 87 North Hill Street, Port Arthur; 4-2404. Ralph H. Parker, pres. & genl. mgr.; Candn reps., All-Canada Television; U. S. reps., Weed Television Inc. Operation: 1954; TV sets in area: 22,400.

Sault Ste. Marie

CJIC-TV (Channel 2)

Hyland Broadcasting Radio-TV Ltd., East Street, Sault Ste. Marie; AL. 6-7494. Mrs. J. S. Hyland, pres.; R. H. Ramsay, gen. mgr.; D. R. Irwin, chief engr.; E. W. Plouffe, sales mgr.; Ron Dodge, prog. mgr.; Candn. reps., All-Canada Television; U. S. reps., Weed Television Inc. Operation: 1954; TV sets in area, 14,500.

Timmins

CFCL-TV (Channel 6) CBC

J. Conrad Lavigne Enterprises Ltd., P.O. Box 620, Timmins. J. Conrad Lavigne, pres.; Rene Bar-

rette, genl. mgr.; Roch Demers, chief eng.; Jean DeVilliers, prog. dir.; rep., Paul Mulvihill. Operation: 1956. Satellite transmitter at Kapuskasing.

Toronto

CBLT (Channel 6) CBC

Canadian Broadcasting Corp., 354 Jarvis Street Toronto; WAlnut 3-5481. Fergus Mutrie, director; Peter McDonald, Prog. dir.; R. Horton, tech. dir.; reps, Canadian Broadcasting Corp. Operation: 1952; TV sets in area: 624,000.

Windsor

CKLW-TV (Channel 9) CBC

Western Ontario Broadcasting Co. Ltd., 825 Riverside Drive West, Windsor; CLearwater 4-1155. J. E. Campeau, pres. & genl. mgr.; S. Cant Ritchie, ops. mgr.; Giles McMahon, sales mgr.; Stewart Clark, dir. engr.; Nora Rubinski, prog. mgr.; Candn. reps., All-Canada Television; U. S. reps., Canadian Representatives Ltd.
Operation: 1954; TV sets in area: 108,518.

Wingham

CKNX-TV (Channel 8) CBC

Radio Station CKNX Ltd., Wingham; 158. W. T. Cruickshank, pres.; G. W. Cruickshank, genl. nugr.; Ross Hamilton, sales mgr.; S. C. Reid, chief engr.; Don Hildebrand, prog. mgr.; Candn reps., All-Canada Television; U. S. reps., Canadian Station Representatives Ltd.
Operation: 1955; TV sets in area: 89,000.

Kitchener

CKCO-TV (Channel 13)
Central Ontario Television Limited, 864 King Street
West, Kitchener; SH. 3-4335. Carl A. Pollock,
pres.; Eugene E. Fitzgibbons, genl. mgr.; William
D. McGregor, ops. mgr.; William Whiting, prog.
mgr.; Alexander Day, chief engr.; Candn reps.,
Joseph Hardy & Co. Ltd., ntnl, & John N. Hunt
& Assoc., Vancouver; U. S. reps., Weed Television Inc.
Operation: 1954. TV sets in agent 311 213

Operation: 1954; TV sets in area: 311,213.

London

CFPL-TV (Channel 10)
London Free Press Printing Co. Ltd., Commissioner's Road, London; 4-2115. Walter J. Blackburn, pres. & man. dir.; Murray T. Brown and Robert A. Reinhart, genl. ngrs.; Glen Robitaille, chief engr.; W. Cliff Wingrove, asst. genl. mgr.; Candn reps., All-Canada Television; U. S. reps., Weed Television, Inc.
Operation: 1953; TV sets in area: 124,850.

North Bay

CKGN-TY (Channel 10)

CKGN-IV (Channel 10)
Tel-Ad Company Limited, Box 630, North Bay;
Studio: Callander; 346-7. G. A. Alger, pres.;
Ced Price, mang. dir.; Fred Noon, sales mgr.;
David Mee, chief engr.; Bill Hart, program dir.;
Candn reps., Paul Mulvihill & Co., Toronto &
Montreal, John N. Hunt & Assoc., Vancouver;
U. S. reps., Canadian Station Representative Ltd.
Operation: 1955; TV sets in area: 14,500.

PRINCE EDWARD ISLAND Charlottetown

CFCY-TV (Channel 13)

Street, Charlottetown; 7347. Mrs. Keith S. Rogers, pres.; Robert F. Large, mgr.; Paul Williams, comm. mgr.; Loman McAuley, prod. dir.; John Jay, chief engr.; Candn reps., All-Canada Television; U. S. reps., Weed Television. Operation: 1956; TV sets in area: 6,000.

QUEBEC .. Jonquiere

CKRS-TV [Channel 12] CBC French
Radio Saguenay Ltee, Sir Wilfred Laurier Street,
Jonquiere, P.Q. Henri Lepage, pres.; Paul J.
Audette, nigr.; Gerard Lemieux, dir. eng.; Odette
Arseneault, prog. nigr.; Candn. reps., Joseph
Hardy & Co. Ltd., John N. Hunt, Vancouver;
U. S. reps., Canadian Station Representatives Ltd.
Operation: 1955; TV sets in area: 32,000.

Montreal

CBFT (Channel 2) CBC French
Canadian Broadcasting Corp., 1425 Dorchester
Street, Montreal; UN 6-2571. Andre Ouimet, dir.
TV.; M. Valiquette, sales mgr.; Charles Frenette,
tech. dir.; Fernand Guerard, prog. dir.; reps.,
Canadian Broadcasting Corp.
Operation: 1952; TV sets in area: 640,000.

CBMT (Channel 6) CBC

Canadian Broadcasting Corp., 1425 Dorchester Street, Montreal; UN 6-2571. Andre Ouimet, dir. TV.; Charles Frenette, tech. dir.; Don McGill, prog. dir.; reps., Canadian Broadcasting Corp., Operation: 1954; TV sets in area: 640,000.

Quebec City

CFCM-TV (Channel 4) CBC French
Television de Quebec (Canada) Ltd., 200 St. Jean
Bosco, St. Foy, Que.; MU. 3-4985. Gaston Pratte,
pres.; Jean A. Pouliot, genl. mgr.; Ernest W.
Miller, commt. mgr; Jacques Filteau, prog. mgr.;
Marcel Chabot, dir. engr.; Candn reps., Joseph
A. Hardy Co. Ltd., Toronto & Montreal; U. S.
reps., Weed Television Inc.
Operation: 1954; TV sets in area: 110,000.

Quebec City

CKMI-TV (Channel 5) CBC
Television de Quebec (Canada Ltec., 200 Avenue St. Jean Bosco, Ste. Foy, P.Q.; MU. 3-4985. Gaston Pratte, pres.; Jean Pouliot, genl. mgr.; Arthur Fitzgibbons, mgr.; Andrew McLellan, prog. mgr.; Marcel Chabot, dir. engr.; Candn. reps., Horace N. Stovin & Company; U. S. reps., Weed Television.
Operation: 1957; TV sets in area: 96,000.

Rimouski

CJBR-TV (Channel 3) CBC
The Central Public Service Corporation Ltd., 6 St.
John Street, Rimouski, P.Q.; 2217. Jacques Brilliant, pres.; Andre Lecomte, genl. mgr.; L. P.
Cliche, sales mgr.; Real Therrien, chief engr.;
Francois Raymond, prog. dir.; Candn. reps.,
Horace Stovin & Company; U. S. reps., Canadian
Station Representatives Ltd.
Operation: 1954; TV sets in area: 30,000.

Rouyn

CKRN-TV [Channel 4]
Northern Radio Nord Inc., Rouyn, P.O. D. A.
Gourd, pres. & mang. dir.; G. Chartrand, comm.
mgr.; Jean G. Langevin, chief engr.; Candn.
reps., Joseph A. Hardy & Co. Ltd.; U. S. reps.,
Weed Television.

Operation: 1957.

Sherbrooke

CHLT-TV (Channel 7)
La Tribune Ltee., 221 Dufferin Street, Sherbrooke, P.Q.; 9-2525. Paul Desruisseaux, pres.; A. Gauthier, mang. dir.; J. L. Gauthier, comm. mgr.; Pierre Brunneau, prog. dir.; Candn. reps., Joseph Hardy & Company Ltd.; U. S. reps., Adam J. Young, Jr.

SASKATCHEWAN

Regina

CKCK-TV (Channel 2) CBC
Trans-Canada Communications Ltd., Leader-Post
Bldg., Regina; LA. 3-6671. Clifford Sifton, pres.;
Harold Crittenden, genl. mgr.; Lloyd Westmoreland, sales mgr.; Ernie Strong, chief eng.; Larry
Glover, prog. dir.; Cndn. reps., All Canada Television; U. S. reps., Weed Television Inc.
Operation: 1954; TV sets in area: 42,500.

Saskatoon

CFQC-TV (Channel 8) CBC
A. A. Murphy & Sons Ltd., 216 First Avenue
North, Saskatoon; 2-6611. A. A. Murphy, pres.;
G. Blair Nelson, genl. mgr.; Walter Romanow,
ops. mgr.; Greg Barnsley, prog. mgr.; Lyn
Hoskins, chief eng.; Cndn. reps., Television Representatives Ltd.; U. S. reps., Canadian Station
Representatives Ltd.
Operation: 1954; TV sets in area: 30,500.

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John N. Hunt

198 West Hastings St., Vancouver. Tatlow 6277. John N. Hunt

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J. F. Horler, TV Director.

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Ramsay Lees, TV Director.

Benton & Bowles, Inc.

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Ralph S. Butler, TV Director.

John McKenney Bingham Ltd.

34 Front St. W., Toronto. EM 2-2641. Llewellyn Lewis, TV Director.

Bradley, Venning & Hilton Ltd.

II Yorkville Ave., Toronto. WA 2-3138.
Laura F. Baker, TV Director.

Breithaupt, Milsom Ltd.

44 Eglinton Ave. W., Toronto. HU. 1-5251. Rick Campbell, TV Director.

Brooks Advertising Ltd.

21 Dundas Sq., Toronto. EM 8-2396. Herb Brooks, TV Director.

Brown & Mitchell Ltd.

735 Davie St., Vancouver. TA. 7277.

John McPherson, TV Director.

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133 Richmond St. W., Toronto. EM 6-5801. Jim McRae, TV Director.

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1247 Guy St., Montreal. Fl 5257. Ralph Novek, TV Director.

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 L. E. Schofield, pres.
 Irvin Teitel, mgr., 80 King St. W., Toronto, EM 3-3051.

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Bob Howe, TV Director.

Cockfield, Brown & Co., Ltd.

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Bill Hannah, TV Director.

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Alan Savage, TV Director.

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J. M. Tierney, TV Director.

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Vic Gray, TV Diretcor.

Dancer-Fitzgerald-Sample (Canada) Ltd.

200 St. Clair Ave. W., Toronto. WA 4-842F Gilbert Nunns, TV Director.

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Russell T. Kelley Ltd.

447 Main St. E., Hamilton. JA 2-1155,

Gordon Hinch, TV Director

Kenyon & Eckhardt Ltd.

80 King St. W., Toronto. EM 3-8314. Gordon Hinch, 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.

III Richmond St. W., Toronto I. EM 4-0321. Hugh Horler, TV Director.

Montreal: 410 Dominion Square Bldg.
R. Saucier, TV Director.

Vancouver: 1240 Pender St. W. J. W. Hoyland, TV Director.

McCann-Erickson, Inc.

200 Bloor St. E., Toronto. WA 2-2133.

Don MacMillan, 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. Aubrey C. Green, TV Director.

W. A. McCracken Ltd.

153 St. Clair Ave. W., Toronto. WA 4-0721.
Mrs. Marjorie Graves, TV Director.

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W. L. Charland, TV Director.
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William C. Brennan, TV Supervisor.

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J. Ketter, Mgr.

Muter, Culiner, Frankfurter & Gould Ltd.

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M. Tyler, TV Director.

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Suite 606, Castle Bldg., 1410.

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John A. Rodkin, TV Director.

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Peter Golick, TV Director.

Toronto: 108 Peter St. EM 3-0237.

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1224 St. Catherine St. W., Montreal. UN 1-4764. Monty Isaacs, TV Director.

501 Yonge St., Toronto, WA 4-9779. Gordon Allen, TV Director.

Spitzer & Mills Ltd.

50 King St. W., Toronto I, EM 6-2811. T. R. Hart, TV Director.

3405 Addington Ave., Montreal. HU 1-0344. P. Corbeil, TV Director

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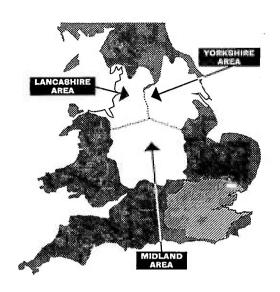
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THE BRITISH YEAR IN REVIEW

by PETER BURNUP

London, August, 1957 N THE just issued trading accounts of the Associated British Picture Corporation for the year to March 31, 1957, it is recorded that the corporation's offshoot, ABC Television, contributed a "satisfactory profit"; whereas in the previous year—that of the inception of the TV venture—an initial trading loss of around £100,000 had been absorbed in the parent corpora-

Commercial television started its opera-Varying though vague claims had been made in the earlier months of 1957 that the commercial system, controlled by the Independent Television Authority, had by then become financially solvent. The figures of ARC the corporation operators at the of ABC-the corporation operates as the weekend programme contractor to I.T.A's stations in Yorkshire, Lancashire and the Midlands—are the first positive proof that commercial TV in this country is not only viable but prosperous. They are accepted here, moreover, as abundant justification of Sir Winston Churchill's momentous declaration that "in the expanding field of Television an element of competition had become desirable'

In the less than two years of the commercial system's life the number of domestic reception licences has leapt from 4½ million to well in excess of 7 million. Also to be recorded is a discernible improvement in the programmes proffered by the hitherto somewhat prim British Broadcasting Cor-

poration.

BBC's fourteen transmitters-fi-The nanced wholly out of the proceeds of licence fees increased lately from £3 to £4 annually—gives Britain a virtually nationwide TV coverage; proportionately greater than that of any other country. It is estimated that the service is now available to 97 per cent of the population of the United Kingdom. At this time, of the in excess of 7 per coverage by the issued is million homes covered by the issued li-censes, some 3½ million only are to be reached by the commercial system.

Four only of the planned I.T.A. stations are in operation, but three more will go into service in the very near future. The Authority—as tightly hedged round with prohibitive sanctions as is the BBC itself—visualises the time when it, too, will provide

a virtually nationwide coverage.

The corporation has long claimed the right to establish an alternative TV programme of its own and has stated from time to time that the requirements of its controlling Charter could not be satisfactorily fulfilled through the operation of a

"Throughout its existence", says the corporation's current handbook, "the BBC has been called upon to provide services of the full range embraced in the three words which figure in the preamble of the BBC's Charter-information, education and enter-tainment. Experience has shown that to satisfy the many groups of a mass audience it is necessary to offer a choice between two programmes planned to contrast with each other. Experience has also shown that, in broadcasting, competition often tends to-wards a choice between different programmes of the same kind. A genuine choice of programme can be given regularly only by means of planned alternatives and by services which complement each other as a result of overall planning".

Staking its claim to second programme rights, the corporation refers also to "the

need to serve the varying tastes, aptitudes and interests of millions of viewers" and interests of millions of viewers" and cites in that connection a declaration of Sir George Barnes, its recently retired televi-sion director, in the following terms: "To seek success in popularity alone is a trivial use of a great invention. Mass without mind always comes a cropper and for at least some of the time Television must appeal to the individual and the variety of tastes in each one of us". Those laudable

sentiments will undoubtedly be approved by a minority of viewers at least.

But the Independent Television Authority also has responsibilities placed upon it by the continuous Act of Declaration with by the enabling Act of Parliament which demands that its programmes be of "high quality both as to transmission and the matter transmitted". Advertisements, the Act insists, 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

shall not be so great as to detract from the value of the programmes "as a medium of entertainment, instruction and information".

Matching the BBC's lofty declaration, I.T.A.'s director-general Sir Robert Fraser speaks of "the closed circle" being broken and of the way being opened "for a great inform of new telent and enterprise into the inflow of new talent and enterprise into the most powerful medium of communication ever to be devised; as far as we can see, the ultimate medium". Sir Robert points out also that the Act of Parliament enjoins the Authority to "enlist in the great new enterprise all those in national life who seemed best qualified to help"; in plainer words, persons or institutions of high repute

actively concerned previously with radio,

public entertainment or the press.

The Government discreetly has deferred its decision in regard to the BBC's second programme claim. It may well be that Whitehall will think the claim unjustified in view of the now firmly entrenched commercial service and in especial regard to the country's currently straitened economy.

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The "mass audience" certainly has drifted largely from BBC to ITA and a year ago the fear was widely expressed that the march of events would inevitably lead to a sponsorship system in spite of the fact that sponsorship was specifically and precisely prohibited in the Act of Parliament. Programme contractors probably find it politic to bow toward influential advertisers and to be be also their programmes by allowing men who pay the piper to largely call the tune.

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But the now proven solvency of the commercial system appears to have removed, at least for the time being, any threat of overt sponsorship. And the competition from I.T.A. has undoubtedly improved the BBC programmes. There's a more mature flavour, a sharper edge, in those programmes. Lately, the Duke of Edinburgh inaugurated on BBC screens the International Geophysical Year in a 75-minute programme. It might have developed into a tedious, didactic occasion. Instead it held the whole of Britain enthralled. Responsible American TV men described the programme as an unforgettably thrilling experience.

The allegation is freely and frequently made here that the authorities—notably the BBC—are wilfully laggard in the development of colour-vision. It is now seven years since the first public demonstration of colour TV was made over a closed circuit. At that time, admittedly, the prospects of colour broadcasting were not great. Although the means of reproducing colour pictures of high quality were shown to be available, no satisfactory method of transmission was known which would allow colour broadcasting to be introduced alongside black and white. Since then experiments have continued but only—so the allegations run—in sporadic fashion.

A further series of radiated experimental colour transmissions was begun by the BBC in October, 1955, with the approval of the Postmaster General and in cooperation with the radio industry. These transmissions outside normal programme hours, were put out in the London area on the medium-power reserve transmitters at Alexandra Palace. Their purpose was to explore under practical reception conditions the degree of compatibility of the system being used, which is based on the American N.T.S.C. pattern, and to determine whether this sytem is capable, when adapted to British standards, of producing a consistently good colour picture.

A series of tests, says the BBC, has since been carried out on the compatibility aspect of the system, and evidence has been obtained from questionnaires completed by a large number of viewers using normal commercial receivers in their homes. The experiments are continuing, the Corporation adds, and other systems may be tested later. The data will be made available to the Government's Television Advisory Committee, the controlling authority in all such matters. But the nub of the matter clearly continues to lie in Britain's stubborn clinging to the 405-line standard.

Ing to the 405-line standard.

The comment of C. O. Stanley in that regard—Mr. Stanley is chairman of Pye Limited and one of this country's leading TV authorities—is apt. Says Mr. Stanley: "It is inconceivable that any of the European countries will broadcast colour by any method other than the N.T.S.C. system, tailored to suit their existing standards of 625 lines. The question remaining in the United Kingdom is whether it might be transmissions for this country based on the international 625-line standard used throughout Europe and a large part of the world."

It is generally believed that it will be at least five to seven years before colour-

vision comes to Britain.

The Government's plans for a European common market have become a major political talking point here. And inevitably they will afford an added incentive to the already rapidly expanding Eurovision system. The BBC's first cross-channel TV transmission was made in August, 1950, by means of a link between the Corporation and Radiodiffusion-Television Francaise. By June 6, 1954, a network of 44 transmitters in eight separate countries had been formed. The highlight of the first day's programmes was a visit to the Vatican, at the end of which viewers throughout Europe were able to see and hear His Holiness the Pope. Currently, selected programmes from abroad are shown regularly on BBC Television, with the participation on occasion of up to fourteen networks.

Motion picture men here still endeavour to assess the ultimate impact of television on their business. The fall-off in theatre attendances—reaching serious proportions in many situations—is there for all to see. Moreover, John Davis, head of the Rank Organisation, warns that the worst is yet to be. Realist Mr. Davis points out that in excess of 7 million receivers are already in use in this country against the 12½ million potential points of reception: and that the gap is being closed at the rate of one million a year.

The Rank chief asserts that coin-in-theslot TV—held up momentarily by Governmentally ordained restrictions on capital investment—will also be in operation here within the foreseeable future; as will large screen television. Revealing that his organisation already has invested large sums of money in the development of a large screen process, he makes a challenging demand that the motion picture industry harness both coin-in-the-slot TV and the large screen process to its own purposes. Mr. Davis is not alone in advocating a form of integration between the film industry and TV

With Granada Theatres and the Associated British Picture Corporation already soundly "integrated" as programme contractors—and doubtless having regard to the just disclosed "satisfactory" profit which thereby accrues to the latter—the august Rank Organisation itself is reportedly contemplating a similar step by applying for the office of programme contractor to the commercial station which soon will cover a large viewing range on the south coast of England and the immediately impinging area. The I.T.A. authorities will doubtless look upon the organisation as a highly satisfactory candidate and one particularly well equipped with the knowhow; having regard not only to its well run and widely spread theatres, but to the immense success which has lately attended its film production at Pinewood Studios. But the Rank Organisation is no stranger to TV operations.

In the course of the remarkable involutions which attended the rise to its present ascendency the organisation found itself direct heir to the achievements of the late and visionary John Logie Baird, spoken of still this side as the first man in the world to make television practicable in the field of entertainment. It is certainly the fact that the possibilities of wide screen TV were first revealed dramatically by use of the Baird system as long ago as early 1939 when a prize fight taking place miles away was televised to crowded audiences in two theatres in London's West End.

It is still lamented among television engineers here that the impact of war a few months later put an imperative stop to all such experiments and thereby handed over the TV lead—so the allegation runs—to the U.S. Nevertheless, intensive and progressive research has been carried on by the Rank Organisation's engineering division

ever since the War.

On a number of occasions wide screen TV has been shown in select Rank theatres up and down the country, with remarkable success, of outstanding sporting events and, notably, of the Coronation of Queen Elizabeth.

An air of unreality characterises much of television thinking among film men generally and exhibitors in particular. Keenly aware that a considerable proportion of any run-of-the-mill TV programme must consist of filmed material, sensing also the desirability of controlling the supply to the net-

works of films which might still have commercial life in the theatres, producers and distributors declared themselves ready to treat with the enemy. Exhibitors, on the other hand, stood angrily aloof—in the manner of Mrs. Partington determined to brush back the Atlantic with a hand-broom—with some of them claiming that a trade ban should be imposed on any renter, British or American, who supplied a commercial theatre film to either BBC or ITA.

All that despite, and without exhibitor approval, the two trade bodies worked out an agreement with the BBC providing that no affiliated distributor would furnish the corporation with a film that had been produced later than 1948; in other words, that in effect all the feature films supplied to the

BBC would be at least ten years old.

The Corporation agreed also that its normal requirements would be limited during the year to 12 feature films in the English language, four full-length films in a foreign language and four documentary films. There was the tacit understanding also that the BBC would continue to cooperate with distributors in the exploitation of their films due for West End showing, or about to go on release. That arrangement was admittedly of value to the BBC—and to the commercial networks also; for they, too, play that way—in obtaining a ten or fifteen minute "interest" item at little cost. Further indications of confused TV

Further indications of confused TV thinking among film men abound. In the last report of the National Film Finance Corporation, for example, it was disclosed that an advance had been made in aid of "pilot" films for TV use. An indignant outcry forthwith arose complaining that the corporation had been created for the sustenance of a failing film-production industry and, by inference (so the complainants averred), of films intended for the cinema only. David Kingsley, the corporation's managing director, was swift to point out that his terms of reference in the enabling Act of Parliament related to "cinematograph films" as such.

Moreover, as Sir Robert Fraser, director general of the Independent Television Authority, pointed out with like promptness, British-made TV films have emerged in a very short time as rich dollar-earners. Suggestions had been widely made that programme contractors to the commercial stations were swamping their programmes with allegedly "mushy" American offerings in order to appease advertisers; with the inevitable corollary that a Governmentally enacted Quota for British material be introduced in line with that operating in cinemas.

It was officially stated then (as might readily have been established by an inspection of the published programmes) that, of the 55 hours of programmes put out weekly by the commercial stations, American films ac-

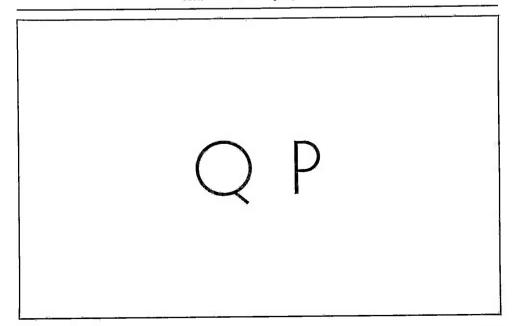


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counted for seven hours only. Moreover, Sir Robert Fraser then produced the Authority's figures which disclosed that between £800,000 and £1 million a year had been spent until then on imported films. Whereas sales abroad of British TV films by programme contractors or TV film producers had brought in at least £2 million a year. That figure is now on the increase.

John Davis pinpointed his above-mentioned cautionary warning with the prophesy that nothing can stop a material contraction in the number of cinemas operating in the Western world. "That number", said Mr. Davis, "is presently excessive; particularly when you bear in mind that today it is approximately the same as ten to twenty

years ago

Sir Michael Balcon, acknowledged doyen of film production, had a crumb of comfort for distracted exhibitors faced with the prospect of agonising reappraisal postulated by John Davis. Referring to the immense volume of production demanded of artists, craftsmen and technicians in television, Sir Michael said: "It is not difficult to foresee the time when television will be too exhausted of creative ideas and skill to hold its audience."

Mr. Balcon is assured that when that time comes the tide of favour will turn and the public return to the cinema. But not into the cinema as we know it. Not only

has the day of the immense cinema palace gone, but the number of all types of cinemas will have to be reduced further. Sir Michael foresees fewer, but socially and artistically more exciting, films shown in fewer cinemas for longer runs. He looks for the cinema craft and industry rationalised and stripped for action in the fight against television at all levels from the studio to the exhibitor.

Sir Michael, gifted with foresight and vision more than most, clearly discerns a time when theatre and television may coyly settle down into an era of peaceful co-existence. Most TV men, infused with the current spirit of eager resurgence, would reject that doctrine wholeheartedly. There is, nevertheless, a hard core of thoughtful and responsible persons on both sides of the fence who opine that more cooperation between the film industry and television should be part and parcel of the rationalisation process now in progress in the former.

The implementation of that need—so those authorities aver—will become in the course of the next decade the prime concern of sage pundits in both camps.

But how soon and in what fashion integration may be effected remains momentarily one of the imponderables of show business

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(Set up under the Television Act, 1954 which provided for setting up an Independent Television 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.

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Directors: Anthony Blond, Kenneth Hume. (TV films).

ALLIANCE FILM STUDIOS LTD.

Twickenham Studios, The Barons, St. Margaret's, Twickenham, Middlesex. Telephone: Popesgrove 9063.

Directors: K. W. Shipman, G. J. Shipman. Secretary: D. E. Borlindor. (TV films, Studio facilities).

ALPHA TV SERVICES (BIRMINGHAM)

LTD.
TV Theatre, Aston, Birmingham, 6.

Directors: Howard Thomas, William Cartlidge, R. L. Meyer, Val Parnell. General Manager: Bernard Greenhead. (Studios).

ANGLO-SCOTTISH PICTURES LTD. London Film Studios, Shepperton, Middle-sex. Telephone: Chertsey 2611.

Directors: B. Davies, L. Reeve, J. Crichton Slagg. (TV films).

ANGLO-SCOTTISH PRODUCTION FACILITIES LTD.
Manygate Lane, Shepperton, Mic Telephone: Walton-on-Thames 6341. Middlesex.

Directors: E. Andrews, B. Davies, L. Reeve, N. Snowdon.

ANVIL FILMS LTD.

Beaconsfield Studios, Beaconsfield, Bucks. Telephone: Beaconsfield 557.

Directors: Ken Cameron, Ralph N. May, R. K. T. Scrivener, R. I. C. H. Warren. (TV shorts)

TV AND RADIO PRODUC-ARLINGTON TIONS LTD. 160 Piccadilly, London, W.1. Telephone: Hyde Park 8238.

Managing Director: John Beard. (Production TV Quiz Programmes)

ARROW FILM DISTRIBUTORS LTD. 26 Noel Street, London, W.1. Telephone: Gerrard 9449.

Chairman & Managing Director; John George Taylor.

(Entertainment and advertising material)

ASSOCIATED BRITISH PICTURE CORPORATION LTD.
Elstree Studios, Boreham Wood, Elstree,
Herts: Telephone: Elstree 1600.

Directors: Sir Philip Warter (Chairman), Eric G. M. Fletcher, M.P., C. J. Latta (Managing), Robert Clark, D. J. Goodlatte. (Entertainment material)

ASSOCIATED BRITISH-PATHE LTD. 133-5 Oxford Street, London, W.1. Tele-phone: Gerrard 4314.

(Commercials and studio facilities).

AUSTRALIAN BROADCASTING COMMISSION 54 Portland Place, London, W.1. Telephone: Langham 9601. Cables: Austrast, London.

Overseas Representative: T. W. Bearup.

AUTOCUE (GREAT BRITAIN) LTD.
7 Harley Street, London, W.1. Telephone:
Langham 5391-4.

Director in Charge: John Whitney. (Electronic script cue-ing device)

HAROLD BAIM PRODUCTIONS LTD.

199 Piccadilly, London, W.1. Telephone: 199 Piccadilly, London, Regent 5640.

Directors: Harold Baim, Glenda Baim. (TV films).

BASIC FILMS LTD. 1 Soho Square, London, W.1. Telephone: Gerrard 7015.

Directors: J. B. Napier-Bell, Leon Clore (Managing), John Taylor, E. P. Aizlewood, B. Vincent.

(Live action and cartoon commercials).

ANTONY BEAUCHAMP (LONDON) LTD. Flat 1, 30 Hyde Park Gardens, London, W.2. Telephone: Ambassador 2525.

Directors: Antony Beauchamp, Sarah Beauchamp. (Producers TV Films).

BERKELEY FILMS LTD. 54 Upper Montagu Street, London, W.1. Telephone: Paddington 5844.

Directors: G. Brian Stanford, Elwyn Ambrose, Brenda M. Cooper. (Advertising Material).

THE BIG SIX FILM UNIT
"Big Six" House, 186/188 Shaftesbury Avenue, London, W.C.2. Telephone: Covent Garden 3227.

Studios and cutting rooms: 35 Endell Street, London, W.C.2. Telephone: Temple Bar 7852.

Producer: Edward Cook. (TV Films).

BIOGRAPHIC CARTOON FILMS LTD. 11 Noel Street, London, W.1. Telephone: Gerrard 9682.

Directors: Bob Godfrey, Keith Learner. (Cartoon, live action, puppets).

BIRMINGHAM COMERCIAL FILMS LTD. 8-10 Lozells Road, Birmingham 19. Tele-phone: Birmingham North 8486.

(Producers: TV Commercials, TV Newsreels). BODICEA FILM STUDIOS 10 West Hill Road, London, S.W.18. Tele-phone: Vandyke 5505.

Managing Director: J. Searle-Shirley. Production Director: K. A. Guy. (Entertainment & Advertising material).

BOULTON-HAWKER FILMS LTD. Hadleigh; Suffolk. Telephone: Hadleigh 2235.

Directors: K. P. Boulton, M. J. Boulton.

BREVIS FILMS
9 Oxford Street, Manchester, Telephone:
Central 3815.

Sales Manager: W. Fairhurst. (Entertainment and advertising material).

BRITISH ALFA FILMS LTD. 148 Southampton Row, London, W.C.1. Telephone: Terminus 1195.

Directors: P. A. Haymsen, Henry Haymsen. (Entertainment and advertising material).

BRITISH COMMONWEALTH INTERNA-TIONAL NEWSFILM AGENCY LTD. 10 School Road, London, N.W.10. Telephone: Elgar 4030.

Managing Editor: Kenneth Dick. (International newsfilm service).

BRITISH DOCUMENTARY FILMS LTD. 37 Furzehill Road, Boreham Wood, Herts. Telephone: Elstree 2646.

Directors: Ronald Haines (Managing), Jean Haines. (Entertainment material, studio facilities).

BRITISH FILMS LTD. 199 Piccadilly, London, W.1. Telephone: Regent 2828.

Directors: The Marquess of Linlithgow (Chairman). K. L. Lockstone (Managing), H. Russell Smith, M. Lockstone.

(Live commercial, animation, special effects, studio facilities).

BRITISH NEWSREEL ASSOCIATION SERV-ICES LTD. Nascreno House, Soho Square, London, W.1. Telephone: Gerrard 7931.

Directors: Sir Gordon Graig, L. Castleton Knight, G. T. Cummins, H. Norris. (Newsreel service).

CHRISTINE BRUCE PRODUCTIONS LTD. National House, 60/66 Wardour Street, London, W.1. Telephone: Gerrard 8788.

Chairman & Producer: Danny Carter. (Live action programme material, animation & cartoons).

BRUNNER LLOYD & CO. LTD. 23 Denmark Street, London, W.C.2. Tele-phone: Temple Bar 2519.

Directors: G. M. Lloyd, P. Brunner, C. Hutson, R. Wemyss, J. Newham. (Entertainment and advertising material).

BURLINGTON FILMS LTD. 12 Buckingham Street, London, W.C.2. Tele-phone: Trafalgar 1688.

Directors: John F. Argyle (Managing), G. W. A. Gray (Secretary). (TV films).

BURNELL PRODUCTIONS LTD. 98 Mount Street, London, W.1. Telephone: Grosvenor 1463.

Directors: G. J. Burger, C. W. Burger. (Entertainment and advertising material).

CAVALIER FILMS LTD. 34 Deacon's Hill Road, Elstree, Herts: Tele-phone: Elstree 1403.

Chairman & Managing Director: M. A. Rogers. (Specialised films, documentary, commercials).

CINEVISTA LTD.

115 Melrose Avenue, London, N.W.2. Tele-phone: Gladstone 6879 and 13 Harley Street, London, W.1. Telephone: Museum 9661.

Managing Director: J. Cassin-Scott. (Entertainment and advertising material).

PETE COLLINS LTD. 39 Rookfield Avenue, London, N.10. Tele-phone: Tudor 7263.

Managing Director: James Alfred (Pete) Collins. (Artists).

COLUMBIA BROADCASTING SYSTEM INC. 26 Hallam Street, London, W.1. Telephone: Langham 1166.

London Director and European Representative: Howard K. Smith. (News, radio and film coverage).

CONBARR PRODUCTIONS LTD.
19 Chapel Side, London, W.2. Telephone:
Bayswater 6033.

Directors: A. Paul Barralet, Derrick de Marney, W. Price. (TV programme material).

CONNAUGHT FILMS LTD. 3-4 Berners Street, London, W.1. Telephone (Production Office) Hendon 6700 and 7078.

MARCUS COOPER LTD. 48a, Charlbert Street, London, N.W.8. Tele-phone: Primrose 5098.

Cooper, M. F. Cooper, Directors: Marcus V. M. P. Cooper. (Advertising material).

CO-OPTED ARTS LTD.
19 Charing Cross Road, London, W.C.2.
Telephone: Trafalgar 6631.

Directors: Alan Russell, Aveling Ginever. (Entertainment & Advertising material).

CONSUL FILM PRODUCTIONS LTD. 145 Wardour Street, London, W.1. Telephone: Gerrard 4566.

Directors: Gordon O'Connell, A. O'Connell. (Entertainment material).

COUNTRYMAN FILMS LTD. 1 Soho Square, London, W.1. Telephone: Gerrard 7015.

Directors: Grahame Tharp, Leon Clore. (Entertainment material).

COUNTY FILMS LTD. 12 D'Arbiay Street, London, W.1. Telephone: Gerrard 8544.

Directors: T. A. Glover, G. Glover. (Live action).

CREST FILM PRODUCTIONS LTD. 171 Shatesbury Avenue, London, Telephone: Temple Bar 3982. W.C.2.

Directors: Derrick C. Wynne, Russell H. Lloyd. (Feature, TV, Documentary & Advertising films).

EMMET DALTON LTD.

1 Bank Chambers, 25 Jermyn Street, London, W.1. Telephone: Regent 3124.

Chairman: Emmet Dalton. (Live action).

DANZIGER PRODUCTIONS LTD. Elstree Studios, Elstree Ros Herts: Telephone: Elstree 3232. Eistree.

Managing Director: Erik F. Blakemore. (TV films).

DATA FILM PRODUCTIONS LTD. 21 Soho Square, London, W.1. Telephone: Gerrard 2826.

(Documentaries, entertainment and advertising films).

FRANCÍS DAY AND HUNTER LTD. 16 Soho Square, London, W.1. Telephone: Gerrard 8275-6.

Bryan Bradley. (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. (Entertainment & Advertising films; Sound Recording, Foreign Version Dubbing).

BERNARD DELFONT TELEVISION (LONDON) LTD.
Westcombe House, Whitcomb Street, London, S.W.1. Telephone: Trafalgar 1671 and Morris House, Jermyn Street, S.W.1. Telephone: Whitehall 9901.

Directors: Bernard Delfont, Robert Nesbitt, William Marsh, Keith Devon.

WALT DISNEY FILM DISTRIBUTORS LTD. 68 Pall Mall, London, S.W.1. Telephone: Trafalgar 8010. Cables: Mickmouse, London.

Directors: Thomas Swan, M.A., LL.B., Cyril James, Cyril Edgar, S. L. Forwood, F.C.A., E. J. Davis.
(Distributors TV Films).

DORLAND ADVERTISING LTD.
Dorland House, 18-20 Regent Street, London, S.W.1. Telephone: Whitehall 0112.
Directors: A. D. McLean (Chairman and Managing director), G. Farrar, R. Hale, M. Price, A. E. Finch.

(Commercials, studio facilities, viewing theatre).

DRUMMER FILMS LTD. Rank Laboratories Ltd., Denham, Uxbridge, Middlesex. Telephone: Denham 2323.

Producer: Martin M. Harris. Director: Ian K. Barnes.

DUBLIN FILM AND TELEVISION PRODUC-TIONS LTD.

11 St. Stephen's Green, Dublin, Erie. Directors: Louis Elliman, Emmet Dalton, Robert Baker.

(Film versions of Abbey Theatre plays with the Abbey Theatre company).

EAGLE STUDIO LTD. 11 St. James's Place, London, S.W.1. Tele-phone: Grosvenor 5441-2-3.

Directors: Anthony Gilkison (Chairman), L. A. D'Arcy Pearce, R. F. Hopkins. (Animation, puppet & model film producers).

EDITORIAL FILM PRODUCTIONS LTD. Cine House, 8 St. Anne's Court, Wardour Street, London, W.1. Telephone: Gerrard 8332-3.

Producer: J. Mellor. (TV Films, cutting rooms, preview theatre). ELDER FILM PRODUCTIONS LTD.
Studio-One-Scotland, Sarocen Head Lane,
Glasgow, C.I., Scotland. Telephone: Glasgow Bell 0252. ane,

Managing Director: John C. Elder. (Documentaries, feature films, newsreel, television commercials, location and studio facili-

EMPIRE FILM PRODUCTIONS Quality House, 1-2 Wardour Street, London, W.1. Telephone: Gerrard 9921.

Directors: Moss Goodman, L. S. Goodman. (Animated cartoon and entertainment films).

DOUGLAS FAIRBANKS LTD. National Studios, Boreham Wood, Elstree, Herts. Telephone: Elstree 1644 & 144 Pic-cadilly, London, W.1. Telephone: Mayfair

Directors: Douglas Fairbanks, K.B.E., D.S.C., Sir Edwin Herbert, K.B.E., H. Allan Hawes, F.C.A., W. Mills, F.C.A., Harold Huth, Tom White, M.B.E., Peter A. C. Marriott. (TV Films).

E. J. FANCEY PRODUCTIONS LTD. Queen's House, Leicester Square, London, W.C.2. Telephone: Gerrard 8770.

Producer: Edwin John Fancey.
(Entertainment & Advertising Films).

FILM CENTRE LTD. 24/25 Conduit Street, London, W.1. Tele-phone: Mayfair 8661.

Directors: Sir Arthur Elton, Margaret Ann Elton, John Grierson, Stuart Legg, Ernestine Roberts, Raymond Spottiswoode. (International distribution TV material).

FILM HOUSE PRODUCTIONS LTD. Film House, 142 Wardour Street, London, W.1. Telephone: Gerrard 6461.

Managing Director: R. W. Dickenson. (TV films, shorts, documentaries).

FILMLET PRODUCTIONS LTD. 17 Berkeley Street, London, W.1. Tele-phone: Mayfair 7494. Studios: 41 Great Windmill Street, W.1. Telephone: Mayfair 7494.

Directors: Ernest Pearl (Chairman), Eric Dane, E. C. Lane, F. J. Osborne, W. H. Smedley (Secretary). (Commercial films).

FILM PARTNERSHIP LTD. 246 Great Portland Street, London, W.1. Telephone: Euston 5292/4.

Directors: Richard Dimbleby (Chairman), R. M. Angell, G. Jennison, M. E. Johns, A. G. Wooster, P. Horwood, T. J. Bayliss. (Programme material & commercials).

FILM SURVEYS LTD. 54 Upper Montagu Street, London, W.1. Telephone: Ambassador 5494/5.

Directors: G. Brian Stanford, H. W. Dallas. (Medical, technical and documentary films).

FILM WORKSHOP LTD. Aulcom House, St. Martin's Street, don, W.C.2. Telephone: Whitehall 8396.

Managing Director: Maxwell Munden. (Entertainment and advertising material).

MAURICE FORD TELEVISION SERVICE 3 Blandford Road, London, W.5. Tele-phones: Ealing 6180, 4347. Cables: Mauriford, Ealux, London. Studios: Park Road, High Barnet, Herts: Telephone: Barnet 1051-2.

Directors: Maurice Ford, G. A. Ford. (Entertainment & Advertising material).

FOUR FALCONERS LTD. National House, 60, Wardour Street, Lon-don, W.1. Telephone: Gerrard 5158.

Directors: James Robertson Justice, Richard Meyer. (TV Programme Producers).

FOUR PROVINCES FILMS LTD.

Rere 30, Lansdowne Road, Dublin. Tele-phone: Dublin 684725.

Cables: Profilms, Dublin.

Directors: John Ford, Brian Desmond Hurst, The Lord Killanin, Tyrone Power, Michael Scott. (Feature & TV films).

FREMANTLE OVERSEAS RADIO AND TELEVISION INC.
59 Ebury Street, London, S.W.1. Telephone: Sloane 5317.

London Manager: Lane Blackwell.
(Distributors TV programme material).

GATEWAY FILM PRODUCTIONS LTD. 470 Green Lanes, Palmers Green, London, N. 13. Telephone: Palmers Green 1003 and 7440.

Directors: W. H. Baddeley (Managing), C. W. Bending, E. J. Chard, L. F. Minter, A. M. Wright.

(Industrial, advertising, educational and religious films).

GATEWAY TELEVISION PRODUCTIONS LTD. 470 Green Lanes, Palmers Green, London, N.13. Telephone: Palmers Green 1003 and 7440.

irectors: W. H. Baddeley, C. W. Bending, E. J. Chard, L. F. Minter, W. B. Tucker, A. M. Wright. Directors: (TV and documentary films).

GEE FILMS LTD. 19 Charing Cross Road, London, W.C.2. Telephone: Trafalgar 6631.

Director: Aveling Ginever. (Entertainment and advertising material).

GLOBAL TELEVISION SERVICES LTD. Summit House, 1-2 Langham Place, don, W.1. Telephone: Museum 8471. Lon-

(Purchasing agent of TV filmed programmes for Australian Broadcasting Commission).

GRIFFIN ANIMATIONS LTD. Castle Hill, Maidenhead, Berkshire. Tele-phone: Maidenhead 9271.

Managing Director: J. H. Griffin. (Animated cartoons).

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. H. Williams (Managing), A. T. Burlinson, K. Lockhart Smith.

Secretary: E. W. Beckett.

Secretary: E. V (Commercials).

HALAS AND BATCHELOR CARTOON FILMS LTD. 10a Soho Square, London, W.1. Telephone: Gerrard 7681-2-3.

Directors: John Halas, Joy Batchelor. (Commercials, studio facilities).

HARTLEY-WARD FILMS LTD. 3 Albemarle Street, London, W.1. Tele-phone: Mayfair 9361.

Executive Producer: B. Charles Dean. (Entertainment and advertising material).

HENRY HALL ENTERPRISES LTD. Steinway Hall, 1 & 2 George Street, Han-over Square, London, W.1. Telephone: Mayfair 1892.

Directors: Henry Hall, Margery Hall, Michael Hall, B. Mundy. (Artistes, Programmes of variety show type, Scripts).

HARPER, CAMPBELL FILMS, LTD. 6-8 Hill Street, Edinburgh, 2. Scotland. Telephone: Edinburgh 34311.

Directors: Alan Harper, W. W. Fulton, W. J. MacLean. Robert Fairfoull. (Live action, stop motion, photo animation).

MAWKE STUDIOS LTD. 22 Chenies Street, London, W.C.1. Tele-phone: Museum 7441. (Advertising designers).

HEARST METROTONE NEWS, INC. Telenews—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. 17 Pembridge Place, London, W.2. Tele-phone: Bayswater 5703.

Directors: Otto Kreisler, C. H. Bonner, A. F. Kreisler. (Television films).

VISUAL PRODUCTIONS LTD. (Subsidiary of Hulton Press, Ltd.) Hulton House, 161-166 Fleet Street, Lo don, E.C.4. Telephone: Fleet Street 5011. Lon-(Programme material)

K HYLTON TELEVISION PRODUC-TIONS LTD. Savile Row, London, W.1. Telephone: JACK Regent 6711.

rectors: Jack Hylton, Sir Alexander H. Maxwell, K.C.M.G., John Baxter, Hugh Charles.

IMPACT TELEFILMS LTD. 9 Great Chapel Street, London, W.1. Tele-phone: Gerrard 3091-3.

Studio: 18 Greek Street, W.1.
Directors: Ronald Hawkes, Gaston Charpentier.
(TV, advertising and documentary films).

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 Cruickshank, J. A. L. Drummond, Anthony Gishford, Leslie Grade, Philip Hyams, Sid Hyams, Hugh Beaumont, J. F. Schlesinger, Suzanne Warner.
(Programme Producers).

INDEPENDENT CINE ART LTD.
32 Great Windmill Street, London, W.1,
Telephone: Gerrard 2337.

Directors: H. G. Casparius, Anne Balfour Fraser, Monica Casparius. (Entertainment material).

INTELFILMS LTD.
8 Cavendish Court, Wigmore Street, London, W.1. Telephone: Langham 4853.

Directors: John Heyting, Brian Kingcombe, E. M. Smedley-Aston.

Executive Producer: Anthony C. Bartley.
(TV films).

PETER JANSON-SMITH LTD. 50 Westminster Palace Gardens, Artillery Row, London, S.W.1. Telephone: Abbey 6159.

Managing Director: Peter Janson-Smith. (Literary agency).

CYRIL JENKINS PRODUCTIONS LTD. 31 Ennismore Gardens, London, S Telephone: Kensington 6204. S.W.7.

Directors: Cyril G. Jenkins, W. E. Rolfe. (Entertainment and advertising material).

JOHNNY JOHNSTON

22 Denmark Street, London, W.C.2. Tele-phone: Temple Bar 1456, 3081, 3082.

(TV Jingles).

KAVANAGH PRODUCTIONS LTD. 201 Regent Street, London, W.1. Telephone: Regent 7811-4.

Directors: Ted Kavanagh, Frank Muir, Denis Norden, Sid Colin, Kevin Kavanagh, George Black, Alfred Black, (TV writers representation).

KENNETH KING ENTERPRISES 102 Great Portland Street, London, W.1. Telephone: Museum 1213.

(Scripts, cartoon and animation service).

KINOCRAT FILMS LTD.
Kinocrat House, Cromwell Road, London,
S.W.7. Telephone: Frobisher 1018-9.
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).

LANGTON FILMS LTD.
34 South Molton Street, London, W.1. Tele-phone: Mayfair 6557.

Directors: A. H. P. Hope, Je Crane, Alfred Shaughnessy. P. Hope, John Croydon, Peter (Entertainment material)

LONDON FILM (Television Services) Ltd. 146 Piccadily, London, W.1. Telephone: Mayfair 8272.

Directors: Harold G. Boxall, Vincent Korda, Sir David Cunynghame. (Entertainment material).

MACQUEEN FILM ORGANISATION LTD. West Street, Bromley, Kent. Telephone: Ravensbourne 8995.

Directors: W. S. Macqueen, N. S. Macqueen. (Advertising, documentary, scientific films commercials).

MANCUNIAN FILM CORPORATION
3 The Parsonage, Manchester, 3. Telephone:
Manchester, Blackfriars 1023.

Directors: M. I. Blakeley, Thomas Blakeley, John E. Blakeley, Jr. (Entertainment & advertising material).

MARTIN FILMS LTD.
11 Duke of York Street, St. James's, London, S.W.I. Telephone: Trafalgar 2888.

Directors: John Martin, G. Baird Smith, Kenneth Pakeman, E. V. Mellor. (Documentary, television, short & feature films).

MARATHON NEWS 73 Delamere Road, Ealing, London, W.5. Telephone: Ealing 4347 & 6180. Cables: Mauriford, London.

Directors: Konstantin Kalser, Maurice Ford. (Newsreel coverage).

MARTLET PRODUCTIONS LTD. 171 Shatesbury Avenue, Lon Telephone: Temple Bar 3982. London, W.C.2.

Executive Producer: Derrick Wynne. (Feature, documentary, TV & Advertising, equipment hirers).

MASH ENGINEERING MODELS LTD. Avenue House, 25 Shaftsbury Avenue, London, W.1. Telephone: Gerrard 3362. General Manager: H. J. Anthony. (Scale models and displays).

MEADWAY PRODUCTIONS LTD. 18 Rupert Street, London, W.1. Telephone: Gerrard 5861.

Directors: Sydney Goodman, Morton M. Lewis, A. M. G. Gelardi, G. O. Douglas, R. Rash brooke. (Commercials, studio facilities).

M. E. FILMS LTD. 4 Park Lane, London, W.1. Telephone: Hyde Park 2418.

Directors: R. Montgomerie, C. A., M. J. Sadlier, P. E. Hyne.

MERLIN FILM CO. LTD. Clapham Park Studios, Lo Telephone: Macaulay 1082-5. London, S.W.4.

(TV producers).

BOB MONKHOUSE AND DENIS GOODWIN AGENCY ASSOCIATED 52 Upper Montagu Street, Londom, W.1.

Telephone: Paddington 9705/5392. Directors: R. A. Monkhouse, D. I. Goodwin,

E. A. Davis. (Comedy package show-sketches, artists & writers represented).

MOTION PICTURE AND TELEVISION FACILITIES LTD. 262 Watford Way, Hendon, London, N.W. Telephone: Sunnyhill 0131.

Directors: S. D. Onions, Charles W. Green. (Producers programme material).

MOTLEY FILMS LTD. 7 Vigo Street, London, W.1. Telephone: Regent 8609 & 8600.

Directors: Norman Williams, Margaret Williams. (TV films).

CECIL MUSK LTD. Seven Hills Road, Cobham, Surrey. Tele-phone: Cobham Surrey 2617.

Directors: Edward Cecil Musk, Gretchen Roma

(Producers programme material).

NATIONAL BROADCASTING COMPANY

2, Mansfield Street, London, W.1. Telephone: Langham 7778/9.

Burcau Chief: Edwin Newman. Office Manager: Miss Florence Peart. Cameraman: John Peters.

NATIONAL FILM AGENCY 62-64-74 Victoria Street, Manchester 3. Tele-phone: Blackfriars 0334-5.

Directors: E. Barrow (Managing), E. Stott, E. Knowles (Secretary). (Newsreel and TV coverage, studio facilities, cutting rooms, editing, lighting, etc.).

NATIONAL INTEREST PICTURE PRODUC-TIONS LTD. 21 Soho Square, London, W.1. Telephone Gerrard 5843.

Directors: H. T. De Vere Clifton (Chairman), D. F. Cartlay, A. E. C. Hopkins (Managing). (Diagrammatic, model & cartoon animation, instructional, advertising films).

NATIONAL SCREEN SERVICE LTD. Nascreno House, Soho Square, London, W.1. Telephone: Gerrard 4851-5.

Managing Director: Arnold Williams. (Producers trailers, short TV films).

NICHOLAS CARTOON FILMS LTD. Oxford House, Henley-on-Thames, Telephone: Henley-on-Thames 1205, Oxon.

Directors: D. N. Spargo, P. M. Spargo. (Cartoon, diagram, photo animation, etc.).

ORB FILM DISTRIBUTION LTD. 41/3 Wardour Street, London, W.1. Tele-phone: Gerrard 8282.

Directors: Nat Miller, Louise Miller, G. B. Holland. (TV Films).

ORION PICTURE CORPORATION
98 Mount Street, London, W.1. Telephone:
Grosvenor 1463 & 1367.

(Entertainment & advertising material, mobile production units).

PAXTON RECORDS
Paxton House, 36-38 Dean Street, London,
W.1. Telephone: Gerrard 4801.

Manager: recorded music department—Den Berry. (Music library on disc for films, TV and radio).

PEAK FILM PRODUCTIONS LTD. 37 Devonshire Street, London, W.1, Tele-phone: Welbeck 2994.

Managing Director: J. S. Frieze. (Live action).

PEARL & DEAN (PRODUCTIONS) LTD. 17 Berkeley Street, London, W.1. Tele-phone: Mayfair 7494 and Southall Studios, Gladstone Road, Southall, Middlesex. Tele-phone: Southall 3281.

Directors: Ernest Pearl (Chairman), Byron Lloyd (Managing Director), A. C. Solomon (Sales (Managing Director), A. C. Solomon Director), W. H. Smedley (Secretary). (Commercials).

PENTAGON FILMS LTD. Stockwells, Berry Hill, Taplow, Maiden-head, Berkshire. Telephone: Maidenhead

Directors: G. A. Anderson, D. P. Furderer, D. H. Dobbs, A. J. Provis, E. Smith-Morris. (Commercials, documentary, cartoon & animation, studio facilities).

PEREGRINE FILM PRODUCTIONS LTD. 23 Albert Terrace Mews, London, N.W.1. Primrose 5849.

Directors: Kay Mander, Deborah Cheshire, (Specialised films, U. K. & Overseas).

PINSCHEWER FILMS, LTD. 102 Bishopsgate, London, E.C.2. Telephone: London Wall 6832.

Directors: Julius Pinschewer, L. J. Burgess, (Secretary) (Advertising material, cartoons).

PLATO FILMS LTD. 18 Greek Street, London, W.1. Telephone: Gerrard 4753/4.

Managing Director: Stanley Forman. (Entertainment and advertising material. Film Library).

PRECISION FILM PRODUCTIONS LTD. 8 Clifford Street, London, W.1. Telephone: Regent 6684.

Directors: Frank H. W. Cox, David Henley. (Entertainment and advertising material).

PRESBURY & CO. LTD. Gloucester House, 19 Charing Cross Road, London, W.C.2. Telephone: Whitehall 3601.

Directors: P. S. Presbury (Governing), J. Guy Presbury, R. Salisbury, W. J. Smith. (Live, animation & puppet communicals).

PRIMROSE FILM PRODUCTIONS LTD. 61 Regents Park Road, London, W.1. Tele-phone: Primrose 7475/7859.

Directors: Louis Hagen, Vivien Milroy, Richard Kaplan (USA). (Live action and animated films).

PURITAN FILMS LTD.
14 King Street, Richmond, Surrey: Tele-phone: Richmond 6668.

Directors: Richard Dir Dimbleby, John Haines. Dimbleby, O.B.E., Dilys (Documentary, travel, puppets and commercials).

PYE LTD. (Associated Companies: Television Transmission Services, Television Recording Services, High-Definition Films, High-Definition Television.) 98 Highbury New Park, London, N.5. Tele-phone: Canonbury 3215.

Chairman & Managing Director: C. O. Stanley. Manager: C. R. Thompson.

(Facilities for TV transmission, filming and studio facilities).

HUGH QUEKETT LTD.
35 Dover Street, London, W.1. Telephone:
Hyde Park 1219. (Plays for TV).

EDRIC RADAGE GROUP LTD. 1-3 Halford Road, Richmond, Surrey. Tele-phone: Richmond 5865.

Chairman & Managing Director: Edric Radage. (Entertainment & advertising material).

RADIO LUXEMBOURG (LONDON) LTD. 38 Hertford Street, London, W.1. To phone: Legation 5961. Tele-

General Manager: G. Clement Cave.
(Representatives of European television production group—Societe Internationale de Programmes pour Telediffusion. British representatives of Tele-Luxembourg).

RADIOVISION LTD. 91 Moorgate, London, E.C.2. Telephone: Metropolitan 0211.

Directors: H. Scott-Thompson, N. D. Miller. (Film units including cartoons, features and animation).

RALEIGH PRODUCTIONS (1953) LTD.
Registered Office: 12 Buckingham Street,
London, W.C.2. Studios: Bray, Windsor, Berkshire.

Directors: Lawrence Huntington, Norman G. Mould. (TV films).

RANDOM FILM PRODUCTIONS LTD. 40 Pall Mail, London, S.W.1. Telephone: Trafalgar 4911.

Directors: F. G. Woosnam-Mills, M. R. Woosnam-Mills, G. C. Lang, D. Blair.
(Documentaries, Advertising, Educational and Entertainment films).

RANK SCREEN SERVICES LTD. 11 Hill Street, Berkeley Square, London, W.I. Telephone: Grosvenor 6353.

Directors: J. Arthur Rank (Chairman), G. A. Holdsworth (Managing Director), J. M. Archibald, John Davis, Mark Ostrer, K. Winckles, B. H. Annett, Patrick Filmer-Sankey. (Commercials).

RAYANT PICTURES LTD.
11 St. James's Place, London, S.W.1. Tele-phone: Grosvenor 5441-2-3.

Directors: Douglas Hill (Chairman), Anthony Gilkison (Managing), T. G. Gilkison, A. M. Hill, R. F. Hopkins. (TV productions).

REALIST FILM UNIT LTD.

9 Great Chapel Street, London, W.1. Tele-phone: Gerrard 1958-9.

Directors: Mrs. Lawrence Wright, Basil Wright, John Alderson, Ralph May, Ken Cameron, (TV films, special effects, studio facilities).

REGENT FILM & TELEVISION PRODUC-TIONS, LTD. 60/66 Wardour Street, London, W.1. Tele-phone: Gerrard 2152-5.

Directors: James A. Wilson, J. T. Rayfield, B. G. Sammes.

(Commercials, cartoons, animation, Entertainment & Documentary).

REPUBLIC PRODUCTIONS (GREAT BRIT-AIN) LTD. Broadwick House, Broadwick Street, Lon-don, W.1. Telephone: Gerrard 5791.

U. K. Representative: Gerald A. Fernback. Directors: R. W. Altschuler (U.S.A.), Reginald Armour (U.S.A.), G. A. Fernback, G. F. Ship-(TV Films)

ROSS RADIO PRODUCTIONS LTD.
7 Harley Street, London, W.1. Telephone:
Langham 5391-4.

Directors: C. F. M. Bailey-Watson, Joseph E. Sturge, Norton B. Whitney. (TV films).

ROXY FILMS (G.B.) LTD. 4 Albemarle Street, London, W.1. Tele-phone: Mayfair 9361-2.

Directors: B. Charles Dean (Executive Producer), E. Dean.
(All types TV shows and commercials, production facilities).

SABRA-TPA PRODUCTIONS LTD. The Gatehouse, Cliffords Inn, E.C.4. Telephone: Holborn 5387. London.

(TV films, stills, commercial spots).

SAPPHIRE FILMS LTD. Walton Studios, Hurst Grove, Walton-on-Thames, Surrey. Telephone: Walton-on-Thames 8811. Cables: Safnet, Walton-on-Thames.

Directors: The Rt. Hon. Lord Wilmot, P. C., J. P., Dennis R. Humm, W. J. Gudgin, A.S.A.A., D. Sandomire (USA), Hannah Weinstein (Executive Producer). (TV films).

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(T.V. Producers).

SCIENCE FILMS LTD.
The Studios, College Slip, Bromley, Kent.
Telephone: Ravensbourne 5150.

Directors: H. Bruce Woolfe, W. E. Woolfe (Managing), K. L. Lockstone, W. L. Winney. (Scientific, animated diagrams and cartoons).

SCREEN GEMS LTD. 142-150 Wardour Street, London, W.1. Tele-phone: Gerrard 4321.

Directors: John B. Cron (Managing), Leslie E. Thompson (Secretary).

Production Supervisor: Irving Starr.

Sales Service Manager: Miss I. I. Ibbott.

(Production and distribution TV film programmes

and series).

SCREENSPACE LTD.
45 Clarges Street, London, W.1. Telephone:
Grosvenor 8573.

Directors: Dimitri de Grunwald (Managing), Andre Sarrut (Producer). (Cartoon, live action, stop motion, puppets, photo animation).

SHARPS' TELEVISION SERVICES LTD. 11 Old Burlington Street, London, W.1. Telephone: Regent 4674.

Managing Director: W. S. Sharps, M.B.K.S. (Commercials, advertising consultants).

SIMPL LTD. 1-4 Lambeth High Street, London, S.E.1. Telephone: Reliance 1488.

Directors: R. McV. Weston, E. M. Weston. (TV test charts, all types).

SOUND-FILM SERVICES LTD. (Props: Cinema Liaison Ltd.). 27 Charles Street, Cardiff, Wales. Tele-phone: Cardiff 25715.

Managing Director: R. Colwyn Wood, M. Brit. I.R.E.

(Entertainment & advertising material).

SOVEREIGN FILMS LTD. 22 Ebury Street, London, S.W.1. Telephone: Sloane 1870 & 1880.

Managing Director: Ian Sinclair. (Entertainment, documentary, & TV films).

STEWART FILMS Orchard Road, Malvern, Worcs. Telephone: Malvern 1975. Studios: Carlton Hill, Lon-don, N.W.8. Telephone: Maida Vale 1141.

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 & TV 16mm films).

TELEFILMS & RECORDERS (LONDON) LTD. Nascreno House, 27/28 Soho Square, London, W.1. Telephone: Gerrard 5965.

Directors: C. W. Green, A. M. Inst. B.E., P. Wall.

(Recording studio and library sound effects and music).

TELE-PRODUCTIONS LTD. 67 New Cavendish Street, Portland Place, London, W.1. Telephone: Langham 9694.

Directors: Eric Robinson, George Clouston, Marcia Glassman.

(Suppliers of artistes, orchestras, composers, conductors, copyists).

TELERECORDING LTD. 24 Austin Friars, London, E.C.2. Telephone: London Wall 1804-6.

Directors: Freida G. Firebrace, H. Hammond-

(Maintains advertising sponsor spots records).

TELEVISION AND RADIO ADVERTISING SERVICES LTD. 51-2 Mount Street, London, W.1. Telephone:

Grosvenor 6040.

Director: Kenneth Gill. Executive: Lawrence Knight. (Producers TV commercials).

TELEVISION FACILITIES (LONDON) LTD. 48a Charlbert Street, St. John's Wood, Lon-don, N.W.8. Telephone: Primrose 5098. (T.V. Films).

TELEVISION FILM STUDIOS LTD.
Park Road, High Barnet, Herts. Telephone:
Barnet 1051.

Directors: J. S. McCartney, D. Welsh, A. Blowey.

(T.V. commercials, newsreels, animations, studio facilities for programme films & second features. Roving cameramen & location services).

TELEVISION IDEAS LTD. 96a Mount Street, London, W.1. Telephone: Grosvenor 7478.

Directors: Robert Bell, Irene Bell. (TV commercial & advertising films).

TELEVISION PRESS AGENCY LTD. The Gatehouse, Cliffords Inn, London, E.C.4. Telephone: Holborn 5381.

(National Monitoring, news and photo coverage).

TELEVISION PROGRAMMES (DISTRIBU-TORS) LTD.

16 Sheraton Street, London, W.1. Telephone: Gerrard 5435/6.

Man. Director: Vernon Burns.

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Directors: Maxwell Munden (Managing), Dennis Randolph Shand.

(Entertainment programmes and commercials).

TELEVISUALS LTD.
24 Bryanston Street, London, W.1. Tele-phone: Hunter 0708.

Managing Director: L. Goldberg. (Advertising material, commercials).

TEMPLAR FILM STUDIOS
7 Lynedoch Street, Glasgow, C.3., Scotland.
Telephone: Glasgow, Douglas 2648.

Director of Production: R. A. Riddell Black, F.R.S.A., M.B.K.S.

(TV productions, news service, sound recording).

THAMES & CLYDE FILM CO. LTD. 41 St. Vincent Street, Glasgow C.1., Sc land. Telephone: Glasgow Central 2601. Director of Production: Stanley Russell.

(Entertainment & advertising material).

THEATRE AND VARIETY PRODUCTIONS

LTD. Adam House, 1 Fitzroy Square, London, W.1. Telephone: Euston 4181.

Directors: Leon Goodman (Chairman), Richard Meyer, Edward Lloyd.

TIMES PRODUCTION LTD. 260 Deansgate, Manchester 3.

Directors: J. Sutro, Carry W. Fennell, Peter Proudman.

(Documentaries, newsreels & 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 CORPORA-TION LTD. 36 Golden Square, London, W.1. Telephone: Regent 8080.

Directors: Sidney L. Bernstein, Alfred Hitchcock. (Entertainment & advertising material).

TRIUMPH FILMS INC. 10 Blomfield Villas, Hyde Park, London,

Director: Peter Hanmer-Farmer.
(Producers of advertising film for commercial TV).

T.V. ADVERTISING LTD.
54 Greek Street, London, W.1. Telephone:
Gerrard 4226. Studios: Film House, Wardour
Street, W.1. Telephone: Gerrard 6461.

Directors: L. S. Hargreaves (Chairman), C. T. Kenworthy (Deputy Chairman), R. W. Dickenson (Managing Director), J. L. Dunfee, The Lord Foley, J. H. Hargreaves, C. J. Maples, F.C.A., S. J. Passmore, The Rt. Hon. The Earl of Warwick and Brooke.

Sales Director: John B. Raper.

(T.V. commercials, shopping guides, motoring margines).

magazines).

T.V. COMMERCIALS LTD.
Adam House, 1 Fitzroy Square, London,
W.1. Telephone: Euston 4181.

Directors: Leon Goodman (Chairman), Richard L. Meyer. (T.V. commercials including animation).

T.V. SCRIPTS LTD. 21 Hertford Street, London, W.1. Telephone: Mayfair 8651.

Directors: Eric Maschwitz, J. A. Roberts, Jack Payne, A. W. Watkins. (Programme company).

UNITED FILM PRODUCTIONS LTD. 10 West Hill Road, London, S.W.18. Tele-phone: Vandyke 5505.

Directors: J. S. W. Searle-Shirley, J. A. Searle-Shirley, Peter W. Miles.
(Entertainment & advertising material).

UNITED MOTION PICTURES (LONDON)

LTD. 24 Denmark Street, London, W.C.2. Tele-phone: Temple Bar 2025.

Directors: Jack Sheppard, Forbes Taylor. (Live action).

VIDEO SHOWS LTD. 24 Austin Friars, London, E.C.2. Telephone: London Wall 3000.

Directors: Oliver Smedley, J. A. Collins, T. Scott Sutherland, H. B. Richardson. (T.V. Programme material).

VOICE OF LONDON LTD. 71-75 New Oxford Street, I Telephone: Temple Bar 9393. London, W.C.1.

Executive Producer: D. P. Weiner. (Commercials, studios)

WALLACE PRODUCTIONS LTD.

8 Berwick Street, London, W.1. Telephone: Gerrard 2639.

Directors: The Hon. A. G. Samuel, A. C. Curtice, Mrs. D. M. Allen. (Entertainment & advertising material).

WALTON STUDIOS LTD. Walton-on-Thames, Surrey. Telephone: Walton 8811.

Directors: Hyman Stone (Chairman), H. Hackett (USA), Mrs. H. Weinstein (USA), J. G. Saunders, J. K. Morris. (Studio facilities).

F. G. WARNE LTD.
13 Small Street, Bristol, 1. Telephone Bristol 22369.

Directors: R. F. Warne, F. B. Warne, (Advertising and newsreel material)

WARWICK TELEVISION PRODUCTIONS LTD.

3 Audley Square, London, W.1. Telephone: Grosvenor 7621.

Directors: Harold Huth, M. T. Elms, Phil C. Samuel. (TV films).

WESTERN TELEVISION LTD.

11 Duke of York Street, St. James's, London, S.W.1. Telephone: Trafalgar 2888. Managing Director: John Martin.

WESTMINSTER FILMS LTD.

Wythenshaw, Castle Road, Oatlands, Wey-bridge, Surrey. Telephone: Walton-onbridge, Suri Thames 2913.

Managing Director, H. E. Langley. (Entertainment and advertising material).

HELEN WIGGINS FILMS LTD. 245 Wardour Street, London, W.1. Telephone: Gerrard 5719.

Managing Director: Helen Wiggins. (Entertainment and advertising material). DERICK WILLIAMS PRODUCTION LTD. Charter House, 52 Gloucester Place, London, W.I. Telephone: Welbeck 3521-2 0431-2.

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. 25 Sackville Street, London, W.1. Tele-phone: Regent: 0030. Cables: Medivac, London.

Directors: George W. Willoughby, W. J. Kenney, F.C.A. (T.V. Films).

WINDMILL THEATRE TELEVISION CO.

LTD. 17-19 Great Windmill Street, London, W.1. Telephone: Gerrard 4841.

Directors: Vivian Van Damm, Sheila Van Damm, Leslie V. Pearkes, Betty Angel.

WINNICK TELERADIO PRODUCTIONS 18 St. George Street, Hanover Square, Lon-don, W.1. Telephone: Mayfair 9631.

Executive Producer: Maurice Winnick. WORLD MIRROR PRODUCTIONS LTD.
Beaconsfield Studios, Beaconsfield, Bucks. Telephone: Beaconsfield 557.

Managing Director: Ken Cameron. (Documentaries, travelogues).

WORLD WIDE ANIMATION LTD.
World Wide Studios, 4 Edgeley Road, Clapham, S.W.4.

Directors: Reginald Jeffryes, James Carr, Hindle Edgar, V. L. Price. (Cartoon, diagram, model films).

WORLD WIDE PICTURES LTD. 10a Soho Square, London, W.1. Telephone: Gerrard 1736-8.

Directors: James Carr, Hindle Edgar, V. L. Price. (Filmed interviews).

WYNNE FILM PRODUCTIONS LTD. Film Studios, Broadhurst Gardens, London, N.W.6 Head Office: 171 Shaftesbury Avenue, London, W.C.2. Telephone: Temple Bar 3982.

Directors: D. C. Wynne, D. M. Wynne, Baron D. J. Nugent, Gordon E. Murray, Russell H. Lloyd.

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- G. B-KALEE LTD. 37/41 Mortimer Street, London, W.1. Telephone: Museum 5432.
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 Cine Sales Dept., 104 High Holborn, London, W.C.1. Telephone: Holborn 3401.
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- W. PAXTON & CO. LTD. 36/38 Dean Street, London, W.1. Telephone: Gerrard 4801, 2, 3.
- RAYANT PICTURES LTD.
 Bushey Film Studios, Melbourne Road,
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- SCIENTIFIC & DOCUMENTARY FILMS LTD. 10 West Hill Road, London, S.W.18. Telephone: Vandyke 5505.
- STAGESOUND (LONDON) LTD.
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- UNITED FILM PRODUCTIONS LTD. 10 West Hill Road, East Putney, London, S.W.18. Telephone: Vandyke 5505.

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- IDEAL FILM LABORATORIES LTD. 89/91 Wardour Street, London, W.1. Telephone: Gerrard 0731-2-3.
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S. H. WRIGHT & CO. LTD. 44 Bedford Row, London, W.C.1. Telephone: Chancery 8328 and 85 Piccadilly, Man-Chancery chester. Telephone: Central 4617.

CONROY WYKES ADVERTISING LTD. 6 Duke Street, London, W.1. Telephone: Welbeck 1676.

T.V. Executive: J. C. Gerlardi.

YOUNG & RUBICAM LTD.
Roxburghe House, 285 Regent Street, London, W.1. Telephone: Hyde Park 6757.

T.V. Executive: Dan Ingman.

PROFESSIONAL AND TRADE **ASSOCIATIONS**

ADVERTISING AGENCY COMMERCIAL TELEVISION CIRCLE 9 Berkeley Street, London, W.1.

Chairman: Dan Ingman.
Vice-chairman: Barry Barron.
Hon. Treasurer: Patrick Jackson Feilden.
Joint Hon. Secretaries: Drew Farish, Philip Mellor.

(Objects: to provide, for advertising agency TV executives, discussions, lectures, meetings and conferences to promote a better understanding

of commercial television, to keep members informed of trends and advances, to aim constantly to improve the standards of commercial television, to uphold the codes of standards that may be laid down and generally agreed and, where necessary, to advise or suggest additions or amendments to maintain a high standard of practise. Membership is open to those continuously employed in a senior capacity in the commercial TV activities of a recognised advertising agency. Annual subscription is two guineas.)

THE ADVERTISING ASSOCIATION 1 Bell Yard, London, W.C.2. Telephone: Chancery 4783.

(Aims are (1) To establish advertising as the essential factor in the marketing of produce and manufactured goods; (2) To conserve the common interests of those engaged in advertising by promoting co-operative action and instituting protective measures; (3) To encourage the study of the theory and practice of advertising and the improvement of its technique by the institution of courses of study, the holding of examinations and awarding of diplomas.)

Director Geograph L. E. Roem, O.B.E.**

Director General; L. E. Room, O.B.E. Assistant General Secretary: W. Metson.

ADVERTISING PRACTITIONER'S TELEVI-SION GROUP LTD. 14 Great Chapel Street, London, W.1. Tele-phone: Gerrard 0192 and 3868.

(Objects: To promote the consideration and discussion of all questions affecting television, broadcasting services additional to those of the B.B.C., such as became permissible by reason of the Television Act of 1954.)

Hon. director: Richard Newcomhe.

AGENTS' ASSOCIATION LTD. 19 Charing Cross Road, London, W.C.2. Telephone: Trafalgar 6631.

President: Leslie A. Macdonnell. Hon. Treasurers: L. Barry, E. J. Hinge, C.B.E. Secretary: A. Russell.

(Founded in 1927, comprising principal agencies in entertainment business).

ASSOCIATION OF BROADCASTING STAFF 69 Shirland Road, London, W.9. Telephone: Cunningham 6188.

General Secretary: T. L. Littlewood.

ASSOCIATION OF CINEMATOGRAPH, TEL-EVISION AND ALLIED TECHNICIANS (Affiliated to Trades Union Congress and Labor Party). 2 Soho Square, London, W.1. Telephone: Gerrard 8506.

President: The Hon. Anthony Asquith. Vice-Presidents: Max Anderson, Alf Cooper, Sidney Colc, Desmond Davis, Terry O'Brien, Charles J. F. Wheeler. Secretary: George H. Elvin, F.C.I.S.

(The Association is the recognized Trade Union for film and television technicians and negotiates salaries and working conditions. It also controls the A.C.T.T. Employment Bureau as an agency exclusively for film technicians.)

ASSOCIATION OF SPECIALISED FILM PRODUCERS

3 Portman Chambers, 7-9 Baker Street, London, W.1. Telephone: Welbeck 1104. Tel-egrams: Shorfilm, Wesdo, London.

Founder and Past President: H. Bruce Woolfe, C.B.E.

President: Frank A. Hoare. Vice-President: Ralph N. May. Secretary: Richard T. Edom. Assistant Secretary: J. Glynne Hughes.

(Official organization representing all branches of the specialized film production industry. Advises and consults with Government Departments, other Trade Associations, etc., on all matters relating to specialized films—educational, indus-trial, scientific, documentary, propaganda, adver-tising, instructional, entertainment, television.)

BRITISH ACTORS' EQUITY ASSOCIATION 8 Harley Street, London, W.1. Telephone: Museum 6367. Cables Britequity, London.

President: Felix Aylmer, O.B.E.
Honorary Treasurer: Charles Farrell,
General Secretary: Gordon Sandison, M.A., LL.B.

INSTITUTION OF RADIO ENGI-

NEERS
9 Bedford Square, London, W.C.1. Tele-phone: Museum 1901/1903.

BRITISH KINEMATOGRAPH SOCIETY 164 Shaftesbury Avenue, London, W.C.2. Telephone: Temple Bar 8915-6.

President: Dr. F. S. Hawkins. Vice-President: F. N. G. Leevers. Past President: H. S. Hind. Hon. Treasurer: Marcus Cooper. Secretary: J. W. Duffield-Harding. Hon. Secretary: R. J. T. Brown.

BRITISH RADIO VALVE MANUFACTUR-ERS' ASSOCIATION 16 Jermyn Street, London, S.W.1. Telephone: Regent 5186.

BRITISH SCREEN AND TELEVISION WRITERS ASSOCIATION (Affiliated to the Society of Authors). 7 Harley Street, London, W.1. Telephone: Langham 5391.

President: Frank Launder.
President: Frank Launder.
Piec-Presidents: I. B. Williams, Dudley Leslie.
Honorary General Secretary: Ian Stuart Black.
Honosary Treasurer: David Gordon.
Hon. Secretary, Tl': John Lemont.
Hon. Secretary, Films: David Gordon.
Hon. Secretary, International Affairs: Paul

COMMERCIAL TELEVISION CIRCLE 9 Berkeley Street, London, W.1.

Chairman: Dan Ingman. Vice-Chairman: Barry Barron. Hon. Trassurer: P. Jackson Feilden. Joint Hon. Secretaries: Drew Farish, Philip Mellor.

(Objects: to provide, for advertising agency TV executives, discussions, lectures, meetings and conferences to promote a better understanding of commercial television, to keep members informed of trends and advances, to aim constantly to improve the standards of commercial television, to uphold the codes of standards that may be laid down and generally agreed and, where necessary to advise or surveys additions where necessary, to advise or sugress additions or amendments to maintain a high standard of practise. Membership is open to those continuously employed in a senior capacity in the commercial TV activities of a recognised advertising agency. Annual subscription is two guineas.)

COMPOSERS GUILD OF GREAT BRITAIN 7 Harley Street, London, W.1. Telephone: Langham 5391.

President: Dr. Ralph Vaughan Williams, O.M., D.Mus.

Chairman Dr. Geoffrey Bush.
Treasurer: Alan Bush.
Secretary: Valerie Greenwood.
(Objects: To further artistic and professional interests of its members).

ELECTRICAL TRADES UNION
Hayes Court, West Common Road, Hayes,
Bromley, Kent. Telepho.ge: Hurstway 1281/
3. London Area Office: 39 Highbury Place,
London, N.5. Telephone: Canonbury 6811/2.

(Representing electrical operatives engaged in studio production.)
General Secretary: F. L. Haxell.

FILM ARTISTES' ASSOCIATION (Registered Trade Union No. 1990 T) 50 Manchester Street, London, W.1. Telephane:

Acting Gen. Secretary: J. Franklyn-James,

FILM CASTING ASSOCIATION LTD.
(Established by the British Film Producers' Association. Licensed annually by the London County Council in accordance with the laws relating to employment agencies.) Registered Office: 49 Mount Street, London, W.I. Casting Office: 21-22 Poland Street, London, W.I. Telephone: Gerrard 1881.

Directors: Sir Henry L. French, G.B.E., K.C.B., (Chairman), Harold Boxall, Spencer M. Reis. Scenctary: A. W. Filson. General Manager: H. Coward.

ILM INDUSTRY EMPLOYEES' COUNCIL 2 Soho Square, London, W.1. Telephone: Gerrard 8506. (Federation of Trades Unions engaged in the film production industry: Association of Cinematograph, Television and Allied Technicians, British Actors' Equity Association, Electrical Trades Union, Film Artistes Association, Musicians' FILM Union.)

President: G. Sandison. Vice-President: T. Anstey. Secretary: G. H. Elvin, F.C.I.S.

FILM LABORATORY ASSOCIATION
(A trade association of companies engaged in the printing and processing of cinematograph film). Queen's House, Leicester Square, London, W.C.2. Telephone: Gerrard 0328-9.

Secretary: W. Strachan, M.A., LL.B.

FILMS OF SCOTLAND

20 Melville Street, Edinburgh 3, Scotland. Telephone: Edinburgh 32522.

Chairman: Sir Alexander B. King, C.B.E., D.L., J.P. Hon. Treasurer: Hugh Fraser, D.L., J.P.

Hon. Treasurer: Hugh Fraser, D.L., J.P. Director: H. Forsyth Hardy. (Objects: The Films of Scotland Committee was set up by the Scotlish Council (Development and Industry) in consultation with the Secretary of State for Scotland to promote the projection of Scotland on the cinema and the television screens. Short films are made in collaboration with industries and local authorities and advice and assistance are given to Commercial Film Producers and Television Companies operating in Scotland.) ating in Scotland.)

THE INCORPORATED SOCIETY OF BRIT-ISH ADVERTISERS 45 Hertford Street, London, W.1. Telephone: Grosvenor 4781.

(Objects: Buyers as distinct from sellers of advertising. Protection and advancement of the sales of advertising interests of member firms

sales of advertising interests of member firms by organised representation, co-operation, action and exchange of information and experience.)

Director: Commander D. C. Kinloch, D.S.O., O.B.E., J.P.

General Secretary: L. H. S. Chevallier.

Radio and TV Committee: H. F. Chilton (Chairman), C. A. G. Brown, C. D. Thomson, W. M. York, Sir Harry Hague, P. B. Redmayne, J. W. Richards, C. L. Smith, H. M. Robinson, G. V. Nye.

INSTITUTE OF PRACTITIONERS IN ADVERTISING 44 Belgrave Square, London, S.W.1. Tele-phone: Sloane 0494.

Director: J. P. O'Connor, F.C.I.S. Secretary: J. C. Braun. TV, Film and Radio sub-committee. Chairman: Brian F. MacCabe, M.C.

MUSICIANS' UNION

29 Catherine Place, Buckingham Gate, London, S.W.1. Telephone: Victoria 1348. Cables: Amuse, Wesphone, London.

General Secretary: Hardie Ratcliffe.
(This organisation is a Trade Union composed mainly of members of Symphony, Theatre, Kinema, Musie Hall, Broadcasting and Recording, Orchestras and Dance Bands.)

NATIONAL ASSOCIATION OF THEATRI-CAL AND KINE EMPLOYEES (Incorporating kinema and film studio oper-atives and projectionists.) Seymout House, 17 Waterloo Place, London, S.W.I. Tele-phone Whitehall 1986. Telegraphic Address: Stageland, Piccy, London.

President: G. J. J. De Wan. General Secretary: Sir Tom O'Brien, M.P. Officer in Charge TV Section: A. R. Mingaye.

NATIONAL UNION OF GENERAL AND MUNICIPAL WORKERS "The Bryn" 47 Ashley Road, Epsom, Sur-rey. Telephone: Epsom 5751.

General Secretary: Sir Thomas Williamson, C.B.E., J.P.

THE PERFORMING RIGHT SOCIETY LTD. Copyright House, 33 Margaret Street, London, W.1. Telephone Langham 3864.

HE PERSONAL MANAGERS' ASSOCIA-TION LTD. 115 Shaftesbury Avenue, London, W.C.2. Telephone: Temple Bar 5227.

(An association of the principal personal managers who represent stars, feature players, authors, writers, producers and directors.)

Chairman: Derek J. H. Glynne.

Vice-Chairman: Albert E. W. Parker (U.S.A.)

Secretary: Felix de Wolfe.

PHONOGRAPHIC PERFORMANCE LTD. Avon House, 356-366 Oxford Street, London, W.1. Telephone: Hyde Park 9381.

(A Company founded by the British phonographic industry to control the rights of the leading manufacturers of gramophone records and to issue licences for the public performance of records.)

POPULAR TELEVISION COMMITTEE 78 Buckingham Gate, London, S.W.1. Telephone: Abbey 5763.

President: The Rt. Hon. The Earl of Derby, M.C. Secretary: Gordon McIvor.

RADIO AND ELECTRONIC COMPONENT MANUFACTURERS' FEDERATION 21 Tothill Street, Westminster, London, S.W.I. Telephone: Abbey 4226.

THE RADIO AND TELEVISION RETAILERS'
ASSOCIATION
15/17 Goodge Street, London, W.1. Tele-

phone: Langham 6941.

Director and Secretary: H. A. Curtis, F.C.I.S. (Affiliated Association is: Electrical Appliance Dealers Association. Same address and telephone number as above.)

RADIO AND TELEVISION WRITERS
ASSOCIATION
(Affiliated to the Society of Authors), 84
Drayton Gardens, London, S.W.10. Telephone: Fremantle 6642.

Chairman of Executive Committee: Geoffrey Secretary: Helen Lehmann, M.A.

THE RADIO INDUSTRY COUNCIL 59 Russell Square, London, W.C.1. Tele-phone: Museum 6901.

Director: Vice-Admiral J. W. S. Dorling, C.B. M.I.E.E. M.Brit. I.R.E. Acting Secretary: G. B. Campbell.

RADIO SOCIETY OF GREAT BRITAIN 28/30 Little Russell Street, London, W.C.1. Telephone: Holborn 7373.

Gen. Secretary and Editor: John Clarricoats, O.B.E.

REGISTER OF RADIO & TELEVISION RE-TAILERS LTD. 15-17 Goodge Street, London, W.I. Telephone: Langham 6941.

(Function, to compile a directory, or register,

of all bona-fide radio and TV retailers in the U.K.) Director and Secretary: H. A. Curtis, F.C.I.S.

RELAY SERVICES ASSOCIATION OF GREAT BRITAIN 12 Hanover Square, London, W.1. phone: Grosvenor 2127. London, W.1. Tele-

SOCIETY OF AUTHORS 84 Drayton Gardens, London, S.W.10. Tele-phone: Fremantle 6642.

(Officially representative of authors.)

President: John Masefield, O.M.

Sec-General: D. Kilham Roberts, O.B.E., M.A

Sec-Caty: M. E. Barber, M.A.

Sec. Radio & T.V.: H. Lehmann, M.A.

SONGWRITERS GUILD (OF GREAT BRITAIN)

32 Shaftesbury Avenue, London, W.1. Tele-phone: Gerrard 1554.

Prosident: Sir Compton Mackenzie.
Chairman: Eric Maschwitz.
Vice-Chairman: Ralph Butler.
General Secretary: Victor Knight.
Asst. General Secretary: Judith Henry.
(Official organisation representing British writers
of popular songs and light music.)

SOUND FILM MUSIC BUREAU LTD. 29 Maddox Street, London, W.1. Telephone: Mayfair 7861-3. Telegrams: Sofimus, Wesdo, London.

Manager: Joyce M. Dixey.

Secretary: Anne Bolton.
(Objects: Membership of the Bureau covers the majority of English music publishers and other owners of copyright music. The function of the Bureau is to act on behalf of its members in respect of the use of their copyright music in sound films. Applications for permission to make such use of music under its control should be made in writing to the Bureau.)

TELECOMMUNICATION ENGINEERING AND MANUFACTURING ASSOCIATION Stafford House, Norfolk Street, Strand, London, W.C.2. Telephone: Temple Bar

Director: H. Faulkner, C.M.G.

TELEVISION FILM PRODUCERS
ASSOCIATION
3 Portman Chambers, 7/9 Baker Street,
London, W.1. Telephone: Welbeck 1104.

Chairman: Harold Huth.
Secretary: John Glynne Hughes.
(Objects: To promote the interests of television film producers generally, to negotiate with the appropriate unions the terms and conditions of employment of those employed in the making of television flux. of television films.)

TELEVISION PROGRAMME CONTRACTORS ASSOCIATION

Television House, Kingsway, London, W.C. 2. Telephone: Holborn 7888.

(The Association exists to further the interests of the programme contractors appointed under the Television Act, 1954. Present members are ABC Television Ltd., Associated Rediffusion Ltd., Associated TeleVision Ltd., Granada TV Network Ltd.)

Secretary: Laurence G. Parker, L.L.B.

TELEVISION SOCIETY

164 Shaftesbury Avenue, Telephone: Temple Bar 3330. London, W.C.2.

President: Sir Vincent de Ferranti, M.C.
Secretary; G. Parr, M.I.E.E.
(Objects: The Television Society at the present tirue has a membership of over 1,000 the majority being engaged in television professionally. It accepts applications from all interested in television, whether as viewers, engineers, students, or retailers. Although certain aspects of programmes and production are of interest to its members it is not a Viewers Society, and

does not cater primarily for non-technical interests.

It is not the policy of the Society to act as a qualifying body, as this function is already performed by the professional institutions. It is recognised, nevertheless, that the membership of the Society carries with it a degree of proficiency in the theory and practice of television and a responsibility towards those who look to the professional man for disinterested advice and help.)

EQUIPMENT AND APPARATUS MANUFACTURERS

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ARMSTRONG WIRELESS AND TELEVI-SION CO., LTD. Warlters Road. Holloway, London, N.7. Tel-ephone: North 3213-4.

ARRELL ELECTRICAL ACCESSORIES LTD. St. Vincent Street, New Islington, Man-chester 4. Telephone: Collyhurst 2446.

BELLING AND LEE LTD. (Electronic Components and T.V. Aerials) Great Cambridge Road, Enfield, Middlesex. Telephone: Enfield 3322.

RITISH RELAY WIRELESS AND TELE-VISION LTD. (Provides for the relaying of multi-channel television programmes and the relaying of radio programmes.) Giltspur House, Gilts-pur Street, London, E.C.1. Telephone: City 3280.

Directors: Sir Robert Renwick, Bart., K.B.E. (Chairman), F. B. Duncan. (Deputy Chairman), V. Cavendish Bentinck, C.M.G., B. King, P. J. A. Lachelin, C. O. Stanley, C.B.E.

BRITISH THOMSON-HOUSTON CO., LTD. Head Office & Main Works; Rugby, Tele-phone: Rugby 2121; Registered Office: Crown House, Aldwych, London, W.C.2. Telephone: Temple Bar 8040.

BUSH RADIO LTD. Power Road, London, W.4. Telephone: Chiswick 6491.

CINEMA-TELEVISION LTD. Worsley Bridge Road, London, S.E.26. Tele-phone: Hither Green 4600.

A. C. COSSOR LTD.
Cossor House, Highbury Grove, London,
N.5. Telephone: Canonbury 1234.

DECCA RADIO AND TELEVISION
1 Brixton Road, London, S.W.9. Telephone:
Reliance 8111.

ELECTRIC AND MUSICAL INDUSTRIES LTD. Blyth Road, Hayes, Middlesex. Telephone: Southall 2468. ENGLISH ELECTRIC CO. LTD. 28 Kingsway, London, W.C.2. Telephone: Holborn 6966.

FERGUSON RADIO CORPORATION LTD. Great Cambridge Road, Enfield, Middlesex. Telephone: Enfield 5360,

FERRANTI LTD.
Head Office and Works: Hollinwood, Lancashire. Telephone: Failsworth 2000. Works: Moston, Manchester 10. Telephone Failsworth 2071. Gem Mill, Chadderton, Oldham. Telephone: Main 6661. Ferry Road, Edinburgh 5. Telephone: Edinburgh, Granton 89181. London Office: Kern House, 36 Kingsway, London W.C.2. Telephone: Temple way, Lo Bar 6666.

GENERAL ELECTRIC CO. LTD. Magnet House. Kingsway, London, W.C.2. Telephone: Temple Bar 8000.

HARTLEY BAIRD LTD. 37/39 Thurloe Street, London, S.W.7. Tele-phone: Knightsbridge 5211-7.

MARCONI'S WIRELESS TELEGRAPH CO. LTD. Marconi House, Chelmsford, Essex. Telephone: Chelmsford 3221.

MURPHY RADIO LTD. Welwyn Garden City, Herts. Telephone: Welwyn Garden 3434.

PHILCO (GREAT BRITAIN) LTD. 30/32 Gray's Inn Road, London, W.C.1. Telephone: Holborn 5901.

Cambridge. Telephone: Cambridge 58985.

RANK PRECISION INDUSTRIES LTD. Mortimer House, Mortimer Street, London, W.1. Telephone: Museum 5432.

RCA GREAT BRITAIN LTD. (associate com-pany of the Radio Corporation of Amer-ica)

Lincoln Way, Windmill Road, Sunbury-on-Thames, Middlesex. Telephone: Sunburyon-Thames 3101.

REGENTONE RADIO & TELEVISION LTD. Romford, Essex. Telephone: Romford 5991.

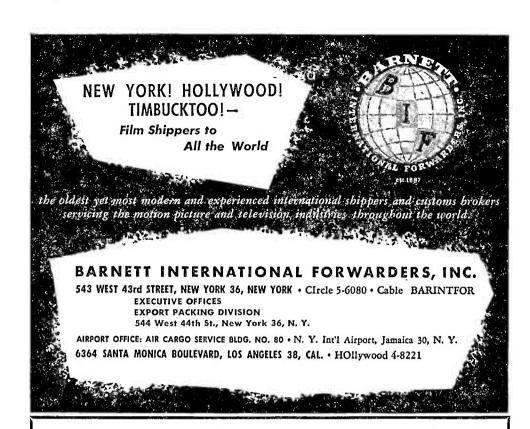
STANDARD TELEPHONES AND CABLES LTD. Connaught House, Aldwych, London, W.C.2. Telephone: Holborn 8765.

TELEFUSION LIMITED
731 Old Kent Road, London, S.E.15. Telephone: New Cross 6601.

THORN ELECTRICAL INDUSTRIES LTD. 105-109 Judd Street, London, W.C.1. Telephone: Euston 4433.

ULTRA ELECTRIC LTD. Western Avenue, Acton, London, W.3. Tel-ephone: Acorn 3434.







The World Market

- **◆** MARKET ANALYSES
- **◆ STATIONS**
- **♦** OUTLOOK
- ◆ PROGRAM SOURCES

The World Market

ARGENTINA

Total number of receivers: Probably around

Total number of government stations: The only one existing.

only one existing.

General outlook: In spite of the announcement made last year that a new TV station would be added to the existing one, nothing yet has been accomplished and the probabilities still seem remote. This existing station is still government-controlled but most probably in a very short period it will be given over for private exploitation. Its actual director is a Navy officer, Mr. Romualdo Tettamanti, appointed by the government. Programs are of very poor quality. Very old Argentine and European films are shown and also special American TV films of 30 minutes duration. Broadcasts start at 5 o'clock P.M. until midnight, every day. No exact number of until midnight, every day. No exact number of receivers is available, but it may be considered between 40,000 and 45,000 sets.

—NATALIO BRUSKI

AUSTRALIA

As we wrote last year's report, television was about to be launched. Since then, the first station started operation on September 16, 1956 and the last of the six stations who were granted licences went into work on January 19, 1957. TV is regulated by a Broadcasting and Television Bill, which is administered by Postmaster General C. W. Davidson's department. The Bill makes the following provisions: Ownership or control of TV stations by any person is 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 is £100 (approx. \$225) annually.

\$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

Mot more than 15% of the issued capital of a li-censee company shall be held by any person who is not an Australian resident, or by any company which is controlled directly or indirectly, by per-sons other than Australian residents.

The memorandum and article of association of the

licensee must contain provisions ensuring that voting rights of shareholders shall be those required of companies listed upon the Australian Stock

Exchange.

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 Control Board 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 to comply with standards the board determines.

All advertising matter televised "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.

Each licensee company must make a declaration each half-year that it is complying with the conditions of the issued capital.

The Government has granted licences for an initial five years from the date on which the four complex conditions of the issued capital.

five years from the date on which the four com-panies satisfy the minister they have complied with conditions of capital and control.

The licence will be renewable after that period

The licence will be renewable after that period for periods not exceeding one year.

The allocation of time for the televising of political and controversial matter shall be strictly on the basis of equal treatment for all parties.

STATION DETAILS:

Australian Broadcasting Commission: This Governmental body operates the two national TV stations—ABN, Sydney, and ABV, Melbourne.

ABN—Sydney: Transmitter at Gore Hill, about 4½ miles from city; 100 kw ERP. Equipment, 18 kw output visual transmitter and 4 kw audio; standby equipment includes 5 kw visual transmiter and 1 kw audio. Antenna is 820 ft, above sea level, mast is 500 ft. Studies are on the transmitter site. Channel 2 (63-70 megs.). Opened Nov. 5, 1956.

ABV—Melbourne: Transmitter, Barnes Lookout, Mt. Dandenong, about 20 miles from city. 100 kw ERP. Studios are at Ripponlea, about 4½ miles from city. Autenna 364 ft. Opened Nov. 19, 1956. About £450,000 (over a million dollars) is being ABV-

spent on each station.

Commercial Stations:

SYDNEY

SYDNEY:

ATN—This station is licensed to Amalgamated Television Services Pty. Ltd., 76 Elizabeth St., Sydney. Thone BW3635. Interests represented on ATN's board are: Sydney Sun, newspaper; Sydney Morning Herald; radio stations 2GB, 2UE, 2UW; Macquarie Broadcasting Service; Artransa; Amalgamated Wireless of Australasia; Emai 1 Ltd.; G. B. S. Falkiner; Sir Norman Nock; E. W. Salkeld; Washington H. Soul Pattison Ltd. (druggists); T. G. Murray; Mrs. C. Murray; W. H. Paling Pty. Ltd.; Australian Record Co.; Australian United Investment Co.; Gearin O'Riordan Ltd.; Anglo-Australian Corp. Pty. Ltd.; Beale & Co. Ltd.; C. N. McKay; Mrs. H. M. Stevenson.

Executives appointed: C. G. Alexander, general manager; M. H. Stevenson, chief engineer; J. H. Oswin, asst. g.m.; W. C. Wilkinson, engineer; Russ Becker, Sales manager; Len Mauger, Programme and Production Manager; Winston Frecker, executive director of production. Chairman of directors is Mr. Justice Maxwell. Station began operating Dec. 2, 1956.

Marconi transmitter at Gore Hill; studios to be creeted on 30-acre site at Eastwood, outlying

Marconi transmitter at Gore Hill; studios to be crected on 30-acre site at Eastwood, outlying suburb. Antenna 820 ft. above sea level. Operates on Channel 7—181-188 megs. 100 kw ERP, 20

suburb. Antenna 820 ft. above sea level. Operates on Channel 7—181-188 megs. 100 kw ERP, 20 kw audio.

TCN—Licensed to Television Corporation Ltd., 168 Castlereagh St., Sydney. Phone, B0656. Interests represented: Consolidated Press Ltd.; Associated Newspapers (UK); Philips Electrical Industries; radio stations 2 SM (Catholic station) and 2 KY (Labor station); Paramount Film Service Ltd.; Tivoli Circuit (Aust); Church of England Property Trust; Diocese of Sydney.

Directors: D. F. H. Packer, C. V. Hake, R. A. King, F. N. Leddy, D. N. Martin, D. F. S. McLean, Maj. Gen. Rev. C. A. Osborne; Rev. Father M. R. Prendergast, G. F. Sanger.

Executives appointed: Ken Hall, executive director; John Britton, chief engineer; Alex Baz, manager; Bruce Gyngell, programme director; Iam Pairtcloth, sales manager, Les Free, asst. chief engineer; Philip Rutledge, publicity manager.

Station was first in Australia to operate; started Sep. 16, 1956 and was officially opened Oct. 27, 1956.

Philips transmitter located at Willoughby, about

Philips transmitter located at Willoughby, about Philips transmitter located at Willoughby, about 4½ miles from Sydney proper. Studios are with the transmitter on a 3½-acre site. Two studios are 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 megs. 100 kw ERP visual 20 kw audio (VHF-FM).

TCN will initially represent the Melbourne station HSV in NSW and Qld., while HSV will represent it in Victoria and other southern States. An

tenna is a Philips three-stage helical, 820 ft, above

sea level.

MELBOURNE:

MELBOURNE:
HSV-Licensed by Herald-Sun TV Pty. Ltd.,
Doreas and Wells Sts., South Melbourne. Phone
MX4731; cables Hertel. Interests represented: Herald and Weekly Times Ltd., vast newspaper chain,
subscribed for 637,500 £1 shares. London Daily
Mail 112,500 shares. Opened Nov. 4, 1956.
Executives appointment: Keith Cairns, manager;
J. H. Fisher, chief engineer; Lyle Lloyd, asst.
chief engineer; Colin Fraser, programming; Ralph
Clarkson, programmes; E. Trenchard Smith, advertissing.

Marconi transmitter at Mt. Dandenong, studios at Dorcas St., Sth. Mleb. Marconi equipment with some American units, seven cameras, including remote broadcast unit. Antenna is a self-supporting tower, 324 ft. Channel 7 (181-188 megs). 100 kw ERP visual.

some American units, seven cameras, including temote broadcast unit. Antenna is a self-supporting tower, 324 ft. Channel 7 (181-188 megs). 100 kw ERP visual.

GTV—General Television Corporation Pty. Ltd., 147 Collins St., Melbourne. Phone MF5028. Interests represented: Electronic Industries Ltd., David Syme & Co. Ltd. ('Age' newspaper); Argus & Australasian Ltd.; Hoyts Theatres Ltd.; Greater Union Theatres Ltd.; Grado stations 3UZ, 3KZ, 3XY; J. C. Williamson Theatres Ltd., Cinesound Productions Pty. Ltd. Opened Jan. 19, 1957.

Executives appointed: Colin Bednall, general manager: R. J. Biddle, chief engineer. Transmitter is a Siemens-Halske at Mt. Dandenong: studios occupy 4½ acres at the suburb of Richmond. Height of antenna to be determined later. Channel 9 (195-202 megs). 100 kw ERP visual.

Some advertising agencies have formed television departments and many producers of ad films and slides are in TV commercial field. Several organizations are selling programmes. These include: Amalgamated Wireless (Australasia) Ltd., which represents the NBC films division; Artransa Pty. Ltd. distributing programmes for many overseas producers; Grace Gibson Radio and TV Productions; Ray TV, handling Associated Artists product and all WB films produced up to 1948; Screen Gems. In April 1956, the Commonwealth Government decided that films imported for television should be examined by the Film Censorship Board and the number of censors was expanded from three to five to cope with the extra work. The Australian Broadcasting Control Board determined programme standards and the general lines along which films were to be censored for TV. These follow broadly the same principles as exist for theatrical films, but as TV comes into the home and children have ready access to sets, the censorship is stricter.

With the exception of a small number of 35mm films, all films imported for TV. These follow broadly the same principles as exist for theatrical films, but as TV comes into the home and children have rejected and 187 were cut be

(b) Serious presentation of moral and social is-

The board has fixed times for the televising of

The board has fixed times for the televising of certain type programmes.

Only family or children's programmes may be televised between 5 P.M. on week days, and at any time before 7:30 P.M. on Saturdays and Sundays.

Family programmes are those which are suitable for persons of all ages and which will not produce any undesirable effects on children.

Children's programmes are those specially designed for children of various age groups.

Programmes dealing with certain types of social and domestic problems, some aspects of crime, or

other themes which are suitable only for persons of more mature judgment, should not be televised before 8.30 P.M.

The board gives four basic standards which general programmes must observe. These are:
Ordinary good taste and commonsense;
Respect for the individual opinions of the pub-

Proper regard for the special needs of children;

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 restrictions on material which may be used in programmes includes:

standards are not broadcast."

A long list of restrictions on 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 which display in detail any form of violence 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 board says the use of intoxicating 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 applicable the hero, heroine, or other sympathetic characters must be portrayed as intelligent and morally courageous.

Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero.

Cost of TV sets in Australia will range from a minimum of £200 (approximately \$450) each.

Sets are sold on Hire Purchase, but it is feared in many quarters that until the price comes down, there will be no big rush on sets. In its first few months, TV has had very little impact on the community, particularly movies, but this impact is expected to get greater during the coming year. It is likely that economics will be introduced into the television companies and, if sets become lower-priced, sales should skyrocket. After just over seven months' operating, the number of sets licenced in Australia at the end of April 1957 is: N. S. W.—

14.864; Vic. 25.813; Total—40.677.

—FRANK O'CONNELL

AUSTRIA

Television, initiated on an experimental scale in 1955 with a 12 hours weekly program, started officially in Austria January 1, 1957. The program has been extended to 20 hours per week. About 35 per cent are live presentations. Three of the four provisional installations have already been converted into well equipped modern stations. 4,817 receivers were registered on February 1, 1957, but it is estimated that at least three times as many TV sets are actually in use. Television in Austria

is a public institution, controlled and managed by the Government.
—VOLKMAR VON ZUEHLSDORFF Alegre—TV Farroupilha—owned by Emissoras Associadas; Salvador, Bahia—TV Itapuan—owned by Emissoras Associadas. -R. EKERMAN

BELGIUM

Slowly but surely TV is penetrating in the life of the Belgians. After a couple of experimentation years, TV was officially established in the beginning of 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 will probably be fixed at 840 BFr. a year. It is estimated that already about 80,000 receiving sets are in use throughout the country. American, British, French and German, as well as Belgianmade receivers are on the market, and people choose what they like best.

made receivers are on the market, and people cnoose what they like best.

An agreement between the motion picture industry and TV stipulates that only old films are allowed to be transmitted by video. Every week an attractive publicity for new films is made by means of TV. The collaboration between the film industry and TV passes off perfectly. The agreement is working to everybody's satisfaction and is honored punctually.

There are two transmitting-stations in Brussels,

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 Walloon part of the country. Transmissions from Holland and France are regularly televized, whereas at regular intervals the socalled Eurovision, i.e. the European TV collaboration, enables the relaying of foreign TV shows.

The Belgian TV is directed by Bert Leysen Dautzenbergstraat 37, Brussels, for the Flemish part of the country, and by L. Ph. Kammens, Dautzenbergstraat 33, Brussels, for the Walloon part.

Partice respected 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 150,000 TV receiving sets in use at the end of this year (1957). The continually increasing quality of the transmissions make an extremely good impression, and this allows us to foresee a steady growth of TV in Releium

in Belgium.

-MARC TURFKRUYER

BRAZIL

Presently, the number of televiewers in Brazil is figured at around 300,000 in São Paulo, 150,000 in Rio de Janeiro and 20,000 in Belo Horizonte, which are the only cities having TV stations. So far, there are no relay towers in the country. All of the TV stations are of private ownership, and there

the TV stations are of private ownership, and there are no government-owned stations.

Popular enthusiasm for television has grown considerably since last year, although the number of TV receivers in the cities which have telecasting stations is still very small as compared to their population. Programs have improved and diversified since the introduction of quiz shows of the "\$64,000 Question" kind.

The existing TV stations are:

Rio de Janeiro—TV Tupi—owned by Emissoras Associadas (Associated Broadcasting Stations)—manager Fernando Chateaubriand.

manager Fernando Chateaubriand.

Sao Paulo—TV Tupi—owned by Emissoras Associadas—manager Edmundo Monteiro;—TV Record—manager Paulo Machado de Carvalho;—TV Paulista—manager Vitor Costa.

Belo Horizonte—TV Itacolomi—owned by Emis-

soras Associadas.

The following stations are being installed: Porto

DENMARK

Total number of receivers in Denmark: 75,000 (May 1, 1957)
Total number of commercial TV stations:

None.

Total number of Government stations: 1.

Total coverage: 80% of population.

The Government station now has four transmitters covering about 80% of population, and a 5th transmitter will probably be opened in 1958, covering further 10% of population. TV is marching

Two years ago 4,000 receivers were going, last year 22,000 and now 75,000. Since Danish television was connected with Eurovision in the autumn 1956 the number of receivers has been increased steadily by 1,500-2,000 a week, and maybe 150,000 will be reached before the end of the year. Competition from TV can now be registered in the film trade, and negotiations are taking place between TV and the Danish film organizations. Up to now it is prolubited to sell feature films to television for all organised distributors. Only extracts of up to 300 meters may be shown.

Taxation on television receivers is 15 percent of the wholesale price, including a tax of kr.3.15

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.55.—per year as against kr.20.—for 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.

—ROPGE SLOT

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FINLAND

During April, 1957, tests began for the new Finnish TV. Ordinary TV programs will begin in the autumn of 1957—officially. Southern Finland can see programs from Soviet-Estonia; the southwest Finland from Stockholm; and the east of Finland from Leningrad, USSR. A television set owner in Helsinki can now see TV programs every day in the week,—without paying any licenses. The Finnish radio plans to build a TV-network during the years 1957-60. Then shall the whole of Southern Finland—with the half of the population of the country—2,000,000—see the Finnish TV. Part of the programs shall be sponsored, the Finnish Radio Network will sell some of the TV-time to interested companies. How it will work we shall be able to see in about a year. in about a year. -SVEN G. WINQUIST

FRANCE

The total number of TV receiving sets in France amounts to 494,718. There may be more which do not pay the tax but these, of course, would be illegal. About 100,000 are estimated to be in

be illegal. About 100,000 are estimated to be in this category.

All TV stations are Government owned. Paris, of course, is the central station and most of its programmes are also put out over Strasbourg, Marseilles, Lyon, Lille and Metz, Rouen, Caen, Nice, Toulon Lyon (Mont-Pilat) Nancy Mulhouse, Metz-Luthange. These stations allow 50% of France to receive TV programmes. In 1957, the following stations should be ready to start: Pyrénées, Pic du Midi Rennes. Nantes, Saint-Etienne, Dijon (region) Clermont-Ferrand Cherbourg and Besançon. Whether they actually come into action, however, depends on available credits.

There is little doubt that television is prowing 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. Fur-ther the French spend most of their spare time out in the cafés so fewer TV sets are being bought

for the home.

On the other hand cafés are buying them and pay-On the other hand cates are buying them and paying tax on public performance where it is necessary. In the villages of France schoolmasters and priests are forming TV clubs. There are about 6,500 TV clubs and cafés. 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 in the home of one of the members and every night the village comes around to watch the programme. This growth of TV has seriously hit provincial cinemas. On Saturday nights, for example, villagers use to cycle into the nearest town to go to the movies. Now they watch TV.

Eurovision is also a great attraction. This provides an exchange of programmes between France, Britain, Holland, Belgium, Luxembourg, Denmark, Germany, (Western) Austria, Switzerland, Halv

Germany (Western), Austria, Switzerland, Italy

and Monaco.

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

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 take TV advertising.

The French Government has been severely criticised for its attitude as it is pointed out that it is sheer hypocracy 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 is difficult to foresee. It may be that advertising will be permitted over French TV or it may result in the end of SOFIRAD and French interest in these "periphery stations" catherine called. as they are called.

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-HENRY KAHN

GERMANY

German television, which goes back to 1935 (the Olympic games of 1936 were transmitted to special studios, open to the public) was started again on an experimental scale in 1950 by the North Western German Broadcasting Company (NWDR). The other five regional broadcasting systems followed. Coordinating in a common organization called Deutsches Fernsehen (German Television) they instituted a combined program of several hours daily, starting November 1, 1954. The program has now reached 24 hours per week, not counting Eurovision (a European-wide program) and regional stations.

Investments for developing German television were made mainly by broadcasting companies, the postal service and industry. The former still carry the principal burden of current expenses, but revethe principal burden of current expenses, but revenue accruing from receivers contributions (the fee is \$1.20 monthly per set) is gradually taking over. In the area of NWRV (i.e. Northwestern Germany) where two thirds of TV receivers are located, the budget is already being balanced this way. Total revenue at present amounts to about one million dollars per month and is growing steadily. The average costs of TV programs are 50 to 100 dollars per minute.

average costs of TV programs are 50 to 100 dollars per minute.

The first TV commercials were started in Bavaria on November 3, 1956 and in West Berlin. However, their legality is being contested in court, on the ground that, present television systems in Germany being semi-public institutions, such commercials should be considered as an encroachment of government controlled agencies on the domain of free enterprise.

The 32 TV stations in Western Germany are reaching about 65 per cent of the population. In addition, two stations have been set up for American troops in Germany. There are also eight stations in the Soviet zone, reaching about 50,000 registered receivers with a weekly program of 20

hours. Some 65 per cent of the programs are live presentations. According to an agreement with motion picture industry, the presentation of current

bours. Some 65 per cent of the programs are experiented on the protection of the procession of current motion pictures is limited to six minute runs per picture. Some motion picture producers have taken on the production of television features. Also, the first TV theatres were opened in 1956, one of them in a rural community.

There were 835,103 registered receivers in Western Germany on April 1, 1957, compared to 393,040 at the same date last year. 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. A comparatively large section of receivers have not yet registered. Judging by sales figures for TV sets, their number has been estimated by some as exceeding 200,000. Several thousand have been detected by postal authorities with the aid of novel locating devices.

TV equipment is produced in Germany, mainly for the German market. About fifty different models produced by more than 20 firms are available, with a much larger variety of finishing and design. Although prices range from 165 to 500 dollars per set, more than half are owned by families in the lower and medium income brackets. Few foreign sets have been imported. Exports too are low, not exceeding 8 per cent of production in 1956. Quality has improved, as is shown by the fact that repairs, while still more frequent than with radio sets, have decreased to about 1.4 per cent of sets in use per year.

Chief executive officers of Television in Germany:

Germany:

Germany:

Deutsches Fernschen. Fernsehkommission der Arbeitsgemeinschaft der Westdeutschen Rundfunkanstalten, Director, Eberhard Beckmann, Bertram St. 8, Frankfurt-am-Main.

NVRV Fernschen. Dr. Werner Pleister, Gazellenkamp, Hamburg-Lockstedt 1, Telephone 580221, Teletype 021 2529.

Ternschen des Bayerischen Rundfunks Director.

Fernschen des Bayerischen Rundfunks. Director, Dr. Clemens Muenster, Rundfunkplatz 1, Munich, Sender Freies Berlin, Fernschabteilung, Mr. Heinz Riek, Heidelberger Platz 3, Berlin-Wilmers-

dorf.
Fernschen des Hessischen Rundfunks. Director,
Artur Mueller, Bertram St. 8. Frankfurt-am-Main.
Fernschen des Bayerischen Rundfunks. Director,
Dr. Jedele, Neckar St. 145, Stuttgart O.
Fernschen des Suedwestfunks. Director, Dr. Karl
Peter Blitz, Hans Bredow St. 5, Baden-Baden.
Industry organizations: Deutscher Fernschverband e.V., Chairman, Juergen von Alten and
others. Maximilians Platz 12a, Munich. FernschTechnische Gesellschaft e.V., chairman, Dr. Rolf
Moeller, Darmstadt. Hans Bredow-Institut fuer
Rundfunk und Fernschen an der Universitaet Hamburg, Rothenbaumchaussee 5, Hamburg 13. Director, Prof. Dr. Egmont Zechlin.
—VOLKMAR VON ZUEHLSDORFF

HOLLAND

The official number of television sets: 135,000. (By October 1957 a total of at least 200,000 sets is expected.) This is the number which is registered by the authorities. There is not yet any commercial television. This is still being studied by the Govern-

ment.

TV in Holland is organized by the Nederlandse Televisie Stichting (NTS), under Governmental Control, with 5 sub-divisions: a Roman-Catholic section, a Protestant section, a political (social democratic) section, another Christian division and a neutral section. The broadcasting companies K.R.O., N.C.R.V., V.A.R.A., V.P.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 autenuace.

Innuence on 1V.

The approximate costs to buy a TV set, antennae included, are f1. 650 to f1. 1800 (\$1.—is f1. 3.80).

A yearly contribution of f1. 30.— is due by the owners of a set, to be paid to the government.

Frequency of transmissions: a) every week a picture, on Tuesday night at 8:15. These pictures

old ones and generally non-American. The Dutch trade organization does not permit new pictures to be televized.

b) Every week a stage play or something similar.
c) Weekly, in afternoons, children's programmes.
d) Weekly interviews and lectures.
e) Newsreel and weather talk before every per-

formance.

f) Every Saturday night popular program and quiz.

g) Now and then programmes from other coun-

g) Now and then programmes from other countries, e.g. sport events.
h) Occasionally football matches (interland).
TV programs are on Monday night, Tuesday night, Wednesday afternoon (children), Wednesday afternoon, Saturday night, Saturday afternoon (children), Saturday night and occasionally on Friday night and Sunday. At night programmes start at 8 o'clock and are finished at about 10:30 or 11 o'clock

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. There is one TV station in Holland, in Bussum. The most important television directors are Max Douwes, Gcr Lugtenburg, Fred Bredschneider, Ben Steggerda, Peter Koen, Gijs Stappershoef and Wim Bary. Television reporters are Siebe van der Zee, Piet de Nuyl Jr. and Joop Simons.

Philips is a big manufacturer of TV sets.
The development of TV here is trenendous. Its influence is increasing every day and influence on theatre attendance must be expected.

—PHILIP DE SCHAAP

ISRAEL

There is still no television service in this country, nor is any contemplated in the immediate future. This year, however, negotiations were reported to have been held with RCA and a French company with a view to the eventual establishment of a service. No details of the negotiations were announced.

-ALBERT de MATALON

ITALY

Television is a Government owned and controlled monopoly in Italy. Officially it opened January 1,

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monopoly in Italy. Officially it opened January 1, 1954.

Presently a territory with about 45 million inhabitants is served by television in Italy, which is 90% of the population and includes the most developed areas of Italy.

Experiments were made in Italy since 1933. They were promoted again in 1948 with a General Electric equipment (American standard) supplied to the Italian Government under the E.R.P. system (Marshall Plan). The European standard (5.5 MHz video and 7 MHz channel) was adopted definitively in Italy in 1951 following the decisions of the Comité Consultatif International de Radiodiffusion.

The Government company: Radio Televisione Italiana or RAI—headquarter: Via del Babuino 9, Rome—is 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 (estimatedly 80%) belong, however, to the I.R.I. (Istituto per la Ricostruzione Industriale) which is a Government owned corporation established by Mussolini on January 23, 1933. Since that date I.R.I. has become owner of very large Italian factories (shipyards, foundries, steel plants, etc.) including radio and TV sets manufactories. The value of the whole property of I.R.I. is estimated around 600 million U.S. dollars.

Other stocks of the RAI belong to companies owned also by I.R.I., so that practically 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 Parla.

by a Parliamentary Committee (Commissione Parla-

mentare di Vigilanza) members of which are about 30 Deputies and Schators of all political parties. 30 Deputies and Scinators of all political parties. Other programs are quarterly submitted to the Consultative Committee headed by the Ministro Delle Poste e Telecomonicazioni (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 fulfilment 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

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 about 600,000 in June 1957. People who had paid the special subscription-tax (see below: Tax) were almost 570,000 at the same date. The subscribers to radiotransmissions were more than 6,500,000 at the same date with an estimate number of about 7,500,000 to 8 million radio receivers.

Number of TV Stations (Eight Channels): Forty-four were the transmission centers operating at the end of May, 1957, three of which were telecenters: namely Milan, Rome and Turin. Naples will be the fourth by the end of 1957. To the mentioned stations, 27 teleropeaters are added so that the whole TV network in Italy includes 71 stations.

The RAI has also 20 cars equipped for live shows, three moveable stations and two cars equipped for filming, developing and transmitting newsreels on live shows. The RAI hired airplanes in 1956 to bring to the telecenters newsreels of important events which were filmed in areas not yet equipped for TV transmissions.

The telerepeater of Cortina d'Ampezzo serves also a small area of Switzerland.

Subscription-tax" part of which goes to RAI and part to the Government.

The annual rate of the subscription-tax is 18,000 lire (28 U.S. dollars) for the owner of TV receivers or of TV and radio sets. It is 3,350 lire (5.30 U.S. dollars) for the owner of the radio set only.

The share which goes to the Government is about 10,500 lire (16.50 dollars) and 2,125 lire (3.30 dollars) respectively.

A ten per cent is also deducted from the share which goes to the Pareidene of

respectively.

A ten per cent is also deducted from the share which goes to RAI. It is given to the Presidence of Cabinet Council and used for subsidies to Opera Houses and Musical Academies.

Advertising: According to the patent right con-

Advertising: According to the patent right contract, no advertising by television was allowed to RAI up to the beginning of 1957. Advertising was confined only to radio broadcastings.

Starting January 1957, ten minutes of advertising was allowed to RAI each day. The advertisers cannot be more than four each day and they must transmit shorts or sketches of one minute and half for each. All the four shorts are lumped together under the common title "Carousel".

The proceeds of this advertising is estimated about four million dollars each year.

The proceeds of this advertising is estimated about four million dollars each year.

SACIS—headquarters: Rome, Via Babuino 11—
is the Government-owned company entrusted with the monopoly of all TV advertising, the proceeds of which go, however, to RAI.

SIPRA—headquarters: Via Pomba 20, Turin—is the Government company entrusted with the monopoly of all radio advertising. Also these proceeds go to RAI, though all stocks of SIPRA belong to I.R.I.

Cost of TV equipment and transmission.

belong to I.R.I.

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. SIRTI, the Italian sole agency of Siemens & Halske was entrusted with the setting up of most of the TV stations equipment at the beginning. In 1955 also MARCONI Co. and MARELLI Co. supplied equipments for the new stations.

MARCONI Co. and MARCHLI 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 more than seven million dollars per year from owners of TV sets which is only 33% when compared to 20 million dollars which was the estimated

cost paid by RAI for TV transmissions in 1955.

cost paid by RAI for TV transmissions in 1955.
The cost of transmissions is around 4,700 U.S. dollars per hour.
Price of receivers: Receivers are manufactured in Italy on national or foreign patents. The most important American and European radio & TV sets factories have their own branches in Italy. Receivers made overseas should be adjusted to the Italian standard. This makes those receivers practically more expensive than the same trade-mark

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 1957 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

on sale for about 500 to 700 U. S. dollars.

Programs: There is only one program for all the TV stations in Italy, with 5½ 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 the British and French TV programs. In 1956, there were 2,007 hours of TV transmissions in the total, 1.393 of which were cultural or entertaining and 616 were news and information.

Table-time: 17:30 to 23:00 on weekdays and 10:00

information.

Table-time: 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. views with Italian and foreign names, etc.

views with italian and foreign names, etc.

Film shows include shorts, documentaries, feature films for TV and normal feature films. Besides this, most of the TV transmissions for children and schools are 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 Italian Association of Exhibitors, and the RAI, the latter is only entitled to show long feature films which had been shown previously in movie-houses for at least five years.
Other special shows were successfully inaugurated in 1955-56 and in 1957 (see: Outlook and General Conditions).

Conditions)

nn 1955-56 and in 1957 (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 Beatifican of Pius X in St. Peter's in Rome, for all the European TV networks.

Presently the Eurovision system is successful with transmissions of political, art, sport, folklore events, as, e.g., French, British, Italian horse races; the bicycle tours of Italy and France: Labour Day celebrations in Europe (the 1st of May, here); international soccer and rugby games; etc.

An International Songs Festival in Lugano (Switzerland) with the participation of all countries members of the Eurovision system was sponsored in 1956 and repeated in 1957. Other Song Festivals sponsored for the Eurovision were those of Naples and of Venice. Also a meeting on the TV art problems was promoted by UNESCO and Eurovision with the cooperation of the University of Milan in LTRI. (Istitute Riegestruzione Industrials) Vice that town.

that town.

I.R.I. (Istituto Ricostruzione Industriale), Via
Veneto 89, Rome, is the major stockholder of
RAI-TV. President: Prof. Ing. Aldo Fascetti; Gen.
Mgr.: Rag. Salvino Sernesi.

RAI-Radio Televisione Italiana: Headquarter:
Via Babuino 9, Rome. President: Prof. Antonio
Carrelli; Executive Vice-President: Ing. Marcello
Rodino; Gen. Mgr.: Dr. Rodolfo Arata. Assistant

to the Gen. Mgr.: Dr. Marcello Bernardi. Dr. Carlo De Biase is the head of the Information

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 Bertolotti (Program director of Radio Section of RAI is Mr. Giulio Razzi; Technical Director: Ing. Gino Castelnuovo).

Chief executive officers of each television station: Rag. Renzo Dalla Vida, Via Asiago 10, Rome, director of the Rome telecenter; Dr. Antonio Viarengo, Via Arsenale 21, Turin, director of Turin telecentre; Ing. Riccardo Mauri, Corso Sempione 21, Milan, director of Milan telecentre; Prof. Aldo Angelini, director Naples telecentre.

SIPRA—(monopoly of radio advertising): Via Pomba 21, Turin. President; Ing. Aldo Valente; Gen. Mgr.: Dr. Enrico Martini Mauri.

SACIS—(monopoly of TV advertising): Via Babuino 11, Rome. President: Avv. Francesco Sacerio Cilenti.

Religious Organizations: Centro Cattolico Televisivo, Via della Conciliazione 10, Rome, which releases a weekly classification of the Italian TV shows.

General Conditions and Outlook: TV started to

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 "Do you give up or do you double it?" which is the Italian version of the American quiz "64,000 question". The major prize of the Italian quiz is about 8,000 dollars. Many most important exhibitors have equipped their novie-houses with TV receivers to consent the audience to follow this popular transmission which takes place every Thursday on 09:00 P.M. This is still the more popular show, followed by "Telematch", "First Success" (exhibition of amateurs in singing, playing music, etc.), "The Friend Of The Animals".

The Animals".

It is expected that the number of subscribers to TV will reach 700,000 units by the end of 1957 and one million in the first six months of 1958.

This means that, considering also the profits of the advertising, at least 80% of the cost of the programs will be paid by the TV subscribers and advertising within the next year.

The TV audience is estimated, according to the Poll Section of RAI, around eleven million people. 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.

—ARGEO SANTUCCI

JAPAN

Total Number of Receivers: 1,000,000 (estimated).

nated).

Total Number of Commercial TV Stations: 7.

Total Number of Government Stations: 14.

It is estimated that a million TV sets will be in use by the cud of 1957 with the expansion of microwave facilities and the establishment of new stations, meaning that one out of every 90 persons

stations, meaning that one out of every 90 persons will have a set.

An increase in channels will provide spots for a total of 112 stations and already 103 companies have filed for the 91 vacant spots, but since NHK is a government-sponsored body, it will probably be granted 50 per cent of all channels.

High prices of sets still keep lower wage earners from enjoying TV but it is hoped that the \$200 now asked for a 14" set will be brought down to \$85 in the not too distant future. With the average language income heips what it is, this still looks Japanese income being what it is, this still looks like a lot of money.

like a lot of money.

Japanese audiences, who formerly preferred the commercial stations to those sponsored by the government, have been won over to the latter by importation of old American movies at a time when a feud between Japanese movie-makers and commercial TV stations has resulted in a virtual ban on the showing of movies. Both government stations and privately-owned stations have brought in a number of American shows with the latter changing the dialogue to Japanese. It is quite a shock to an

American viewer to have Superman and Sheena of the Jungle spouting Japanese for fascinated Japanese monpets but, in the end, it is good propaganda for the "American Way".

Sports, especially bascball, Japanese wrestling and boxing, are most popular in Japan with huge crowds gathering at open-air TV sets or crowding the bars and tea rooms which advertise TV. Japaneses audiences also like gesture quizes, give-aways (with small prizes compared to U. S. shows), audience participation and annateur shows, but they also go for concerts and ballet, especially if American stars are appearing.

Japan experimented with TV prior to World War II but the war put a stop to it and it was not until 1953 that the Broadcasting Corporation of Japan (NHK) went on the air and later opened a microwave lookups are still largely undeveloped. Six months after this the first commercial station—JOAX-TV—came on the air and they were joined by JOKR-TV in 1955.

Unfortunately, Japan did not see fit to grant permission for a station for the American Armed Forces in Japan though such stations are flourishing in Okinawa and South Korca. There are, however, a good many Americans in Japan with TV sets and those belonging to the Scurity Forces are not compelled to pay the required fee of 75¢ a month to suppor NHK, the government station.

Japanese TV broadcasting hours are comparatively short, averaging 8-9 hours on weekdays but considerably more on Saturdays, Sundays and holidays. Advertising rates on the commercial stations are comparatively low—a 10-second spot for \$75 and an hour show for less than \$1,000.

American studio equipment is used almost exclusively as the same system of seven-mega black and white with \$25 scanning lines brings in the Japanese image. One thing which distinguishes Japanese TV from the American version: broadcasting hours are not split into regular spots or segments so that a program may begin, let us say, at \$.05 and end at \$2.22 with two shorts filling in until \$13.00. The properties of the state of the state of the

and Aomori.

Japan Television Network Corporation—Tokyo (JOAX-TV)—14, 2 bancho, Chiyoda-ku, Tokyo. President: Matsutaro Shoriki.

Television Bureau, Radio Tokyo Inc.—Tokyo (JOKR-TV)—Yuraku-cho Chiyoda-ku, Tokyo. President: Sei Adachi.

CBC, Chubu Broadcasting Corp.—Nagoya (JOAR-TV)—Chubu Nihon Hoso, Nagoya. (Connected with Radio Tokyo TV).

OTV, Osaka Television Corp.—Osaka (JOBX-TV)—Osaka TV Building, Osaka. (Connected with Radio Tokyo TV).

Radio Tokyo TV).

Radio Kyushu Television (JORF-TV) Fukuoka, Kyushu Prefecture.

Sendai TV (JOIR-TV) Sendai, Miyagi Prefecture.
Hokkaido TV Broadcasting (JONB) Sapporo,

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—A. C. PINDER

MEXICO

Hokkaido.

TV trade leaders are among Mexico's top optimists. Though their industry hasn't advanced much of late after a progressive rush-forward since it began in 1952, the leaders look for decided advancement during 1957 because of Mexico's general prosperity providing more money: for larger-spending sponsors, which will assure better programs, and place the receiving set population well on the way to at least 400,000.

At present, the number of receiving sets is estimated at about 250,000. Mexico's population approaches 31,000,000. In the Federal District (Mexico City) there are nearly 4,500,000 inhabitants. Receiving sets are still very expensive—you can't get one for less than \$350—nuch, much money in a land where the family of five that can count on \$80, gross, a month, is reckoited lucky.

TV programs, largely sponsored by subsidiaries of American concerns, still largely follow the stateside pattern, with the exception that there is a minimum of comedy but a stressing of give-aways—top of which is the "64,000-Peso Question"—though the "This is Your Life" show follows its "yanqui" original very closely, though it is sauced with chile. with chile.

with chile.

Producers are still frantically looking for really good original video dramas. Patrons are becoming jacled of over much melodrama. But practically nobody has even pioneered as a Mexico TV dramatist. The trade leaders hope that with materialization of their expectations of more money they will be able to coax dramatists, of whom there are several very good ones in this country, to work for video. The leaders, too, count upon the obvious fact that TV has become a recognized advertising medium, more sponsors will take it up and do at least as much for it as they do for radio.

The stations and directors general are: XHTV, channel 4 (the pioneer), Romulo O'Farrill, Jr.

Jr.

Jr.

XEWTV, channel 2, Emilio Azcarraga, Jr.

ZHGC, channel 5, Guillermo Gonzalez Camarena.

All stations recently combined into Telesistema.

—LUIS BECERRA CELIS

NORWAY

The television situation in Norway: The Government Broadcasting Station is still experimenting with TV, and trials have been made. It is expected that a small beginning might occur inside a couple of years.

-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 places such as restaurants, clubs, have television sets for their patrons and the medium is available in local hotels upon request.

The Commonwealth government is crecting 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.

areas.

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 intensification of English instruction 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 have Spanish sub-titles.
WKAQ-TV produces 90 live shows weekly, but this number is increasing weekly. This station has 100 000 weekly.

has 100,000 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 sub-

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 bollar Question and Truth or Consequences, and their counterparts in Puerto Rico.

American manufactures of cigarettes electric

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

sequently 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 all television stations equipment and receivers. The excise tax law was amended this year to eliminate all excises on electrical appliances costing less than \$100, and 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

The Union of South Africa is still without it television service and likely to remain without it for many years in the future. The director general of the South African Broadcasting Corporation has nothing to report on the matter, while the Government says simply that "progressive research and experimentation in the television field has been and still is being carried out, but purely as research and experimentation." The reasons for the TV lag here are many, including the geographical layout of the country, which would make nation-wide service extremely expensive, and the fact that the South African Broadcasting Corporation has been in financial difficulties with just its radio services.

—S. M. KIRSCH Union of South Africa is still without

-S. M. KIRSCH

SWEDEN

The Swedish TV began in the Autumn of 1956. One station was organized in Stockholm and one in Gothenburg and these two stations exchange programs. An ordinary TV week in Sweden sees about six hours of "live" programs, plus one or two pictures each week and some serials. Swedish, French, American (USA), British and Soviet pictures have been shown on TV and scrials like "I Love Lucy" and "Jungle Jim" and "Patty Page Show." Show

Show".

During the year (1957) the number of programming hours weekly will be increased from 6 to 9 "live" hours. Other new shows will include new serials like "Brave Eagle", a British serial about "Inspector Fabian", "21", sports and "TV theatre" twice a month also. The future for the Swedish TV seems very promising. As of April, 1957, Sweden has about 50,000 TV sets and it is set invescible that this foure will at least double not impossible that this figure will at least double six months from now.

-SVEN G. WINQUIST

SWITZERLAND

Total number of receivers in the country: By Jan. 1, 1957, exactly 19,971, of which 3440 were in public rooms, i.e. Bars, Tea-Rooms, Restaurants.
Total number of commercial TV stations in Switzerland: None. TV is governmental controlled

Switzerland: None. TV is governmental controlled in Switzerland.

Total number of government controlled stations in Switzerland: Seven. Uetliberg (Zurich), Bantiger (Berne), Chrischona (Båle), Saentis (Eastern part of Switzerland), La Dôle-Jura (for the French speaking part of Switzerland), and Monte Ceneri and San Salvatore (Ticino; Italian speaking part of Switzerland).

Taxation on receivers: 60.—Swiss franks for home receivers. 120.—Swiss franks for receivers in public rooms (which may charge a small admission). Amounts are per annum.

Time of transmissions per week: three programmes in German, French and Italian of about 16 hours each.

16 hours each.

16 hours each.

Use of live and/or film shows: 1955: film shows 35%, live shows 65%.

In over-all charge is the governmental department PTT (Post, Telegraph and Telephone).

Responsible for technical service: PTT.
Responsible for programmes
Rundspruchsgesellschaft (Radio Cooperation of Switzerland)

Switzerland).

Switzeriand).

Director of Programmes: Mr. Eduard Haas, (Fernsehstudio Bellerive, Kreuzstrasse 2, Zurich).

Second Director of Programmes (only for the French speaking part of Switzerland): M. Frank Tappolet, Studio de Télévision 66, Boulevard Carl Wort Carl Carl Vogt, Genève. -ARTHUR GOEPFERT

VENEZUELA

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Approximate number of television receivers in Venezuela: 125,000.
Television stations: There are two commercial television stations in Venezuela.

1. Televisa, Director Jaime Ballentyne, Pres. Gonzalo Veloz Mancera. This station operates on Channels 4, 9 and 11. Channel 4 is in Caracas, Channel 11 is Radio Cultura operating on 5,050 kilocycles, and Channel 9 is Televisa del Zulia. Channel 13 will be operating at the end of the year in Valencia. Marconi equipment is used. All installations were made by Venezuelan engineers after extensive investigations in operation and equipment in England. Channel 4 is the only station that presents a live religious program directed by Padre Francisco Hernandez.

2. Radio Caracas, T.V. Director Amable Espina, Channels 2 and 10. RCA equipment is used.

There is one government owned station, Director Dr. Liva User.

Channels 2 and 10. KCA equipment is used.
There is one government owned station, Director
Dr. Juan Uslar Pietri. This operates on Channel 5
and is called Televisora Nacional. This station
operates only about three hours and evening, and
has no advertising. The programs are documentary and cultural.

To date the average cost of equipment and transmission in Venezuela covering all stations is Bs20,000,000 (\$6,000,000.)

All receivers are imported.

All receivers are imported.

Televisa broadcasts 60 hours a week, Radio Caracas 90, and the government station 15. Cost of transmission per hour is Bs1,000.00 (\$300). The programs consist of 72 per cent live talent, 28 per cent films. There are about 30 television distributors in the fold.

Censorship: This comes under the government and direction of the Supervisora de Radio y Tel-

evision. General Outlook: For the first time in four years General Outlook: For the first time in four years after what has been considered a terrific struggle by the operators of the television stations, the field appears to have great possibilities. While the stations are no longer losing money, they are to date just covering expenses. The future predicts the beginning of financial gains for the first time. Every possible effort is being made by both commercial stations to extend television relays to other cities with a view in the end of covering a 4,000,000 audience

or two-thirds of the country's population in the next year and a half.

The Pepsi Cola Company of Venezuela has created an annual award for the best television programs for the year and in 1956 this went to Gonzalo Veloz Maneera. It is called the Avila trophy and represents a prize and honor to the winner. Gonzalo Veloz Maneera was also awarded a diploma by the Municipal Conneil in recognition of his 25 years as a pioneer in radio and television activities in Venezuela.

—MONA LONDON CALDWELL

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-MONA LONDON CALDWELL

YUGOSLAVIA

Television in Yugoslavia, especially in Croatia and lately in Slovenia, has had, since May, 1956, only one Yugoslav TV program, a two-hour show every Sunday, while on other days of the week Italian and Austrian TV programs are heing used. In the meanwhile Belgrade, the principal city of Yugoslavia, is without television programs, being too far both from Italian and Austrian frontiers. But, according to assurances given recently by Doctor Ivko Pustisek, the general manager of Yugoslav Radio and Television, regular television programs will be available sometimes in 1958.

The most recent information from competent teclinical sources indicate, that the postponement for one year was caused by the fact that the funds earmarked by the Government for TV were not used because the engineers were late with the elaborate plans. Thus, according to present plans, the principal towns of Serbia, Croatia and Slovenia (Belgrade, Zagreb and Ljubljana) will be ready to broadcast in the middle of next year.

The first experimental TV station (250 w.) was established in Ljubljana, Slovenia, in 1949—and for years remained only experimental and nothing else. A special State Television Committee, composed of several university professors and other experts, is responsible for setting up of Yugoslav television network.

These three stations, according to the informa-

network.

These three stations, according to the informations obtained from the State Television Committee, would have the power to cover a part of the territory with four millions and a half to five millions of Yugoslavia's 17 million population. The locations have been already chosen for the projected TV stations in Serbia, Croatia and Slovenia.

The State TV Committee is winding up the negotiations for equipment with several foreign firms, including RCA of the United States, Marconi of Great Britain, Siemens of Western Germany, SFR of France and some others. The named foreign firms are much interested in dealing with Yugoslavia and all of them offered very favorable conditions and dates of deliveries. Still, some equipment for the three stations will be produced locally. As the costs will be pretty low, the monthly subscription will not exceed 3,000 dinars (\$10), just the annual subscription of the present radio fee.

The five million Yugoslavs who will be within the range of the three projected TV stations would require at least around 50,000 TV receiving sets so that every 30th Yugoslav would have one. Now comes the question whether every 30th Yugoslav would be capable of buying a TV receiving set swhen a locally produced one costs between 130 and

when a locally produced one costs between 130 and 140 thousand dinars (\$445 and \$465). Very few people in Yugoslavia can afford that for a receiving set, even on installment arrangements. But, on the other hand, there are a lot of institutions, such as are coops, cultural homes, libraries, clubs, restaurants and factories, which can afford such ex-

aurants and factories, which can afford such expenses.

The economic policy makers of the Yugoslav Government had discussed recently (even in the Parliament) the problem of TV in the country, and made serious recommendations to all technical institutes in the country to increase efforts, thus to enable Yugoslavs to get their own TV stations and programs in shortest possible time.

Despite the fact that Yugoslavia has only one weekly, locally produced TV program in Zagreb, television is not unknown in this country. The TV stations from the neighbouring Italy, Austria and Hungary reach some parts of Yugoslavia—Slovenia. Croatia and Vojvodina—thus many Yugoslavis in these areas already have TV sets.

The Belgrade radio industry enterprise "Nikola Tesla" decided to invest fifty million dinars in the experimental works for introducing television in Yugoslavia as quickly as possible. The building of experimental station in Belgrade is nearing its completion. The range of this station will be around 90 kilometers. It is expected, as Doctor Ivko Pustisek said, that Yugoslavia will have her own TV stations by June, 1958.

—STOJAN BRALOVIC

--STOJAN BRALOVIC



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 develop-

ments 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 industrywide TV code, drew upon the Motion Picture Production Code for their pattern.

Four subcommittees were active in preparation of the television code throughout the summer of 1951. Their tentative draft was approved by the NARTB board in September and a final polishing job undertaken in Wash-

ington 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 viotations 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 Mo-tion Picture Association of America, Inc. late in 1945 when Eric Johnston was named president.

Meeting in Bandera, Tex. in February, TV board members of NARTB approved a review board of five and adopted a plan for financing administration of the code as well as an operating budget of \$40,000 for the

first year of operations.

The review board, designed to be a preliminary hearing group in considering complaints that specific TV programs and advertising practices violate the code, included the

following:

John E. Fetzer, owner of TV station WKZO-TV at Kalamazoo, as the chairman: J. Leonard Reinsich, vice-president, WSB, Atlanta; Mrs. Scott Bullitt, owner of KING-TV, Seattle; William B. Quarton, vice-president and general manager, WMT-TV, Cedar Rapids and G. Richard Shafto, president of WIS-TV, Columbia, S. C.

Under the financing plan, each subscribing TV station pays \$405 a year. If it is an NARTB member, \$250 of this is credited against NARTB dues, leaving \$155 for de-

fraying 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

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

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

American homes.

Television, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for the advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

applied to every moment of every program presented by television.

In order that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

Advancement of Education and Culture

1. Commercial television provides a valuable means of augmenting the educational and cultural

influences of schools, institutions of higher learning,

influences of schools, institutions of night rearring, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions 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 estations networks advertising agencies and terials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overthy instructional and cultural programs schedulers.

overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

In furthering this realization, the television

broadcaster:
a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers. b) Should

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 responsibilities which the citizen has

num of the responsibilities which the citizen has towards his society. Furthermore:

a) (i) Profanity, obscenity, smut and vu'garity 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.

minate such words.

(ii) Words (especially slang) derisive of any (ii) Words (especially slang) derisive 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 Regulations and Procedures of the Code, V, Section 3, Authority and Responsibilities) shall main and issue to subscribers, from time to time, a continuing 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.

b) (i) Attacks on religion and religious faiths are

allowed.

not allowed.

(ii) Reverence is to mark any mention of the name of God. His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

(i) Contests may not constitute a lottery

are to be need up to reacture.

(i) Contests may not constitute a lottery.

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (see Contests.)

- d) Respect is maintained for the sanctity of mar-riage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.
- e) Illicit sex relations are not treated as commendable.
- f) Sex crimes and abnormalities are generally unacceptable as program material.
- g) Drunkenness and narcotic addition are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

The use of liquor in program content shall be de-emphasized. The consumption of liquor American life, when not required by the plot for proper characterization, shall not be shown.

The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

families.

1) Exhibitions of fortune-telling, astrology, phrenol-Exhibitions of fortune-telling, astrology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these

subjects.

m) Televised drama shall not simulate news or special events in such a way as to mislead or alarm. (see News.)

alarm. (see News.)

Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

and processional standards.

O The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

Excessive or unfair exploitation of others or of their physical or mental afflictions shall not be presented as praiseworthy.

oriminality shall be presented as undesirable and unsympathetic. The condoning of crime in the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

acceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

dignity.

The presentation of murder or revenge as a motive for murder shall not be presented as motive fo

justinable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or the context the news country.

only in such fight as to and the control of the news event.

Treatment of Animals. The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards to the control treatment. of humane treatment.

Responsibility Toward Children

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social than the However widence and illicit sex shall or such is heipful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and purishment. 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 regards:

gards:
a) In affording opportunities for cultural growth as well as for wholesome entertainment.
b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.
c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

American community.

American community.

d) In eliminating reference to kidnaping of children or threats of kidnapping.
e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.
f) In exercising particular 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.

race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

Community Responsibility

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

Treatment of News and Public Events

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 dentified as such.

dentified as such.

4. Good tastse 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. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably amblicable.

are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

- 7. A television broadcaster should exercise due care in his supervision of content, format, and presentation of newscasts originated by his station, and in his selection of newscasters, commentators, and analysts.
- 8. A television broadcaster should exercise par-ticular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly disinguishable from the news content.
- 9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should 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 aurally or pictorially such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . " should be reserved specifically for news room use. However, a television broadcaster may property exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

PUBLIC EVENTS

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenty.

2. Because of the nature of events open to the public, the treatment of such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as cood taste in presentation. good taste in presentation.

Controversial Public Issues

Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable 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, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b) Programs devoted to the discussion of controversial interests and the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

Programs devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is purely of an entertainment, news or

other character.

Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or viewers to believe that the program is of any other character.

Religious Programs

I. It is the responsibility of a television broad-caster to make available to the community as part of

caster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

C) Religious programs should be accurately and without prejudice or respectively.

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. of its community.

Presentation of Advertising

Presentation of Advertising

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since television is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable from time to time to review and revise the presently suggested practices:
a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.
b) A sponsor's advertising messages should he con-

A sponsor's advertising messages should he confined within the framework of the sponsor's program structure. A television broadcaster should avoid the use of commercial announcements 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 following the apparent sign off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified, both audio and video, before the sponsor's advertising material is first used, and should be signed off, both audio and video, after the sponsor's advertising material is last used.

is last used.

Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Since advertising by television is a dynamic technique, a television broadcaster sheuld keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled. are fulfilled.

are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

Acceptability of Advertisers and Products Canaral

Acceptability of Advertisers and Products—General
1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster 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 advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.
b) The advertising of beer and wines is acceptable Acceptability of Advertisers and Products-General

accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to Federal and local laws.

and local laws.

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.

The advertising of firearms and fireworks is acceptable only subject to Federal and local laws.

The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, nalm-reading, numerology, mind-reading or character-reading is

numerology, m

- f) Because all products of a personal nature create specials products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable. ceptable.
- g) The advertising of tip sheets, race track publica-tions, 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 in the advertising thereof:

a) A television broadcaster should not accept advertising material which in his opinion, offen-sively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

sound or visual effects.

Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stricts. sion stations.

Contests

1. Contests should offer the opportunity to all contestants to win on the basis of ability and skill,

contestants to win on the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown, or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the

awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Capy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first aunouncement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to

vertiser that premiums offered are not harmful to

person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing"

powers or otherwise.

Time Standards for Advertising Copy
1. In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:

Length of Advertising Message (Minutes and Seconds)

Program News Programs All Other Programs			
(Minutes)	Day and Night	Class "A" Time	All Other Hrs.
5	1:00	1:00	1:15
1Ŏ	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

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 within every five minutes of 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcement 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, fea-

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

material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent.

6. Even though the commercial limitations of the Code do not specifically prohibit back-to-back announcements, 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 another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

8. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

Dramatized Appeals and Advertising

Dramatized Appeals and Advertising
Appeals to help fictitious characters in television
programs by purchasing the advertiser's product
or service or sending for a premium should not be
permitted, and such fictitious characters should
not be introduced into the advertising message for
such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses
or other professional people, the material should
be presented by members of such profession reciting
actual experience or it should be made apparent
from the presentation itself that the portrayal is
dramatized.

Sponsor Identification

Identification of sponsorship must be made in all sponsored programs in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

REGULATIONS AND PROCEDURES

The following regulations and procedures shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

Name

The name of this Code shall be The Television Code of the National Association of Radio and Television Broadcasters.*

Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

Subscribers

Section 1. ELIGIBILITY

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors a leaving for provided he alignilla to subject to the supproval of the Television Board of Directors are leaving for provided he alignilla to subject the television for provided he alignilla to subject the support of the support to the approval of the Television Board of Directors as hereinafter provided, he eligible to subscribe to the Television Code of the NARTB to the extent of one subcription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member. of a member.

Section 2. CERTIFICATION OF SUBSCRIPTION

Section 2. CERTIFICATION OF SUBSCRIPTION
Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Good Practice," a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or a film, signifying that the recipient thereof 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.

* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable:—"
By-Laws of the National Association of Radio and Television Broadcasters, Article VII, section 2,B.(4).

Section 3. DURATION OF SUBSCRIPTION
Subscription shall continue in full force and effect until thirty days after the first of the month following receipt of notice of written resignation. 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 voided, revoked or temporarily suspended for television programming, including commerical copy, which, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by registered mail of the charges preferred; (2) Such subcriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing

is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral 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 learning 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. rectors may admit such evidence as it deems relevant, rectors 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, taat 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 account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

Section 6. AMENDMENT AND REVIEW

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

Section 7. TERMINATION OF CONTRACTS
All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, previded, however, that in no event shall such period be longer than fifty-two weeks.

Rates

Each subscriber shall pay "administrative" rates in accordance with such schedule, at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII, section 2,B. (3) and (4), By-Laws of the NARTB); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

The Television Code Review Board

The Television Code Review Board
Section 1. COMPOSITION

The Television Board of Directors shall establish a continuing committee entitled The Television Code Review Board, upon the promulgation of the Television Code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible to serve on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year. term shall be for one year.

A. Limitation of Service
A person shall not serve consecutively as a member of the Review Board for more than two years.

QUORUM

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

Section 3. AUTHORITY AND RESPONSIBILITIES
The Television Code Review Board is authorized

and directed:

(1) To maintain a continuing review of all television programming, esspecially that of subscribers to the Television Code of the NARTB: (2) to receive. the Television Code of the NARTB: (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with governmental agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers concerning the attitude and desires programwise of accountable organizations and institutions, and of the American public in general (6) to review and monitor, if necessary, any certain (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code. (6) to review and monitor, if necessary, any certain

A. Delegation of Powers and Responsibilities
The Television Code Review Board may delegate,
from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.



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Topeka, State-Journal—Bernice Milne.
Wellington, News—Margaret Newlin.
Wichita, Eagle—Robt. L. Tonsing.

Kentucky

Glasgow, Times—A. Rogers. Henderson, Gleaner and Journal—F. W. Fink. Louisville, Courier Journal—Bill Ladd. Louisville, Times—John Walsh. Owensboro, Messenger-Enquirer—Christine Edge.

Louisiana

Baton Rouge, Morning Advocate—Charles Magee. Crowley, Signal—Mrs. L. J. Cart.
Lake Charles, American Press—Beatrice North.
Monroe, Morning World—James P. Williamson.
Monroe, News-Star—James P. Williamson.
New Iberia, Iberian—Dorothy Louviere.
New Orleans, Item—T. R. Liuzza.

New Orleans, Times-Picayune—Ed Brooks. Shreveport, Journal—Lillie Cella. Shreveport, Times—Pericles Alexander.

Maine

Bangor, News—Roger W. Remington. Portland, Express—Hal Cail. Portland, Herald—Hal Cail. Portland, Telegram—Hal Cail.

Maryland

Annapolis, Evening Capital—Laverne Williams. Baltimore, American—Aldine Bird. Baltimore, Evening Sun—Hope Pantell. Baltimore, News Post—Aldine Bird. Baltimore, Sun—Donald Kirkley. Cumberland, Evening Times—E. T. Gunning. Cumberland, News—A. T. Brust.

Massachusetts

Attleboro, Sun-E. I. Macdonald. Boston Globe-Elizabeth L. Sullivan. Herald-Arthur Fetridge. Traveler-Joseph Levine. Chelsea, Record—R. F. Hancock.
Fall River, Transcript—Lorraine Sears.
Greenfield, Recorder-Gazette—John J. Broughan.
Holyoke, Transcript-Telegram—William Dwig Jr.
Lawrence, Eagle—John J. Regan.
Lawrence, Tribune—John J. Regan.
Lowell, Sun—Jim Finn.
Malden, News—James Scott.
Medford, Mercury—Edith Brickman.
Milford, News—Nicholas J. Tosches.
New Bedford, Standard-Times—Joseph L. Wicherstell erski.
Pittsfield, Berkshire Eagle-Milton Bass.
Springfield, News-Lawrence J. Sullivan.
Springfield, Republican-Lawrence J. Sullivan.
Springfield, Union-Lawrence J. Sullivan.
Wakefield, Item-Allston Van Wagner.
Woburn, Times-Betty Devaney.
Worcester, Gazette-James A. Gourgouras.
Worcester, Telegram-Frederick L. Rushton.

Michigan

Michigan

Ann Arbor, News—Carol Olin.
Battle Creek, Enquirer and News—Art Middleton.
Bay City, Times—Katherine Schwall.
Benton Harbor, News-Palladium—S. R. Banyon
Detroit, Free Press—Betty Lou Peterson.
Detroit, News—Herschell Hart.
Detroit, Times—Andy Wilson.
Fint, Journal—Ralph G. Coulter.
Grand Rapids, Herald—Sue Rogers.
Grand Rapids, Herald—Sue Rogers.
Grand Rapids, Herald—Sue Rogers.
Greenville, News—Dale Stafford.
Jackson, Citizen-Patriot—Donald Durst.
Kalamazoo, Gazette—Maude Curren.
Lansing, State Journal—Thelma Harnett.
Menomince, Herald-Leader—Mitton Brown.
Mount Clemens, Monitor-Leader—M. T. McKee, Jt.
Muskegon, Chronicle—Donna Smreina.
Niles, Star—Don R. Carlson,
Owosso, Argus-Press—Arthur Klein.
Pontiac, Press—Lena Lilly.
Port Huron, Times Herald—C. E. Burkholder.
Royal Oak, Tribune—Beverly Peck,
Saginaw, News—Leslie A. Wahl.
Traverse City, Record-Eagle—Margaret Votey.

Minnesota

Austin, Herald—J. Danne.
Fairmont, Sentinel—Bob Sexe.
Faribault, News—John Jurkow.
Minneapolis, Star—Florence Murphy.
Minneapolis, Tribune—Will Jones.
Red Wing, Republican Eagle—Marlene Mumfard.
St. Paul, Dispatch—T. L. Ayers.
St. Paul, Pioneer Press—T. L. Ayers.
Willmar, Tribune—Stan Haldorson.
Winona, Daily News—Joseph Rizzardi.

Mississippi

Clarksdale, Press Register—B. J. Skelton, Jackson, State Times—William E. Keith. Jackson, Daily News—Frank Hains. Jackson, The Clarion-Ledger—Purser Hewitt. Meridian, Star—Jerry Kerns. Vicksburg, Evening Post—Burrell Conway. Vicksburg, Herald—Burrell Conway.

Missourl

Missouri
Carthage, Press—John Key.
Columbia, Missourian—M. E. Gross.
Columbia, Tribune—Joan Lipscomb.
Excelsior Springs, Standard—M. Crowley.
Hannibal, Courier-Post—Clarence Cary.
Independence, Examiner—Charles Lanphear.
Kanasa City, Star—R. J. Hoyland.
Kansas City, Times—R. J. Hoyland.
Kansas City, Times—R. J. Hoyland.
Monett, Times—Peter V. McCoy.
St. Charles, Banner-News—R. Kelch.
St. Joseph, Gazette—Don Thornton.
St. Louis, Post-Dispatch—Warner O. Schoyen,
Springfield, Leader & Press—Dale Freeman.
Springfield, Leader & Press—Dale Freeman.
West Plains, Quill—Frank L. Martin.

Montana

Bozeman, Chronicle—Ralph Evans. Kalispell, Inter Lake—Dean Krenz. Lewistown, News—Lloyd C. Law.

Nebraska

Grand Island, Independent—Arch W. Jarrell. McCook, Daily Gazette—Dick Harmeson. Norfolk, News—Nelson Barth.
Omaha, World-Herald—Irene Provost.

Nevada

Las Vegas, Review-Journal-Archie Teague.

New Hampshire

Concord, Monitor & New Hampshire Patriot— Arthur F. Babineau. Laconia, Citizen—J. Oliva Huot. Lebanon, Hanover, White River Junction, Valley News—Dorothy Daniels. Manchester, Sunday News—Walt Emerson. Manchester, Union Leader—Paul Tracy.

New Jersey

New Jersey
Atlantic City, Press—Paul Learn.
Bridgeton, News—Phyllis I. Clark.
Camden, Courier-Post—Nancy L. Clark.
Hackensack, Bergen Evening Record—Kenneth Wallace.
Newarl, News—Roland E. Lindbloom.
New Brunswick, Home News—Edward Olly.
New Brunswick, Times—Edward Olly.
New Brunswick, Times—Edward Olly.
Passaic-Clifton, Herald-News—William H. Pohle.
Passaic, Eagle—Mrs. Theresa Howley.
Paterson, Morning Call—Ida Brullo.
Paterson, News—Henry C. Schwartz.
Plainfield, Courier-News—Paul Smith.
Trenton, Times-Advertiser—Frederick L. Ferris.
Trenton, Trentonian—Fred Van Devanter.
Vincland, Times-Journal—Ralph C. Squillace.

New Mexico

Albuquerque, Tribune—Howard Bryan. Santa Fe, New Mexican—Tony Hillerman.

New York

Albany, Times-Union—Charles E. Davis, Batavia, News—Mrs. F. E. Brown. Bath, Steuben Advocate—M. M. Landon. Binghamton, Press—Kimball Davis, Binghamton, Sun—Dave Rossie. Buffalo, Courier-Press—Geo. Koenig. Buffalo, News—Sturgis Hedrick. Canandaigua, Messenger—Robert A. Wade. Catskill, Mail—John Behuniak. Dunkirk-Freedonia, Observer—Gerald Wyst Endicott, Bulletin—Pat Hopko. Herkimer-Ilion, Telegram—Mary Edwards, -Gerald Wystup.

Hudson, Register-Star—Judy Nooney.
Jamestown, Post-Journal—J. Harold Swanson.
Jamestown, Sun-E. J. Acker.
Lockport, Union-Sun & Journal—Dorothy Smith.
Long Island (Nassau County), Newsday—Jo Coppola.

Mamaroneck, Times—Teunis E. Gouwens.

Mount Vernon, Daily Argus—Ettore Fraioli.

New Rochelle, Standard Star—Harold Donsky.

New York City

Brooklyn Daily—Ted Nelson.

Herald Tribune—John Crosby, Marie Torre.

Journal-American—J. J. Karpf.

Mirror—Nick Kenny.

News—Ben Gross.

Post—Albert Cusick.

Telegraph—Leo Mishkin.

Times—Jack Gould, J. P. Shanley.

World-Telegram and Sun—Harriet Van Horne,

Kevin Delany. Kevin Delany.

Long Island Advocate—W. Witte.

Long Island Press—William Cotter.

Long Island Star Journal—Robert Wright.

Newburgh, News—Victor Livingston.

Norwich, Sun—Robert J. Jones.
Oneonta, Star—Robert Depian Ti.
Ossining, Citizon-Register—Douglas R. Wildey.
Oswego-Fulton, Palladium-Times—J. Russell Gill.
Plattsburg, Press-Republican—Ann Breen.

Port Chester, Item—Warren B. Randall.
Rochester, Democrat & Chronicle—Harold
Nichols. Nichols.

Rochester, Times-Union—John C. Hadley.

Rome, Sentinel—Margaret McCarthy.

Syracuse, Herald-Journal—Robert Sokolsky.

Syracuse, Post-Standard—Peg Simpson.

Tarrytown, Daily News—Robert M. Austin.

The Tonawandas, News—Francis Skimin.

Troy, Record—Alton T. Sliter.

Troy, Times Record—Alton T. Sliter.

Watertown, Times—Dominic Pepp.

White Plains, Reporter Dispatch—James F.

Gressler.

Yonkers, Herald Statesman—David S. Jensen. Nichols.

North Carolina

Charlotte, Observer—Dick Banks.
Dunn, Record—Mel Adams.
Elizabeth City, Advance—Bessie Culpepper.
Goldsboro, News-Argus—George Johnson.
High Point, Enterprise—Joe E. Brown.
Kannapolis, Independent—Bill Bailes.
Kinston, Free Press—James Register.
Raleigh, News and Observer—Jane Hall.
Raleigh, Times—Ann Ehrgott.
Rocky Mount, Telegram—Clinton Andrews.
Salisbury, Post—Bette Kepley.
Sanford, Herald—E. H. Jennes.
Winston-Salem, Journal and Sentinel—Tom
Wicker. Wicker.

North Dakota

Fargo, Forum-Del Johnson.

Akron, Beacon-Journal—A. L. Cullison.
Ashland, Times-Gazette—Josephine Stookey.
Athens, Messenger—John V. Webb.
Bowling Green, Sentinel-Tribune—Dean Roach.
Cambridge, Jeffersonian—Mrs. Lathiel Winters.
Canton, Repository—Louise Meek.
Celina, Standard—Tom Percy.
Cincinnati, Enquirer—James Devane.
Cincinnati, Post—Mary Wood.
Cincinnati, Times-Star—Charlton Wallace.
Cleveland Cleveland News-Maurice Van Metre. Plain Dealer-George Condon. Press-Stanley Anderson. Press—Stanley Anderson.
Columbus
Citizen—Mrs. Jo Reed.
Dispatch—Robert G. Connors.
Ohio State Journal—Edgar Barmann.
Star—Pauline Smith.
Coshocton, Tribune—William Felver.
Dayton, Journal-Herald—Brainard Platt.
Dayton News—Grover Mitchell.
East Liverpool, Review—Julius Cassels.
Flyvia. Chronicle-Telegram—Dorothy Fr

Elyria, Chronicle-Telegram-Dorothy Funk.

Findlay, Republican-Courier—Allen Dudley, Fostoria, Review-Times—Howard Wyatt. Galion, Inquirer—Mrs. Leona Gillette. Greenville, Advocate—Walter A. Browne, Jr. Ironton, Tribune—Wanda Brammer. Kenton, Times—Paul Thomas. Lorain, Journal-Times Herald—William E. Totten. Mansfield, News-Journal—Donn Gaynor. Marietta, Times—Andrew Elliott. Marion, Star—Frances Bomberger. Martins Ferry, Times-Leader—E. Grace Coleman. Middletown, Journal—Bob Carrier. Mount Vernon, News—Virgil Shipley. Newark, Advocate and American Tribune—Don Smith. Middletown, Journal—Bob Carrier.
Mount Vernon, News—Virgil Shipley.
Newark, Advocate and American Tribune—
Don Smith.
Niles, Times—Agnes Lopata.
Piqua, Call—Ella Purdy.
Ravenna - Kent, Record - Courier - Tribune—Josephine Sicuro.
Sidney, News—Marion Russell.
Steubenville, Herald-Star—W. J. Michl.
Toledo, Blade—Ray Oviatt.
Van Wert, Times-Bulletin—Lloyd Hippensteele.
Wapakoneta, News—Hazel Brown.
Warren, Tribune-Chronicle—John Forrest.
Wellston, Sentinel—John L. Weber.
Willoughby, News-Herald—Thelma Davidson.
Wilmington, News-Journal—Mrs. Eleanor Conard.
Youngstown, Vindicator—Adrian Slifka.
Zanesville, Signal—Virginia Reynolds.

Oklahoma

Durant, Democrat—LeRoy Moses.
Enid, Eagle—A. J. Strauss.
Enid, News—A. J. Strauss.
Enid, News—A. J. Strauss.
Frederick, Leader—Gertrude Perkins.
Muskogee, Phoenix—Wally W. Weber.
Muskogee, Times—Democrat—Wally W. Weber.
Okmulgee, Times—Donn Dodd.
Seminola, Producer—Al Givens.
Shawnee, News-Star—Jack Reese.
Tulsa, World—Russell Gideon.

Albany, Democrat-Herald—Scott McAithur.
Ashland, Tidings—Marge O'Harra.
Coos Bay-North Bend, Times—Kenneth Hess.
Oregon City, Enterprise-Courier—James MacLean.
Portland, Oregonian—Francis Murphy.
Portland, Oregon Journal—William Moyes.
Roseburg, News-Review—George Castillo.

Allentown, Call—Arthur Gerhart.
Allentown, Chronicle—Arthur Gerhart.
Allentown, Chronicle—Arthur Gerhart.
Allentown, Chronicle—Arthur Gerhart.
Altoona, Mirror—Mrs. Pat Hinton.
Altoona, Tribune—Leo M. Carroll.
Ambridge, Citizen—J. Robert Gover.
Beaver-Rochester-Aliquippa-Ambridge, Beaver
Valley Times—Ralph Temples.
Bethlehem, Globe-Times—Mrs. Elizabeth Davis.
Bradford, Era—J. M. Cleary.
Brownsville, Telegraph—Robert Atwood.
Carbondale, News—Thomas Gilmartin.
Clearfield, Progress—W. J. Thomas.
Doylestown, Intelligencer—Alice Gilbert.
DuBois, Courier-Express—J. S. Gray.
Easton, Express—S. P. Lewis.
Erie, Times—Edw. Yates.
Franklin, News-Herald—Carolee Michener.
Hanover, Sun—J. A. Schwartz.
Homestead, Messenger—Margaret G. Frank.
Huntingdon-Mount Union, News—Eugene Shore.
Johnstown, Tribune-Democrat—Ed Klym.
Kittanning, Simpson's Leader-Times—Ethelyn E.
Young.
Lantole, Bulletin—Mary Lou Yurick. Pennsylvania Young.

Young.

Lansdale, North Penn Reporter—George W. Knipe.

Latrobe, Bulletin—Mary Lou Yurick.

Lehanon, News—John Schropp.

Lewistown, Sentinel—M. S. Stroup.

Mount Carmel, Item—Stephen A. Milo.

New Kensington-Arnold, Dispatch—Frank Ramsden.

Norristown, Times-Herald—T. Edward Maum.

Oil City, Derrick—E. P. Boyle.

Philadelphia

Bulletin—Robert J. Williams,

Inquirer—Mrs. Eugenia K. Rozanski.

News-Ernie Schier. Phoenixville, Republican-Joseph P. Ujobai. Pittsburgh
Post-Gazette-Win Fanning,
Press-Fred Remington,
Sun-Telegraph-Wilbur D. Clark, James Pettican,
Pottstown, Mercury-Susan Ziegler,
Pottsville, Republican-Charles Rose,
Punxsutawney, Spirit-Ben Jones,
Reading, Eagle-Robert Schuenert,
Reading, Times-Louis Schlosberg,
St. Mary's, Press-Myra Trgovac,
Scranton, Times-Robert Davis, Charles Mackey,
Scranton, Times-Robert Davis, Charles Mackey,
Scranton, Tribune-Jack Lewis,
Sharon, Herald-Carol Sabo,
Shenandoah, Herald-M. Anna Straughn,
Tamaqua, Courier-Edith M. Sozio,
Tarentum, Valley Daily News-Robert Tench,
Wilkes-Barre, Record-M. M. Bartlebaugh,
Wilkes-Barre, Times-Leader-News-M. M. Bartlebaugh. Pittsburgh baugh.

Rhode Island

Providence, Bulletin—Ted Holmberg. Providence, Journal—Ted Holmberg. West Warwick, Pawtuxet Valley Times—Irving Havens. Woonsocket, Call-Martin S. Bander.

Anderson, Independent—G. Paul Browne. Greenwood, Index-Journal—J. E. Chaffin. Orangeburg, Times and Democrat—Ed Sims. Sumter, Item—J. E. McKnight.

South Dakota

South Carolina

Aberdeen, American-News—Ed Tollefson. Watertown, Public Opinion—Alex Johnson. Yankton, Press & Dakotan—Byron G. Taft.

Tennessee

Cleveland, Banner—Kenneth Tarpley. Knoxville, Journal—Georgia Higman. Knoxville, News-Sentinel—Hugh Allen. Memphis, The Commercial Ap Appeal-Henry Memphis, Mitchell. Mitchell.

Memphis, Press-Scimitar—Robert Johnson, Louise
Nolan Ahrens.
Nashville, Banner—Francis X. O'Donnell.
Nashville, Tennessean—Mrs. Clara Hieronymus.
Oak Ridge, Oak Ridger—Herb Stein.

Texas

Alice, Echo—V. D. Ringwald.
Amarillo, Globe-Times—Bill McReynolds.
Athens, Review—Bill Speake.
Austin, American—J. C. Bustin.
Austin, Statesman—J. C. Bustin.
Beaumont, Enterprise—Merita Mills.
Beaumont, Journal—Gladys Quilliam.
Big Spring, Herald—Dorothy Redding.
Borger, News-Herald—Herb Kinkead.
Dallas, News—Fairfax Nisbet.
Dallas, News—Fairfax Nisbet.
Dallas, Times-Herald—Walter Kempley.
Denton, Record-Chronicle—Jim Neal.
EI Paso, Herald-Post—H. A. Michael.
EI Paso, Times—Nancy Miller.
Fort Worth, Press—Jack Gordon.
Fort Worth, Star-Telegram—Bill Hitch.
Freeport, Facts-Review—Ed Martin.
Gladewater, Daily Mirror—Glenn Walton.
Gonzales, Daily Inquirer—Bernice Knesek.
Houston

Houston
Chronicle—Ann Hodges.
Post—David Westheimer.
Press—Thomas Mahr.
Killeen, Daily Herald—Bettie Nash.
Lubbock, Avalanche—R. C. Hankins.
Lubbock, Journal—R. C. Hankins.
Marlin, Democrat—George S. Buchanan.
Marshall, News Messenger—Mary Ann Dickerson.
Midland, Reporter-Telegram—Earnest Jones.
Nacogdoches, Sentinel—Woodrow B. Baker.
Port Arthur, News—Grace Foote.
San Angelo, Standard-Times—Jack Allard.
San Antonio, Express—Fern Chick.
San Antonio, Light—Paul Trench.

Texarkana, Daily News—Bob Mundella. Texarkana, Gazette—Bob Mundella. Waco, News-Tribune—Lee Lyons. Waco, Times-Herald—Lee Lyons.

Provo, Herald—E. R. Rasmuson. Salt Lake City, Deseret News-Telegram—Howard Pearson

Vermont

Bennington, Banner-Laurence Barker. Burlington, News-Robert E. Cronin.

Virginia

Covington, Virginian—Walton Morton.
Hopewell, News—Cordelia Robbins.
Martinsville, Bulletin—R. H. Haskell.
Norfolk, Ledger-Dispatch—Clarence Walton.
Petersburg, Progress-Index—Thacher Lascelle.
Richmond, Times-Dispatch—Norman Rowe,
Roanoke, Times—Jesse Chapman.
Roanoke, World-News—Jesse Chapman.

Washington

Aberdeen, Daily World—Ed Stanley, Bremerton, Sun—Beverly Port. Centralia-Chehalis, Chronicle—Betty Rowe. Ephrata, Grant County Daily Journal-Kathiyu N. Simpson.
Everett, Herald—Marilyn Almgren.
Longview-Kelso, News—Don Berg.
Pasco-Kennewick-Richland, Columbia Basin News— Alex G. Adams.
Pasco-Kennewick-Richland, Tri-City Herald-Pasco-Kennewick-Richland, Tri-Uity Heraid— Don Pugnetti.
Seattle, Post-Intelligencer—W. F. Jahn.
Seattle, Times—Louise L. Bresky.
Tacoma, Ledger—Helen Rogers.
Tacoma, News-Tribune—Helen Rogers.
Vancouver, The Columbian & Sun—Jessie Rody.
Walla-Walla, Union-Bulletin—Marion Frazier.

West Virginia

West Virginia

Bluefield, Sunset News—Wesley Scott.
Bluefield, Telegraph—Wesley Scott.
Charleston, Gazette—Evelyn Comer.
Charleston, Mail—Arnold Knapp.
Clarksburg, Exponent—Arthur Pearce.
Clarksburg, Exponent—Arthur Pearce.
Hinton, News—T. C. Faulconer.
Huntington, Advertiser—Custer Holliday.
Huntington, Herald Advertiser—Earnest Salvatore.
Huntington, Herald Dispatch—Edgar Oliver.
Parkersburg, News—Francis Hile.
Parkersburg, Sentinel—Richard Suter.
Welch, News—C. H. Hardison.
Wheeling, Intelligencer—Tom Kaib.
Wheeling, News-Register—Zita Pizar.

Wisconsin

Appleton, Post-Crescent—James Newcomb.
Beloit, News—Dave Sandell.
Kenosha, News—Barbara Colicki.
Kenosha, News—Barbara Colicki.
Madison, Wisconsin State Journal—William Doudna.
Milwaukee, Journal—Don Dornbrook.
Milwaukee, Sentinel—Buck Herzog.
Racine, Bulletin—Jean Matleson.
Racine, Journal-Times—Jean Matheson.
Sheboygan, Press—Charles Kelley.
Wausau, Record-Herald—Frank Plano.

Wvoming

Cheyenne, Wyoming Eagle—Robert S. McCraken. Cheyenne, Wyoming State Tribune — Robert S. Chevenne, Cheyenne, Wyoming State Fribune Robert S. McCraken.
Rock Springs, Rocket—D. G. Richardson.
Rock Springs, Miner—D. G. Richardson.
Worland, Northern Wyoming Daily News—
Warren Swenson.

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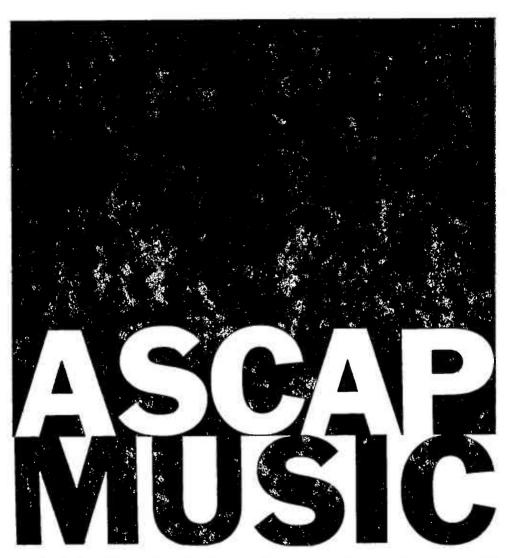
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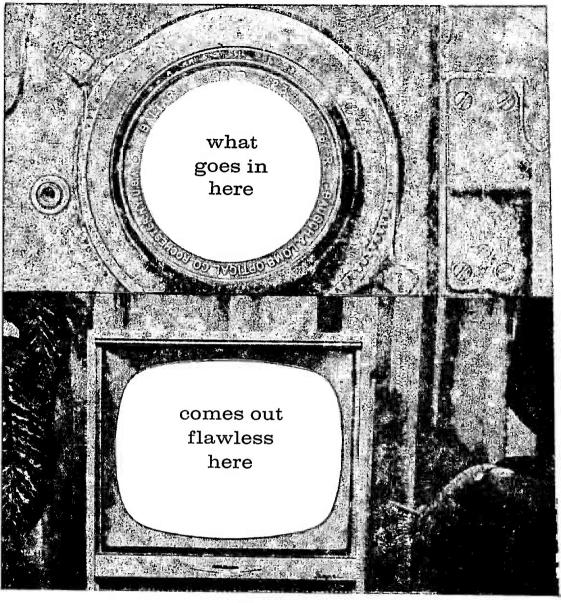




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