

• • U. S. TV STATIONS • •

KENTUCKY

WAVE-TV

LOUISVILLE—1948—ABC-NBC-DuM
Channel: 5.....AP: 4 Kw.....VP: 7 Kw.
Owned-Operated By.....WAVE, Inc.
Address.....334 East Broadway
Phone Number.....Wabash 2201
Air Time.....70 hours weekly
News Service.....AP, INS
Membership.....NARTB
Representative.....Free & Peters
President.....George W. Norton, Jr.
General Manager.....Nathan Lord
Commercial Manager.....Ralph Jackson
Program Director.....George Patterson
Director of Television.....John Boyle
Prom., Pub. Dir.....Robert Elverman
Dir. of News.....James Caldwell
Production Manager.....Burt Blackwell
Film Director.....Irving Lively
Dir. of Remotes.....Walter K. Witherbee
Chief Engineer.....Wilbur Hudson
Consulting Engineer.....Ring & Clark

WHAS-TV

LOUISVILLE—1950—CBS

Channel: 9.....AP: 7.2 Kw.....VP: 9.6 Kw.
Owned-Oper. By.....WHAS, Inc.
Address.....6th & Broadway
Phone.....Wabash 2211
Representative.....Petty
News Service.....AP, UP
Director.....Victor A. Sholis
Sales Director.....Neil D. Cline
Promotion Manager.....Richard Hughes

LOUISIANA

WDSU-TV

NEW ORLEANS—1948
ABC—CBS—NBC—DuM

Channel: 6.....AP: 15.0 Kw.....VP: 31.0 Kw.
Owned-Operated By.....WDSU Bcstg. Services
Business-Studio Address.....520 Royal St.
Phone Number.....TULane 4371
Transmitter Location.....Hibernia Bank Bldg.
Air Time.....75 hours weekly
News Service.....AP, UP
Representative.....Blair
Membership.....NARTB
Partners.....Edgar B. Stern, Edgar B. Stern, Jr.
Gen. Sta. Mgr.....Robert D. Swezey
Commercial Manager.....A. Louis Read
Program Pub. Dir.....Ray Rich

the
Finest

in
**Facilities
and
Programming**

WDSU-TV
NEW ORLEANS

Affiliated with
ABC • CBS • NBC • DUMONT
NETWORKS

Represented by **BLAIR-TV INC.**

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Prom., Pub. Dir. Marion Annenberg
 Dir. of News & Spec. Events Mel Leavitt
 Film Director Rose Wetzel
 Chief Engineer Lindsey Riddle
 Consulting Engineer E. C. Page

MARYLAND

W A A M - T V

BALTIMORE—1948—ABC-DuM

Channel: 13 AP: 14.0 Kw. . . . VP: 26.0 Kw.
 Owned-Operated By WAAM, Incorporated
 Business-Studio Address 3725 Malden Ave.
 Phone Number MOhawk 7600
 Transmitter Location 3725 Malden Ave.
 Air Time 80 hours weekly
 News Service Transradio, UP
 Representative Harrington, Righter and
 Parsons, Inc.
 Exec. Vice-Pres. Norman C. Kal
 General Manager Kenneth Carter
 Asst. Gen. Mgr.—Sales Armand Grant
 Prog., Film Dir. Herbert Cahen
 Promotion Director Harriet George
 Dir. of News and Pub. Joel Chaseman
 Production Manager Tony Farrar
 Director of Engineering Benjamin Wolfe
 Chief Engineer Glenn Lahman
 Consulting Engineer Kear and Kennedy

W B A L - T V

BALTIMORE—1948—NBC

Channel: 11 VP: 36.2 Kw. . . . AP: 47.2 Kw.
 Owned-Operated By Hearst Radio, Inc.
 Business-Studio Address 2610 N. Charles
 Phone Number Hopkins 3000
 Transmitter Location Violet and Cottage Ave.
 Air Time 80 hours weekly
 News Service INS, UP
 Representative Edward Petry
 Membership TBA
 President Charles B. McCabe
 Manager Harold C. Burke
 Business Manager D. L. Provost
 Commercial Manager Leslie Peard
 Program Director Willie K. Friert
 Production Director Victor Campbell
 Prom., Pub. Dir. Tom White
 Dir. of News & Spec. Events Galen Fromme
 Film Director Mel Quinn
 Chief Engineer John Wilner

W M A R - T V

BALTIMORE—1947—CBS

Channel: 2 AP: 10 Kw. . . . CP: 16 Kw.
 Owned-Operated By The A. S. Abell Co.

Business-Studio Address Sun Bldg.
 Phone Number MUlberry 5670
 Transmitter Location Mathieson Bldg.
 Air Time 80 hours weekly
 Newspaper Affiliation Sunpapers
 News Service AP, Transradio
 Representative Katz
 Membership TBA, NARTB
 President Paul Patterson
 V.P., Dir. of Radio Ewell K. Jett
 Commercial Manager Ernest A. Lang
 Program Director Robert B. Cochran
 Production Manager Edwin B. Mick
 Promotion Director Gustavus Ober
 Publicity Director Suzanne Gebhart
 Film Dir., Dir. of News David V. R. Stickle
 Chief Engineer Carlton G. Nopper

MASSACHUSETTS

W B Z - T V

BOSTON—1948—NBC

Channel: 4 AP: 7.07 Kw. . . . VP: 15.61 Kw.
 Owned-Oper. By Westinghouse Radio Sta-
 tions, Inc.
 Address 1170 Soldiers Field Rd.
 Phone Number ALgonquin 4-5670
 Air Time 75-80 hours weekly
 News Service AP, UP
 Representative NBC Spot Sales
 President Walter Evans
 Vice-President Walter E. Benoit
 Gen. Sales Mgr. Edwin R. Borroff
 Station Manager W. C. Swartley
 Sales Manager C. Herbert Masse
 Program Manager W. Gordon Swan
 Publicity Manager W. A. Davis
 Film Librarian Carl Lawton
 Technical Supervisor Sidney V. Stadig
 Chief Engineer W. H. Hauser

W N A C - T V

**BOSTON—1948—ABC-CBS-DuM
YANKEE**

Channel: 7 AP: 13.3 Kw. . . . VP: 26.6 Kw.
 Owned-Operated By General Tire & Rub. Co.
 Business-Studio Address 21 Brookline Ave.
 Phone Number COmmonwealth 6-0800
 Transmitter Location Medford
 Air Time Varies
 News Service UP
 Representative Edward Petry
 Membership NARTB
 President William O'Neil
 Exec. V.P. & Gen. Mgr. Linus Travers
 V.P. in chg. TV George Steffy
 Vice-President Thomas O'Neil
 Promotion Director Charles Curtin

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Dir. of News & Spec. Events...Leland Bickford
 Publicity Director.....Phyllis Doherty
 Film Director.....James Pike
 Director of Remotes.....Clarence Stone
 Chief Engineer.....Harry Whittemore
 Technical Director.....Irving Robinson

MICHIGAN

WJBK - TV

DETROIT—1948—CBS-DUMONT

Channel: 2...AP: 7.51 Kw....VP: 14.26 Kw.
 Owned-Operated By.....Fort Industry Co.
 Business-Studio Address.....500 Temple
 Phone Number.....Temple 3-7900
 Transmitter Location.....8009 Lyndon
 Air Time.....82 hours weekly
 News Service.....INS
 Membership.....NARTB
 Representative.....Katz
 President.....George B. Storer
 Program Director.....E. Hal Hough
 Gen., Comm. Mgr.....Richard E. Jones
 Production Manager.....Lanny Pike
 Prom. Mgr., Pub. Dir.....Joyce M. Chapman
 Dir. of News & Special Events...Larry Ruppel
 Film Director.....Bob Striker
 Director of Remotes.....Ted Beimel
 Chief Engineer.....Paul Frincke
 Consulting Engineer.....Earl Cullum

WWJ - TV

DETROIT—1947—NBC

Channel: 4...AP: 8.5 Kw....VP: 17.4 Kw.
 Owned-Operated By...Evening News Assoc.
 Business-Studio Address...622 W. Lafayette
 Phone Number.....Woodward 2-2000
 Transmitter Location.....Penobscot Bldg.
 Newspaper Affiliation.....The Detroit News
 News Service.....UP
 Representative.....Hollingbery
 Membership.....TBA
 General Manager.....Harry Bannister
 Sta. Mgr.....Willard E. Walbridge
 Program Director.....Melvin C. Wissman
 Promotion Director.....Jake Albert
 Dir. of News & Spec. Events...Tom McMahon
 Production Manager.....Walter Koste
 Publicity Director.....John Gnau
 Film Director.....Douglas Wright
 Chief Engineer.....Russell Williams

William L. Foss

WXYZ - TV

DETROIT—1948—ABC

Channel: 7...AP: 13.9 Kw....VP: 27.9 Kw.
 Owned-Operated By...Amer. Broadcasting Co.

Business Address.....1700 Stroh Bldg.
 Phone Number.....Woodward 3-8321
 Studio-Transmitter Location...Maccabees Bldg.
 Air Time.....105 hours weekly
 News Service.....AP
 Representative.....ABC Spot Sales
 Membership.....NARTB
 President (ABC).....Robert Kintner
 Gen. Mgr., Pres. of WXYZ, Inc.

James G. Riddell

Commercial Manager.....Len Kamins
 Program Director.....John Pival
 Prom. Pub. Dir.....Hal Neal
 Production Manager.....Ed Sanchez
 Dir. of Spec. Events & Remotes...Don Hallman
 Film Director.....Ken Simms
 Chief Engineer.....Charles Kocher

WLAV - TV

**GRAND RAPIDS—1949—ABC
 CBS-NBC-DuM**

Channel: 7...AP: 10Kw....VP: 20 Kw.
 Owned-Oper. By.....Leonard A. Versluis
 Business Address.....6 Fountain St. N.E.
 Phone Number.....Glendale 6-5461
 Transmitter Location.....E. 92nd St.
 Air Time.....87 hours weekly
 News Service.....UP
 Representative.....The John E. Pearson Co.
 Owner.....Leonard A. Versluis
 Gen., Comm. Mgr.....Hy M. Steed
 Program Director.....Hal Kaufman
 Production Manager.....Dave Hoyle
 Chief Engineer.....Lee G. Stevens
 Consulting Engineer.....George Davis

WKZO - TV

**KALAMAZOO—1950
 ABC-CBS-NBC-DuM**

Channel: 3...AP: 8.0 Kw....VP: 16.0 Kw.
 Owned-Operated By.....Fetzer Bcstg. Co.
 Address.....124 W. Michigan Ave.
 Phone Number.....3-1223
 Transmitter Location...Mr. Nr. Plainwell, Mich.
 Air Time.....63 hours weekly
 Representative.....Avery-Knodel, Inc.
 Membership.....NARTB
 Pres., Gen., Sta. Mgr.....John E. Fetzer
 Commercial Mgr.....John W. O'Harrow
 Prod. Supervisor.....Harry E. Travis
 Prom., Pub. Dir.....John W. O'Harrow
 Dir. News & Spec. Events...Dr. Willis F. Dunbar
 Chief Engineer.....Carl E. Lee
 Consulting Engineer.....Paul F. Godley

WJIM - TV

**LANSING—1950—ABC-CBS-DuM
 NBC**

Channel: 6...AP: 9.3 Kw....VP: 18.7 Kw.

Dir. of News and Spe. Events.....Hugh Bader
 Production Director.....Lew Jeffrey
 Film Director.....Bill Lund
 Chief Engineer.....R. J. Schroeder
 Consulting Engineer.....Wm. L. Foss

WOW-TV

OMAHA—1949—NBC-DuM

Channel: 6...AP: 8.5 Kw...VP: 16.2 Kw.
 Owned-Oper. By...Radio Station WOW, Inc.
 Business Address.....280 Insurance Bldg.
 Phone Number.....WEBster 3400
 Studio-Transmitter Location...3509 Farnham St.
 Air Time.....66 hours weekly
 News Service.....AP, INS, UP
 Representative.....Blair TV
 Membership.....NARTB
 President.....Francis P. Matthews
 General Manager.....Frank P. Fogarty
 Sales Mgr.....Robert M. Dooley
 Program Director.....Ray Olson
 Promotion, Publicity Director...Bill Wiseman
 Dir. of News & Spec. Events....Ray Clark
 Production Manager.....Soren Munkhof
 Chief Engineer.....Wm. J. Kotera
 Consulting Engineer.....A. D. Ring & Co.

NEW JERSEY

WATV

NEWARK—1948

Channel: 13...AP: 25 Kw...VP: 50 Kw.
 Owned-Oper. By.....Bremer Bcstg. Corp.
 Business-Studio Address...Television Center
 Phone Number.....N. Y., BArcley 7-8216;
 N. J., MITchell 2-6400
 Transmitter Location.....East Orange, N. J.
 Air Time.....100 hours weekly
 News Service.....AP
 Representative.....Weed
 Pres., Gen. Mgr.....Irving R. Rosenhaus
 Vice-President.....Edmund S. Lennon
 Program Director.....George Green
 Promotion Director.....James Sondheim
 Pub. Relations Director...Roland Trenchard
 Film Director.....Robert Paskow
 Director of Remotes.....Herbert Green
 Vice-Pres., Engineering.....Frank V. Bremer

NEW MEXICO

KOB-TV

**ALBUQUERQUE—1948
 ABC-CBS-NBC-DuM**

Channel: 4...AP: 25 Kw...VP: 5 Kw.

Owned-Oper. By....Albuquerque Bcstg. Co.
 Bus.-Stud. Address....234 So. 5th or Box 1319
 Phone Number.....3-4411
 Transmitter.....905 So. Buena Vista Blvd.
 Air Time.....30 hours weekly
 Membership.....TBA, NARTB
 News Service.....AP
 Pres., Gen. Mgr.....T. M. Pepperday
 Sta. Mgr., Chief Engineer...George S. Johnson
 Program Director.....Dorothy B. Smith
 Prom., News & Spec. Events Dir.,
 Prod. Mgr.....Bud Neilson

NEW YORK

WNBF-TV

**BINGHAMTON—1949
 ABC-CBS-NBC-DuM**

Channel 12...AP: 12 Kw...VP: 11.7 Kw.
 Owned-Oper. By.....Clark Associates, Inc.
 Business Address.....P. O. Box No. 48
 Phone Number.....2-3461
 Transmitter Location.....Ingraham Hill
 Air Time.....45 hours weekly
 News Service.....UP, Telenews
 Representative.....Bolling
 President.....John C. Clark
 General Manager.....C. D. Mastin
 Station Manager.....L. L. Rogers
 Commercial Manager.....Stanley N. Heslap
 Radio, Pgm. Dir.....E. M. Scala
 Promoton Director.....E. R. McCloskey
 Chief Engineer.....L. H. Stantz
 Consulting Engineer.....Jansky & Bailey

WBEN-TV

**BUFFALO—1948—ABC-CBS-NBC
 DuM**

Channel: 4...AP: 10.2 Kkw...VP: 16.2 Kw.
 Owned-Oper. By.....WBEN, Inc.
 Phone Number.....MOhawk 0930
 Studio, Transmitter Location...Hotel Statler
 Air Time.....82 hours weekly
 News Service.....AP, INS
 Representative.....Harrington, Righter &
 Parsons, Inc.
 President.....Edward H. Butler
 Vice-President.....Alfred H. Kirchofer
 General Manager.....C. Robert Thompson
 Sales Manager.....Nicholas J. Maller
 Program Director.....George R. Torge
 Promoton Director.....Joseph A. Haeffner
 News and Spec. Events, Asst. Pgm. Dir.
 Edward J. Wegman
 Film Director.....Quintin P. Renner
 Executive Producer.....Frederick A. Keller
 Technical Director.....Ralph J. Kingsley
 Asst. Technical Dir.....R. Glenn Beerbower

W A B D

NEW YORK—1944—DuM

Channel: 5... AP: 9.45 Kw.... VP: 14.25 Kw.
 Owned-Oper. By..... Allen B. Du Mont
 Laboratories, Inc.
 Business-Trans. Address... 515 Madison Ave.
 Phone Number..... MUrray Hill 8-2600
 Air Time..... 64 hours weekly
 News Service..... INS
 Membership..... TBA, NARTB
 Director..... Mortimer W. Loewi
 General Manager..... Chris J. Witting
 Administrative Asst.... Clarence G. Alexander
 Administrative Asst.... Norman W. Drescher
 Director of Sales..... Tom S. Gallery
 Pgm., Prod. Dir..... James L. Caddigan
 Engineering Director..... Rodney D. Chipp
 Dir. of Sports & Spec. Events

Leslie G. Arries, Sr.

Sta. Relations Mgr..... Robert Jamieson
 Pub. Rel. & Pub. Dir..... Gerald Lyons
 Advertising, Sales Prom. Dir. Charlotte F. Stern
 Network Traffic Mgr..... George Faust
 Teletranscription Dept. Mgr. Edward C. Carroll
 Network Research Dept. Mgr.

Melvin A. Goldberg

Film Dept. Mgr..... Andrew Jaeger
 N. Y. Oper. Mgr..... Milton Morel
 Mgr. of WTTG, Washington, D. C.

Walter Compton

Mgr. of WDTV, Pittsburgh.... Donald Stewart

W C B S - T V

NEW YORK—1941—CBS

Channel: 2... AP: 10 Kw.... VP: 13.7 Kw.
 Owned-Oper. By.... Columbia Bcstg. System
 Business Address..... 485 Madison Ave.
 Phone Number..... PLaza 5-2000
 Transmitter Location..... Chrysler Tower
 Air Time..... 85 hours weekly
 News Service..... AP, INS, UP
 Representative..... Radio Sales
 Chairman of the Board..... William S. Paley
 President..... Frank Stanton
 General Manager..... G. Richard Swift
 Asst. to Gen. Mgr..... Clarence Worden
 Sales Manager..... George Dunham
 Program Director..... Richard Doan
 Asst. Pgm. Dir..... Jack Lescoulie
 Promotion Manager..... Robert G. Patt
 Asst. Promotion Mgr..... N. H. LeBlang
 Chief Engineer..... Paul Wittlig

W J Z - T V

NEW YORK—1948—ABC

Channel: 7... AP: 15 kw.... VP: 30 Kw.
 Owned-Oper. By. American Broadcasting Co.
 Business Address..... 7 W. 66th St.

Phone Number..... Trafalgar 3-7000
 Transmitter Location..... Empire State Bldg.
 Air Time..... 65 hours weekly
 News Service..... AP, INS, UP
 Representative..... ABC
 President (ABC)..... Robert E. Kintner
 General Mgr..... C. L. Doty
 Program Director..... Alexander Stronach
 Promotion Director..... Phil Bernstein
 Dir. of News & Spec. Events.... Tom Velotta
 Production Manager..... Charles Holden
 Publicity Director..... Earl Mullin
 Film Director..... Nat Fowler
 Chief Engineer..... Frank Marx
 Consulting Engineer..... Kear & Kennedy

W N B T

NEW YORK—1941—NBC

Channel: 4... AP: 4.27 Kw.... VP: 5.2 Kw.
 Owned-Oper. By..... National Bcstg. Co.
 Business Address..... 30 Rockefeller Plaza
 Phone Number..... Circle 7-8300
 Transmitter Location..... Empire State Bldg.
 Air Time..... 89 hours weekly
 News Service..... AP, INS, UP
 Representative..... NBC Spot Sales Dept.
 Membership..... TBA
 President..... Joseph H. McConnell
 General Manager..... Ted Cott
 Commercial Manager..... John H. Reber
 Program Director..... Ivan Reiner
 Promotion Director..... Leonard Saifer
 Dir. of News & Spe. Events... George Wallach
 Publicity Director..... Wini Schaefer

W O R - T V

NEW YORK—1945—MBS

Channel: 9... AP: 11.0 Kw.... VP: 9.0 Kw.
 Owned-Oper. By.... General Teleradio, Inc.
 Business Address..... 1440 Broadway
 Phone Number..... LOngacre 4-8000
 Transmitter Location..... N. Bergen, N. J.
 Air Time..... 100 hours weekly
 News Service..... UP
 Station Representative..... Carter-Kettell,
 Keenan & Eckelberg
 Membership..... TBA
 President..... Theodore C. Streibert
 V.P. Chg. of Sales..... R. C. Maddux
 TV Operations Mgr..... Eugene S. Thomas
 V.P., Pgm. Dir..... Julius F. Seebach, Jr.
 Promotion Director..... Joseph Creamer
 Dir. of News & Special Events... Dave Driscoll
 Production Manager..... Phillip L. Tomalin
 Publicity Director..... Robert Blake
 Film Director..... Milford Fenster
 Chief Engineer..... J. R. Poppele
 Consulting Engineer..... George C. Davis

WPIX

NEW YORK—1948

Channel: 11... AP: 2.5 Kw.... VP: 3.6 Kw.
 Owned-Oper. By..... WPIX, Inc.
 Address..... 220 E. 42nd St.
 Phone Number..... MU 2-1234
 Transmitter Location.... Empire State Bldg.
 Air Time..... 91 hours weekly
 News Service..... AP
 Newspaper Affiliation... N. Y. Daily News
 Station Representative..... Free & Peters
 Membership..... TBA
 President..... F. M. Rlynn
 V.P., Gen. Mgr..... G. Bennett Larson
 Sales Manager..... Walter Duncan
 Program Manager..... Warren Wade
 Advertising Manager..... Victor Forker
 Public Relations Manager... L. A. Hollingsworth
 Production Manager..... Ardien Rodner
 Chief Engineer..... Tom Howard
 Film Director..... Tony Azzato
 Consulting Engineer..... A. D. Ring

WHAM-TV

ROCHESTER—1949
ABC-CBS-NBC-DuM

Channel: 6... AP: 8.6 Kw.... VP: 16.7 Kw.
 Owned-Oper. By..... Stromberg Carlson Co.
 Business Address..... 201 Humboldt St.
 Phone Number..... Culver 7240
 Transmitter Location.... Pinnacle Hill, Brighton
 Air Time..... 65 hours weekly
 News Service..... UP
 Representative..... Hollingsbery
 Membership..... NARTB
 Vice-Pres., Gen. Mgr..... William Fay
 Commercial Manager... John W. Kennedy, Jr.
 Program Director..... Charles W. Siverson
 Promotion Pub. Director... Armin N. Bender
 Director of News..... David E. Kessler
 Production Manager..... John Crosby
 Film Director..... David Manning
 Director of Remotes..... George Driscoll
 Chief Engineer..... Kenneth Gardner

WRGB

SCHENECTADY—1939
ABC-CBS-NBC-DuM

Channel: 4... AP: 8.16 Kw.... VP: 16.32 Kw.
 Owned-Oper. By..... General Electric Co.
 Business-Studio Address... 60 Washington Ave.
 Phone Number..... Schenectady 4-2211
 Transmitter Location.... New Scotland
 Air Time..... 70 hours weekly
 News Service..... Telenews
 Representative..... NBC Spot Sales
 Membership..... NARTB
 V.P., Mgr. of Bcstg..... R. S. Peare
 Asst. Mgr. of Bstg..... B. J. Rowan

Station Manager..... R. B. Hanna, Jr.
 Supervisor of Sales..... Robert F. Reid
 Program Director..... Albert G Zink
 Asst. Station Manager..... R. W. Welpoff
 Dir. of News & Spec. Events... Wm. T. Meenam
 Production Managers... T. A. Baughn, Ted Beebe
 Dir. of Prom. & Pub..... Bill Givens
 Chief Engineer..... Willard J. Purcell

WHEN

SYRACUSE—1948—ABC-CBS-DuM

Channel: 8... AP: 7.5 Kw.... VP: 15 Kw.
 Owned-Oper. By... Meredith Syracuse TV Corp.
 Address..... 101 Court St.
 Phone Number..... 3-1126
 Air Time..... 77 hours weekly
 News Service..... UP
 Representative..... Katz
 Membership..... TBA
 President..... E. T. Meredith, Jr.
 Gen., Sta. Mgr..... PYaul Adanit
 Commercial Mgr..... W. H. Bell
 Dir. of News & Spec. Events., Pub. Dir.... E. F. Ryan
 Program Director..... Jean M. Slade
 Production Manager..... Albert Rein
 Dir. of Remotes, Film..... D. L. Conway
 Chief Engineer..... H. E. Crow

WSYR-TV

SYRACUSE—1950—NBC

Channel: 5... AP: 12.5 Kw.... VP: 23.5 Kw.
 Owned-Oper. By.... Central N. Y. Bcstg. Corp.
 Business Address.... Syracuse Kemper Bldg.
 Phone Number..... 3-7111
 Transmitter Location.... Sentinel Heights
 Air Time..... 70 hours weekly
 News Service..... INS
 Representative... Headley-Reed, Kettell-Carter
 Membership..... NARTB
 President..... H. C. Wilder
 V.P., Gen. Sta. Mgr..... E. R. Vadeboncoeur
 Commercial Manager..... W. R. Alford, Jr.
 Program Director..... William V. Rothrum
 Promotion Director..... John F. Hurlbut
 Production Manager..... Arnold Wilkes
 Publicity Director..... John F. Hurlbut
 V.P. & Chief Engineer... Armand G. Belle Isle
 Consulting Engr... Crown, Lohnes and Culver

WKTU

UTICA—1949—ABC-CBS-NBC-DuM

Channel: 13... AP: 6.5 Kw.... VP: 13 Kw.
 Owned-Oper. By.... Copper City Bcstg. Corp.
 Business Address..... P. O. Box 386
 Phone Number..... 3-0404
 Transmitter Location.... Deerfield
 Air Time..... 92 hours weekly
 News Service..... UP

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Chairman of the Board.....James D. Shouse
 President.....R. E. Dunville
 V.P. & Gen. Mgr.....R. E. Dunville
 Dir. of TV Oper. & Gen. Mgr...John T. Murphy
 Commercial Manager...William J. McCluskey
 Program Director.....Lin Mason
 Dir. Sales Prom.....Edward G. Feinthe
 News Editor.....Terry Flynn
 Mgr. Sales Service.....James Hill
 Dir. Pub. Rela. & Pub.....James J. Cassidy
 Dir. of Film Procurement....Russell Landers
 Chief Engineer.....Calvin Bopp
 Consulting Engineer.....Weldon & Carr

W E W S

CLEVELAND—1947—ABC-CBS

Channel: 5...AP: 8.15 Kw...VP: 16.3 Kw.
 Owned-Oper. By...Scripps-Howard Radio, Inc.
 Business-Studio Address...1816 E. 13th St.
 Phone Number.....Tower 1-5454
 Transmitter.....7080 State Rd., Parma, O.
 Air Time.....106 hours weekly
 Newspaper Affiliation.....Scripps-Howard
 Newspapers
 News ServiceUP
 RepresentativeBranham
 President.....Jack R. Howard
 Vice-Pres., Gen. Mgr...James C. Hanrahan
 Station Director.....J. Harrison Hartley
 Program Director.....Donald E. Pierce
 Advertising Manager...Floyd E. Weidman
 Dir. of News & Spec. Events, Pub. Dir....F. E.
 Weldman
 Dir. of Remotes.....Ernest Sindelar
 Technical Director.....Joseph B. Epperson

W N B K

CLEVELAND—1948—NBC

Channel: 4...AP: 20.26 Kw...VP: 39.22 Kw.
 Owned-Oper. By...National Bcstg. Co.
 Business-Studio Address...815 Superior Ave.
 Phone Number.....CHerry 1-0942
 Transmitter Location.....Brecksville, O.
 Air Time.....66 hours weekly
 News Service.....AP, UP
 Representative.....NBC Spot Sales
 Membership.....NARTB
 President (NBC).....Joseph H. McConnell
 General Manager.....John McCormick
 Station Manager.....Joseph A. Jenkins
 Fgm., Prod. Mgr.....Philip L. Worcester
 Dir. of News & Spec. Events....Edward R.
 Wallace
 Prom., Pub. Dr.....Albert M. Henderson
 Film Director.....Albert L. Odeal
 Engineer-in-Charge.....S. E. Leonard
 Oper. Sup.....Andrew L. Hammerschmidt

W X E L

CLEVELAND—1949 ABC-CBS-DuM

Channel: 9...AP: 13.0 Kw...VP: 21 Kw.

Owned-Oper. By.....Empire Coil Co., Inc.
 Address.....Pleasant Valley & State Rds.
 Phone Number.....Victory 3-8400
 Air Time.....90 hours weekly
 News ServiceUP
 RepresentativeKatz
 President, Gen. Mgr.....Herbert Mayer
 Station, Comm. Mgr.....Franklin C. Snyder
 Promotion Director.....Barbara Snyder
 Commercial Manager.....R. C. Wright
 Dir. of News & Spec. Events...Robert Rowley
 Co-ordinator.....William Barth
 Film Director.....Edwin Abbott
 Production Manager.....John Safer
 Chief Engineer.....Thomas Friedman

W B N S - T V

COLUMBUS—1949—CBS

Channel: 10...AP: 12.15 Kw...VP: 24.3 Kw.
 Owned-Operated By...Columbus Dispatch
 Printing Co.
 Business Address.....33 N. High St.
 Phone Number.....Fletcher 2611
 Transmitter Location...495 Olentangy Blvd.
 Air Time.....93 hours weekly
 Newspaper Affiliation...Columbus Dispatch
 News ServiceAP
 Station RepresentativeBlair
 MembershipTBA, NAB
 Dir. of Television.....Richard A. Borel
 Sta. Mgr., Film Dir....Edward H. Bonson
 Sales Director.....Robert D. Thomas
 Promotion Director.....Jerome R. Reeves
 Dir. of News and Spec. Events...Chester S.
 Long
 Director of Remotes.....Leo Decker
 Chief Engineer.....Lester H. Nafzger
 Consulting Engineer.....Jansky & Bailey

W L W - C

COLUMBUS—1949

Channel: 3...AP: 12.8 Kw...VP: 15.2 Kw.
 Owned-Operated By...Crosley Bcstg. Corp.
 Business Address...3165 Olentangy River Rd.
 Phone Number.....Jefferson 5441
 Trans. Location...3165 Olentangy River Rd.
 Air Time.....115 hours weekly
 News ServiceUP
 Station Representative...WLW Sales Offices
 President.....Robert E. Dunville
 Gen., Sta. Mgr.....James Leonard
 Commercial Mgr.....C. George Henderson
 Program Director.....Tom A. Gleba
 Promotion Director.....Juanita Wilcox
 Production Manager.....Walter S. Jacobs
 Publicity Director.....Juanita Wilcox
 Film Director.....Ronald Buchanan
 Director of Remotes...Walter S. Jacobs
 Chief Engineer.....Charles Sloan

WTVN

COLUMBUS—1949—ABC-DuM

Channel: 6... AP: 3.5 Kw.... CP: 6.0 Kw.
 Owned-Oper. By..... Picture Waves, Inc.
 Address..... 50 W. Broad St.
 Phone Number..... Fletcher 1529
 Trans. Location.... Le Veque Lincoln Tower
 Air Time..... 60 hours weekly
 News Service..... AP
 Representative..... Headley-Reed
 President..... Edward Lamb
 Gen., Station Manager..... John Rossiter
 Commercial Manager..... Roger J. LaReau
 Program Director..... Colin Male
 Dir. of News & Spec. Events.. Barbara Slocum
 Production Manager..... Nick Luppino
 Film Director..... Dean Nack
 Chief Engineer..... Joseph Gill
 Consulting Engineer..... Rubin Compton

WHIO-TV

DAYTON—1949—ABC-CBS-DuM

Channel: 13... AP: 12.6 Kw.... VP: 26.6 Kw.
 Business Address..... 45 S. Ludlow St.
 Owned-Oper. By... Miami Valley Bcstg. Corp.
 Phone Number..... Adams 2261
 Transmitter Location... 1414 Wilmington Ave.
 Air Time..... 93 hours weekly
 News Service..... INS, UP
 Membership..... NARTB
 President..... James M. Cox, Jr.
 General Manager..... J. Leonard Reinsch
 Station Manager..... Robert H. Moody
 Commercial Manager..... Harvey Young, Jr.
 Program Director..... Jack Hodgkinson
 Promotion Director..... Helen Drennen
 Dir. of News & Spe. Events.. Stuart D. Strand
 Production Manager..... Don Wayne
 Publicity Director..... Helen Drennen
 Film Director..... George Skipper
 Director of Remotes..... Robert Crotlinger
 Chief Engineer..... Ernest L. Adams
 Consulting Engineer..... McIntosh & Inglis

WLW-D

DAYTON—1949—NBC

Channel: 5... AP: 8 Kw.... VP: 16 Kw.
 Owned-Oper. By..... Crosley Bcstg. Corp.
 Business-Studio Address... Television Square,
 4595 S. Dixie Highway
 Phone Number..... Walnut 2101
 Transmitter.... W. Carrollton & Frytown Rd.
 Air Time..... 118½ hours weekly
 News Service..... UP
 Representative... WLW Offices, New York,
 Chicago, Hollywood
 Membership..... TBA, NARTB
 Station Manager..... H. Peter Lasker
 Commercial Manager..... Wm. J. Williamson
 Asst. Mgr., Pgm. Mgr..... A. Donovan Faust
 Prom. Pub. Dir..... Dorothy A. Sanders

Dir. of Special Events..... Neal VanElls
 Director of News..... Dave Murray
 Prod. Mgr., Film Dir..... Charles Vaughan
 Film Director..... Dick Cook
 Chief Engineer..... Howard Lepple

WSPD-TV

TOLEDO—1948

ABC-CBS-MBS-NBC-DuM

Channel: 13... AP: 14.4 Kw.... VP: 27.4 Kw.
 Owned-Oper. By..... The Fort Industry Co.
 Business-Studio Address..... 136 Huron St.
 Phone Number..... Adams 3175
 Transmitter Location..... 26 Superior St.
 Air Time..... 55 hours weekly
 News Service..... AP, INS, UP
 Representative..... Katz
 Membership..... TBA, NARTB
 President..... George B. Storer
 (New Centre Bldg., Detroit, Mich.)
 General Manager..... Ely Flanigan
 Program Director..... Glenn Jackson
 Promotion-Publicity Dir..... Rick Gowrley
 Dir. of Special Events..... Bob Evans
 Film Director..... Elaine Phillips
 Director of Remotes..... Chris Montrose
 Chief Engineer..... William Stringfellow

OKLAHOMA

WKY-TV

OKLAHOMA CITY—1949

ABC-CBS-NBC

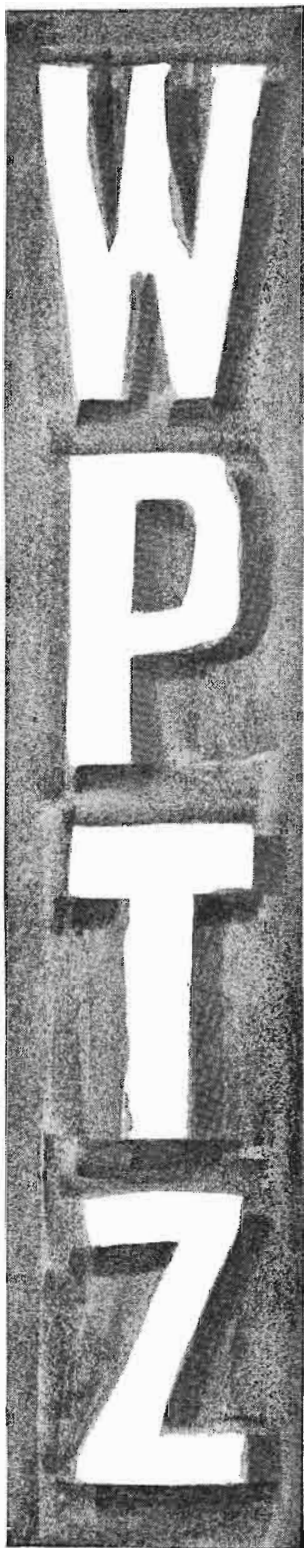
Channel: 4... AP: 6.2 Kw.... VP: 12.1 Kw.
 Owned-Oper. By..... WKY Radiophone Co.
 Phone Number..... 3-4306
 Studio Address..... P. O. Box Britton Brand
 Transmitter Location.... 6 mi. north of city,
 E. of Britton
 Air Time..... 72 hours weekly
 News Service..... AP, UP
 Representative..... Katz
 Pres., Gen. Mgr..... E. K. Gaylord
 Station Manager..... P. A. Sugg
 Commercial Manager..... Robert Chapman
 Administrative Manager..... Hoyt Andres
 Program Director..... Robert Olson
 Promotion Director..... Eugene B. Dodson
 Dir. News & Spe. Events..... Ewing Canaday
 Film Director..... Kieth Mathers
 Production Supervisor..... Robert Swysgood
 Chief Engineer..... H. J. Lovell

KOTV

TULSA—1949

ABC-CBS-NBC-DuM-PARAMOUNT

Channel: 6... AP: 8.5 Kw.... VP: 16.5 Kw.



FIRST IN TELEVISION IN
PHILADELPHIA

PHILCO

**TELEVISION BROADCASTING
CORPORATION**



**1800 Architects Building
Philadelphia 3, Pennsylvania**

Owned-Oper. By...Cameron Television, Inc.
 Business Address.....3rd & Frankfort St.
 Phone Number 2-9233
 Transmitter Location...National Bank of Tulsa
 Bldg.

Air Time.....73 hours weekly
 News Service.....INS, UP
 Station Representative.....Adam Young
 MembershipTBA, NARTB
 President.....George E. Cameron, Jr.
 General Manager.....Maria Helen Alvarez
 Commercial Manager.....John B. Hill
 Program Director.....James M. Orchard
 Dir. of News, Prom., Pub....Robert Freeland
 Production Manager....G. Donald Thompson
 Film Director.....Craig Ramsey
 Director of Remotes.....George Chyka
 Chief Engineer.....George Jacobs

PENNSYLVANIA

WICU

ERIE—1949—ABC-CBS-NBC-DuM

Channel: 12....AP: 1.5 Kw....VP: 2 Kw.
 Owned-Oper. By.....Dispatch Incorporated
 Business-Trans. Address.....3514 State St.
 Phone Number.....4-0174, 4-0175, 4-0176
 Air Time.....87 hours weekly
 News Service.....AP
 RepresentativeHeadley-Reed
 PresidentEdward Lamb
 Gen., Comm. Mgr.....Herbert S. Stewart
 Promotion Director.....Richard S. Johnson
 Pgm., News & Spe. Events Dir.....Don Lick
 Production Manager.....Al Swinhart
 Publicity Director.....Richard S. Johnson
 Film Director.....John W. Cook
 Chief Engineer.....Michael Csop
 Consulting Engineer.....Robin Compton

WJAC-TV

JOHNSTOWN—1949

ABC-CBS-NBC-DuM

Channel: 13....AP: 3.7 Kw....VP: 6.5 Kw.
 Owned-Operated By.....WJAC, Inc.
 Business Address.....329 Main St.
 Phone Number9-1965
 Transmitter Location...Laurel Hill Mountain
 Air Time.....27 hours weekly
 Newspaper Affiliation..The Johnstown Tribune
 News ServiceAP
 RepresentativeHeadley-Reed
 MembershipNARTB
 President.....Walter W. Krebs
 Station Manager.....Alvin D. Schrott
 Program Director.....Frank P. Cummins
 Chief Engineer.....Nevin L. Straub
 Consulting Engineer.....McNary & Wrathall

WGAL-TV

LANCASTER—1949

ABC-CBS-NBC-DuM

Channel: 4....AP: 1 Kw....VP: 1 Kw.
 Owned-Operated By.....WGAL, Inc.
 Business-Transmitter Address.....8 King St.
 Phone Number5251
 Studio Address.....24 S. Queen St.
 Air Time.....83 hours weekly
 News ServiceUP
 Representative.....Meeker
 MembershipNARTB
 President.....Clair R. McCollough
 Station Manager.....Harold E. Miller
 Gen. Sales Mgr.....J. Robert Gulick
 Program Director.....Paul Rodenhauer
 Technical Director.....J. E. Mathiat

WCAU-TV

PHILADELPHIA—1947—CBS

Channel: 10....AP: 14 Kw....VP: 25 Kw.
 Owned-Operated By.....WCAU, Inc.
 Business-Studio Address...1622 Chestnut St.
 Phone Number.....LOcust 7-7700
 Transmitter Location.....12 S. 12th St.
 Newspaper Affiliation..The Evening Bulletin
 News Service.....AP, UP
 RepresentativeRadio Sales
 Pres., Gen. Mgr.....Donald W. Thornburgh
 V.P., Asst. Gen. Mgr.....Joseph L. Tinney
 V.P. & TV Director.....Charles Vanda
 Operations Director...Thomas Freebairn-Smith
 V.P. & Prom. & Pub. Dir.....Robert N. Pryor
 Director of News.....Alfred T. Ringler
 Film Director.....Helen Buck
 V.P. & Technical Diector...John G. Leitch

WPTZ

PHILADELPHIA—1941—NBC

Channel: 3....AP: 8.0 Kw....VP: 16.0 Kw.
 Owned-Oper. By.Philco Television Bcstg. Corp.
 Business Address.....1800 Architects Bldg.
 Phone NumberLOcust 4-2244
 Transmitter Location...1300 E. Mermaid Lane,
 Wyndmoor
 Air Time.....96 hours weekly
 News ServiceUP
 Station Representative.....NBC Spot Sales
 MembershipTBA
 Vice-Pres., Gen. Mgr.....Ernest B. Loveman
 Asst. Gen. Mgr.....Rolland V. Tooke
 Comm. Mgr.....Alexander W. Dannenbaum, Jr.
 Mgr. of Pgm. Operations...Preston Stover
 Pub., Prom. Dir.....John J. Kelly
 Chief Engineer.....Raymond J. Bowley
 Consulting Engineer.....George C. Davis

WFIL-TV

PHILADELPHIA—1947—ABC-DuM

Channel: 6.....AP: 13.5 Kw.....VP: 27 Kw.
 Owned-Oper. By...Philadelphia Inquirer Div.
 of Triangle Publications, Inc.
 Business Address.....46th & Market Sts.
 Phone Number.....EVergreen 2-4700
 Transmitter Location.....Roxborough
 Air Time.....75 hours weekly
 Newspaper Affiliation.....The Philadelphia
 Inquirer
 News Service.....AP
 Station Representative.....Katz
 Membership....TBA, NAB, TV Assn. of Phila.
 General Manager.....Robert W. Clipp
 Oper. Asst. to Gen. Mgr....John D. Scheuer, Jr.
 Admin. Asst. to Gen. Mgr....Donald W. Kellett
 TV Sales Mgr.....Kenneth W. Stowman
 Program Director.....Jack Steck
 Promotion Director.....George A. Koehler
 Director of News.....William C. Driscoll
 Mgr. of Operations.....Felix Meyer
 Publicity Director.....Joseph E. Dooley
 Film Director.....Walter Tillman
 Chief Engineer.....Louis E. Littlejohn
 Consulting Engineer....Chambers & Garrison

WDTV

**PITTSBURGH—1949
 ABC-CBS-NBC-DuM**

Channel: 3.....AP: 8.3 Kw.....VP: 16.6 Kw.
 Owned-Operated By...Dr. Allen B. Du Mont
 Laboratories, Inc.
 Business Address.....Chamber of Commerce
 Bldg.
 Phone Number.....Express 1-1071 to 1078
 Transmitter Location.....4101 Grizella St.
 Air Time.....96½ hours weekly
 News Service.....UP
 Representative.....DuMont Network
 Membership.....TBA
 President.....Dr. Allen B. Du Mont
 Gen., Sta. Mgr.....Donald A. Stewart
 Sales Director.....Larry Israel
 Film Director.....Harry G. Munson
 Chief Engineer.....Raymond Rodgers

RHODE ISLAND

WJAR-TV

**PROVIDENCE—1949
 NBC-NERN**

Channel: 11.....AP: 15 Kw.....VP: 30 Kw.
 Owned-Operated By.....The Outlet Co.
 Business-Studio Address....176 Weybosset St.
 Phone Number.....Gaspee 1-1071
 Transmitter Location.....Rehoboth, Mass.
 Air Time.....42 hours weekly

News Service.....AP
 Representative.....Weed
 Transcription Service.....World
 Chmn. of Bd.....Mortimer L. Burbank
 Gen., Sta., Comm. Mgr.....John J. Boyle
 Program Director.....M. Sothern Abbott
 Production Manager.....James Orchard
 News Director.....Ben Boyden
 Chief Engineer.....Thomas C. J. Prior

TENNESSEE

WMCT

**MEMPHIS—1948
 ABC-CBS-NBC-DuM**

Channel: 4.....AP: 7.12 Kw.....VP: 13.6 Kw.
 Owned-Operated....Memphis Publishing Co.
 Business-Studio Address....Goodwyn Institute
 Bldg., P. O. Box 311
 Phone Number.....8-7464
 Transmitter Location.....Thomas Rd.
 Air Time.....24 hours weekly
 News Service.....INS, UP
 Representative.....Branham
 Membership.....NARTB
 President.....Enoch Brown
 Gen. Station Mgr.....H. W. Slavick
 Commercial Manager.....J. C. Eggleston
 Program Director.....Wilson Mount
 Prom., Pub. Dir.....Walter E. Frase
 Dir. of News & Spec. Events...Ralph Haskins
 Production Manager.....Jay Scott
 Film Director.....Charles Caldwell, Jr.
 Director of Remotes.....Wilson Mount
 Chief Engineer.....E. C. Frase, Jr.

WSM-TV

NASHVILLE—1950—ABC-CBS-DuM

Channel: 4.....AP: 7.2 Kw.....VP: 14.4 Kw.
 Owned-Oper. By.....Natl. Life & Accident
 Ins. Co.
 Business Address.....301 7th Ave.
 Phone Number.....6-7181
 Transmitter Location...14th Ave., S., & Compton
 Ave.
 Air Time.....65 hours weekly
 News Service.....AP, INS
 Representative.....Edward Petry
 Membership.....TBA, NARTB
 President.....John H. DeWitt, Jr.
 Commercial Manager.....Irving Waugh
 Program Director.....Jack Stapp
 Pub., Publ. Relns., Prom. Dir.
 William R. McDaniel
 Pgm., News & Spe. Events.....Jack Stapp
 Production Manager.....Jim McMurry
 Film Director.....Miss Montrey Ashburn
 Pgm., Remotes Dir.....Jack Stapp
 Chief Engineer.....Aaron Shelton
 Consulting Engineer.....George Reynolds

TEXAS

KRLD-TV

DALLAS—1949—CBS

Channel: 4.....AP: 7.5 Kw.....VP: 15 Kw.
 Owned-Operated By.....KRLD Radio Corp.
 Business Address.....Herald Square
 Phone Number.....RAndolph 6811
 Transmitter Location.....1101 Patterson St.
 Air Time.....60 hours weekly
 Newspaper Affiliation.....Daily Times Herald
 News Service.....AP, INS, UP
 Representative.....Branham
 Membership.....NARTB
 President.....J. W. Runyon
 Managing Director.....Clyde W. Rembert
 Assistant Manager.....J. W. Crocker
 Commercial Manager.....William A. Roberts
 Program Director.....Roy S. George
 Pub., Prom. Dir.....A. J. Putman
 Dir. of News and Spec. Events.....Ves. R. Box
 Production Manager.....Ed Hallack
 Film Director.....Nick Mueller
 Director of Remotes.....Millman Rochester
 Chief Engineer.....Roy M. Flynn
 Consulting Engineer.....Craven, Lohnes and
 Culver

WFAA-TV

DALLAS—1949

ABC-NBC-DuM-PARAMOUNT

Channel: 8....AP: 13.5 Kw....VP: 27.1 Kw.
 Owned-Operated By.....A. H. Belo Corp.
 (Dallas Morning News)
 Business Address.....1122 Jackson St.
 Phone Number.....Riverside 9631
 Transmitter Location.....3000 Hines Blvd.
 Air Time.....50 hours weekly
 Newspaper Affiliation.....The Dallas Morning
 News
 News Service.....UP
 Representative.....Petry
 Membership.....TBA
 President.....E. M. (Ted) Dealey
 General Manager.....Martin B. Campbell
 Commercial Mgr.....Natl.: Ralph W. Nimmons
 Local: Alex Keese
 Program Director.....Bert Mitchell
 Promotion Director.....Mrs. Wynona Portwood
 Dir. of News and Spec. Events.....Lawrence E.
 DuPont
 Prouction Manager.....E. Ashley Dawes
 Publicity Director.....Harry L. Koenigsberg
 Film Director.....Douglas Thompson
 Director of Remotes.....Lawrence E. DuPont
 Chief Engineer.....J. Raymond Collins
 Technical Supervisor.....Carlos Dodd
 Consulting Engineer.....A. Earl Cullum

W B A P - T V

FORT WORTH—1948—ABC-NBC

Channel 5:.....AP: 16.4 Kw.....VP: 8.2 Kw.
 Owned-Operated By.....Carter Publications, Inc.
 Address.....3900 Barnett St.
 Phone Number.....Lackwood 1981
 Air Time.....75 hours weekly
 News Service.....AP
 Newspaper Affiliation.....Fort Worth Star-
 Telegram
 Representative.....Free & Peters
 Membership.....NARTB
 President.....Amon Carter
 Director.....Harold Hough
 Station Manager.....George Cranston
 Commercial Manager.....Roy Bacus
 Program Director.....Bob Gould
 Prom., Pub. Dir.....Thaine Engle
 Dir. of News & Spec. Events.....James A. Byron
 Production Manager.....Tommy Thompson
 Film Director.....Lynn Trammell
 Director of Remotes.....Sid Smith
 Chief Engineer.....R. C. Silson
 Consulting Engineer.....A. D. Ring

K P R C - T V

HOUSTON—1949—ABC-CBS

NBC-DuM

Channel: 2.....AP: 7.5 Kw.....VP: 15 Kw.
 Owned-Oper. By.....Houston Post Co.
 Address.....Lamar Hotel
 Air Time.....80 hours weekly
 Representative.....Petry
 Commercial Manager.....Terry Lee
 Production Director.....Frank Partin
 Chief Engineer.....Paul Huhndorf

KEYL

SAN ANTONIO—1950

ABC-CBS-DuM

Channel: 5.....AP: 9.0 Kw.....VP: 17.9 Kw.
 Owned-Oper. By.....San Antonio TV Company
 Business Address.....Transit Tower
 Phone Number.....Garfield 8151
 Transmitter Location.....Transit Tower
 Air Time.....Approx. 30 hours weekly
 News Service.....UP & Acme Telephoto
 Representative.....Blair
 Membership.....TBA
 V-P, Gen. Mgr.....W. D. Rogers, Jr.
 Commercial Manager.....Frank Junell
 Program Director.....W. B. Robb
 Dir. of News and Prom.....Mort Dank
 Film Director.....Tom Maloney
 Director of Remotes.....Glenn Hill
 Chief Engineer.....William Jackson
 Consulting Engineer.....McIntosh & Inglis

WOAI-TV

SAN ANTONIO—1949
ABC-CBS-NBC

Channel: 4... AP: 10.8 Kw... VP: 21.6 Kw.
Owned-Oper. By... Southland Industries, Inc.
Address... 1031 Navarro St.
Phone Number... Garfield 4221
Air Time... 45 hours weekly
News Service... AP, INS
Representative... Petry
Pres., Gen. Mgr... Hugh A. L. Half
Asst. Gen. Mgr., Sales... Jack Keasler
Prom. Mgr... Dallas Wyant
Program Director... J. R. Duncan
Production Manager... Dick Perry
Dir. of News & Spec. Events... Austin Williams
Film Manager... Hull Youngblood
Publicity Director... Imogene Stanley
Director of Remotes... Ed Hyman
Director of Engineering... C. L. Jeffers
Consulting Engineer... A. D. Ring

UTAH

KDYL-TV

SALT LAKE CITY—1948—NBC

Channel: 4... AP: 4 Kw... VP: 2 Kw.
Owned-Oper. By... Intermountain Bcstg. & TV Corp.
Business Address... 143 S. Main
Phone Number... 5-2991
Studio Address... TV Playhouse, 68 Regent St.
Transmitter Location... Walker Bank Bldg.
Air Time... 30 hours weekly
Station Representative... Blair-TV
Membership... NARTB
President, General Manager... S. S. Fox
Director of TV... John Baldwin
Commercial Manager... George A. Proval
Program Director... Dan Rainer
Promotion Director... Del Leeson
Dir. of News & Spec. Events... Emerson Smith
Film Director... Lee Auslander
Director of Remotes... Wal Lambourne
Chief Engineer... Allan Gunderson

KSL-TV

SALT LAKE CITY—1949
ABC-CBS-DuM

Channel: 5... AP: 9.6 Kw... VP: 18.4 Kw.
Owned-Oper. By... Radio Service Corp. of Utah
Business Address... 145 Motor Ave.
Phone Number... 5-4641
Transmitter Location... Union Pacific Bldg.
Air Time... 52 hours weekly
News Service... AP, UP

Representative... Radio Sales
Membership... NARTB
President... J. Reuben Clark, Jr.
General Manager... C. Richard Evans
Dir. TV Operations... D. Lennox Murdoch
Sales Manager... E. M. Halliday
Program Director... Wayne Richards
Promotion Director... Sherrill Taylor
Dir. of News & Spec. Events... Max Roby
Production Manager... Alden Richards
Publicity Director... Sherrill Taylor
Film Director... Scott Clawson
Director of Remotes... Wayne Richards
Chief Engineer... Vincent Clayton
Consulting Engineer... A. Ring

VIRGINIA

WTAR-TV

NORFOLK—1950
ABC-CBS-NBC-DuM

Channel: 4... AP: 2.124 Kw... VP: 24.248 Kw.
Owned-Operated By... WTAR Radio Corp.
Business Address... 720 Boush St.
Phone Number... 56711
Air Time... 80 hours weekly
Transmitter Location... 720 Boush St., Norfolk
Newspaper Affiliation... Norfolk Newspapers, Inc.
News Service... AP
Representative... Petry
Membership... NARTB, BAB
Pres., Gen. Mgr... Campbell Arnoux
Commercial Manager... John W. New
Sales Manager... Robert M. Lambe
Prod., Pgm. Dir... Winston Hope
Pub., Prom. Dir... Fred Lowe
Director of News... Emileigh Maxwell
Film Director... Harry L. Nicholas
Chief Engineer... Dick Lindell
Consulting Engineer... Jansky & Bailey

WTVR

RICHMOND—1947—NBC

Channel: 6... AP: 6.4 Kw... VP: 12.16 Kw.
Owned-Oper. By... Havens & Martin, Inc.
Address... 3301 W. Broad St., P. O. Box 5229
Phone Number... 5-8611
Transmitter Location... Staples Mill Rd.
Air Time... 63 hours weekly
News Service... Transradio
Station Representative... Blair TV
Pres., Gen. Sta. Mgr... Wilbur M. Havens
Comm. Mgr., Prom. Dir... Walter A. Bowry, Jr.
Prod., Pgm. Dir... Conrad Rianhard, Jr.
Dir. of News & Spec. Events... John Shand
Consulting Engineer... McNary & Wrathall

WASHINGTON

KING - TV

SEATTLE—1948
ABC-CBS-NBC-DuM

Channel: 5.....AP: 3 Kw.....VP: 5 Kw.
Owned-Operated By.....King Bcstg. Co.
Business Address.....Smith Tower
Phone Number.....MUTual 1090
Transmitter Location.....301 Galer
Air Time.....60 hours weekly
News Service.....AP, UP
Representative.....Blair-TV
President.....Henry B. Owens
Sta., Gen. Mgr.....Hugh Feltis
Commercial Manager.....Al Hunter
Program, Publicity Director....Lee Schulman
Director of Remotes.....Clare Hanawalt
Chief Engineer.....George A. Freeman
Consulting Engineer.....Robert A. Ferguson

WEST VIRGINIA

WSAZ - TV

HUNTINGTON—1949
ABC-CBS-NBC-DuM

Channel: 5.....AP: 8.5 Kw.....VP: 12 Kkw.
Owned-Operated By.....WSAZ, Incorporated
Address.....W. Virginia Bldg.
Phone Number.....3-9441
Transmitter Location.....Eighth Street Road
Air Time.....90 hours weekly
Newspaper Affiliation...Huntington Pub. Co.
News Service.....AP
Station Representative.....Katz

President.....Col. J. H. Long
General Manager.....Marshall L. Rosene
(AM & TV)
Comm., Sta. Mgr.....Lawrence H. Rogers II
Program Director.....James H. Ferguson
Promotion Director.....Jack Gary
Dir. of News and Spec. Events..Ronald Miller
Prod. Mgr., Film Dir.....Naseeb S. Tweel
Publicity Director.....Emily Jo Howard
Director of Remotes.....John L. Jiruska
Chief Engineer.....Leroy E. Kilpatrick
Consulting Engineer.....William L. Foss

WISCONSIN

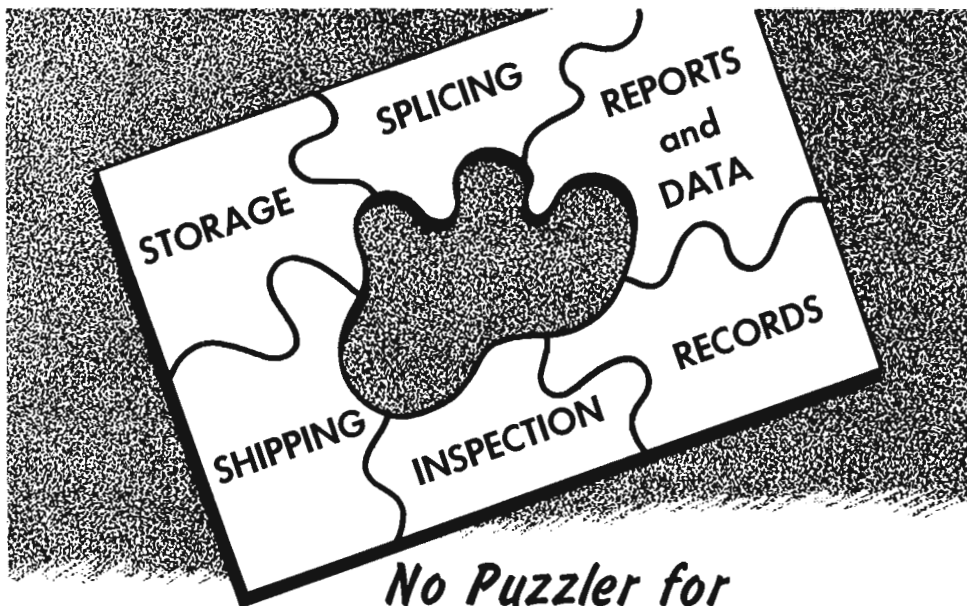
WTMJ - TV

MILWAUKEE—1947—ABC-CBS
NBC-DuM

Channel: 3....AP: 10.2 Kw....VP: 16.1 Kw.
Owned-Oper. By.....The Journal Co.
Business Address.....333 W. State St.
Transmitter Location....720 E. Capitol Drive
Phone Number.....MARquette 8-6000
News Service.....AP
Air Time.....80 hours weekly
Representative.....Harrington, Righter &
Parsons, Inc.
Membership.....TBA
V.P., Gen. Mgr. of Radio, The Journal Co.
Walter J. Damm
Asst. Gen. Mgr.....L. W. Herzog
Station Manager.....R. G. Winnie
Asst. to the Manager.....George Comte
Asst. to the Mgr.....George Nicoud
Program Manager.....James Robertson
Local Sales Manager.....Neale V. Bakke
Mgr. Radio & TV Engng.....Phillip Laeser
Mgr., Public Service Bcstrs., Prom.
Bruce Wallace
News Editor.....Jack Krueger

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BECAUSE—**AP** is faster, more complete, more
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Whether you're an advertising agency, film producer or distributor, station or network, handling 16mm or 35mm film, don't be puzzled when these and similar questions arise:

*Will the film be shipped on time? Are the commercials spliced in properly?
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630 NINTH AVENUE, NEW YORK CITY
JUDson 6-1030

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Personnel



Phone Numbers



Addresses



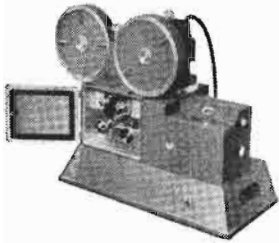
Contacts of 35 & 16 mm. Film Producers



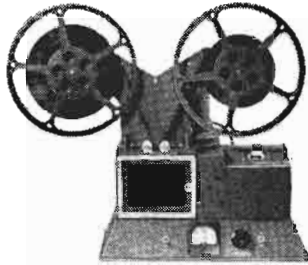
Services Offered

NINETEEN FIFTY-ONE



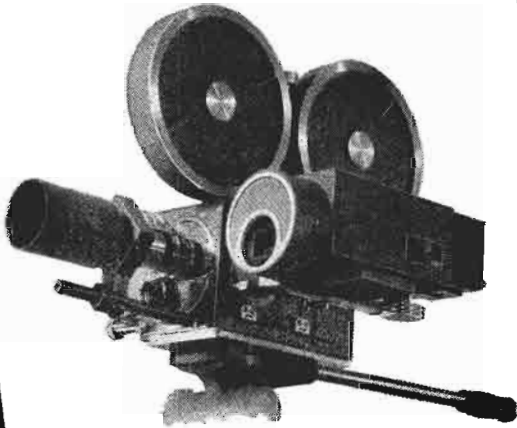


The 16 mm. sound-on-film portable Recording System combines the highest fidelity in 16 mm. recording practice with wide flexibility and simplicity of operation. The system is completely portable and is capable of recording either negative or direct positive variable area and variable density sound tracks.



The 16 mm. Film Phonograph unit provides the finest quality in high fidelity re-recording and playback. The unique optical system, giving an unusually narrow reproducing image with high light output, accomplishes a material reduction in photo-cell hiss—essential for quality reproduction.

THE NEW MAURER 16 MM CAMERA



The 16 mm. Professional Camera is the result of J. A. Maurer research and development in the 16 mm. field. Designed specifically for professional use, it is equipped with precision high-power focusing and the finest view-finder made.

Standard equipment includes: 235° dissolving shutter, automatic fade control, view-finder, sunshade and filter holder, one 400 foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

For additional information, please write us.



The Model F Prime Recording Optical System and Galvanometer is a light modulating unit for recording sound photographically upon standard film. This system requires no special servicing or spare parts (other than recording lamp). Detailed instructions for mounting in your recorder are included.

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123 W. Chestnut St., Chicago 10, Ill.
Phone: MICHigan 2-0128

Pres. & Dir. of Pro. Bernard Howard
Services Offered—Producer of films for television—commercials and shows: Complete planning, writing, producing and directing of all kinds of motion pictures; industrial and educational films: animations; TV consultant to agencies.

A. F. Films, Inc.

1600 Broadway, New York 19, N. Y.
Phone: CIRCLE 7-2850

President Nicolas Bongard
Director Rosalind Kossoff
Services Offered — Distribution of short educational films internationally produced. TV films for distribution in U. S. and Canada.

All-Scope Pictures, Inc.

407 Yucca Vine Bldg., Hollywood 28, Calif.
Phone: HOLLYWOOD 9-6386

President Gordon S. Mitchell
Vice-Pres. & Treas. E. Z. Walters
Secretary E. Maples
Chairman of Bd. G. L. Carrington
Services Offered—Producer of sponsored films education, advertising and TV. Also specialize in one minute and 20 second spot commercials for TV. Have very fine animation department.

Allen & Allen Productions

3947 W. 59 Place, Los Angeles 43, Calif.
Phone: AX 3-3314

Directing Mgr. George E. Allen
Dir. of Production William H. Allen
Chief, Editorial Div. Benjamin L. Haab
Asst. Prod.-Mgr. H. A. Bold
Services Offered—Producers of 35mm. & 16mm. Entertainment, Adventure, Educational, Documentary and Novelty films. Rental and sale of films to sponsors, TV-chains and stations Are Producers of series, titled, Wild Life Pictures. One, two & three reels.

Ambassador Films, Inc.

118 W. 57 St., New York 19, N. Y.
Phone: CIRCLE 7-1900

Pres. & Exec. Producer Eugen Sharin
Secretary Irwin Belenken
Story Editor Steven Vas
Director Leopold Hainisch

Services Offered—Short subjects produced for TV. Exclusive contracts with: Vienna Philharmonic Orchestra, Vienna Choir Boys, La Scala Opera of Milan, Salzburg Marionettes.

American Film Co.

1329 Vine St., Philadelphia 7, Pa.
Phone: WALnut 2-1800

Mgr. Ben Harris
Gen. Sales Mgr. Jack H. Harris
Services Offered—We serve 35 and 16mm. film to TV stations, also cutting, editing, and photographing of events of all kinds. We also handle any form of advertising through the American advertising agency headed by Jack H. Harris at the above address.

Animated Video Films Inc.

1001 N. Vermont Ave., Los Angeles 27, Calif.
Phone: NORMandy 32884

Production Ace Gamer
Direction & Story Dick Huemer
Chg. of Animation Pete Burness
Chg. of Layouts & Backgrnds. Bob Gribboek
Chg. of Camera dept. Jack Buehre
Chg. of Ink & Paint dept. Betty Brenon
Services Offered — Animated and live action TV films, industrial films, educational films.

Animation House, Inc.

347 Madison Ave., New York 17, N. Y.
Phone: MURray Hill 2-8184

Sales Director Irving Bunnelle
Services Offered—TV Commercials, live action, stop motion, animations, black and white, color, 35mm or 16mm.

Evan J. Anton Productions, Ltd.

20 E. 42 St., New York 17, N. Y.
Phone: MURray Hill 7-6315

President Evan J. Anton
Vice-Pres. Vera Kay
Secy.-Treas. Florence Anton
Services Offered—Producers of TV commercials, animation, documentary, medical, and institutional films for TV application. Sound and color, film clips, slides, editing and recording.

Archer Productions, Inc.

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Chg. of Production.....Thomas Craven
 Associate Producer.....David Ahlers
 General Manager.....Carl Ritchie
 Animation Director.....Nicholas Gibson
 Art Director.....John Ployardt
Services Offered—TV commercial films and entertainment films to order. Animated TV commercials and entertainment films to order. Distribution of films to TV stations. Film packagers for TV.

•
Art Reels Co.

510 Cathedral Parkway, 5E New York, N. Y.
 Phone: MOument 6-2271
 Producer-Director.....Stephen L. Sharff
 Editor.....Lucille Pelham
 Writer.....Peter Packer
 Prod. Asst.....Bill Shafir
 Cameraman.....Stan Patkowski
Services Offered—TV films and live programs, TV commercials, puppets and stop motion animation.

•
**Associated Artists
 Productions, Ltd.**

4444 Madison Ave., New York 22, N. Y.
 Phone: MUrray Hill 8-4754
 President.....Eliot Hyman

Vice-Pres. & Sales Mgr.....Paul Diamond
Services Offered—Production and distribution of film programs for TV.

•
Atlas Film Corp.

1111 S. Blvd., Oak Park, Ill.
 Phone: Euclid 6-3100
 President.....K. W. Lineberry
 Vice-Pres. & Gen. Mgr.....L. P. Mominee
 V.-P. Chg. Prod.....Albert S. Bradish
 V.-P. Chg. Sales.....Edward Schager
 V.-P. Chg. Adv. & Prom..Frederick K. Barber
 Advertising Mgr.....H. C. Maloney
Services Offered — Production of 16mm. and 35mm. motion pictures and slidefilms—in color or black and white, with RCA Sound. Complete and modern facilities for all laboratory processing. Mobile sound truck, studio rental facilities. Film vaporating. TV commercial productions.

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Audio Productions, Inc.

630 Ninth Avenue, New York 19, N. Y.
 Phone: COlumbus 5-6771
 President.....Frank K. Speidell
 Sales Mgr.....Phillips Brooks Nichols
 Gen. Mgr.....Herman Roesle
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TV Film Producers

Services Offered—Producers of TV commercials and business and education films—black-and-white and color.

Bailey Films, Inc.

1133 N. Highland, Hollywood 38, Calif.

Phone: Hillside 7949

President.....Albert R. Bailey
Vice-President.....Delmar F. Hancock
Secretary-Treasurer.....Virginia B. Ryder

Services Offered—Have a number of 10-20 minute shorts on animals, children's stories, cartoons, and puppet pictures, documentary films.

Basch Radio & Television Productions

(See Program Producers.)

Bengal Pictures

15108 Plummer, San Fernando, Calif.

Phone: Empire 2-1984

Dir. of Photography.....Phil E. Cantonwine
Director.....Robert Derteano
Research.....Cheri Le Blanch
Narration & Story.....Larry Chandler
Narrator.....Perry King
Narrator.....William Udel
Story.....Cheri Le Blanch

Services Offered—TV pictures made to order. TV subjects for sponsors, rent and outright sale.

Albert Black Television Prods.

1270 Sixth Ave., New York 20, N. Y.

Phone: COLUMBUS 5-5885-6

Owner.....Albert Black
Services Offered—Live and film package shows for television.

The Bray Studios Inc.

729 Seventh Ave., New York 19, N. Y.

Phones: CIRCLE 5-4582-3

President.....J. R. Bray
Vice-Pres. & Secy.....Paul A. Bray
Vice-Pres. & Sales Mgr.....E. F. Stevenson
Treasurer.....M. Bray
Director.....L. G. Lambert
Asst. Production Mgr.....R. N. Chindblom

Services Offered—Producers and distributors of all types of films for TV use including technical animation and cartoons. Owns extensive library of films available for TV.

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30 Rockefeller Plaza, New York 20, N. Y.

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Having carefully watched all television programming for the past four years, we have come to the conclusion that television is only as good as its programs and, for this reason, the television industry will have to stop using old, dated films and old-time vaudeville. In order for television to grow, many new ideas, both in films and live shows, will have to be carefully planned and produced by men with the know-how.

Television is going through its growing pains the same as we had in the early stages of motion pictures, legit theatre and vaudeville, and for this reason, we feel that our organization is best suited to fill the very real television need.

If you have a programming problem, we invite you to take advantage of our years of know-how.

TV Film Producers

Dir., Film & Pub. Div....Katharine N. Parker
 DeputyLester Schoenfeld
 Asst. Pub. Div.....Dorothy Danish
Services Offered — Rental of educational
 and documentary sound films.

**William F. Broidy
 Productions, Inc.**

4376 Sunset Drive, Hollywood 27, Calif.
 Phone: NORmandie 2-9181

President.....William F. Broidy
 Vice-PresidentWesley Barry
 TreasurerEarl Revoir
 SecretaryBarnett Shapiro
Services Offered—We produce films for
 television. We will film for others supplying
 our motion-picture trained personnel and
 know-how, and we package shows.

Al Buffington Productions

6711 Sunset Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 9-8367

Sales & Program Mgr...Albert B. Buffington
 Chg. Talent & Writing.....James Wilmas
 Staging Mgr.....Milford Capman
 Gen. Mgr. Eastern Office..Maurice F. S. Penn
Services Offered—Live package show, both
 national and local, AM and TV. Filming of
 commercial film for TV. Making of radio
 transcriptions.

C & G Film Effects Co.

1600 Broadway, New York 19, N. Y.
 Phone: PLaza 7-2098

Partners.....Hugo A. Casolaro,
 Milton M. Gottlieb

Services Offered—Not Producers. Services
 to producers include: Titling, spot commer-
 cials, animation, optical & trick effects, slide
 films, black & white or color, 35mm. or
 16mm.

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161 Remsen St., Brooklyn 2, N. Y.
 Phone: TR 5-6296-7-8

Exec. Pro.....Nat Campus
 Administrative Asst.....Lee Bobker
Services Offered — Producers of sound
 color motion pictures for advertising, indus-
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 Full sound recording studio, film phono-
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 Films to meet every need and every budget.

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General Manager.....Clifford E. Ogden

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TV Film Producers

Program Dir.....Kenneth Nelson
 Office Manager.....Larry A. Robbins
 Eastern Rep.....Alvin King
 Southern Rep.....William Stubblefield
 Western Rep.....Jack Barton
Services Offered—Producers and distributors TV film programs and producers and distributors transcribed music Library for TV.

Caravel Films, Inc.

730 Fifth Ave., New York 19, N. Y.
 Phone: Circle 7-6111

President.....David I. Pincus
Services Offered—Industrial and TV films to order.

China Film Enterprises of America, Inc.

11 W. 42nd St., New York 18, N. Y.
 Phone: LO 5-6840

President.....Hsing-Ching Weng
 Vice-Pres.....W. M. Choue Seto
Services Offered—Rent and produce 16mm. short films for TV purposes.

Christian Films

625 No. Mansfield Ave., Hollywood 36, Calif.
 Phone: YOrk 1783

Prod.-Dir....Rev. H. K. Rashach, B.D., A.B.
 Dir. of Photography.....Grant H. Stone
 Musical Dir.....Eddison Von Ottenfeld
 Script Advisor.....Frank Tashlin
Services Offered—Complete radio, TV productions (live or film), third-dimensional animated subjects, recordings and transcriptions; 16mm., 35mm. and transcribed recordings of St. Olaf, Hollywood Cathedral Choir, Wartburg Choir, and the Chapel Choir of Capital University. (Affiliated with Vonna Records).

Cineffects, Inc.

115 W. 45 St., New York 19, N. Y.
 Phone: Circle 6-0951

President.....Nathan Sobel
 Secretary-Treasurer.....Isaac Hecht
Services Offered—Special optical effects, photography of titles, animation, trailers, song reels, slide films, TV presentations in 16 and 35mm. black and white and 16mm. Kodachrome.

Cinema Service Corp.

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 Phone: TR 3-1411

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 Sound Eng. (Chief).....M. Dichter

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 Prod. Supervisor.....H. Bloom
 Electrical Dept.....James Pratt
 Construction Dept.....R. Peterson
 Editing Dept.....Ruth Gordon
 Script Dept.....Matilda Blumberg
 Sales.....M. Gordon
Services Offered—Complete studio with both 35mm and 16mm camera and sound equipment. Also lighting and location facilities.

Cinescope Films

42-45 160th St., Flushing, N. Y.
*Phone: FL*ushing 8-1935

President.....George L. George
Services Offered—Industrial, documentary, theatrical and TV films to order.

Cinetel Corp.

119 W. 57th St., New York 19, N. Y.
*Phone: JU*dson 2-4813

President.....Ed Woodruff
Services Offered—TV films.

Cine-Tele Productions

1161 No. Highland Ave., Hollywood 38, Calif.
*Phone: Hill*side 7475

Executive Producer.....Harry J. Lehman
 Secretary.....Jacques R. Lehman

Camerman.....Danny Rouzer
 Film Editor.....Chas. Van Eng, Jr.
Services Offered—Producing films for television, film commercials, color films, semi-animation and producer services. Lab. services.

Cineque Colorfilm Labs, Inc.

424 E. 89th St., New York, N. Y.
*Phone: SA*cramento 2-5837

President.....Sam Marcus
 Secretary.....Edward London
 Lab. Mgr.....Oscar Fagin
Services Offered—Creators and producers of slides, slide films, color or black and white. Processing, suppicating, 16 and 35mm film—color prints—color transparencies—originals shot or duplicated.

Geo. W. Colburn Laboratory Inc.

164 No. Wacker Dr., Chicago 6, Ill.
*Phone: ST*ate 2-7316

President.....George W. Colburn
 Secretary-Treas.....John E. Colburn
Services Offered—16mm film technical and laboratory services. Photography, processing, edge-numbered work prints, editing and conforming, sound recording, re-recording, titling, animation, printing.

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Commonwealth Film & Television, Inc.

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President.....Mortimer D. Sackett
Vice-President.....Jerome S. Hyams
Treasurer.....S. Sackett
Secretary.....A. Goldstein
Services Offered—TV producers and distributors.

Courneya Productions

1566 North Gordon, Hollywood, Calif.
Phone: Granite 5920

Owner-Producer.....Jerry Courneya
Production Mgr.....James Fleming
Scripts.....Larry Clemons
Editor (Film).....Ernie Leadley
Services Offered—Novelty, Sport, Comedy, Short Subjects, Sponsor Tailored Films and Commercials.

Crafton Brothers, Inc.

3210 W. Lawrence Ave., Chicago, Ill.
Phone: Juniper 8-0396

President.....David M. Crafton
Secretary-Treas.Lou Grafton
Services Offered—TV stills, shorts and commercials.

Bing Crosby Enterprises, Inc.

9028 Sunset Blvd., Los Angeles, 46, Calif.
Phone: CRestview 1-1171
Dir. of TV Sales.....Charles B. Brown
Services Offered—Package programs, production, TV sales.

Crystal Pictures, Inc.

1564 Broadway, New York 18, N. Y.
Phone: PLaza 7-1530

President.....Melvin M. Hirsh
Services Offered—TV films, rentals.

D. P. M. Productions, Inc.

62 W. 45th St., New York 19, N. Y.
Phone: MU 2-0040

President.....Dorothy P. Maulsby
Secretary-Treas.Helen Rosenfeld
Production Mgr.....Maurice T. Groen
Cameraman.....Earl B. Brink
Narrator.....Peter Allen
Services Offered—Producers of 16mm. sound films, black and white or color, chiefly for foreign governments showing their countries, people, etc. Originators and producers of "SCENICALS" (trade mark), 3 and 4 minutes short fillers for TV use.

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Services Offered—Production of 16mm. & 35mm. films, black & white, color. Full studio facilities & sound stage. RCA Licensees. Cartoons, animation.

Delbridge & Gorrell

301 Fox Theatre Bldg., Detroit 26, Mich.
 Phone: Woodward 3-6990
 ManagerBill O'Halloran
 Asst. Mgr., TV Dept.....Ralph Bowen
 ProductionJack Terry
Services Offered—Production of live and filmed TV shows.

Dephoure Studios

782 Commonwealth Ave., Boston 15, Mass.
 OwnerJoseph Dephoure
Services Offered—Producers of TV Films, Spot Commercials, Animation, Printing 16 mm) and Processing.

Depicto Films, Inc.

254 W. 54th St., New York 19, N. Y.
 Phone: COlumbus 5-7621

PresidentJohn Hans
 Vice-PresidentLadson Butler
 Associate ProducerMurray Knowlton
 Asst. to Pres., Chg of Prod.....Jack Lane
Services Offered—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.

Dryer & Weenolsen Productions

57 W. 58th St., New York 19, N. Y.
 Phone: PLaza 5-5998
 OwnerSherman H. Dryer
 Vice-Pres.Robt. Weenolsen
Services Offered—TV films, commercials. Live radio & TV programs.

The Jean Dubois Company

927 21st St., Denver 2, Colo.
 Phone: East 8122, Main 5401
 Owner, Gen. Mgr.....Jean M. F. Dubois
 SecretaryLillian E. Dubois
 Photographer.....Edmund Cooper
Services Offered—TV Shorts, Newsreels, Commercial Shorts, complete TV films, excepting cartoons and animation.

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Phone: EL 5-1076

President Carl Dudley
Sery-Treas. Gene Barnes
Prod. Dept. Leo Pepin
Writer-Producer Herman Boxer
Camera Dept. Edward Hutton,
Edwin Olsen, Keith Covey, Ed Drews
Editing Dept. Norman Suffern,
Ernest Flook
Printing Dept. Joe Raue, Manuel Chaidez
Services Offered—Producers of color commercial, theatrical and TV films—Releasing “This Land of Ours” and “This World of Ours,” “Classroom Quiz,” “International Detective,” etc.

**Educational Films Corp.
of America**

1501 Broadway, New York 18, N. Y.
Phone: Pennsylvania 6-1780

President Earl W. Hammons
Production Jack Caldwell
Script Roy McCune
TV Script Henry Mareuse
Services Offered—Films for theatrical re-

lease, for educational purposes, television shows live or on film. Producing on the West Coast and in New York.

Emerson Film Corp.

c/o Republic Studios
4024 Radford Ave. No. Hollywood, Calif.
Phone: Sunset 2-1121

Producer-Director Walter Colmes
Assoc.-Prod., Film Editor Jason Bernie
V.P. Product Development .. Donald Hoffman
General Sales Manager William Norins
Story Editor Russ Burton
Cameraman Walter Strenge
Services Offered—Complete production for TV, Educational, and Feature Films. Currently producing films for Encyclopaedia Britannica Films, and TV Films for Union Television Corp.

Endorsements, Inc. (TV)

9172 Sunset Blvd., Hollywood 46, Calif.
Phone: Crestview 6-1272
500 Fifth Ave., New York 18, N. Y.
Phone: Chickering 4-7257

President (N. Y.) Jules Alberti
Vice-Pres. Dr. Harold S. Wadro
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Excelsior Pictures Corp.

723 Seventh Ave., New York 19, N. Y.
Phone: Circle 5-6157

PresidentWalter Bibo
Services Offered—Rent various features and shorts.

Fair Deal Motion Picture Ser.

2040 Chatterton Ave., New York 61, N. Y.
Phone: TAlmadge 9-6728

Owner & President.....Louis D. Colson
Services Offered—We offer package film shows for TV use.

Jerry Fairbanks, Inc.

6052 Sunset Blvd., Hollywood 28, Calif.
Phone: HUdson 2-1101

157 E. 69 St., New York 21, N. Y.
Phone: TRafalgar 9-3352

Chmn. Bd. of Dir.....Frank E. Mullen
 Pres. & Exec. Prod.....Jerry Fairbanks
 V.P. in Chg. Sales.....William Gernant
 V.P. in Chg. East. Prod....Robert Lawrence
 Production Manager.....Herbert Multon
 E. Production Mgr.....George Justin

Production Supervisor.....Arnold Wester
 E. Production Coord.....Margery Luce
 Scenario Dept. Head.....Lou Lilly
 E. Chief Film Editor.....Richard Meyer
 E. Studio Manager.....Louis Mucciolo
 E. Asst. Studio Mgr.....George Harrington
 Musical Director.....Edward Paul
 Publicity Director.....Reavis Winckler
 Art Director.....Oscar Yerg
 Casting Director.....Ken Dyson
 Sound Director.....Lawrence Aicholtz
 E. Scenic Designer.....Adolf Aldrich
 E. Chief Accountant.....Philip Kornblum
Services Offered—Producers of all types of films for television, including package programs, agency shows, spot announcements, and special featurettes. Also commercial and theatrical motion picture producers.

Federated Television Productions, Inc.

41 E. 41st St., New York 17, N. Y.
Phone: MUrray Hill 2-7125

President.....Hubert V. Chain
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Services Offered—Custom built video film programs and commercials—filmed in our



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JUdson 6-5480

own studios with our own equipment—sound and cameras. Syndicated film series.

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1159 N. Highland Ave., Hollywood 38, Calif.
Phone: Gladstone 1657
40 E. 40th St., New York 16, N. Y.
Phone: MUrray Hill 9-4268

President-Dir.....Paul J. Fennell
Technical Dir.....John E. Burks
Eastern Rep.....Milton R. (Mickey) Dubin
Services Offered—Specialty—Films for TV with emphasis on Animation.

●
Filmeffects of Hollywood

1153 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5800

Business Mgr.....Charles Leeds
Sales Mgr.....Gilbert Scott
Engineer.....Albert Ferriot
Production.....Virgil St. Claire
Services Offered—Specialized 35mm and 16mm laboratory services for motion pictures and television. Special effects, blow-ups, enlargements, color release printing, slide film duplication experimental projects.

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Film Equities Corp.

1501 Broadway, New York 8, N. Y.
Phone: LOngacre 4-8234

President.....Arthur A. Mayers
Secretary.....Sydney A. Mayers
Treasurer.....Martin Mermelstein
TV Director.....C. Lazar
Services Offered—Film producers, open end films, feature films, educational shorts, cartoons, sport reels, serials, series films, special spots featuring top name personalities.

●
Film Makers, Inc.

1600 Broadway, New York 19, N. Y.
Phone: REgent 7-7549

President.....J. H. Lenauer
Services Offered—TV film production.

●
Films For Industry, Inc.

135 W. 52nd St., New York 19, N. Y.
Phone: PLaza 3-2800

Pres., Prod. Mgr.....Joseph McCaffery
V.P. in Chg. Sales.....Brewster Righter
Services Offered—TV packaging, commercials, sound studios, animation, stop motion.

●
Films of the Nations, Inc.

62 W. 45th St., N. Y. 19, N. Y.
Phone: Murray Hill 2-0040
Pres.....Henry M. Moolman
V.-Pr.....Birger Nordholm, Jos. P. Bourdrez

*Most people
like our TV
Commercials.*

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PRODUCTIONS**

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*A creative organization
in all types of visual
media to meet specific
advertising, training and
public relations needs.*

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NEW YORK

MURRAY HILL
2-2060

TV Film Producers

TreasurerHenry Pillichody
 Secretary.....William Rosenfeld
 Exec. Dir.....Maurice T. Groen
Services Offered—Producers and distributors of 16mm. sound films, color or black and white, featuring films made for foreign governments, showing their countries, people, industries, handicrafts, history and culture.

Larry Finley Productions Inc.

8983 Sunset Blvd., Hollywood 46, Calif.
 Phone: BR 2-5841

PresidentLarry Finley
 ProducersLarry I. Kolpack,
 David Sievers, Mary Secher
 Musical Director.....Nat Brusiloff
Services Offered—Filmed TV programs, also commercial TV films.

Five Star Productions

6526 Sunset Blvd., Hollywood 28, Calif.
 Phone: HOllwood 9-5280

Exec. Producer.....Harry Wayne McMahan
 Production Dir.....Chet Glassley
 Technical Dir.....Taylor Byars
 Dir. Creative Copy.....Charles F. Chaplin
 CastingJudy McMahan

Secretary-Treas.....Bernice C. McQuown
Services Offered—In business ten years, Five Star Productions work in the five audiovisual fields; Radio Productions (“Sons of the Pioneers,” “Barnyard Jamboree” transcribed); motion pictures—short subjects and institutional commercials; TV film spots (40 per cent of all local and regional advertisers); slide films and animatic films.

Hardie Frieberg Television Enterprises, Inc.

270 Park Ave., New York 17, N. Y.
 Phone: MUrray Hill 8-0230

PresidentHardie Frieberg
 TreasurerBernard Samuels
 SecretaryFluff Blome
Services Offered—Program production, talent, live and film TV programs.

Gainsborough Associates
 (See Program Producers)

Gallagher Films

111 S. Washington St., Green Bay, Wis.
 Phone: Adams 2554

PresidentJ. C. Gallagher
Services Offered—TV film production, recording and talent.

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- “Chuckwagon Jamboree”
- “Strange Wills”
- “Taylor-Made Spots”

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 Hollywood 28, Calif.
 HU. 2-1089

TV Film Producers

William J. Ganz Co.

40 E. 49th St., New York 17, N. Y.

Phone: ELdorado 5-1443

President William J. Ganz
 TV Consultant & Producer..... Paul Alley
 Chg. of Production..... E. J. Spiro
 Chg. of Distribution..... Herbert Dietz
 Office Manager..... Jean Pomerance

Services Offered—Producers of motion pictures, slide films and films for TV, theatrical and non-theatrical audiences. Also, distributors of motion pictures through The Institute of Visual Training.

General Business Films, Inc.

565 Fifth Ave., New York 17, N. Y.

Phone: PLaza 9-8170

President William Van Praag
 Vice-President Otto H. Sutter
 Secretary Nancy Gould
 Sales Mgr. Arthur Otto

Services Offered—Industrial films, slide films, TV commercials.

General Film Prod Corp.

25 W. 45th St., New York 19, N. Y.

Phone: LUXemburg 2-1700

Manager Elbert S. Kapit
Services Offered—TV films, rentals.

General Television Enterprises, Inc.

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: GL 4146

President Gordon W. Levoy
 Vice-President..... Edith C. Levoy
 Secretary..... A. Albert Spar

Services Offered—Distribution and packaging of motion pictures produced especially for TV. Plan involves sale of successive rights to a series, or if desired outright to any individual sponsor. Programs prepared for request of any particular sponsor, or for general spot sale distribution.

General Television Corp.

1501 Broadway, New York 18, N. Y.

Phone: LONgacre 4-8234

TV Director..... Robert H. Wormhauht

Services Offered—Educational shorts nature study shorts.

Jack Goetz

1790 Broadway, New York, N. Y.

Phone: CO 5-1776

Owner Jack Goetz

Services Offered—Lab. service for all TV requirements. Produce program shorts and trailers.

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Guerin Enterprises, Inc.

427 N. Euclid Ave., St. Louis 8, Mo.
Phone: Rosedale 5592

President.....Fort B. Guerin, Jr.
 Vice-President.....Thomas J. Shands
 Produc. Mgr.Jerome J. Kleiman
Services Offered—Television and commercial movies. New process color and sound for TV. News service in movies and around the country location shooting for TV, also feature length movies.

•

Hack Productions

535 N. Laurel Ave., Los Angeles 48, Calif.
 OwnerHerman Hack
Services Offered—This series features The Frontier Parson, Herman Hack. They are youth program films, mostly for churches and schools. They are sold on lease fee and the rentals are handled by Film Rental Libraries. TV write for details.

•

Hafner-Vetter

3 E. 57th St., New York 22, N. Y.
Phone: PLaza 3-4840

Partners...Les Hafner, Charles F. Vetter, Jr.
Services Offered—Producing unit of Motion Picture Stages, Inc.; films for TV and theatrical release.

The Jam Handy Organization

2821 E. Grand Blvd., Detroit 11, Mich.
Phone: TR-5-2450; N. Y. *Phone:* CO 5-7144

PresidentJamison Handy
 Executive Vice-Pres.....Oliver Horn
 V.-P. Training Devices.....John Campbell
 V.-P. Service Devel.....Everett Schafer
 V.-P. Sales Devel.....George B. Finch
 V.-P. Automotive Contacts...Wm. G. Luther
 SecretaryAvery W. Kinney
 TreasurerAllan E. Gadelman
 Dir., Pub. Impressions.....Anne Jioffre
 Washington Repr.Harry C. Watts
 Contact (TV)William Uskali

Services Offered—Producers of commercial films and spots; industrial films, slide-films, sales training programs.

•

Hannum Television Productions

567 Seventh Ave., New York 18, N. Y.
Phones: CH. 4-3447, LA. 4-4652

PresidentBob Hannum
 Script Editor.....Georgette Carneal
 Production Mgr.....Ralph Porter
 Casting Dir.....Shaque Hampar
 Fashion Coordinator.....Lillian Ross

Services Offered—TV program production, film production, film and animated commer-

**Most Modern, Up-to-Date Studios,
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1750 sq. ft. stage area, lighting equipment, stock sets, flats and props, dressing rooms.

Control Room, 16mm Maurer Recording Channels & Re-Recording Facilities, Fairchild sync-disc recorders & playbacks.

COMPLETE PRODUCTION CREW • MAURER CAMERA EQUIPMENT
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TV Film Producers

cials, TV Art Service for commercials, titles, sets, and production design.

Hawley-Lord, Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUDson 6-3750

PresidentAndre Lord
SecretaryGordon Shadwick
TreasurerLewis Abbott
Services Offered—One reel sports and nature study short subjects available for TV rental through Sterling TV Co., Inc.

Sam Hayes Productions

6000 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 9-4584
New York Office: Claude Barrere,
Phone: Murray Hill 6-0238

Pres. & Gen. Mgr.....Sam Hayes
Sales Director.....R. A. Carmichael
Sec.-Treas.June H. Buller
Services Offered—Producers of short subjects and commercials for television on 16mm film. Currently marketing: "A Family Quiz," Christie Comedies.

Leslie Helhena

932 N. La Brea Ave., Hollywood 38, Calif.
Phone: GRanite 3174

Owner-Producer.....Leslie Helhena
Services Offered—Complete production facilities for filming spot announcements open end commercial and entertainment films.

Hile-Damroth, Inc.

320 Broadway, New York 7, N. Y.
Phone: WO 4-2478

President.....James L. Hile
Services Offered—One-minute video commercials live or semi-animation.

Hollywood 35 mm Film Co.

1626 No. Wilcox Ave., Hollywood 28, Calif.
Phone: Hillside 7191

Partners: Ben Teitelbaum, Harry Teitelbaum
Services Offered—Suppliers of reels, cans, shipping cases and motion picture supplies and equipment.

Paul Hoefler Productions

7934 Santa Monica Blvd., Los Angeles 36, Calif.
Phone: Whitney 9045

ProducerPaul L. Hoefler
Business Manager.....E. M. Bennett
SecretaryKay Buxton
Services Offered—Furnish one and two reel films of adventure, travel and special

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STERLING TELEVISION CO., INC.

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TELEVISION

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TV Film Producers

interest topics through our New York agent,
Zach Bayn Films.

Lucille Hudiburg Productions

131 E. 51st St., New York 22, N. Y.
Phone: EL 5-3508

Producer Lucille Hudiburg
General Manager..... Walter Keane
Free-Lance Comm. Artist.... George Keegan
Services Offered—Complete packages including: "Variety," "Drama," "Participation" "Fashion," and Puppet Shows. We also are TV and radio consultants and make films on assignment. Have a group of writers and a song writing unit available for other shows. Our puppet show "Peggy And Mr. Sniffin," is currently on WJZ-TV each Saturday 2:05 P.M

Impact TV Films

1153 N. Highland Ave., Hollywood 38, Calif.
Phone: Hollywood 9-5808
Manager Albert W. Hellenthal
Services Offered—TV film production.

**IMPS, Inc. International
Movie Producers' Service**

515 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-6620
President, Producer, Dir..... Ben Gradius

Supervising Editor..... Jean Oser
Production Supervisor..... Walter Sachs
Services Offered—IMPS produces documentary, commercial TV spots, and industrial films. We also maintain complete writing, editing, and production staff which can be used by sponsor who in turn acts as producer.

**International Film
Foundation, Inc.**

1600 Broadway, New York 19, N. Y.
Phone: CI 6-9438

Executive Dir..... Julien H. Bryan
Associate Dir..... R. E. Blackwell
Services Offered—(1) Production of documentary films, (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries, titled: "World Glimpses with Julian Bryan."

**International Geographic
Pictures**

1776 Broadway, New York 19, N. Y.
Executive-Pres. J. Allen Julier
Services Offered—Producers of educational motion pictures.

Tele-Craft
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A Film Editorium with
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And Motion Picture Field

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Audio-Video Hollywood 28, Calif.
PL. 7-0780 Phone: Hollywood 9-6211

International News Service

235 E. 45th St., New York, N. Y.
Phone: MU 7-8800

Mgr. INS-INP TV Dept. Robert H. Reid
Services Offered—In association with Tele-
news Productions: Daily, weekly, sports
newsreels; Also film features; INP photos;
INS leased wire; Projectall halopticon.

International 16mm. Corp.

(See Program Producers)

**International Tele-Film
Productions, Inc.**

331 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 7-9116

President Paul F. Moss
Services Offered—TV live and film pack-
age shows, recordings, talent.

Jason Comic Art

480 Lexington Ave., New York 17, N. Y.
Phone: PLaza 3-9370

Director Leon Jason
Services Offered—TV film, production,
talent, puppet design.

Junior Programs, Inc.

22 Lawrence St., Newark 5, N. J.
Phone: Market 3-0770

Pres. & Exec. Dir. Dorothy L. McFadden
Asst. Director Cecile Sherman
Services Offered—Package shows for chil-
dren's audiences, also scripts, and consultant
service for TV.

**Bernard E. Karlen
Productions**

270 Park Ave., New York 17, N. Y.
Phone: PL 9-3107

Exec. Producer Bernard E. Karlen
Vice-Pres. Roland N. Karlen
Services Offered—Package program, both
film and live. Production consultant, supply
film clips for integrated shows, commercials
and scripts.

Roger Kay Enterprises, Inc.

666 Fifth Ave., New York 19, N. Y.
Phone: MU 8-2164

Executive Producer Roger Kay
Agency Contact Ben Marquand
Legal Counsel Miller & Miller
Services Offered — Creators, producers,
packagers of TV and radio programs, live,
transcribed, and film. Consultants on pro-
gramming, TV show doctoring, Commercials.

Victor Kayfetz Productions

130 E. 56th St., New York 22, N. Y.
Phone: MUrray Hill 8-1707

Executive Prod. Victor F. Kayfetz

Staff Director Col. Ilia Tolstoy
Sales Manager John D. Flanagan
Prod. Consultant Rudy Vallee
Story Dept. Dir. Elliott Curtiss
Animation Dir. Wm. L. Steinel

Services Offered—Victor Kayfetz Pro-
ductions produces motion pictures: TV program
series, TV program films (filler material),
TV commercial spot films. We own complete
16mm. and 35mm. production equipment and
are staffed by experienced film, stage, and
radio personnel. Animated motion pictures.

Herbert Kerkow, Inc.

480 Lexington Ave., New York 17, N. Y.
Phone: ELdorado 5-0683

President Herbert Kerkow
Services Offered—TV films.

F. W. Kline Productions, Inc.

8445 Melrose Ave., Hollywood 46, Calif.
Phone: MU 2361

President Fred W. Kline
Exec. Vice-Pres. Leonard Shane
Gen. Oper. Mgr. Robert S. Howell
Asst. Gen. Operations Mgr. Barton Fellowes
Comptroller Louis Most
Services Offered—Complete television and
radio, film and live program packaging.
Origination of program, and production ser-
vices are available. Film production includes
total service from idea to completed film.

Kling Studios, Inc.

601 N. Fairbanks Court, Chicago 11, Ill
Phone: Delaware 7-0400

President Robert Eirinberg
Vice-President Lee Blevins
Executive Producer Jack H. Lieb
TV Director Fred Niles
Services Offered—Complete production of
TV commercials, film package shows TV.
Services include full recording facilities,
35mm. & 16mm. production, black-and-white,
or color, and animation. Also, complete pro-
duction of industrial and educational motion
pictures, including creative writing.

**Knickerbocker
Productions, Inc.**

1600 Broadway, New York 19, N. Y.
Phone: Circle 6-9850

President Howard A. Lesser
Vice-President Mary Morrissey
Secy.-Treas. Harold M. Manser
Services Offered—Producers of all types
of Motion pictures for screen and TV.

Albert Lang Productions Inc.

1320 Edgecliff Dr., Los Angeles, 26, Calif.
Phone: Normandy 19536

President & Gen. Mgr. Albert E. Lang
V.-P. & Secretary Olga Haney

TV Film Producers

Services Offered—Complete TV film service. Writing, producing, distributing TV commercial films. Shows packed and exploited “live” or filmed. Radio-TV programs transcribed and packaged. National distribution service.

Larsen Television Picture Corp.

Studios: 3177 N. Broadway, Chicago 14, Ill.
Phone: GRaceland 7-2673

Pres., in Chg. of Prod...Wm. Burton Larsen
SecretaryL. Z. Larsen
TreasurerF. Wallace
West Coast Producer.....Seth B. Larsen

Services Offered—We create and produced 20 second and one minute TV commercials, 15 minute Interview shows, films of complete shows, syndicate TV film spots and sales promotion industrial films in color.

Gene Lester Productions

1487 N. Vine St., Hollywood 28, Calif.
Phone: Hillside 7287

Producer-DirectorGene Lester
Charge of Tech. Pers.....John S. Nash
Comptroller-Office Mgr.....Charles O. Cross
Asst. Charge of Prod.....Martin Sperber
In Charge of Still Dept.....Gabor Rona

Services Offered—Production of Hollywood on the Line, for CBS-TV (Our own package). Production of TV Commercial spots. Consultant to other TV film producers.

Libra Film Distributors & Producers

6525 Sunset Blvd., Hollywood 28, Calif.
Phone: GL 7960; HE 1161

PresidentMiss Loy Lester
V.-P., in Ch. of Prod.....Charles M. McCoy
Sec.-Treas.M. Briese
Exec. DirectorC. Mandell
Exec. ProducerCharles M. McCoy
Exec. ProducerJohn Leslie Hamilton
Exec. ProducerWilliam Troiano
Exec. ProducerMiss Loy Lester

Services Offered—Extensive TV Film Production and Distribution. Complete professional Major Studio Facilities, Classifications—Technical, Advertising, Education, Public-Relations, Documentary Films. Pilot Films complete (series). Live Show scripts available (series).

Lion Television Pictures Corp.

(See Educational Films listing)
1501 Broadway, New York 18, N. Y.
Phone: PEnnsylvania 6-1780

President.....E. W. Hammons
Vice-Presidents.....Neil F. Agnew,
Robert M. Savin

Treasurer.....Charles L. Casanave
Secretary.....T. Newman Lawler

Services Offered—Financing TV shows and packages. Offering to TV stations packages of 13 Handy Andy episodes of 12½ minutes each.

Bob Loewi Productions, Inc.

(See Program Producers)

Loucks-Norling Studios

245 W. 55th St., New York 19, N. Y.
Phone: CO 5-6974

PartnersJ. A. Norling & Wil Marcus
Services Offered—Produce TV commercials—live action photography, cartoon animation, stop motion and special effects.

Mannon Sound Stages

112 W. 89th St., New York, N. Y.
Phone: TR 3-1800

Owner, Gen. Studio Mgr.....James Pagliaro
Sound Eng.....Larry Mezey
Services Offered—Sound studios for rental for TV pictures.

Master Motion Pictures Co.

50 Piedmont St., Boston, Mass.
Phone: HA 6-3592

Motion Picture Stages, Inc.

Complete Facilities for
Motion Picture Production

- STAGE 1 — 35 x 55'
- STAGE 2 — 40 x 75'
- 35MM. CAMERA and SOUND EQUIPMENT
- INTERLOCK PROJECTION FOR DAILY RUSHES

Serving: March of Time, Louis De Rochemont, Roland Reed, Sarra, Inc., Leslie Roush, Transfilm, Archer Prod., etc.

3 East 57th Street PLaza 3-4840
New York, N. Y.

TV Film Producers

President Maurice Master
 Studio Mgr. Wilbert Hanson
 Production Mgr. Irving Ross
Services Offered—Industrial film producer,
 TV film commercials, film processing 16mm.
 and 35mm. film.

Mercury International Pictures, Inc.

1415 Coast Blvd., Corona del Mar, Calif.
Phones: Harbor 1212; Zenith 6009, L.A.
 President V. E. Ellsworth
 230 E. Ohio St., Chicago, Ill.
 Walter B. Wentel—Del. 73934
 803 Fischer Studio Bldg., Seattle, Wash.
 Wm. E. McKee—Seneca 2788
Services Offered—Complete production of
 films for television from script to final print
 including mediums of animation, puppet
 animation, live action, live sound in 16mm
 and 35mm.

Charles Michelson, Inc.

23 W. 47th St., New York 19, N. Y.
Phone: Plaza 7-0695
 President Charles Michelson
 Divisional Sales Mgr. Sidney Guber
Services Offered—Already produced OPEN-
 END TV FILM SERIES "CAPSULE MYST-
 ERIES," "PARADOX," "CLUB CELE-
 BRITY" for local station use. Gennett and
 Speedy-Q Sound Effect Libraries.

Carlton E. Morse Productions

1500 N. Vine St., Hollywood 28, Calif.
Phone: Hollywood 9-6161
 President Carlton E. Morse
Services Offered—TV film programs, pro-
 duction.

Motion Picture Productions Inc.

(See Program Producers)

Motion Pictures Stages, Inc.

3 E. 57th St., New York 22, N. Y.
Phone: PLaza 3-4840
 President C. F. Vetter, Jr.
 V.P. Chg. Spec. Prod. Burgess Meredith
 Vice-President Max Kreindler
 Vice-President Barrett Gallagher
 Treasurer Martin L. Scott
 Secy. Gerald Margolis
 Tech. Supervisor Victor H. Komow
Services Offered—Complete motion picture
 production facilities, two sound stages, 35 ft.
 x 55 ft. and 40 ft. x 75 ft., 35 mm camera and
 sound equipment, interlock projection, etc.
 Mobile equipment and personnel for location
 production.

Movie Advertising Bureau

70 E. 45th St., New York 17, N. Y.
Phone: MUrray Hill 6-3717
 Manager J. F. Barry
Services Offered—TV films.

Murphy-Lillis Productions, Inc.

59 Park Ave., New York 16, N. Y.
Phone: MUrray Hill 6-2142
 President Owen Murphy
 Vice-Pres. & Treas. James M. Lillis
 Production Chief Elwood Siegel
 Film Editor Joseph Josephson
Services Offered—Complete motion picture
 production services; Commercial, advertis-
 ing, and institutional films especially made
 for TV; Scripts, photography art and anima-
 tion facilities; Special package entertainment
 shows, live and film.

Nassour Pictures, Inc.

5746 Sunset Blvd., Hollywood 28, Calif.
Phone: GR 7336
 N. Y. *Phone:* HU 2-7111
 Vice-Pres. Edward Nassour
 President William Nassour
 Secretary W. Lloyd Laumann
Services Offered—TV film shows.

Nation Wide Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234
 President Irvin Shapiro
 Secretary A. Exelberth
 Treasurer M. Mermelstein
 TV Director Robert H. Wormhauht
Services Offered—Feature films, stream-
 liners.

Nelson Productions, Inc.

(See Program Producers)

Ted Nemeth Studios

729 7th Ave., New York 19, N. Y.
Phone: Circle 5-5147-8
 Production Director Ted Nemeth
 Art Dir.—Dir. M. E. Bute
Services Offerer—Producers, distributors
 of film made specifically for TV producers
 of TV film spots and commercial films.

Official Films

Ridgefield, N. J.,
Phone: MORsemere 6-8422
 President Aaron Katz
 Sales & Advtg. Mgr. Jack Stewart
Services Offered—16 mm, shorts, cartoons,
 sports, streamline features, adventures and
 musicals.

TV Film Producers

Official Television, Inc.

25 W. 45 St., New York 19, N. Y.

Phone: LUXemburg 2-1700

President Aaron Katz
Exec. Vice-Pres. Alex Rosenman
Services Offered—Distributors of films to TV, also package producers.

Newsreel Service

5 Centre Market Place, New York 13, N. Y.

Phone: CAnal 6-3284

Production Manager.....Howard Smythe
General Manager.....Charles Beckman
Chief Cameraman.....Larry Racies
Services Offered—Complete multi-camera and TV commercials, film inserts for live TV, sound and silent for 35 mm.

Olio Video Television Productions

131 W. 52nd St., New York 19, N. Y.

Phone: JUDson 6-0874

DirectorHarvey Cort
Services Offered—TV live and film production, film library of western and feature films.

Paul Parry Productions

7557 Sunset Blvd., Hollywood 46, Calif.

Phone: Granite 4774

Producer-Dir.Paul Parry
WriterEd Martin
Cameraman-EditorSam Martin
SoundF. Gallagher

Services Offered—Production of Commercials any specified length, production of scripts to order. Available to TV stations: One 27-minute Treasure Expedition Film, one 27-minute "human interest" film.

Polaris Pictures, Inc.

5859 W. 3rd St., Los Angeles 36, Calif.

Phones: YORk 8058; WEBster 3-4608

President.....Juan C. Hutchison
Vice-PresidentPerry King
Services Offered—Complete production of films for advertising, TV, public relations, education and employee training.

Post Pictures Corp.

115 W. 45th St., New York 19, N. Y.

Phone: LU 2-4870

President.....Harry A. Post
Secretary.....Eli W. Post
TV Sales.....Alan I. Post
Services Offered—Packages of features and short subjects. Film distributor film rental.

The Princeton Film Center, Inc.

Carter Road, Princeton, N. J.

Phone: Princeton 3550

Executive Director.....Gordon Knox
Director of Production....Norman Mathews
Business Manager.....Alfred F. Califano
WriterArdis Smith
WriterSummer Lyon
Director of Distribution....Sophie C. Hohne
Services Offered—Production and distribution facilities for television films of all types.

Producers Representatives, Inc.

1270 Ave. of the Americas, N. Y. 20, N. Y.

Phones: PLaza 7-6990-1-2

President.....Irving M. Lesser
Secy.-Treas.Seymour Poe
TV Manager.....Camilla Nelson
Services Offered—A complete motion picture distribution service to TV stations for features, westerns, serials and shorts and color shorts.

Rao Video, Inc.

366 Madison Ave., New York 17, N. Y.

Phone: VANDerbilt 6-3417

President.....Robert A. Orenbach
Associate Producer.....Carl LeBow
Associate Producer.....Lola Bishop
Musical Director.....Teddy Hall
Sales Director.....Arnold Manchester
Services Offered—TV package shows and custom built productions—live and film. Spot commercials and jingles, film or animation. TV consultants and specialists in low budget programming for all types of accounts.

Radio Features of America

(See Program Producers)

Radiovision Corp.

1125 S. Elm Drive, Los Angeles 35, Calif.

Phone: CRestview 5-1723

President.....Walter J. Nelson
Services Offered—Sport pictures and cartoons for rental to TV.

Reid H. Ray Film Industries, Inc.

2269 Ford Parkway, St. Paul 1, Minn.

Phone: Emerson 1393

208 S. LaSalle St., Chicago 4, Ill.

Phone: Financial 6-0897

Pres.-Gen. Mgr.....Reid H. Ray
Sales Mgr., Chicago Off.....Frank Balkin
Sales Mgr., Film Ad Div.....Elmer Merten
Merchandise Mgr.....R. V. Jeffrey
Vice-President.....W. H. Ringold
Secretary.....Alice M. Griswold
Scenario Chief.....R. Glenn Low
Prod. Asst.....E. H. Polsfuss
Film Editor.....Tom Persons
Lab. Mgr.....C. H. Bradshaw
Sound Engineer.....H. C. Oslund
Services Offered—Motion picture and slide

TV Film Producers

film production B and W and Color, 35mm. and 16mm., sound recording RCA film, tape, acetate, laboratory processing.

RD-DR Corp. (Reader's Digest— deRochemont)

35 W. 45th St., New York 19, N. Y.
Phone: LU 2-1440

Chairman of Board... Louis de Rochemont
President Borden Mace
Vice-President..... Louis de Rochemont
Secretary..... Marie I. Kenney
Treasurer..... Martin J. Maloney

Services Offered—Feature, commercial and educational film producers. Lost Boundaries, feature release in 1949, was a drama of real life from the Reader's Digest. The Earth and Its People is the first integrated series of educational films produced on world geography.

Ro and Reed Productions, Inc.

275 S. Beverly Dr., Beverly Hills, Calif.
Phone: CRestview 6-1101

President Roland Reed
Vice-President..... Guy V. Thayer, Jr.
Secretary-Treasurer Hazel Hall
Services Offered—Complete motion picture facilities.

Regal Television Pictures Corp.

151 W. 46th St., New York 19, N. Y.
Phone: LU 2-1877

President Moe Kerman
Vice-Pres. Joe Felder
Services Offered—Distribution of motion pictures including features, streamliners, and shorts, for TV showings.

Regency Productions, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: Judson 2-0274

President Joseph Schaeffer
Producer..... Peter W. Riethof
Director of Sales..... Edward A. Bendell
Director Dwight Godwin

Services Offered—Film assignments 35mm., 16mm., black and white or color. Film sequences for TV shows ("Martin Kane, Private Eye"). Filmed commercials for TV (U. S. Tobacco Co., Sedagel, etc.). Film package shows for TV ("The Happy Hills" with Juanita Hall, Henry L. Scott, etc.). Series of films for TV (on Art, on Dance).

RKO Pathe, Inc.

625 Madison Ave., New York 22, N. Y.
Phone: PL 9-3600

Vice-Chairman of Bd..... Ned E. Depinet

President Harry Michalson
Vice-Pres. & Gen. Mgr..... Jay Bonafield
Treasurer..... James H. Herries
Secretary..... J. Miller Walker
Comptroller Garrett VanWagner
Production Mgr..... J. Douglas Travers
Mgr. Commercial Film & TV Dept.

M. Clay Adams
Phil Reisman, Jr.

Editorial Supervisor.....
Services Offered—Producer of short subject releases for RKO Radio Pictures; producers and TV films on contract.

Hal Roach Studios, Inc.

2222 W. Washington Blvd., Culver City, Calif.
Phone: VErmont 82185

President..... Hal E. Roach
Vice-President..... Hal Roach, Jr.
Vice-Pres. & Prod. Mgr.... S. S. Van Keuren
Services Offered—Complete motion picture production facilities for the production of TV commercials and programs.

Roberts Radio, Television, Stage and Screen Studios

806 Seventh Ave., New York 19, N. Y.
Phone: JU 6-0266

President..... Bob Levitt Roberts
Services Offered—Radio and TV live or film Package Productions. Personal Management. Television and radio training.

Rockett Pictures, Inc.

6108 Santa Monica Blvd., Hollywood 28, Calif.
Phone: GR 7131

Gen. Mgr.-Vice-Pres..... J. Richard Westen
Vice-Pres. Chg. Sales..... J. Harry Ebbert
Secy.-Treas. Harlow Wilcox
Exec. Secretary..... Kay Shaffer
Services Offered—Producers of industrial, institutional and sales training motion pictures and slide films, and TV commercials. Also dealers in projection equipment.

Rollow-Clark & Co.

108 Oak St., Denton, Tex.
Phone: 1523

Co-owner Bill Rollow
Services Offered—TV film production.

Danny Rouzer Studio

7022 Melrose Ave., Hollywood 38, Calif.
Phone: Yo 2494

President & Owner..... Danny Rouzer
Vice-President Albert Kelch
Services Offered—Complete 16mm. production service, including sound stage, cameras, lights, sound recording, projection, cutting & editing, special effects, tiling, and complete operating personnel. Member: I.A.T.S.E. Local 659; S.M.P.T.E.; and T.F.P.A.

TV Film Producers

Royal Film Exchange

1550 Crossroads of the World, Hollywood 28,
Calif.

Phone: Hempstead 3173

President.....Bill Scott Brown
Services Offered—TV films.

Ruby Film Company

729 Seventh Ave., New York 19, N. Y.

Phone: CIRCLE 5-5640

Production Mgr.....Edward Ruby
Asst. Production Mgr.....Sidney Nannes
Office Manager.....Mary C. Ruby
Services Offered—Producers of every type
of motion picture production from commer-
cials to serials. Own and operate all facilities,
in business since 1910, owns Ruby Editorial
Service.

Sack Television Enterprises

Film Exchange Bldg., 308 S. Harwood,
Dallas 1, Tex.

Phone: STerling 3069

General Manager.....Alfred N. Sack
Sales Manager.....Julius M. Sack
Program Advisor.....Beverly Littlejohn
Services Offered—Rental of open end
films, amusement shorts, educational shorts,
musical shorts, features, westerns and serials,
and group of twenty-nine three-minute
“soundies.”

Bernard L. Sackett Television Productions

(See Program Producers)

Sanft-Costa Television Features

17 E. 42nd St., New York 17, N. Y.

Phone: MUrray Hill 2-6770-6771

Co-Producers.....Sidney Sanft,
Don Costa

Services Offered—Producers of complete
live TV packages. Video shows (live or film)
created on assignment. Spot commercials
created and produced on assignment. Pro-
ducers of TV Film programs, open end, for
local or national spot advertisers.

Sarra, Inc.

200 E. 56th St., New York 22, N. Y.

Phone: MUrray Hill 8-0085

President.....Valentino Sarra
Sales Prod. Mgr.....Jack Henderson
Services Offered—TV film production.

Screen Gems Inc., Television Dept.

(Subsidiary of Columbia
Pictures Corporation)

729 Seventh Ave., New York 19, N. Y.

Phone: CIRCLE 5-5044

Gen. Manager.....Ralph M. Cohn
Prod. Manager.....Jules Bricken
Editorial Chief.....Daniel Heiss
Film Editor.....Robert Horowitz
Gen. Sales Mgr.....Philip Frank
Pub. Rel. Chief.....Ray Murray
Business Manager.....Floyd Weber
Services Offered—Production and distribu-
tion of films for television. Pioneer Telefilms,
Inc., and Telespots, Inc., have been absorbed
by Screen Gems, Inc.

Seaboard Studios

157 E. 69 St., New York 21, N. Y.

Phone: REgent 7-9200

President.....Sanford R. Johnson
Vice-President.....Arthur B. Chapman
Production Manager.....Frank Walsh
Services Offered—Producers of industrial
motion pictures, TV film commercials and
slide films. Completely equipped motion pic-
ture facilities with largest independent sound
stage in Manhattan.

Seidel Films

853 Seventh Ave., New York 19, N. Y.

Phone: PL 7-1597

Manager.....Tom Seidel
Services Offered—TV film production.

Sentinel Productions (div. of Sentinel Enterprises, Inc.)

(See Program Producers)

Skibo Productions, Inc.

165 W. 46th St., New York 19, N. Y.

Phone: PLaza 7-2265

President-Treas.....Patrick E. Shanahan
Secretary.....George Blake
Bd. of Directors.....Patrick E. Shanahan,
George Blake, F. R. Normandin
Services Offered—16m. and 35mm. sound
films for TV rental. Educational, comedies,
novelties, musicals, features and short sub-
jects.

Stephen Slesinger, Inc.

247 Park Ave., New York 17, N. Y.

Phone: ELdorado 5-2544

President.....Stephen Slesinger
Services Offered—TV films, based on the
following properties: “Red Ryder,” “King of
the Royal Mounted,” and “Ozark Ike.”

Sonochrome Productions

112 W. 89th St., New York 24, N. Y.

Phone: TR 3-6221

Partner.....Nathan Zucker
Services Offered—Producers and distrihu-
tors of programs on film.

TV Film Producers

Special Purpose Films, Inc.

44 W. 56th St., New York 19, N. Y.
Phone: JUdson 6-0020

President John Fox
Vice-President William F. Crouch
Secretary Douglas H. Miller
Sales Mgr. John S. K. Hammann
Services Offered—Producers of complete motion pictures for advertisers and agencies. Industrial films, public relations films, documentaries, sales films. Films for TV and TV commercials on film. Script consultation service. Complete cutting room service at one of New York's foremost film laboratories. Expert editor and cutter in constant attendance.

Standard Television Corp.

1501 Broadway, New York 18, N. Y.
Phone: LOngacre 4-8234

President Irvin Shapiro
Secretary A. Exelberth
Treasurer Martin Mermelstein
TV Director Robert H. Wormhauht
Services Offered—Major feature films and shorts.

Sterling Television Co., Inc.

316 W. 57 St., New York 19, N. Y.
Phone: JUdson 6-3750

President Saul J. Turell
Secy.-Treasurer Robert E. Rhoades
Director of TV Carl King
Manager of TV Dept. Bernice S. Coe
Services Offered — Sterling Films, Inc. serves as producer and distributor of 16mm. sound subjects for release to all TV stations. Volume bookings for sustaining plays—as well as many series available for commercial sponsorship.

Wilbur Streech Productions

1697 Broadway, New York 19, N. Y.
Phone: JUdson 2-3816

Owner Wilbur J. Streech
Services Offered—Production of all types of motion pictures including animation, live action, stop motion and special effects. Specialist in TV film commercials.

Irvin Paul Sulds, Inc.

654 Madison Ave., New York 21, N. Y.
Phone: TEmpleton 8-7025

President Irvin Paul Sulds
Associate Producer Alice Pentlage
Services Offered—Script, production supervision for one minute commercials and five minute shorts. Longer features also available.

Swank Films, Inc.

627 Salem Ave., Dayton 6, O.
Phone: Taylor 4192

President Jerrold A. Swank

Services Offered — Color or black and white; Slides, 3¼ x 4—2 x 2; Slide films, complete production services; Commercial photography and laboratory services.

Taylor Productions, Inc.

6700 Sunset Blvd., Hollywood 28, Calif.
President Gordon Van Dover
Services Offered—Write produce and direct. TV film spots.

The TeeVee Company

915 N. LaCienega Blvd., Los Angeles 46, Cal.
Phone: Crestview 5-1076

President Gifford Phillips
General Manager Ludlow Flower, Jr.
V.-P. Chg. Sales, Dist. & Prod. Marc Frederic
Services Offered—Custom-built TV shows, film and live; spot commercials.

Tel-Air Associates

366 Madison Ave., New York 17, N. Y.
Phone: VA 6-3417

Partners Seymour Kaplan,
Mort H. Singer, Jr.
Services Offered — Film programs, spot commercials, animation.

Tele-America Inc.

170 S. Beverly Dr., Beverly Hills, Calif.
Phone: CR 5-1270

President Thorn L. Brooks
Vice-President Howard Taylor
Sec. Treasurer W. Bosco
Prod. Manager Felber Masdam
Services Offered—Producers of live and film TV productions. Also all kinds of commercials.

Telecast Films, Inc.

112 W. 48th St., New York 19, N. Y.
Phone: JUdson 6-5480

President W. K. Hedwig
Secy.-Treas. G. W. Hedwig
Services Offered—Rentals 16mm. sound and silent films for TV programming; all types incl. features, westerns, short subjects, comedies, travel, etc.

Telemated Cartoons

70 E. 45th St., New York 17, N. Y.
Phone: MURray Hill 6-8933

Prod.-Dir. Saul Taffet
Services Offered—Production of TV film commercials; storyboards; jingles. Animated cartoons; live action; animated and optical effects in color or black and white; 35mm. or 16mm. facilities.

Telemount Pictures, Inc.

5255 Clinton St., Los Angeles 4, Calif.
Phone: HOLlywood 9-8321
President Henry B. Donovan

TV Film Producers

Secretary-Treasurer Marie Copenhaver
Services Offered—Producers of TV films and live programs and commercial films, 35 mm and 16 mm. Black and white and color films.

Telepak Inc.

201 N. Carmelina Ave., Los Angeles 24, Calif.
Phone: AR 3-6076

President C. Robert Longenecker
Services Offered—Creation and production of programs, both film and live for TV. Distribution of program material. Representation of talent for TV, acting and creative.

Television Arts Productions, Inc.

2733 Stuart Street, Berkeley, Calif.
Phone: Berkeley 7-5301

Business Mgr. J. T. Ward
 Prod. Mgr. Alex Anderson
 Art Director Charles Fuson
 Film Editor Bernhardt J. Hurwood
Services Offered—Cartoon Productions of daily comic strip series—for television—Creators of "Crusader Rabbit" series for NBC—animated cartoons for commercials.

Television Cartoons, Inc.

155 W. 46th St., New York 19, N. Y.
Phone: JUdson 6-1650

Chg. of Prod. Robert N. Brotherton,
 Arthur L. Goldman
 Story and Planning Tony Delmar
 Art Directors Elliott Engel, Sol Siegel
 Acct. Execs. Donald O. Davis,
 B. Frank Rogers
Services Offered—Producers of commercial films for television, 10 seconds to 1 minute or longer. Services include full cartoon animation, live motion picture photography, stop motion or special effects to order.

Television Screen Productions

(See Program Producers)

Marshal Templeton, Inc.

214 Ford Bldg., Detroit 26, Mich.
Phone: WO 1-6868

612 N. Michigan Ave., Chicago 11, Ill.
Phone: SU 7-3782

President Marshal E. Templeton
 Chicago Branch Mgr. Fred W. Grady
Services Offered—Writing and production of film presentations.

Mischa Terr, Inc.

1276 No. Crescent Heights Blvd.
 Hollywood 46, Calif.
Phone: HU 27038

President Mischa Terr

V.-P. Chg. of Prod. John Reinhardt
 Film Editor Victor Lewis
 Secty. Constance Webb
Services Offered—Production of dramatic TV shorts on 35mm. film; production of commercial short on 16 and 35mm. film.

Transfilm Inc.

35 W. 45 St., New York 19, N. Y.
Phone: LU 2-1400

President William Miesegaes
 Vice-President Walter Lowendahl
 Vice-Pres. William Burnham
 Secretary-Treasurer Peter A. Schlenker
Services Offered—Complete facilities for production of motion pictures, animation and slide films, for TV, black and white or color; 16mm. or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

Transvideo Corp. of America

2 W. 46 St., New York 29, N. Y.
Phone: LU 2-1281

President Theodore A. Parisi
 Secretary George Luttinger
 Treasurer Marie R. Passannante
Services Offered—The production and distribution of short film subjects. We are presently in production to add to existing material which is playing the major TV networks. Enthusiastic about any 15 minute live show with a new twist and economical production set up.

Tri-Video Productions, Inc.

15 Central Park West, New York 23, N. Y.
Phone: COLUMbus 5-0060

President Jack Goldstein
 General Manager J. Jay Gould
Services Offered—TV films, old time films (40 years old), excerpts, mainly motion pictures of all categories, suitable for TV, and "live" package shows.

TV Ads Inc.

3839 Wilshire Blvd., Los Angeles 5, Calif.
Phone: DUNKirk 8-1232

President Doria Balli
 Gen. Bus. Mgr. William Perillo
Services Offered—Specialized in producing 16mm., 35mm., black and white, or color television film commercials, using animated cartoons, live action, or stop motion.

TV/films, Inc.

155 W. 46 St., New York, N. Y.
Phone: LU 2-3607

President R. V. Pollock
Services Offered—TV/films produces commercial TV films and commercial industrial films. A complete production unit with own storyboard, sound and music departments,

TV Film Producers

camera crew, shooting studio, cutting, editing and viewing room. Animation staff. Color experts.

TV-Programs, Inc.

350 Fifth Ave., New York 1, N. Y.

Phone: CHickering 4-1374

President.....Edward Roberts, Jr.
Vice-President.....George L. Ogle
Treasurer.....William Mills, III
Dir. of Sales.....Donald Ross
Dir. of Adv. & Prom.....John Newman

Services Offered — Full production from conception of idea through writing and direction right up to camera; authorized sales representatives for recognized TV film companies and on occasion other independent producers.

United Film Service, Inc.

2449 Charlotte St., Kansas City 8, Mo.

Phone: HArrison 5840

President & Gen. Mgr....W. Hardy Hendren
Vice-Presidents.....C. J. Mabry,
E. S. Washburn

Treasurer.....A. F. Bradley
Secretary.....Wm. B. Cozad
Sales Manager.....W. Dwight Zieger
Adv. Sales Prom. Mgr. TV.....L. P. Hillyer
Prod. & Service Mgr.....W. J. Scrogin

Services Offered — We plan, produce, and/or distribute advertising films taking one minute or less to display—for TV coverage, movie coverage, or TV and movie coverage combined.

United Press Associations

(See Program Producers)

United Productions of America

4440 West Olive Ave., Burbank, Calif.

Phone: CHarleston 0-7171

New York Division—208 E. 72 St.,

New York 21, N. Y.

Phone: RHineland 4-7570

Pres. & Exec. Produce....Stephen Bosustow
Vice-Pres. in chg. N. Y. Office

Edward L. Gershman
Vice-Pres. & Supr. Dir.....John Hubley
Vice-Pres. & Prod. Mgr.....A. D. Woolery
Secretary.....Leo L. Rosen
Asst. Sec. & Treas.....Maxine Davis

Services Offered — Producers of TV film programs and commercials—specializing in animation, also animation production services.

Unity Television Corp.

1501 Broadway, New York 18, N. Y.

Phone: LOnacre 4-8234

President.....Arthur A. Mayers

Secretary.....Ann Exelberth
Treasurer.....Martin Mermelstein
Sales Director.....Robert H. Wormhoudt
Program Director.....Constance Lazar
Booker.....Sidney Weiner
Services Offered—Film program booking and distribution.

Van Praag Productions

1600 Broadway, New York, N. Y.

Phone: PLaza 7-2857

Services Offered—Producers and distributors of film made for TV. Producers of commercial and theatrical motion pictures. Producers of video film spots; package programs for networks, agencies and local sponsors.

Video Drama Productions

505 Fifth Ave., New York 17, N. Y.

Phone: MU 2-0326

Exec. Officer & Prod.....Henri E. Marcuse
Director & Partner.....Harvey Janovic
Script Supervisor.....Charles Cinnamon
Art Supervisor.....Bill Persichetti
Sales Manager.....Fred Brunswick

Services Offered—Live & possible film services for TV package shows. Our shows, live: Here Comes Teena, Bella's Boarding House, situation comedies; Concentrate on You, educational drama; Moods in Tempo, musical drama; Musi-Camera, ballet-drama-pantomime; Ballet Story Time, ballet-drama for children.

Video Varieties Corp.

41 E. 50 St., New York, N. Y.

Phone: MU 8-1162

President.....George W. Goman
Vice-Pres. chg. of Prod.....Martin Henry
Treasurer.....A. W. Manchee
Vice-Pres. & Film Editor..Leonard Anderson
Sales Manager.....Otis P. Williams

Services Offered—Motion picture producers, TV program films and commercials. W. Coast sound studios. Latest 35mm. camera and sound equipment.

Vidican Pictures Corp.

240 E. 39 St., New York 16, N. Y.

Phone: MU 6-3310

President.....Larry Gordon
Exec. Vice-Pres.....Al Justin
V.P. Chg. Sales.....Otto H. Sutter
Prod. Supervisor & Vidicam Dir..Ben Parker
Prod. Supervisor & Tech. Dir. James M. Rose
Ch. Sound Record. Engr..Pete Protopappas
Script Supvr. & Studio Dir..John McKinney
Studio Manager.....Gil Williams
Casting Director.....Thelma Lee
Chief Editor.....Jack Kemp
Executive Secretary.....Nancy Gould

• • • **TV Film Producers** • • •

Services Offered: Producer commercial TV spots, entertainment, industrial, educational, advertising and TV pictures, 35 mm and 16 mm.

●
Visual Arts Productions, Inc.

2 W. 46 St., New York 19, N. Y.
Phone: LU 2-4047-8

PresidentMax Rosenbaum
Vice-PresidentSid Rosenbaum
Services Offered—Motion picture production (feature length and short subjects) live TV production, motion pictures for video. Now on WOR-TV "The Road to Success."

●
Visual Media, Inc.

17 E. 45 St., New York 17, N. Y.
Phone: MUrray Hill 2-2060

PresidentWilliam M. Nelson
Art DirectorRobert L. Greenwell
Head of Film DepartmentRobert J. Moffett
Sales ManagerArthur Otto
Chicago RepresentativeHenry S. Monroe
Exec. TV ProducerViolla Rubber
Chicago Branch Office
105 South La Salle St., Chicago 3, Ill.
Mgr. in ChargeHenry S. Monroe
Services Offered—Specialists in analysis and creation of TV programs and program material, both live and on film. Production of package television programs. Creation and "doctoring" of program formats.

●
Vitaphone Film Productions

5331 Via San Delarro, Los Angeles 22, Calif.
Phone: AN 1-3877

PresidentJack Helstowski
Vice-PresidentChester Maye
Secty. Treas.Ruth Helstowski
General Sales Mgr.Ned Costa
DirectorBen Norman
CameramanJohn Pearson
Film EditorA. G. Case
Services Offered—Producers of TV commercials, educational, industrial, entertaining films, color, black and white, silent or sound, animation.

●
Roger Wade Productions

15 E. 46 St., New York 19, N. Y.
Phone: CIrcle 7-6797

OwnerRoger W. Wade
Services Offered—TV commercials, animation, slide films, color slides, commercial motion pictures.

●
Louis Weiss & Co.

4336 Sunset Blvd., Los Angeles 27, Calif.
Phone: NO 1-6883

Distribution DirectorAdrian Weiss
Production DirectorLouis Weiss

Services Offered—Production and distribution of TV films including Westerns, Serials, Cartoons, Sport Subjects and Silent Slapstick Comedies.

●
West Coast Sound Studios

510 W. 57th St., New York 19, N. Y.
Phone: CIrcle 7-2062

V.-P. & ManagerMartin Henry
Services Offered—Full 35mm. and 16mm. film production facilities; RCA sound equipment; Fairchild sync. disc recording, Division of Video Varieties Corp.

●
Willard Pictures, Inc.

45 W. 45 St., New York 19, N. Y.
Phone: LU 2-0430

PresidentT. W. Willard
Vice-Pres. & Gen. Mgr.J. M. Squiers, Jr.
ComptrollerS. H. Childs
Services Offered—Producer of motion pictures for industrial, commercial, entertainment and TV purposes.

●
Wolff-Feldman Enterprises, Inc.

21 W. 42 St., New York 18, N. Y.
Phone: LA 4-3450

PresidentMax Wolff
Secretary-Treas.Robert Feldman
Exec. ProducerLes Wintz
TalentAl Roth
Services Offered—Talent representatives, casting, production, and packaging of films.

●
World Video, Inc.

(See Program Producers)

●
Young America Films, Inc.

18 E. 41 St., New York 17, N. Y.
Phone: LE 2-4111

PresidentStuart Scheftel
Exec. Vice-Pres.Godfrey Elliott
Sales ManagerT. C. Morehouse, Jr.
Chg. of TV ActivitiesJames R. Brewster
Services Offered—Producers and distributors of 16mm. sound educational films.

●
Harold Young Productions, Inc.

168 E. 61 St., New York 19, N. Y.
Phone: TE 8-5292

PresidentHarold Young
Vice-PresidentPeter Ordway
Secretary-Treas.John Ordway
Chairman of Bd.Anthony Duke
Services Offered—Producers of motion pictures both theatrical and non-theatrical on 16mm. or 35mm., black and white or in color. TV shows on film or live.

EASTMAN FILMS

For Television Use

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Distributed by

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John Street
Fort Lee, N. J.

1727 Indiana Ave.
Chicago 16, Ill.

LONGacre 5-7270 6700 Santa Monica Blvd. HARRison 7-5738

Hollywood 38, Calif.

Hillside 6131



★ ★ ★ ★ ★ ★ ★ ★ ★ ★

SERVICES TO TV PRODUCERS

Large Screen



Lenses



Projectors



Spot and Flood Lamps



Draperies and Fabrics



Storage Vaults



Laboratories



Raw Stock



Stock Shot Libraries



Cartoon Producers

NINETEEN FIFTY-ONE

TV Service Firms

(Also see Equipment Manufacturers)

Large Screen

General Precision Laboratory, Inc., 63 Bedford Rd., Pleasantville, N. Y.

Radio Corporation of America, Camden, N. J.

S.O.S. Cinema Supply Corp., 602 West 52nd St., New York 19, N. Y.

United Paramount Theatres, Television Div., 1501 Broadway, New York 18, N. Y.

Lenses

Bausch & Lomb Optical Co., 739 St. Paul St., Rochester, N. Y.

Century Projector Corp., 729 7th Avenue, New York, N. Y.

Ross Reports

on

TELEVISION

WEEKLY — program changes, casts, credits, talent in town

MONTHLY — surveys on costs, film, commercials, directories, contact lists, trends

DAILY — telephone information on any of the above subjects

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Wallace A. Ross, *Publisher*
551 Fifth Avenue, New York 17, N. Y.

MU 2-5910

DeVry Corp., 1111 Armitage Ave., Chicago, Ill.

Kollmorgen Optical Co., 2 Franklin Avenue, Brooklyn 11, N. Y. (Also focussing scopes)

National Theatre Supply, 92 Gold St., New York, N. Y.

Projection Optics Co., Inc., 330 Lyell Avenue, Rochester, N. Y.

Raytone Screen Corp., 165 Clermont Ave., Brooklyn 5, N. Y.

Projectors

Ballantyne Co., 1707 Davenport St., Omaha 2, Nebr.

Brenkert Light Projection Co., 6545 St. Antoine Ave., Detroit, Mich.

Century Projector Corp., 729 7th Ave., New York, N. Y.



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COSTUME CO.

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(6th Ave. bet. 44th and 45th Streets)

NEW YORK CITY
Telephone VAnDerbilt 6-5060

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LAMPS**

Adams Lighting, Inc., 48 W. 27th St., New York, N. Y.
 Amplex Corp., 111 Water St., Brooklyn 1, N. Y.
 Ariel Davis Supply Co., 373 West South Temple, Salt Lake City, Utah.
 Best Devices Co., Inc., 3459 W. 104th St., Cleveland 11, O.
 Capitol Stage Lighting Co., 527 W. 45th St., New York, N. Y.
 Compeco Corp., 2251 W. St. Paul Avenue, Chicago 47, Ill.
 Display Lighting, Inc., 417 E. 61st St., New York, N. Y.
 Durto-Test Corp., North Bergen, N. J.
 General Electric Co., Nela Park, Cleveland, O.
 GoldE Mfg. Co., 1214 W. Madison St., Chicago, Ill.
 Kliegl Bros., 321 W. 50th St., New York 19, N. Y.
 Lustra Corporation of America, 36 Washington St., Brooklyn 1, N. Y.
 Metropolitan Scenic Studios, Inc., 1611 Davenport St., Omaha 2, Nebraska.
 National Theater Supply, 92 Gold St., New York, N. Y.
 Radiant Lamp Corp., 300 Jeliff Ave., Newark 8, N. J.
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
 Strong Electric Corp., 87 Park Avenue, Toledo, O.
 Sylvia Electric Products Co., 500 Fifth Avenue, New York 18, N. Y.
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.
 Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J.
 DeVry Corp., 1111 Armitage Ave., Chicago, Ill.
 International Projector Corp., 55 LaFrance Ave., Bloomfield, N. J.
 Kleigl Bros., 321 W. 50th St., New York 19, N. Y.
 Mitchell Camera Corp., 666 West Harvard St., Glendale 4, Calif.
 Motigraph, Inc., 4431 W. Lake St., Chicago 24, Ill.
 National Theater Supply, 92 Gold St., New York, N. Y.
 Radio Corp. of America, Camden, N. J.
 S.O.S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y.
 Wenzel Projector Co., 2505 S. State St., Chicago 16, Ill.

CARPET

Bigelow-Sanford Carpet Co., 140 Madison Ave., New York, N. Y.
 Goodall Fabrics, Inc., 525 Madison Ave., New York, N. Y.
 Hardwick & Magee Co., Lehigh Ave. & 7th St., Philadelphia 33, Pa.
 A. & M. Karagheusian, Inc., 295 5th Ave., New York, N. Y.
 James Lees & Sons Co., Bridgeport, Montgomery County, Pa.
 C. H. Masland & Sons, Carlisle, Pa.
 Radio Corp. of America, Camden, New Jersey.
 Alexander Smith & Sons Carpet Co., 295 5th Ave., New York 16, N. Y.

**BACKGROUND
PROCESSES**

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc., 1161 N. Highland Ave. (38) Hillside 7471
 Anderson, Howard A., General Service Studios Granite 8111
 1611 Cosmo St. Hudson 2-1247
 Cinecolor, Inc., 2800 S. Olive St., Burbank Stanley 7-1126
 Cinema Research, 7000 Romaine, Hollywood (38) Hudson 2-7464
 Consolidated Films Industries, Inc., 959 Seward St. Hollywood 9-1441
 Dunningcolor Corp., 932 N. La Brea Ave. Granite 3174
 Filmeffects of Hollywood, 1153 N. Highland Ave. Hollywood 9-5808
 Hansard, R. L., 8822 W. Washington Blvd., Culver City Texas 02761
 Mercer, Ray, 4241 Normal Ave. Olympia 8436
 Pacific Title & Art Studio, 6350 Santa Monica Blvd. Hemstead 5611
 Pathe Industries, Inc., 6828 Santa Monica Blvd. Hollywood 9-3961
 Rabin, Jack, 7324 Santa Monica Hudson 2-5463
 Schmid, Al, 1041 N. Formosa Ave. Granite 5111
 Smullywood Process, 7324 Santa Monica Blvd. Hollywood 9-5060
 Technicolor Motion Picture Corp., 6311 Romaine St. Granite 1101
 Telefax, 5732 Sunset Blvd. PL 7-0780
 Williams Lab, 1040 N. McCadden Place Hillside 8131

STORAGE VAULTS

LOS ANGELES, CALIF.

Bekins Storage Co., 1025 N. Highland Ave. Hollywood 9-8181
 Lyon Storage Co., 6372 Santa Monica Blvd. Hollywood 9-1401

NEW YORK, N. Y.

Bonded Film Storage Corp., 630 Ninth Ave. Circle 6-1030
 Consolidated Film Industries, Div. of Republic Pictures Corp., 1740 Broadway Judson 6-1700
 Lloyds Film Storage Corp., 729 Seventh Ave. Columbus 5-5400
 Miles, Joseph R., Film Storage, 729 Seventh Ave. Judson 6-4954

LABORATORIES

LOS ANGELES, CALIF.

Acme Film Laboratories, Inc.
1161 N. Highland Ave. (38).....Hillside 7471

Art Craft Screen Service
4019 W. 60th St.....AXminster 5423

Cinecolor Corp.
2800 S. Olive Ave., Burbank..STanley 7-1126

Cinema Research
7000 Romaine St. (38).....Hudson 2-7464

Cinevox
5109 W. Adams.....WAlnut 1500

Color Reproduction Co.
7936 Santa Monica Blvd. (46)....Hillside 8225

Columbia Pictures Laboratory
1443 N. Beachwood Drive (28)
GLadstone 5122

Consolidated Film Industries
959 Seward St. (38).....HOLlywood 9-1441
Lab: 959 Seward St., (38).....HOLlywood 9-1441

Cosmo-color Corp.
727 W. Seventh St.....TRinity 9521

Dunning-color Process Co., Inc.
932 La Brea Ave., (38).....GRanite 3174

Eastman Kodak Research Laboratory
1017 N. Las Palmas Av., (38)
GLadstone 7151

Film Effects of Hollywood
1153 N. Highland (38).....HOLlywood 9-5808

Flora Color
7466 Santa Monica Blvd.....GRanite 9559

Hollywood Film Enterprises, Inc.
6060 Sunset Blvd. (28).....Hillside 2181

Mercer, Ray
4241 Normal Ave. (27).....OLympia 8436

Pacific Title & Art Studio
6330 Santa Monica Blvd. (38)
HEmpstead 5611

Pathe Laboratories, Inc.
6823 Santa Monica Blvd., (38)
HOLlywood 9-3961

Precision Film Laboratories, Inc.
850 S. Robertson Blvd. (35) ..BRadshaw 2-2340

Producers Photographic Laboratory, Inc.
860 N. Fairfax (46).....WHitney 4962

Richters Film Lab.
1715 N. Mariposa Ave., (27).....OLympia 3215

Technicolor Motion Picture Corp.
6311 Romaine St., (38).....GRanite 1101

Telofilm, Inc.
6039 Hollywood Blvd. (28).....HOLlywood 9-7205

Williams Film Laboratories
1040 N. McCadden Pl. (36).....Hillside 8131

SAN FRANCISCO, CALIF.

Ball Film Laboratory
1256 Howard St.....UNderhill 1-8638

Commercial Film Enterprises
125 Hyde St.....ORdway 3-9162

Duhem Motion Picture Manufacturing Co.
1428 Irving St.....SEabright 1-1428

Motion Picture Service Co.
125 Hyde St.....ORdway 3-9162

Multichrome Laboratories
760 Gough St.....HEmlock 1-6567

Skinner, C. R., Manufacturing Co.
294 Turk St.....ORdway 6909

COLORADO SPRINGS, COLO.

Alexander Film Co.
Alexander Film Bldg.....4200

WASHINGTON, D. C.

Byron, Inc.
1226 Wisconsin Ave., N. W.....DUpont 1800

ATLANTA, GA.

Paramount News Laboratory
154 Walton St., N. W.....CYpress 1636

Strickland Film Co.
220 Pharr Rd., N.E.....CHerokee 5317

CHICAGO, ILL.

Bell and Howell Co.
7100 McCormick Lincolnwood
AMBassador 2-1600

Chicago Film Laboratories, Inc.
18 W. Walton.....WHitehall 4-6971

Filmack Laboratories
1327 S. Wabash Ave.....HARRison 7-3395

Wilding Picture Productions, Inc.
1345 W. Argyle St.....LONgbeach 1-8410

DES MOINES, IA.

General Pictures Productions
Kempto Rd.....3-8275

NEW ORLEANS, LA.

Harfilms, Inc.
600 Barrone St.....MAGnolia 1744

Motion Picture Advertising Service Co., Inc.
1032 Carondelet St.....MAGnolia 4545

BALTIMORE, MD.

Alpha Film Laboratories
6000 Pimlico Road.....LIBerty 6216

BOSTON, MASS.

Ambuter Motion Picture Co.
42 Melrose Ave.....HANcock 6-1158

Master Motion Picture Co.
50 Piedmont St.....HANcock 6-3592

Paramount Laboratories
123 Heath St.....GARrison 7-4830

DETROIT, MICH.

Jam Handy Organization
2821 E. Grand Blvd.....TRinity 2-2450

Metropolitan Motion Picture Co.
121 Fisher Bldg.....TRinity 5-4266

Wilding Picture Productions, Inc.
4925 Cadieux St.....TUxedo 2-4600

ST. PAUL, MINN.

Ray-Bell Films, Inc.
2269 Ford Parkway.....EMerson 1303

FORT LEE, N. J.

Consolidated Film Industries
Main St.....FOrt Lee 8-3400

NEW YORK, N. Y.

Ace Film Laboratories (Warner Bros.)
1277 E. 14th St., B'klyn.....Nightingale 4-8700

Circle Film Laboratories, Inc.
33 W. 60th St.....Columbus 5-6433

Consolidated Film Industries,
Div. of Republic Pictures Corp.
1740 Broadway.....JUdson 6-1700
Fort Lee, N. J.....FOrt Lee 8-3400

DeLuxe Laboratories, Inc. (20th Century-Fox)
850 Tenth Ave.....CIRcle 7-3220

Du-Art Film Laboratories, Inc.
245 W. 55th St.....Columbus 5-5584

FilmLab, Inc.
126 W. 46th St.....LUXemburg 2-2863

Gulfanti Film Laboratories, Inc.
630 Ninth Ave.....CIRcle 5-5530

Magno Sound, Inc.
37 W. 57th St.....PLaza 8-0759

Major Film Laboratories, Inc.
653 Eleventh Ave.....CIRcle 6-6950

• • • Laboratories • • •

Malcolm Laboratories Corp
244 W. 49th St.Circle 6-3150

Mecca Film Laboratories, Inc.
630 Ninth Ave.Circle 6-5290

Mercury Film Laboratories, Inc.
723 Seventh Ave.Circle 5-4930

Movielab Film Laboratories
619 W. 54th St.JUdson 6-0360

National Screen Service Corp.
1600 Broadway.Circle 6-5700

Paramount Laboratory
Sixth & Pierce Sts., Astoria
RAvenswood 8-8000

Paramount News Laboratory
Office: 544 W. 43rd St.LONgacre 3-4300

Pathe Industries, Inc.
825 Madison Ave.PLaza 5-9600

Perfect Laboratories
105 E. 106th St.TR 6-1120

Precision Film Laboratories
21 W. 46th St.JUdson 2-3970

Producers Laboratories, Inc.
457 W. 46th St.Circle 6-5232

Star Safety Film
630 Ninth Ave.Circle 6-0888

CLEVELAND, O.

Escaer Motion Picture Service, Inc.
7315 Carnegie Ave.ENdicott 1-2707

PORTLAND, ORE.

Western Color Films
1536 S. E. 11thEMpire 2139

PHILADELPHIA, PA.

Beswick, Harold W.
1017 W. Allegheny Ave.SAGamore 2-7534

Hausman, Ward B.
1029 W. Rising Sun.RADcliff 5-2964

News Reel Laboratory
1733 Sanson St.RIIttenhouse 6-3892

Welsh, Charles E.
2861 S. Felton Ave.SARatora 9-8884

PITTSBURGH, PA.

Mode-Art Pictures, Inc.
1020 Forbes St.EXpress 1-1846

DALLAS, TEX.

Jamieson Film Co.
3825 BryantTEnsin 3-8158

Southwest Film Laboratory, Inc.
2015 YoungPRospect 0453

Variety Pictures, Inc.
3825 Bryant.TEnsin 8158

MILWAUKEE, WISC.

Film Arts Corp.
1032 N. 6th St.DALy 8-5670

RAW STOCK

AnSCO

AnSCO Division of General Aniline & Film Corp.,
Binghamton, N. Y.: 11 W. 42nd St., Wisconsin
7-8543, New York 19, N. Y.: 6424 Santa
Monica Blvd., Hollywood 9-2918, Hollywood 38,
California.

Brulatour, J. E., Inc.

Distributor of Eastman motion picture film.
John St., Fort Lee, N. J., Fort Lee 8-2460;
6700 Santa Monica Blvd., Hillside 6131, Holly-
wood 38, Calif.; 1727 Indiana Ave., CALumet
5205, Chicago, Ill

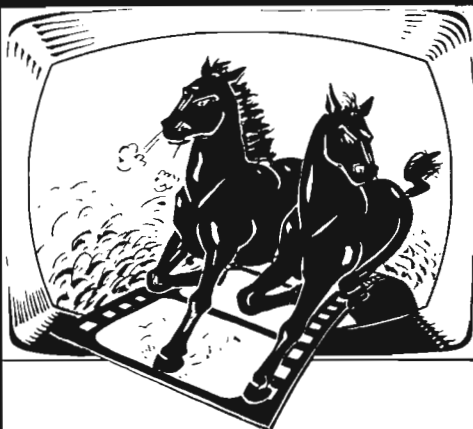
DuPont

I. E. du Pont de Nemours and Co. (Inc.)
Photo Products Division, Wilmington, Del.:
6656 Santa Monica Blvd., Hollywood 9-5147,
Hollywood 38, Calif. Factories: Parlin, N. J.

Eastman

See J. E. Brulatour, Inc., Factories: Eastman
Kodak Co., Rochester, N. Y.

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**CARTOON
PRODUCERS**

LOS ANGELES, CALIF.

Disney, Walt
2400 W. Alameda, Burbank...Stanley 7-1281

Impossible Pictures, Inc.
1505 Crossroads of the World (28)
Hillside 3504

Lantz, Walter
861 N. Seward St. (38)...HOLLYWOOD 9-2907

Metro-Goldwyn-Mayer
Culver CityTEXAS 0-3311

Pan-A-Pictures Co. (Puppets)
11520 W. Washington Blvd., Culver City
EXbrook 7-9161

United Productions of America
4440 Lakeside Dr., Burbank...CHARLESTON 0-7171

Warner Bros. Cartoons, Inc.
1351 N. Van Ness Ave.....GLADSTONE 4131

NEW ROCHELLE, N. Y.

Terry, Paul
271 North Ave.....NEW ROCHELLE 2-3467

NEW YORK, N. Y.

Disney, Walt, Productions
1270 Ave. of Americas.....JUDSON 6-3442

Eshbaugh, Ted, Studios, Inc.
109 W. 64th St.....TRAFALGAR 3-0720

Famous Studios
25 W. 45th St.....LUXEMBURG 2-4500

Smith, Fletcher, Studios, Inc.
321 E. 44th St.....MURRAY HILL 5-6626

**VENTILATION
EQUIPMENT**

Carrier Corp., 300 South Geddes St., Syracuse,
New York.

Frigidaire Division, General Motors Corp., 300
Taylor St., Dayton, Ohio.

General Electric Co., 5 Lawrence St., Bloomfield,
N. J.

General Elec. Co., 1 River Road, Schenectady,
N. Y.

Gouvernair Corp., 513 N. Blackwelder, Oklahoma
City, Okla.

McQuay, Inc., 1600 Broadway, N. E. Minneapolis
13, Minn.

National Theatre Supply, 92 Gold St., New York,
N. Y.

S.O.S. Cinema Supply Corp., 602 W. 52nd St.,
New York 19, N. Y.

Tranc Company, LaCrosse, Wis.

Typhoon Air Conditioner Co., Inc., 794 Union St.,
Brooklyn, N. Y.

United States Air Conditioning Corp., Como Ave.,
S.E., at 33rd Minneapolis 14, Minn.

Westinghouse Electric Corp. B. F. Sturtevant Div.,
420 Lexington Ave., New York, N. Y.

Werthington Pump & Machinery Corp., Harrison,
N. J.

York Corp., York, Pa.

**STOCK SHOT
LIBRARIES**

LOS ANGELES, CALIF.

Dennis, Wm. M.
2506½ W. 7th St.....DUNKIRK 4-3722

Dudley Pictures Corp.
9908 Santa Monica Blvd. (Beverly Hills)
BRADSHAW 7-8228

Ideal Pictures Corp.
2408 W. 7th St.....DUNKIRK 7-8228

General Film Library
1426 N. Beachwood Drive (28)
HEMPSTEAD 1191

Independent Film Library
c/o Hal Roach Studios, Culver City
TEXAS 0-2761

Mercer, Ray & Co.
4241 Normal Ave. (27).....OLYMPIA 8436

Wild Life Film Co.
6063 W. Sunset Blvd.....HOLLYWOOD 9-3974

NEW YORK, N. Y.

Advance Film Libraries
729 Seventh Ave.CIRCLE 5-6873

Miles Film Library
729 Seventh Ave.....COLUMBUS 5-5400

RKO Pathe, Inc.
105 E. 106th St.....SACRAMENTO 2-2600

SCREENING ROOMS

LOS ANGELES, CALIF.

Consolidated Film Industries, Inc.
959 Seward St.....HOLLYWOOD 9-1441

Eastman Kodak Co.
6706 Santa Monica Blvd....HOLLYWOOD 9-3101

Hollywood Film Enterprises, Inc.
6060 Sunset Blvd.....HILLSIDE 2181

Ideal Pictures Corp.
2408 W. Seventh St.....DUNKIRK 7-8228

Moviola Co.
1451 N. Gordon St.....HUDSON 2-9440

Pathe Industries, Inc.
6823 Santa Monica Blvd....HOLLYWOOD 9-3961

RCA
1016 N. Sycamore Ave.....HILLSIDE 5171

NEW YORK, N. Y.

Advance Projection Theaters
729 Seventh Ave.....COLUMBUS 5-5400

Bonded's Film Center Theater
630 Ninth Ave.CIRCLE 6-0081

Miles Public Projection Theaters
729 Seventh Ave.....CIRCLE 5-6873

Preview Theater
1600 BroadwayCIRCLE 6-0865

RCA Victor Division
411 Fifth Ave.....MURRAY HILL 3-7611



TELEVISION PROGRAMS

Commercially Sponsored



Network



Local

NINETEEN FIFTY



COMMERCIAL TELEVISION PROGRAMS — 1950

(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1950. The programs listed are for the 12-month period ending Dec. 31, 1950. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

A

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
A Girl, A Boy, & A Piano	Union Outfitting Co.	WHAM-TV	Storm Advtg.
A Year Ago Today	Southern Appliances	WBTV	Boettiger & Summers
Academy's Economy Wagon	Academy Army Surplus Distributor	KEYL	Pitluk Adv. Agency
Academy Theater	Jose Escalante Cigars	KECA-TV	Guenther-Bradford Co.
Actor's Studio	Ford Dealers Association	CBS-TV	J. Walter Thompson Co.
Acrobat Ranch	General Shoe Corp.	ABC-TV	Ruthrauff and Ryan
Adele Artinian Presents	Adele Artinian School of Dancing	WTMJ-TV	Robert Maercklein
Adventures of Ellery Queen	Kaiser-Frazer	DuMont	Wm. Weintraub Agency
Adventure Theater	Wiessner Brewery	WMAR-TV	Dundon & Rosenbush
Adventure Theater	Gibson Refrigerator	WATV	
Adventures in Learning	Cincinnati Gas & Elec. Co.	WLW-TV	Stockton-West-Burkhart
Adventures in Sewing	J. A. White Sewing Machine	WLAV-TV	
Adventures in Sewing	Domestic Sewing Machine	WLW-TV	Fuller, Smith & Ross
Adventures of Gigi & Jock	Variety Club Beverages	WSPD-TV	
Afternoon at Titche's	Titche-Goettinger Co. Dept. Store	WFAA-TV	Direct
Airflyte Revue	Nash Dealers	WGN-TV	

Alan Dale	Winston Radio and TV Corp.	WABD	Godly-Sternfield
Alan Young Show	Esso Standard Oil Co.	CBS-TV	Marschalk and Pratt Co.
Alan Young Show	Kroger Co. Chain Grocer Stores	CBS-TV	Ralph H. Jones Co.
All American Game of the Week	Pontiac Div. of General Motors	ABC-TV	McManus, Hohn & Adams, Inc.
All Girl Wrestling	Burger Beer	WBNS-TV	Midland Advertising
All Star Baseball Game	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Al Morgan	Foxhead 400 Beer	WGN-TV	
Al Williams Copper Kitchen	Regal Amber Brewing Corp.	KGO-TV	Abbott-Kimball
Amateur Hour	Stokely Van Camp Foods	WFBM-TV	Gardner Agency
Animal Fair	Pig 'n' Whistle Restaurants	KNBH	Ad Associates
Animal Fair	Kasco Mills Dog Food	WSPD-TV	
Animal Vegetable or Mineral	Natural Foods Inst. Vitamix Machine	WMAR-TV	Foster & Davis, Inc.
Anniversary Party	Tony's Bakery, Inc.	WSPD-TV	
Armand Girard Show	Bell Brook Dairies	KGO-TV	Hoefler, Dieterick & Brown
Armchair Theatre	Advertising Counselors	KING-TV	Advertising Counsel
Armstrong's Circle Theatre	Armstrong Cork Co. Linoleum, Floor Coverings, Building Material	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Around the House	Central National Bank	WNBK	Fuller & Smith & Ross
Arpeako Melody Moods	Tobin Packing Co.	WHAM-TV	Milt Seager
Arthur Godfrey	Hi-V Corp. Orange Juice	CBS-TV	Franklin Bruck Adv. Corp.
Arthur Godfrey and His Friends	The Toni Co.	CBS-TV	Foote, Cone and Belding
Arthur Godfrey and His Friends	Div. of Gillette Safety Razor Co.	CBS-TV	Leo Burnett Co.
Arthur Godfrey and His Friends	Pillsbury Mills, Inc.	CBS-TV	Cunningham and Walsh, Inc.
Arthur Godfrey presents the General Motors Show	Liggett and Myers Tobacco Co. Chesterfield Cigarettes	CBS-TV	McManus, John and Adam, Inc.
Arthur Godfrey's Talent Scouts	General Motors Corp. Pontiac Div.	CBS-TV	Young and Rubicam, Inc.
Arthur Murray Show	Thomas J. Lipton Co. Div. of Lever Brothers Co. Lipton's Tea, Soup Mixes	CBS-TV	
Ask the Kids	Arthur Murray School of Dancing Columbia Music & Appliance Store	CBS-TV WHAM-TV	Huber Hoge and Sons W. W. O'Brien

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
At Home Show	Holmes Dept. Store	WDSU-TV	
At Home With Mildred Carson	Boston Post	WBZ-TV	Chambers & Wiswell
Auction-Aire	Libby, McNeill and Libby Libby Products	ABC-TV	J. Walter Thompson Co.

B

Baseball Previews	Student Prince Cigars	WXEL	
Basketball Games (High School)	Armco Steel Corp.	WKRC-TV	
Beat the Band	DeSoto-Plymouth Dealers	WWJ-TV	Denman & Botteridge
Beat the Band	Egan & Bibbing Appliances	WHEN	Direct
Beat the Band	Kool-Vent Awnings	WWJ-TV	Luckoff, Wayburn & Frankel
Beat the Band	Mullins Mfg.	WWJ-TV	B. S. F. & D.
Beat the Clock	Sylvania Electric Products, Inc.	CBS-TV	Cecil and Presbrey, Inc.
Beat the Talent Champ	Heskett's Furniture Store	WTVN	
Beauty & Fashions by Carol Douglas	Toni Co.	ABC-TV	Foote, Cone and Belding, Inc.
Bee Kalmus' Orchid Room	Telescope Productions	WJZ-TV	The Bobley Co.
Believe It or Not	P. Ballentine & Sons Beer and Ale	NBC-TV	J. Walter Thompson Co.
Belle Tierney	A. Davis Co. Season Master Coats	WABD	Lane Adv.
Bernie Bracher's Sports Roundup	Moseson & King Clothing Store	WAVE-TV	
Bert Park Show	General Foods Corp. Jello, Bird's Eye, Swansdown, Maxwell House Coffee, Walter Baker Coconut, Cocoa and Choco- late, Instant Mixes, Minute Rice, La France, Satina	NBC-TV	Young and Rubicam, Inc.
Better Living Electrically	Utah Power & Light Co.	KSL-TV	Gillham
Betty Crocker	General Mills, Inc. Betty Crocker	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Beulah	Procter and Gamble Co. Dreft and Oxydol	ABC-TV	Dancer, Fitzgerald, Sample, Inc.
Big Town	Lever Brothers Rinso	CBS-TV	Ruthrauff and Ryan, Inc.

Bigelow Theatre	Bigelow-Sanford Carpet Co., Inc.	CBS-TV	Young and Rubicam, Inc.
Billy Mayo Quintet	Earl Hayes Chevrolet Co.	WFAA-TV	Bozell & Jacobs
Billy Scott Sings	United Moving	WLWC	
Birthday Party	Thompson, Boland, Lee	WAGA-TV	
Blackie the Crayon	Borden Co.	WBNS-TV	Duane-Jones
	Instant Mix		
Blackie the Crayon	Vess Bottling Co.	WBNS-TV	Kelly & Lamb
	Whistle		
Blind Date	Gruen Watch Co.	ABC-TV	Stockton, West, Burkhardt, Inc.
Blind Date	Knemark Mfg. Co., Inc.	ABC-TV	Emil Modul Co., Inc.
	Esquire Boot Polish		
Bob Murphy Show	Allied Music Sales	WJBC-TV	Direct
Bob Stanford's Show	Admiral Dealers of Dallas	WFAA-TV	W. W. O'Brien
Bob Turner, Sports	Columbia Music & Appl. Store	WHAM-TV	Gibraltar Adv. Agency, Inc.
Bonny Maid Versatile Varieties	Bonafide Mills, Inc.	NBC-TV	
	Linoleum, Wall Covering		
Bowling Matches	G. R. Bowling Proprietors Assn.	WLAV-TV	
Boxing	Camel Cigarettes	KTSL	Wm. Esty & Co.
Boxing Bout	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Boxing From New York Athletic Club	Guinness Stout	WOR-TV	Hewitt, Ogilvy, Benson & Mather, Inc.
Boxing From Ridgewood Groove	F & M Schaefer Beer	WOR-TV	Batten, Barton, Durstine & Osborn, Inc.
Boxing From Westchester	F & M Schaefer Beer	WOR-TV	Batten, Barton, Durstine & Osborn, Inc.
County Center			
Boxing From Westchester	Piel Bros.	WOR-TV	William Esty Advertising
County Center			
Boxing Matches	Globe Berwing Co.	WMAL-TV	Katz Agency
Boys Railroad Club	A. C. Gilbert Co.	WLAV-TV	Chas. W. Hoyt Co.
	Toy Trains		
Boys Railroad Club	A. C. Gilbert Co.	WKRC-TV	Charles W. Hoyt Co., Inc.
Brager's Shopper	Brager's Dept. Store	WAAM	Louise Waite
Break the Bank	Bristol-Myers Co.	NBC-TV	Doherty, Clifford and Shenfield
	Mum, Vitalls, Ipana, Trushay, Resistab, Sal Hepatica, Bufferin		
Breakfast Party	Albers Super Markets	WLW-TV	
Bright Lights	R. C. Wuensch—Long's Hudson Motor	WATV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Broadway Open House Broadway to Hollywood	Anchor Hocking Glass Corp. Tidewater Assoc. Oil Co. Oil Products, Gasoline	NBC-TV DuMont	Wm. H. Weintraub & Co., Inc. Lennon and Mitchell
Brooklyn Dodger Baseball Games	F & M Schaefer Beer	WOR-TV	Batten, Barton, Durstine & Osborn, Inc.
Browns Out-of-Town Games Buck Rogers	Carlings Ale Peter Paul, Inc. Candles	WXEL ABC-TV	Maxon, Inc.
Ruckskin Theatre	Roman Meal Cereal	KTSL	Guild, Bascomb & Bonfigli
Bump Bradley Pitching	Cities Service Oil Products	WBZ-TV	Doremus & Co.
Burns & Allen	Carnation Co. Evaporated Milk	CBS-TV	Erwin Wasey Adv. Co., Inc.
C			
CBS News with Douglas Edwards	General Motors Corp.—Oldsmobile Div. Oldsmobile Cars	CBS-TV	D. P. Brother & Co., Inc.
CBS Wrestling	Downtown Oldsmobile	WJBK-TV	
Camel News Caravan	R. J. Reynolds Tobacco Co. Camel Cigarettes	NBC-TV	Wm. Esty Co., Inc.
Cactus Jim	B & W Distributing Co. Hotpoint	WLAV-TV	
Camera Headlines	Carlings Ale	WAGA-TV	
Camera Headlines	Carling's Red Cap Ale	WHEN	The Katz Agency
Campus Christian Hour	A. E. Peterson Co.	KTSEL	Spruance Advtg.
Campus Serenade	Union Co. Dept. Store	WBNS-TV	
Can You Top This?	Mogan-Daved Wine Corp.	ABC-TV	Weiss and Geller, Inc.
Canadian Travel Film	Station CHUM, Toronto	WWJ-TV	
Candid Camera	Philip Morris & Co., Ltd., Inc.	CBS-TV	The Biow Co., Inc.
Canine Comments	Wilkes-Dunagan Tire Co. Home Appliances	WFAA-TV	Direct

Captain Video	Rosefield Packing Co. Sippy Peanut Butter	DuMont	Guild, Bascom and Bonfigli
Captain Video	Walter H. Johnson Candy Co. Powerhouse Candy Bar	DuMont	Franklin Bruck
Care of Food	Crowley-Milner	WWJ-TV	Castle-Werner
Carolina Rangers	Huntley's Furn. Co. Westinghouse Appliances	WFMY-TV	
Cartune-O	National T	WGN-TV	
Castles in the Air	Buster Brown	WXEL	
Cavalcade of Bands	Daw's Drug Stores	WHAM-TV	Carl Sillato
Cavalcade of Bands	Drug Store Tele. Productions	DuMont	Product Advertising Corp.
Cavalcade of Bands	Walgreen	WGN-TV	
Cavalcade of Sports	Gillette Safety Razor Co.	NBC-TV	Maxon, Inc.
Cavalcade of Stars	Drug Store Tele. Productions	DuMont	Product Advertising Corp.
Cavalcade of Stars	Walgreens	WGN-TV	
Celebrity Corner	E. W. Edwards	WHAM-TV	W. W. O'Brien
Celebrity Time	Goodrich, the B. F., Co. Tires, Tubes, Rubber Products	ABC-TV	Maxon, Inc.
Celebrity Time	B. F. Goodrich Co. Tires	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Chance of a Lifetime	Bendix Home Appliances, Inc. ABC-TV	ABC-TV	Tatham-Laird, Inc.
Channel Six Cinema	Home Tests Products	WFIL-TV	Huber Hoge
Charade Parade	Standard Dist. Co. Thor Washers	KEYL	Pitluk Adv. Agcy.
Charlie Wild—Private Detective	Wilroot Co., Inc. Wildroot Hair Tonic, Shampoo	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Charm Clinic	Oppenheim Collins Women's Specialty Store	WPTZ	
Chester, The Pup	Mason au & Magenheimer Mason Candies	ABC-TV	Turner, Leach and Co., Inc.
Chester the Pup	Waukesha Roxo Co. Soda Water	WTMJ-TV	Stone-O'Halloran
Chevrolet Dealer Time	Chevrolet Dealers	WBZ-TV	Chambers & Wiswell
Chevrolet Dealer Time (Chick Morris)	Chevrolet Dealers	WBZ-TV	Chambers & Wiswell
Chevrolet Dealer Time (Wynn Stevens)	Chevrolet Dealers	WBZ-TV	Chambers & Wiswell

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Chevrolet-Tele-Theatre	Chevrolet Motor—Div. of General Motors Corp.	NBC-TV	Campbell, Ewald Co., Inc.
Chevrolet Triple Feature Theatre	So. Calif. Chevrolet Dealers	KECA-TV	Campbell, Ewald Co., Inc.
Children's Party	Fred Astaire Dance Studio	WAAM	Corona Productions
Children's Time	Meeker's Shoes	WICU	
Chuck Wagon Time	Arnold's Pickle & Olives	KPHO-TV	
Cincinnati Reds Games	Bennett Dist. & Burger Beer	WBNS-TV	Midland Advertising
Cincinnati Skyline	Mariemont Laundry	WLW-TV	Reiser-Guenther
Cinderella Weekend	Big Bear Markets	WWJ-TV	W. B. Doner
Cinderella Weekend	Columbia Music & Appliance	WHAM-TV	W. W. O'Brien
Circle the Globe	Van De Kamp Bakeries	KNBH	California Advertising Agency
Cisco Kid	Gioia Macaroni Co. & Peerless Appl. Store	WHAM-TV	Storm Adv.
Cisco Kid	Packers Super Market	WXYZ-TV	Ruben Agency
Cisco Kid	Sanitary Dairy	WJAC-TV	Ellington and Co., Inc.
Cities Service Band of America	Cities Dairy	NBC-TV	Rex Advertising
	Gasoline, Oil		
Clark Musicale	Clark Pontiac Dealer	WJBK-TV	Rex Advertising
Clark Weathervane	Clark Pontiac Dealer	WJBK-TV	
Clete Roberts News	Barr Mfg.	KLAC-TV	Charles Ross
	Clothing		
Cleveland Indians Games	Bennett Dist.	WBNS-TV	
	Philco		
Cleveland Indians Home Baseball Games	Standard Brewing	WXEL	
	Atlas Philco		
Clipper Capers	Clipper Oil Co.	KING-TV	Western Agency
Clubhouse Quiz	Albert Ehlers, Inc.	WOR-TV	Weiss & Geller
	Coffee		
Coaches Corner	Rusterholtz & Rossell	WHEN	W. C. Hartmann
	Automobiles		
College Bowl	Pharma-Craft	ABC-TV	Ruthrauff and Ryan, Inc
	Ting, Oreen, Sprite, Fresh, Fresh Deodorant, Soap, Erstol, obay		
College Football	Atlantic Refining Co.	NBC-TV	N. W. Ayer and Sons, Inc.
	Gasoline, Oils, etc.		
College & High School Athletics	Black Lumber & Smith Electric	WTTV	
Continental Cafe	Conmar Products Corp.	KNBH	Wm. Weintraub & Co.

Comedy Carnival	Fletcher Jones	KECA-TV	Charles Stahl Advertising
Command Performance	E & B Brewing	WJBK-TV	W. B. Doner
Community Auditions	Community Opticians	WBZ-TV	Lasker-Riseman
Community Theatre	Community Builders	WGN-TV	
Comptometer School	Det. Comptometer School	WWJ-TV	
Buddy Cotter	Schiff Shoe Co.	WBNS-TV	
Courtesy Four Star Theatre	Taylor Auto Co.	KECA-TV	W. B. Geissinger
Cowboys 'N' Injuns	Kendall Foods, Inc.	KECA-TV	Dan B. Miner Advertising
	Dog Food		
Crazy Hat Parade	Dairymen's Milk	WXEL	
Crosley Family Square Dance	Crosley Dealers, Appliances	KSL-TV	
Crusade in Europe	B. Clapp & McNeil Stanley Cars	KECA-TV	Arc Agency
Crusade in Europe	Mercury TV & Radio Corp.	KECA-TV	Byron H. Brown
Crusade in Europe	A. L. Moore & Sons	KPHO-TV	
Crusade in Europe	Philadelphia Saving Fund Society	WFIL-TV	Gray & Rogers
Crusade in Europe	Ryan Nash Co.	WTMJ-TV	Dayton Johnson & Hacker
Crusade in Europe	Stromberg-Carlson Co.	WHAM-TV	
Crusade in Europe	W. Burton Guy	WAAM	George W. Ross
Crusader Rabbit	Carnation Co. Friskies	KNBH	Erwin Wasey & Co.
Cub Baseball Games	Morley Brothers RCA Dist.	WLAV-TV	
Dance Session	Ironwear	WBZ-TV	Samuel Bahn
Danger	Hosiery	CBS-TV	Cecil and Presbrey, Inc.
	Block Drug Co., Inc. Arm-i-dent	WFMY-TV	
Davis Tire Scoreboard	Davis Tire Co.	KOTV	
Dean's Teens	Coca-Cola	DuMont	Lennen and Mitchell
Dennis James Interviews	P. Lorillard and Co. Old Gold Cigarettes	WWJ-TV	B. S. F & D.
Detroit Tiger Baseball	Goebel Brewing Co.		

D

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Dick Dunkel	Victory Motors	WAGA-TV	
Dick Dunkel, Football Ratings	Community Savings Bank	WHAM-TV	Storm Adv.
Dinner at Sardi's	Hickok Manufacturing Co.	WOR-TV	Kastor, Farrell, Chesley & Clifford, Inc.
Do You Know Baltimore?	Cons. Gas, Electric & Power Co. Public Utility	WMAR-TV	
Dr. Eugene C. Keyes	Political (Self)	WWJ-TV	Ingram & Co.
Dr. Willisten Int. News	Packard-Bell Co.	KING-TV	McGrath Agency
Dollar Derby	Big Bear Supermarkets	WLWC	Harry Miller Agency
Donald Kirkley and His Guests	Balto. Contractors, Inc. Builders Equipment	WMAR-TV	Jos. Katz Co.
Don McNeill TV Club	Philco Corp. Refrigerators, Freezers, Air Conditioning Units, TV Receivers, Radios	ABC-TV	Hutchins Advertising Co., Inc.
Don Winslow	Bachman Pretzel	WPTZ	Aitkin-Kynett
Don Winslow of the Coast Guard	Versluis Photos	WLAV-TV	
Double Feature	Sibley, Lindsay & Curr Co.	WHAM-TV	Storm Advtg.
Doubleday Program	Doubleday and Co. Books	CBS-TV	Huber Hoge and Sons
Down Home Doin's	Calif. Furniture	KECA-TV	Rutledge & Shideler Advtg.
Dress Up Quiz	Gordon's Clothing	WGN-TV	
Dude Ranch Varieties	Kaiser-Frazer	KLAC-TV	Ad Associates
Dugout Interviews	Watkins Furniture	WXEL	
Early Birds Night Out	Earl Hayes Chevrolet Co.	WFAA-TV	Bozell & Jacobs
Easy Aces	Philips Packing Co. Canned Soups and Food	DuMont	Aitkins-Kynett
Easy Aces	Sawyer Buick Co. New Cars	WTMJ-TV	Dayton, Johnson & Hacker
Edgar Bergen and Charlie McCarthy	Coca-Cola Co.	CBS-TV	D'Arcy Adv. Co.
Ed Wynn Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS-TV	Wm. Esty and Co., Inc.
Electric Theatre	Detroit Edison Co.	WXYZ-TV	Campbell-Ewald, Inc.
Eloise Salutes the Stars	Doeskin Tissues	WABD	Federal

F

Erin Brew's Cameraman About Town	Standard Brewing Co.	WXEL
Ernie Never's Trophy Room	Trader Scott Ford Dealer	KGO-TV
Ethel Thorsen Show	Thorsen Raymer Cowns	WABD
Express to 5	The McAlpin Co. Dept. Store	WKRC-TV

F

Fairteen Club	Fair Store	WGN-TV
Faith for Today	The Voice of Prophecy	WJZ-TV
Familiar Faces	Sentinel Television	KGO-TV
Family Circle Theatre	Hauser Nash Dealers	WGN-TV
Family Food Show	Elm Farm Food Products	WBZ-TV
Family Night	Sears, Roebuck & Co.	WAGA-TV
Famous Jury Trials	Barnett's Furniture & Appliances	WDSU-TV
Famous Jury Trials	Wm. Gretz Brewing Co.	WFIL-TV
Fashion Magic	International Latex Corp. All Products	CBS-TV
Fashion Parade	Mangel's	WMBR-TV
Faye Emerson Show	Pepsi-Cola Co.	CBS-TV
Feature Film	DeSoto Dealers	WXEL
Feature Film	Esquire Motors	KTSL
Feature Film	Leisy Brewing Co.	WXEL
Feature Film	Mainline Co.	WNBK
Feature Film	Marvel Lens	WXEL
Feature Film	Mawson-De Many-Forbes Fur Store	WPTZ
Feature Film	Patricia Stevens Modeling	WGN-TV
Feature Film	Zippy Products & Raymon Rosen	WPTZ
Feature Film Time	E & B Brewing	WSPD-TV

Weston Advertising
Lockwood-Shackelford

Chambers & Wiswell

Seberhagen, Inc.
Foote, Cone and Belding

The Biow Co., Inc.

John Freiburg & Co.

Franklin-Bertin-Tragerman

Martin Agency

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Features for Women	Philadelphia Inquirer	WFIL-TV	
Federal Shop By TV	Federal Dept. Stores	WXYZ-TV	W. B. Doner
Feminine Viewpoint	Ed. Schuster & Co. Dept. Stores	WTMJ-TV	Cramer-Krasselt
Fesler Talks Football	Luethi & Welch Capehart	WBNS-TV	
Film Comedies	San Chez Motors	WTMJ-TV	Stone-O'Halloran
Film Feature	Fish Furniture	WGN-TV	
Film Playhouse	Margo Wine Co.	WPTZ	J. M. Korn Co., Inc.
Fireside Theatre	A. Bologna & Sons Monogram Wines	WDSU-TV	
Fireside Theatre	Procter and Gamble Co. Ivory, Crisco, Duz	NBC-TV	Compton Adv., Inc.
First Nighter	Campana Sales Co. Ayds, Italian Balm, Solitaire Lipstick, Magic Touch	ABC-TV	H. W. Kastor and Sons Adv. Co., Inc.
First 100 Years	Procter and Gamble Co.		
Fishing's Fun	Kaiser-Frazer	CBS-TV	Benton Bowles, Inc.
Fitzpatrick Travelogues	Gerlinger Equipment Co.	KLAC-TV	Ad Associates
Five Min. After World Series Scoreboard	Stone Buick	WSPD-TV	
Flavor To Taste	General Appliance Co.	WXEL	
Food For Thought	Broadfoot Ehret Co. Food Brokers	WAVE-TV	Television Productions
Football	Atlantic-Cott	WTMJ-TV	
Football	General Mills Co.	WBZ-TV	Cott-John C. Dowd
Football	Wilson Sporting Goods	DuMont	Knox-Reeves Adv.
Football Extra	Morley Bros. RCA-TV Sets	DuMont	Ewell and Thurber Associates
Football Extras	Qua Buick	WLAV-TV	
Football Games	Tri-State Dist. Co. Philco	WXEL	Sive & Rosenfield
Football Hillites	Holmes Dept. Store	WKRC-TV	
Football Mainliner	United Air Lines	WDSU-TV	
Football Previews	Bressee & Salina Chevrolet Autos	KNBH	N. W. Ayer & Son
		WHEN	Direct

Football Previews	DeSoto—Plymouth	WWJ-TV	Denman & Betteridge
Football Review	Adams Clothes, Inc.	WPTZ	Ralph A. Hart Adv.
Football Roundup	United Airlines	KING-TV	N. W. Ayer & Sons
Football Rules	Phipps Hardware Co.	WFMY-TV	
Football Scoreboard	Wilson's Jewelers Appliances	WHEN	
Football Scoreboard	Wiscon Products, Inc. Dri-Cool Pipes	WKRC-TV	Hamilton Advertising Agency
Football Standings	Tire Sales Co. GE Appliances	WFMY-TV	
Forbes News	McLaughlin Manor House Coffee	WFBM-TV	Earle Ludgin & Co.
Forbes News	Sterling Beer	WFBM-TV	Smith, Benson & McClure
Ford Film Playhouse	Ford Dealers of Baltimore	WAAM	J. Walter Thompson
Ford Film Playhouse	Ford Dealers	WFIL-TV	J. Walter Thompson
Ford Film Playhouse	Ford Dealers of Greater Washington	WMAL-TV	J. Walter Thompson
Ford Movie Night	Ford Dealers	WOR-TV	J. Walter Thompson Co.
Ford Star Revue	Ford Dealers of America	NBC-TV	J. Walter Thompson Co.
Ford Theatre	Ford Motor Co.	CBS-TV	Kesnyon and Eckhardt, Inc.
Four-Star Courtesy Theatre	Taylor Auto Co.	KECA-TV	W. B. Geissinger
Four Star Final; Five Star Final	Hudson Dealers		Brooke, Smith, French & Dorrance
Four Star Movie	Downtown Hudson Dealer	WXYZ-TV	Clark & Rickert
Four Star Theatre	Dennison's Food Products	KTSL	Brisacher, Wheeler
Frank Sinatra Show	Bulova Watch Co.	CBS-TV	The Biow Co., Inc.
Freddy Martin & The Admiral Band of Tomorrow	W. J. Lancaster Co. Admiral Television	KGO-TV	Harry W. Morris
Fred Waring Show	General Electric Co.		Young and Rubicam, Inc.
Friends of the Family	Labelbank, Inc. Food Packager	KECA-TV	Ross Sawyer
Front Page	Ford Dealers Association		J. Walter Thompson Co.
Frougs Clues	Frougs Furniture & Dept. Store	CBS-TV	Chapman Co.
Fun With Food	First National Stores	KOTV	John C. Dowd
Furniture Trends	Sagenkahn Furniture Galleries	WBZ-TV	
		WHEN	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Gamboree	August Wagner Breweries	WBNS-TV	Byer & Bowman
Gansett Time	Narragansett Beverages	WBZ-TV	Standish, Inc.
Garroway at Large	Congoleum-Nairn, Inc. Linoleum Floor and Wall Coverings	NBC-TV	McCann-Erickson Co., Inc.
Gasco Theatre	Ohio Fuel Gas	WSPD-TV	
G. E. Feature Film	C. E. Dealers Co-op	KECA-TV	Lewin Advertising
Gene Autry	Brach Candy	WWJ-TV	J. Walter Thompson
Gene Autry Show	Metropolitan Studebaker Dealers	KECA-TV	Willard H. Gregory
Gene Autry Show	Royal Baking Co.	KSL-TV	Gillham
Gene Autry	Wiseman Appliances	KGO-TV	Bill Verner
Gene Autry	Wm. Wrigley Jr. Co.	CBS-TV	Ruthrauff and Ryan, Inc.
George Scotti Show	C. Bruton Realty Co.	WWJ-TV	Rex Advertising
George Scotti	Dishmaster Dist.	WWJ-TV	
George Walsh Looks 'Em Over	Adam Scheidt Brewing Co.	WFIL-TV	Ward Wheelock Co.
Gimbels Shopping News	Gimbel Brothers Dept. Store	WTMJ-TV	Klau-Van Pieteron-Dunlap Associate
Girls Wrestling	Federal Distributing Admiral TV	WOC-TV	
Glamour Co Round with Ilka Chase	Harriet Hubbard Ayer, Inc. Div. of Lever Brothers Co. Cosmetics	CBS-TV	Federal Advertising Agency
Goal Talk	Leone Radio	WICU	
Golf Made Easy	Contour Chair Co.	KGO-TV	Elliot, Daly & Sherman
Good Egg of the Week	Olson Bros.	KNBH	Little & Co.
Good Life Club	Hathaway Co. Bakery	WBZ-TV	Bresnick & Solomont
Governor Williams	Dem. State Comm.	WWJ-TV	Wolfe, Jickling & Conkey
Grandpa' Graf Cartoon Club	John Graf Co. Soda Water	WTMJ-TV	AI Herr
Great Moments in Sports	Waterbury Drug Co.	WDSU-TV	
Great Music	Fidelity Phila. Bank & Trust Co.	WPTZ	Gray & Rogers

Great Outdoors
 Greatest Fights of the Century
 Gretchen Colnick
 Gridiron Club
 Groucho Marx—You Bet Your Life
 Gus Mancuso Show

Dubois Brewing Co.
 Chesebrough Mfg. Co.
 Vaseline Cream Hair Tonic
 Mrs. Kar's Bakeries
 Bread
 Hoffman Radio
 De Soto Div. of the Chrysler Corp.
 Home Products, Inc.
 Sentinel

WJAC-TV
 NBC-TV
 WTMJ-TV
 KING-TV
 NBC-TV
 WKRC-TV

Cayton, Inc.
 Stone-O'Halloran
 Walter McCreery
 Batten, Barton, Durstine & Osborn, Inc

H

Hacienda Varieties
 Hackberry Hotel
 Hail the Champ
 Hands of Mystery
 Hansen's Magic
 Happy Felton's Knothole Gang
 Harmony By the Yard
 Harness Racing
 Harris' Riverside-3755
 Haystack Hulabaloo
 Hazel Scott
 Headlines of Yesteryear
 Hecht's Golden Anniv. Theatre
 Hello Again
 Herb Shriner Show
 Here and There with Mary Badham
 Here Comes the Bride
 Herman Hickman Show

Wright & Beal
 Cars
 Earl Hayes Chevrolet Co.
 Bishop Candy Co.
 Bond Clothing Store
 Hansen's Bread
 Curtis Candy Co.
 Albert's Yardstick Stores
 Goebel Brewing Co.
 A. Harris & Co.
 Dept. Store
 Oestreicher, Inc.
 Dodge & Plymouth
 Sitroux Tissues
 Cincinnati Enquirer
 Newspaper
 Hecht's Dept. Store
 Retail Mds.
 Knudsen Creamery Co.
 Philip Morris & Co., Ltd., Inc.
 Bendix Washers
 Kampf Jewelry Co.
 Marlin Firearms, Inc.
 Guns, Razors, Blades

KECA-TV
 WFAA-TV
 KLAC-TV
 DuMont
 KING-TV
 WOR-TV
 KNBH
 WWJ-TV
 WFAA-TV
 WLWC
 WABD
 WLW-TV
 WABD

Lisle Sheldon
 Bozell & Jacobs
 Franklin Bruck
 Grey
 Butler-Emmett
 C. L. Miller Co.
 Hunter Adv. Agency
 B. S. F. & D.
 J. B. Taylor, Inc.
 Franklin, Bruck
 Dinerman & Co.
 Franklin and Benton and Tragerman
 Heintz & Co.
 The Biow Co.
 Haehnle Advertising
 Duane-Jones

KNBH
 CBS-TV
 WBRC-TV
 WKRC-TV
 WNHC-TV

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
High Life Time	Miller Brewing Co.	WTMJ-TV	Mathieson & Associates
High Lights of News & Sports	Duquesne Beer	WICU	Walker & Downing
High School Football Games	Joske's of Texas Department Store	KEYL	Pitluk Advertising
Hi, Lo, Jack and the Dame	Chock Full O' Nuts	WBAB	H. W. Fairfax Adv.
Hi Neighbor	Glade Candy Co.	KSL-TV	Alvin Pack
Hi Talent Battle	Budget Pak	KLAC-TV	Ted Factor
Hit a Homer	Bonnell Wills Real Estate	WJBC-TV	Rex Advertising
Hit a Homer	J. D. Candler Roofing Co.	WJBC-TV	Sales Counselors, Inc.
Hockey Games	Hudepohl Brewing Co.	WKRC-TV	Stockton, West, Burkhardt, Inc.
Hoffman Hayride	Hoffman Radio & TV Dealers	KPHO-TV	
Hoffman Hayride	Hoffman Television	KGO-TV	Walter McCreery, Inc.
Hoffman Hayride	Hoffman Radio TV Sets	WKY-TV	Walter McCreery, Inc.
Hold that Camera	Esquire Boot Polish	DuMont	Emil Mogul
Holiday Hotel	Packard Motors, Inc.	ABC-TV	Young and Rubicam
Holiday On Ice	Grand Rapids Stadium	WLAV-TV	
Holland's Happiness House	Holland's Jeweler	WGN-TV	
Hollar Dollar	Parkview Markets	WLW-TV	Keelor & Stites
Hollywood Matinee	Home Test Products	WOR-TV	Huber Hogue, Inc.
Hollywood Movie Hits	Chrysler Dealers of Greater Washington	WMAL-TV	Kal, Ehrlich & Merrick
Hollywood Newsreel	French Sardine Co.	WBNS-TV	Rhoades & Davis
Hollywood Premier Theatre	Harry Green, Inc.	KECA-TV	Arthur Jones
Hollywood Road to Fame	Globe Bottling Co. Creme-O-Coco	KTSL	Brisacher, Wheeler & Staff
Hollywood Screen Test	Ironite Ironers Corp.	ABC-TV	Brooks, Smith, French & Dorrance, Inc.
Hollywood Talks	Star-Kist Tuna	WHAM-TV	Rhoades & Davis
Home Edition	Fintex Clothes	WJBC-TV	Luckoff, Wayburn & Frankel
Home Miracles of 1950	National Brewing Co.	WMAR-TV	Owen & Chappell
Home Theatre	Home Test Products	WKRC-TV	Huber Hogue & Sons
Homemakers Exchange	Aluminum Cooking Utensils Co.	CBS-TV	Fuller & Smith & Ross, Inc.
Homemakers Exchange	American Homes Products Duff's Cake Mixes, G. Washington Coffee	CBS-TV	Ted Bates & Co.
Homemakers Exchange	California Prune and Apricot Growers Assn. Sunsweet Products	CBS-TV	Long Adv. Service

Homemakers Exchange	Chas. B. Knox Gelatine Co., Inc. Gelatine	CBS-TV	Charles W. Hoyt Co., Inc.
Homemakers Exchange	Chr. Hansen's Laboratories, Inc. Junket Brands Div.	CBS-TV	McCann-Erickson, Inc.
Homemakers Exchange	Ex-cell-o Corp. Pure Pak Containers	CBS-TV	Fred. M. Randell Co.
Homemakers Exchange	Gorton-Pew Fisheries Co., Ltd. Sea Food	CBS-TV	H. B. Humphrey Co.
Homemakers Exchange	Hotpoint, Inc. Div. of General Electric Co.	CBS-TV	Maxon, Inc.
Homemakers Exchange	Lewyt Corp. Vacuum Cleaners	CBS-TV	Hicks & Greist, Inc.
Homemakers Exchange	Nash Kelvinator Corp. Nash Cars	CBS-TV	Geyer, Newell & Ganger, Inc.
Homemakers Exchange	Oiley & Carpenters, Inc. Potato Sticks, Frozen French Fried Onions	CBS-TV	Fuller & Smith & Ross, Inc.
Homemakers Exchange	Renuzit Co. Renuzit Cleaner	CBS-TV	McKee and Albright, Inc.
Homemakers Exchange	S. O. S. Co. Scouring Pads	CBS-TV	McCann-Erickson, Inc.
Homemakers Exchange	Swift and Co. Swift's Peanut Butter	CBS-TV	J. Walter Thompson Co.
Homemakers Exchange	United Fruit Co. Bananas	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
Homemakers Exchange	Wilbur Suchard Chocolate Co., Inc.	CBS-TV	Foltz-Wessinger, Inc.
Homemakers Roundup	Cons. Gas, Electric & Power Co.	WMAR-TV	Speed & Co., Inc.
Honor Maid Television Theatre	Boston Sausage	WBZ-TV	Louis Frank
Hoosier Hotshots	Ontra Cafeterias	KTSL	Western Advertising
Hopalong Cassidy	Continental Baking Wonder Bread	WOC-TV	Ted Bates
Hopalong Cassidy	General Foods	WWJ-TV	Young & Rubicam
Hopalong Cassidy	General Foods Corp. Grape Nut Flakes, Post Toasties, Sugar Crisp, Sugar Krinkles and Other General Foods Products	NBC-TV	Young & Rubicam
Hopalong Cassidy	Gioia Macaroni Co.	WHAM-TV	Storm Advertising
Hopalong Cassidy	Interstate Bakeries Butternut Bread	WLAV-TV	R. J. Potts-Calkins & Holden

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Hopalong Cassidy	Interstate Bakeries	WLW-TV	R. J. Potts-Calkins & Holden
Hopalong Cassidy	Purity Bakeries Bread	WLWC	Young & Rubicam
Hopalong Cassidy	Purity Bakeries Taystee Bread	WFBM-TV	Young & Rubicam
Hopalong Cassidy	Sylvan Seal Milk	WPTZ	Al Paul Lefton
Horace Heidt Show	Philip Morris & Co., Ltd., Inc.	CBS-TV	The Biow Co., Inc.
Horse Races	Carlings Ale	WXEL	Direct
House of Champions	Joe Charles Sports Shop	WHEN	Ted Bates and Co.
Howdy Doody	Colgate-Palmolive-Peet Co.	NBC-TV	Sherman and Marquette
Howdy Doody	Colgate Dental Cream, Halo Shampoo	NBC-TV	Kenyon & Eckhardt, Inc.
Howdy Doody	Kellogg Co.	NBC-TV	and Leo Burnett Co., Inc.
Howdy Doody	Rice Krispies, Kellogg's Cereals	NBC-TV	Grant Adv. and Leo Burnett Co., Inc.
Howdy Doody	Mars, Inc. Candy	NBC-TV	Ted Bates
Howdy Doody	Minute Maid Corp.	NBC-TV	Grant Adv., Inc.
Howdy Doody	The Wander Co.	NBC-TV	
Howdy Doody	Ovaltine	NBC-TV	
Howdy Doody	Welch Grape Juice Co. Grape Juice (Frozen and Bottled) and Others	NBC-TV	Doherty, Clifford and Shenfield
I Cover Times Square	Seeman Brothers Airwick	ABC-TV	William R. Weintraub & Co., Inc.
In Search of Stars	Mexican Film Corp.	KLAC-TV	Dean Simmons
In the Morgan Manner	J. N. Ceazan Co. Electrical Appliances	KECA-TV	Ted H. Factor
In the Swim	Jantzen Knitting Mills	WKRC-TV	Botsford, Constantine & Gardner
Indians in Training	Mutual of Omaha Insurance	WXEL	
Inside Detective	Kirschman Furniture & Appliances	WDSU-TV	Sam Rosenbaum
Inside U.S.A.	General Motors Corp. Chevrolet Dealers Div.	CBS-TV	Campbell-Ewald Co.

J

International Boxing Club	Pabst Sales Co. Pabst Beer and Ale	Warwick and Legler, Inc.
International Boxing Club	P. Ballentine and Sons Ballentine Beer	J. Walter Thompson Co.
International News Digest	Weisfield's	Romig Fuller & Associates
International News Reel	First National Bank of Phoenix	
International Report	Grant's Dept. Store	
	Consumer Plumbing & Heating	
Irene Wicker—The Singing Lady	Kellogg Co.	Kenyon and Eckhardt, Inc.
	Shredded Wheat and Corn Soya	
Italian Kitchen	Medaglia d'oro Coffee, San Benito Wine, Santoro Macaroni	
It Happened Today	General National Bank	Fuller & Smith & Ross
It's Delicious	Sego Milk	Gillham
It's Glen Again	Sentinel Television	Lockwood-Shackelford
It's High Time	Baltimore News-Post	

Jack Benny Show	American Tobacco Co. Lucky Strike Cigarettes	Batten, Barton, Durstine & Osborn, Inc.
Jack Hooley, News	Stromberg-Carlson Co.	
Jackie Kannon Show	Jerry Lynch Packard Dealer	
Jack Starr	American Brewing Co. Regal Beer	Walker Saussy
Jean O'Brien Entertains	Heublein's of Hartford Wines & Cocktail Mixes	Lawrence C. Gumbinner
Jimmy Dolan Show	Bell Tailors	Ad Associates
Jimmy Dudley's Sports Page	Colgate	Sherman & Marquette
Jimmy Dudley Sports Page	Jackson Motors—Nat Peterson Car Service	Moss Associates
Joe Bova & The Weather	Sears-Roebuck	Lang Fisher & Stashower
Joe Bova & The Weather	Wagner Awning Co.	Don Fairchild's
Joe DiMaggio Show	Lionel Corp. Toy Trains	Buchanan & Co., Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Joe Graydon (Fun Time)	Ralph's Markets	KLAC-TV	Glaser-Gailey
John Conte's Little Show	Stokely-Van Camp, Inc. Canned Foods, Pork and Beans Tires	NBC-TV	Calkins and Holden, Carlock, McClinton and Smith, Inc.
John Daly and the News	B. F. Goodrich Co.	CBS-TV	Batten, Barton, Durstine & Osborn, Inc
John Feeney Show	Schaefer Beer	WABD	Batten, Barton, Durstine & Osborn, Inc.
John Kieran Kaleidoscope	Rogers Jewelers	WLWC	Wm. Seidenbaum & Co.
John Wayne Western	Murphy Motors	KECA-TV	Charles Stahl
Jonathon Story	Penick & Ford My-T-Fine Desserts	WPTZ	Batten, Barton, Durstine & Osborn, Inc.
Jonathon Story	Zippy Products, Inc. Starch	WMAR-TV	Martin Agency
Josef's Presents	Josef's Jewelers	WLWC	Cye Landy Agency
Julie Benell's What's New Junior Matinee	Maryland Club Coffee L. S. Ayres & Co. Children's Shoes	WFAA-TV WFBM-TV	Meradco Co.
Juvenile Talent Time	L. A. Herald & Express Advertising	KECA-TV	

K

KB Korral	Krajenke Buick	WJBC-TV	Rex Advertising
Kay Kyser's College of Musical Knowledge	Ford Dealers of America	NBC-TV	J. Walter Thompson Co.
Keep Going	Home Style Frozen Foods	WFIL-TV	Solis S. Cantor
Ken Murray Show	Anheuser Busch, Inc. Budweiser Beer	CBS-TV	D'Arcy Adv. Co., Inc.
Kenny Roberts One Minute News	Cincinnati Enquirer	WLW-TV	Dinerman & Co.
Kieran's Kaleidoscope	Camden Trust Co.	WPTZ	Albert Frank—Guenther Law
Kieran's Kaleidoscope	Commerce Natl. Bank	WSPD-TV	
Kieran's Kaleidoscope	Holmes	WDSU-TV	
Kieran's Kaleidoscope	Indianapolis Power & Light Co.	WFBM-TV	
Kieran's Kaleidoscope	Intl. Harvester Dealers Refrigerators	WOC-TV	

Kieran's Kaleidoscope	Milwaukee County Hudson Dealers New Cars	WTMJ-TV	Dayton Johnson & Hacker
Kieran's Kaleidoscope	Penn Traffic	WJAC-TV	
Kieran's Kaleidoscope	Safeway Stores Grocery, Meats	WKY-TV	
Kieran's Kaleidoscope	Security Trust Co.	WHAM-TV	Hart Conway Co., Inc.
Kiplinger News	Chicago National Bank	WGN-TV	
Kitchen Carnival	Detroit Edison	WWJ-TV	Campbell-Ewald
Kitchen of Today and Tomorrow	Telex Promotion Gas Ranges, Refrigerators	WABD	H. B. Humphrey Co.
Korda Theatre	Granny Goose Foods Deirich Margarine	KGO-TV	Russell, Harris & Wood (San Francisco) Grant Advtg. (Chicago)
Kousin Kay's Merry Go Round	Red Goose Shoes	WXEL	
Kraft TV Theatre	Krafts Food Co. Mayonnaise, Velveeta, Kraft DeLuxe Slices	NBC-TV	J. Walter Thompson Co.
Kuda Bux	Mason au Magenheimer Conf. Mason Candy	CBS-TV	Linstrom, Leach, Inc.
Kukla, Fran and Ollie Show	National Dairy Products Corp. Dairy Products	NBC-TV	N. W. Ayer and Son, Inc.
Kukla, Fran and Ollie Show	Radio Corporation of America Radios, TV Sets, Record Players	NBC-TV	J. Walter Thompson Co.
Kukla, Fran and Ollie Show	Ford Motor Div.	NBC-TV	J. Walter Thompson Co.

L

Last Minute Headlines	Gunthers Brewery	WAAM	Ruthrauff & Ryan
Late Evening News	Benny Blaushild Auto Dealer	WXEL	
Laugh With the Ladies	Stokely Van-Camp Canned Goods	WLWC	Gardner Advertising
Lauhon Musicale	Lauhon Hardware Co.	KOTV	
Laurel & Hardy	Russell Miller Milling Co.	KNBH	Campbell-Mithun, Inc.
Laurel & Hardy	Enoch Motor Co.	KNBH	Arc Agency
Laurel & Hardy	Potter Motor Co.	KNBH	Arc Agency
League Leaders	HFC	WWJ-TV	LeVally, Inc.
Leave It to the Girls	Riggio Tobacco Corp. Regent Cigarettes	NBC-TV	Brooke, Smith, French and Dorrance, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Lead's Fashions	Lead's Dress Shop	WICU	
Let's Explore Ohio	Standard Oil Co. Gas & Oil	WLWC	McCann-Erickson
Let's Explore Ohio	Standard Oil Co.	WKRC-TV	McCann-Erickson
Let's Explore Ohio	Standard Oil Co.	WBNS-TV	McCann-Erickson
Let's Explore Ohio	Standard Oil of Ohio	WNBK	McCann-Erickson
Let's Go	Keystone Automobile Club	WPTZ	Gray & Rogers
Let's Go Dancing	Home Owned Food Stores	WICU	
Let's Visit	Schiffman Jewelry Co.	WFMY-TV	
Life Begins at 80	Arnold Bakers, Inc. Bread, Rolls, Cookies	ABC-TV	Benton and Bowles, Inc.
Life With Linkletter	Green Giant Co. Green Giant Peas	ABC-TV	Leo Burnett Co., Inc.
Lights Camera Action	Republic Van & Storage Co.	KNBH	Wolfer, Douglass, Bennington, Inc.
Lights Out	Admiral Corp.	NBC-TV	Kudner Agency, Inc. Crook Advertising
Linz' Julie & Joe	Linz Jewellist Jewelry & Silver		
Living Wonders	First National Bank	WBZ-TV	Batten, Barton, Durstine & Osborn, Inc.
Lone Ranger	American Bakeries Co. Bread and Bakery Products	ABC-TV	Tucker Wayne & Co.
Lone Ranger	General Mills, Inc. Cheerios, Betty Crocker, Devils Food Cake Mix, Ginger Cake Mix, Cookie Mix	ABC-TV	Dancer, Fitzgerald, Sample, Inc.
Look to Lazarus	E. & R. Lazarus Co.	WBNS-TV	
Look Your Best	International Latex All Products		Foote, Cone and Belding
Looking at Fashions	Livingston Bros. Women's Apparel Store	KGO-TV	
Lucky Pup	Bristol Myers Co. Ipana Toothpaste	CBS-TV	Doherty, Clifflord and Shenfield Co.
Lucky Pup	Quaker City Chocolate and Conf. Co. Good and Plenty Candy	CBS-TV	Adrian Bauer Adv. Agency
Lucky Pup	Sundial Shoe Co. Div. of International Shoe Co. Shoes	CBS-TV	Hoag & Provandie, Inc.
Lux Video Theatre	Lever Brothers Co. Lux	CBS-TV	J. Walter Thompson Co.

M

Magic By Christopher Magic Cottage	Schreiber Bros. Peter Paul, Inc. Walnettos, Chocielletes and Socconettos	WAAM DuMont	Maxon, Inc.
Magic Key	Jaqua Co.	WLAV-TV	Jaqua Co.
Magic in Motion	Thompson's Dairy	WMAL-TV	Lewis Edwin Ryan Agency
Magnovox Theatre	Magnovox Co. Radio—Television & Phonographs	CBS-TV	Kenyon and Eckhardt, Inc.
Major Preview	Major TV Center	WTVN	Cye Landy
Make It & Take It	Floyd Rice Ford Dealer	WXYZ-TV	Powell-Grant
Mama	General Foods Corp. Maxwell House Coffee	CBS-TV	Benton & Bowles, Inc.
Man Against Crime	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS-TV	Wm. Esty and Co., Inc.
Man From Scotland Yard	Holland Furnace Co. Heating Equipment	WFBM-TV	
Man of the Week	Martin & Eckman	KING-TV	Milne & Co.
Man of the Month	Martin & Eckman	KING-TV	Milne & Co.
Margaret Masters Kitchen	Purity Biscuit Packaged Cookies	KSL-TV	Gillham
Marshal of Gunsight Pass	Kern's Foods	KECA-TV	Lockwood-Shackelford Advtg.
Martin Kane—Private Eye	U. S. Tobacco Co. Model, Old Briar, Dill's Best, Tweed	NBC-TV	Kudner Agency, Inc.
Masland Home Party, Starring Earl Wrightson	MCH Masland and Sons Masland Rugs	CBS-TV	Anderson, Davis and Platee, Inc.
Matty Ball Sportviews	S. H. Lynch Co. DuMont TV Sets	WFAA-TV	Wilhelm-Laughlin-Wilson
Max Raney	Columbia Music & Appliance Store	WHAM-TV	W. W. O'Brien
Jean McBride	In-Sink-Erator	WVJ-TV	Cummings, Brand & McPherson
Meadow Gold Ranch	Meadow Gold Butter	WGN-TV	
Meet the Press	Nash Dealers	WHAM-TV	Hart-Conway Co.
Meet the Press	Reverse Copper and Brass, Inc.	NBC-TV	St. Georges & Keyes, Inc.
Meet Your Neighbor	Fidelity Savings & Loan	KING-TV	Milne & Co.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Meetin' Time	Wm. S. Moore, Inc. Auto Accessories	WLWC	A. L. Palmer & Assoc.
Melody Mills	McFarland Meats	KSL-TV	
Melody Time	Southern Sales Co.; Tire Sales, Inc.	WFMY-TV	
Midnight Mysteries	Mergard Bowling Lanes	WLW-T	
Midnight News	Modern Finance Co. Loans & Investments	WLWC	Kelly & Lamb
Midwestern Hayride	Bavarian Beer	WLW-T	Ralph Jones
Miss Rheingold 1951	Rheingold Contest	WABD	Foote, Cone and Belding
Miss U. S. Television	Cunningham's	WWJ-TV	Simons-Michelson
Mr. I. Magination	Lamont, Corliss and Co.	CBS-TV	Cecil and Presbrey, Inc.
Mr. OK Weatherman	O'Keefe's	WHAM-TV	Armand S. Weill
Mr. Weatherwise	Schmeirs, Philco TV	WOC-TV	
Mr. and Mrs.	Interstate Electric Co. Youngstown Kitchens	WDSU-TV	
Mr. and Mrs. Eells	Eells Health Studio	WTVN	
Mohawk Showroom	Mohawk Carpet Mills, Inc.	NBC-TV	Geo. R. Nelson, Inc.
Mohawk Show Room	Mohawk Radio & Furniture Mart	WKRC-TV	Guenther, Brown & Berne
Money-Go-Round	Southcomb and Mapp	WAAM	Maurice Chessler
Monk Simon's Sports Show	Holmes	WDSU-TV	
Morey Amsterdam Show	Receiver Sales Div. of Allen B. DuMont Laboratoris, Inc. DuMont Telesets	DuMont	Campbell-Ewald
Moser's Starlets	Wildrotter's	WATV	
Motion Picture Academy	Evans Fur	WGN-TV	
Motion Picture Academy	Rose Jewelers	WJBK-TV	W. B. Doner Co.
Museum Explorer's Club	Ziegler Candy Co.	WTMJ-TV	Mautner Agency
Music For You	Reeve Paint Co. Paint Supplies	WHEN	Osborne & Propst
Music For Two	Western Stove Co.	KFCA-TV	Brooks Advertising
Musical Comedy Time	Procter and Gamble Co. Camay, Tide	NBC-TV	Pedlar and Ryan, Inc.
Musical Mardi Gras	Harvey West Music Co.	WFMY-TV	
Musical Moods	Lofgren Dist. Co. Webster Recorders	WOC-TV	

N

Musical Scrapbook, 1 Min. News	Cincinnati Enquirer	WLW-T	Dinerman & Co.
Musical Scrapbook	Sun Control Blind Co.	KPHO-TV	
Musi-Comedy Playhouse	Esserman Motors	WGN-TV	
Musical Showroom	Gonda Stern Motors New and Used Cars	WTMJ-TV	Mautner Agency
Music by Munn	Wesleyville Super Market	WICU	
Mystery Hour	Schmidt Brewing Co.	WPTZ	Al Paul Leffon
Mystery Theatre	Studebaker Dealers	WOC-TV	Roche, Williams & Cleary
Mystery Theatre	Wiessner Brewery	WMAR-TV	Dundon & Rosenbush
NBC Comics	Standard Brands, Inc. Royal Gelatin Desserts	NBC-TV	Ted Bates
NBC News Reel	Sinclair Refining	WLW-C	Morey, Humm & Johnstone
NBC Newsreel	Taylor Electric Co. TV Sets, Radios, etc.	WTMJ-TV	Robert Maercklein
Name the Star	Regina Cigar Co. Hillcrest Cigars	WFIL-TV	Gresh & Kramer
Name the Star	Van De Kamp Bakeries	KNBH	California Advtg. Agency
Nash-Airflyte Theatre	Nash Kelvinator Corp. Nash Cars	CBS-TV	Geyer, Newell and Ganger, Inc.
National Amateur Time	National Brewing Co.	WMAR-TV	Owen & Chappell
National Double Feature	National Clothing	WGN-TV	
National Ploughing Matches	Ohio Tractor Dealers Assn.	WKRC-TV	Meldrum & Fewsmith, Inc.
National Pro Football Highlights	Lilienfield Bros. & Co. Cigars	KECA-TV	Guenther Bradford & Co.
National Sports Parade	National Brewing Co.	WMAR-TV	Owen & Chappell
Natural Foods Institute	Vita Mix	WKRC-TV	Foster & Davies, Inc.
Needlecraft Parade	Herrschner Needlecraft Supplies	WGN-TV	
News—5 Minutes	Cincinnati Enquirer	WLW-T	Dinerman & Co.
News	Gillman & Tatts	KING-TV	Fuller & Associates
News	Graybar Elec. Co.	WKRC-TV	Guenther, Brown & Berne, Inc.
News	Muriel Cigar Co.	WXEL	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
News	Napier & Scott	KING-TV	Advertising Counsel
News	Park Electric Co. Electrical Appliances	WTMJ-TV	Dayton, Johnson & Hacker
News	Par-T-Pak Beverages	KING-TV	Fuller & Associates
News	Royal Millinery	WHAM-TV	W. W. O'Brien
News	Schmidt-Orlow Co. Clothing	WTMJ-TV	Dayton, Johnson & Hacker
News	Seattle Radio Supply	KING-TV	Fuller & Associates
News	Studebaker Dealers of Cincinnati	WKRC-TV	Wm. F. Holland Advertising Agency
News	Van De Camps Bakeries	KING-TV	Fuller & Associates
News	Vicks Chemical Co.	WPTZ	Batten, Barton, Durstine & Osborn, Inc.
News	George Wiedemann Brewing Co.	WKRC-TV	Strauchen & McKim
News	Wisconsin Ice & Coal Co.	WTMJ-TV	Barnes Advertising
News in Focus	Dr. Ross Dog Food	KPHO-TV	
News of the Week in Review	West Paint	WBZ-TV	Hanson Harding
News Review	Holland Furnace Co. Heating Equipment	WFBM-TV	
News Room	Westinghouse Supply Corp. TV & Appliances		
News & Sports	Thornton-Fuller Co. Auto Sales & Services	WFIL-TV	A. E. Aldridge Assoc.
News and Weather	Ford Motor Co.	KNBH	J. Walter Thompson Co.
N. Y. Giants Quarterback Huddle	Sun Oil Co.	WJZ-TV	Hewitt, Ogilvy, Benson & Mather, Inc.
Night Owl Theatre	Home Test Co. Toys, Knives, Scissors, etc.	WKY-TV	Huber Hogue
1950 Phillies & A's Games	Atlantic Refining Co.	WFIL-TV	N. W. Ayer & Co.
Nitecappers	Washington Breweries Beer	WBNS-TV	
Normandie Candlelighters	Normandie Restaurant	KGO-TV	Don Steele
Notre Dame Football Games	Chevrolet Div. General Motors	DuMont	Campbell-Ewald

WBNS-TV

Ohio National Bank

Ohio National Theatre

Okay Mother	Sterling Products Bayer Aspirin, Dr. Lyons Tooth Powder, Phillips Milk of Magnesia, Ironized Yeast	DuMont	Dancer, Fitzgerald, Sample
Old Fashioned Meeting On Stage	Gospel Broadcasting Association	ABC-TV	R. H. Alber Co.
One Hour in Wonderland	Economy Savings & Loan	WBNS-TV	Harry Miller
Open Fairways	Coca-Cola Co.	NBC-TV	D'Arcy Adv. Co., Inc.
Open House	Salem Fluorescent Lighting Maintenance Services & Appliances	WDSU-TV	
Orchids to You	Corn Exchange National Bank	WPTZ	John Falkner Arndt
Original Amateur Hour	Albany Carpet Co.	WBZ-TV	John C. Dowd
	P. Lorillard Co.	NBC-TV	Lennen & Mitchell, Inc.
	Old Gold Cigarettes		
Our Story Book	Detroit Edison	WWJ-TV	Campbell-Ewald
Our Story Book	Twin Pines	WWJ-TV	Luckoff, Way & Frankel
Outboard Inn	Gil Schaeffer Dist.	WWJ-TV	Clark & Rickard
Outdoors in Ohio	ABC Bait Store Fishing Bait	WLW-C	
Outdoors with Don Mack	Ohio Federal Savings & Loan	WBNS-TV	

P

P.A.L. Fights	C. Schmidt & Sons, Inc. Beer	WFIL-TV	Al Paul Lefton
Palladium Show	Motorola	KLAC-TV	Hixson & Jorgenson
Pantry Party	TV Productions, Inc.	WTVN	
Parade of Champions	Duke Doyle Home Appliances Home Appliances	WFAA-TV	
Parade of Events	Blonder Wall-Paper	WNBK	Ohio Advertising
Paradise Island	People's Outfitting Co.	WHAM-TV	Hav Nash Asso.
Parkview Party Time	Parkview Markets Grocery	WLW-T	Keelor & Stites
Party Time at Club Roma	Roma Wine of California Wines	NBC-TV	Foote, Cone and Belding, Inc.
Paul Whiteman Goodyear Revue	Goodyear Tire and Rubber Co. Passenger Car Tires and Life Guard Tubes	ABC-TV	Young and Rubicam
Paul White TV Teen Club	American Dairy Association	ABC-TV	Campbell-Mithun, Inc.
Paul White TV Teen Club	Griffin Manufacturing Co., Inc. Shoe Polish	ABC-TV	Birmingham, Castleman & Pierce, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Paupers Penthouse	Alliance Mfg. Co. Tenna-Rotor	WLW-TV	Foster & Davies
Penthouse Party	Best Foods Shimola Shoe Polish, Rit Tint D., Household Finance Corp.	ABC-TV	Earl Ludgin & Co.
People's Platform	Finance Loans	CBS-TV	La Vally, Inc.
Perry Como	Liggett and Myers Tobacco Co. Chesterfield Cigarettes	CBS-TV	Cunningham and Walsh
Petticoat Parade	Southern Sales Co.; Tire Sales, Inc.	WFMY-TV	
Philco TV Playhouse	Philco Corp.	NBC-TV	Hutchins Adv. Co., Inc.
Photo Flashes	Cincinnati Times-Star	WKRC-TV	Chester C. Moreland Co.
Photo Listings	Marvin Muller Real Estate	WLAV-TV	
Pick Your Ideal	Ideal Mfg. Co. Children's & Women's Clothes	WPTZ	Gresh & Kramer
Pigskin Parade	Milam Chevrolet Co.	KEYL	
Pinky Lee Show	Leo J. Myberg Co.	KNBH	J. Walter Thompson
Plainclothes-man	Consolidated Cigar Corp. Harvester Cigars	DuMont	Erwin, Wasey
Plane Talk	Ennis Motors New and Used Cars	WTMJ-TV	Dayton Johnson & Hacker
Play or Pay	Sawter Biscuit Co. Baker Boy Crackers	WOC-TV	George Hartman
Play the Market	Gil Schaeffer Dist.	WWJ-TV	Clark & Rickard
Polo Matches	Packard Bell Co.	KNBH	Elwood J. Robinson Agency
Pop Concerts	Pfeiffer Brewery	WWJ-TV	Maxon
Pop Handy's Western Stories	Beatrice Foods Meadowgold Milk	WKY-TV	
Popsicle Parade of Stars	Joe Lowe Corp. Popsicle	CBS-TV	Blaine-Thompson Co., Inc.
Premiere Playhouse	Kingsley Furs	WJBL-TV	Albert Frank—Guenther Law (Chicago)
Premium Quiz	Labelbank, Inc. Food Packager	KECA-TV	Ross Sawyer
Prizes & Presents	Blue Valley Butter	WXYZ-TV	Gleason Agency

Producer's Preview	Ralph Rockenfield Cars	WLW-T
Program Preview	Dr. Kenaga Optometrist	WSPD-TV
Projectall News	Theo. Hamm Brewing Co.	KNBH
Prudential Family Theatre	Prudential Insurance Co. of America	CBS-TV
Pulitzer Prize Playhouse	Schlitz Brewing Co.	ABC-TV
Pro Football Highlights	Sun Oil Co.	ABC-TV

Q

Q-Ball	Q-Ball Corp. of Pa.	WFIL-TV
Q-Ball Championships	American Q-Ball Corp.	WOR-TV
Quarter Hour	Archer Motors	WHAM-TV
Queen for a Day	Miles Laboratories Alka Seltzer	KTSL
Quiz Kids	Miles Laboratories, Inc. Vitamins, Alka-Seltzer, Tabacin, Bactine	NBC-TV

R

Raimier Rasslin'	Raimier Brewing Co.	KGO-TV
Red Dot Time	Red Dot Stores	WAGA-TV
Red Grange Predicts	Florsheim Shoes Co.	ABC-TV
Redskins Football Games	American Oil Co.	WMAL-TV
Regatta	Neare, Gibbs & Co. Insurance	WKRC-TV
Rehearsal for Romance	C. F. Smith Stores	WWJ-TV
Reisman Magic Show	J. Reisman & Sons	WFIL-TV
Remember When	Hills Stores Grocery Products	WDSU-TV
Request Performance	Wm. A. Lewis Clothing	WGN-TV
Rythm Road	Ford Dealers	WLW-T
Rising Stars	Chevrolet Dealers	WXEL

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Robert Montgomery Presents Your ... Lucky Strike Theatre	The American Tobacco Co.	NBC-TV	Batten, Barton, Dursline & Osborn, Inc.
Robert Q. Lewis Show	Arnold Bakers, Inc.	CBS-TV	Benton and Bowles, Inc.
Rodger Nelson, Sports Roller Derby	Modern Finance Co. American Tobacco Co. Lucky Strike Cigarettes	WBNS-TV ABC-TV	Kelly & Lamb Batten, Barton, Dursline & Osborn, Inc.
Roller Derby	Blatz Brewing Co.	ABC-TV	Kastor, Farrell, Chesley and Clifford, Inc.
Roller Derby	Chevrolet Dealers Association, Inc.	ABC-TV	Campbell-Ewald Co., Inc.
Roller Derby	Chesebrough Mfg. Co. Vaseline Products	ABC-TV	McCann-Erickson, Inc.
Roller Derby Scene	C. & W. Enterprise	ABC-TV	Mail Order Network
Roselawn Newtownia	Robt. H. Wachendorf Realtor	WKRC-TV	
Round Table	Dr. Ross Dog Food	KPHO-TV	
Round the Town	Syracuse Trust Co.	WHEN	Direct
Round Up Time	Paul's Furniture	WATV	
Roving Cameras	New Home Appliance Coolerator	WLAV-TV	
Roving Cameras	Remensperger Bros Buick Dealers	KGO-TV	Jane Nuttal
Salute to Wisconsin Sammy Leeds Show	Marine Natl. Exchange Bank Johnson Electric Supply	WTMJ-TV WLW-T	Cramer-Krasselt Walter Haehnle
Sam Levenson Show	Wildroot Co., Inc.	CBS-TV	Batten, Barton, Dursline & Osborn, Inc.
Sandy Strong	Wander Co. Ovaltine	ABC-TV	Grant Advertising, Inc.
Sat. Night at Madison Square Garden	Carter Products Rise Shave Cream	DuMont	Sullivan, Stauffer, Colwell and Bayles
Sat. Night at Madison Square Garden	Chesebrough Mfg. Co. Vaseline Hair Tonic	DuMont	Cayton Company
Sat. Night at Madison Square Garden	Receiver Sales Div. of Allen B. DuMont Lab., Inc.	DuMont	Campbell-Ewald
Sat. Night at Madison Square Garden	Eversharp, Inc. Razors	DuMont	Biow Co
Saturday Nite Film	Maywood Ford	KLAC-TV	Jack Vaughn

S

Saturday Night Revue Jack Carter Show	Campbell Soup Co.	NBC-TV	Ward Wheelock Co.
Saturday Night Revue Jack Carter Show	S. C. Johnson and Son, Inc. Wax and Allied Products	NBC-TV	Needham, Louis and Brorby, Inc.
Saturday Night Revue Jack Carter Show	Speidel Corp. Watch Bands	NBC-TV	Sullivan, Stauffer, Colwell and Bayles, Inc.
Saturday Night Revue Jack Carter Show	Swift and Co. Fresh and Canned Meats, Fats, Dairy Products, Baby Foods, Dog Foods, Plant Foods	NBC-TV	J. Walter Thompson Co.
Saturday Night Revue Jack Carter Show	Stephen E. Whitman and Sons, Inc. Whitman's Candies	NBC-TV	Ward-Wheelock Co.
Saturday Night Revue Jack Carter Show	Wildroot Co., Inc. Hair Tonic, Cream Oil	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Saturday Night Revue Jack Carter Show	Benrus Watch Co., Inc.	NBC-TV	J. D. Tarcher Co., Inc.
Saturday Night Revue Jack Carter Show	Crosley Div. AVCO Mfg. Corp. TV Sets, Refrigerators, Kitchen Units	NBC-TV	Benton and Bowles, Inc.
Saturday Night Revue Jack Carter Show	Minnesota Mining and Mfg. Co. Scotch Tape	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Saturday Night Revue Jack Carter Show	Radio Corp. of America 45 RPM Record Players, Records, Portables, Table Models	NBC-TV	J. Walter Thompson Co.
Saturday Night Revue Jack Carter Show	Snow Crop Marketers, Inc. Frozen Orange Juice, Fruits, Vegetables and Coffee	NBC-TV	Maxon, Inc.
Saturday Night Revue Jack Carter Show	The S. O. S. Company S.O.S. Cleaners	NBC-TV	McCann-Erickson, Inc.
Saturday Night Revue Jack Carter Show	Swift and Co. Fresh and Canned Meats, Fats, Dairy Products, Baby Foods, Dog Foods, Plant Foods	NBC-TV	J. Walter Thompson Co.
Saturday Night Revue Your Show of Shows	United Fruit Co. Bananas	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Sausage Sinema	Kowalski Sausage	WJBK-TV	Rex Advertising
Say It With Music	Wiedemann Beer	WLW-T	Strauchen & McKim
Schlitz Saturday Night Theatre	Jos. Schlitz Brewing Co.	WTMJ-TV	Young & Rubicam
Schmidt's Comedy Classics	Schmidt & Sons, Inc. Beer	WFIL-TV	Al Paul Lefton
School Talent Show	Mehagian's Furniture Store	KPHO-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Science in Action	American Trust Co.	KGO-TV	McCann-Erickson
Scoreboard	Guild Wine	WXEL	
Scoreboard	Num-Num and Vitalis	WXEL	
Scrapbook of Melody	6th Ave. TV Co.	WSAZ-TV	
Sewing Circle	Sugar House Sewing Machine	KSL-TV	
Shadows of Mystery	Lee Motors Ford Autos	WSPD-TV	
Shawmut Nightly Newsteller	National Shawmut Bank	WBZ-TV	Biow Co.
Sheilah Graham	Sales Builders, Inc.	KNBH	Ted H. Factor Agency
Sherman Clay Music Room	Sherman & Clay	KING-TV	Pacific Natl.
Ship's Reporter	Capitol Sales New and Used Cars	WTMJ-TV	Dayton Johnson & Hacker
Ship's Reporter	Dr. Kenaga Optometrist	WSPD-TV	
Ship's Reporter	French Sardine Co.	WNBK	Rhodes & Davis
Ship's Reporter	Gray Jeweler—Henri Shoes	KOTV	
Ship's Reporter	Indiana Fur Co. Coats, Furs	WFBN-TV	
Ship's Reporter	Peerless Appl. Store	WHAM-TV	
Shop By Television	Hecht Co. Department Stores	WMAL-TV	Martin Advertising Agency
Shopping At Vandevors	Vandevors Dept. Store	KOTV	
Shopping Guide	J. F. Shuman & Son Real Estate	WLW-C	
Shopping Time at A. & S.	Abraham and Strauss Retail Mdse.	WABD	Keisewetter, Wetterau and Baker
Showtime U. S. A.	Dodge Div. of Chrysler Cars and Trucks	ABC-TV	Ruthrauff and Ryan
Sid Luckman Show	Karroll's Men's Wear	WGN-TV	
Sideline Salutes	DeSoto Dealers	WPTZ	Joseph Lowenthal Adv.
Sidewalk Interviews	Gilmer Motors; Waleco Candy Co.	WNHC-TV	Jerome O'Leary
Sing It Again	Carter Products, Inc. Arrid	CBS-TV	Sullivan, Stauffer, Colwell and Bayles, Inc.
Sing It Again	Luden's, Inc. All Products	CBS-TV	J. M. Mathes, Inc.

Sing It Again	Sterling Drug, Inc. All Products	CBS-TV	Dancer, Fitzgerald, Sample, Inc.
Singing Pastor	Superior Feed Mills	WKY-TV	James R. Reese
Slumber Time	Sealy Mattress	WXEL	
Small Fry	Cadbury-Fry America, Inc. Candy	DuMont	Ellington and Co.
Smilin' Ed McConnell	Brown Shoes Co.	NBC-TV	Leo Burnett Co., Inc.
So You Know Sports	Plymouth Dealers	WJBK-TV	Powell-Grant
So You Know Sports	Sterling Coal & Louis Rose DeSoto Dealer	WJBK-TV	Powell-Grant
Soiree With Sontag	Schneiderhahn-Zenith Zenith TV Sets	WOC-TV	
Somerset Maugham Show	Bymart Co., Inc. Tintair	CBS-TV	Cecil and Presbrey, Inc.
Songs by Jim Boyd	Army-Store Merchandise	WFAA-TV	Boyd Advtg. Agency
Sooner Shindig	Capitol Dist. Admiral TV & Appliances	WKY-TV	
Spade Cooley Show	Graybar Electric	KING-TV	Romig Fuller
Spade Cooley Show	Radio Tel. & Appl.	KING-TV	Fuller & Associates
Speak Up	Columbia Music & Appliance Store	WHAM-TV	W. W. O'Brien
Special Easter Menus	Delmar & Co.	WWJ-TV	
Speed Racing	Grand River Speedrome	WLAV-TV	Holden, Clifford, Flint & Crall
Speedwriting School	Russell Kelly	WWJ-TV	Cayton, Inc.
Sport Highlights of the Week	Bond Clothes, Inc.	NBC-TV	Meldrum & Fewsmith
Sport Interviews	Central Cadillac	KNBK	MacWilkins, Cole & Weber
Sport Thrills of a Lifetime	Fahey Brockman	KING-TV	Simons-Michelson Storm Adv.
Sports Ace	Cunningham's	WWJTV	
Sports Album	Harry Forman Clothing	WHAM-TV	
Sports Album	Metropolitan Buick (Cars)	WLW-T	
Sports Closeups	General Truck Sales	WLW-T	
Sports Closeups	Pontiac Dealers	WWJ-TV	
Sports Den	Hirsch & Price Men's Apparel Store	KGO-TV	J. MacManus & Adams Bernard Schnitzer
Sports Digest	Cols Chevrolet Dealers	WBNS-TV	Kight Advtg.
Sports Highlights	Peasles Gaulbert Appliances	WFBM-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Sports Hi-Lites	Bond Clothes Stores	WLW-T	Telenews
Sports Interview	Philip Morris and Co., Ltd., Inc.	CBS-TV	Cecil and Presbrey, Inc.
Sports Page	Edgewater Appliances	WSPD-TV	Products Service Co.
Sports Page	Weather Seal	WOR-TV	Joseph Katz Agency
Sports Parade	Natl. Bohemian Beer	WMAL-TV	
Sports Parade	University-Chevrolet	WTTV	
Sports Picture	Independent Milwaukee Brewery Braumeister Beer	WKRC-TV	Allan Rieselbach Adv. Agency
Sports Picture	Modern Finance	WTVN	Kelly & Lamb
Sports Review	Studebaker	WBZ-TV	Daniel L. Sullivan
Sports Scholar	Brylcreem	WWJ-TV	Atherton & Currier
Sports Showroom	Lincoln Mercury Dealers	WYZZ-TV	Kenyon & Eckhardt
Sports Special	Lunquist & Lilly	KING-TV	Fuller & Associates
Sports Spotlight	Kowalski	WJBK-T	Rex Advertising
Sports Stickers	Nicolay-Dancey New Era Potato Chips	WBNS-T	Tom Schroeder
Sports Telescope	Dossin Foods (Pepsi Cola)	WJBK-TV	Simons-Michelson
Sports Tomorrow	Broadway Motors	KLAC-TV	Arc Advtg. Agency
Sports Views	Athletic Supply & Christian Sheidler	WSPD-TV	
Sportsreel	Union Outfitting Co.	WHAM-TV	Storm Adv.
Spot News	Belmont Typewriter	WGN-TV	
Spotlight on Tomorrow	General Electric Appliances	WLW-T	Robert Acomb
Square Dance Party	McLaughlin Manor House Coffee	WOC-TV	Earle Ludgin
Star Gazing	Guitare Lipstick	KLAC-TV	Raymond Keane
Star of the Family with Morton Downey	Nash-Kelvinator Corp. Kelvinator Div.	CBS-TV	Geyer, Newell and Ganger, Inc.
Star of the Week	The Union Co. Men & Boys' Clothing	WLW-C	
Star Spangled Revue	Frigidaire Div. of Gen. Motors	NBC-TV	Foote, Cone and Belding, Inc.
Starlight Film Theatre	Stern & Co.	WFIL-TV	Franklin & Gladney, Inc.
Starlight Theatre	S. C. Johnson and Sons, Inc. Johnson's Wax	CBS-TV	Needham, Louis and Brorby, Inc.
Starlit Matinee	Mail Order Network	WOR-TV	Harold Kaye Advertising
Starlit Playhouse	Mail Order Network	WOR-TV	Harold Kaye Advertising

Starlit Stairway	R. R. Pressel Sausage Co.	WXYZ-TV	W. B. Doner
Starmaker Revue	Schiff Shoe Stores	WLW-T	L. F. Mueller
Starring the Editors	Star Market	WBZ-TV	Badger & Browning
Stars in Your Eyes	Phila. Assn. of Retail Druggists	WPTZ	J. Falkner Arndt
Stars of Tomorrow	Rubins Clothing	WGN-TV	
Stars Over Hollywood	Armour and Co. Dial Soap, Canned Meats, Dash Dog Food	NBC-TV	Foote, Cone and Belding, Inc.
Star Time	Food Store Programs Corp. Chain Store Food Products	DuMont	Franklin Bruck
Startime Theatre	Hale Bros. Appliances	KGO-TV	Goldthwaite-Smith
Stitch in Time	David Kauffman Sewing Machine	WMAR-TV	P. Kay Adv.
Stop, Look & Listen	Transport Indemnity Co. Auto Insurance	KECA-TV	David S. Hillman, Inc.
Stop the Music	Admiral Corp.	ABC-TV	Kudner Agency
Stop the Music	Lorillard, P., Co. Old Gold Cigarettes	ABC-TV	Lennen and Mitchell, Inc.
Stop the Record	Cribben & Sexton Universal Ranges	WGN-TV	
Story Theatre	Brown Chevrolet & Brownbilt Shoes	WHAM-TV	Hav Nash Associates
Story Theatre	Durkee Foods	KECA-TV	Emil Reinhardt Adv.
Story Theatre	Kann's Department Store	WMAL-TV	Henry J. Kaufman & Associates
Story Theatre	Niss Furniture Co. Furniture	WTMJ-TV	Dayton Johnson & Hacker
Story Theatre	Oklahoma Gas & Electric Co.	WKY-TV	
Story Theatre	Red Top Brewery	WTVN	Ruthrauf & Ryan
Story Theatre	Sealy Mattress	WXEL	
Strange Adventure	Central Bldg. & Loan	KNBH	Byer & Bowman
Strange Adventure	Hancock Oil Co.	WHAM-TV	Ruthrauff & Ryan
Strange Adventure	Hudson Dealers	WPTZ	Storm Advtg.
Strange Adventure	Stuart Louchheim Servel Refrigerators		Ed Shapiro Adv. Agency
Strange Adventures	Renbergs Clothing	KOTV	Chapman Co.
Stranger Than Fiction	Challenge Creamery & Butter Assn.	KTSL	Ross Sawyer Advtg.
Stranger Than Fiction	Coal Dealers Assn.	KSL-TV	Lou Larsen
Stranger Than Fiction	Gallant Lumber Co.	WSPD-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Stranger Than Fiction	New Home Appliance Coolerator	WLAV-TV	
Stranger Than Fiction	Safeway Stores	WKY-TV	
Studebaker Mystery Hour	Studebaker Dealers of Wisconsin	WTMJ-TV	Roche, Williams & Cleary
Studio One	Westinghouse Electric Corp.	CBS-TV	McCann-Erickson, Inc.
Style Show	Wurzburg Dept. Store	WLAV-TV	Wallace-Lindeman, Inc.
Sunday Meeting	TV Productions, Inc.	WTVN	
Sunday Playhouse	Budd & Co. Appliances, Jewelry	WLW-C	
Sunday Playhouse	Friedman Furniture	WLW-T	Creative Advertising
Sunday Serenade	Ohio Radiant Glass Heater	WXEL	
Super Circus	Canada Dry Ginger Ale, Inc.	ABC-TV	J. M. Mathes, Inc.
Super Circus	M. & M., Ltd. Candy Coated Chocolate	ABC-TV	Wm. Esty Co.
Super Circus	Peters Shoe Co.	ABC-TV	Henri, Hurst, and McDonald, Inc.
Susan Adams	Clinton Foods	WABD	Maxon, Inc.
Suspense	Coffee, Frozen Orange Juice Electric Auto-Lite Co.	CBS-TV	Cecil and Presbrey, Inc.
Table for Two	Hudepohl Beer	WLW-T	Stockton-West-Burkhart
Tailwaggers	Arcade Pontiac	WMAL-TV	Kal- Ehrlich & Merrick
Take a Chance	Nestle Co., Inc.	NBC-TV	Cecil & Presbrey, Inc.
Talent Prospector	Maceys Jewelers	KGO-TV	Jane Nuttall
Talking With Toni	Rosen Bakery & Walton Rugs	WGN-TV	
Tea to Green	Littler's	KING-TV	Romig Fuller
Tel-A-Shop	Marks Isaacs Dept. Store	WDSU-TV	
Tele Newsreel	Morley Bros. RCA-TV Sets	WLAV-TV	
Telenews	Deseret News Newspaper Promotion	KSL-TV	
Telenews	Dixie Brewing Co.	WDSU-TV	Sewell, Thompson & Caire

Telenews	Indianapolis Morris Plan Savings & Loan	WFBM-TV	Tevie Jacobs
Telenews	Shopping Centers & Horn Co	WXEL	
Telenews Ace	Cunningham Drugs	WJBK-TV	Simons-Michelson
Telenews Daily	Doyle Main Motors	WHAM-TV	W. W. O'Brien
Telenews Daily	Learbuyl Clothing	WHEN	Direc
Telenews Daily	Valley Forge Distributing Co. Beer	WMAL-TV	Alvin Epstein Agency
Telenews Weekly	Bresee & Salina Chevrolet	WHEN	Direct
Telenews Weekly	First Wisconsin National Bank	WTMJ-TV	Marvin Lemkuhl
Telenews Weekly	Rochester G & E	WHAM-TV	Hart-Conway Co., Inc.
Telenews Weekly	Syracuse Savings Bank	WHEN	Edmondburg-Wilson
Telenews Weekly	Wynn Oil Co.	KECA-TV	Batten, Barton, Durstine & Osborn, Inc.
Telenews Weekly	Wynn Oil Co.	KECA-TV	Batten, Barton, Durstine & Osborn, Inc.
Telenews Weekly	Z. C. M. I. Dept. Store	KSL-TV	David W. Evans
Teleshopper	Buffalo Zone Chevrolet Dealers	WHAM-TV	Campbell-Ewald
Telesports Digest	Chevrolet—Buffalo Zone	WICU	Campbell-Ewald
Telesports Digest	Budget-Pack, Inc. Food Packagers	KECA-TV	Ted Factor
Tele-Teen Reporter	Yeakel Motors	KLAC-TV	Melvin, Newell & Rector
Television Reporter	Philadelphia Electric Co.	WPTZ	Al Paul Lefton
Television Kitchen	Feature Films	WSAZ-TV	
Television Matinee	Philadelphia Gas Works	WPTZ	John Falkner Arndt
Television Matinee	Walgreens	WGN-TV	
Television Review	R. H. White's Department Store	WBZ-TV	Robert J. Enders
Teller of Tales	Bymart, Inc. Tintair	CBS-TV	Cecil and Presbrey, Inc.
Test the Press	Stark & Wetzel Meat Products	WFBM-TV	Jim Baker & Associates
Texaco Star Theatre	The Texas Co. Gasoline, Oil, Grease, Custom	NBC-TV	Kudner Agency, Inc.
Tex Williams & His Western Caravan	L. A. Hudson Dealers	KNBH	Lisle Sheldon Agency
The Aldrich Family	General Foods Co. Jell-O, Corn Starch, Tapioca	NBC-TV	Young and Rubicam, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
The Arthur Murray Show	Arthur Murray, Inc. Dance Studios	ABC-TV	Huber Hoge and Sons, Inc.
The Arthur Murray Show	Arthur Murray Schools of Dancing	DuMont	Dorland, Inc.
The Bible Heralds	7th Day Adventists	WAAM	Chesapeake Advtg. Co.
The Big Story	American Cig. and Cigar Co., Inc. Paul Mall Cigarettes	NBC-TV	Sullivan, Stauffer, Colwell and Bayles, Inc.
The Billy Rose Show	Hudson Motor Car Co.	ABC-TV	Brooks, Smith, French & Dorrance, Inc.
The Billy Tilton Show	Billy Tilton	WXEL	
The Bunk House	Borden's Instant Hot Chocolate	WHEN	Duane Jones & Co.
The Bunk House	Blossom-Sweet Honey	WHEN	Direct
The Clock	Lever Brothers Co. Lux, Rinso, Spry, Pepsodent	NBC-TV	J. Walter Thompson Co.
The Clock	Emerson Radio and Phonograph Co., Inc. Radios, TV Sets, and Phonographs	NBC-TV	Foote, Cone and Beiding, Inc.
The Colgate Theatre	Colgate-Palmolive-Peet Co. Vel, Lustre-Cream, Ajax, Palmolive Soap	NBC-TV	Wm. Esty Co.
The Comedy Hour	Colgate-Palmolive-Peet Co. Vel, Lustre Cream, Ajax, Palmolive Soap, Halo Shampoo, Colgate Dental Cream	NBC-TV	Sherman and Marquette
The Eagles Nest	C. Schmidt & Sons, Inc. Beer		Al Paul Lefton
The Faye Emerson Show	Pepsi-Cola	WFIL-TV	Biow
The Fishing and Hunting Club of the Air	Mail Pouch Tobacco Co. Kentucky Club Tobacco	DuMont	Walker and Downing
The Foster Brooks Show	Dixie Laundry, Girdler Motors	WAVE-TV	
The Frank Brookhouser Show	Motorola	WFIL-TV	Silver Advtg. Agency
The Bobby Hayes Show	Quaker Oats Co. Puffed Wheat Quaker Oats, Puffed Rice, Mother Oats, Aunt Jemima Pancake Flour and Cake Mixes	NBC-TV	Sherman and Marquette
The Game	N. O. Homestead League	WDSU-TV	E. V. Brinckerhoff
The Girls	Oklahoma Gas & Electric Co. Appliances	WKY-TV	
The Goldbergs	General Foods Corp. Sanka	CBS-TV	Young and Rubicam, Inc.

The Handy Man	Gimbel Bros. Department Store	WPTZ	
The Hank McCune Show	Peter Paul, Inc. Peter Paul Candy	NBC-TV	Maxon, Inc.
The Kate Smith Hour	Minute Maid Corp. Frozen Orange Juice	NBC-TV	Ted Bates, Inc.
The Kate Smith Hour	American Home Products Aerowax, Duff's Mixes, Clapp's Baby Foods, Chef Boy-ar-dee, G. Washington Coffee, Wizard Wick Deodorizer, Autobrite Car Polish, Black Flag Insecticides	NBC-TV	W. Earl Bothwell, Inc.
The Kate Smith Hour	Durkee Famous Foods, Inc. Margerine	NBC-TV	Meldrum and Fewsmith, Inc.
The Kid From Powder River Ranch	Assoc. Food Brokers, Inc.	KECA-TV	Moeller Advtg.
The Life of Riley	Pabst Sales Co. Beer, Ales and Hoffman Beverages	NBC-TV	Warwick and Legler, Inc.
The Linton Show	Linton's Restaurants	WFIL-TV	Lamb & Keen
The Magic Lady	Lit Bros. Dept. Store	WFIL-TV	
The Merry Mutes	Honor Brand	WAGA-TV	
The Most Important People	Gerber Products Co. Baby Foods	DuMont	Federal Advtg.
The Motor Mart	Paul T. Henson Co. Autos	WHEN	
The Open Bible	Church of the Open Bible	WAAM	Louise Waite
The Other Man	Demonstration Service Corp. Set of Four	WOC-TV	O'Neil, Larson & McMahon
The Outdoorsmen	Leonard Niederriter Co.	WICU	
The Pee Wee King Show	Taylor Drug Stores	WAVE-TV	
The Peter Lind Hayes Show	The Borden Co. Instant Coffee	NBC-TV	Kenyon and Eckhardt, Inc.
The Robbin's Nest	Exquisite Form Brassieres, Inc. Brassieres	ABC-TV	Brandford Adv., Inc.
The Ruggles	Kraft Foods Co.	KECA-TV	J. Walter Thompson
The Ruggles	Lewis Food Co. Dog Food	KECA-TV	Rockett-Lauritzen

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
The Show Goes On	American Safety Razor Co. Razors, Blades, Cigarettes, Lighters, Cameras and Camera Equipment	CBS-TV	McCann-Erickson, Inc.
The Show Goes On	Columbia Records, Inc.	CBS-TV	McCann-Erickson, Inc.
The Silver Theatre	International Silver Co. Sterling and 1847 Rogers Brothers Silver	CBS-TV	Young and Rubicam, Inc.
The Speidel Show—What's My Name	Speidel Corp. Watch Bands	NBC-TV	Sullivan, Stauffer, Colwell and Bayles, Inc.
The Sports Almanac	Fesenmeier, West Va. Beer & Ale	WSAZ-TV	Robert Porter King
The Sports Desk	East End Nash	WXEL	
The Sportscope	Muriel Cigars	WHEN	Lennen & Mitchell
The Stu Erwin Show	General Mills, Inc. Cheerios, Betty Crocker Devil Cake Mix, Ginger Cake Mix, Cookie Mix	ABC-TV	Dancer, Fitzgerald, Sample, Inc.
The Toy Shop	The Toy Shop	KING-TV	
The Warren Hull Show	Doubleday and Co., Inc. Books	NBC-TV	Huber Hoge and Sons
The Wayne King Program	Standard Oil Co. of Indiana	NBC-TV	McCann-Erickson, Inc.
The Weather Man	Omar Bakeries, Inc.	WFBM-TV	Fitzmorris & Miller
The Web	P. Lorillard Co. Embassy Cigarettes	CBS-TV	Geyer, Newell and Ganger, Inc.
The Week in Sports	L. Strauss & Co. Men's Clothing	WFBM-TV	
The Whirligig Show	RCA Victor 45 RPM Records	WPTZ	J. W. Thompson
The Whirligig Show	Supplee-Willis-Jones Milk Co. Ice Cream	WPTZ	N. W. Ayer
The World Today	Bob Dunn's Used Cars	KING-TV	Fuller & Associates
The Wrestling Scene	Homecraft Publishing Co. Wrestling Book	DuMont	Huber Hoge and Sons
Theatre Hour	Nash Motors	WXYZ-TV	Geyer, Newell & Ganger
Theatre of Romance	Wm. A. Lewis Clothing	WGN-TV	
Think Fast	Columbia Music & Appl. Store	WHAM-TV	W. W. O'Brien
This Is Baltimore	Savings Bank of Balto.	WMAR-TV	Mahool Adv., Inc.
This Is History	Big Bear Markets	WWJ-TV	W. B. Doner

This Is Show Business	American Tobacco Co. Lucky Strike Cigarettes	CBS-TV	Batten, Barton, Durstine & Osborn, Inc.
This Is Show Business	AVCO Mfg. Corp. Crosley Div. Radios, Televisions, Refrigerators, Electric Ranges	CBS-TV	Benton and Bowles, Inc.
This Is Your Zoo	Hauswald Bakeries	WAAM	H. W. Buddemeier Co.
This Week in Sports	Brokaw-Bauer Chevrolet	KTSL	Allied Advtg.
This Week in Sports	Dodge Dealers	WJBK-TV	Ruthrauff & Ryan
This Week in Sports	T. C. Esser Co. Paints	WTMJ-TV	Morrison Advertising
This Week in Sports	Gerlinger Equipment Co.	WSPD-TV	Cye Landy
This Week in Sports	The Kane Co.	WTVN	
This Week in Sports	Motorcycle Service	WLW-T	
This Week in Sports	Onondaga County Savings Bank	WHEN	Direct
This Week in Sports	Trew Motor Co.	WMAL-TV	Henry J. Kaufman & Associates
Three City Final	Red Top Beer	WLW-T	Ruthrauff & Ryan
Three Sentinels	Wm. S. Moore, Inc. Sentinel TV Sets	WLW-C	A. L. Palmer & Associates
Through the Hoop	Model Shoe Stores	WKRC-TV	Dubin Adv. Agency
Through Wendy's Window	Alisco, Inc. Storm Doors and Windows	NBC-TV	
Tiger Women	People's Outfitting	WJBK-TV	Simons-Michelson
Tim Tyler	Paul F. Beich Co. Whiz Candy Bar	WKRC-TV	The Biddle Co.
Time for Beany	Hawks Dairy	KOTV	J. F. Gelders
Time for Beany	Hygrade Foods	WXYZ-TV	Doyle, Dane & Birnbach
Time For Beany	Reddi-Wip Manufacturing Co.	WOR-TV	Grant Advertising, Inc.
Tiny Fairbanks at Home	Hairvac Sales Co.	WOR-TV	Brandell & Powell, Inc.
Tips for Tinkers	Phil Reed Co. Insulation, Attic Fans	WKY-TV	
To Peggy (or) To Jim	Hamilton Watch Co.	WLAV-TV	Batten, Barton, Durstine & Osborn, Inc.
Toast of the Town	Lincoln Mercury Dealers	CBS-TV	Kenyon and Eckhardt, Inc.
Today's News	Central Cadillac	WNBK	Meldrum & Fewsmith
Today's News	Horn Co. Automotive Accessories	WXEL	
Toledo Spotlight	Lane Drugs	WSPD-TV	
Tom Corbet—Space Cadet	Kellogg Co.	CBS-TV	Kenyon and Eckhardt, Inc.

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Tomorrow's Headlines	Hastings Men's Store (Co-op with Lee Hats)	KGO-TV	
Toni Twin Time	The Toni Co. Div. of Gillette Safety Razor Co. Toni Home Wave	CBS-TV	Foote, Cone and Belding
Tonight's Headlines	Farmer's Insurance Group	KECA-TV	Ted H. Factor
Tony Grant's Stars	Videlan Hair Products	WFIL-TV	Cox & Tanz
Top the Champ	Shuffle Bowling League	WFIL-TV	Weightman, Inc.
Top View in Sports	American Brewing Co.	WDSU-TV	Walker Saussy
Top Views in Sports	Berghoff Brewing Co.	WLAV-TV	George Hartman Co.
Top Views in Sports	Brown Chevrolet	WHAM-TV	Hav Nash Association
Top Views in Sports	Coker-Butler Pontiac Cars & Service	WKY-TV	
Top Views in Sports	Les Taylor Motors	KSL-TV	David W. Evans
Top Views in Sports	Dodge & Plymouth Cars	WSPD-TV	
Top Views in Sports	McGranahan Electric Appliances		
Top Views in Sports	Pontiac Dealers	WWJ-TV	J. MacManus & Adams
Top Views in Sports	Regal Amber Brewing Co.	KNBH	Abbott Kimball Co.
Top Views in Sports	Regal Motors	WTMJ-TV	Dayton Johnson & Hacker
Top Views in Sports	Rosenblum's	WNBK	Lustig Adv. Agency
Top Views in Sports	Sinclair Refining	WXYZ-TV	Morey, Humm & Johnstone
Top Views in Sports	August Wagner Brewery	WLW-C	Byer & Bowman, Inc.
Touchdown	DeSoto Dealers of Cincinnati	WKRC-TV	
Touchdown	Gen. Electric Dealers	WBNS-TV	
Touchdown	Home Finance Co.	WDSU-TV	
Touchdown	Pilot Life Ins. Co.	WBT	Walter Klein Agency
Touchdown	Earl Scheib Co. Auto Painting	KTSL	Dean Simmons
Touchdown	Z. C. M. I. Dept. Store	KSL-TV	David W. Evans
Touchdown Highlights	Arizona Brewing Co.	KPHO-TV	
Touchdown Thrills	Pilot Life Ins. Co.	WFMY-TV	Walter Klein Co.
Touchdown Tips	Wilens Shoe	KING-TV	Fuller & Associates
Treasury Men in Action	Chrysler Sales Div.	ABC-TV	McCann-Erickson, Inc.
Truth or Consequence	Philip Morris Co., Ltd., Inc.	CBS-TV	The Biow Co., Inc.

Turner's Arena Boxing	Globe Brewing Co.	WAAM	Ruthrauff & Ryan
TV Beauty Contest	Tavern Pale Beer	WGN-TV	
TV Coming Attractions	RCA-Victor Dist.	WSAZ-TV	
TV Digest Film Theatre	TV Digest	WFIL-TV	
TV Newsreel	Raymond Rosen & Co. RCA Products	WFIL-TV	Al Paul Lefton
TV Nickelodeon	Roberts Gordon	WWJ-TV	Shutran-Mahlin
TV-O	Lawry's Products, Inc.	KNBH	Calif. Adv. Agency
TV Ranch	Jersey Bread Co. Bread	WSPD-TV	
TV Weatherman	Omar Baking Co.	WBNS-TV	Fitzmorris & Miller
Tradin' Post	Wm. S. Moore, Inc. Kalamazoo Appliances	WLWC	A. L. Palmer & Associates
Trading With Traders	Traders Furniture Store	KPHO-TV	
Trail of the Rocket	Ole'smobile Div. Gen. Motors	WWJ-TV	D. P. Brother Co.
Travels in Space	Irv Pollock Mercury Auto	WSPD-TV	
Tricks With Tops	Cherio Toys	WWJ-TV	Simmons-Michelson
Trupak Movie Time	Trupak Canned Foods	KGO-TV	Honig-Cooper
Twelfth Street Market	12th Street Market	WICU	
Twenty Questions	Ronson Art Metal Works, Inc. Ronson Lighters	ABC-TV	Grey Advertising Agency, Inc.
Twenty Questions	Ronson Art Metal Works	WOR-TV	Grey Advertising Agency, Inc.
Twenty-five Years of Progress	Dutcher Realty Co.	WLAV-TV	
Two for the Show	Ford Dealers	WOC-TV	J. Walter Thompson
Two Grand	Dainty Dot Hosiery	WBZ-TV	Arnold & Co.
Under Bam's Clock	L. Bamberger & Co.	WATV	
Univ. of Cincinnati Basketball Games	Pontiac Dealers of Cincinnati	WKRC-TV	Robert Acomb, Inc.
U. of M. Films	Ford Dealers	WWJ-TV	J. Walter Thompson
Univ. of N. C. Football Games	Gen. Elec. Supply Corp.	WFMY-TV	

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TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
U. of Pa. Football Games	Atlantic Refining Co.	WPTZ	N. W. Ayer
Unk and Andy	Carpenter Baking Co. Bread	WTMJ-TV	W. E. Long
Unk 'N Andy	Polk Mlk Co.	WFBM-TV	
Value Varieties	Shillito Dept. Store	WLW-T	Dinerman & Co.
Vanity Fair	Fashion Frocks, Inc.	CBS-TV	Franklin Bruck Adv. Co.
Vanity Fair	Maiden Form Brassieres Co.	CBS-TV	W. H. Weintraub and Co., Inc.
Vanity Fair	Owens-Corning Fiberglas, Inc. Fiberglas Curtains	CBS-TV	Fuller and Smith, and Ross, Inc.
Vanity Fair	Seeman Brothers, Inc. Air Wick	CBS-TV	W. H. Weintraub and Co., Inc.
Vaughn Monroe Show	R. J. Reynolds Tobacco Co. Camel Cigarettes	CBS-TV	Wm. Esty and Co., Inc.
V-I-D-E-O	P. & C. Co-operative Food Store	WHEN	Direct
Video Varieties	TV Productions, Inc.	WTVN	
Vienna Philharmonic	Olympia Brewing	KING-TV	Botsford, Constantine & Garne
Views of News in England	Boston Post	WBZ-TV	Chambers & Wiswell
Vitamix	National Foods Institute	WOR-TV	Foster & Davies, Inc.
Voice of Enquirer	Cincinnati Enquirer	WLW-T	Dinerman & Co.
Voice of Firestone	Firestone Tire and Rubber Co.	NBC-TV	Sweeney and James Co.
We, the People	Gulf Oil Corp. Gasoline, Oil, Lubricants, Tires, insecticides	NBC-TV	Young and Rubicam, Inc.
Weather	Walton Motors	WGN-TV	
Weathercast	Mercantile Natl. Bank of Dallas	WFAA-TV	Ratcliffe Advertising
Weather Show	Pigskin Davis Furniture	KOTV	
Weatherseal Concert	Weatherseal Co.	WNBK	
Weathervane	McCullough Chevrolet	WJBK-TV	Rex Advertising
Weekly News Digest	Graybar Elec. Co. Raytheon TV Sets	WDSU-TV	
Weekly Newsreel	Kurtz Furniture	WNBK	Edward Hibshman & Associates