



# TELEVISION—1953

**F**ORGING ahead with boundless enthusiasm the television industry in this year 1953 is on the threshold of an era of electronic expansion unprecedented in the history of communications.



**T**HIS edition of the Television Year Book is replete with information attesting to the giant strides video has made during the past year as well as to the planning for the future. It is an up-to-the-minute chronicle of a year of startling progress of the sight-and-sound medium.



**T**HE facts, figures and opinions embodied in this edition bear testimony to the creative forces which brought this modern miracle to the nation. This volume is your record of accomplishments.



**T**O the men and women of television we express our appreciation. Your interest and contributions have made this edition a priceless reference volume. Again, we thank you.

*JACK ALICOATE*  
*Editor-in-Chief*



1948  
1949  
1950  
1951  
1952  
1953

# PHILCO

## TELEVISION PLAYHOUSE

*As the curtain goes up on another successful year of the TELEVISION PLAYHOUSE, Philco broadcasts its sincere appreciation to all the talented actors, actresses, writers and technicians whose work has established the PLAYHOUSE as television's outstanding dramatic program.*

**PHILCO TELEVISION PLAYHOUSE**

Sundays • 9-10 P.M. E.S.T. • NBC-TV

TV  
CODE



OF THE  
NARTB

# Is your Television set outmoded?

(THE NEXT FEW MINUTES WILL TELL YOU)

Here are eight pertinent questions you should ask yourself about your present television set. Get a pencil and answer them now.

YES NO

**Got a small picture?** The new Zeniths have big 17, 21 and 27-in. pictures, fine grain pictures with sharp, clean contrasts.

**Is your cabinet an eyesore?** Every new Zenith is a fine piece of furniture in its own right. 22 models to choose from, styles for every taste.

**Has your set a flat, tinny tone?** Big speakers and precision-engineered FM sound systems make the sound of a new Zenith as matchless as the Zenith picture.

**Has your set an awkward tuning system?** You tune a Zenith, both sound and picture, with just one knob. You get perfect reception on every channel, UHF or VHF, pre-tuned for your location.

YES NO

**Do you anticipate UHF troubles?** Any Zenith ever built can be readied for UHF in 15 minutes without taking the chassis out of the cabinet, without converters.

**Does interference blur picture and sound?** You can lock out interference with the Zenith Fringe Lock. It keeps the picture from wobbling and rolling, too!

**Got fringe area "snow"?** When tested in 17 difficult fringe areas the new Zenith million-dollar chassis gave 25% better reception than any leading make tested against it.

**Do you get reflection and glare on the screen?** A special development eliminates room reflection and glare at eye level on the new Zenith models.

IF you've answered "Yes" to 2 or more of the above questions, it's pretty good proof that your set is out of date—robbing you of a lot of TV enjoyment. And it means that you'd better make a bee-line for the nearest ZENITH TV DEALER.



**The Tudor**

17-inch screen \$199.95\*

\*Manufacturer's suggested retail prices are shown and include Federal Excise Tax as well as Parts and Tube Warranty. West Coast and Far South prices slightly higher.

**GET**

**ZENITH<sup>®</sup>**

**Quality  
TV**

**and start to enjoy television**

ZENITH RADIO CORPORATION, Chicago 39, Ill.  
Backed by 33 Years of "Know-How" in Radionics<sup>®</sup>  
exclusively. Also makers of fine hearing aids.

COPR. 1953

# THE TELEVISION CODE OF THE NARTB

## PREAMBLE

**T**ELEVISION is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

**T**HE REVENUES from advertising support the free, competitive American system of telecasting, and make available to the eyes and ears of the American people the finest programs of information, education, culture and entertainment. By law the television broadcaster is responsible for the programming of his station. He, however, is obligated to bring his positive responsibility for excellence and good taste in programming to bear upon all who have a hand in the production of programs, including networks, sponsors, producers of film and of live programs, advertising agencies, and talent agencies.

**T**HE AMERICAN businesses which utilize television for conveying their advertising messages to the home by pictures with sound, seen free-of-charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing television to bring the best programs, regardless of kind, into American homes.

**T**ELEVISION, and all who participate in it are jointly accountable to the American public for respect for the special needs of children, for community responsibility, for advancement of education and culture, for the acceptability of the program materials chosen, for decency and decorum in production, and for propriety in advertising. This responsibility cannot be discharged by any given group of programs, but can be discharged only through the highest standards of respect for the American home, applied to every moment of every program presented by television.

**I**N ORDER that television programming may best serve the public interest, viewers should be encouraged to make their criticisms and positive suggestions known to the television broadcasters. Parents in particular should be urged to see to it that out of the richness of television fare, the best programs are brought to the attention of their children.

(Continued on Page 808)

*Fresh! Vigorous!*

TRULY THE  
MOST MAGNIFICENT SERIES  
OF TELEVISION DRAMAS EVER PRODUCED!

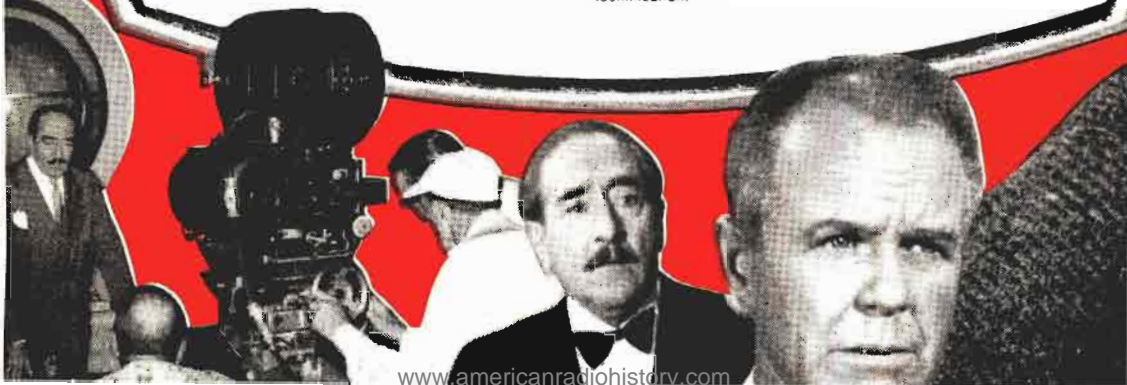
# ADOLPHIE MIENJOU

YOUR STAR AND HOST IN

“FAVORITE  
STORY”

EACH MAGNIFICENT HALF-HOUR DRAMA A VIVID AND REWARDING EXPERIENCE  
IN TELEVISION ENTERTAINMENT!

Planned for 3 Full-Length  
Commercials Plus Opening  
and Closing Sponsor  
Identification!



# Exciting!

PRODUCED WITH A

## *Master's Flair!*

NOT ANYWHERE, NOT BY ANYONE HAS  
TELEVISION BEEN SO HANDSOMELY  
AND LAVISHLY STAGED!

BEYOND BELIEF!

## *Brilliant Stories!*

ALL THRILLINGLY NEW  
TO TELEVISION!

NEVER BEFORE HAVE SO MANY  
TALENTS BEEN COMBINED FOR  
THE SOLE PURPOSE OF BUILDING

## *Sales and Profits!*

FOR YOU!

Thrill to  
television's  
greatest  
dramatic  
achievement!

# ZIV-TV

ZIV TELEVISION PROGRAMS, INC.  
1539 MADISON ROAD, CINCINNATI, OHIO  
NEW YORK HOLLYWOOD

### ADVANCEMENT OF EDUCATION AND CULTURE

1. Commercial television provides a valuable means of augmenting the educational and cultural influences of schools, institutions of higher learning, the home, the church, museums, foundations, and other institutions devoted to education and culture.

2. It is the responsibility of a television broadcaster to call upon such institutions for counsel and co-operation and to work with them on the best methods of presenting educational and cultural materials by television. It is further the responsibility of stations, networks, advertising agencies and sponsors consciously to seek opportunities for introducing into telecasts factual materials which will aid in the enlightenment of the American public.

3. Education via television may be taken to mean that process by which the individual is brought toward informed adjustment to his society. Television is also responsible for the presentation of overtly instructional and cultural programs, scheduled so as to reach the viewers who are naturally drawn to such programs, and produced so as to attract the largest possible audience.

4. In furthering this realization, the television broadcaster:

a) Should be thoroughly conversant with the educational and cultural needs and desires of the community served.

b) Should affirmatively seek out responsible and accountable educational and cultural institutions of the community with a view toward providing opportunities for the instruction and enlightenment of the viewers.

c) Should provide for reasonable experimentation in the development of programs specifically directed to the advancement of the community's culture and education.

### ACCEPTABILITY OF PROGRAM MATERIAL

Program material should enlarge the horizons of the viewer, provide him with wholesome entertainment, afford helpful stimulation, and remind him of the responsibilities which the citizen has toward his society. Furthermore:

a) (i) Profanity, obscenity, smut and vulgarity are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.

(ii) The Television Code Review Board (see V, Section 3, page 25) shall maintain and issue to subscribers, from time to time, a continuing list of specific words and phrases, the use of which should not be used in keeping with this subsection. This list, however, shall not be considered as all-inclusive.

b) (i) Attacks on religion and religious faiths are not allowed.

(ii) Reverence is to mark any mention of the name of God, His attributes and powers.

(iii) When religious rites are included in other than religious programs, the rites are accurately presented, and the ministers, priests and rabbis portrayed in their callings are vested with the dignity of their office and under no circumstances are to be held up to ridicule.

c) (i) Contests may not constitute a lottery.



(ii) Any telecasting designed to “buy” the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided.

d) Respect is maintained for the sanctity of marriage and the value of the home. Divorce is not treated casually nor justified as a solution for marital problems.

e) Illicit sex relations are not treated as commendable.

f) Sex crimes and abnormalities are generally unacceptable as program material.

g) Drunkenness and narcotic addiction are never presented as desirable or prevalent.

h) The administration of illegal drugs will not be displayed.

i) The use of liquor in program content shall be de-emphasized. The consumption of liquor in American life, when not required by the plot or for proper characterization, shall not be shown.

j) The use of gambling devices or scenes necessary to the development of plot or as appropriate background is acceptable only when presented with discretion and in moderation, and in a manner which would not excite interest in, or foster, betting nor be instructional in nature. Telecasts of actual sport programs at which on-the-scene betting is permitted by law should be presented in a manner in keeping with Federal, state and local laws, and should concentrate on the subject as a public sporting event.

k) In reference to physical or mental afflictions and deformities, special precautions must be taken to avoid ridiculing sufferers from similar ailments and offending them or members of their families.

l) Exhibitions of fortune-telling, astrology, phrenology, palm-reading, and numerology are acceptable only when required by a plot or the theme of a program, and then the presentation should be developed in a manner designed not to foster superstition or excite interest or belief in these subjects.

m) Television drama shall not stimulate news or special events in such a way as to mislead or alarm. Reference is made to the section of the Code on News.

n) Legal, medical and other professional advice, diagnosis and treatment will be permitted only in conformity with law and recognized ethical and professional standards.

o) The presentation of cruelty, greed and selfishness as worthy motivations is to be avoided.

p) Unfair exploitation of others for personal gain shall not be presented as praiseworthy.

q) Criminality shall be presented as undesirable and unsympathetic. The condoning of crime and the treatment of the commission of crime in a frivolous, cynical or callous manner is unacceptable.

r) The presentation of techniques of crime in such detail as to invite imitation shall be avoided.

s) The use of horror for its own sake will be eliminated; the use of visual or aural effects which would shock or alarm the viewer, and the detailed presentation of brutality or physical agony by sight or by sound are not permissible.

t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.

# how to secure a top television film program:

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**Five basic requirements** are necessary to produce a top television film program series—from promise to fulfillment. The real job is to find them all in one organization—with sufficient experience to insure that all five are working smoothly and efficiently.

These five requirements are:

- . . . an adequate script department
- . . . a mature casting group
- . . . a truly fine production unit
- . . . a top creative editorial staff
- . . . ample capital.

**As producers** of 44 half-hour *Fireside Theatre* programs and now well under way with two new series of 52 half-hours each, *Rebound* and *Crown Theatre*, Crosby Enterprises, Inc. offers agencies and advertisers a background and experience probably unparalleled in this field. We have several additional properties available for consideration.

**Inquiries should be addressed** to Charles B. Brown, Crosby Enterprises, Inc., 9028 Sunset Boulevard, Hollywood 46, California.



u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.

v) Suicide as an acceptable solution for human problems is prohibited.

w) The exposition of sex crimes will be avoided.

x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

y) The use of animals, both in the production of television programs and as a part of television program content, shall, at all times, be in conformity with accepted standards of humane treatment.

### RESPONSIBILITY TOWARD CHILDREN

1. The education of children involves giving them a sense of the world at large. Crime, violence and sex are a part of the world they will be called upon to meet, and a certain amount of proper presentation of such is helpful in orienting the child to his social surroundings. However, violence and illicit sex shall not be presented in an attractive manner, nor to an extent such as will lead a child to believe that they play a greater part in life than they do. They should not be presented without indications of the resultant retribution and punishment.

2. It is not enough that only those programs which are intended for viewing by children shall be suitable to the young and immature. (Attention is called to the general items listed under "Acceptability of Program Materials.") Television is responsible for insuring that programs of all sorts which occur during the times of day when children may normally be expected to have the opportunity of viewing television shall exercise care in the following regards:

a) In affording opportunities for cultural growth as well as for wholesome entertainment.

b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.

c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.

d) In eliminating reference to kidnapping of children or threats of kidnapping.

e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.

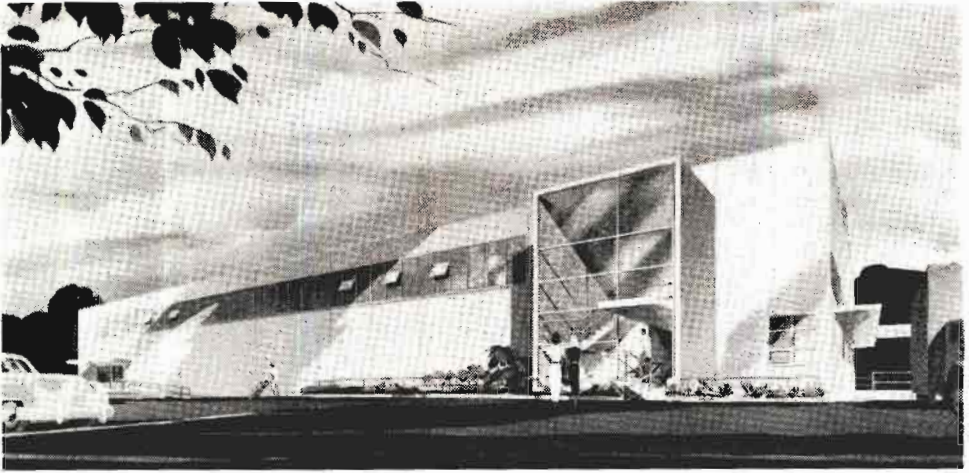
f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

### DECENCY AND DECORUM IN PRODUCTION

1. The costuming of all performers shall be within the bounds of propriety, and shall avoid such exposure or such emphasis on anatomical detail as would embarrass or offend home viewers.

2. The movements of dancers, actors, or other performers shall be kept within the bounds of decency, and lewdness and impropriety shall not be suggested in the positions assumed by performers.

3. Camera angles shall avoid such views of performers as to emphasize anatomical details indecently.



## CONSOLIDATED FILM INDUSTRIES

### NEW 16mm LAB

*Consolidated is proud to make available to users of 16mm film its new 16mm laboratory.*

This is the first large, fully-equipped, professional laboratory ever built for the processing of 16mm film exclusively. It incorporates every advanced facility for attaining the finest possible quality in 16mm black & white and color.

*In Every Field, One Name Stands Out.  
In Film Laboratories, It's . . . CFI*

A DIVISION OF REPUBLIC PICTURES CORP.



## CONSOLIDATED FILM INDUSTRIES

959 Seward St., Hollywood 38, Calif. • HO 9-1441  
1740 Broadway, N.Y.C. 19, N.Y. • JU 6-1700

4. Racial or nationality types shall not be shown in television in such a manner as to ridicule the race or nationality.

5. The use of locations closely associated with sexual life or with sexual sin must be governed by good taste and delicacy.

### COMMUNITY RESPONSIBILITY

A television broadcaster and his staff occupy a position of responsibility in the community and should conscientiously endeavor to be acquainted fully with its needs and characteristics in order better to serve the welfare of its citizens.

### TREATMENT OF NEWS AND PUBLIC EVENTS

#### News

1. A television station's news schedule should be adequate and well-balanced.

2. News reporting should be factual, fair and without bias.

3. Commentary and analysis should be clearly identified as such

4. Good taste should prevail in the selection handling of news:

Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be telecast in such a manner as to avoid panic and unnecessary alarm.

5. At all times, pictorial and verbal material for both news and comment should conform to other sections of these standards, wherever such sections are reasonably applicable.

6. Pictorial material should be chosen with care and not presented in a misleading manner.

7. A television broadcaster should exercise due care in his supervision of content format, and presentation of newscasts originated by his station; and in his selection of newscasters, commentators, and analysts.

8. A television broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising should be clearly distinguishable from the news content.

9. A television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. Expletives, (presented aurally or pictorially) such as "flash" or "bulletin" and statements such as "we interrupt this program to bring you . . ." should be reserved specifically for news room use. However, a television broadcaster may properly exercise discretion in the use in non-news programs of words or phrases which do not necessarily imply that the material following is a news release.

#### Public Events

1. A television broadcaster has an affirmative responsibility at all times to be informed of public events, and to provide coverage consonant with the ends of an informed and enlightened citizenry.

2. Because of the nature of events open to public, the treatment of

**Yes, I dabble in oil a bit, but my real money comes from my new TV station. You see, I bought Consolidated's STATION-STARTER PLAN and made money on programming right from the start.**

**Actually, it was just a case of taking the little old ball and running with it. Money came pouring in. Have a cigar. Have two.**



**Consolidated Television Sales** *distributors of film for Television*

SUNSET AT VAN NESS, HOLLYWOOD 28, HO. 9-6369

25 VANDERBILT AVENUE, NEW YORK 17, MU. 6-7543

520 N. MICHIGAN AVE., CHICAGO 11, MI. 2-5231

such events by a television broadcaster should be effected in a manner to provide for adequate and informed coverage as well as good taste in presentation.

### Controversial Public Issues

1. Television provides a valuable forum for the expression of responsible views on public issues of a controversial nature. In keeping therewith the television broadcaster should seek out and develop with accountable individuals, groups and organizations, programs relating to controversial public issues of import to its fellow citizens; and to give fair representation to opposing sides of issues which materially affect the life or welfare of a substantial segment of the public.

2. The provision of time for this purpose should be guided by the following principles:

a) Requests of individuals, groups or organizations for time to discuss their views on controversial public issues, should be considered on the basis of their individual merits, and in the light of the contribution which the use requested would make to the public interest, and to a well-balanced program structure.

b) Programs, devoted to the discussion of controversial public issues should be identified as such, and should not be presented in a manner which would mislead listeners or viewers to believe that the program is of entertainment, news or any other character.

### Political Telecasts

Political telecasts should be clearly identified as such, and should not be presented by a television broadcaster in a manner which would mislead listeners or views to believe that the program is of any other character.

### Religious Programs

1. It is the responsibility of a television broadcaster to make available to the community as part of a well-balanced program schedule adequate opportunity for religious presentations.

2. The following principles should be followed in the treatment of such programs:

a) Telecasting which reaches men of all creeds simultaneously should avoid attacks upon religion.

b) Religious programs should be presented respectfully and accurately and without prejudice or ridicule.

c) Religious programs should be presented by responsible individuals, groups, and organizations.

d) Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

3. In the allocation of time for telecasts of religious programs it is recommended that the television station use its best efforts to apportion such time fairly among the representative faith groups of its community.

### PRESENTATION OF ADVERTISING

1. Ever mindful of the role of television as a guest in the home, a television broadcaster should exercise unceasing care to supervise the form in which advertising material is presented over his facilities. Since tele-

# BMI

offers these

## TELEVISION PROGRAM AIDS

BMI services are designed as practical aids to the television broadcaster. Check with your program director or music librarian for this material.

### TELEVISION SKETCHBOOK



A regular monthly service containing timely and practical working scripts for the presentation of songs in dramatic, comic and pictorial fashion.

The very latest song hits as well as the standard favorites are developed into photogenic sketches which can be used effectively as complete musical shows, as production numbers in variety shows, or for scene-setting segments.

There are dozens of ways in which you can adapt the Sketchbook to advantage.

### RECORDED

#### BRIDGES

#### MOODS

#### INTERLUDES



A classified and cross-indexed reference book, particularly helpful wherever descriptive mood music or background music is necessary.

You don't have to be a music expert to make the most of this BMI service.

"Recorded Bridges, Moods, Interludes" gives you thousands of cues to recorded symphonic music which is available to any telecaster.

### CATEGORICAL INDEX



For setting musical scenes and selecting appropriate music for countless script situations.

A complete volume, carefully compiled, indexed and cross-indexed, to provide immediate reference to a wide variety of popular and standard song titles.

### "22 TELEVISION TALKS"



An important book containing transcripts of the talks and discussions at the BMI Television Clinics.

A practical symposium of TV data by men of wide experience and recognized pioneers in television.

Offered to TV, radio and allied industries at the cost of transcribing and printing.

Your BMI Field Representative, who visits your station periodically, can be helpful in many ways. For any personal problem in selecting or programming music send your inquiry to BMI's Station Service Department.

## BROADCAST MUSIC, INC.

580 FIFTH AVENUE • NEW YORK 36, N. Y.  
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



vision is a developing medium, involving methods and techniques distinct from those of radio, it may be desirable, from time to time, to review and revise the presently suggested practices.

(a) Advertising messages should be presented with courtesy and good taste; disturbing or annoying material should be avoided; every effort should be made to keep the advertising message in harmony with the content and general tone of the program in which it appears.

b) A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A television broadcaster should seek to avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called "cow-catcher" announcements) or by following the apparent sign-off of the program (as in the case of so-called "trailer" announcements). To this end, the program itself should be announced and clearly identified before the sponsor's advertising material is first used, and should be signed off after the sponsor's advertising material is last used.

c) Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

d) Since advertising by television is a dynamic technique, a television broadcaster should keep under surveillance new advertising devices so that the spirit and purpose of these standards are fulfilled.

e) Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television.

f) Television advertisers should be encouraged to devote portions of their allotted advertising messages and program time to the support of worthy causes in the public interest in keeping with the highest ideals of the free competitive system.

g) A charge for television time to churches and religious bodies is not recommended.

## ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

### General

1. A commercial television broadcaster makes his facilities available for the advertising of products and services and accepts commercial presentations for such advertising. However, a television broadcaster should, in recognition of his responsibility to the public, refuse the facilities of his station to an advertiser where he has good reason to doubt the integrity of the advertiser, the truth of the advertising representations, or the compliance of the advertiser with the spirit and purpose of all applicable legal requirements. Moreover, in consideration of the laws and customs of the communities served, each television broadcaster should refuse his facilities to the advertisement of products and services, or the use of advertising scripts, which the station has good reason to believe would be objectionable



# "AMERICAN INVENTORY"

NBC - TV

Producer: **Bill Hodapp**

Director: **Larry Schwab, Jr.**

Associate Producer: **Bob Wald**

Administrative Director: **Martin Cohen**

to a substantial and responsible segment of the community. The foregoing principles should be applied with judgment and flexibility, taking into consideration the characteristics of the medium and the form and content of the particular presentation. In general, because television broadcast is designed for the home and the family, including children, the following principles should govern the business classifications listed below:

a) The advertising of hard liquor should not be accepted.

b) The advertising of beer and wines is acceptable only when presented in the best of good taste and discretion, and is acceptable subject to federal and local laws.

c) Advertising by institutions or enterprises which in their offers of instruction imply promises of employment or make exaggerated claims for the opportunities awaiting those who enroll for courses is generally unacceptable.

d) The advertising of firearms and fireworks is acceptable only subject to federal and local laws.

e) The advertising of fortune-telling, occultism, spiritualism, astrology, phrenology, palm-reading, numerology, mind-reading or character-reading is not acceptable.

f) Because all products of a personal nature create special problems, such products, when accepted, should be treated with especial emphasis on ethics and the canons of good taste; however, the advertising of intimately personal products which are generally regarded as unsuitable conversational topics in mixed social groups is not acceptable.

g) The Advertising of tip sheets, race track publications, or organizations seeking to advertise for the purpose of giving odds or promoting betting or lotteries is not acceptable.

2. Diligence should be exercised to the end that advertising copy accepted for telecasting complies with pertinent federal, state and local laws.

3. An advertiser who markets more than one product should not be permitted to use advertising copy devoted to an acceptable product for purposes of publicizing the brand name or other identification of a product which is not acceptable.

#### Advertising of Medical Products

1. The advertising of medical products presents considerations of intimate and far-reaching importance to the consumer, and the following principles and procedures should apply in the advertising thereof.

a) A television broadcaster should not accept advertising material which in his opinion offensively describes or dramatizes distress or morbid situations involving ailments, by spoken word, sound or visual effects.

b) Because of the personal nature of the advertising of medical products, claims that a product will effect a cure and the indiscriminate use of such words as "safe", "without risk", "harmless", or terms of similar meaning should not be accepted in the advertising of medical products on television stations.

#### Contests

1. Contests should offer the opportunity to all contestants to win on

the basis of ability and skill, rather than chance.

2. All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and/or shown or easily accessible to the viewing public, and the winners' names should be released and prizes awarded as soon as possible after the close of the contest.

3. When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

4. All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided. (see Time Standards for Advertising Copy.)

Premiums and Offers

1. Full details of proposed offers should be required by the television broadcaster for investigation and approval before the first announcement of the offer is made to the public.

2. A final date for the termination of an offer should be announced as far in advance as possible.

3. Before accepting for telecast offers involving a monetary consideration, a television broadcaster should satisfy himself as to the integrity of the advertiser and the advertiser's willingness to honor complaints indicating dissatisfaction with the premium by returning the monetary consideration.

4. There should be no misleading descriptions or visual representations of any premiums or gifts which would distort or enlarge their value in the minds of the listeners.

5. Assurances should be obtained from the advertiser that premiums offered are not harmful to person or property.

6. Premiums should not be approved which appeal to superstition on the basis of "luck-bearing" powers or otherwise.

Time Standards for Advertising Copy

1. As a guide to the determination of good telecast advertising practice, the time standards for advertising copy, presently suggested, are as follows:

Length of Program (minutes)	News Programs Day and Night	Length of Advertising Message (minutes and seconds)	
		Class "A" Time	All Other Programs Hrs.
5	1:00	1:00	1:15
10	1:45	2:00	2:10
15	2:15	2:30	3:00
25		2:50	4:00
30		3:00	4:15
45		4:30	5:45
60		6:00	7:00

2. The time standards set forth above do not affect the established practice of reserving for station use the last 30 seconds of each program for station break and spot announcements.

3. Announcement programs are designed to accommodate a designated number of individual live or recorded announcements, generally one minute in length, which are carried within the body of the program and are available for sale to individual advertisers. Normally not more than 3 one-minute announcements (which should not exceed approximately 125 words if presented live) should be scheduled within a 15-minute period and not more than six such announcements should be scheduled within a 30-minute period in local announcement programs; however, fewer announcements of greater individual length may be scheduled provided, that the aggregate length of the announcements approximates three minutes in a 15-minute program or six minutes in a 30-minute program. In announcement programs other than 15 minutes or 30 minutes in length, the proportion of one minute of announcement within every five minutes of programming is normally applied. The announcements must be presented within the framework of the program period designated for their use and kept in harmony with the content of the program in which they are placed.

4. Programs presenting women's services, features, shopping guides, market information, and similar material, provide a special service to the listening and viewing public in which advertising material is an informative and integral part of the program content. Because of these special characteristics the time standards set forth above may be waived to a reasonable extent. In the present state of experimentation in programming and advertising techniques in television programs of this type no definite limitations to these exceptions are set forth at this time.

5. Any casual reference in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.

6. Stationary backdrops or properties in television presentations showing the sponsor's name or product, the name of his product, his trade mark or slogan may be used only incidentally. They should not obtrude on program interest or entertainment. "On Camera" shots of such materials should be fleeting, not too frequent, and mindful of the need of maintaining a proper program balance.

### Dramatized Appeals and Advertising

Appeals to help fictitious characters in television programs by purchasing the advertiser's product or service or sending for a premium should not be permitted, and such fictitious characters should not be introduced into the advertising message for such purposes. When dramatized advertising material involves statements by doctors, dentists, nurses or other professional people, the material should be presented by members of such profession reciting actual experience or it should be made apparent from the presentation itself that the portrayal is dramatized.

### Sponsor Identification

Identification of sponsorship must be made in all sponsored programs

in accordance with the requirements of the Communications Act of 1934, as amended, and the Rules and Regulations of the Federal Communications Commission.

★

## REGULATIONS AND PROCEDURES

The following REGULATIONS AND PROCEDURES shall obtain as an integral part of the Television Code of the National Association of Radio and Television Broadcasters:

### I

#### Name

The Name of this Code shall be the Television Code of the National Association of Radio and Television Broadcasters.\*

### II

#### Purpose of the Code

The purpose of this Code is cooperatively to maintain a level of television programming which gives full consideration to the educational, informational, cultural, economic, moral and entertainment needs of the American public to the end that more and more people will be better served.

### III

#### Subscribers

##### Section 1. Eligibility

Any individual, firm or corporation which is engaged in the operation of a television broadcast station or network, or which holds a construction permit for a television broadcast station within the United States or its dependencies, shall, subject to the approval of the Television Board of Directors as hereinafter provided, be eligible to subscribe to the Television Code of the NARTB to the extent of one subscription for each such station and/or network which it operates or for which it holds a construction permit; provided, that a non television-member of NARTB shall not become eligible via code subscription to receive any of the member services or to exercise any of the voting privileges of a member.

##### Section 2. Certification of Subscription

Upon subscribing to the Code, subject to the approval of the Television Board of Directors, there shall be granted forthwith to each such subscribing station authority to use the "NARTB Television Seal of Approval", a copyrighted and registered seal to be provided in the form of a certificate, a slide and/or film, signifying that the recipient thereof is a subscriber in good standing to the Television Code of NARTB. The seal and its significance shall be appropriately publicized by the NARTB.

##### Section 3. Duration of Subscription

Subscription shall continue in full force and effect until thirty days

\* "Television Board. The Television Board is hereby authorized:—(4) to enact, amend and promulgate standards of practice or codes for its Television members, and to establish such methods to secure observance thereof as it may deem advisable; —". *By-Laws of The National Association of Radio and Television Broadcasters, Article VII Section 2, B. (4).*

after the first of the month following receipt of notice of written resignation. Subscription to the Code shall be effective from the date of application subject to the approval of the Television Board of Directors; provided, that the subscription of a television station going on the air for the first time shall, for the first six months of such subscription, be probationary, during which time its subscription can be summarily revoked by an affirmative two-thirds vote of the Television Board of Directors without the usual processes specified below.

#### Section 4. Suspension of Subscription

Any subscription, and/or the authority to utilize and show the above-noted seal, may be voided, revoked or temporarily suspended for television programming which, including commercial copy, by theme, treatment or incident, in the judgment of the Television Board constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by an affirmative two-thirds vote of the Television Board of Directors at a regular or special meeting; provided, however, that the following conditions precedent shall apply: (1) The subscriber shall be advised in writing by Registered Mail of the charges preferred; (2) Such subscriber shall have a right to a hearing and may exercise same by filing an answer within 10 days of the date of such notification; (3) Failure to request a hearing shall be deemed a waiver of the subscriber's right thereto; (4) If hearing is requested by the subscriber, it shall be designated as promptly as possible and at such time and place as the Television Board may specify. Oral and written evidence may be introduced by the subscriber and by the Television Code Review Board (hereinafter provided for). Oral argument may be had at the hearing and written memoranda or briefs may be submitted by the subscriber and by the Television Code Review Board. The Television Board of Directors may admit such evidence as it deems relevant, material, and competent and may determine the nature and length of the oral argument and the written argument or briefs to be submitted. The Television Board of Directors shall decide the case as expeditiously as possible and shall notify the subscriber and the Television Code Review Board in writing of the decision.

#### Section 5. Additional Procedures

The Television Board of Directors shall, from time to time, establish such additional rules of procedure as, in its opinion, may be necessary for the proper administration of the Code; provided, that special considerations shall be given to the procedures for receipt and processing of complaints and to necessary rules to be adopted from time to time, taking into account the source and nature of such complaints; such rules to include precautionary measures such as the posting of bonds to cover costs and expenses of processing same; and further provided, that the Board of Directors shall take the steps necessary to insure the confidential status of any proceedings before it.

#### Section 6. Amendment and Review

Because of the new and dynamic aspects inherent in television broadcast, the Television Code, as a living, flexible and continuing document, may be amended from time to time by the Television Board of Directors; provided that said Board is specifically charged with review and reconsideration of the entire Code, its appendices and procedures, at least once each year.

## Section 7. Termination of Contracts

All subscribers on the air at the time of subscription to the Code shall be permitted that period prior to and including the earliest legal cancellation date to terminate any contracts, then outstanding, calling for program presentations which would not be in conformity with the Television Code, provided, however, that in no event shall such period be longer than fifty-two weeks.

## IV

### Rates

Each subscriber shall pay 'administrative' rates in accordance with such schedule at such time, and under such conditions as may be determined from time to time by the Television Board (see Article VII Section 2.B (3) and (4), *By-Laws of the NARTB*); provided, that appropriate credit shall be afforded to a television member of the NARTB against the regular dues which he or it pays to NARTB-TV.

## V

### The Television Code Review Board

## Section 1. Composition

The Television Board of Directors shall establish a continuing committee entitled the Television Code Review Board, upon the promulgation of the television code. The Review Board shall be composed of five members, all of whom shall be from the Television membership of NARTB. Members of the Television Board of Directors shall not be eligible on the above specified Review Board. Members of the Review Board shall be appointed by the President of the NARTB, subject to confirmation by the Television Board of Directors. Due consideration shall be given, in making such appointments, to factors of diversification of geographical location, company representation and network affiliation. Those members appointed, following promulgation of the Code, shall serve until immediately following the annual NARTB Convention of 1952. Thereafter a term shall be for one year.

### A. Limitation of Service

A person shall not serve consecutively as a member of the Review Board for more than two years.

## Section 2. Quorum

A majority of the membership of the Television Code Review Board shall constitute a quorum for all purposes unless herein otherwise provided.

## Section 3. Authority and Responsibilities

The Television Code Review Board is authorized and directed:

(1) To maintain a continuing review of all television programming, especially that of subscribers to the television code of the NARTB; (2) to receive, screen and clear complaints concerning television programming; (3) to define and interpret words and phrases in the Television Code; (4) to develop and maintain appropriate liaison with government agencies and with responsible and accountable organizations and institutions; (5) to inform, expeditiously and properly, a subscriber to the Television Code of complaints or commendations, as well as to advise all subscribers



concerning the attitude and desires program-wise of accountable organizations and institutions, and of the American public in general; (6) to review and monitor, if necessary, any certain series of programs, daily programming, or any other program presentations of a subscriber, as well as to request recordings, aural or kinescope, or script and copy, with regard to any certain program presented by a subscriber; (7) to reach conclusions, and to make recommendations or prefer charges to the Television Board of Directors concerning violations and breaches of the Television Code by a subscriber; (8) to recommend to the Television Board of Directors, amendments to the Television Code.

#### A. Delegation of Powers and Responsibilities

The Television Code Review Board may delegate, from time to time, such of its above-specified responsibilities, as it may deem necessary and desirable, to a Staff Group of the NARTB-TV.

#### B. Meetings

The Television Code Review Board shall meet regularly at least four times a year at a date to be determined by it in the months of January, March, June and September. The chairman of the Review Board may at any time on at least five days' written notice call a special meeting of the Board.

\* \* \* \* \*

### APPENDIX A

*Additional Procedures Relating to Administration, Hearings and Decisions\**

#### I

### THE TELEVISION CODE REVIEW BOARD AUTHORITY AND RESPONSIBILITIES

(Reference: Television Code, Regulations and Procedures, V, Section 3)

#### Section 1—Preferring of Charges — Conditions Precedent

Prior to the preferring of charges to the Television Board of Directors concerning violation of the code by a subscriber, the Television Code Review Board (1) shall have appropriately, and in good time, informed and advised such subscriber of any and all complaints and information coming to the attention of the Television Code Review Board and relating to the programming of said subscriber, (2), shall have reported to, and advised, said subscriber by analysis, interpretation, recommendation or otherwise, of the possibility of a violation or breach of the Television Code by the subscriber, and (3), shall have served upon the subscriber by Registered Mail a Notice of Intent to prefer charges, at least twenty days prior to the filing of any such charges with the Television Board of Directors. During this period the Television Code Review Board may, within its sole discretion, reconsider its proposed action based upon such written reply as the subscriber may care to make, or upon such action as the subscriber may care to take programwise, in conformance with the analysis, interpretation, or recommendation of the Television Code Review Board.

\* Reference: *By-Laws of the National Association of Radio and Television Broadcasters, Article VII, section 2, B (4); Television Code, Regulations and Procedures, III, section 5.*

### A. Notice of Intent

The Notice of Intent shall include a statement of the grounds and reasons for the proposed charges, including appropriate references to the Television Code.

### B. Time

In the event that the nature of the program in question is such that time is of the essence, the Television Code Review Board may prefer charges within less than the twenty days above specified, provided that a time certain in which reply may be made is included in its Notice of Intent, and provided that its reasons therefor must be specified in its statement of charges preferred.

#### Section 2 Confidential Status

Hearings shall be closed; and all correspondence between a subscriber and the Television Code Review Board and/or the Television Board of Directors concerning specific programming shall be confidential; provided, however, that the confidential status of these procedures may be waived by a subscriber.

#### Section 3 The Charges

The charges preferred by the Television Code Review Board to the Television Board of Directors shall include the grounds and reasons therefor, together with specific reference to the Television Code. The charges shall contain a statement that the conditions precedent, hereinbefore described, have been met.

## II

### HEARINGS AND DECISIONS—TELEVISION BOARD OF DIRECTORS

(Reference: Television Code, Regulations and Procedures, III, Section 4)

The following additional rules and procedures shall obtain in such hearings as may be held pursuant to the *Television Code, Regulations and Procedures*, III, section 4:

#### Section 1—Notice

A subscriber shall be advised in writing by Registered Mail of the charges preferred, which notice shall include a statement of the grounds and reasons for such charges, together with appropriate reference to the *Television Code*.

#### Section 2—Presentation; Representation

A subscriber against whom charges have been preferred, and who has exercised his right to a hearing, shall be entitled to effect presentation of his case personally, by agent, by attorney, or by deposition and interrogatory.

#### Section 3—Intervention

Upon request by the subscriber-respondent or the Television Code Review Board, the Television Board of Directors in its discretion, may permit the intervention of one or more other subscribers as parties-in-interest.

#### Section 4—Transcript

A stenographic transcript record shall be taken and shall be certified by the Chairman of the Television Board of Directors to the office of the Secretary of the National Association of Radio and Television Broadcasters, where it shall be maintained. The transcript shall not be open to

inspection unless otherwise provided by the party respondent in the proceeding.

#### Section 5—Television Code Review Board; Counsel

The Television Code Review Board may, at its discretion, utilize the services of an attorney from the staff of the NARTB for the purpose of effecting its presentation in a hearing matter.

#### Section 6—Order of Procedure

At hearings, the Television Code Review Board shall open and close.

#### Section 7—Cross Examination

The right of cross-examination shall specifically obtain. Where procedure has been by deposition or interrogatory, the use of cross-interrogatories, shall satisfy this right.

#### Section 8—Authority of Presiding Officer; of Television Board of Directors

The Presiding Officer shall rule upon all interlocutory matters, such as, but not limited to, the admissibility of evidence, the qualifications of witnesses, etc. On all other matters, authority to act shall be vested in a majority of the Television Board unless otherwise provided. (Reference; *Television Code, Regulations and Procedures*, III, section 4).

#### Section 9—Films, Transcriptions, etc.

Films, kinescopes, records, transcriptions, or other mechanical reproductions of television programs, properly identified, shall be accepted into evidence when relevant.

#### Section 10—Continuances and Extensions

Continuance and extension of any proceeding or for the time of filing or performing any act required or allowed to be done within a specific time may be granted upon request, for a good cause shown. The Board or the Presiding Officer may recess or adjourn a hearing for such time as may be deemed necessary, and may change the place thereof.

#### Section 11—Findings and Conclusions

The decision of the Television Board of Directors shall contain findings of fact with conclusions, as well as the reasons or bases therefor. Findings of fact shall set out in detail and with particularity all basic evidentiary facts developed on the record (with appropriate citations to the transcript of record or exhibit relied on for each evidentiary fact) supporting the conclusion reached.

#### Section 12—Reconsideration or Rehearing

A request for reconsideration or rehearing may be filed by parties to the hearing. Requests for reconsideration or rehearing shall state with particularity in what respect the decision or any matter determined therein is claimed to be unjust, unwarranted, or erroneous, and with respect to any finding of fact shall specify the pages of record relied on. If the existence of any newly-discovered evidence is claimed, the request shall be accompanied by a verified statement of the facts together with the facts relied on to show that the party, with due diligence, could not have known or discovered such facts at the time of the hearing. The request for rehearing may seek:

- a. Reconsideration
- b. Additional oral argument
- c. Reopening of the proceedings
- d. Amendment of any findings, or
- e. Other relief.

**Section 13—Time for Filing**

Requests for reconsideration or rehearing shall be filed within ten (10) days after receipt by the respondent of the decision. Opposition thereto may be filed within five (5) days after the filing of the request.

**Section 14—Penalty, Suspension of**

At the discretion of the Television Board, application of any penalty provided for in the decision may be suspended until the Board makes final disposition of the request for reconsideration or rehearing.

**Section 15—Disqualification**

Any member of the Television Board may disqualify himself, or upon good cause shown by any interested party, may be disqualified by a majority vote of the Television Board.

## Radio-TV Receiver Production in 1952

Washington—A month-by-month breakdown of 1952 production of television and radio receivers, showing a total production for the year of more than 6 million TV's and 9.7 million radio receivers, as released by the Radio-Television Manufacturers' Assn., follows:

	Television	Home Sets	Portables	Auto	Clock	Total Radio
January ...	494,932	288,724	68,433	195,147	80,151	632,455
February ..	409,337	312,705	72,866	267,779	106,103	759,453
March (5 weeks)....	510,561	357,689	99,720	343,314	175,169	975,892
April .....	322,878	286,164	110,529	275,250	173,003	847,946
May .....	309,375	288,927	128,351	215,478	115,588	748,344
June (5 weeks) ..	755,665	324,786	126,636	230,706	183,496	865,654
July .....	198,921	203,868	81,353	95,220	61,295	441,736
August ....	397,769	235,728	105,006	94,315	108,753	543,802
Sept. (5 weeks) ..	361,152	297,669	205,186	246,909	124,489	874,253
Oct. ....	724,117	314,459	113,552	163,494	180,841	772,346
Nov. ....	780,486	389,853	153,503	195,200	185,639	924,195
Dec. (6 weeks) ..	921,086	452,556	194,837	406,258	271,507	1,325,158
<b>TOTAL ...</b>	<b>6,096,279</b>	<b>3,753,128</b>	<b>1,460,002</b>	<b>2,729,070</b>	<b>1,769,036</b>	<b>9,711,236</b>

# TV 'NEVER HAD IT SO GOOD'

## But—Beware The Delusion Of Self-Satisfaction

By CHRIS J. WITTING, Managing Director,  
Du Mont Television Network

TELEVISION at both the network and station level "never had it so good" as in 1952—at least on the basis of billings figures and reports on sets in use—and 1953 looks even better!

But one does not require a crystal ball to question whether telecasters should accept too confidently all that meets the eye—whether they wouldn't be wiser to look below the surface. Here, within the confines of the industry's trade journal annual, is a good place to make a closer examination of some of the things that rate a second look.

The first question we should attend shapes up in the query: Just how united are we in our "united front"? True, we've got the code and we've even acquired a congressional accolade for industry efforts to police ourselves. And, of course, the code has remedied some programming problems—cleavage and off-color, ad lib jokes, for example. But who will contend that the code is as fully effective on the commercial side—as to length of commercial, improper display of promotional signs, and so on?

In reviewing many a conversation on the subject this year, I'm sure that I express a common sentiment when I suggest that we'd all be wise sincerely and effectively to support the industry's effort to do the many jobs that the code seeks to carry off—to do the jobs for ourselves before we face the added problem of outside attempts at "regulation." And if there is any doubt in your mind that the threat of such outside "aid" is very real, just ask your Congressman.

And while we are on the subject of Washington, I think television would be wise to view with sympathy the tele-consciousness of the Eisenhower administration and develop an affirmative, positive program to make sure that the administration finds ways to interpret national problems and its approach to them through our medium.

Last year I wrote here that television had two vital jobs cut out for it in 1952, and one of them was "to put the brakes on



soaring costs." Yet costs have continued to rise and this pivotal problem has been carried over into 1953.

Employees are striking or negotiating for more money. Stations already on the air are increasing rates as their set circulation figures rise, and new stations are coming on the air—all to add to the bill that sponsors are expected to foot.

What does this mean? The answer is written in the roll of advertisers who used the medium a year or two ago, but found it "too rich for their blood"—"too rich" during a period when they, too, were operating at peak levels, enjoying good incomes and profits. Where will we be if the excess profits tax is eliminated and many enterprises don't have the money available in the future that they have had in the past? Or if business volume falls off a little?

One of the most regrettable things of the year is the general agreement among sympathetic but critical commentators that network TV, although only three years old, commercially has found a "well heeled rut" and is taking the conventionally safe side of the road rather than the rougher road of daring and pioneering. It makes me wonder whether we are not too inclined to accept the quick dollar rather than explore the promise in such initiative and creative effort.

And I am all the more sensitive to this when I review the quick response to Bishop Sheen, who has been followed by so many programs based on a strong individual; by our own daring Mono-Drama Theater which puts Shakespeare in the format of a soap opera with great success; by *Dark of Night* which proves television capable of "on location" dramatic production—breaking through the walls of the studio, and by the splendid documentaries that two of our competitors have produced this year.

So, to sum up, the moment is one that calls not for self-satisfaction over ever-increasing billing figures but for serious self-examination and energetic co-operation that Television may quickly achieve a sound economic basis and become the great communication medium that it promises to be.

## As Whole Nation Looks And Listens



Frank Conniff, New York Journal-American, and Sanford E. Stanton, political editor, analyze Presidential voting trends on the "Election Roundup" program over WABD-Du Mont.



This snap of activity at Mutual shows Fred Vandeventer, assisted by agency and production personnel, airing the voting tallies to 560 affiliates.



This photo at CBS TV headquarters shows Walter Cronkite (extreme right) serving as "anchor man" for the web's operations.

TELEVISION  
NETWORKS  
and  
FCC  
STATION  
ALLOCATIONS

# ABC-TV's 3-WAY EXPANSION

## Talent, Production And Facilities All Affected

By ALEXANDER STRONACH, Jr.

Vice President in Charge of the ABC-TV Network

A new super nova appeared in the firmament of the entertainment industry early this year.

However, this nova is already behaving in a manner totally unfamiliar to astronomers and scientists accustomed to coping with our heavenly bodies. This nova didn't suddenly flare up only to return to its former magnitude in a few weeks or months. It was born of long and deliberate undertaking and study—the merger of the American Broadcasting Company, Inc. and the United Paramount Theaters, Inc. into the American Broadcasting-Paramount Theaters, Inc.

This new giant on the horizon of the entertainment industry was made possible through approval by the Federal Communications Commission on Feb. 9, 1953.

The realization of this accomplished fact brings into sharp focus the competitive enterprise that makes American business the envy of an entire world and the American knack for entertainment, especially as applied to the broadcasting-televasting fields—one of the truly great industries in America.

The merger has placed at the network's disposal sufficient financial resources to enable ABC to expand—talentwise, productionwise, and facilitieswise—and to assume a real competitive position in TV.

These three major expansions have already been undertaken:

**Talentwise:** by the signing of George Jessel as artist-producer and whose services become available to both the ABC Radio and TV Networks on a long term basis in June of this year; similarly, the signing of America's outstanding disc jockey—Martin Block, for his "Martin Block's Make Believe Ball Room" to debut on the network's flagship radio outlet—WABC—on New Year's Day, 1954 and who will shortly thereafter, inaugurate a similar program over the ABC Radio Network. Block's services will also be available to the ABC-TV Network. Even as this is being written, ABC will shortly announce the signing of two of the top stars in our comedy roster.

**Productionwise:** the ABC-TV Network already has in preparation a series of especially planned TV presentations, each of

half-hour's duration and which will have their initial showing in April of this year. Titled the "ABC Album," with Donald Cook as host of the series and featuring such outstanding names of the entertainment world as Paul Douglas, Brandon de Wilde, Audrey Christic, Don Briggs, Allen Jenkins, Walter Slezak, John Hodiak, Alan Mowbray and others, the "ABC Album" will bring to the nation's televisioners a new concept in TV entertainment.

**Facilitieswise:** the long-range improvement of the network's owned video outlets, boosting their respective power output to maximum signal strength as authorized by the FCC, and which will enable the ABC-TV Network's five owned stations—WABC-TV, New York; WBKB, Chicago; WXYZ-TV, Detroit; KECA-TV, Los Angeles, and KGO-TV, San Francisco, to radically improve their signal strength, and which in turn will result in better reception to televisioners in those cities and surrounding areas. This facilities improvement plan is being undertaken at a cost of \$2,500,000 and will be finally completed during 1954.

The merger does something more than simply bring into being a greatly revitalized network. It brings new life and hope to the entire entertainment industry—an industry that constantly strives to find new methods for the expression of great talent, education, news, public service and many other facets that enable some 80 million Americans to sit down in their living rooms each evening and see what the creative and technical skill of other Americans can bring to them.

From the combined resources of the newly merged companies there is certain to emerge a greater good and purpose. The fact that the merger creates a new competitive force among the other major networks is in itself most laudable.

New methods for programming will be undertaken. New talent projected. New stations added. New technical improvements made.

The challenge has been set before us. We have met it in the past. The merger now enables us to meet the future with renewed strength in which a great industry and the public it serves are the final beneficiaries.



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# A. B. C. TELEVISION NETWORK

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## **ALEXANDER STRONACH, JR.** *Vice President in Charge of the ABC-TV Network*

Rich in experience as a freelance writer and as a director of some of radio's top shows, ALEXANDER (SANDY) STRONACH, JR. joined the American Broadcasting Company in September, 1948 as manager of television programs for the network. His versatility and ability to adapt himself to the rapidly changing TV industry gained him swift recognition as both a showman and executive and in January, 1950, he was named national director of television pro-



STRONACH, JR.

gram operations for ABC. A year later, in January, 1951, he was appointed vice president in charge of television programs and in May of that year was promoted to vice president in charge of the ABC-TV Network. As vice president in charge of the ABC-TV Network, Stronach is responsible for the overall supervision of the Television Sales Department and the Television Programming Department.

## **ROBERT M. WEITMAN** *Vice President in Charge of Programming and Talent*

He may be new to ABC, but ROBERT M. WEITMAN isn't new to people in show business. He joined ABC this year as vice president in charge of programming and talent as a direct result of the merger of the American Broadcasting Company, Inc. and the United Paramount Theaters, Inc. into American Broadcasting-Paramount Theaters, Inc. and he is without a doubt, one of the most valuable executives that the broadcasting-televasting industry could ac-



WEITMAN

quire. His acumen as a showman and developer of outstanding talent had far reaching effects in the success of the original Paramount Pictures, Inc., and as a vice president of UPT, Inc., sparked that company's immediate success as an independent operation.

He now brings all of his outstanding abilities to the newly strengthened American Broadcasting Company, strengthened all the more, because of Bob Weitman.

## **CHARLES R. ABRY** *National Sales Manager for the ABC-TV Network*

It was in the early part of this year (February) that CHARLES R. (CHUCK) ABRY was promoted to the position of national sales manager for the ABC-TV Network, a rather phenomenal rise, considering that he first joined ABC in June, 1951, as an account executive in the network's television sales department. And it was only a short while after he became associated with ABC, that he proved himself one of the most capable account executives in the network field.

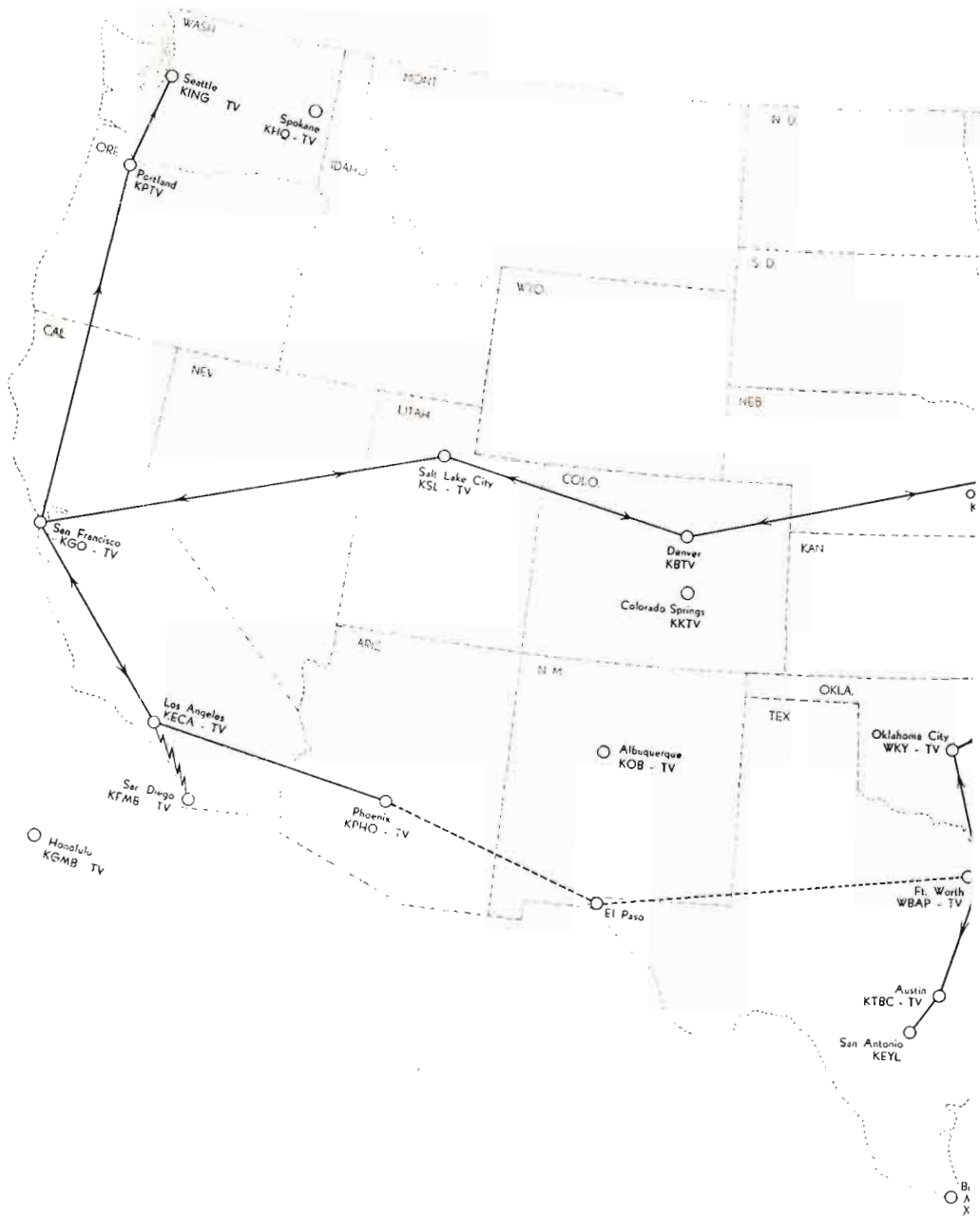


ABRY

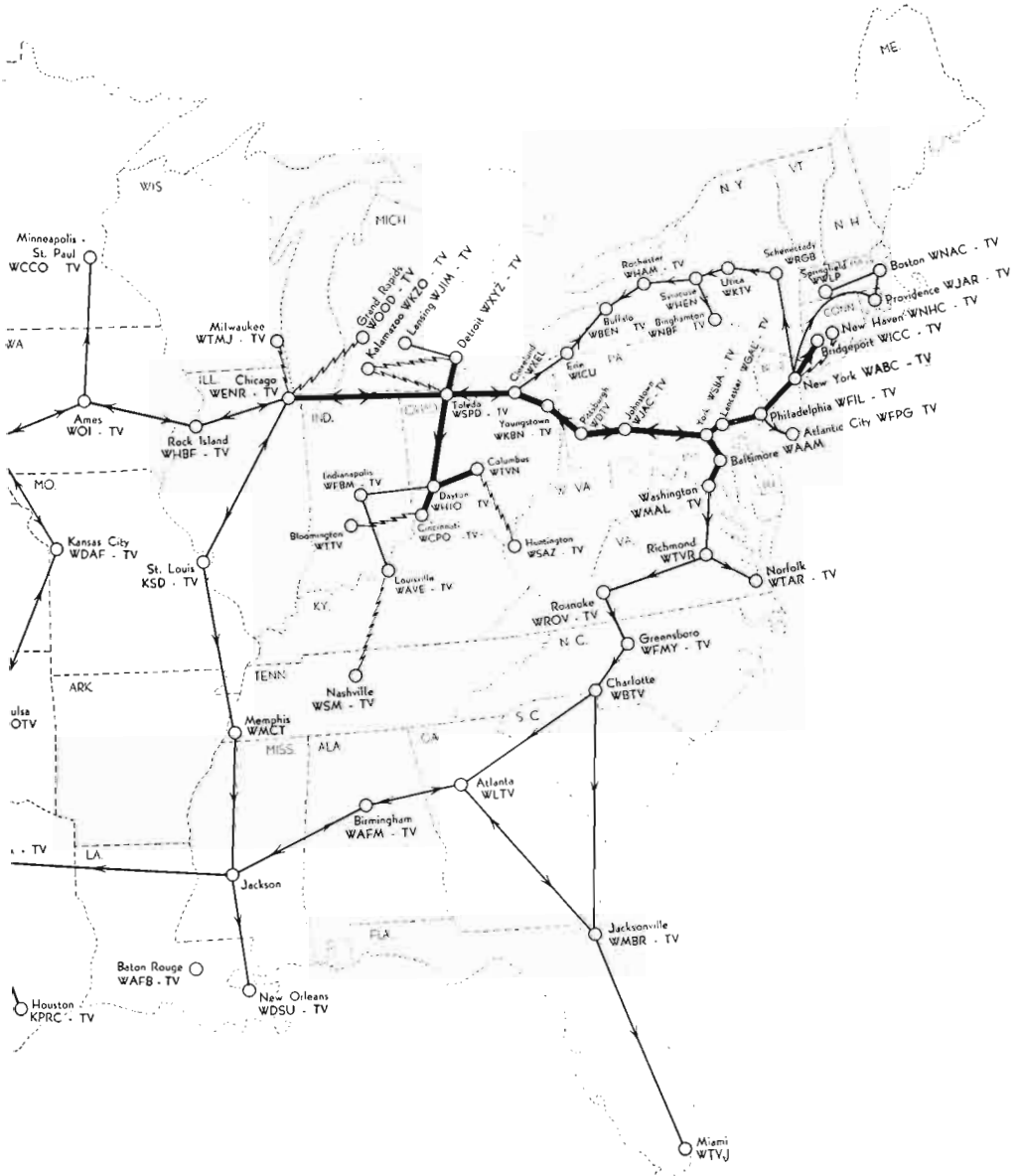
His salesmanship, meriting greater executive latitude, brought him the appointment of Eastern Sales Manager for the ABC-TV Network in November, 1952.

His present duties as National Sales Manager for the ABC-TV Network entail the close supervision of a large selling force of account executives as well as close surveillance of a number of top level national accounts currently using the facilities of the ABC-TV Network.

# AMERICAN BROADCAST



# CASTING COMPANY



# A M E R I C A N BROADCASTING COMPANY, INC.

(A Division of American Broadcasting-Paramount Theaters, Inc.)

*R.C.A. Bldg., 7 West 66th Street, New York 23, N. Y.*

*(Telephone Number: SUsquebanna 7-5000)*

## OFFICERS

Edward J. Noble.....Chairman of Finance  
Committee, AB-PT  
Robert E. Kintner.....President  
Robert H. O'Brien.....Exec. Vice-President  
Earl E. Anderson.....Vice-President  
Charles T. Ayres.....Vice-President  
Slocum Chapin.....Vice-President  
James Connolly.....Vice-President  
Robert H. Hinckley.....Vice-President  
Earl Hudson.....Vice-President  
Frank Marx.....Vice-President  
Ernest Lee Jahrcke, Jr.....Vice-President  
John Mitchell.....Vice-President  
Harold L. Morgan, Jr.....Vice-President  
John H. Norton, Jr.....Vice-President  
Theodore I. Oberfelder.....Vice-President  
C. Nicholas Priaulx.....Vice-Pres. & Treasurer  
Alexander Stronach, Jr.....Vice-President  
Thomas Velotta.....Vice-President  
Robert M. Weitman.....Vice-President  
Paul Whiteman.....Vice-President  
Omar Elder.....Assistant Secretary and Attorney  
Aaron Rubin.....Assistant Treasurer  
& Assistant Secretary  
Walter C. Tepper.....Controller  
Geraldine B. Zorbaugh.....Acting Gen. Attorney  
and Secretary

## TELEVISION

Alexander Stronach, Jr.....Vice President in  
Charge of Television Network

### Engineering & General Services

Frank Marx.....Vice President in Charge  
Thomas F. Foy.....Purchasing Agent  
Richard Hamilton.....Supervisor of Communications  
Clure Owen.....Administrative Assistant  
John Preston.....Director of Engineering  
Facilities & General Services  
Lawrence Ruddell.....Recording Director  
Joseph J. Spagnola.....Office & Studio Services  
Director  
William Trevarthen.....Director of Engineering  
Operations  
Reginald Willcocks.....Traffic Manager  
Merle Worster.....Eastern Operations Manager

### Finance, Personnel

C. Nicholas Priaulx.....Vice Pres. & Treasurer  
Henry T. Hede.....Administrative Assistant to the  
Vice President and Treasurer

Aaron Rubin.....Assistant Treasurer & Assistant  
Secretary  
Walter C. Tepper.....Controller  
Marie McWilliams.....Director of Personnel

### Legal

Geraldine B. Zorbaugh.....Secretary & Acting  
General Attorney  
Omar Elder.....Attorney & Assistant  
Secretary

### Labor Relations

Mortimer, Weinbach.....Acting Director of Labor  
Relations

### Program

Robert M. Weitman.....Vice-President in charge  
of Programming and Talent

### Services

Harold L. Morgan, Jr.....Vice-President in  
charge of TV Services Department  
Robert Holland.....Manager of Film Services  
Ruth K. Blainey.....Operations Manager  
John L. Kelly.....Plant Superintendent  
James McNaughton.....Art Director  
Harold Sobolov.....Studio Supervisor  
Robert L. Stone.....Business Manager

### Programming

Charles Underhill.....National Director of  
Program Department  
Freelon Fowler.....Film Program Manager  
Charles Holden.....Asst. National Director of the  
Program Department  
Robert F. Lewine.....Eastern Program Director  
John Madigan.....Director of News &  
Special Events  
James Stabile.....Administrative Manager

### Public Relations, Advertising & Promotion and Continuity

#### Acceptance

John Pacey.....Director of Public Affairs  
Ruth Crawford.....Librarian  
Mitchell DeGroot.....Manager of Advertising &  
Promotion  
Arthur B. Donegan.....Manager of Publicity  
Ellen Heagerty.....Supervisor of Audience  
Information  
Grace Johnsen.....Director of Continuity  
Acceptance  
Ruth Trexler.....Executive Producer of Religious &  
Educational Programs

## Sales

Charles Abry.....National Director of Sales  
Don Kearney...Assistant National Sales Manager  
Stanley Smith.....Eastern Sales Manager  
Malcolm B. Laing.....Business Manager for  
Network Sales

## Station Relations, Sales & Station Traffic Operations, Research & Sales Development

Ernest Lee Jahncke, Jr....Vice Pres. & Assistant  
to the President  
Frank Atkinson.....Manager of Co-operative  
Program Department  
Alfred Beckman.....National Director of Station  
Relations Department  
Donald Buck.....Director of Operations for  
Sales & Station Traffic  
Alice Stamatis...Manager of Order Processing  
Oliver Treyz.....Director of Research & Sales  
Development  
William A. Wylie.....Manager of Station  
Relations Department

## CENTRAL DIVISION 20 North Wacker Drive Chicago 6, Illinois

John H. Norton, Jr.....Vice President in Charge  
Leroy Bartrum.....Manager of Traffic &  
Communications  
Edward Bishoff.....Sales Service Manager  
Kenneth Christiansen.....Manager of Office &  
Studio Services  
Mary A. Corcoran.....Purchasing Agent &  
Personnel Interviewer  
James Duffy.....Manager of Advertising  
& Sales Promotion  
Walter L. Emerson.....Legal Counsel  
Monte Fassnacht.....Manager of Program  
Department  
John Fitzpatrick.....Production Manager  
Clarence Heider...Program Operations Manager  
Elliot Henry, Jr.....Publicity Manager  
William Hohmann.....Research Supervisor  
E. C. Horstman.....Manager of Engineering &  
General Services  
Lawrence Kelley...Manager of Film Department  
Jack McCord.....Program Business Manager  
Francis McNulty.....Music Rights Supervisor  
Cornelius O'Dea.....News Supervisor  
Stewart Robinson.....Auditor  
Robert M. Savage.....Manager of Script &  
Continuity Acceptance  
James Stirton.....Director of Network for  
Central Division  
Floyd Timberlake.....Engineering Operations  
Supervisor  
Gerald A. Vernon...Manager of Network Sales

## HOLLYWOOD

### ABC Television Center Hollywood 27, California

Earl Hudson.....Vice-President in Charge of  
Western Division  
William Phillipson.....General Manager  
J. Clifford Anderson...Program Business Manager  
Cecil W. Barker....Program Production Director,  
Western Division

Dorothy L. Brown.....Continuity Acceptance  
Editor, Western Division  
Philip G. Caldwell....Manager of Engineering &  
General Services, Western Division  
Edward B. Hullinger.....Manager, Station  
Relations, Western Division  
Francis LaTourette.....Western Division News  
Editor  
Allan Maynard.....Purchasing Agent &  
Supervisor of Building Maintenance  
Courtney McLeod.....Traffic Manager,  
Western Division  
Norma T. Olsen.....Director of Program  
Operations  
Cameron G. Pierce.....Manager of Television  
Engineering  
Albert R. Landers.....Film Director  
Darrell E. Ross.....Production Manager  
Jerry Ross.....Director of TV Promotion—  
Publicity Department  
Florence T. Schiro.....Personnel Director  
Norman H. Sloane...Production Control Manager  
Donn B. Tatum...Director of Television, Western  
Division  
C. Merwin Travis.....Director of Promotion-  
Publicity Services  
John C. Wagner...Controllor, Western Division

## SAN FRANCISCO

### 420 Taylor Street

### San Francisco 2, California

James H. Connolly...Vice-President in Charge  
Lorraine Duchene...Continuity Acceptance Editor  
A. E. Evans.....Manager of Engineering  
Gordon Grannis.....Advertising, Promotion &  
Publicity Manager  
Marion Warda.....Sales Service Manager  
Edith Kirby.....Traffic Manager  
Victor Reed.....Manager of News & Special  
Events & Program Operations  
Henry A. Saroyan.....Auditor

## OWNED TELEVISION STATIONS

Slocum Chapin.....Vice President in Charge of  
Owned Television Stations & General  
Manager of WABC-TV  
William Matterna.....National Sales Manager,  
Owned Television Stations

## New York

J. Trevor Adams...Sales Manager of WABC-TV  
Paul Mowrey....Station Manager of WABC-TV

## Chicago

Joseph Fisher.....Sales Manager of WBKB  
Sterling C. Quinlan Program Manager, WBKB

## Hollywood

Philip Hoffman...Station Manager of KECA-TV  
Frank King.....Sales Manager of KECA-TV  
Stanton Kramer.....Director TV Promotion-  
Publicity Department  
James Pollak....Program Manager of KECA-TV

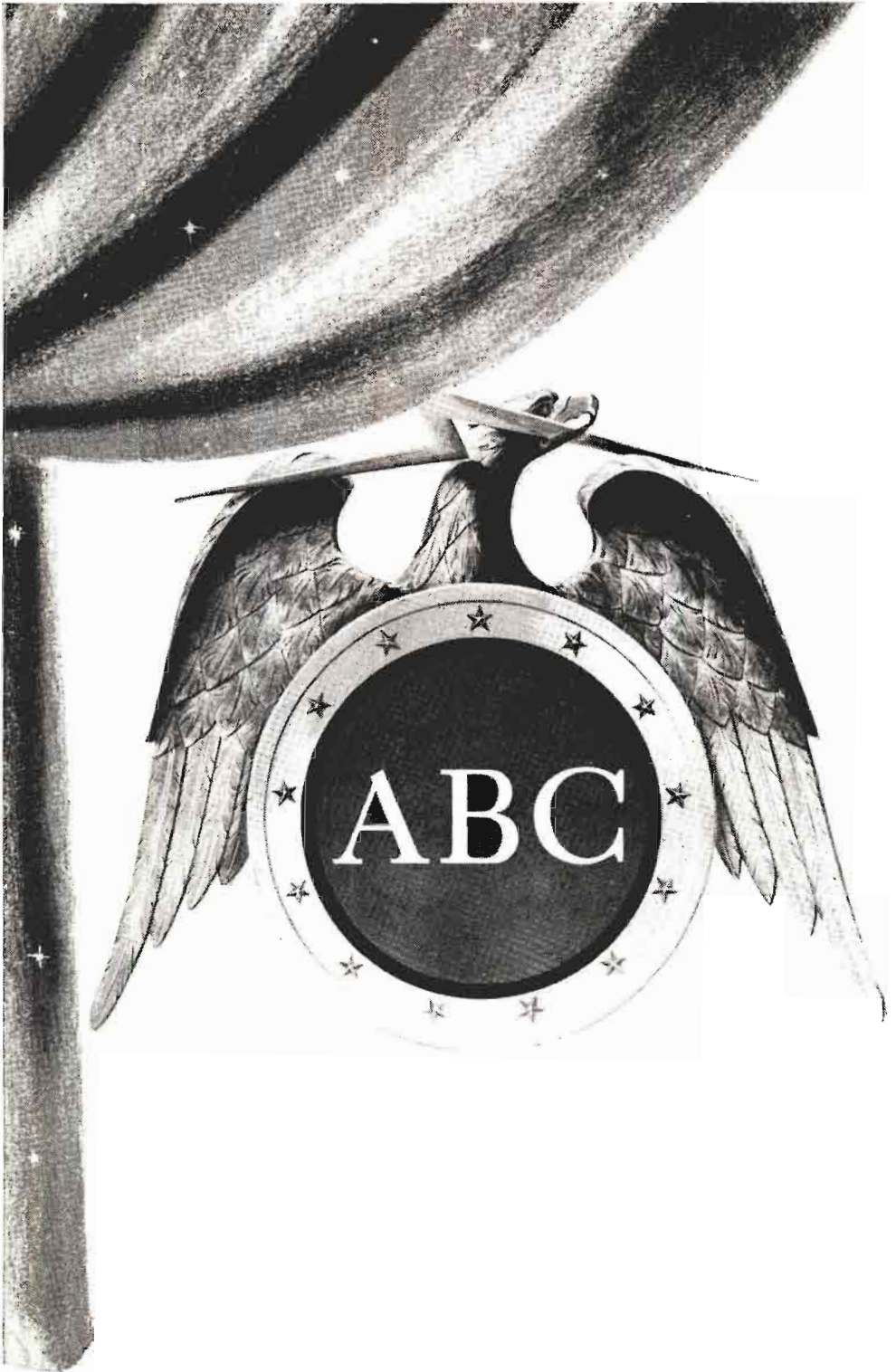
## San Francisco

Vincent Francis...Station Manager of KGO-TV  
Dave Sacks.....Sales Manager of KGO-TV  
Bloyce Wright....Program Manager of KGO-TV

## Detroit

### (WXYZ, Inc.)

John Pival.....Station Manager of WXYZ-TV



*Curtain going up . . . on the*

# Biggest Event in Television!

Chances are you've already seen television's newest, most exciting symbol . . . the symbol for the *new* ABC.

But the symbol is not important by itself. It's just a curtain raiser for major announcements to come. It's a sign that big things are in the air . . . and if you are an advertiser, a sign that *this* is the time to put ABC television in your plans.

New shows are being developed. New talent will be attracted. Not all right away, of course. But it will pay to watch ABC . . . because ABC now has the right combination of experience, equipment, and showmanship to be a leader in television.

The stage is set . . . and big things are beginning to happen. So keep your eye on the *new* ABC!

**ABC** TELEVISION NETWORK



# VIDEO FITS RETAIL PATTERN

## Adaptable To Current 'On-Sight-Along' Buying

By J. L. VAN VOLKENBURG

President, CBS Television

IT WAS a chilly month of the year. Electrical dealers in Chicago couldn't understand why they were virtually sold out of \$70 electric fans. Within a single week, \$60,000 worth of the fans had moved across their counters.

There had been no local advertising, no other possible sales stimulus—except a single television commercial message on the Westinghouse "Studio One" program.

And there was the case of Schick Razor. Chester Gifford, president of Schick, Inc., reports: "Our sales record shows the biggest first quarter in our sales history, and also the biggest first half, with sales one-third ahead of the same period last year—and this at a time when industry in general, and especially the electrical appliance field, was not enjoying any material increases."



Advertisers, well aware of this merchandising trend, are relying more and more on television—as a potent advertising medium, as a new and revolutionary distribution and sales tool.

On our part, CBS Television has built a new flexibility into the medium to put it at the service of more and more advertisers. One plan, for example, is alternate-week sponsorships, with cross-referencing of sponsors, so that the advertiser may enjoy the benefits of a weekly program for about half the price of going it alone.

Another notable departure is the advertising participation plan, whereby the cost of some of the biggest shows may be assumed by as many as three or four sponsors on an equal basis.

Behind this story of vanishing inventories of Schick shavers is another great television success story—a story of the company's merchandise being pulled out of non-TV areas and rushed to TV areas in order to meet consumer demand.

Each of these stories has a peculiar significance to marketing men. Each indicates that we may soon be anticipating a shift in the market picture determined largely by whether television is there or not. We can look for the market to follow television, rather than the other way around. For television creates demand for products—takes the customer to the spot where he can buy them.

And television fits today's retail buying patterns: Today we find an increasing trend toward the self-service market, where merchandise is sold on sight alone, with the number of trained personnel kept to an economic minimum. No medium has given this trend such powerful impetus as television, where the skilled and controlled demonstration of the product occurs before the customer ever reaches the actual point-of-sale.

In addition, we are currently experimenting with a five-minute segment plan for some of our daytime shows, by which an advertiser may buy as many or as few segments as he likes on a daily, weekly or seasonal basis. The plan makes network programs available to advertisers with modest budgets.

We have also made aggressive attacks on television's basic costs. We built CBS Television City in Hollywood, for example, not only to provide housing for an increasing number of programs, but also to incorporate cost-reducing production methods.

We are fitting out our new production center in New York City with the same goals in mind. We expect to continue developing production efficiency and program quality in order to bring better and better shows before the public and to assure the most attractive and effective "buy" for advertisers.

As each new case history of sales success continues to indicate, television has emerged as the swiftest, most effective, most economical tool for moving merchandise across the counters of America.



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# C. B. S. TELEVISION NETWORK

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## **HUBBELL ROBINSON, JR.** *Vice President in Charge of Network Programs*

HUBBELL ROBINSON, JR., joined CBS in July, 1947, as vice president in charge of network programs. In 1951, when CBS was reorganized into separate network operations for television and radio, he was named vice president and director of CBS Television network programs. Previous to his CBS affiliation, Robinson had been vice president and director of radio for Young & Rubicam. He was with the agency for sixteen years, from 1928 to 1944. He joined



ROBINSON JR.

the Blue Network, now ABC, in 1944, as vice president and director of programs. In 1945, he switched to Foote, Cone and Belding as vice president in charge of radio. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, and is a graduate of Brown University. He was a reporter on the Schenectady Union Star and the Knickerbocker Press in Albany after graduation. In 1928, he moved to New York and entered advertising.

## **HARRY S. ACKERMAN** *Vice President in Charge of Network Programs — Hollywood*

HARRY S. ACKERMAN was named vice president of the Columbia Broadcasting System in charge of of the network's Hollywood programs in June of 1951. His position includes general supervision of all CBS operations in the California entertainment capital.

Ackerman joined the Columbia network in 1948 in the capacity of executive producer. In June of the same year he transferred to Hollywood, where he served as director of network programs.



ACKERMAN

Ackerman attended Dartmouth College, from which he was graduated in 1935.

Following graduation from College, Ackerman became a writer and also filled roles as actor as well as director and producer of many radio shows. In 1936 he joined Young & Rubicam, Inc., as a program director. In 1946 he was made vice president of the advertising agency in charge of all program operations.

Ackerman was born in Albany, N. Y.

## **WILLIAM H. HYLAN** *Vice President in Charge of Network Sales*

WILLIAM H. HYLAN, associated with CBS for sixteen years, was named vice president in charge of network sales for CBS Television in December, 1952. After four years as an account executive with CBS Radio Sales, from 1937 to 1941, Hylan entered military service with the army. In November, 1945, he returned to CBS Radio and was appointed assistant to the director of station administration. In 1948, Hylan switched to the network's new TV sales staff as an account execu-



HYLAN

tive. In July 1951, he was named assistant sales manager. In January, 1952, he was appointed eastern sales manager.

Hylan is a native of New York City, having been born in the town of Father Knickerbocker on October 16, 1905. He spent a goodly portion of his youth as a resident of the Island of Puerto Rico. Following his secondary school education he entered Yale University, of which he is a graduate.

# CBS TELE



# VISION



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# CBS TELEVISION

## A DIVISION OF CBS, INC.

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### *Executives and Staff*

*485 Madison Avenue, New York 22, N. Y.*

*Telephone: PLaza 1-2345*

*Registered Telegraphic Address—COLUMBIA NEW YORK*

*NOTE: A full listing of the CBS corporate personnel, as well as the board of directors, will be found on Page 268.*

### **CBS TELEVISION DIVISION OFFICERS**

J. L. Van Volkenburg.....President  
William H. Hylan.....Vice President in Charge  
of Network Sales  
Hubbell Robinson, Jr....Vice President in Charge  
of Network Programs  
Harry S. Ackerman.....Vice President in Charge  
of Network Programs—Hollywood  
H. Leslie Atlass.....Vice President in Charge  
of Central Division  
Frank B. Falknor.....Vice President in Charge  
of Operations  
Merle S. Jones.....Vice President in Charge of  
CBS-Owned Stations and General Services  
W. Spencer Harrison.....Vice President in Charge  
of Legal and Business Affairs  
Herbert V. Akerberg.....Vice President in Charge  
of Station Relations  
William B. Lodge.....Vice President in Charge  
of General Engineering  
Charles L. Glett.....Vice President in Charge  
of Network Services—Hollywood  
William J. Flynn.....Controller

### **Network Sales**

William H. Hylan.....Vice President in Charge  
of Network Sales  
Thomas H. Dawson.....Sales Manager  
George E. Klayer.....Chicago Sales Manager  
Charles K. Sterritt.....Detroit Sales Manager  
Kingsley F. Horton.....Pacific Coast Sales Manager  
William J. Fagan.....Business Manager  
T. D. Connolly.....Program Sales Manager  
Edward P. Shurick.....Manager of Sales  
Development  
Robert F. Jamieson.....Sales Service Manager  
George A. Kolpin.....Contract Manager

### **Network Programs**

Hubbell Robinson, Jr....Vice President in Charge  
of Network Programs

Harry S. Ackerman.....Vice President in Charge  
of Network Programs, Hollywood  
William Dozier.....Executive Producer,  
Dramatic Shows  
Marlo Lewis.....Executive Producer, Music and  
Variety Programs  
James C. Shattuck.....Director of Editing  
Harry C. Ommerle.....Program Director  
E. Carlton Winckler.....Production Manager  
Louis T. Stone.....Program Budget Manager

### **News and Public Affairs**

Sig Mickelson.....Director of News and Public  
Affairs  
F. M. Littlejohn.....Managing Editor, News  
Paul Levitan.....Producer of Special Events  
William A. Wood.....Director of News and  
Public Affairs, Washington  
Judson Bailey.....Director of Sports

### **Operations**

Frank B. Falknor.....Vice President in Charge  
of Operations  
Henry Grossman.....Assistant to Vice President  
in Charge of Operations  
Walter Pierson.....Manager of Production  
Gilbert DeStafano.....Manager of Stage Lighting  
Anthony Boschetti.....Manager of Procurement  
Richard Hopkins.....Manager of Scenic Design  
and Construction  
Herbert O. Phillips.....Executive Art Director in  
Scenic Division  
William Vogel.....Manager of Special Effects  
H. C. Meier.....Manager of Network Operations  
H. Grant This.....Manager of Film Service  
Operations  
Al Raymond.....Manager of Theater and  
Stage Operations  
Paul Wittlig.....New Effects Development  
Ira De Lumen.....Manager of Cost Control  
R. G. Thompson.....Director of Technical  
Operations  
Orville Sather.....Manager of Technical Operations

### **Station Relations**

Herbert V. Akerberg.....Vice President in  
Charge of Station Relations  
Clark A. Snyder.....Director of Station Relations

## Advertising and Sales Promotion

William Golden.....Creative Director  
John P. Cowden.....Operations Director  
Robert I. Elliott.....Copy Chief  
Alex Kennedy.....Director of Program Promotion  
Fred Kramer.....Director of Program Promotion,  
Hollywood  
Gordon Hellmann.....Director of Presentations  
David Luhmann.....Director of CBS-Owned  
Station Promotion Services  
Edward Side.....Production Manager

## Public Relations

David J. Jacobson.....Director of Public Relations  
Michael J. Foster.....Director of Press Information  
Arthur Perles.....Administrative Director &  
Director of Merchandising Exploitation  
Norman Seigel.....Director of Publicity and  
Exploitation, Hollywood  
Hank Warner.....Assistant Director of  
Press Information  
Jack Goldstein.....Director of Special Projects  
Dorothy Leffler.....Director of Magazine Division,  
Press Information

## Research

Oscar Katz.....Director  
Phillip Eisenberg.....Director of Coverage and  
General Surveys  
Rose Marie O'Reilly.....Manager of Ratings  
Tore Hallonquist.....Director of Program Analysis  
Leonard DeNooyer.....General Surveys

## Engineering

William B. Lodge.....Vice President in Charge  
of Engineering  
A. B. Chamberlain.....Chief Engineer  
H. A. Chinn.....Chief Audio-Video Engineer  
J. W. Wright.....Chief Radio Frequency Engineer

## Legal and Business Affairs

W. Spencer Harrison.....Vice President in Charge  
of Business and Legal Affairs  
Merritt H. Coleman.....Director of Business Affairs  
Henry Howard, Jr.....Director of Business  
Affairs, Hollywood

## Accounting

William J. Flynn.....Controller  
Norman C. Hadley.....Director of Accounting  
Operations

## Network Services, Hollywood

Charles L. Glett.....Vice President in Charge  
of Network Services, Hollywood  
Austin E. Joscelyn.....Director of Operations,  
Hollywood

## CBS, Inc., Broadcast Service Departments

### Building Construction

Kingdon Tyler.....Manager, Building  
Construction Department  
H. W. Van Wagenen.....Assistant Manager,  
Building Construction Department

## Building Operations and Tickets

James Swenson.....Manager, Building Operations  
Jack Page.....Assistant Manager, Building  
Operations  
Laurette Banks.....Supervisor, Ticket Bureau

## General Purchasing

John E. Forsander.....Director of Purchases  
Edward Drewes.....Purchasing Agent

## Office Services

A. H. Bryant.....Manager  
Maude Stubner.....Supervisor, Program Typing  
Emily Schiener.....Supervisor, Ediphone

## Personnel Relations

Robert Kalaidjian.....Director  
Charles Burt.....Personnel Administrator  
Dr. Jack Nelson.....Director, Medical Office  
John Anderson.....Personnel and Labor Research  
Manager  
Richard Stanley.....Employment Manager

## Photography

Walter I. Seigal.....Manager

## Reference

William C. Ackerman.....Director  
May Dowell.....Manager, General Information  
Agnes Law.....Librarian

## CBS Television Spot Sales

Sam Cook Digges.....General Sales Manager of  
CBS Television Spot Sales  
Clark George.....Eastern Sales Manager  
MacLean Chandler.....Midwest Sales Manager  
Ben Margolis.....Business Manager

## CBS Television Film Sales

Fred Mahlstedt.....Director of Operations  
W. S. Edwards.....General Sales Manager

## CBS Owned Stations WCBS-TV, 485 Madison Avenue, New York 22, New York

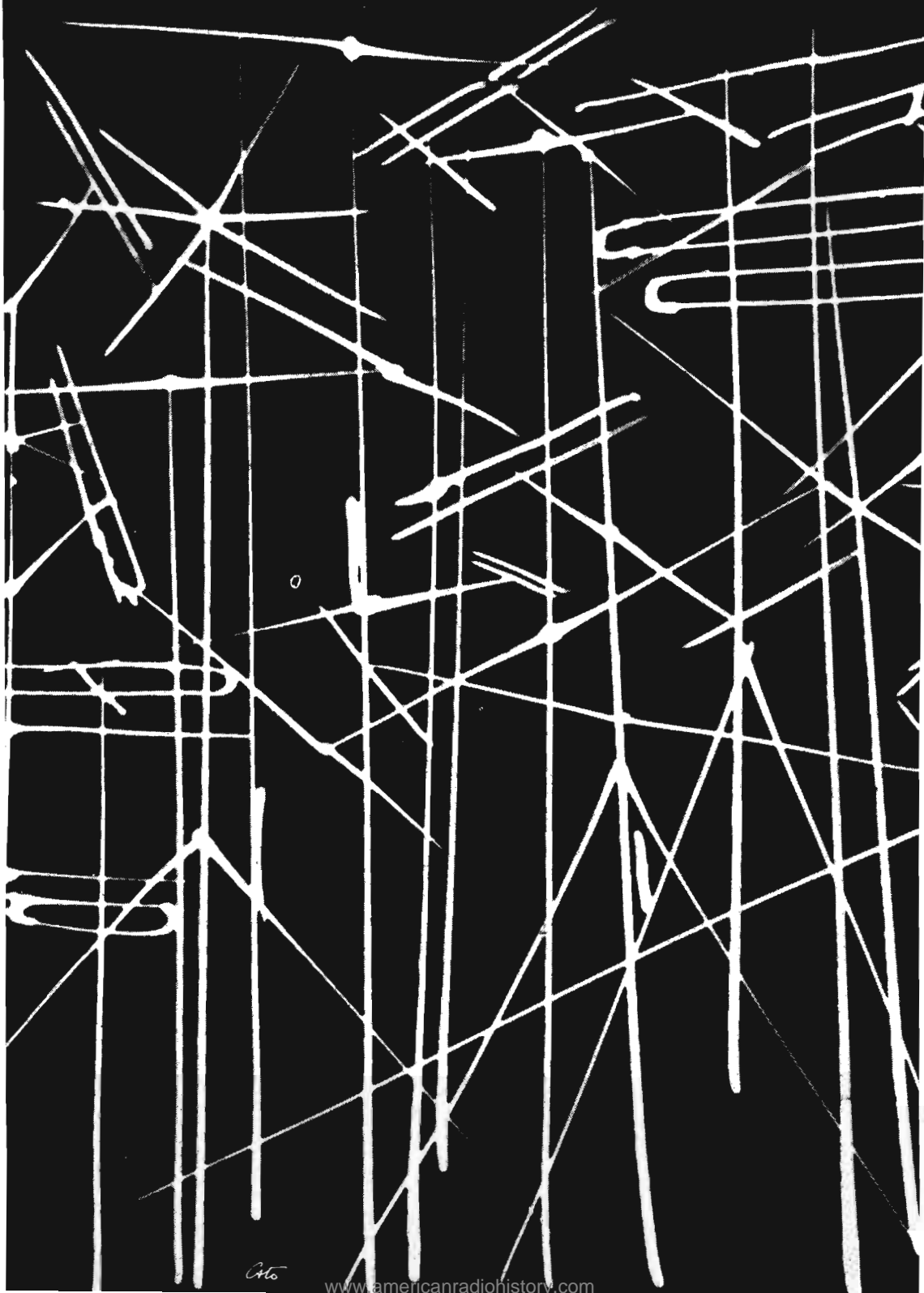
Craig Lawrence.....General Manager  
George R. Dunham.....General Sales Manager  
Hal Hough.....Program Manager  
Robert Patt.....Promotion Manager

## KNXT, 1313 North Vine Street, Los Angeles 28, California

James T. Aubrey.....General Manager  
Edmund C. Bunker.....Sales Manager  
Donald M. Hine.....Program Director  
Dean Linger.....Promotion Manager

## WBBM-TV, 410 North Michigan Ave., Chicago, Ill.

H. Leslie Atlas.....Vice-President in Charge of  
Central Division  
George Arkedis.....General Sales Manager  
Kenneth B. Craig.....Director of Operations  
Thomas A. Bland.....Program Manager  
John T. Curry.....Promotion Manager



Chlo



## The pattern that killed a myth

The pundits who solemnly explained that television's popularity was largely based on its "novelty" may now go to the rear of the class.

Today some five years after the novelty has worn off, Americans continue to find television as irresistible as easy money, as compelling as a thunderstorm. And the pattern of their devotion is as plain as the forest on the rooftops.

Families with sets devote more time to television than ever before — an average last year of four hours and forty-nine minutes a day. This is more time than the American family has ever given to *any* spare-time pursuit.

Though not all areas yet have access to television, *one television program wins, week after week, the largest audience ever garnered by any medium in advertising history* — 40,000,000 people!

That program, of course, is carried over CBS Television, as are most of the most popular nighttime television programs.

Indeed, in the nation's leading markets, where audiences have a choice of what to look at, CBS Television keeps winning the highest average audience of any network.

Add to a pattern of leadership the fact that CBS Television delivers these great audiences at the lowest cost per thousand ... and it becomes clear why advertisers use more time on CBS Television than on any other network.

**CBS TELEVISION**

# "BRIGHTEST YEAR" FOR TV

## 1953 Augurs Well For "Fastest Growing Industry"

By DR. ALLEN B. DU MONT, President  
Allen B. Du Mont Laboratories, Inc.

TELEVISION, the most spectacular facet of the electronics industry, can anticipate its brightest year in 1953. All signs point to the industry continuing its sensational growth pattern which has been one of the fastest moving developments yet seen in American business history.

An all-time cumulative total of receiver production since 1946 runs to 23.6 million units. This adds up to an aggregate public total investment, at retail level of \$9½ billion. And, of course this figure is apart from the investments averaging \$500,000 each, in approximately 120 telecasting plants (as this is being written). Small wonder that television is called America's fastest growing industry!

Looking ahead to industry prospects in 1953, we may expect upward of 75 new stations on the air, with the possibility that approximately 50 of this total will be in the Ultra High Frequencies. This increase in stations, will, of course, mean a wide increase in present coverage by the major networks.

An interesting development, only recently announced, is that of a new coaxial cable system. This system is capable of handling simultaneously 600 telephone conversations plus one television program in each direction it travels. Widespread use of this revolutionary coaxial cable could conceivably help to cut present line costs considerably.

The release of the "freeze," new stations going on the air, and numerous construction permits being granted by the Federal Communications Commission means that transmitter manufacturers can look forward to a possible volume of \$60 million for transmitting and allied studio equipment in 1953.

The increased use of television by various segments of business and industry also makes the industrial television market an attractive one for equipment manufacturers.

The new television areas opening, and increased emphasis on the multi-television-set-home in older markets, cues manufacturers to plan for 1953 their big-



gest production year since 1950 when 7.5 million receivers came off the production lines.

During 1952, the broadcasting segment of the industry reached high levels with its serious and constructive view of its responsibilities, not only as an entertainment medium, but as an instrument of public service to the American people.

In 1953 television will be stimulated and inspired to accept an even greater challenge. As television continues to broaden its horizons its vast potential will be limited only by the imagination and skill of those using it.

Since Allen B. Du Mont Laboratories, Inc., is devoted exclusively to television in all of its phases, its progress in 1953 will mirror the growth pattern of the video industry.

Nineteen fifty-two was an excellent year for the network division, and prospects for 1953 look even better. For the first time in network history, billings passed the 10 million dollar mark and, at the moment, we are putting into operation our new Tele-Centre on East 67th Street.

We look forward in confidence to keeping step with the spread of the medium throughout 1953. Our programming has made two distinct contributions to the medium during the year. Bishop Sheen demonstrated that millions of viewers are eager for substantial thought-provoking periods. And we strengthened sports telecasting substantially—first, with regular weekly boxing bouts, and later through our coverage of professional football, demonstrating how fans can see the game they want to see weekly, namely, by way of regional telecasts.

The public's acceptance of our 1953 line of television receivers is already following the 1952 trend which saw production hard pressed to keep up with expanding sales.

The long range future of electronics and television will be limited only by the imagination of those using it. At this point we have only skimmed the surface of its possibilities. Electronics and television are new instrumentalities which mean wider and added services to mankind. They both will provide a new dimension in every day living.



# DuMONT TELEVISION NETWORK

## **CHRIS J. WITTING** *Managing Director*

A veteran of the Du Mont organization, CHRIS J. WITTING, managing director of its broadcasting division, is also a leader in telecasting. He joined Du Mont in 1947, when he was asked to leave his own accounting business and set up operating procedures for the telecasting division, whose general manager he became in 1949. He assumed his present position of managing director in June, 1951. In the meantime, he has seen Du Mont reach the highest billings in its history and com-



WITTING

plete a \$4,000,000 programming-engineering center in Manhattan. He took a part in setting up the National Association of Radio-Television Broadcasters and at its organization was made a member of its board of directors. He was elected a director of the American Television Society in June, 1951. In April, 1952, he was elected a member of the board of directors of the Advertising Council, representing the broadcasting industry.

## **JAMES L. CADDIGAN** *Director of Programs and Production*

JAMES L. CADDIGAN, director of programming and production for the Du Mont Television Network, is a pioneer in network television programming. He is credited with giving the medium several of its significant "firsts"—the first full daytime schedule as well as 7 to 9 a.m. programming, the medium's first space show (Captain Video) and its first kindergarten (TV Baby Sitter). He also created and aired its first fantasy for children (Magic Cottage). A



CADDIGAN

veteran of the motion picture field, he pioneered the effective use of film on TV through skillful editing for a home audience and in late 1952 instituted the medium's most sustained effort at "on location" production with "Dark of Night." He also has been a leader in creating programs of a public service nature. A native of Boston, Caddigan served during the war as a colonel on the staff of the Adjutant General. He is a member of ATS and SMPE.

## **TED BERGMANN** *Director of Sales*

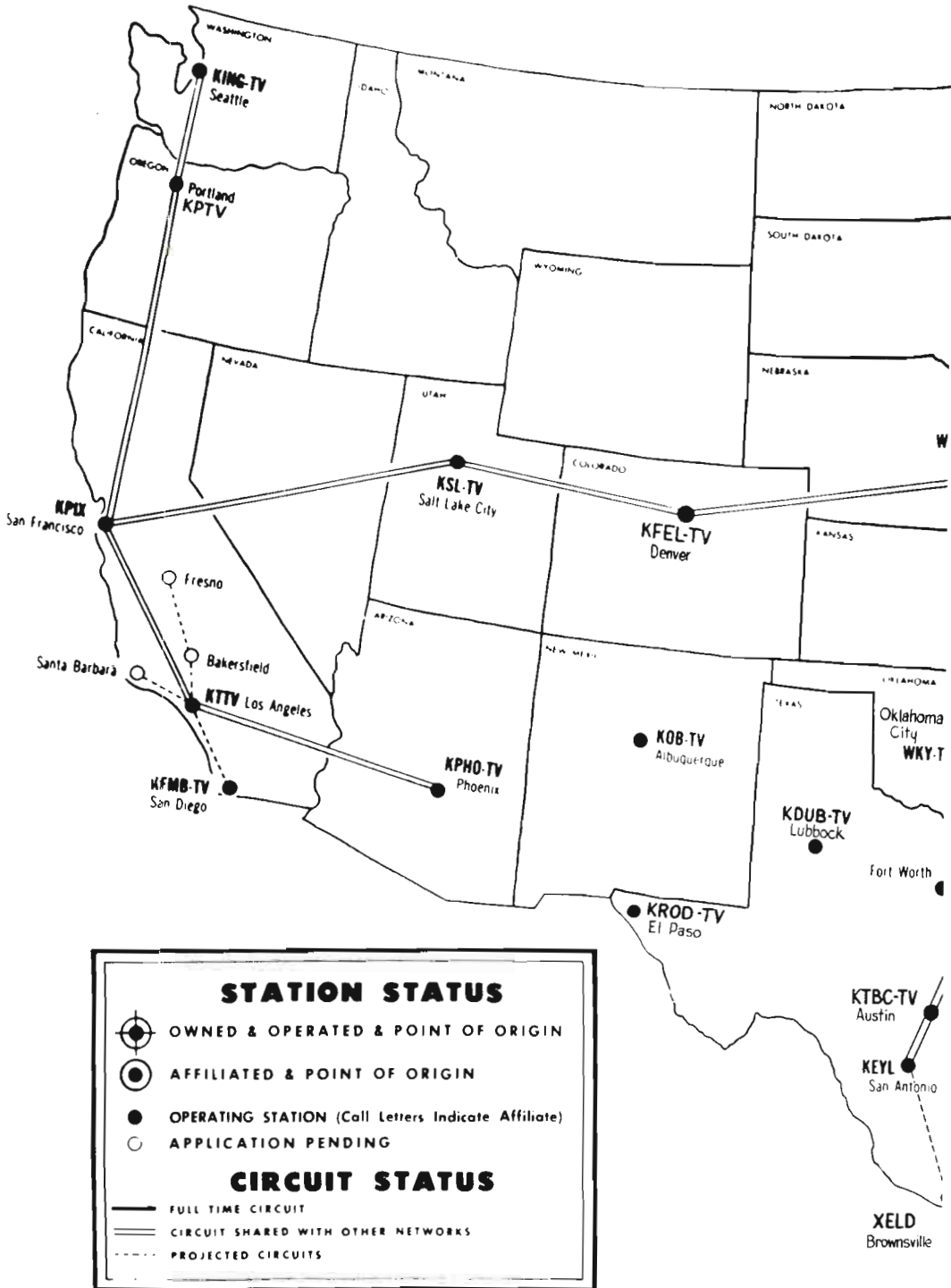
TED BERGMANN was the Du Mont Television Network's top salesman before becoming the web's director of sales in July, 1951. Joining the organization in June, 1947, he had had an effective hand in signing most of the major contracts for time bought by national advertisers. These sales coups included "Cavalcade of Stars" and "Cavalcade of Bands," as well as the "Captain Video" deal—TV's first half hour across-the-board network time sale



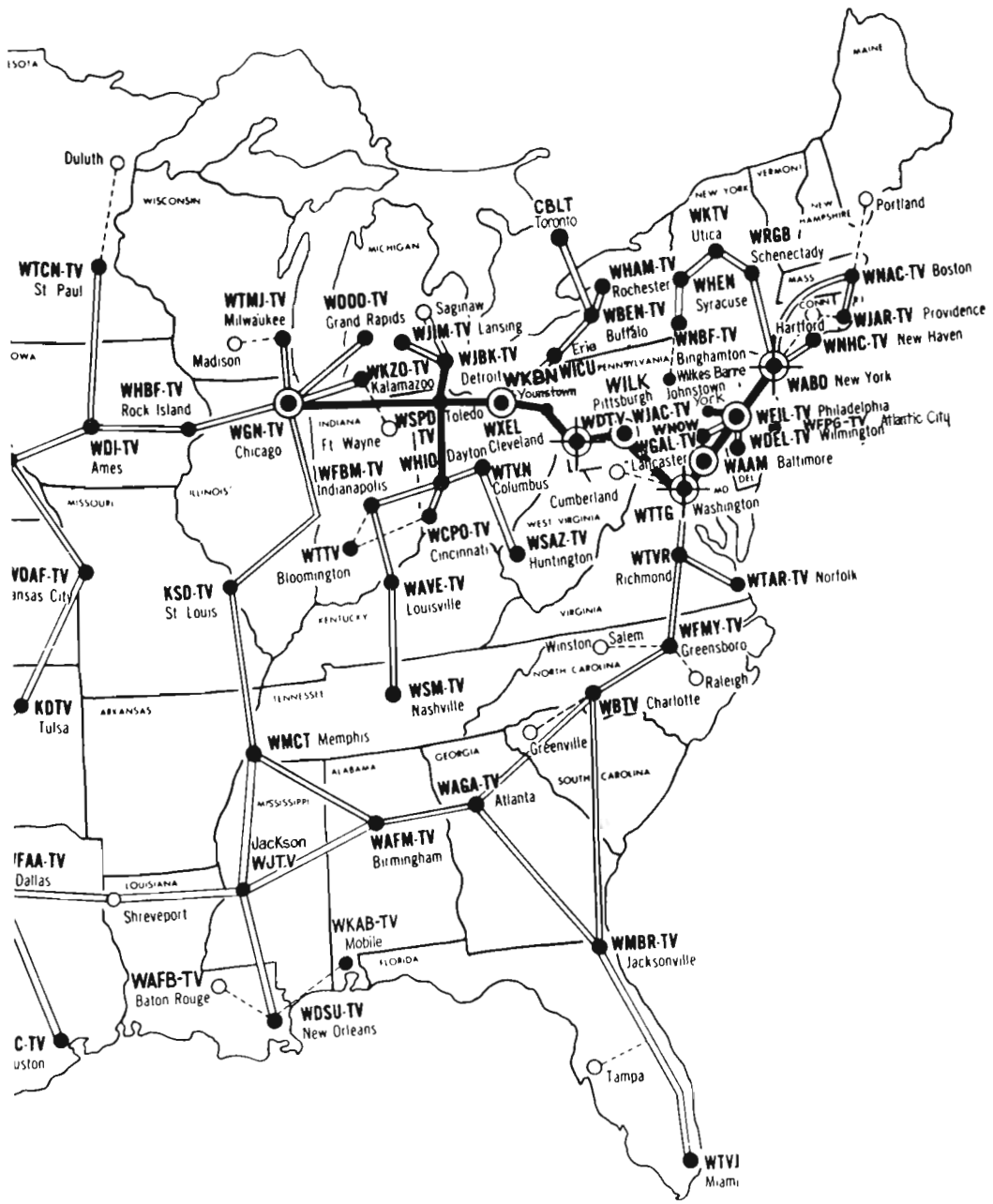
BERGMANN

to a single sponsor. New York City-born, Bergmann entered broadcasting by joining NBC in 1941, leaving shortly for wartime duty. A commissioned officer, he was second in command of radio public relations on General Eisenhower's staff. Leaving the service, he rejoined NBC and later went to a radio production organization as creator and salesman, resigning that position to join Du Mont's network sales department as an account executive.

# DuMONT TELE



# VISION NETWORK



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# DuMONT

## TELEVISION NETWORK

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*A Division of Allen B. Du Mont Laboratories, Inc.*  
*515 Madison Avenue, New York 22, New York*  
*Telephone: MU 8-2600*

### Network Executives

Chris J. Witting... Director and General Manager  
Donald H. McGannon... Admin. Asst. to the Dir.  
Ted Bergman... Director of Network Sales  
James L. Caddigan... Dir. of Prog. and Production  
Elmore B. Lyford... Director of Station Relations  
Robert L. Coe... Mgr., Station Relations Dept.  
Rodney D. Chipp... Director of Engineering  
Gerald Lyons... Director of Public Relations  
and Publicity  
Thomas J. McMahon... Director of Sports  
John H. Bachem... Asst. Dir. of. Network Sales  
Norman W. Drescher... Manager Closed Circuit,  
Merchandising and Licensing Departments  
Joseph Hess... Controller, Broadcasting Division  
Richard E. Jones... Manager, Owned and  
Operated Stations  
Walter Compton... Manager of WTTG,  
Washington, D. C.  
Harold C. Lund... Manager of WDTV,  
Pittsburgh, Pennsylvania  
Milton Morel... Manager of New York Operations

### Network Sales

Ted Bergmann... Director of Network Sales  
John H. Bachem... Assistant Director of Network  
Sales  
Lynn Cleary... Manager of Sales Service  
Edward R. Eadeh... Manager of Research  
David Lasley... Central Division Sales Manager,  
435 North Michigan Avenue, Chicago 11,  
Illinois  
Robert H. Miller... Account Executive, Central  
Division, 435 North Michigan Avenue,  
Chicago 11, Illinois  
Richard S. Railton... West Coast Sales  
Representative, Monadnock Building, San  
Francisco 5, California  
William Koblenzer... Account Executive  
James F. Owens... Account Executive  
Duncan R. Buckham... Account Executive

John B. Soell... Account Executive  
Norman J. Hendershot... Account Executive  
Richard B. Stark... Account Executive  
Harry Pertka... Account Executive  
Arthur J. Daly... Account Executive  
Lawrence H. Buck... Mgr., Account Mgrs.' Group  
Richard Geismar... Account Manager  
Hank Opperman... Account Manager

### Programming and Production

James L. Caddigan... Director of Programming  
and Production  
Leslie G. Arries, Jr... Assistant Director of  
Programming and Production  
Werner, Michael... Assistant to the Director  
Paul Rosen... Manager of Program and Talent  
Procurement  
A. L. Hollander... Production Facilities Manager  
Duncan MacDonald... Supervisor of Women's  
Programming and Religious Programming  
Don Russell... Chief Announcer  
Ed Lieberthal... Chief Coordinator  
Elizabeth Mears... Casting Director  
Charles Mann... Script Editor  
Edward Saulpaugh... Supervisor of Continuity  
Acceptance  
Dominick Celentano... Supervisor of Music  
Acceptance  
Sam Posner... Program Administration Asst.  
Ted Hammerstein... Supervising Producer  
Charles Parsons... Supervising Producer  
Roger Gerry... Supervising Producer  
Irwin Rosten... Supervising Producer  
Frank Bunetta... Senior Director  
Harry Coyle... Director  
Pat Fay... Director  
H. Wesley Kenney... Director  
David Lowe... Director  
William Marceau... Director  
Arnold Nocks... Director

William Seaman ..... Director  
 Keith Thomas ..... Director  
 James Saunders ..... Director  
 Barry Shear ..... Director

### Operations

Saul Abraham..... Supervisor, Adelphi Theater  
 S. W. Fairchild..... Supervisor, Studio D  
 Ralph Robbins..... Supervisor, Wanamaker Studio  
 Samuel Spachner..... Supr., Ambassador Theater

### Engineering

Rodney D. Chipp..... Director of Engineering  
 Robert F. Bigwood... Mgr. of General Engineering  
 H. C. Milholland... Mgr. of Technical Operations  
 S. Patremio..... Development Engineer  
 Arthur Deneke..... Building Facilities Engineer  
 Eric Herud..... Technical Operations Engineer,  
 WABD, New York  
 Malcolm Burleson..... Chief Engineer, WTTG,  
 Washington, D. C.  
 Raymond Rodgers... Chief Engineer, WDTV, Pitt.

### Station Relations

Elmore B. Lyford..... Dir. of Station Relations  
 Robert L. Coe..... Mgr., Station Relations Dept.  
 Roylance H. Sharp..... Mgr., Traffic Dept.  
 Edwin G. Koehler... Area Super., Station Relations  
 Joseph R. Cox..... Area Super., Station Relations  
 Robert S. Woolf..... Teletranscription Dept.

### Sports Department

Thomas J. McMahon..... Director of Sports

### Accounting

Joseph Hess..... Controller, Broadcast Division  
 Willoughby Walsh..... Purchasing Agent

### Public Relations and Publicity

Gerald Lyons..... Director of Public Relations and  
 Publicity

### Research

Edward R. Eadeh..... Manager of Research

### Personnel

Leil Tanenholz..... Manager, Network Personnel  
 Department

### Advertising and Promotion

Norman S. Ginsburg..... Manager, Advertising  
 Program Promotion  
 Norman S. Brett..... Manager, Sales Promotion

### DuMont Owned and Operated Stations WABD, New York

Richard E. Jones..... Manager  
 James L. Caddigan..... Program Director  
 Lawrence L. Wynn..... Sales Manager  
 Milton Morel..... Manager of N. Y. Operations  
 Saul Abraham..... Supervisor, Adelphi Theater  
 Sam Spachner... Supervisor, Ambassador Theater  
 S. W. Fairchild..... Supervisor, Studio D, 515  
 Madison Avenue  
 Ralph Robbins..... Spur., Studio A, Wanamaker's

### SALES ACCOUNT EXECUTIVES

William Walters  
 Jim Wilber  
 Perry Frank  
 Richard Hamburger  
 Robert F. Adams

### WDTV, Pittsburgh

Harold C. Lund..... Manager  
 Don Menard..... Operations Manager  
 George Baren Bregge..... Sales Director  
 Raymond Rodgers..... Chief Engineer  
 William A. Krough..... Sales Service Manager  
 Paul P. Palangi..... Personnel Manager  
 Dick Fortune..... Public Relations Manager  
 Byron Dowty..... Program Manager  
 Mildred Johnson..... Traffic Manager  
 Dave Murray..... News and Special Events  
 Richard Dreyfuss..... Film Supervisor  
 Nick Perry..... Chief Announcer  
 William Jewett..... Prop Facilities  
 Joe Bock..... Art Manager

### WTTG, Washington

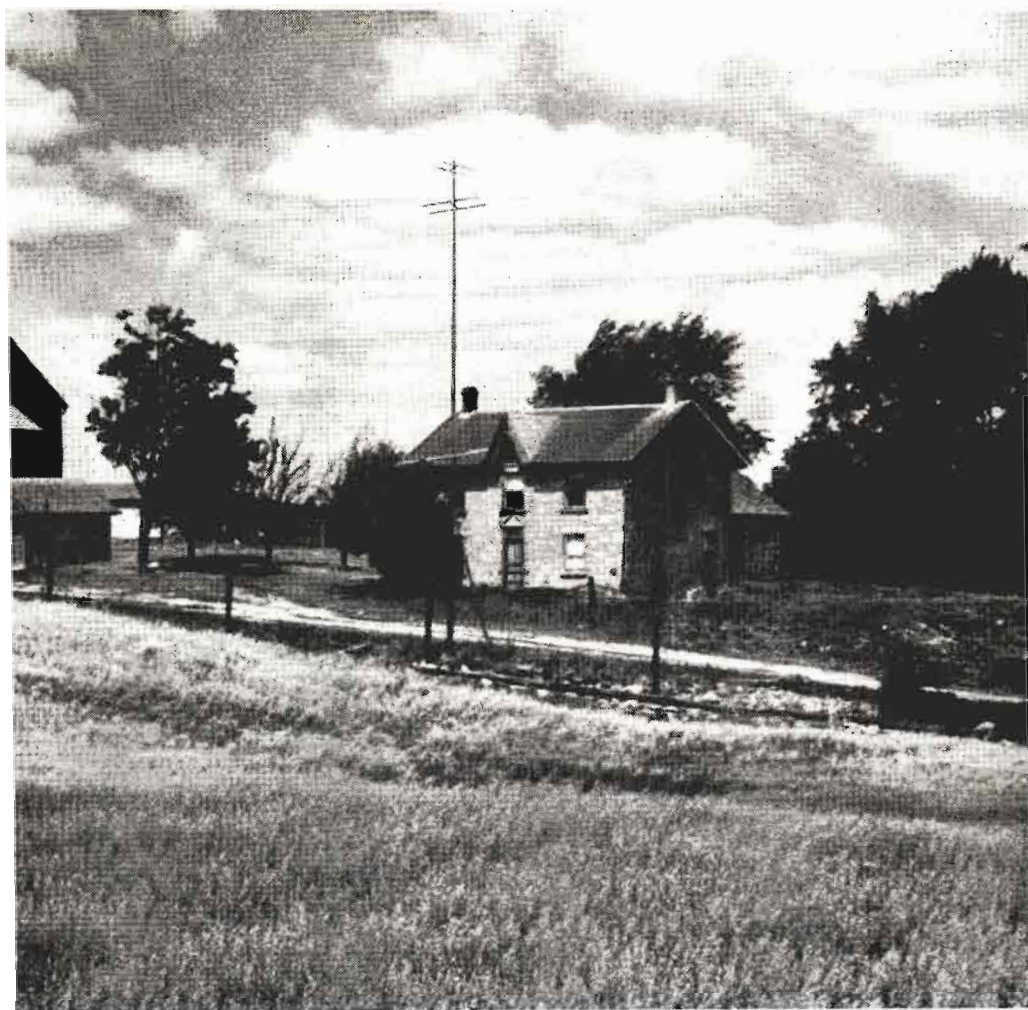
Walter Compton..... General Manager  
 Roger M. Coelos... Program Operations Manager  
 Neal J. Edwards..... Sales Manager  
 M. M. Burleson..... Chief Engineer  
 Jules Huber..... Film Supervisor  
 George Flax..... Promotion and Publicity



## FRONT ROW CENTER - U.S.A.

Whether there be green grass or white lights outside, inside they're watching television. Without tickets, without top hats, with but a single switch to turn, millions of people, day and night, watch miracles from the best seats in the house.

Du Mont keeps them watching with a simple formula—sensible television. With programs that lift while they entertain, that please everyone. With programs born of imagination, not imitation.



For advertisers, too, Du Mont television is sensible television, powerful in impact but practical in cost. Du Mont alone has brought this greatest of all sales mediums within the grasp of all advertisers, large or small.

Because it is unique in its appeal to viewers, and to advertisers, Du Mont will always be a prime factor in the continued growth and betterment of the miracle called television.

**DU MONT** TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y. MU 8-2600

A Division of the Allen B. Du Mont Laboratories, Inc.

# FINANCIAL SIDE OF TV-FILM

## Good Product Now Can Be Accurately Evaluated

By **BASIL GRILLO**, Exec. Vice President,  
*Bing Crosby Enterprises, Inc.*

**T**HE bookkeeping aspects of the business of producing film for television is not the least of the manifold problems created by this mercurial child of electronics. Television, or, seeing at a distance, according to the language experts, offers no sight at any distance when it comes to the certain estimate of investment return over given periods.

Certainly, good product will pay out because the profit horizon is now much nearer the reach of calculating instruments than in past years and hard-headed evaluation suggests that realistic price structures if understood and maintained by all concerned, can bring sufficient revenue to make television film production a sound enterprise.

Top production requires adequate investment and adequate return obviously requires adequate return. It's that simple to comprehend but much more difficult to realize.

There has been a tendency to equalize rising facilities' costs by a demand for reduction in program payments. But as was said many years ago ancient radio costs, ". . . no one ever listened for a watt. . . ." then just as certainly, nobody cares to view merely a television test pattern.

The show is the thing and good shows cannot be made out of stuffed suits. People of talent who can move the minds and warm the hearts of viewers, writers who give them the words and directors who bring the whole into a smooth exhilarating experience for the viewer—these are the elements which give television more than temporary scientific excitement and such as these are the only insurance of a continuing growing of the great television industry.

Production investment is long term and we expect to wait for our fair return, but that old bugbear, obsolescence — obsolescence of style, of settings, of events themselves, is ever lurking in the background, so time is also of the essence to capital.

It is too easy to overlook the fact that a thirty-nine week Class "A" television series can be equivalent to a Class "A" metropolitan station in point of invest-



ment. Those of us who have risked hundreds of thousands of dollars are willing to venture and to wait, but the television dollar must be so pied as to equalize return as well as risk, and thus to attract continuing investment from the same experienced, tried and proven production sources.

Overall distribution costs have had a tendency to increase insofar as selling the smaller television markets is concerned since these require the same personal contact and sales service as the larger markets, yet potential income per sales dollar expended is ridiculously small by comparison.

Rising costs during the past three years have created additional burdens on the producer and he has found himself on the horns of a dilemma. He cannot get sufficient additional income for his product to level off the increase nor does he desire to reduce production values in order to even things up. If he did, his competitive position would be seriously endangered, plus the fact that any budgeting on production values would probably shorten the production life of the series. Top-level production, in our opinion, aids materially in extending the income potential since the product continues to hold its own with newer product into which more production money may have been invested because of greater income expectation from the additional markets constantly coming on the air.

Corner cutting on dramatic show production is something which will always stick out like a sore finger because the mood is created by *atmosphere and dialogue* together. To eliminate mood producing settings and thus place the entire production upon the cast is to invite mediocrity and low-level impact.

Viewers will expect to find continuing improvement in their television programs, they will not be satisfied with anything less than an ever-growing visible maturity in this new medium. We have much to learn, much to refine and much to develop in the business of bringing to the television screen all of the values potentially possible in this intricate, challenging and dynamic medium of communication.



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# N. B. C. TELEVISION NETWORK

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## **DAVID SARNOFF** *Chairman of the Boards of RCA and NBC*

BRIG. GEN. DAVID SARNOFF, chairman of the Boards of RCA and NBC, entered the communications field as a messenger boy at the age of 15. As the importance of radio grew, he became successively Chief Inspector, Assistant Traffic Manager, and in 1917, Commercial Manager of the Marconi Wireless Telegraph Company of America. In 1919, when RCA was formed, it acquired the Marconi Company and appointed General Sarnoff commercial man-



SARNOFF

## **FRANK WHITE** *President of NBC*

Elected President and a director of NBC on Jan. 2, 1953, FRANK WHITE is a veteran of 16 years in the broadcast industry, beginning in 1937 when he joined CBS as treasurer. In 1942, he was named a vice president and director, continuing to function as treasurer until 1947, when he became president and director of Columbia Records, Inc. On May 1, 1949, he moved to MBS as president and director. He joined



WHITE

## **JOHN K. HERBERT** *Vice President in Charge of Networks*

JOHN K. HERBERT joined NBC Sept. 5, 1950, as assistant to the President, and on Nov. 27, 1950, was appointed general sales manager for the Radio Network. He was named vice president in charge of Sales for both the Radio and Television Networks on July 21, 1952. On Jan. 2, 1953, he was named vice president in charge of Networks. He left the post of vice president and general advertising manager of Hearst Magazines, Inc.,



HERBERT

ager. During the following eleven years, he advanced from Commercial Manager to General Manager, then Vice President, Executive Vice President, and in 1930, at the age of 39, he was elected president of RCA. He was elected chairman of the board and chief executive officer of RCA in 1947. During World War II, he served as Special Consultant on Communications to General Dwight D. Eisenhower at SHAEF in Europe.

NBC May 31, 1952, and was named vice president and general manager of the networks June 18, 1952.

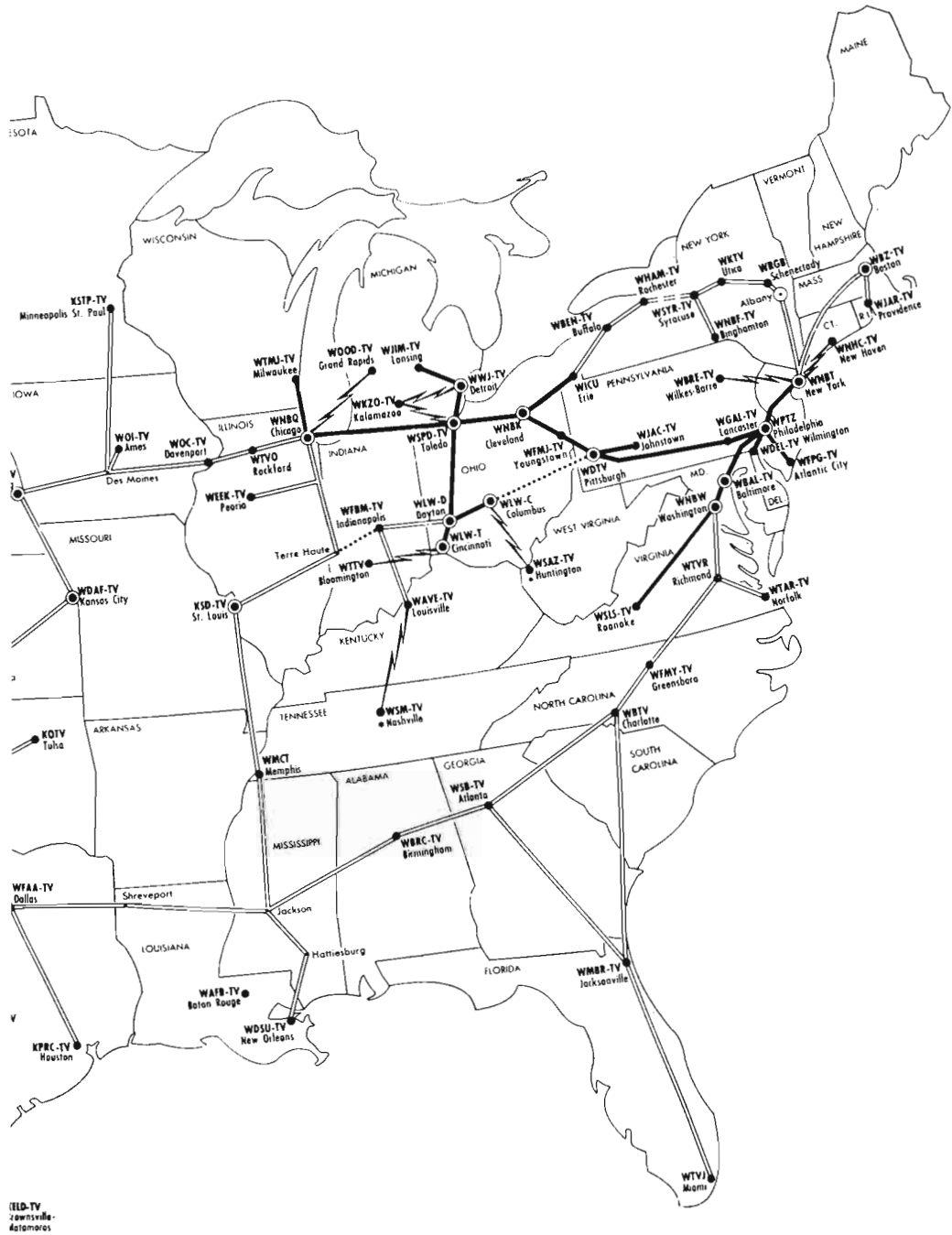
White, a graduate of George Washington University and a veteran of Navy aviation in World War I, served for six years as treasurer of the Literary Guild of America, leaving in 1935 to join the Stage Publishing Co. From 1936 to 1937 he was treasurer and business manager of Newsweek, Inc.

where he had served for 12 years, to join NBC. Prior to that Herbert had been New England manager and Eastern advertising manager of Good Housekeeping. A graduate of Holy Cross College, in Worcester, Mass., he served in the United States Marine Corps from January, 1943, until October, 1945, when he left the Marine Corps with the rank of captain.

# NATIONAL BROADCAST



# CASTING COMPANY



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# NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address:

**NATBROADCAST NEW YORK**

*NOTE: A full listing of the NBC corporate personnel, as well as the board of directors, will be found on Page 280.*

## ORGANIZATION UNDER VICE-PRESIDENT IN CHARGE OF NETWORKS

John K. Herbert . . . . . V.P. in Charge of Networks  
David C. Adams . . . . . V.-P. for Administration  
William H. Fineshriber, Jr. . . . . V.-P. and Gen. Mgr.  
of Networks

### Sales Department

George H. Frey . . . . . V.P. and Sales Director  
Walter D. Scott . . . . . Administrative Sales Manager  
John Lanigan . . . . . Manager of Eastern Sales  
Division  
Edward R. Hitz . . . . . Manager of Central Sales  
Division  
John T. Williams . . . . . Manager of Western Sales  
Division  
Frederick W. Dodge . . . . . Director of Merchandising

### Program Department

Charles C. Barry . . . . . Vice-Pres. in Charge of  
Networks Program  
Thomas A. McAvity . . . . . National Program Director  
Carl M. Stanton . . . . . Television Network Program  
Manager  
Thomas McCray . . . . . Director Networks  
Programs—Hollywood  
Harold Kemp . . . . . Manager of the Talent Office  
Merritt W. Barnum, Jr. . . . . Manager of New  
Program Development

### Public Affairs Department

Davidson Taylor . . . . . Director of Public Affairs  
William R. McAndrew . . . . . Manager of News and  
Special Events  
Thomas S. Gallery . . . . . Manager of Sports  
Edward Stanley . . . . . Manager of Public Service  
Programs

### Production Department

Frederick W. Wile, Jr. . . . . Vice Pres. in Charge  
of Networks Production  
Leonard H. Hole . . . . . Director of Production

### Technical Operations Department

George McElrath . . . . . Director of Technical  
Operations  
Frederick G. Knopfke . . . . . Manager of Sound Effects  
Thomas H. Phelan . . . . . Manager of TV Technical  
Operations  
Charles L. Townsend . . . . . Technical Film Coordinator

### Production Services Department

Fred Shawn . . . . . Director of Production Services  
James A. Glenn . . . . . Manager of Staging Services  
and Special Effects  
Hugh T. Graham . . . . . Chief of Production  
Coordinators  
Ernest V. Theiss . . . . . Manager of Production  
Operations  
Anthony M. Hennig . . . . . Director of Plant  
Operations  
Sol Cornberg . . . . . Supervisor of Plant Facilities  
Development

### Production Controls

J. Robert Myers . . . . . Director of Production Controls  
Isabel Finnie . . . . . Supervisor of Business Office

### Film and Kinescope Division

Frank C. Lepore . . . . . Manager of Film and  
Kinescope Operations

### TV Network Operations—Hollywood

Earl H. Rettig . . . . . Director of Finance  
and Operations

### Promotion, Planning and Development Department

Ruddick C. Lawrence . . . . . Director of Promotion,  
Planning and Development

## Advertising and Promotion Department

Jacob A. Evans..... Director of Advertising and  
Promotion  
James H. Nelson..... Advertising Manager  
John G. Fuller..... Sales Promotion Manager  
Fred C. Veit..... Manager of Art, Production  
and Graphics

## Research and Planning Department

Hugh M. Beville..... Director of Research  
and Planning  
Dr. Thomas E. Coffin..... Manager of Research  
James H. Cornell..... Manager of Audience  
Measurement  
Barry T. Rumpel..... Manager of Plans

## Development Department

Robert W. McFayden... Director of Development

## Film Division

Robert W. Sarnoff..... V.P. in Charge of  
Film Division  
John B. Cron..... Mgr. of Television Film Sales  
Stanton M. Osgood..... Mgr. of Television  
Film Production

## Station Relations Department

Harry Bannister..... Vice Pres. in Charge of  
Station Relations  
Sheldon B. Hickox, Jr..... Director of Station  
Relations  
Thomas E. Knode..... Mgr. of Station Relations

## Press Department

Sydney H. Eiges.... Vice Pres. in Charge of Press  
Frank Young..... Director of Press  
Don Bishop..... Manager of Program Publicity  
William Lauten.... Manager of Business Publicity  
Norman H. Pader..... Manager of Exploitation

## Controller's Department

Charles J. Cresswell..... Controller for the  
Networks  
William V. Sargent..... Assistant Controller,  
Networks

## ORGANIZATION UNDER FINANCIAL V-P.

Joseph V. Heffernan..... Financial Vice Pres.  
Samuel Chotzinoff..... General Music Director  
Hamilton Young..... Budget Director  
Harry F. McKeon..... Controller  
William S. Hedges..... Vice President in Charge  
of Integrated Services  
Edward M. Lowell..... Manager of Building  
and General Service Dept.  
William B. Miller..... Night Executive Officer  
Frances Sprague..... Chief Librarian  
Gustav B. Margraf..... Vice President and  
General Attorney  
Thomas E. Ervin..... Assistant General Attorney  
Ernest de la Ossa..... Director of Personnel  
Joseph A. McDonald..... Treasurer  
William A. Williams..... Assistant Treasurer  
William D. Bloxham..... Manager of Purchasing

## ORGANIZATION UNDER VICE-PRES. OWNED & OPERATED STATIONS

Charles R. Denny.... Vice President for Owned &  
Operated Stations, Public  
Relations and Staff Engineering  
Henry T. Sjogren..... Controller for Owned &  
Operated Stations  
Thomas B. McFadden..... Director of National  
Spot Sales  
Richard H. Close..... Manager for Represented  
Stations  
John H. Reber..... National Mgr. for Television  
Spot Sales

## Public Relations Department

Edward D. Madden..... Vice President &  
Assistant to the President

## Continuity Acceptance Department

Stockton Helffrich..... Manager of Continuity  
Acceptance

## Information Department

Anita Barnard..... Manager of Information

## Engineering Department

O. B. Hanson..... Vice President &  
Chief Engineer  
William A. Clarke..... Administrative Assistant  
Chester A. Rackey..... Mgr. of Audio-Video  
Engineering  
Robert E. Shelby..... Dir. of Color Television  
Systems Development  
James Wood, Jr.... Manager of Technical Services

## WNBTV, New York

Ted Cott..... Vice Pres. & General Manager  
Peter M. Affe..... Television Program Manager  
Max E. Buck..... Director of Advertising, Sales  
Promotion & Merchandising  
Jay J. Heitin..... Television Sales Manager  
Richard M. Pack..... Director of Programs &  
Operations

## WNBQ, Chicago

Harry C. Kopf..... Vice Pres. & General Manager  
Jules Herbeveaux..... Director of Television  
Operations  
Howard C. Luttgens..... Engineer in Charge  
John J. McPartlin..... Manager of Television  
Local Sales

## WNBK, Cleveland

Hamilton Shea..... General Manager  
Norman Cloutier..... Program Director  
Charles F. Hutaff..... Director of Advertising,  
Promotion & Merchandising

*NOTE: A full listing of the personnel  
of NBC's O & O stations, as well as  
the organization of the Washington  
and Hollywood offices, will be found  
on Page 282.*

# BIG

As this advertisement is written in January, 1953, there are 21 million TV sets in use. Five years ago, when NBC instituted Network Television, there were only 170,000 sets.

Compare this to the automobile industry—one of America's greatest industrial achievements. It took 31 years to put 21 million automobiles on the road.

A comparison that's closer to home.

## NATIONAL

# GEST

*five-year-old in history*

is the radio industry. Radio reached the 21 million mark in 1932 after 11 years of set production and broadcasting.

NBC has led every inch of the way in developing television as a lively art and as a selling medium. By establishing the first network... by pioneering big-time program techniques... by bringing the greatest stars in entertainment to television... by measuring and proving tele-

vision's tremendous sales effectiveness... by developing new and unique sponsorship plans... by providing a national merchandising service to NBC television sponsors.

By the end of 1953, 6 million more television sets will have been added to the nation's total. And just as in the past, these six million new sets will be tuned most often to NBC.

## BROADCASTING COMPANY

*a service of Radio Corporation of America*

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# *21.8 Million TV Sets Manufactured Since 1946*

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Over 21.8 million television receivers were shipped to dealers throughout the country from 1946 through the end of 1952, according to figures published here early this Spring by the Radio and Television Manufacturers Assoc. Although the report is not designed to show the actual number of TV sets in use in various areas—due to obsolescence, exports from the area, dealers' inventory and other factors—it does give a picture of the original distribution of the 21,812,263 sets shipped to dealers during the 7-year period, the Radio Television Manufacturers Association said.

The following table shows state-by-state shipments.

State	Total	State	Total
Alabama .....	156,268	Nebraska .....	139,179
Arizona .....	19,918	Nevada .....	581
Arkansas .....	36,893	New Hampshire .....	63,570
California .....	2,097,172	New Jersey .....	1,282,586
Colorado .....	100,571	New Mexico .....	20,106
Connecticut .....	115,902	New York .....	3,505,155
Delaware .....	77,200	North Carolina .....	255,067
District of Columbia .....	251,051	North Dakota .....	1,380
Florida .....	200,195	Ohio .....	1,855,765
Georgia .....	279,827	Oklahoma .....	195,962
Idaho .....	2,315	Oregon .....	16,872
Illinois .....	1,621,753	Pennsylvania .....	2,098,227
Indiana .....	582,977	Rhode Island .....	178,126
Iowa .....	217,251	South Carolina .....	59,907
Kansas .....	86,395	South Dakota .....	3,673
Kentucky .....	212,375	Tennessee .....	191,736
Louisiana .....	111,818	Texas .....	607,610
Maine .....	22,769	Utah .....	89,691
Maryland .....	166,881	Vermont .....	13,787
Massachusetts .....	1,061,136	Virginia .....	305,390
Michigan .....	1,121,839	Washington .....	220,367
Minnesota .....	301,055	West Virginia .....	126,768
Mississippi .....	39,669	Wisconsin .....	359,147
Missouri .....	519,597	Wyoming .....	3,065
Montana .....	1,156	Grand Total .....	21,812,263

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TV  
Allocations  
Of The  
FCC



# OFFICIAL FCC TV ALLOCATIONS

ALABAMA	
	Channel No.
Audulustia	29
Antiston	37
Auburn	56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	40
Enfauila	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 10, *42, 48
Montgomery	12, 20, *26, 32
Opelika	22
Selma	58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*7

ARIZONA	
	Channel No.
Ajo	14
Bisbee	15
Casa Grande	18
Chilton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kinnaman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	4, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

ARKANSAS	
	Channel No.
Arkadelphia	34
Batesville	30
Benton	40
Blytheville	64, 74
Camden	50
Conway	49
El Dorado	19, 26
Fayetteville	*13, 41

	Channel No.
Forrest City	22
Fort Smith	5, *16, 22
Harrison	24
Helena	54
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	44
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

CALIFORNIA	
	Channel No.
Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	33
El Centro	16
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34
Modesto	14
Monterey (See Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Petaluma	56
Port Chicago	15
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 28
San Bernardino	18, *24, 40
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco	
Oakland	2, 4, 5, 7, *9, 26, 26, 32, 38, 44
San Jose	11, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42
Tulare	27
Ukiah	18
Visalia	43, 49
Watsonville	22
Yreka City	11
Yuba City	52

COLORADO	
	Channel No.
Alamosa	19
Boulder	*12, 22

\* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Longmont	32
Loveland	38
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

**CONNECTICUT**

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 59
New London	26, 81
Norwalk (see Stamford)	
Norwich	67, *63
Stamford-Norwalk	27
Waterbury	53

**DELAWARE**

Dover	40
Wilmington	12, 59, 83

**DISTRICT OF COLUMBIA**

Washington	4, 5, 7, 9, 20, *26
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**FLORIDA**

Belle Glade	25
Bradenton	28
Clearwater	32
Daytona Beach	2
De Land	44
Fort Lauderdale	17, 23
Fort Myers	11
Fort Pierce	19
Gainesville	5, 20
Jacksonville	4, *7, 12, 30, 36
Key West	14, 20
Lake City	33
Lakeland	16, 22
Lake Wales	14
Leesburg	26
Martanna	17
Miami	*2, 4, 7, 10, 27, 33
Ocala	15
Orlando	6, 9, 18, *24
Palatka	17
Panama City	7, *30, 36
Pensacola	3, 15, *21, 46
Quincy	54
St. Augustine	25
St. Petersburg (see Tampa)	
Sanford	35
Sarasota	34
Tallahassee	*11, 24, 51
Tampa-St. Petersburg	*3, 8, 13, 38
West Palm Beach	5, 12, *15, 21

**GEORGIA**

	Channel No.
Albany	10, 25
Americus	31
Athens	*28, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	24
Fitzgerald	23
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	*41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	30
Thomasville	6, 27
Tifton	14
Tooele	35
Valdosta	37
Vidalia	26
Warner Robins	13
Waycross	16

**IDAHO**

Blackfoot	33
Boise	*4, 7, 9
Burley	15
Caldwell	2
Coeur d'Alene	12
Emmett	26
Gooding	23
Idaho Falls	3, 8
Jerome	17
Kellogg	33
Lewiston	3
Moscow	*15
Nampa	6, 12
Payette	14
Pocatello	6, 16
Preston	41
Rexburg	27
Rupert	21
Sandpoint	9
Twin Falls	11, 13
Wallace	27
Weiser	20

**ILLINOIS**

Alton	48
Aurora	16
Belleville	54
Bloomington	15
Cairo	24
Carbondale	34, *61
Centralia	32, 59
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44

\* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Danville	24
Decatur	17, 23
De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
Mt. Vernon	38
Olney	16
Pekin	49
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, *26
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

**INDIANA**

Anderson	61
Angola	15
Bedford	39
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	*27, 33, 69
Gary	50, *68
Hammond	56
Indianapolis	6, 8, 13, *20, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Princeton	52
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63
Vincennes	44
Washington	60

**IOWA**

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, 26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43

	Channel No.
Davenport-Rock Island & Moline	
Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	46
Iowa City	*12, 24
Keokuk	41
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	29
Oelwein	28
Oskaloosa	52
Ottumwa	15
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22
Webster City	27

**KANSAS**

Abilene	31
Arkansas City	49
Atchison	60
Chanute	50
Coffeyville	33
Colby	22
Concordia	47
Dodge City	6, 23
El Dorado	55
Emporia	39
Fort Scott	27
Garden City	9, 11
Goodland	31
Great Bend	2, 28
Hays	7, 20
Hutchinson	12, 18
Independence	20
Jola	44
Junction City	29
Larned	15
Lawrence	*11, 17
Leavenworth	54
Liberal	14
McPherson	26
Manhattan	*8, 23
Newton	14
Olathe	52
Ottawa	21
Parsons	46
Pittsburg	7, 38
Pratt	36
Salina	34
Topeka	13, 42, *48
Wellington	24
Wichita	3, 10, 16, *22
Winfield	43

**KENTUCKY**

Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	36

\* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Hazard	19
Hopkinsville	20
Lexington	27, 64
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	49
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43
Pikeville	14
Princeton	45
Richmond	60
Somerset	29
Winchester	37

**LOUISIANA**

Abbeville	27
Alexandria	5, 62
Bastrop	53
Baton Rouge	10, 28, *34, 40
Bogalusa	69
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	51
Houma	30
Jackson	18
Jennings	48
Lafayette	10, 38, 67
Lake Charles	7, *19, 25
Minden	30
Monroe	8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	4, 6, 8, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

**MAINE**

Auburn	23
Augusta	10, 29
Bangor	2, 5, *16
Bar Harbor	22
Bath	65
Belfast	41
Biddeford	59
Calais	7, 20
Dover-Foxcroft	18
Fort Kent	17
Houlton	24
Lewiston	8, 17
Millinocket	14
Orono	*12
Portland	6, 13, *47, 53
Presque Isle	8, 19
Rockland	25
Rumford	55
Van Buren	15
Waterville	35

**MARYLAND**

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 60
Cambridge	22
Cumberland	17
Frederick	62

	Channel No.
Hagerstown	52
Salisbury	16

**MASSACHUSETTS**

Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	46, 68
Greenfield	42
Holyoke (see Springfield)	
Lawrence	38
Lowell	32
New Bedford	28, 34
North Adams	74
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

**MICHIGAN**

Alma	41
Alpena	9, 30
Ann Arbor	20, *26
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	60
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	12
Ironwood	31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	5, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	27
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

**MINNESOTA**

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	24
Brainerd	12
Cloquet	44
Crookston	21
Detroit Lakes	18
Duluth-Superior, Wis.	3, 6, *8, 32, 38
Ely	16
Fairmount	40

\* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 15, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatoma	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (See Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Willmar	31
Wimona	61
Worthington	32

**MISSISSIPPI**

Biloxi	13, *14, 50
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	28
Cornith	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	16
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Pineyville	14
Starkville	34
State College	*2
Tupelo	38
University	*20
Vicksburg	41
West Point	8, 56
Yazoo City	49

**MISSOURI**

Cape Girardeau	12, 18
Carthage	56
Canthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	13, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35

	Channel No.
Monnett	14
Nevada	18
Poplar Bluff	15
Rolla	31
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Spokane	37
Springfield	3, 10, *26, 32
West Plains	20

**MONTANA**

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 32
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16
Ables City	3, *6, 10
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

**NEBRASKA**

Alliance	13, 21
Beatrice	40
Broken Bow	14
Columbus	49
Fairbury	35
Falls City	38
Freemont	52
Grand Island	11, 21
Hastings	5, 27
Kearney	13, 19
Lexington	23
Lincoln	10, 12, *18, 24
McCook	8, 17
Nebraska City	50
North Platte	33
North Platte	2, 4
Omaha	3, 6, 7, *16, 22, 28
Scottsbluff	10, 16
York	15

**NEVADA**

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9

\* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Winnemucca	7
Yerington	33

**NEW HAMPSHIRE**

Berlin	26
Claremont	37
Concord	27
Durham	*11
Hanover	*21
Keene	45
Laconia	43
Littleton	24
Manchester	9, 48
Nashua	54
Portsmouth	19
Rochester	51

**NEW JERSEY**

Andover	*69
Asbury Park	58
Atlantic City	46, 52
Bridgeton	64
Camden	*80
Freehold	*74
Hammonton	*70
Montclair	*77
Newark	13
New Brunswick	*19, 47
Paterson	37
Trenton	41
Wildwood	48

**NEW MEXICO**

Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	20
Lovington	27
Portales	22
Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

**NEW YORK**

Albany-Schenectady	
Troy	6, *17, 23, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59
Cortland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39

	Channel No.
Gloversville	29
Hornell	50
Ithaca	*14, 20
Jamestown	58
Kingston	66
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-Niagara Falls)	

Ogdensburg	24
Olean	54
Oneonta	62
Oswego	31
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake	18
Schenectady (also see Albany)	35
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, 19, *25
Watertown	48

**NORTH CAROLINA**

Ahoskie	53
Albemarle	20
Asheville	13, *56, 62
Burlington	63
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46
Elizabeth City	31
Fayetteville	18
Gastonia	48
Goldshoro	34
Greensboro	2, *51, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30
High Point	15
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	5, *22, 28
Roanoke Rapids	30
Rocky Mount	50
Salisbury	53
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	6, *29, 35
Wilson	56
Winston-Salem	12, 26, *32

**NORTH DAKOTA**

Bismarck	5, 12, 18, *24
Bottineau	16
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 13, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	23

\* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Minot	*6, 10, 13
New Rockford	20
Rugby	38
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

**OHIO**

Akron	49, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 49
Coshocton	20
Dayton	2, 7, *16, 22
Defiance	43
Findlay	53
Fremont	59
Gallipolis	18
Hamilton-Middletown	65
Lancaster	28
Lima	35, 41
Lorain	31
Mansfield	36
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14
Piqua	44
Portsmouth	30
Sandusky	42
Springfield	46, 52
Steubenville (see Wheeling, W. Va.)	
Tiffin	47
Toledo	11, 13, *30
Warren	67
Youngstown	21, 27, 73
Zanesville	50

**OKLAHOMA**

Ada	50
Altus	36
Alva	30
Anadarko	58
Ardmore	55
Bartlesville	62
Blackwell	51
Chickasha	64
Claremore	15
Clinton	32
Duncan	39
Durant	27
Elk City	12, 15
El Reno	56
Enid	5, 21, *27
Frederick	44
Guthrie	48
Guymon	20
Hobart	23
Holdenville	14
Hugo	21
Lawton	7, *28, 34
McAlester	47
Miami	58
Muskogee	8, *45, 66
Norman	31, *37
Oklahoma City	4, 9, *13, 19, 25
Okmulgee	26

	Channel No.
Pauls Valley	61
Ponca City	40
Pryor Creek	54
Sapulpa	42
Seminole	59
Shawnee	53
Stillwater	29, *69
Tulsa	2, 6, *11, 17, 23
Vinita	28
Woodward	8

**OREGON**

Albany	55
Ashland	14
Astoria	30
Baker	37
Bend	15
Burns	16
Corvallis	*7, 49
Eugene	*9, 13, 20, 26
Grants Pass	30
Klamath Falls	2
La Grande	13
Lebanon	43
McMinnville	46
Medford	4, 5
North Bend	16
Pendleton	28
Portland	6, 8, *10, 12, 21, 27
Roseburg	28
Salem	3, *18, 24
Springfield	37
The Dalles	32

**PENNSYLVANIA**

Allentown	39, 67
Altoona	10, 19, 25
Bethlehem	51
Bradford	48
Butler	43
Chambersburg	46
Du Bois	31
Easton	57
Emporium	42
Erie	12, 35, *41, 66
Harrisburg	27, 55, 71
Hazleton	63
Irwin	4
Johnstown	6, 56
Lancaster	8, 21
Lebanon	15
Lewistown	38
Lock Haven	32
Meadville	37
New Castle	45
Oil City	64
Philadelphia	3, 6, 10, 17, 23, 29, *35
Pittsburgh	2, 11, *13, 16, 47, 53
Reading	33, 61
Scranton	16, 22, 73
Sharon	39
State College	*44
Sunbury	65
Uniontown	14
Washington	63
Wilkes-Barre	28, 34
Williamsport	36
York	43, 49

**RHODE ISLAND**

Providence	10, 12, 16, *22
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**SOUTH CAROLINA**

	Channel No.
Aiken	54
Anderson	58
Camden	14
Charleston	2, 5, *13
Clemson	*68
Columbia	10, *19, 25, 67
Conway	23
Florence	8
Georgetown	27
Greenville	4, 23, *29
Greenwood	21
Lake City	55
Lancaster	31
Laurens	45
Marion	43
Newberry	70
Orangeburg	44
Rock Hill	61
Spartanburg	7, 17
Sumter	47
Union	65

**SOUTH DAKOTA**

Aberdeen	9, 17
Belle Fourche	23
Brookings	*8, 25
Hot Springs	17
Huron	12, 15
Lead	5, 26
Madison	46
Mitchell	5, 20
Mobridge	27
Pierre	6, 10, *22
Rapid City	7, 15
Sioux Falls	11, 13, 38, *44
Sturgis	20
Vermillion	*2, 41
Watertown	*3, 35
Winner	18
Yankton	17

**TENNESSEE**

Athens	14
Bristol, Tenn.-Bristol, Va.	5, 46
Chattanooga	3, 12, 43, 49, *55
Clarksville	53
Cleveland	38
Columbia	39
Cookeville	24
Covington	19
Dyersburg	46
Elizabethton	40
Fayetteville	27
Gallatin	48
Harriman	67
Humboldt	25
Jackson	9, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 8, 30, 36
Oak Ridge	32
Old Hickory	5
Paris	51
Pulaski	44
Shelbyville	62
Springfield	42

	Channel No.
Tullahoma	65
Union City	56

**TEXAS**

Abilene	9, 33
Alice	34
Alpine	12
Amarillo	*2, 4, 7, 10
Athens	25
Austin	7, 18, 24, *30
Ballinger	25
Bay City	33
Beaumont-Port Arthur	4, 6, 31, *37
Beeville	38
Big Spring	4
Bonham	43
Borger	33
Brady	15
Breckenridge	14
Brenham	52
Brownfield	15
Brownsville (also see Brownsville-Harlingen-Weslaco)	36
Brownsville-Harlingen-Weslaco (1)	4, 5

(1) These assignments may be utilized in any community lying within the area of the triangle formed by Brownsville, Harlingen and Weslaco.

Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20
Corpus Christi	6, 10, *16, 22
Corsicana	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	45
Fort Stockton	22
Fort Worth	5, 10, 20, *26
Gainesville	49
Galveston	11, 35, 41, *17
Gonzales	64
Greenville	62
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	40
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38

\* Denotes Channel reservation for non-commercial educational use.

	Channel No.
Lubbock	5, 11, 13, *20, 26
Lufkin	19, 46
McAllen	20
McKinney	65
Marfa	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38
Mission	14
Monahans	9
Mount Pleasant	35
Nacogdoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearsall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	6, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19
Uvalde	20
Vernon	18
Victoria	19
Waco	2, 11, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville)	
Wichita Falls	3, 6, *16, 22

UTAH

Brigham	36
Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6
Provo	11, 22, *28
Richfield	13
St. George	18
Salt Lake City	2, 4, 5, *7, 20, 26
Tooele	44
Vernal	3

VERMONT

Bennington	33
Brattleboro	58
Burlington	*16, 22
Montpelier	3, 40
Newport	46
Rutland	49
St. Albans	34
St. Johnsbury	30

VIRGINIA

	Channel No.
Blacksburg	*60
Bristol (see Bristol, Tenn.)	
Charlottesville	*45, 64
Covington	44
Danville	24
Emporia	25
Farmville	19
Fredericksburg	47
Front Royal	39
Harrisonburg	3, 34
Lexington	54
Lynchburg	13, 16
Marion	50
Martinsville	35
Newport News (see Norfolk-Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth-Newport News (also see Norfolk-Portsmouth)	3, 10, 15, *21, 33
Norton	52
Petersburg	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth-Newport News)	
Pulaski	37
Richmond	6, 12, *23, 29
Roanoke	7, 10, 27, *33
South Boston	14
Staunton	36
Waynesboro	42
Williamsburg	17
Winchester	28

WASHINGTON

Aberdeen	58
Anacortes	34
Bellingham	12, 18, 24
Bremerton	44, 50
Centralia	17
Ellensburg	49, *65
Ephrata	43
Everett	22, 28
Grand Coulee	37
Hoquiam	52
Kelso	39
Kennewick (also see Kennewick-Richland-Pasco)	25
Kennewick-Richland-Pasco	*41
Longview	33
Olympia	60
Omak-Okanogan (see Omak)	*35
Pasco (also see Kennewick-Richland-Pasco)	19
Port Angeles	16
Pullman	*10, 24
Richland (also see Kennewick-Richland-Pasco)	31
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\* Denotes Channel reservation for non-commercial educational use.

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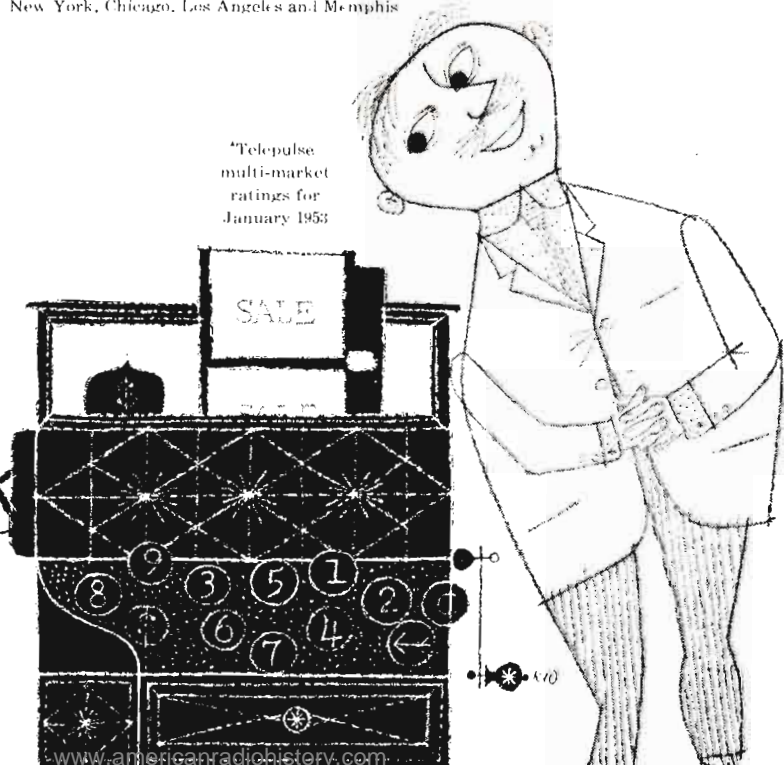
You're 'way out front with the showmanship and technical craftsmanship of such producers as Bing Crosby Enterprises and Flying A Pictures... not to mention our sales-building merchandising kits and on-the-spot counsel.

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## CBS Television Film Sales

New York, Chicago, Los Angeles and Memphis

\*Telepulse  
multi-market  
ratings for  
January 1953



# TELEVISION STATIONS

*Alphabetically Listed  
by Cities — Call Letters*

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# TV STATIONS IN THE UNITED STATES



## ALABAMA

### WAFM-TV

BIRMINGHAM—1949—ABC-CBS  
DUM

Channel: 13.....AP: 13.6 Kw.....VP: 26 Kw.  
Owned-Oper. By.....The Television Corp.  
Business-Studio Address...Protective Life Bldg.  
Phone Number.....4-0501  
Air Time.....99½ hours weekly  
IbNews Service.....UP  
Representative.....CBS TV Spot Sales  
Membership.....NARTB  
Ch. of the Board.....Ed Norton  
Pres., Treas.....Thad Holt  
Gen., Sta., Comm. Mgr.....C. P. Persons, Jr.  
Prog. Service Mgr.....Owens Alexander  
Chief Engineer.....Jimmy Evans  
Business Manager.....E. H. Mitchell, Jr.  
Consulting Engr.....A. D. Ring & Co.

### WBRC-TV

BIRMINGHAM—1949—NBC

Channel: 6.....AP: 17.50 Kw.....VP: 35 Kw.  
Owned-Oper. By.....Birmingham Bcstg. Co.  
Bus.-Studio Address.....P. O. 2311  
Phone Number.....4-7741  
Transmitter Location.....Red Mountain  
Air Time.....120 hours weekly  
News Service.....AP, INS  
Representative.....Paul H. Raymer Co.  
President.....Eloise Smith Hanna  
General Manager.....G. P. Hamann  
Commercial Manager.....Leroy Reaves

### WALA-TV

MOBILE—1953—ABC-CBS-NBC

Channel: 10 VHF...AP: 235 Kw...VP: 316 Kw.  
Owned-Oper. By.....Pape Bcstg. Co., Inc.  
Address.....P. O. Box 1548  
Representative.....Headley-Reed  
General Manager.....William Pape

### WKAB-TV

MOBILE—1953—DuM-CBS

Channel: 48 UHF...AP: 12 Kw...VP: 22.5 Kw.  
Owned-Oper. By.....Pursley Bcstg. Service  
Address.....P. O. Box 1306  
Representative.....Forjoe  
General Manager.....Robert H. Moore  
Program Director.....Carl Junker

## ARIZONA

### KPHO-TV

PHOENIX—1949  
ABC-CBS-NBC-DuM

Channel: 5.....AP: 8.75 Kw.....VP: 17.5 Kw.  
Owned-Oper. By...Meredith Engineering Co.,  
Inc.  
Studio Address.....631 North First Ave.  
Phone Number.....AL 4-7357  
Transmitter Location.....Westward Ho Hotel  
Ai: Time.....100 hours weekly  
News Service.....AP  
Representative.....Katz  
President.....E. T. Meredith  
Station Manager.....Richard B. Rawls  
Commercial Manager.....Julian Kaufman  
Prom., Publ. Dir.....Lee Kerry  
Program Director.....Arthur Sprinkle  
Dir. of News & Spec. Events...Jack Murphy  
Film Manager.....Ray Gallagher

### KOPO-TV

TUCSON—1953

Channel: 13 VHF...AP: 160 Kw...VP: 316 Kw.  
Owned-Oper. By.....Old Pueblo Bcstg. Co.  
Address.....115 W. Drachman St.  
President.....Harold C. Tovrea  
Consulting Engineer.....E. C. Page

## CALIFORNIA

### KMJ-TV

FRESNO—1953—NBC

Channel: 24 UHF...AP: 53 Kw...VP: 105 Kw.  
Owned-Operated By...McClatchy Bcstg. Co.  
Address.....21st & Q, Sacramento  
Representative.....Raymer  
General Manager.....William Sanford  
Sales Manager.....Leo Ricketts  
Consulting Engineer.....George C. Davis

### KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7.....AP: 14.7 Kw.....VP: 29.4 Kw.  
Owned-Oper. By...American Bcstg Co., Inc.  
Business-Studio Address.....ABC-TV Center  
Phone Number.....NOrmandy 3-3311  
Air Time.....87½ hours weekly  
News Service.....AP, INS  
Representative.....ABC Spot Sales  
President.....Robert E. Kintner (ABC)  
Board Chairman.....Edward Noble  
Western Div. TV Dir.....Donn B. Tatum  
Station Mgr.....Phil Hoffman  
Sales Manager.....Frank King

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<b>SUNDAY thru SATURDAY</b> 6:00 P.M. to 11:00 P.M.*		<b>23.7</b>

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KTLA creates its own top-rated television programs — shows that win and hold large and loyal audiences. KTLA, channel 5, delivered, on the average, the largest share of television audience in Los Angeles, afternoon and evening, during 1952.\*\*

\*Oct. thru Dec. 1952 Indexes 7 a.m.-6 p.m. Saturday, Sunday thru Saturday 6 p.m.-12 midnight.

\*\*Computed from Hooper TV Audience Index Reports for Los Angeles, Jan. thru Dec. 1952. Measurements for stations not broadcasting entire reported period are adjusted.



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 TV Program Manager . . . . . James Pollak  
 Sales Promotion Dir. . . . . C. Merwin Travis  
 Dir. of News & Special Events . . . F. La Tourette  
 Production Manager . . . . . Darrell E. Ross  
 Publicity Director . . . . . Jerry Ross  
 Film Director . . . . . Eloise Reeves  
 Manager TV Engr. . . . . Cameron G. Pierce  
 Tech. Operations Mgr. . . . . Philip G. Caldwell  
 Consulting Engineers . . . . . Kear & Kennedy

Representative . . . . . CBS TV spot Sales  
 News Service . . . . . AP, UP  
 Membership . . . . . NARTB  
 Pres. of CBS-TV, Inc. . . . . J. L. Van Volkenburg  
 General Mgr. . . . . James T. Aubrey, Jr.  
 Comm. Mgr. . . . . Edmund C. Bunker  
 Program Dir. . . . . Don Hine  
 Prom. Pub. Dir. . . . . Dean D. Linger  
 Dir. of News & Spec. Events . . . Grant Holcomb  
 Chief Engineer . . . . . Lester H. Bowman

**KLAC-TV**  
 HOLLYWOOD—1948

Channel: 13 . . . AP: 15.75 Kw. . . VP: 31.4 Kw.  
 Owned-Oper. By . . . . . KMTR Radio Corp.  
 Bus. Studio Address . . . 1000 N. Cahuenga Blvd.  
 Phone Number . . . . . HUDson 2-7311  
 Air Time . . . . . 98 hours weekly  
 News Service . . . . . INS, UP  
 Representative . . . . . Katz Agency Inc.  
 Membership . . . . . BAB  
 President . . . . . M. W. Hall  
 Gen. Sta. Mgr. . . . . Don Feddersen  
 Commercial Manager . . . . . Dave Lundy  
 Program Director . . . . . Fred Henry  
 Promotion Director . . . . . Warren Earl  
 Dir. of News . . . . . Ed Lyon  
 Publicity Director . . . . . Lec Guild  
 Director of Film, Remotes . . . . . Fred Henry  
 Sgls Mgr. . . . . Bob Klein  
 Chief Engineer . . . . . Robert W. Conner  
 Consulting Engr. . . . . Craven, Lohnes & Culver

**KHJ-TV**  
 LOS ANGELES—1948

Channel: 9 . . . AP: 15.7 Kw. . . VP: 30.2 Kw.  
 Owned-Oper. By . . . . . General Teleradio, Inc.  
 Business-Studio Address . . . 1313 N. Vine St.  
 Phone Number . . . . . HUDson 2-2133  
 Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 70 hours weekly  
 News Service . . . . . AP, INS  
 Pres., (Dcn Lee, Div.) . . . . . Willet H. Brown  
 Film Mgr. . . . . James H. Love  
 Sales Mgr. . . . . John Reynolds  
 Operations Director . . . . . Tony LaFranc  
 Chief Engineer . . . . . Robert Arne  
 Address . . . . . Security Bldg., Long Beach

**KNBH**  
 HOLLYWOOD—1949—NBC

Channel: 4 VHF . AP: 13.32 Kw. . VP: 25.25 Kw.  
 Owned-Oper. By . . . National Broadcasting Co.  
 Bus. Studio Address . . . . . Sunset & Vine St.  
 Phone Number . . . . . Hollywood 9-6161  
 Air Time . . . . . 15 hours daily  
 News Service . . . . . AP, INS, UP  
 Membership . . . . . NARTB  
 Station Mgr. . . . . Donald A. Norman  
 Comm. Mgr. . . . . Doty Edouarde  
 Program Dir. . . . . Harmon Nelson  
 Dir. of News & Spec. Events . . . . Roy Neal  
 Promotion Dir. . . . . J. C. Kenaston  
 Publicity Director . . . . . Robert Pelgram  
 Film Director . . . . . George Burke  
 Director of Remotes . . . . . William Bennington  
 Chief Engineer . . . . . Alfred Saxton

**KTLA**  
 LOS ANGELES—1947  
 PARAMOUNT

Channel: 5 . . . . AP: 15 Kk. . . . VP: 30 Kw.  
 Owned-Oper. . . . . Paramount TV Productions, Inc.  
 Business Studio Address . . . 5451 Marathon St.  
 Phone Number . . . . . Hollywood 9-3181  
 Transmitter Location . . . . . Mt. Wilson  
 Air Time . . . . . 70 hours weekly  
 News Service . . . . . UP  
 Representative . . . . . Paul H. Raymer  
 Membership . . . . . NARTB  
 Pres. Para. T.V Prods. . . . . Paul Raibourn  
 Gen. Mgr. & V-P, Paramount  
 T.V Prods. . . . . Klaus Landsberg  
 Sales Manager . . . . . Harry Maynard  
 Publicity Director . . . . . Howard Wormser  
 Production Coordinator . . . . J. Gordon Wright  
 News Editor . . . . . Gilbert Martyn  
 Newsroom Supervisor . . . . . Dick Keusink  
 Accounting Department Spvsr. . . Lela M. Regan  
 Film Director . . . . . Leleand G. Muller  
 Remote Engr. Op. Spvsr. . . . . John D. Silva  
 Engineering Spvsr. . . . . Raymond M. Moore  
 Studio Engr. Op. Spvsr. . . . . Roy White  
 Trans. Op. Spvsr. . . . . William S. Barnard  
 Audio Op. Spvsr. . . . . Rex D. Kepple

**KNXT**  
 HOLLYWOOD—1948—CBS

Channel: 2 VHF . . AP: 12.5 Kw. . . VP: 25 Kw.  
 Owned-Oper. By . . . . . CBS Inc.  
 Business-Studio Address . . . 1313 N. Vine St.  
 Phone Number . . . . . HOLLYwood 9-1212  
 Air Time . . . . . 15½ hours daily

# KTTV

LOS ANGELES—1949—DuM

Channel: 11 VHF.. AP: 16.6 Kw.. VP: 30.9 Kw.  
 Owned-Oper. By.....KTTV, Inc.  
 Business Address.....5746 Sunset Blvd.  
 Phone Number.....HUdson 2-7111  
 Air Time.....14 hours daily  
 News Service.....AP  
 Representative.....Blair-TV, Inc.  
 Membership.....NARTB  
 President.....Norman Chandler  
 General Manager.....Richard A. Moore  
 Program Dir.....Robert Breckner  
 Promotion Dir.....Jack O'Mara  
 Dir. of News, Spec. Events  
     and Remotes.....Roy Maypole  
 Production Mgr.....Charles Bulotti  
 Publicity Dir.....Bobbe Valentine  
 Film Manager.....Dale Sheets  
 Chief Engineer.....Edward Benham

# KFMB-TV

SAN DIEGO—1949—ABC-CBS-NBC  
 DUMONT

Channel: 8 VHF.. AP: 13.7 Kw.. VP: 27 Kw.  
 Owned-Oper. By.....Wrather-Alvarez, Inc.  
 Business Address.....1405 Fifth Ave.  
 Phone Number.....Main 2114  
 Air Time.....14 hours daily  
 Representative.....Branham  
 News Service.....AP, UP  
 Membership.....NARTB  
 President.....Jack D. Wrather  
 General Manager.....Howard L. Chernoff  
 Commercial Manager.....William Edholm  
 Dir. of News & Spec. Events..Paul W. White  
 Production Mgr.....Hal Coddon  
 Prom., Pub. Rel.....Lisle F. Shoemaker  
 Prog., Film Manager.....Bill Fox  
 Chief Engineer.....Thornton Chew

# KGO-TV

SAN FRANCISCO—1949—ABC

Channel: 7 VHF... AP: 13 Kw... VP: 27 Kw.  
 Owned-Oper. By.....American Bcstg. Co.  
 Business Address.....155 Montgomery St.  
 Phone Number.....Exbrook 2-6544  
 Air Time.....12 hours daily  
 Representative.....ABC Spot Sales  
 President (ABC).....Robert E. Kintner  
 General Mgr.....James H. Connolly  
 Station Mgr.....Vincent Francis  
 Comm. Mgr.....David Sacks  
 Program Director.....Bloyce Wright  
 Promotion Director.....Gordon Grannis  
 Dir. of News and Spe. Events...Vic Reed  
 Production Manager.....Bill Hollenbeck  
 Publicity Director.....Gordon Grannis  
 Film Manager.....Ruth Shepard

Director of Remotes.....Bill Hollenbeck  
 Chief Engineer.....A. E. Evans

# KPIX

SAN FRANCISCO—1948—CBS  
 DUMONT

Channel: 5 VHF.. AP: 8.5 Kw.. VP: 17 Kw.  
 Owned-Oper. By.....KPIX, Inc.  
 Address.....2655 Van Ness Ave.  
 Phone Number.....PRospect 6-5100  
 Air Time.....14 hours daily  
 News Service.....INS, UP  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Wesley I. Dumm  
 Sta., Gen. Mgr.....Philip G. Lasky  
 Commercial Manager.....Lou Simon  
 Dir. of Prog., News, Spec. Events;  
     Film Mgr.....Sanford Spillman  
 Production Manager.....George Mathiesen  
 Promotion Dir.....Frank Schiro  
 Film Director.....William Ray  
 Dir. of Engineering.....A. E. Towne  
 Consulting Engineer Universal Research Labs

# KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4 VHF.. AP: 7.7 Kw.. VP: 14.5 Kw.  
 Owned-Oper. By.....The Chronicle Pub. Co.  
 Business Studio Address.....901 Mission St.  
 Phone Number.....GARfield 1-1100  
 News Service.....AP  
 Representative.....Free and Peters  
 Membership.....NARTB  
 President.....G. T. Cameron  
 General Manager.....Charles Thierlot  
 Director of Television.....Harold P. See  
 Comm. & Film Mgr.....Norman Louvau  
 Program Dir.....Douglas Elleson  
 Prom., Pub. Dir.....R. Irving  
 Chief Engineer.....L. Berry Hill  
 Consulting Engineer.....Robert Hammett

# COLORADO

# KKTU

COLORADO SPRINGS—1953—  
 ABC-CBS-DuM

Channel: 11 VHF.. AP: 125 Kw.. VP: 250 Kw.  
 Owned-Operated By.....TV Colorado, Inc.  
 Address.....Exchange Nat'l Bank Bldg.  
 Representative.....Hollingbery  
 General Manager.....Bob Ellis  
 Sales Manager.....Jim Russell  
 Consulting Engineer.....E. C. Page

# KBTU

DENVER—1953—ABC-CBS

Channel: 9 VHF.. AP: 120 Kw.. VP: 240 Kw.

Owned-Operated By..... Colo. TV Corp.  
 Address..... 1022 Midland Savings Bank Bldg.  
 Representative..... Free & Peters  
 General Manager..... Joseph Herold  
 Sales Manager..... Jerry Lee  
 Program Manager..... Sam Worsham  
 Film Manager..... W. L. Murray  
 Consulting Engineer..... A. Earl Cullum, Jr.

## K F E L - T V

DENVER—1952—NBC-DuM

Channel: 2 VHF.. AP: 28.5 Kw.. VP: 56 Kw.  
 Owned-Operated By.. Eugene P. O'Fallon, Inc.  
 Address..... Albany Hotel  
 Representative..... Blair-TV  
 General Manager..... Gene O'Fallon  
 Sales Manager..... Bill Conklin  
 Consulting Engineer

Commercial Radio Equip. Co.

## CONNECTICUT W N H C - T V

NEW HAVEN—1948  
 ABC-CBS-NBC-DuM

Channel: 6 VHF.. AP: 7.5 Kw.. VP: 15.1 Kw.  
 Owned-Oper. By.... The Elm City Bcstg. Corp.  
 Business-Studio Address..... 1110 Chapel St.  
 Phone Number..... Spruce 7-3611  
 Air Time..... 17 hours daily  
 News Service..... AP, INS  
 Representative..... Katz  
 Membership..... NARTB  
 President..... Patrick J. Goode  
 Sec.-Treas..... Aldo De Dominicis  
 Exec. V.P..... Edward D. Taddei  
 Sta. Mgr., Prog. Dir..... Edward C. Obrist  
 Comm. Mgr., Film Buyer. J. Vincent Callahan  
 Prom., Pub. Dir..... James W. Evans  
 Dir. News & Spec. Events.. W. Rockwell Clark  
 Production Mgr..... David K. Harris  
 Chief Engineer..... Vincent DeLaurentis  
 Consulting Engineer..... Garo W. Ray

## W I C C - T V

BRIDGEPORT—1952—ABC

Channel: 43 UHF..... 182 ERP  
 Owned-Oper. By..... Southern Conn. & Long  
 Island Bcstg. Co.  
 Business Address..... 114 State St.  
 Air Time..... 7 hours daily  
 News Service..... INS  
 Representative..... Adam Young  
 Membership..... NARTB, BAB  
 Pres., Gen. Mgr., Ch. Eng... Philip Merryman  
 Prog. Mgr., Dir. TV Oper..... Wallie Dunlap  
 Comm. Mgr..... Manning Slater  
 Prom., Pub. Dir..... Jay Hoffer  
 Dir. of News & Spec. Events..... Jim Elliott  
 Film Ed..... Elliott Weisman

## W K N B - T V

NEW BRITAIN—1952

CBS Primary, Du M. Secondary

Channel: 30 UHF.. AP: 103 Kw.. VP: 206 Kw.  
 Owned-Oper. By..... New Britain Bcstg. Co.  
 Address..... 213 Main St.  
 Phone Number..... Baldwin 3-3603  
 Air Time..... 7 hours daily  
 Representative..... Bolling  
 President..... Julian Gross  
 General Mgr..... Peter B. Kenney  
 Commercial Mgr..... David Scott  
 Publicity Dir..... Irwin Needles  
 Film Manager..... Jack J. Fox  
 Chife Engineer..... John Shipley  
 Consulting Engineer..... George C. Davis

## DELAWARE

## W D E L - T V

WILMINGTON—1949—NBC-DuM

Channel: 12 VHF.. AP: 2.5 Kw.. VP: 2.5 Kw.  
 Owned-Oper. By..... WDEL, Inc.  
 Business-Studio Address..... 10th & King Sts.  
 Air Time..... 105 hours weekly  
 Phone Number..... 7266  
 News Service..... UP  
 Representative..... Meeker  
 Membership..... NARTB  
 Station Executive..... Clair R. McCollough  
 Station Manager..... J. Gorman Walsh  
 National Sales Manager..... J. Robert Gulick  
 Program Director..... James Adshead  
 Technical Director..... J. E. Mathiot

## DIST. OF COLUMBIA

## W N B W

WASHINGTON—1947—NBC

Channel: 4.... AP: 10.5 Kw.... VP: 20.5 Kw.  
 Owned-Oper. By.... National Bcstg. Co., Inc.  
 Business-Studio Address. Wardman Park Hotel  
 Phone Number..... AD 4-5400  
 Air Time..... 115¼ Hours Weekly  
 News Service..... AP, INS, UP  
 Representative..... NBC Television Spot Sales  
 Membership..... NARTB  
 Pres..... Frank White  
 V.P., General Manager.... Carleton D. Smith  
 Dir. of Sales..... Joseph Goodfellow  
 Commercial Manager.... Charles de Lozier  
 Program Director..... Ralph Burgin  
 Press, Ad., Prom. Spvstr..... Robert Adams  
 Dir. News & Spe. Events..... Cassius Keller  
 Film Dir..... George Dorsey  
 Chief Engineer..... John G. Rogers

(See Page 886)

## W M A L - T V

WASHINGTON, D. C.—1947—ABC

Channel: 7 VHF.. AP: 12 Kw.. VP: 22 Kw.

Owned-Oper. By The Evening Star Bcstg. Co.  
 Address.....4461 Connecticut Ave., N.W.  
 Phone Number.....Kellogg 7-1100  
 Air Time.....12 hours daily  
 Newspaper Affiliation.....The Evening Star  
 Membership.....NARTB  
 News Service.....AP  
 President.....S. H. Kauffmann  
 V.P. & Gen. Mgr.....K. H. Berkeley  
 Director of Sales.....Mahlon A. Glascock  
 TV Sales Mgr.....George L. Greisbauer  
 Dir. of News & Spec. Events.....Bryson Rash  
 Production Mgr.....Charles Bishop  
 Chief Engineer.....Frank Harvey

**W T O P - T V**

**WASHINGTON—1949—CBS**

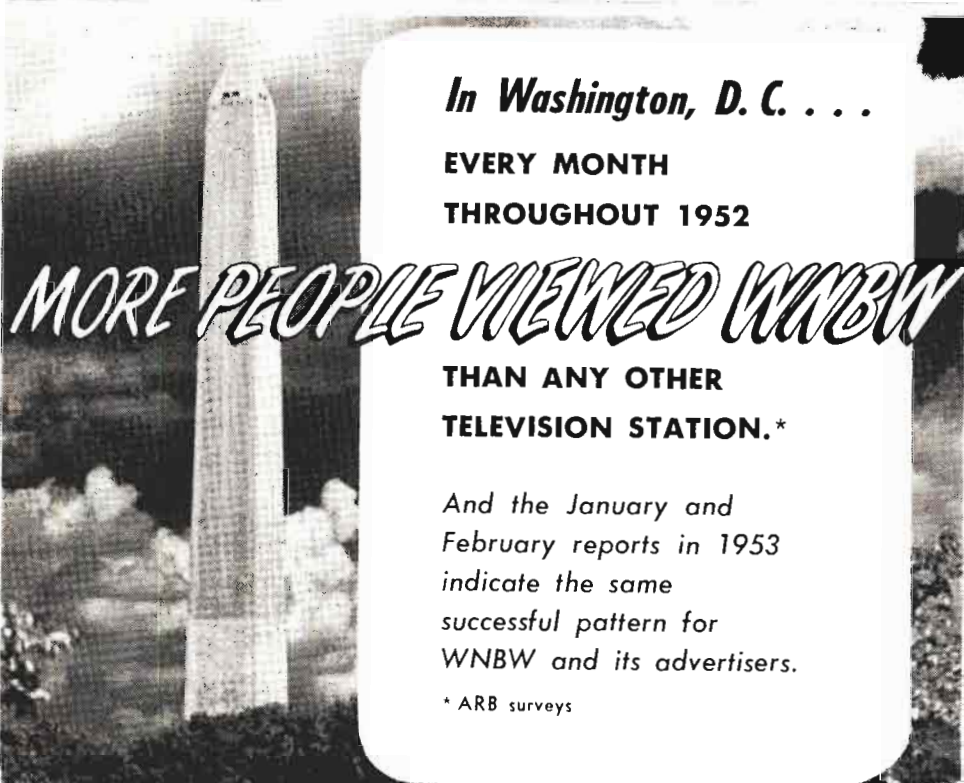
Channel: 9 VHF.. AP: 14.4 Kw.. VP: 27.3 Kw.  
 Owned-Oper. By.....WTOP, Inc.  
 Business Address.....Warner Building  
 Phone Number.....ME 8-3200  
 Air Time.....16 hours daily  
 Newspaper Affiliation.....Washington Post  
 News Service.....AP, INS, UP  
 Membership.....NARTB  
 Pres., Gen. Mgr.....John Hayes  
 V.P., Comm. Mgr.....George Hartford

V.P., Prog. Dir.....Lloyd Dennis  
 Promotion Dir.....Warren Booram  
 Dir. of News & Spec. Events.....William Wood  
 Production Mgr.....H. Thomas Tausig  
 Pub. & Prom. Director.....Cody Pfanstiehl  
 Film Director.....C. D. Dyatt  
 V.P., Chief Eng.....Clyde Hunt

**W T T G**

**WASHINGTON—1947—DuM**

Channel: 5 VHF.. AP: 10.5 Kw.. VP: 17.5 Kw.  
 Owned-Oper. By.. Allen B. DuMont Labs., Inc.  
 Business-Studio Address.....Hotel Raleigh  
 Phone Number.....STerling 5300  
 Air Time.....14½ hours daily  
 News Service.....UP  
 Representative.....Blair-TV  
 Membership.....NARTB  
 President.....Dr. Allen B. DuMont  
 General Manager.....Walter Compton  
 Comm. Mgr.....Neal J. Edwards  
 Dir. of Spec. Events.....Donald G. Roper  
 Prom., Pub. Dir.....George Flax  
 Production Mgr.....Francis V. Guidice  
 Program Director.....Roger Coelos  
 Film Director.....Jules Huber  
 Chief Engineer.....Malcolm M. Burlison



*In Washington, D. C. . . .*

**EVERY MONTH  
 THROUGHOUT 1952**

**MORE PEOPLE VIEWED WNBW**

**THAN ANY OTHER  
 TELEVISION STATION.\***

*And the January and  
 February reports in 1953  
 indicate the same  
 successful pattern for  
 WNBW and its advertisers.*

\* ARB surveys

## FLORIDA W M B R - T V

JACKSONVILLE—1949  
ABC-CBS-NBC-DuM

Channel: 4 VHF. AP: 7.4 Kw. VP: 14.8 Kw.  
Owned-Operated By..... Florida Bcstg. Co.  
Business Address..... 605 S. Main  
Phone Number..... 9-4475  
Air Time..... 17 hours daily  
News Service..... UP  
Representative..... Avery-Knodel  
Membership..... NARTB  
General Manager..... Glenn Marshall, Jr.  
Pgm., Prom. Director..... Bernie Adams  
Operations Mgr..... Bill Torry  
Comm. Mgr..... Charles Stone  
Program Dir..... Bill Allyn  
Dir. of News & Spec. Events..... Bill Grove  
Production Mgr..... Harry Kalkines  
Chief Engineer..... Ernest Vondermarks  
Consulting Engineer..... Andrew Ring

## W T V J

MIAMI—1949—ABC-CBS-NBC-DuM

Channel: 4 VHF. AP: 8.25 Kw. VP: 16.5 Kw.  
Owned-Oper. By..... Southern Radio & TV  
Equipment Co.  
Address..... 316 N. Miami Ave.  
Phone Number..... 82-6671  
Air Time..... 17½ hours daily  
News Service..... UP  
Representative..... Free & Peters  
President..... Mitchell Wolfson  
Vice-Pres., Gen. Mgr..... Lee Ruwitch  
Operations Mgr..... John A. Shay  
Comm. Mgr..... John S. Rllen  
Program Director..... Lee Phillips  
Pub. & Prom. Director..... Burt Toppan  
Film Director..... Labe B. Mell  
Production Mgr..... Ashe Dawes  
Director of Remotes..... Jesse Cripe  
Dir. of News & Special Events..... Ralph Renick  
Chief Engineer..... Earl W. Lewis

## GEORGIA W A G A - T V

ATLANTA—1949—CBS-DuM

Channels: 5. AP: 14 Kw. VP: 26 Kw.  
Owned-Operated By..... Storer Bcstg. Co., Inc.  
Bus. Studio Address..... 1018 W. Peachtree, N.W.  
Phone Number..... Vernon 3553  
Air Time..... 105 hours weekly  
News Service..... AP  
Representative..... Katz  
President..... George B. Storer  
Managing Dir..... Glenn C. Jackson  
Commercial Manager..... John W. Collins, Jr.  
Program Dir..... Don Naylor  
News Director..... Dale Clark

Promotion Mgr..... Para Lee Brock  
Merchandising Mgr..... David Mayo  
Chief Engineer..... Hugo Pondy

## W L T V

ATLANTA—1951—ABC

Channel: 8. AP: 12.5 Kw. VP: 23.8 Kw.  
Owned-Oper. By..... Broadcasting Inc.  
Address..... 15 Forsyth St. S.W.  
Phone Number..... CYpress 6676  
Air Time..... Varies  
News Service..... AP  
Representative..... Harrington, Righter & Parsons  
Membership..... NARTB  
President..... Walter C. Sturdivant  
Gen., Sta. Mgr..... William T. Lane  
Commercial Manager..... Charles Grisham  
Prog., Prom., Publ. Film Dir.  
Roger O. Van Duzer  
Chief Engineer..... Harvey J. Aderhold  
Production Manager..... John Sever  
News Director..... Bob Hendrickson

## W S B - T V

ATLANTA—1948—NBC

Channel: 2 VHF. AP: 25 Kw. VP: 50 Kw.  
Owned-Oper. By..... The Atlanta Newspapers  
Address..... 1801 W. Peachtree  
Phone Number..... Atwood 3827  
Air Time..... 98 hours weekly  
Newspaper Affiliations..... Atlanta News., Inc.  
News Service..... AP  
Representative..... Petry  
Membership..... NARTB  
Managing Director..... J. Leonard Reinsch  
General Manager..... John M. Outler, Jr.  
Station Manager..... Marcus Bartlett  
Promotion Director..... Vincent Piamo  
Dir. of News & Spec. Events..... James Bridges  
Production Manager..... Mark Talsion  
Publicity Director..... Wayne Anderson  
Film Director..... Jean Hendrix  
Chief Engineer..... C. F. Daugherty

## ILLINOIS

## W B B M - T V

CHICAGO—1941—CBS

Channel: 4 VHF. AP: 12.7 Kw. VP: 25.4 Kw.  
Owned-Operated By..... CBS TV  
Bus., Studio Address..... 175 North State St.  
Phone Number..... RAndolph 6-8210  
Air Time..... 16½ hours daily  
News Service..... UP, INS  
Representative..... CBS TV Spot Sales  
V.P. Central Div..... H. Leslie Atlas  
Operations Dir..... Ken Craig  
Sales Mgr..... George Arkedis  
Promotion Manager..... John Curry  
Program Director..... Thomas A. Bland  
Chief Engineer..... William P. Kusack

**...A *solution* TO YOUR  
CHICAGO SALES PROBLEMS**

---

DURING 1952, more local retail and national spot advertisers sponsored *programs* on WGN-TV than on any other TV station in Chicago.

These advertisers are selling a great, receptive and active buying audience.

If you are seeking sales in the Chicago market (and who isn't) WGN-TV is your answer.

---



The Chicago Tribune Television Station



# W B K B

## CHICAGO—1948—ABC

Channel: 7 VHF. AP: 14.0 Kw. VP: 28.3 Kw.  
 Owned-Operated By.....American Bcstg. Co.  
 Business-Studio Address....20 N. Wacker Dr.  
 Phone Number.....ANdover 3-0800  
 Air Time.....94½ hours weekly  
 News Service.....AP, INS  
 Representative.....Blair-TV  
 Membership.....NARTB, BAB  
 V.P., Gen. Mgr.....John Mitchell  
 Mgr. of TV Dept.....Monte Fassknacht  
 Sales Manager.....Joseph G. Fisher, Jr.  
 Program Mgr.....Sterling Quinlan  
 Promotion Dir.....James Duffy  
 Dir. of News & Spec. Events.....Cornelius O'Dea  
 Publicity Director.....Ellott Henry  
 Film Director.....Larry Kelly  
 Chief Engineer.....Edward C. Horstman  
 Eng.-Oper. Super.....Floyd Timberlake

# W N B Q

## CHICAGO—1949—NBC

Channel: 5 VHF. AP: 12.29 Kw. VP: 23.25 Kw.  
 Owned-Operated By.....National Bcstg. Co.  
 Business-Studio Address....Merchandise Mart  
 Phone Number.....SUperior 7,8300  
 Air Time.....17:45 hours daily  
 News Service.....AP, INS, UP  
 Representative.....NBC Spot Sales  
 Membership.....NARTB  
 President of NBC.....Joseph McConnehl  
 V.P. & Gen. Mgr.....Harry Kopf  
 TV Manager.....Jules Herbuveaux  
 Commercial Manager.....John J. McPartlin  
 Program Director.....George Heinemann  
 Promotion Director.....John Keys  
 Dir. of News & Spec. Events....William B. Ray  
 Publicity Director.....Chet Campbell  
 Film Procurement.....Isabel Cooney  
 Chief Engineer.....Howard C. Luttgens

# W G N - T V

## CHICAGO—1948—DuM

Channel: 9 VHF. AP: 14.5 Kw. VP: 29.0 Kw.  
 Owned-Operated By.....WGN, Inc.  
 Business Address....441 N. Michigan Ave  
 Phone Number.....SUperior 7-0100  
 Air Time.....95-100 hours weekly  
 Newspaper Affiliation.....Chicago Tribune  
 News Service.....AP, UP, AP  
 Representative.....George P. Hollingbery  
 President.....Col. Robert R. McCormick  
 Station Manager.....Frank P. Schreiber  
 Commercial Manager.....William A. McGuineas  
 TV Sales Manager.....Ted Weber  
 Program Director.....J. E. Farraghan  
 Newsreel Director.....Spencer Allen  
 Operations Director.....George E. Peterson  
 Promotion Director.....Charles A. Wilson

Publicity Director.....James Hanlon  
 Film Director.....Elizabeth Bain  
 Director of Remotes.....Donald Cook  
 Chief Engineer.....Carl J. Meyers

# W E E K - T V

## PEORIA—1953

### ABC-CBS-NBC-DuM

Channel: 43 UHF. AP: 88 Kw. VP: 175 Kw.  
 Owned-Operated By.....West Central Bcstg. Co.  
 Address.....1000 Comm. Nat'l Bank Bldg.  
 Representative.....Headley-Reed  
 General Manager.....Fred C. Mueller  
 Sales Manager.....William J. Flynn  
 Film Director.....Robert C. Fransen  
 Consulting Engineers.....McIntosh & Inglis

# W H B F - T V

## ROCK ISLAND—1950—ABC-CBS

### DuM

Channel: 4.....AP: 11.7 Kw. VP: 23.5 Kw.  
 Owned-Oper. By.....Rock Island Bcstg. Co.  
 Bus.-Trans. Address....Telco Bldg., 231 18th St.  
 Phone Number.....R. I. 6-5441  
 Air Time.....80 hours weekly  
 Newspaper Affil....."The Argus"  
 News Service.....INS  
 Representative.....Avery-Knodel, Inc.  
 Membership.....NARTB, BAB  
 President.....Ben H. Potter  
 Gen., Sta. Mgr.....Leslie C. Johnson  
 Commercial Manager.....Maurice Corken  
 Program Director.....Forest W. Cooke  
 Prom., Publ. Director.....(Miss) Fern Hawks  
 Prod., News, Spe. Ev. D'r.....William Ellison  
 Chief Engineer.....Robert J. Sinnett  
 Consulting Engineer.....E. C. Page

# INDIANA

# W T T V

## BLOOMINGTON—1949

### ABC-CBS-NBC-DuM

Channel: 10 VHF. AP: 13.45 Kw. VP: 26.9 Kw.  
 Owned-Oper. By.....Sarkes Tarzian, Inc.  
 Address.....East Hillside Drive  
 Phone Number.....2-1407  
 Air Time.....12½ hours daily  
 News Service.....AP, INS  
 Representative.....Robert Meeker Assoc.  
 Membership.....NARTB, BAB  
 President.....Sarkes Tarzian  
 Gen., Sta. Mgr.....Robert Lemon  
 Gen. Sales Mgr.....No-man Cissna  
 Prog. Mgr., Dir. of Remotes.....Robert Petranoff  
 Prom., Pub. Dir.....Susan Bartlett  
 Dir. of News & Spec. Events.....Edward Keath  
 Production Mgr.....Steve Briggs  
 Film Mgr.....Jerry Danziger  
 Chief Engineer.....Morton L. Weigel  
 Consulting Engineer.....Kear & Kennedy

**WFBM-TV****INDIANAPOLIS—1949**  
**ABC-CBS-NBC-DuM**

Channel: 6... AP: 18.1 Kw... VP: 30.8 Kw.  
 Owned-Operated By... WFBM, Inc.  
 Bus.-Studio Address... 1330 N. Meridian St.  
 Phone Number... Lincoln 8506  
 Air Time... 116½ hours weekly  
 News Service... AP, INS  
 Representative... Katz  
 Membership... NARTB  
 Pres., Gen., Sta. Mgr... Harry M. Bitner, Jr.  
 Comm. Manager... William F. Kiley  
 Film, Program Director... Hugh Kibbey  
 Prom., Publ. Director... David F. Milligen  
 Dir. of News... Gilbert Forbes  
 Production Mgr... Carl Belles  
 Chief Engineer... Harold S. Holland

**WSBT-TV****SOUTH BEND—1953**

Channel: 34 UHF... AP: 88 Kw... VP: 170 Kw.  
 Owned-Operated By... South Bend Tribune  
 Address... 225 W. Colfax Ave.  
 Representative... Raymer  
 General Manager... Neal B. Welch  
 Consulting Engineer... Millard M. Garrison

**IOWA****WOI-TV****AMES—1950—ABC-CBS-NBC-DuM**

Channel: 4 VHF... AP: 8 Kw... VP: 15.6 Kw.  
 Owned-Operated By... Iowa State A & M  
 Address... Service Bldg., Iowa State College  
 Phone Number... 2500 Extension 570  
 Air Time... 15 hours daily  
 News Service... AP, UP  
 Representative... Weed  
 Membership... NARTB  
 President... Charles E. Friley  
 General Manager... Richard B. Hull  
 Comm. Mgr... Robert Mulhall  
 Program Dir... Chris Donaldson  
 Prog. Devel. Supervisor... Edward Wegener  
 Prom., Pub. Dir... Marguerite Theobald  
 Dir. of News & Spec. Events... George Halsey  
 Prod. Mgr., Dir. of Remotes... Ray Stewart  
 Film Manager... Tad Williams  
 Chief Engineer... Keith Ketcham

**WOC-TV****DAVENPORT—1949—NBC**

Channel: 5... AP: 13.5 Kw... VP: 22.9 Kw.  
 Owned-Oper. By... Central Bcstg. Co.  
 Business Address... 805 Brady St.

Phone Number... 3-3661  
 Air Time... 15 hrs. daily  
 News Service... UP  
 Representative... Free & Peters, Inc.  
 Membership... NARTB  
 President... Col. B. J. Palmer  
 Vice-Pres. & Treas... D. D. Palmer  
 Exec. Vice-Pres... Ralph Evans  
 Secretary... William D. Wagner  
 Vice-President... Paul Loyet  
 Resident Manager... Ernest Sanders  
 Resident Sales Mgr... Mark Wodling  
 Program Director... Charles Freburg  
 Asst. Mgr... Fred Reed  
 Director of News... Bob Frank  
 Publicity Director... Paul Ives  
 Film Director... Ken Wagner  
 Chief Engineer... Paul Arvidson  
 Consulting Engineer... A. D. Ring & Co.

**KENTUCKY****WAVE-TV****LOUISVILLE—1948—ABC-NBC-DuM**

Channel: 5 VHF... AP: 12 Kw... VP: 24.1 Kw.  
 Owned-Operated By... WAVE, Inc.  
 Address... 334 East Broadway  
 Phone Number... Wabash 2201  
 Air Time... 16 hours daily  
 News Service... AP  
 Membership... NARTB, BAB  
 Representative... Free & Peters  
 President... George W. Norton, Jr.  
 Gen., Sta. Manager... Nathan Lord  
 Commercial Manager... Ralph Jackson  
 Prog., Prod., Film Dir... George Patterson  
 Prom., Pub. Dir... Charles Hill  
 Director of News... Hugh Sutton  
 Dir. of Remotes... Walter K. Witherbee  
 Chief Engineer... Wilbur Hudson  
 Consulting Engineer... A. D. Ring

**WHAS-TV****LOUISVILLE—1950—CBS**

Channel: 9... AP: 50 Kw... VP: 25 Kw.  
 Owned-Oper. By... WHAS, Inc.  
 Address... 525 W. Broadway  
 Phone... Wabash 2211  
 Representative... Harrington, Righter, Parsons  
 News Service... AP  
 Membership... NARTB, BAB  
 President... Barry Bingham  
 Vice-Pres., Director... Victor A. Sholls  
 Assistant Director... Neil D. Cline  
 Sales Director... Albert J. Gillen  
 Program Director... Ralph Hansen  
 Promotion Director... William Loader  
 Dir. of News & Spec. Events... Richard Oberlin  
 Film Manager... Ed Driscoll  
 Chief Engineer... Orrin W. Towne

**LOUISIANA**  
**WDSU-TV**  
NEW ORLEANS—1948  
ABC—CBS—NBC—DuM

Channel: 6 VHF.. AP: 15.5 Kw.. VP: 31.0 Kw.  
Owned-Oper. By..... WDSU Bcstg. Corp.  
Business-Studio Address..... 520 Royal St.  
Phone Number..... Tulane 4371  
Air Time..... 119 hours weekly  
News Service..... AP, UP  
Representative..... Blair  
Membership..... NARTB, BAB  
President..... Edgar B. Stern, Jr.  
Exec. V.P., Gen. Mgr..... Robert D. Swezey  
V.P., Comm. Manager..... A. Louis Read  
Program Director..... Hubie Weiss  
Program Mgr..... Tom Hicks  
Prom., Pub. Dir..... Marion Annenberg  
Dir. of News & Spec. Events..... Mel Leavitt  
Prog. Operations Mgr..... Stanley Holiday  
Chief Engineer..... Lindsey Riddle  
Consulting Engineer..... E. C. Page

**MAINE**  
**WABI-TV**  
BANGOR—1953  
ABC-CBS-NBC-DuM

Channel: 5 VHF.. AP: 0.95 Kw.. VP: 1.9 Kw.  
Owned-Operated By  
Community Telecasting Serv.  
Address..... 57 State St.  
Phone Number..... 8255  
National Rep..... George P. Hollingbery  
New England Rep..... Kettell-Carter  
General Manager..... Murray Carpenter  
General Sales Mgr..... Lee Gorman, Jr.  
Chief Engineer..... Walter L. Dickson

**MARYLAND**  
**WAAM-TV**  
BALTIMORE—1948—ABC-DuM

Channel: 13 VHF.. AP: 13.3 Kw.. VP: 26.1 Kw.  
Owned-Operated By.... WAAM, Incorporated  
Business Address..... Television Hill  
Phone Number..... MOhawk 7600  
Air Time..... 14 hours daily  
News Service..... AP  
Representative..... Harrington, Righter and  
Parsons, Inc.  
Membership..... NARTB  
President..... Ben Cohen  
Exec. Vice-Pres..... Norman C. Kal  
General Manager..... Kenneth Carter  
Asst. Gen. Mgr.—Sales..... Armand Grant  
Program Mgr..... Herbert B. Cahan  
News Editor..... Ted Jaffe



*In Maryland -  
Morning, Noon and  
Night -  
Most people watch  
WMAR-TV*

Audiences preferred these Quarter-Hours in 1952\*

**DAYTIME**

10:00 A.M. to 6:00 P.M.

WMAR-TV	Station A	Station B
<b>1182</b>	<b>785</b>	<b>429</b>

**NIGHTTIME**

6:00 P.M. to 12:00 Mid.

WMAR-TV	Station A	Station B
<b>993</b>	<b>771</b>	<b>226</b>

*\* According to Jan.-Dec. 1952 A. R. B.*

**WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO  
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Prog. Oper. Supvsr. . . . . Robert E. Lee  
 Dir. of News and Pub. . . . . Joel Chaseman  
 Production Manager . . . . . Paul Kane  
 Director of Engineering . . . . Benjamin Wolfe  
 Chief Engineer . . . . . Glenn Lahman  
 Consulting Engineer . . . . . Kear and Kennedy

## WBAL-TV

BALTIMORE—1948—NBC

Channel: 11 VHF . . . AP: 13 Kw. . . VP: 27 Kw.  
 Owned-Operated By . . . . Hearst Corporation  
 Business-Studio Address . . . . 2610 N. Charles  
 Phone Number . . . . . Hopkins 3000  
 Air Time . . . . . 17½ hours daily  
 News Service . . . . . INS, UP, AP  
 Representative . . . . . Edward Petry  
 Membership . . . . . NARTB  
 Vice Pres. & Exec. Dir. . . . Charles B. McCabe  
 Vice-Pres. & Gen. Mgr . . . . D. L. Provost  
 Vice-Pres. (Engineering) . . . John T. Wilner  
 Station Manager . . . . . Leslie H. Peard, Jr.  
 Dir. Public Affairs & Education . Arnold Wilkes  
 Program Director . . . . . Victor F. Campbell  
 Business Mgr. . . . . Freeman W. Cardall  
 Sales Manager . . . . . Willis K. Friert  
 News & Publicity Mgr. . . . Thomas J. White, Jr.  
 Dir. Women's Programs . . . . Mollie Martin  
 Chief Engineer . . . . . William C. Bareham

## WMAR-TV

BALTIMORE—1947—CBS

Channel: 2 VHF . . . AP: 12.5 Kw. . . VP: 25 Kw.  
 Owned-Operated By . . . . The A. S. Abell Co.  
 Address . . . . . Charles & Redwood Sts.  
 Phone Number . . . . . MUIberry 5670  
 Air Time . . . . . 15 hours daily  
 News Service . . . . . AP  
 Representative . . . . . Katz  
 Membership . . . . . NARTB  
 President . . . . . William F. Schmick  
 V.D., Dir. of TV . . . . . Ewell K. Jett  
 Commercial Manager . . . . Ernest A. Lang  
 Program Director . . . . . Robert B. Cochran  
 Dir. of News & Spec. Events and  
 Film Mgr. . . . . David V. R. Stickle  
 Prom., Pub. Dir. . . . . Ralph Braun  
 Production Mgr. . . . . Edwin B. Mick  
 Film Director . . . . . David V. R. Stickle  
 Chief Engineer . . . . . Carlton G. Nopper

## MASSACHUSETTS

### WBZ-TV

BOSTON—1948—NBC

Channel: 4 . . . AP: 12.9 Kw. . . VP: 26.5 Kw.  
 Owned-Oper. By . . . . Westinghouse Radio Stations, Inc.

Address . . . . . 1170 Soldiers Field Rd.  
 Phone Number . . . . . ALgonquin 4-5870  
 News Service . . . . . INS, AP, UP  
 Representative . . . . . NBC Spot Sales  
 V.P., Gen. Mgr. . . . . J. E. Baudino  
 Station Mgr. . . . . W. C. Swartley  
 Sales Manager . . . . . C. Herbert Masse  
 Promotion Manager . . . . John G. Still, Jr.  
 Program Manager . . . . . W. Gordon Swan  
 News Dir. . . . . F. Whitmarsh  
 Film Manager . . . . . R. Duffield  
 Chief Engineer . . . . . W. H. Hauser  
 Program Supervisor . . . . . I:ran Berlow

## WNAC-TV

BOSTON—1948—ABC-CBS-DuM

Channel: 7 VHF . . . AP: 13.3 Kw. . . VP: 26.6 Kw.  
 Owned-Oper. By . . . . General Teleradio, Inc.  
 Business-Studio Address . . . . 21 Brookline Ave.  
 Phone Number . . . . . Commonwealth 6-0800  
 Air Time . . . . . 15 hours daily  
 News Service . . . . . INS, UP  
 Representative . . . . . H-R Reps, Inc.  
 Membership . . . . . NARTB  
 President . . . . . Tom O'Neil  
 Exec. V.P. & Gen. Mgr. . . . . Linus Travers  
 Comm. Mgr. . . . . Tom Bateson  
 Vice Pres., Dir. of Prog. and  
 Remotes . . . . . George Steffy  
 Promotion Dir. . . . . George Hallberg  
 Dir. of News & Spec. Events . Leland Bickford  
 Production Mgr. . . . . Tony Lang  
 Publicity Dir. . . . . Phyllis Doherty  
 Film Director . . . . . James Pike  
 Technical Director . . . . . Harry Whittemore

## MICHIGAN

### WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2 VHF . . . AP: 8.3 Kw. . . VP: 16.5 Kw.  
 Owned-Oper. By . . . . Storer Bcstg. Co.  
 Business-Studio Address . . . . 500 Temple  
 Phone Number . . . . . Temple 3-7900  
 Air Time . . . . . 16 hours daily  
 News Service . . . . . INS  
 Membership . . . . . NARTB  
 Representative . . . . . Katz  
 President . . . . . George B. Storer  
 V.P., General Mgr. . . . . Gayle V. Grubb  
 Comm. Mgr. . . . . Harry Lipson  
 Production Manager . . . . . Lanny Pike  
 Program Dir. . . . . Richard Fischer  
 Promotion Dir. . . . . Peter Storer  
 Dir. of News & Spec. Events . . . Earl Hayes  
 Publicity Dir. . . . . Beverly Holden  
 Film Mgr. . . . . Arthur McCall  
 Chief Engineer . . . . . Paul Frincke  
 Consulting Engineer . . . . . Earl Cullum

**SOMETHING**

**NEW HAS BEEN ADDED!!**

**TOTAL RETAIL SALES\***  
**\$196,099,000.00**

including such cities as:  
Houston, Texas  
San Antonio, Texas  
El Paso, Texas  
Tempe, Arizona  
Palm Beach, Florida

**FOOD STORE SALES\***  
**\$48,964,000.00**

including such cities as:  
Chicago, Illinois  
Tampa, New Jersey  
Pittsburgh, Pennsylvania  
Pompano Beach, Florida  
Wilmington, Del.

**GENERAL MERCHANDISE SALES\***  
**\$27,607,000.00**

including such cities as:  
Harrisburg, Pa.  
New York, New York  
Norfolk, Virginia  
Tacoma, Wash.  
Livonia, Michigan

**HOME FURNISHING SALES\***  
**\$11,291,000.00**

including such cities as:  
Baton Rouge, La.  
Albany, New York  
Austin, Texas  
Elizabeth, N. J.  
San Jose, Calif.

**AUTOMOTIVE STORE SALES\***  
**\$28,142,000.00**

including such cities as:  
Albany, New York  
Jersey City, N. J.  
Cambridge, Mass.  
Mobile, Alabama

**FILING STATION SALES\***  
**\$10,385,000.00**

including such cities as:  
New York, New York  
Little Rock, Ark.  
Phoenix, Arizona  
Chattanooga, Tenn.

**BUILDING MATERIALS-HARDWARE SALES\***  
**\$12,777,000.00**

including such cities as:  
Birmingham, Ala.  
New York, New York  
Richmond, Virginia  
Worcester, Mass.  
New Haven, Conn.

**EATING-DRINKING PLACE SALES\***  
**\$12,000,000.00**

including such cities as:  
New York, New York  
Boston, Mass.  
Alexandria, Va.  
Coral Gables, Texas  
Savannah, Ga.

**APPAREL STORE SALES\***  
**\$20,344,000.00**

including such cities as:  
Philadelphia, Pa.  
Reading, Pa.  
Cory, Indiana  
Charleston, W. Va.

**DRUG STORE SALES\***  
**\$7,608,000.00**

including such cities as:  
Philadelphia, Pa.  
Princeton, N. J.  
Knoxville, Tenn.  
Shreveport, La.  
Youngstown, Ohio

**the Saginaw -  
Bay City market**

**66<sup>th</sup>**

**IN THE  
NATION**

**SAGINAW-BAY CITY (Gillespie Program)  
\* 1951-1955 Consumer Markets for  
Year 1956**

**William J. Edwards**  
President and General Manager

**SAGINAW, MICHIGAN  
CHANNEL 57**

**Howard H. Wolfe**  
Sec.-Treas. & Station Mgr.

**EXCLUSIVE NATIONAL  
REPRESENTATIVES**

**GILL-PERNA, Inc.**

**NEW YORK · SAN FRANCISCO  
LOS ANGELES · CHICAGO**

## WWJ-TV

DETROIT—1947—NBC

Channel: 4 VHF.. AP: 10.25 Kw.. VP: 20.5 Kw.  
 Owned-Operated By... Evening News Assoc.  
 Business-Studio Address... 615 W. Lafayette  
 Phone Number... Woodward 2-2000  
 Newspaper Affiliation... The Detroit News  
 News Service... UP, AP  
 Representative... Hollingbery  
 Membership... NARTB  
 General Mgr... Edwin K. Wheeler  
 Sta. Mgr... Willard E. Walbridge  
 Prog., Prod. Director... Ralph B. Hunter  
 Sales Mgr... Norman Hawkins  
 Pub. Affairs Dir... James Eberle  
 News Editor... Tom MacMahon  
 Publicity Dir... Fred O'Brien  
 Film Editor... Frank Picard  
 Chief Engineer... Edgar J. Love  
 Consulting Engineer... William L. Foss

## WXYZ-TV

DETROIT—1948—ABC

Channel: 7 VHF.. AP: 13.9 Kw.. VP: 27.9 Kw.  
 Owned-Operated By... WXYZ, Inc.  
 Business Address... 1700 Mutual Bldg.  
 Phone Number... Woodward 3-8321  
 Air Time... 18 hours daily  
 News Service... UP  
 Representative... Blair-TV  
 Membership... NARTB  
 President... James G. Riddell  
 Merchandising Mgr... Harold Christian  
 Station Manager... John Pival  
 Program Dir... John Lee  
 Production Mgr... Ed Sanchez  
 Promotion Director... William Morgan  
 Dir. of Spec. Events & News... Richard Femmel  
 Film Director... Ken Simms  
 Chief Engineer... Charles Kocher

## WOOD-TV

GRAND RAPIDS—1951  
 ABC-CBS-NBC-DuM

Channel: 7 VHF.. AP: 14.5 Kw.. VP: 28.5 Kw.  
 Owned-Oper. By... Grandwood Bcstg. Co.  
 Address... Grand Rapids Nat'l Bank Bldg.  
 Phone Number... 9-4125  
 Air Time... 13 hours haily  
 News Service... AP  
 Representative... Katz  
 Membership... NARTB  
 President... Harry M. Bitner, Sr.  
 General Manager... Willard Schroeder  
 Program Director... Franklin Sisson  
 Sales Service Mgr... Howard Silbar  
 Promotion Dir... David Hoyle  
 Dir. News & Spe. Events... Bob Runyon

Film Mgr... Clark Grant  
 Chief Engineer... Louis Bergenroth

## WKZO-TV

KALAMAZOO—1950  
 ABC-CBS-NBC-DuM

Channel: 2 VHF.. AP: 8.0 Kw.. VP: 16.0 Kw.  
 Owned-Operated By... Fetzer Bcstg. Co.  
 Address... 124 W. Michigan Ave.  
 Phone Number... 3-1223  
 Air Time... 14 hours daily  
 News Service... AP  
 Representative... Avery-Knodel, Inc.  
 Membership... NARTB  
 Pres., Gen., Sta. Mgr... John E. Fetzer  
 Sales Director... Donald W. DeSmit, Jr.  
 Pgm., Prom., Film Dir... Harry E. Travis  
 Pub. Affairs Adviser... Dr. Willis F. Dunbar  
 Chief Eng. (Studio)... Francis L. Morse  
 Chief Eng. (Transm.)... Arthur E. Covell

## WJIM-TV

LANSING—1950—ABC-CBS-DuM  
 NBC

Channel: 6 VHF.. AP: 20.6 Kw.. VP: 10.3 Kw.  
 Owned-Oper. By... WJIM, Inc.  
 Address... Bank of Lansing Bldg.  
 News Service... UP  
 Phone... 2-1333  
 Representative... H-R Representatives  
 Pres., Gen. Mgr... Harold F. Gross  
 Station Manager... Howard K. Finch  
 Commercial Manager... Roger S. Underhill  
 Film Director... Phil Sherck

## WKNX-TV

SAGINAW—1953

Channel: 57 UHF.. AP: 10 Kw.. VP: 19 Kw.  
 Owned-Operated By... Lake Huron Bcstg. Co.  
 Address... 221 S. Wash. Ave.  
 Phone Number... 3-4471  
 Transmitter Location... S. City Limits  
 Representative... Gill-Perna  
 Membership... NARTB  
 General Manager... William J. Edwards  
 Station Manager... Howard Wolfe  
 Program Director... Robert Dyer  
 Consulting Engineer... John Creutz

## MINNESOTA KSTP-TV

ST. PAUL-MINNEAPOLIS—1948  
 NBC

Channel: 5 VHF.. AP: 17.3 Kw.. VP: 24.7 Kw.  
 Owned-Operated By... KSTP, Inc.

Bus., Trans. Co. . . . 3415 University Ave., St. Paul  
 Phone Number . . . . . Prior 2717  
 Air Time . . . . . 17½ hours daily  
 News Service . . . . . AP, UP  
 Representative . . . . . Edward Petry  
 Membership . . . . . NARTB  
 Pres., Gen. Mgr. . . . . Stanley E. Hubbard  
 Exec. V.P., Treas. . . . . K. M. Hance  
 Nat. Sales Mgr. . . . . Karl A. Plain  
 Local TV Sales Dir. . . . . William R. Brazzil  
 Program Director . . . . . Del Franklin  
 Promotion Director . . . . . Joseph C. Cook  
 Chief Engineer . . . . . Joseph Kahnke  
 Consulting Engineer . . . . . Andrew D. Ring

## WCCO-TV

MINNEAPOLIS—1949  
 ABC-CBS-DuM

Channel: 4 . . . . . AP: 9.2 Kw. . . . . VP: 28.4 Kw.  
 Owned-Oper. By . . . . . Mid-Continent Radio-TV Inc.  
 Bus. Studio Address . . . . . Radio City—50 S. 9th St.  
 Phone Number . . . . . Lincoln 0552  
 Air Time . . . . . 112 hours weekly  
 News Service . . . . . AP, UP, INS  
 Representative . . . . . Free & Peters  
 Ch. of Board . . . . . W. J. McNally  
 President . . . . . Robert B. Ridder  
 Exec. V.P. & Gen. Mgr. . . . . F. Van Konynenburg  
 Sales Manager . . . . . Robert N. Ekstrum  
 Production Director . . . . . Charles D. Miller  
 Film Director . . . . . Harry C. Jones  
 Prom., Publ. Director . . . . . Florence Z. Cook  
 Program Dir. . . . . Gwen Harvey  
 Chief Engineer . . . . . John M. Sherman

## MISSISSIPPI

### WJTV

JACKSON—1953  
 ABC-CBS-DuM-NBC

Channel: 25 UHF . . . . . AP: 98 Kw. . . . . VP: 180 Kw.  
 Owned-Operated By  
 Mississippi Publishers Corp.  
 Address . . . . . P. O. Box 427  
 Representative . . . . . Katz  
 General Manager . . . . . John Rossiter  
 Consulting Engineer . . . . . Raymond M. Wilmotte

## MISSOURI

### WDAF-TV

KANSAS CITY—1949  
 ABC-CBS-NBC-DuM

Channel: 4 . . . . . AP: 11 Kw. . . . . VP: 22 Kw.  
 Owned-Oper. By . . . . . Kansas City Star Co.  
 Business Address . . . . . 3030 Summit  
 Phone Number . . . . . Harrison 1200  
 Air Time . . . . . 18 hrs. daily

Newspaper Affiliation . . . . . The Kansas City Star  
 News Service . . . . . AP, UP  
 Representative . . . . . Harrington, Righter, & Parsons  
 Managing Director . . . . . H. Dean Fitzer  
 Commercial Manager . . . . . E. M. Russo  
 Station Manager . . . . . Bill Bates  
 Chief Engineer . . . . . Joseph Flaherty  
 Program Dir. . . . . Al Christy  
 News Dir. . . . . Randall Jessee  
 Film Mgr. . . . . John Krivas

## KSD-TV

ST. LOUIS—1947  
 ABC-CBS-NBC-DuM

Channel: 5 VHF . . . . . AP: 8.0 Kw. . . . . VP: 16.0 Kw.  
 Owned-Oper. By . . . . . The Pulitzer Publishing Co.  
 Address . . . . . 1111 Olive St.  
 Phone Number . . . . . MAin 1111  
 Air Time . . . . . 110 hours weekly  
 Newspaper Affiliation . . . . . St. Louis Post-Dispatch  
 News Service . . . . . AP, INS  
 Representative . . . . . Free & Peters  
 Membership . . . . . NARTB  
 President . . . . . Joseph Pulitzer  
 Gen., Sta. Mgr. . . . . George M. Burbach  
 Program Director . . . . . Harold Grams  
 Chief Engineer . . . . . J. E. Risk  
 Sales Manager . . . . . Guy E. Yeldell  
 Promotion Director . . . . . David Pasternak

## NEBRASKA

### KOLN-TV

LINCOLN—1953—DuM

Channel: 12 VHF . . . . . AP: 11 Kw. . . . . VP: 21.5 Kw.  
 Owned-Operated By  
 Cornhusker Radio & TV Corp.  
 Address . . . . . P. O. Box 987  
 Representative . . . . . Weed  
 General Manager . . . . . H. E. Anderson  
 Sales Manager . . . . . Otis Segler  
 Consulting Engineer . . . . . Comm. Radio Equipt. Co.

## KMTV

OMAHA—1949—ABC-CBS-DuM

Channel: 3 . . . . . AP: 8.4 Kw. . . . . VP: 16.7 Kw.  
 Owned-Oper. By . . . . . May Bcstg. Co.  
 Bus.-Trans. Address . . . . . 2615 Farnam St.  
 Phone Number . . . . . WEBster 9800  
 Air Time . . . . . 93 hours weekly  
 News Service . . . . . UP  
 Representative . . . . . Edward Petry & Co.  
 Membership . . . . . NARTB  
 President . . . . . Edward W. May  
 V.P., Gen. Mgr. . . . . Owen Saddler  
 Commercial Manager . . . . . Howard Peterson  
 Program Director . . . . . Glenn Harris  
 Prom., Publ. Director . . . . . Joe Baker



Dir of News and Spec. Events... Floyd Kalber  
 Production Director... Lew Jeffrey  
 Film Director... Bill Witt  
 Chief Engineer... R. J. Schroeder  
 Consulting Engineer... Robert M. Silliman

**WOW-TV**  
**OMAHA—1949—NBC**

Channels: 6 VHF... AP: 50 Kw... VP: 100 Kw.  
 Owned-Oper. By... Meredith WOW, Inc.  
 Business Address... Insurance Bldg.  
 Phone Number... Webster 3400  
 Air Time... 17½ hours daily  
 News Service... UP  
 Representative... Blair TV  
 Membership... NARTB  
 President... E. T. Meredith, Jr.  
 General Manager... Frank P. Fogarty  
 Sales Mgr... Fred Ebener  
 Program Dir... Soren Munkof  
 Promotion Dir... Bob Seitzer  
 Film Mgr... Donna Newton  
 Dir. of News & Spec. Events... Ray Clark  
 Production Manager... Jack Mazzie  
 Chief Engineer... Wm. J. Kotera

**NEW JERSEY**  
**WFPG-TV**

**ATLANTIC CITY—1953—ABC-NBC**  
**CBS-DuM**

Channel: 46 UHF... AP: 9 Kw... VP: 18 Kw.  
 Owned-Operated By... Neptune Bcstg. Corp.  
 Address... Steel Pier  
 Representative... Pearson  
 General Manager... Fred Weber  
 Sales Manager... E. P. Truex  
 Consulting Engineer... Craven, Lohnes & Culver

**WATV**  
**NEWARK—1948**

Channel: 13 VHF... AP: 15.3 Kk... VP: 30.5 Kw.  
 Owned-Oper. By... Bremer Bcstg. Corp.  
 Business-Studio Address... 1020 Broad St.  
 Phone Number... Mitchell 2-6400  
 Air Time... 100 hours weekly  
 Representative... Weed  
 Pres., Gen. Mgr... Irving R. Rosenhaus  
 Vice Pres. (Sales)... Edmund S. Lennon

The New York Times. LATE CITY EDITION

EDEN FAVORS... DULLES AND WILSON OF G.M. NAMED... AND DEFENSE SECRETARIES;... INTERIOR POST

*Jack Gould*  
*one of TV's*  
*most respected*  
*critics, writes*

...WATV's best constitutes some of the most constructive and worthwhile television in this area. ...highly informal, singularly unpretentious in production and almost neighborly in its tone. WATV is doing a job that merits encouragement and commendation. Under Robert P. Hogan to Check Bench Sales; WILSON CHARGED; Braden Assails Crime Panel AS DEPUTY...

**watv channel 13**

**Champions**

# N.Y. Giants and N.Y. Yankees For the 1953 Season

**WPIX Station of**



220 East 42nd St.,  
N.Y.C. 17  
MU 2-6500  
National  
Representatives:  
Free & Peters, Inc.



Public Rel. Dir. . . . . Roland Trenchard  
 Program Director . . . . . George Green  
 Film Director . . . . . Robert Paskow  
 Vice-President . . . . . Frank V. Bremer

**NEW MEXICO**  
**K O B - T V**  
 ALBUQUERQUE—1948  
 ABC-CBS-NBC-DuM

Channel: 4 VHF . . . AP: 2.6 Kw. . . VP: 5.2 Kw.  
 Owned-Oper. By . . . Albuquerque Bcstg. Co.  
 Bus. Studio Address . . . . . 234 So. 5th  
 Phone Number . . . . . 3-4411  
 Air Time . . . . . 8 hours daily  
 Representative . . . . . Branham  
 Membership . . . . . BAB  
 President . . . . . Wayne Coy  
 Sta. Mgr., Chief Engineer, George S. Johnson  
 Program Director . . . . . Dorothy B. Smith  
 Film Mgr. . . . . Millard Williams  
 Dir. of Remotes . . . . . Raymond Jacobs  
 Consulting Engineer . . . . . Jansky & Bailey

**NEW YORK**  
**W N B F - T V**  
 BINGHAMTON—1943  
 ABC-CBS-NBC-DuM

Channel: 12 . . . AP: 25 Kw. . . VP: 50 Kw.  
 Owned-Oper. By . . . Clark Associates, Inc.  
 Business Address . . . . . P. O. Box No. 48  
 Phone Number . . . . . 3-7311  
 Air Time . . . . . 85 hours weekly  
 News Service . . . . . UP  
 Representative . . . . . Bolling  
 Membership . . . . . NARTB, BAB  
 President . . . . . John C. Clark  
 General Manager . . . . . C. D. Mastin  
 Station Manager . . . . . L. L. Rogers  
 Sales Manager . . . . . Stanley N. Heslop  
 Pgm. Dir. . . . . E. M. Scala  
 Promotion Director . . . . . E. R. McCloskey  
 Prod. Dir. . . . . Clark Pollock  
 Chief Engineer . . . . . L. H. Stantz  
 Consulting Engineer . . . . . Jansky & Bailey

**W B E N - T V**  
 BUFFALO—1948—ABC-CBS-NBC  
 DuM

Channel: 4 FHF . . . AP: 25 Kw. . . VP: 50 Kw.  
 Owned-Oper. By . . . WBEN, Inc.  
 Phone Number . . . . . MOhawk 0930  
 Studio, Transmitter Location . . . . . Hotel Statler  
 Air Time . . . . . 17 hours daily  
 News Service . . . . . AP, INS  
 Representative . . . . . Harrington, Righter &  
 Parsons, Inc.  
 Membership . . . . . NARTB  
 President . . . . . Edward H. Butler  
 Vice-President . . . . . Alfred H. Kirchofer

General Manager . . . . . C. Robert Thompson  
 Dir. of News and Spe. Events . . . . . Floyd Kalber  
 Sales Manager . . . . . Nicholas J. Malter  
 Station Mgr. . . . . George R. Torge  
 Promoton Director . . . . . Joseph A. Haeffner  
 News and Spec. Events, Asst. Pgm. Dir.  
 Edward J. Wegman  
 Film Director . . . . . Quintin P. Renner  
 Program Dir. . . . . Frederick A. Keller  
 Dir. of Remotes . . . . . John L. Hutchinson, Jr.  
 Technical Director . . . . . Ralph J. Kingsley

**W A B C - T V**  
 NEW YORK—1948—ABC

Channel: 7 VHF . . . AP: 55 Kw. . . VP: 110 Kw.  
 Owned-Oper. By  
 American Bcstg. Paramount Theaters, Inc.  
 Business Address . . . . . 7 W. 66th St.  
 Phone Number . . . . . SUsquehanna 7-5000  
 Air Time . . . . . 13 hours daily  
 News Service . . . . . INS  
 Representative . . . . . Petry  
 President (ABC) . . . . . Robert E. Kintner  
 V.P., General Mgr. . . . . Slocum Chapin  
 Station Mgr. . . . . Paul B. Mowrey  
 Sales Mgr. . . . . Trevor Adams  
 Promotion Director . . . . . M. De Groot  
 Mar. O & O Sales . . . . . Don Duran  
 Publicity Dir. . . . . Ward Jones  
 Publicity Dir. . . . . Arthur B. Donegan  
 Film Director . . . . . Freelon M. Fowler  
 V.P., Dir. of Engn. . . . . Frank Marx

**W A B D**  
 NEW YORK—1944—DuM

Channel: 5 VHF . . . AP: 8.4 Kw. . . VP: 16.7 Kw.  
 Owned-Oper. By . . . . . Allen B. Du Mont  
 Laboratories, Inc.  
 Business Address . . . . . 515 Madison Ave  
 Phone Number . . . . . MUrray Hill 8-2600  
 Air Time . . . . . 13 hours daily  
 News Service . . . . . INS  
 Membership . . . . . NARTB  
 Director . . . . . Chris J. Witting  
 General Manager . . . . . Richard E. Jones  
 Commercial Manager . . . . . Lawrence L. Wynn  
 Pgm., Prod. Dir. . . . . James L. Caddigan  
 Chief Engineer . . . . . Rodney D. Chipp  
 Publicity Director . . . . . Gerald Lyons  
 Film Dept. Mgr. . . . . Donald A. Stewart

**W C B S - T V**  
 NEW YORK—1941—CBS

Channel: 2 VHF . . . AP: 8.6 Kw. . . VP: 17.3 Kw.  
 Owned-Oper. By . . . . . Columbia Bcstg. System  
 Business Address . . . . . 485 Madison Ave.  
 Phone Number . . . . . PLaza 5-2000  
 Air Time . . . . . 16 hours daily  
 News Service . . . . . AP, INS, UP, Telenews  
 Representative . . . . . CBS TV Spot Sales  
 Membership . . . . . NARTB

President (CBS Inc.)..... Frank Stanton  
 President (CBS TV)..... J. L. Van Volkenburg  
 General Manager..... Craig Lawrence  
 Asst. to Gen. Mgr..... Clarence Worden  
 Sales Manager..... George Dunham  
 Program Director..... Hal Hough  
 Promotion Manager..... Robert G. Patt  
 Asst. Prog. Dir., Prod. Mgr..... Dan Gallagher  
 Publicity Director..... Bob Fuller  
 Film Manager..... Wm. C. Lacey  
 Chief Engineer..... Robert G. Thompson

## 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  
 Air Time..... 115 hours weekly  
 News Service..... AP, INS, UP  
 Representative..... NBC Spot Sales Dept.  
 Membership..... NARTB, BAB  
 President..... Frank White  
 General Manager..... Ted Cott  
 Station Mgr..... Richard Pack  
 Commercial Manager..... Jay Heitin  
 Prog., Film Director..... Pete Aflie  
 Promotion Dir..... Jay Smolin  
 Production Mgr..... John Grogan  
 Publicity Dir..... Phil Dean  
 Chief Engineer..... Thomas Phelan

## W O R - T V

NEW YORK—1949—MBS

Channel: 9..... AP: 11.0 Kw..... VP: 88 Kw.  
 Owned-Oper. By..... General Teleradio, Inc.  
 Business Address..... 1440 Broadway  
 Phone Number..... LOngacre 4-8000  
 Air Time..... 100 hours weekly  
 News Service..... UP  
 Station Representative..... H.R. Reps.  
 Membership..... NARTB  
 President..... Thomas F. O'Neil  
 V. P. In Charge..... James M. Gaines  
 Station Manager..... Warren Wade  
 Commercial Director..... Robert C. Mayo  
 Promotion Director..... Gene Moss  
 Dir. News & Spec. Events..... John B. Hughes  
 Production Manager..... Ivan Reiner  
 Publicity Director..... Frank Zuzulo  
 Film Manager..... Milford Fenster  
 Dir. of Remotes..... Ralph Giiften  
 Chief Engineer..... Earl M. Johnson

## W P I X

NEW YORK—1948

Channel: 11 VHF... AP: 51 Kw... VP: 100 Kw.  
 Owned-Oper. By..... WPIX, Inc.  
 Address..... 220 E. 42nd St.  
 Phone Number..... MU 2-6500

Air Time..... 14 hours daily  
 News Service..... AP, UP  
 Newspaper Affiliation..... N. Y. Daily News  
 Station Representative..... Free & Peters  
 Membership..... NARTB  
 President..... F. M. Flynn  
 V.P., Gen., Sta. Mgr..... G. Bennett Larson  
 Comm. Manager..... A. B. Rodner  
 Program Director..... Louis B. Ames  
 Eastern Sales Mgr..... Wm. L. Clark  
 Director of News..... Walter Engels  
 Sales Director..... John Patterson  
 Director of Remotes..... Jack Murphy  
 Publicity Director..... L. A. Hollingsworth  
 Promotion Director..... Adrien Rodner  
 Chief Engineer..... Tom Howard  
 Film Mgr..... Carol Levine  
 Consulting Engineer..... A. D. Ring

(See Page 898)

## W H A M - T V

ROCHESTER—1949

ABC-CBS-NBC-DuM

Channel: 6 VHF... AP: 11.7 Kw... VP: 23.4 Kw.  
 Owned-Oper. By..... Stromberg Carlson Co.  
 Business Address..... 201 Humboldt St.  
 Phone Number..... Culver 7240  
 Air Time..... 90-95 hours weekly  
 News Service..... UP  
 Representative..... Hollingbery  
 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

## W R G B

SCHENECTADY—1942

ABC-CBS-NBC-DuM

Channel: 4 VHF... AP: 49 Kw... VP: 98 Kw.  
 Owned-Oper. By..... General Electric Co.  
 Business-Studio Address 60 Washington Ave.  
 Phone Number..... Schenectady 7-2261  
 Air Time..... 17½ hours daily  
 News Service..... Telenews, AP, UP, INS  
 Representative..... NBC Spot Sales  
 Membership..... NARTB  
 Mgr. of Bcstg..... R. B. Hanna, Jr.  
 Operations Mgr..... R. W. Welpott  
 Supervisor of Sales..... Robert F. Reid  
 Program Director..... Albert G. Zink