

VIDEO HIGHLIGHTS

NUMBER of television stations climbed from 16 in 1947 to 49 by the end of 1948, with expectations that this figure will be more than doubled in '49.

The FCC ordered a freeze on hearings and action on all applications for stations pending a study of present allocations and possible opening of the UHF band to commercial video.

Network television became a reality for about one-third of the United States on Jan. 11, 1949, when AT&T opened the coaxial cable linking 14 cities from Boston to St. Louis.

RMA announced production of 866,832 receivers during 1948, bringing the post-war total to 1,160,000. Industry estimates place the expected output for 1949 around the two million mark.

Eighteen stations reaching nine major markets covered the major political convention in Philadelphia at a cost estimated in the neighborhood of \$500,000.

Coverage of the Presidential election provided TV with its biggest news story in history. The four webs were on the air a total of 52 hours, seven minutes. Longest stint was turned in by CBS, 14:45, beating NBC by seven minutes. Latter, however, was on the air without interruption from 9 p.m. to 11:38 a.m.

Another first was the fact that the election coverage was sponsored. Life magazine was the bankroller on NBC; Kaiser-Frazer, on ABC; Nash Motors on CBS. DuMont returns were aired in cooperation with Newsweek.

First large screen television demonstration was held by the Paramount Theater in New York, using an intermediate film projection system. Program was a 20-minute boxing exhibition picked up by WPIX.

By the end of the year, number of TV advertisers had grown to over 700, who spent a total of \$307,185 for time during one week (Jan. 2-8). Largest single group of bankrollers was retail accounts who spent \$88,888 during the sample week. 33 network sponsors spent \$68,954, and 234 selective advertisers spent \$143,343.

PROGRAM PATTERN FOR 1949

By IRWIN ROSTEN, Staff Writer, TELEVISION DAILY



Irwin Rosten

IN reviewing the television programming of the past year, two points come immediately to mind. One is tangible—the tremendous progress made in the production of studio shows. The other—an intangible—is the general awareness that became apparent towards the end of the year of the inadequacies of this same programming despite its remarkable improve-

ment. Let's take the two points in order.

At the beginning of 1948, there were very few studio productions on the air and those that were carried were, for the most part, sustaining. Even in New York, which was and still is, far in advance of any other city from a program standpoint, a good part of the stations' air time was devoted to mediocre boxing bouts and phoney wrestling matches, with a sprinkling of other sports and special events. By early Spring, when the "Amateur Hour," sponsored by Kaiser-Frazer, was the top show in the first TV survey by Hooper, a few brave pioneering sponsors began to buy time. American Tobacco placed "Tonight on Broadway" on CBS, and Admiral sponsored Henry Morgan on ABC. Both were short-lived.

Toward the beginning of Summer, when set sales were spurred by the impending political conventions, the most successful commercial program to date made its startling debut. An up-to-date version of vaudeville, the "Texaco Star Theater," inspired the term "vaudeo"; brought its emcee, Milton Berle, to new heights of popularity; put countless imitators before the cameras, and opened the flood gates of commercial television.

In the Fall, the high-budgeted dramatic shows made their appearance, led by the "Philco Playhouse," an hour-long production that gave new meaning to the word entertainment. Plays such as "Counsellor-at-Law" and "Cyrano de Bergerac," presented with excellent casts and Fred Coe's inspired direction softened even the most vehement videophobes. Soon afterward,

"Ford Theater" and "Studio One" came along to make equally important contributions to TV drama.

As the list of sponsors grew, so did the variety of programs. Some were good, some were fair and others were downright awful, but the medium was learning, and as the new year began the second point offered at the beginning of this article became increasingly apparent.

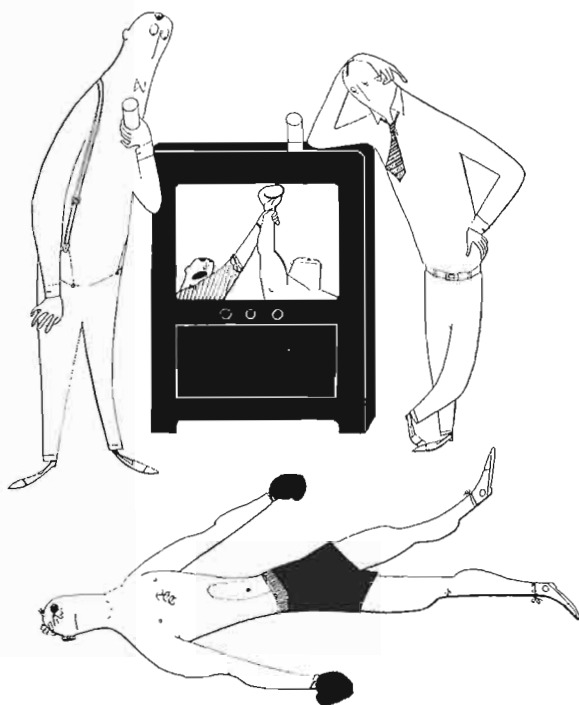
The industry had already learned that radio programs do not necessarily make good viewing. Now it is beginning to realize that the structure of the radio schedule—performances by the same artist or group of artists once a day or once a week—probably will not apply much longer to television. The impact of sight and sound is so great that watching the same faces week after week can become trying for the viewer. Fresh material and new talent is needed to satiate the voracious orthicons.

Despite the great improvements of the past year future progress therefore will have to be made along different lines. A pattern will have to be developed to allow the advertiser to reach his audience with regularity, but this same regularity must be flexible enough to assure continued interest in the programs.

Another new phase of programming that became increasingly important towards the end of the year was daytime shows. DuMont's flagship WABD startled the industry last fall by instituting a 7 a.m. to 11 p.m. schedule. Trade circles said it couldn't be done, but by keeping production expenses to the barest minimum, the station was able to break even when the first sales rolled in. Other stations around the country began expanding their schedules and, by and large, daytime programming proved successful.

As competition for the smaller daytime audience increases and brings with it intensified competition for the advertising dollar, several rather drastic changes in the established sales set-up may be expected. Program sales may disappear entirely, to be replaced by participations and announcements. Current standard spot length may be revised to include shorter announcements—perhaps as brief as five seconds—at low rates to attract low-budgeted local retail accounts.

For Complete List of Television Programs See Page 1081



Sure, Television's amazing

-and it's practical, too!

(TO SEE HOW PRACTICAL, SEE NEXT PAGE)

WCBS-TV programs carry a terrific sock for New York television audiences. For WCBS-TV consistently delivers the largest audiences of all New York television stations, quarter-hour by quarter-hour, seven nights a week. More people tune more often to WCBS-TV than to any other station—which is why it is the most practical advertising buy in Television today.

CBS-TV



TV PROGRAM FORMATS

By MYRON P. KIRK, Radio and TV Exec., Kudner Agency, Inc.



Myron P. Kirk

A COMMERCIAL television or radio program is comprised of two broad elements—the “crowd-gathering,” or entertainment segment of the show, and the “sell,” or commercial. The function of the first is to gather a listening and viewing audience. It is comparable to the barker of a circus, or to the circulation staff of a periodical. The function

of the second is to put across the sponsor's message and products.

Certainly the formula is no trade secret. Doubtless, it goes back to the very beginning of civilization. Probably even before things got civilized, the prehistoric folks had a variety of mumbo-jumbo to rally all within earshot for some sort of sales talk. I rather doubt, however, that the came-man with the loudest voice or the biggest drum always did the best selling job. I think then, as now, it was all in how he did it.

Selling on radio hasn't been easy for any of us. To get the ears of a listening audience, we have employed all sorts of devices and techniques, both in the “crowd-gathering” and in the “sell.” After 25 years of radio, there still is no pat formula, insofar as I know, for what is consistently most effective in radio entertainment and commercials. In television where the ears and eyes of the audience must be captured, the “crowd-gathering” and “sell” become even more complex. Both in radio and television, the entertainment and the commercial must be tailored for the basic aims of what a program is designed to accomplish. That is why I say there are no pat formulas for radio or for television—or for that matter anything that has to do with showbusiness.

Abandoning generalities, I can tell you what we have endeavored to do in the Texaco Star Theatre and the Admiral Broadway Revue, television shows which currently are attracting top audience ratings and at the same time are doing a highly satisfactory job for the clients.

To assure the most effective “crowd-gathering,” entertainment on the Texaco and Admiral shows has been consistently

well-balanced and of the highest calibre of acts and personalities. The agency has aimed for programs that: Appeal to the family, appeal to people in all income brackets, appeal to children and adults, appeal to all sorts of folks—whether they view the shows in a Park Avenue drawing room, a Brooklyn bar, or in a Y.M.C.A. recreation room.

Week after week, the siren signature of the Texaco Star Theatre and the “Top of the Evening to You” theme song of the Admiral Broadway Revue have been signals for the greatest possible number of people to crowd about the greatest possible number of available television sets.

Beyond Milton Berle on the Texaco program and Sid Caesar, Mary McCarty, Imogene Coca and Marge and Gower Champion on the Admiral program, are other elements of showmanship which have contributed importantly to the overall success of the shows. These include:

1. The building each week of a well-balanced program of top acts.
2. The blending of these acts into an hour of *integrated* entertainment and showmanship.
3. Strict adherence to good state and decorum.
4. The omission of introducing celebrities in the studio audience, thereby assuring the viewing audience, of a well-paced, *full-hour of planned and carefully rehearsed entertainment.*
5. The best possible supervision and direction.
6. Consistent attention to production details, including stage settings, music, lighting, camera technique and costumes.

In both the Texaco and Admiral shows, we have contrived to make the “sell” an integral part of the “crowd-gathering.” After many months of weekly appearances, Sid Stone, as the Texaco pitchman, has a wide following of television fans. On the Admiral program, Roy Atwell with his double-talk “malaprops” is off to a good start along the same pattern.

Kudner Agency takes pride in feeling that both the Texaco and Admiral commercials are fulfilling three important aims. The commercials:

1. Are an integral part of the show
2. Are acceptable and entertaining in form and content and
3. They contain specific and effective “sell” of the client's product and services.

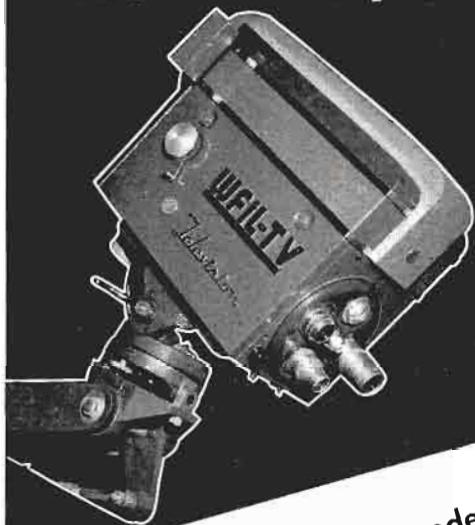
The Philadelphia Inquirer Stations

WFIL WFIL-FM

WFIL Facsimile

WFIL-TV

**First in the Nation
with all four**



WFIL-TV—like Independence Hall—is Philadelphia's "own." The real Philadelphia is reflected in the personality of WFIL-TV. It is this quality which builds viewer loyalty among city-proud Philadelphians.

The advertiser has found that this personality makes viewers respond eagerly to his sales message.

WFIL-TV

CHANNEL SIX

**Represented Nationally
by The Katz Agency**



TV STATION ROLL-CALL 1948-1949

The YEAR BOOK OF TELEVISION herewith presents a brief history and activity report of television stations in the United States, in operation as of January 20, 1949, embracing their progress from experimental stage to full time commercial operation:



ROBERT L. COE
Gen. Mgr.

is Robert L. Coe. The 40-hour weekly schedule is shared by a list of 64 sponsors, including both program and spot announcements.

WPIX, New York, N. Y.

WPIX began operating on June 15, 1948, with nearly 40 hours of programs per week. The first of the post-war, high-frequency stations, WPIX was the fourth video outlet in New York City. As the only independent, newspaper-owned station in the city, the station has concentrated on the varied activities of the metropolitan area. The station's daily, nationally syndicated TelePIX newsreel and rapid news picture telecasting revolutionized the approach to television news coverage.

WPIX is a wholly-owned subsidiary of The News Syndicate, Inc. President is F. M. Flynn; station manager

WOIC, Washington, D. C.

WOIC first commenced telecast operation on January 16, 1949, operating on channel 9 (186-192 mc) with an effective radiated power of 27,300 watts video and 14,400 watts audio. The station's antenna rises 710 ft. above sea level and equipment includes six image orthicon cameras, two iconoscope cameras, two 16 mm, two slide 2x2, one balopticon-lap dissolve, transparencin and opaques. Mobile units consist of one portable sipc generators and two switching units.

The nation's capital is listed as having some 24,500 TV sets installed in homes as of December 1, 1948, this figure pertaining only to sets within the city proper, and not the area serviced by D.C. TV stations. In connection with this, it is estimated that the TV audience (as applied to the 24,500 figure) runs something like 3.5 persons per set.



EUGENE S. THOMAS
Gen. Mgr.

FOR THE WORLD'S BEST VIDEO
YOU WANT

WORLD VIDEO

ON THREE MAJOR NETWORKS!

ACTORS' STUDIO

—ABC, Sunday, 8:30-9:00 P.M. (Live).

RIDDLE ME THIS

—CBS, Sunday, 8:30-9:00 P.M. (Live).

Sponsored by GENERAL ELECTRIC

FLOOR SHOW

—NBC, Saturday, 8:30-9:00 P.M. (Live).

Starring EDDIE CONDON and GUEST ARTISTS

WORLD VIDEO, INC.

718 MADISON AVE.

NEW YORK 21, N. Y.

REGENT 4-6615

WNBT, New York, N. Y.

On July 1, 1941, WNBT received the first commercial television license, and began operating on an all-electronic system as the world's first commercial television station. The schedule called for a minimum of 15 hours a week of programming. The first commercial was the Bulova time signal at 2:29.50 P. M. on the above date.

During the war, the station devoted its activities almost entirely to programs in cooperation with civic and government agencies. In cooperation with the New York Police Department, 80 television receivers were installed in station precinct classrooms, and 2½ hour programs were carried every Monday night as a training course for Air Raid Wardens.



THOMAS B. MCFADDEN
Manager



HARRY BANNISTER
Gen. Mgr.

WWJ-TV, Detroit, Mich.

WWJ-TV went on the air with test pattern on March 4, 1947. Commercial operation started on June 3, 1947, on Channel 4, 66-72 mc. Station operates a 5,000 watt DuMont transmitter beaming out programs from two studios, the stage auditorium and any one of a dozen remote points around town. One studio contains a three-camera DuMont iconoscope chain and the other a two-camera DuMont image-orthicon chain. In addition, inside equipments include a two-camera DuMont film and slide projector chain. Film projector is a 16 mm. model.

At present station has 36 advertisers using their facilities and estimates that there are over 25,000 sets installed in the Detroit area, giving a potential audience of 175,000-200,000 viewers. Station is on the air with an average of 35 program hours a week.

KSTP-TV, St. Paul, Minn.

In June, 1939, KSTP-TV purchased one of the first television cameras in the U. S., and began experimenting with television. In March 1948, the station became the first affiliate of NBC, and in the following month started full-scale commercial operations from a building specifically designed for television production. The sending signals are receivable within a radius of 60 miles, bridging the St. Paul-Minneapolis line. With the opening of the coaxial cable and the micro-wave relay stations, KSTP-TV began featuring NBC tele-programs.

The promotional department of the station sends a letter of welcome to all purchasers of receiving sets, offering free program service.



STANLEY E. HUBBARD
Pres. & Gen. Mgr.

WGN-TV'S FARE FOR THE FAMILY

BRICKHOUSE

NEWSREEL

KORDA FILMS

CLUB
TELEVISION

GOLDEN GLOVES

COMEDY

CHILDREN'S
PROGRAMS

EDUCATION

CROSS
QUESTION

WGN-TV
CHANNEL 9
Chicago

The EYES of CHICAGO'S FAMILIES are on **WGN-TV!**



Yes . . . the people of Chicago keep their eyes on WGN-TV for the best in entertainment for *all* members of the family. They know WGN-TV's *fare for the family* includes something for everyone - no one is slighted.

Variety is the key word in WGN-TV's programming—there's no overbalanced programming for the benefit of a few. And . . . more eyes are focused on WGN-TV since January 11, 1949. The coaxial linking of Chicago to the east now offers WGN-TV's friends even greater program enjoyment . . . Because WGN-TV is the exclusive Chicago outlet for CBS-TV, Dumont Television Network and WPIX, the New York News Station.

Yes . . . the eyes have it . . . and all eyes are on



WGN-TV
CHANNEL 9 · CHICAGO

WSPD-TV, Toledo, Ohio

WSPD-TV, seen over Channel 13 in Toledo, was the 28th television station in the country and first in the Fort Industry chain. Since going on the air in July 21, 1948, WSPD-TV broadcasts with 30 hours of programming weekly, 61 per cent of which is commercially sponsored.

Granted an FCC permit in December of 1945, WSPD-TV has a radiated power of 27,400 watts and can be seen within a 70-mile air line radius; a new studio will soon be erected to house the station which is now located with the parent station, WSPD-AM & FM, in the Broadcast Bldg. Governed by a slogan, "The World In Your Home," WSPD-TV has brought enjoyment to many in its six months of operation and the things to come promise an even brighter future for all.



E. Y. FLANIGAN
Gen. Mgr.



LEONARD HOLE
Manager

WABD, New York, N. Y.

WABD began operations on the 42nd floor of 515 Madison Avenue in 1941. The studio occupied less than 600 square feet. It served as a workshop for people who "wanted to get in on the ground floor" of television. Many new TV commercial techniques were developed here. During World War II, WABD was one of the few stations that remained on the air throughout the whole war. Time was made available to all branches of the armed forces. Extensive recruiting, many bond drives and lectures on civilian defense were offered. In May, 1944, the station received its commercial license and W2XWV became WABD.

WABD was the first television station to present regular daytime programming. Under the new schedule it telecasts 16 hours a day.

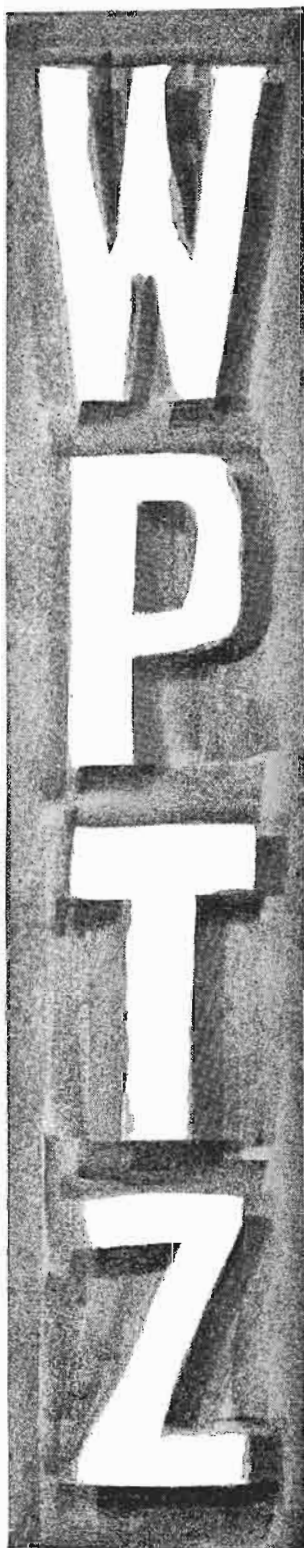
WLW-T, Cincinnati, Ohio

Station WLW-T began commercial air operations in February 1948. It has 34 KW visual and 17 KW aural power. Effective radiated power is 50,000 watts. Channel 4, on which WLWT operates, is set at 66 to 72 megacycles. Equipment includes two large studios, 30 x 40 x 100 feet and 30 x 60 x 12 feet with a fully-operating kitchen in Studio 2, two studio cameras, three remote cameras, a self-contained "studio on wheels" mobile unit, two 16 mm and two 35 mm film projectors.

There are 12,500 receiving sets in the area, and the total television audience is estimated at 161,000. The station programs an average 35 hour week; of which five hours are film, the rest is live or remote. As of December 1948. The total number of sponsors was 28.



M. N. TERRY
V-P Chg. TV



FIRST IN TELEVISION IN
PHILADELPHIA

PHILCO

TELEVISION BROADCASTING
CORPORATION



1800 Architects Building
Philadelphia 3, Pennsylvania

WCAU-TV, Philadelphia, Pa.



G. BENNETT LARSON
Vice-Pres.

WCAU-TV officially went on the air May 23, 1948. Its facilities include two specially designed studios with complete lighting and camera equipment, and a 250 seat auditorium. For film-casting the station maintains a projection studio with two 16 mm sound projectors, two automatic slide projectors (2x2) and a balopticon for opaques and 3x3 slides. Complete facilities for remote and field pickups, including a specially designed and fully equipped mobile unit, are also available. The station programs an average of 42 hours per week. Including the time devoted to music, news and weather, and test patterns, the total time is 85 hours.

Sets in the coverage area are installed at the rate of 6,000 per month.

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KTTV, Los Angeles, Calif.

KTTV went on the air January 1, 1949, with 10½-hour schedule, including the Rose Bowl football classic. On its opening day 90.2 per cent of the station's schedule was commercial. It operates with a current 15-hour-a-week schedule which runs Fridays through Thursdays, and plans to go on a seven-day operating basis as rapidly as programs are developed. By the end of 1949 the station will operate on an approximate 28-hour-a-week basis.

The television station operates on an effective radiated power of 31.5 kw. video, and 16 5 kw. audio. Their equipment includes a TT-5A RCA transmitter, a television mobile truck unit, seven RCA cameras, two film cameras and 35 and 16mm slide projectors.



HARRY WITT
Gen. Mgr.

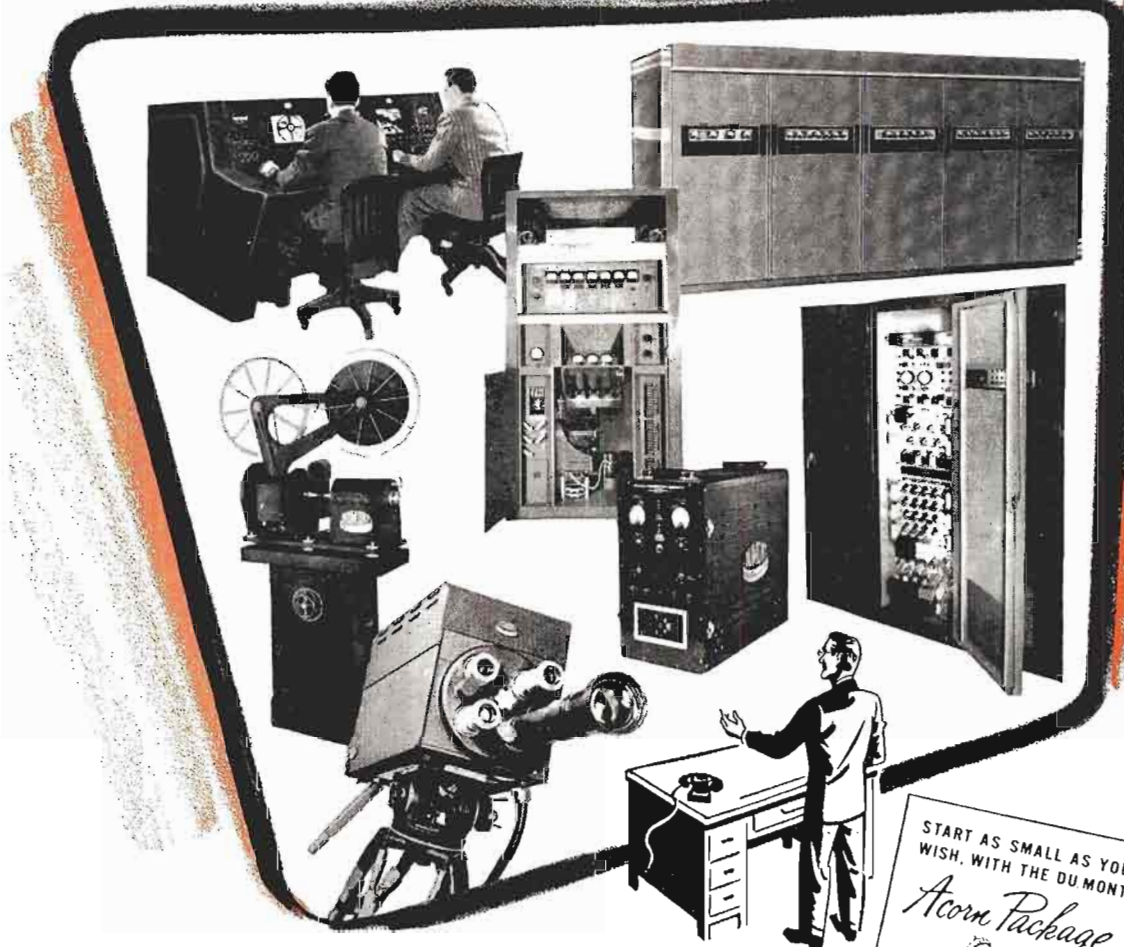
WNBK, Cleveland, Ohio



JOHN MCCORMICK
Gen. Mgr.

WNBK began commercial operation October 31, 1948. Its first public service test was successfully met last Election Day, when it fed election returns to seven midwest tele stations, featuring elaborate tabulation charts and running analysis by NBC news commentators from Washington, D. C.; Cleveland, Chicago, St. Louis, Detroit and Buffalo. On Thanksgiving Day it telecast a two-hour variety show.

On January 11, 1949, WNBK became the connecting link between the NBC eastern and mid-western networks. In addition to its own local commercial and public events shows, it now carries the NBC network shows originating from the 14 cities of the network.



Because telecasting craftsmanship calls for fine television tools, more and more telecasters are choosing . . .

● Why Du Mont? Perfectly obvious. Out of a rich pioneering experience in television broadcasting, Du Mont engineering emerges with tried-tested-proven equipment backed by telecasting "know-how" second to none.

More than that, Du Mont telecasting started small yet has grown to network proportions. Du Mont knows precisely the requirements at every step in commercialized television.

equipment builds up as the station grows. It provides for a progressive, sound, profitable investment, with a minimum of obsolescence and a maximum of telecasting service geared to telecasting economics from start to ultimate goal. Which explains why telecasters — large and small alike — are choosing Du Mont telecasting equipment.

START AS SMALL AS YOU WISH, WITH THE DU MONT
Acorn Package

- Of course Du Mont telecasting "know-how" is available to you. Let us collaborate with you in working out your telecasting plans.

DU MONT

First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND STATION WABD, 515 MADISON AVE., NEW YORK



HARRY R. LUBCKE
Director

KTSL, Hollywood, Calif.

The Don Lee television station went on the air December 23, 1931, and has been continuously on the air ever since. At present the station operates on a seven-night-a-week schedule, with 25 hours of live shows in addition to film presentations. The building atop the 1,700-ft. Mt. Lee is designed exclusively for television. At the present time a new transmitter is under construction on Mt. Wilson.

KTSL (W6XAO) transmits on a visual frequency of 55.25 mc's and an aural frequency of 59, 75 mc's. Facilities include a mobile unit complete with two image orthicon cameras, remote transmitter and relay equipment. Up to the end of last year the Don Lee station televised over 14,000,000 feet of film.

WXYZ-TV, Detroit, Mich.

Station WXYZ-TV began commercial operations on October 9, 1948, with a 10-hour, fully commercial inaugural, featuring the World Series and the Notre Dame-Michigan football game via the Midwest coaxial network; the Detroit Lions night football game from Briggs Stadium, and an hour long variety show, featuring Paul Whiteman and his orchestra, Frances Langford, "Sugar Chile" Robinson and a galaxy of radio, stage and screen stars.

WXYZ-TV is located in the Maccabees Building; it is equipped with a 485-ft. tower; also operates a remote truck with three cameras for sports and special events pick-ups. The schedule calls for 34½ hours of programming per week, with five additional hours co-axed from New York.



JAMES G. RIDDELL
Gen. Mgr.



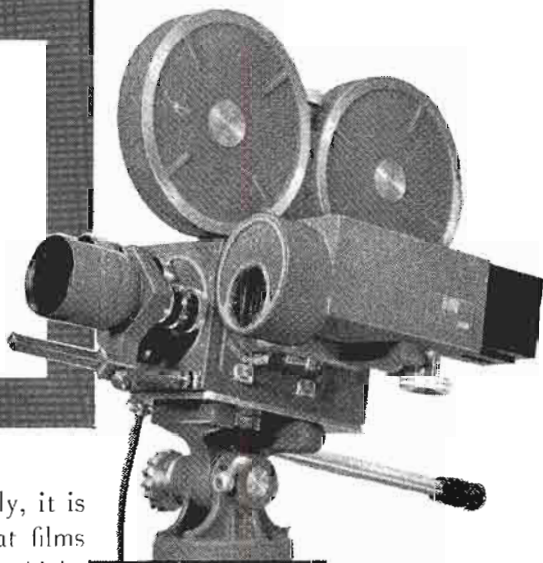
FREDERICK ALLMAN
Exec. V.P.

WAAM, Baltimore, Md.

WAAM took to the air commercially November 1, 1948, with a daily schedule of operation commencing at 4 p.m. to approximately 10 p.m. nightly. Personnel for the station was brought in from all parts of the country, most of whom, before joining the station, had previous background in television operation.

The home of WAAM is built on one of the highest points in the city and houses all its departments and transmitting facilities under one roof, making it an extremely efficient operation. Its major studio, one of the largest in the country, is 65 x 65 x 25 ft. and has facilities to drive actual vehicles into it for live television presentation. The major studio is supplemented by two others, 20 x 30 x 10 ft. and 14 x 12 x 10 ft.

Television
IS READY FOR
really good
films

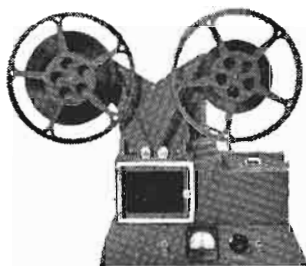


With television maturing so rapidly, it is becoming generally recognized that films cannot just be "adapted," but should be made specifically for television release—and of the finest quality consistent with allowable costs.

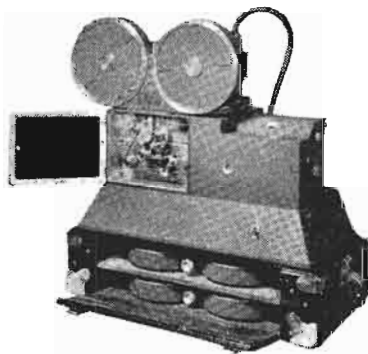
The producer, with a restricted budget, can meet both requirements most easily with Maurer equipment.

A copy of the new catalogue of Maurer post-war equipment will be mailed on request.

Maurer 16-mm Professional Motion Picture Camera—unapproached in the 16-mm field for accuracy—for versatility.



Maurer 16-mm Film Phonograph—a high-fidelity reproducer for re-recording, that provides a flat characteristic ± 1 db to 10,000 cps.



Maurer 16-mm Recorder provides sound tracks of the highest quality and fidelity, covering the full frequency range that standard projectors and television receivers are equipped to reproduce. A flat frequency range of 30 to 10,000 cycles is available.

16mm
maurer

J. A. MAURER, INC.

37-01 31st Street, Long Island City 1, N. Y.

Professional Motion Picture Cameras and Recording Equipment for the Production of Industrial, Educational and Training Films

WRGB, Schenectady, N. Y.

First public demonstration of television was made in the home of Dr. E. F. W. Alexanderson, G-E engineer in Schenectady. Event occurred in Jan., 1928. In May, 1928, WGY, G-E radio station in this city, became the pioneer TV station broadcasting on a regular schedule of three afternoons a week. Power transmitted by WGY on their shortwave transmitter at regular power—equipment of Dr. Alexanderson's—used a 24-line rotating disk with flying spot scanner and photoelectric cells.

There are approximately 10,600 television receivers in the area, and the estimated TV audience numbers some 258,000 families. WRGB is on the air approximately 31 hours a week, including pickup from NBC. Live shows average about six hours a week.



G. E. MARKHAM
Station Mgr.



JOHN M. OUTLER, JR.
Gen. Mgr.

WSB-TV, Atlanta, Ga.

WSB-TV first went on the air as a regular commercial television station Sept. 29, 1948 with a total of 64 hours and 53 minutes of live programming and 70 hours and 13 minutes of film programs. For outside telecasts, station is equipped with a complete mobile unit, with two image orthicon cameras, microwave transmitter and receivers. For studio telecasts, equipment consists of two orthicon cameras (dolly mounted), complete sound equipment. For film and slides, an inconoscope camera, two 16 mm. sound strobo-light projectors and for silent movie production, a Bell & Howell camera complete with lens equipment and a Huston speed developer is used.

As of Sept. 29, 1948, when station first went on the air commercially, a total of twenty sponsors were telecasting via WSB-TV facilities.

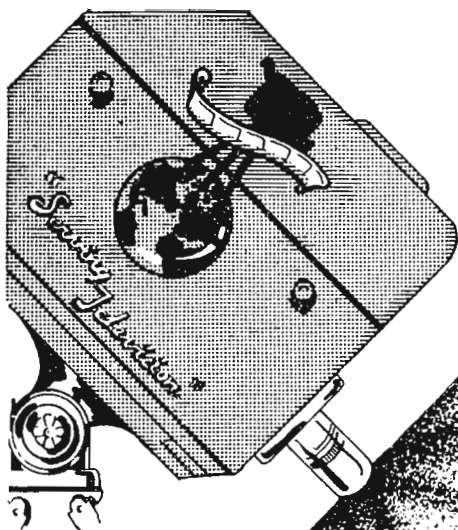
WBAP-TV, Fort Worth, Tex.

WBAP-TV made its debut September 29, 1948, as the first television station in the Southwest. Construction of a new Radio-Television center was begun in February of that year, and will contain 74,500 square feet of floor space. Facilities are planned for nine studios and an auditorium with a capacity of 400. The television unit, with a specially designed "video lane" is now complete.

The transmitter, an RCA super-turnstile, is located within the city, reaching 502 feet above ground, 1,138 feet above sea level. The effective radiating power is 17.6 KW visual, and 8.8 aural. WBAP-TV covers all parts of Dallas. The Fort Worth-Dallas area is the South's No. 1 market, ranking above Houston and New Orleans.



GEORGE CRANSTON
Station Mgr.



for you..

TELEVISION PROGRAMING

Film Equities Now serves 95% of all TV stations with daily film programs.

Our sponsors include: General Foods, Leaf Mint Gum, Fischer Baking Co., Philco Dealers, and the R.C.A. Victor Distributors and many others.

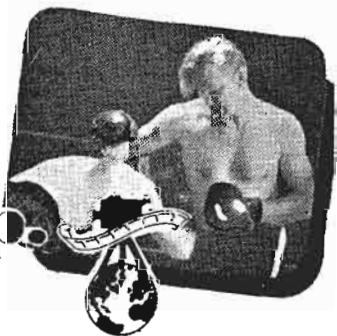
With two years experience in TV film programing Film Equities serves you with the largest library of TV films in the industry.

IRVIN SHAPIRO, *President* JAY WILLIAMS, *TV Director*

Film Equities Corp.

1600 BROADWAY, NEW YORK 19, N. Y.

Tel. Circle 7-5850 - 1-2-3-4





ROY McLAUGHLIN
Station Mgr.

WENR-TV, Chicago, Ill.

The acquisition of the Chicago Civic Theater by WENR-TV marks perhaps the first use of a legitimate theater for a permanent television studio in the nation. The stage of this theater is used for the most elaborate type of television sending. Two other studios located on the 44th floor of the Civic Opera Building are used for small dramatic productions, soloists and interview work. The station started commercial operation on September 17, 1948.

A completely equipped mobile unit is also used in the station's operation. It is equipped with three tele cameras, and carries its own microwave transmitter for beaming programs to the master control booth. The mobile unit is equipped with its own power generators, and is, in effect, a complete tele station, mounted on wheels.

WTVR, Richmond, Va.

Construction permit was granted May 16, 1946, making WTVR, "The South's First Television Station," and one of the first seven grants in the U. S. Commercial operation started April 15, 1948 with station joining the NBC-TV network on June 1, 1948, making it the first connected tele affiliate of NBC. Station's antenna is 642 feet above sea level and equipment consists of two image orthicon cameras for studio use; two 16 mm projectors, two 35 mm projectors on hand but not installed, 2x2 slide projectors and baloptican and RCA lateral recording equipment.

Estimated sets in the area as of December 1, 1948 were 4,624. Station's signal will reach an estimated population of 375,325 within an area of 2,923 square miles.



WILBUR M. HAVENS
Owner & Gen. Mgr.

WBZ-TV, Boston, Mass.



W. C. SWARTLEY
Station Mgr.

Television's debut in New England came at 5:42 P. M., Saturday, May 29, 1948, when the full power of WBZ-TV's newly installed transmitter was turned on for test pattern purposes. Within minutes, phone calls were received at the WBZ Radio and Television Center from distant points. On June 9, WBZ-TV's regular program schedule was inaugurated. "T-Day" found 3,500 sets already in service; by Christmas of 1948, Bostonians had purchased close to 40,000 sets.

From a 649-foot tower—tallest structure in New England—the Channel 4 station covers more than a 45-mile radius, having 3,500,000 population with its 15.61 KW effective visual radiating power and a 7.07 aural.

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Produced by the
MAJOR BOWES
STAFF

REEMACK ENTERPRISES, INC.
SUITE 902-RKO BLDG.-RADIO CITY
NEW YORK CITY

*TRADE MARK

VARIETY Wednesday, December 1, 1948

Nielsen's Latest Top 20

Cor. Rank	Prev. Rank	Program	Cor. Rating	Points Change
1	1	Lux Radio Theatre	30.3	+2.5
2	2	Godfrey's Talent Scouts	25.6	+5.0
3	3	Fibber & Molly	21.6	-0.7
4	17	Mystery Theatre	21.6	+3.1
5	2	Bob Hope	21.4	-3.2
6	11	Walter Winchell	20.2	-4.9
7	14	Mr. Keen	20.2	—
8	—	Mr. District Attorney	19.9	-2.2
9	4	Duffy's Tavern	19.9	—
10	—	Inner Sanctum	19.8	-2.1
11	5	Phil Harris-Allice Faye	19.7	+0.6
12	9	My Friend Irma	19.5	+1.9
13	19	Bill in Peace and War	19.4	-0.6
14	6	Jack Benny	19.2	+1.4
15	15	Charlie McCarthy	19.0	+1.6
16	20	Mr. and Mrs. North	18.6	+1.2
17	18	Fred Allen	17.8	-1.4
18	9	Suspense	17.8	—
19	38	Original Amateur Hour	17.8	+3.1
20	—	Amos 'n' Andy	17.6	—

VARIETY Wednesday, December 8, 1948

Pulse's Top 10 TV Ratings

Vaudre took the top two spots in the Pulse tele-ratings for the Hooperatings released last week. Milton Berle's "Texaco Star Theatre" topped the No. 1 spot, followed by Ed Sullivan's "Toast of the Town". Unlike the Hooper listings, which showed not a single failed to make the top 10 in both ratings, although "Philo" tele-ratings directly opposite, dropped slightly, indicating the Philco show may be starting to snare its audience. Following are the Pulse listings:

Program	Station	Nov.	Oct.
Texaco Star Theatre	WNBT, Tuesday	30.3	30.7
Toast of the Town	WCBS-TV, Sunday	36	36.7
Original Amateur Hour	WABD, Sunday	32.7	32.7

Rating	Program	Station	Nov.	Oct.
1	WNBC, Monday	31.3	—	
2	WCBS-TV, Wednesday	31.3	46.7	
3	WCBS-TV, Tuesday	30	—	
4	WABD, Monday-Friday	28	28.7	
5	WCBS-TV, Wednesday	27.4	29.3	
6	WCBS-TV, Wednesday	26	—	
7	WCBS-TV, Tuesday	24.7	—	
8	WCBS-TV, Thursday	24	37.3	
9	WNBC, Monday	24	—	
10	WCBS-TV, Thursday	23	—	

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I. M. RAPPAPORT

WNBQ, Chicago, Ill.

WNBQ first began experimental operation on October 8, 1948, and regular commercial operation on January 7, 1949. It operates on Channel 5 with an effective radiating power of 21.8 kw. Studios for the NBC station are located in the Merchandise Mart with transmitter facilities in the Civic Opera Building. Along with other NBC midwestern stations, it was joined in regular service with the NBC eastern station on January 12.

During its experimental operation, the station aired such television highlights as the 1948 World Series games from Cleveland, proceedings at the International Livestock Exposition and the Horse Show in Chicago and the Harvest Moon Festival, giant variety show in the Chicago Stadium.



JULES HERBUVEAUX
TV Mgr. NBC
Cent. Div.



RICHARD E. JONES
General Mgr.

WJBK-TV, Detroit, Mich.

Inaugural program went out from WJBK-TV on October 24, 1948. Its effective radiated power is 16.5 KW visual and 8.3 KW aural. In the studio there are two studio cameras, two film cameras, two 16 mm movie projectors, and a Bausch & Lomb deluxe slide projector. The mobile unit consists of an RCA two-camera field chain and a microwave transmitter.

The transmitter building employs the use of a 5 KW GE transmitter, type TT6-A, a combination TV-FM antenna system located atop a Blaw-Knox supporting tower; overall height is 488 ft. The system consists of a three bay TV antenna above a four bay FM circular antenna. There are 25,000 television receivers in Metropolitan Detroit, reaching on the average of six viewers per set. WJBK-TV is on the air about four hours every evening, one hour of which is live, the remainder is film entertainment.

WPTZ, Philadelphia, Pa.

Philco TV station WPTZ has been in commercial operation since Sept. 12, 1941. Prior to that date Philco's experimental station W3XE had been in operation since Jan., 1932, and was one of the first electronic TV systems in the U. S. WPTZ was the first affiliated station of NBC to carry its programs outside of New York.

As of Nov. 24, 1948, WPTZ with a total of 70 had more commercial sponsors than any TV station in the U. S. 43 of them are sponsors for local programs, with the remaining on the NBC network. As of Dec. 1, 1948 the number of tele receivers in area served was 75,000. Local TV audience is estimated at 3 to 5 per receiver, with Philadelphia second to New York City in number of TV homes.



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Vice-Pres.

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E. K. JETT
Vice-Pres. & Dir.

WMAR, Baltimore, Md.

WMAR went on the air October 27, 1947 with 17.1 KW power. The antenna is 591 feet high. Station facilities include one main, and one small auxiliary studio with two studio-type image orthicon cameras. The main studio has an audience capacity of 50. The projection room uses two 16 mm projectors, two film camera chains, a balopticon projector, two Kodak slide projectors and one 35 mm strip film projector, and various developing and processing equipment. The station operates one mobile unit with a three-camera and one with a two-camera chain.

There were 30,000 receiving sets in the area as of December 1, 1948. The listening audience is estimated at 180,000, but the potential is thought to be well above that number.

WJZ-TV, New York, N. Y.

WJZ-TV began operations as the key television station of the American Broadcasting Company on August 10, 1948. The inaugural telecast originated from the stage of the Palace Theatre, with the top stars of stage, screen and radio participating. On July 19, 1948 ABC announced plans for television studios occupying an entire block between 66th and 67th Sts., off Central Park West. Reconstruction on this site began immediately. Before the end of the year one TV studio was made available.

Regular ABC network programming began to originate from WJZ-TV immediately after the August 10th opening. A notable first was WJZ-TV's telecast of the Metropolitan Opera premiere on November 29, direct from the Opera House.



CHARLES C. BARRY
V.P., Chg. TV, ABC



JOHN BALABAN
Director

WBKB, Chicago, Ill.

WBKB is the motion picture industry's pioneer in the television field and has been televising since the winter of 1940. During the war, nearly all its television facilities were donated to the U. S. Navy, making it the center of the largest naval radar training operation in the country. Since the war, WBKB has chalked up nearly all of the firsts of midwestern television and has lead the way consistently in an independent all-Chicago operation with an accent on the best in Chicago sports.

Indicative of the station's accent on showmanship is the fact that WBKB fed the Notre Dame grid games to the coaxial network last Fall and is currently feeding Kukla, Fran and Ollie, one of video's better programs, to the eastern NBC net.

Stephen Slesinger

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*REGISTERED TRADE MARK U. S. PATENT OFFICE

WEWS, Cleveland, Ohio

WEWS began operations from their three studios in downtown Cleveland on December 17, 1947. At the present time their projection equipment consists of two 16 mm film projectors, one 35 mm film strip projector, one 35 mm slide projector and one balopticon. The station also has three dual image orthicon chains and one iconoscope projection chain, and complete facilities for remote pick-ups.

Five 16 mm cameramen, one film lab technician, six silent 16 mm cameras, one Houston 16 mm processing machine with one Bell & Howell 16 mm printer on hand to take care of the 5½ hours of film casting for the station. This, plus 10½ hours of local live entertainment, 19 hours of network telecasting, and 5 hours of remote pickups makes up an average 40 hours of programming per week.



JAMES C. HANRAHAN
V.P. & Gen. Mgr.



HAROLD J. BOCK
Mgr., Wstn. Div.

KNBH, Hollywood, Calif.

Hollywood's NBC television station went on the air on January 16, 1949. The broadcast originated from Studio F of NBC's Hollywood Radio City, which has been converted into a 50 x 100 foot television studio.

In the NBC owned building at the corner of Selma and Vine Streets 10,000 square feet of space has been remodeled for the use of production facilities department and the various field units. The TT-5A type RCA antenna is located on Mt. Wilson at 5,700 feet above sea level. Equipment includes 3 RCA orthicon cameras, two 35 mm and two 16 mm sound projectors, one balopticon unit and one complete mobile unit equipped with generator and three image orthicon cameras. All equipment is RCA.

WNBW, Washington, D. C.

WNBW is owned and operated by NBC. It first went on the air June 27, 1947, with studio and transmitter at the Wardman Park Hotel in Washington, D. C. The station was the 11th on the air nationally and the seventh to receive a commercial license—the first post-war commercial license issued by the FCC. The transmitter is an RCA TT5-A, the first post-war transmitter built and installed by RCA. The tower is 350 feet above sea level. The station operates with an effective radiated power of 20.7 KW. WNBW has the most modern television studios operating in the Capital. The equipment includes five image orthicon camera chains, and a mobile unit utilizing two image orthicon chains.



W. R. McANDREW
Operating Dir.

RALPH B. AUSTRIAN

Television Consultant

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WDSU-TV, New Orleans, La.



EDGAR B. STERN, JR.
President

WDSU-TV, began regular commercial operation December 18 with a two hour preem at Municipal Auditorium. In excess of 3,300 sets with service contracts have been installed an aligned according to a survey made by the New Orleans Public Service Co., Inc.

Station is almost completely RCA equipped and is located in the Hibernia Bank Bldg., highest vantage point in the Deep South. A five bay superturnstyle batwing antenna multiplies the gain of its 5000 watt transmitter over six times, giving the station a signal strength of 31,000 watts. Reception is regularly good over a radius of ninety miles with frequent reception over much greater areas. Included in the equipment is a five ton Lynn mobile unit equipped with two image orthicon field cameras which it uses for remotes.

KECA-TV, Hollywood, Calif.

In December 1946 ABC received a construction permit for KECA-TV. In October of 1948, ABC purchased the Warner Brothers Vitagraph movie 20 acre lot, the lot where talking pictures were born. The site, renamed "TV Center," includes two large sound stages, one of which is still the largest in the movie industry. Later in the year the 6000 foot antenna was erected on Mt. Wilson. This is the highest point on the mountain, and is shared with six other Hollywood stations.



RICHARD GOGGIN
*Proc. Mgr. ABC-TV
Wstn. Div.*

In December 1948 test patterns were put on the air first with a temporary antenna and the following day with the permanent antenna. On January 10, 1949, the first "closed circuit" broadcast was sent from remote spots.

WBAL-TV, Baltimore, Md.



HAROLD C. BURKE
Manager

WBAL-TV went on the air March 11, 1948. The station's effective radiated power is 32.6 KW aural, and 17.2 visual. The equipment is RCA. The breakdown of the weekly telecasting of a minimum of 60 hours is: 40% network, 39% live, 8% film and 13% slides. In addition to the regular programming hours the station also runs 13 hours of test patterns. As of December 1, 1948 the receiving sets in the Baltimore area totaled 30,000 which represents an increase of 4,000 from November 1, 1948.

This figure was obtained from a monthly survey of distributors in the Baltimore area. Station has a total of 50 local and national sponsors, in addition to those on the NBC network.

YOUR CHOICE

You may select people with little television know-how to assist you in planning and organizing your television project. Each error may cost you thousands or even millions of dollars.

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KSD-TV, St. Louis, Mo.

KSD-TV has been operating commercially since February 8, 1947. According to the local electric company there are over 15,000 receiving sets within the coverage area. The station's effective radiated power is 20 KW video and 10 KW audio, using an RCA transmitter and a three-bay super turnstile antenna, the top of which is 546 feet above street level. The equipment includes four RCA image orthicon cameras interchangeable for studio and field use, one RCA film camera, one RCA 16 mm film projector, one opaque projector and two automatic changing slide projectors.

KSD-TV is currently on the air 30 hours per week, 21 of which is filled with live programming, and nine hours with films.



GEORGE M. BURBACH
Gen. Mgr.



S. S. Fox
Pres. & Gen. Mgr.

KDYL-TV, Salt Lake City, Utah

KDYL-TV is situated in an area surrounded by mountains, therefore its coverage is limited to about a 35-mile area. The station went on the air experimentally April 19, 1948 on 1 KW power. The equipment consists of three iconoscope cameras, two orthicon cameras, one balopticon, one slide projector (2x2 slides), two large studios, and a complete RCA mobile unit including two image orthicon cameras and microwave equipment. Within the coverage area, at the present time, receiving sets are installed at the rate of 100 per week.

The transmitter is located on the top of the Walker Bank Building in the heart of Salt Lake City, and the executive offices in the Tribune-Telegram Building.

KRSC-TV, Seattle, Wash.

The television station in Seattle, Wash., went on the air November 25, 1948. Its effective radiated power is 18.95 KW video and 9.79 KW audio. The total number of television sets in the area is estimated at 2,000, and after one month of operation the audience is approximated at 10,000. KRSC-TV is on the air from Wednesday through Sunday, averaging 33 hours per week. This breaks down to about 25% live programming, 55% tele-transcriptions, and 20% films.

The transmitter is an RCA TT58. The equipment includes a 16 mm tube projector film chain, a balopticon film chain, and a complete mobile remote unit equipped with two camera chains. As of December 20, 1948 the number of sponsors, using KRSC-TV was 24. Most of these are local advertisers.



ROBERT E. PRIEBE
Gen. Mgr.

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With the knowledge that television is becoming one of the top industries of our time, we have formed this corporation with men who have the experience, integrity and the know-how of producing films and live shows for the television industry.

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

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

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

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(TEMPORARY ADDRESS)

WNHC-TV, New Haven, Conn.



JAMES T. MILNE
Gen. Mgr.

It is estimated that there are about 14,000-15,000 receivers already installed in the service area of WNHC-TV. It is difficult to establish the number of viewers, but national figures put it at about seven viewers per set. The station carries all of the DuMont network programs, from 11 to 12 in the morning and from 5 to 11 in the evening. WNHC-TV also carries several shows from NBC, and anticipates carrying commercial programs from CBS in the near future.

At the end of 1948 the station was on the air about 48 to 50 hour per week, with a list of 20 commercial sponsors. All technical operations are under the supervision of Vincent De Laurentis, and traffic and program under the direction of James T. Milne.

WCBS-TV, New York, N. Y.

The CBS television affiliate in New York is now on the air a total of 43 hours per week. It operates with an effective radiated power of 13.7 Kw visual and 10 Kw aural. The antenna reaches 910 feet above the average terrain. Its equipment includes a mobile unit, plus a panel truck and a station wagon. It has 15 field type cameras and 3 UHF relay link transmitters and receivers which operate on 7,000 mc's. The relay link were used on 100 different remotes during 1948.

WCBS-TV and CBS-TV programs originate at Studio 51 and Playhouse 3 in New York, with others from the new TV studios now under construction at 15 Vanderbilt Ave. The number of receiving sets in the coverage area is placed at 400,000 as of January 1, with an estimated 3.8 viewers per set.



J. VAN VOLKENBURG
V. P. Dir. Op.

WTCN-TV, Minneapolis-St. Paul, Minn.



F. VAN KONYENBURG
V.P. & Gen. Mgr.

WTCN-TV's construction permit was granted on October 3, 1946. The transmitter was installed on the 28th floor of the Foshay Tower, and the antenna installed atop the same building, sharing sites with the FM antenna. On receipt of the RCA equipment, including studio cameras and remote units, in September 1948, test patterns were devised. The patterns went on the air in November in a series of preliminary checks.

Reception reports have been received from points as far distant as 100 miles in all directions from the Twin Cities. Area covered represents a population of 1,700,000.

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DON FEDDERSON
Vice President

KLAC-TV, Hollywood, Calif.

KLAC-TV broke ground on Mt. Wilson, 35 miles from home studio and about 5700 feet above sea level, on June 14, 1948. Installation of two 200 foot towers, to be topped by 48 foot antenna commenced almost immediately. The building which now houses the generators, controls, and two complete apartments for operating staff members, was also started at that time.

On September 7th, of that year, KLAC-TV broadcast its first program, the USC-Utah football game. At present, the station is broadcasting from its recently completed 30 x 40 foot studio, and utilizing, for stand-by, an AM studio with a 25 x 25 foot working space. The equipment both at the studios and the transmitter is RCA.

WNAC-TV, Boston, Mass.

WNAC-TV went on the air with an informal video program schedule late in June 1948 with the Republican Convention highlights, and officially on October 10, 1948. Its transmitter is located in Medford, Mass. As of December 31, 1948 the number of sponsors using the station was 13. The program schedule, 10 hour per week, breaks down to 4½ hours of film, and 5½ hours of live entertainment. There are approximately 35,000 television receivers in the area.

The studio equipment includes three image orthicon studio cameras mounted on one-man dollies, two 35mm and two 16mm film projectors, one slide projector and two film camera chains. The station also operates a complete mobile unit for remote pick-ups.



LINUS TRAVERS
Exec. V.P. & G. Mgr.



WALTER J. DAMM
V.P. & Gen. Mgr.

WTMJ-TV, Milwaukee, Wis.

WTMJ-TV grew out of many years of television research and experiments by the Journal Co., starting in 1930 when a license was received for experimental station W9XD. As WTMJ-TV, it began commercial operations on December 3, 1947 as the only television station in Wisconsin. The station serves an area with a population of nearly a million. At the end of the first year of operation on December 1, 1948, there were 11,295 sets in the Milwaukee area. This figure nearly tripled in the last four months of the year. Station is programming seven days a week and an average of 33

hours per week.

Sixty-nine advertisers used the station during the first year. The station is affiliated with the NBC, ABC and CBS television networks.



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PHILIP G. LASKY
Gen. Mgr.

KPIX, San Francisco, Calif.

KPIX transmitted its initial test pattern on December 13, 1948. Five days later it released the first regular program, with an effective radiated power of 30 kw. Construction permit was granted October 17, 1946, but actual construction was begun two years later, when the erection of the antenna was started, followed immediately by the installation of other equipment.

The transmitter is located on the top floor of the Mark Hopkins Hotel. The five-bay antenna stands 100 feet above the top of the hotel's tower roof. Specially constructed studios for KPIX are combined with the KFSO studio and office building, erected within the past five years, adjoining the Mark Hopkins Hotel. KPIX's studio is 27 x 40 ft., double height ceiling and control rooms located on the second floor for perfect visibility.

WFIL-TV, Philadelphia, Pa.

WFIL-TV went on the air commercially September 13, 1947, three months after the first shipment of equipment for the station had been delivered. On February 1, 1948, the station moved from its temporary quarters into its new studios constructed expressly for the accommodation of a complete television station. WFIL-TV's television newsreel, among the first daily motion picture newsreels in the industry, was awarded the only National Headliner's Club medal ever given to a television news program on March 19, 1948.

On January 1, 1949, it was announced that the station's transmitter would be moved some time this year from its present Widener Building location to a new site on the outskirts of Philadelphia.



ROGER W. CLIPP
Gen. Mgr.

WTTG, Washington, D. C.



WALTER COMPTON
Gen. Mgr.

WTTG, owned and operated by Allen B. DuMont Labs., Inc. first went into operation on Channel five as W3XWT under an experimental license on June 25, 1945. STA for commercial operation was granted on November 29, 1946. WTTG is key station in Washington for the DuMont Television Network and is on the air 67 hours per week (50 hours programming, 17 hours Test Pattern).

Facilities for studio (20 x 40 ft.) in the Harrington Hotel include two image orthicon turret cameras and two 16mm film projectors with associated iconoscope pickup cameras. Remote facilities include four image orthicon cameras and associated equipment.

"Nation's First Full-Scale Video Production Training Program"—Dr. Allen B. DuMont

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(Division of Beck Studios, Inc., Minneapolis, Minn.)

Training TV Program Directors, Camera Operators, Writers, Actors and Announcers

ARE YOU IN THE TV PICTURE?



Twin City Television Lab's training studio (40 x 60 ft. with 20 ft. ceiling). This view, taken from TCTL's control room (26 x 27 ft.) demonstrates the various job categories required for normal program operation of an average commercial television station.

KEY:

1. Program Director
2. Writer
3. Technical Director
4. Video Operator
5. Audio Operator
6. Film Projectionist
7. Lighting Technician
8. Camera Operator
9. Mike Boom Operator
10. Performers
11. Floor Manager
12. Property Manager
13. Scene Designer
14. Stage Carpenter
15. Musicians
16. Music Librarian
17. Title and Display Artist
18. Announcer

WHY TCTL'S TRAINING PROGRAM IS TOPS!

- ✓ All-around, practical studio experience (over 1000 hours for program directors).
- ✓ Instruction by full time staff of commercially experienced TV personnel (NBC-TV, CBS-TV, WABD).
- ✓ Complete standard TV studio equipment and facilities in our own modern quarters (11,000 sq. ft. on 2nd, 3rd, and 4th floors of Lyceum Theatre, Mpls., upper midwest's leading legit playhouse—to which TCTL has prior television rights).
- ✓ Centrally located in U. S.
- ✓ Nationwide placement service.
- ✓ Established background of successful training and placement in the radio broadcasting field since 1937 by TCTL's affiliated BECK SCHOOL FOR RADIO.

TWIN CITY TELEVISION LAB

Lyceum Theatre, Minneapolis 3, Minn.

Joseph H. Beck, *Executive Director*

Ernest S. "Bill" Colling, *Director of Training*

Send for Informative Picture-Story Folder Illustrating TCTL's Unprecedented Facilities and Training Methods.



NATHAN LORD
Gen. Mgr.

WAVE-TV, Louisville, Ky.

WAVE-TV started regular commercial broadcasting on November 24, 1948. It operates on a five-day-a-week schedule averaging about 20 hours per week. Equipment and facilities include a 570-ft. tower located atop the main studios, a completely equipped mobile operation bus, two 16mm projectors and cameras, two studio cameras, two remote cameras and a monoscope. The main studio fluorescent lighting is adjustable and is augmented by a series of movable spots; the basic scenery, which has self-supporting walls, includes working doors, fireplace, French windows, frame window, 40-ft. landscape and a

street scene.

As of January 1, 1949, the number of television receivers in the Louisville area is estimated at 3,000, 212 of which are in public places.

WMAL-TV, Washington, D. C.

WMAL-TV, channel 7, the Evening Star Broadcasting Co.'s television station and ABC outlet in Washington, was the first television station to advertise and maintain a seven-nights-a-week schedule of television programs. The station went the air October 3, 1947, and established a record for 27 days' time between delivery of transmitter and going on the air. Station is the most powerful in the city with video of 27.7 kw and aural of 13.9 kw. Antenna is 517 feet above the average terrain.

Firsts for the station include obtaining permission for the first White House telecast; the first Senate and House Committee telecasts while in session; the first showing of the constellation by attaching cameras to the large telescope at the Naval Observatory.



K. H. BERKELEY
V.P. & Gen. Mgr.



WILLIAM B. RYAN
Gen. Mgr.

KFI-TV, Los Angeles, Calif.

KFI-TV went on the air with test pattern transmission on June 21, 1948. A period of experimental programming began on August 25, followed six weeks later by a regular schedule of commercial operation, telecasting about 15 hours per week with studio and remote programming. The station transmits from its Mt. Wilson transmitter with an effective radiated power of 29.7 kw. video, 15 kw audio.

KFI-TV's audience response to "Television Talent Test" on New Year's night brought over 9,000 individual telephone calls in a three-hour period recording more than 17,000 vote preferences for talent contestants on the air.

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WBEN-TV, Buffalo, N. Y.

After three years of planning and three months of test programming WBEN-TV went on the air May 14, 1948. The station is part of the Eastern-Midwest link of the NBC-TV network. On May 13, 1948, the day before the official inaugural, WBEN-TV telecast the complete ceremonies of the consecration of the Rt. Rev. Lauriston L. Scaife as Episcopal Bishop of Western New York from Buffalo's St. Paul Cathedral.



C. ROBERT THOMPSON
Station Mgr.

The station has had notable list of remote telecasts since—first TV show from Niagara Falls, Cole Brothers Circus, complete plays from Erlanger Theater and nearby summer straw-hats, harness racing, midget auto races and all outstanding local college football games, etc. WBEN-TV telecasts with effective radiated power of 18.5 kw video and 11.1 kw audio.



DONALD A. STEWART
Manager

WDTV, Pittsburgh, Pa.

The DuMont owned, and the only television station in Pittsburgh began commercial operations January 11, 1949. By utilizing the choice commercials of ABC, CBS and NBC-TV networks, as well as that of DuMont, the station can keep operating expenses at a minimum. After a little more than a month's operation it reported that 80% of its air-time is commercial.

WDTV is in the position to receive the choice network programs, for it is the connecting link between the east and mid-west networks. The present programming arrangements are temporary, but because of the freeze on application, it may be expected to continue for one or two years more. As of March 1, 16 national and 22 local advertising accounts are carried by the station.

WGN-TV, Chicago, Ill.

WGN-TV commenced operations April 5, 1948. From that date, throughout the summer months the station aired a weekly average of 45 hours of programs, including live music, on regular schedule. In sports, it carried 155 major league baseball games, eight Big Nine football contests, and weekly wrestling and boxing matches. Program emphasis has been on live studio shows and sports remotes, both of which comprise nearly 80 per cent of air time. The station also telecasts 12 hours of weekly dramatic, musical, educational and children's programs.



VERNON R. BROOKS
Dir. of Operations

Early in December of last year WGN-TV commenced afternoon programming six days a week, providing two hours of film shows daily.

Greetings---

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ASCOTT PRODUCTIONS, INC. 321 S. Beverly Dr. Beverly Hills	FIVE STAR PRODUCTIONS 6526 Sunset Blvd. Hollywood	PICTORIAL PRODUCTIONS 1357 N. Gordon St. Los Angeles
ATTWOOD PRODUCTIONS 8852 Sunset Blvd. Los Angeles	FRANKLIN PRODUCTIONS 10511 Tennessee Ave. West Los Angeles	POLARIS PICTURES, INC. 5859 Santa Monica Blvd. Los Angeles
BAVANO FILMS 8754 Arlene Terrace Los Angeles	GIBRALTAR PICTURES, INC. 1041 N. Formosa Ave. Hollywood	RADIO TELEVISION ARTS CO. 3819 Wilshire Blvd. Los Angeles
BELL INTERNATIONAL PRODS. 5717 Sunset Blvd. Hollywood	OGDEN GOELET 9421 Wilshire Blvd. Los Angeles	ROLAND REED PRODUCTIONS 275 S. Beverly Dr. Beverly Hills
BENNETT FILMS 5617 Horcourt Ave. Los Angeles	GRAPHIC FILMS CORP. 1108 Lillian Way Hollywood	ROCKETT PICTURES, INC. 6063 Sunset Blvd. Los Angeles
SAMUEL BRONSTON PRODS. 9885 Charleville Blvd. Beverly Hills	GREY-RICHARDS PRODS., INC. 6525 Sunset Blvd. Hollywood	DANNY ROUZER 2402 Chermoyo Hollywood
ALLEN BURG STUDIO 819 N. La Cienega Los Angeles	HERMAN HACK PRODUCTIONS 535 N. Laurel Ave. Hollywood	SENTINEL PRODUCTIONS 5746 Sunset Blvd. Hollywood
ALLYN BUTTERFIELD 6823 Santa Monica Blvd. Hollywood	LESLIE HELHENA 932 N. La Brea Hollywood	LEON SIGLER PICTURES 2620 Corinth Ave. Los Angeles
CAIN-SCHUMANN MUSIC SERVICE 1040 N. Las Palmas Hollywood	HI-WAYS & BI-WAYS PRODS. 242 S. Orange Dr. Los Angeles	SIMMEL-MESERVEY, INC. 321 S. Beverly Dr. Beverly Hills
CASCADE PICTURES 8822 West Washington Blvd. Culver City	PAUL HOEFLER PRODUCTIONS 612 1/2 S. Ridgeley Dr. Los Angeles	SAM SLAYIK 1640 W. 25th St. Los Angeles
CAVALCADE PICTURES, INC. 959 Seward St. Hollywood	HARRY O. HOYT PRODS. 2543 Kelton Ave. Los Angeles	JOHN SUTHERLAND PRODUCTIONS, INC. 206 N. Occidental Los Angeles
CHRISTIAN FILMS 625 N. Mansfield Hollywood	HOLLYWOOD SCREEN SERVICE 3721 Patomac Los Angeles	TARSHIS-HERBERT PRODS. 5916 David Ave. Los Angeles
CHRISTL & WEBBER 6130 Selma Ave. Hollywood	IMPRO, INC. Hal Roach Studios Culver City	TELEFEATURES, INC. 1366 N. Van Ness Los Angeles
CLAMPETT CARTOONS 134 N. Detroit Los Angeles	VERNON KEAYS PRODS. 445 Westmount Dr Los Angeles	TELE-TOURS 6848 Hinds North Hollywood
DANIEL B. CLARK 9110 Larke Ellen Circle Los Angeles	O. KLEMENT 9667 Olympic Blvd. Beverly Hills	MISCHA TERR 454 S. Robertson Los Angeles
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STEVE ELLIS PRODUCTIONS 2623 Laurel Canyon Blvd. Hollywood	VICTORIA MIX, INC. 357 S. Roxbury Beverly Hills	RAPHAEL G. WOLFF STUDIOS 1714 N. Wilton Pl. Hollywood
JERRY FAIRBANKS, INC. 6052 Sunset Blvd. Hollywood		YOUTH FILMS 7904 Santa Monica Blvd. Hollywood

TELEVISION FILM PRODUCERS ASSOCIATION



GEORGE B. STORER, JR.
Manager

WAGA-TV, Atlanta, Ga.

WAGA-TV, Atlanta's second television station began operation on March 8, 1949. Test patterns were started February 19, and reports of good reception came from distant points in Georgia, Alabama and Tennessee. Dedication services for the station's opening started at 7 P.M. and featured previews of both WAGA-TV's local shows and network features. Regular programming is on a seven day a week schedule for a total of 21 hours.

The station's main studio is located at 1032 West Peachtree St., and arrangements have been made for a remote studio located in the Tower Theater Building. Mobile equipment consists of a special events truck with two field cameras. The station is equipped with two 16mm projectors.

WATV, Newark, N. J.

WATV, one of the seven stations allocated to the North-East New Jersey area became the 26th television station in America to go on the air when it began operations on May 15, 1948.

Although located in New Jersey, its signal strength is such that it provides entertainment for some 13 million residents of the great metropolitan area. Situated in Newark at the station-owned Television Center, a seven-story building housing a ballroom which accommodates 1500 and a theater seating 3500, WATV's facilities also include, in addition to two smaller studios, a main studio (82 x 84 feet) equipped with elaborate lighting and sets, together with galleries for both sponsors and audience.



IRVING R. ROSENHOUSE
Pres. & Gen. Mgr.



KLAUS LANDSBERG
Gen. Mgr.

KTLA, Hollywood, Calif.

KTLA, has been on the air in Los Angeles almost continuously since Sept. 1942. First licensed experimentally as W6XYZ, it carried on extensive technical research and modest programming through the war years.

Studios are adjacent to the Paramount Pictures Studio. They consist of two sound stages. One 22' x 36' is equipped with three studio orthicon cameras, dolly mounted, microphone boom and fixed microphones as required, internal reflector lighting units and spotlights. The other studio, 36' x 46', is equipped with three studio orthicon cameras, dolly mounted, adjustable lighting units individually controlled. Film studios are equipped to handle both 16 and 35 mm sound or silent pictures.



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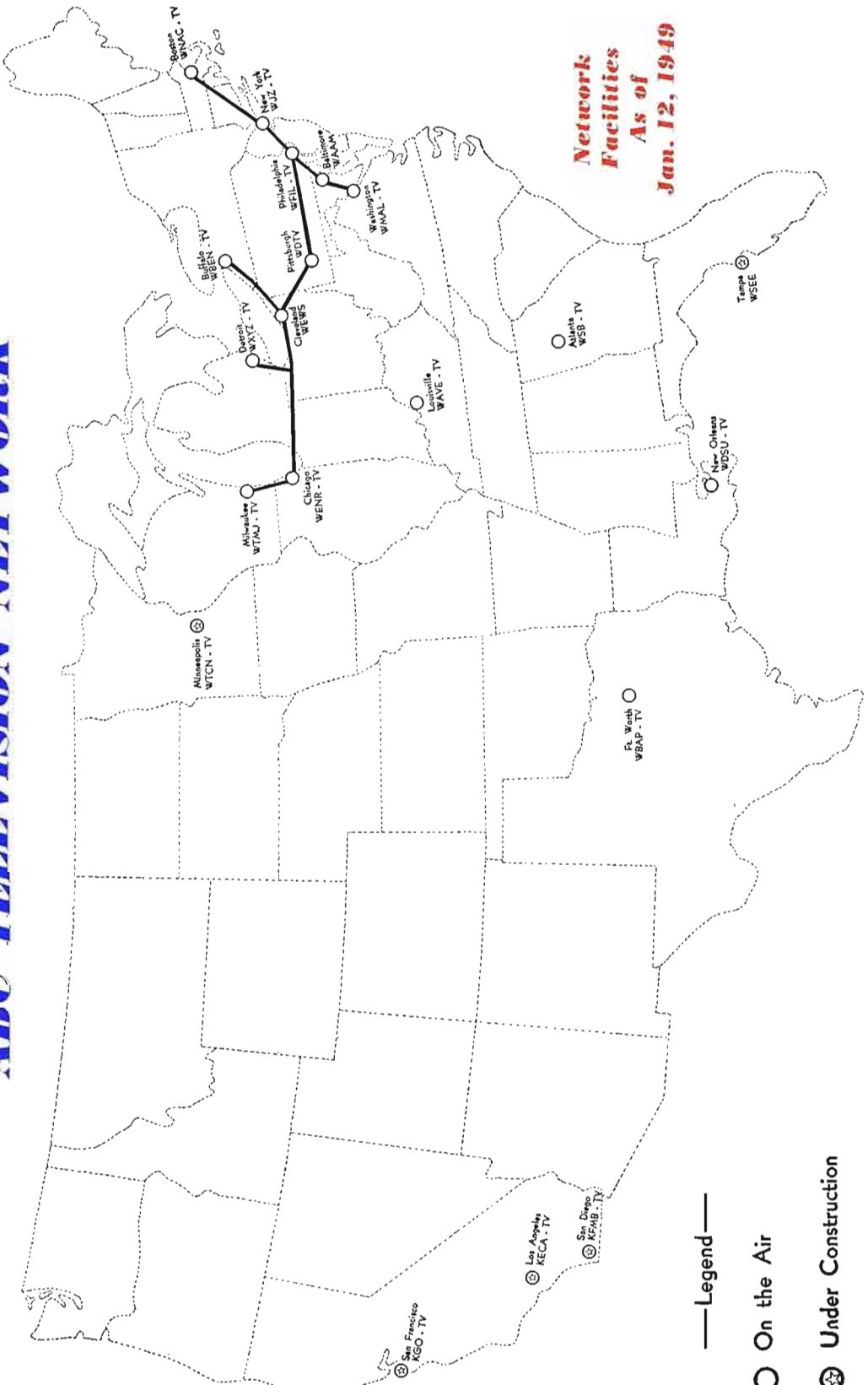
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ABC TELEVISION NETWORK



**Network
Facilities
As of
Jan. 12, 1949**

— Legend —

○ On the Air

⊛ Under Construction

A. B. C. TELEVISION NETWORK



MARK WOODS
President

As president of ABC, Mark Woods has established himself as a top radio-TV executive, having been in the broadcasting business more than half of his lifetime. His connection with radio came about through a subsidiary setup by A. T. & T., with whom he was connected, when they created the Broadcasting Co. of America, to operate WEAJ. By Nov. 1, 1926, when NBC took over the broadcasting operations of A. T. & T., Woods was acting in the triple capacity of financial officer, assistant secretary and office manager and by 1934 had become assistant executive vice-president and administrative officer of NBC, being made vice-president and treasurer two years later. With the formation of the Blue Network Co., Inc., in Jan., 1942, Woods became its president, remaining as president of ABC, when the network was renamed.



A veteran of broadcasting, Charles C. Barry, vice-president in charge of television of ABC, has been one of the principal program officers of the network since its organization. From 1942 to 1945 he was national program director of the net. In 1947 he was elected a vice-president of ABC and placed in charge of radio and television programming. He was named to his present post in Dec., 1948. A former presidential announcer, Barry has introduced many radio innovations which are now accepted broadcasting procedure. Among these was the development of high fidelity transcription recording; the sale of time for presentation of opposing viewpoints on controversial questions; and the development of programs such as "The Paul Whiteman Club" and "Stop The Music."



CHARLES C. BARRY
V.P. Chg. TV

"Stop The Music."



ALEX. STRONACH, JR.
Mgr. TV Pgms.

A former free lance writer for magazines and motion pictures and possessing an extensive and varied background of radio, television and motion picture experience, Alexander (Sandy) Stronach, Jr., ABC manager of television programs, joined the network in Sept., 1948. From Hollywood, Stronach joined Young and Rubicam, Inc., in 1938 as a writer on the "We, The People" radio program. Subsequently he produced and directed this program as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, manager of the talent department and program manager for Y & R. In 1947, he joined the William Morris Agency as an executive in the radio and television department, leaving that post to come to ABC.

For Complete Listing of ABC-TV Network Personnel See Page 262

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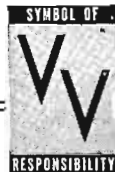
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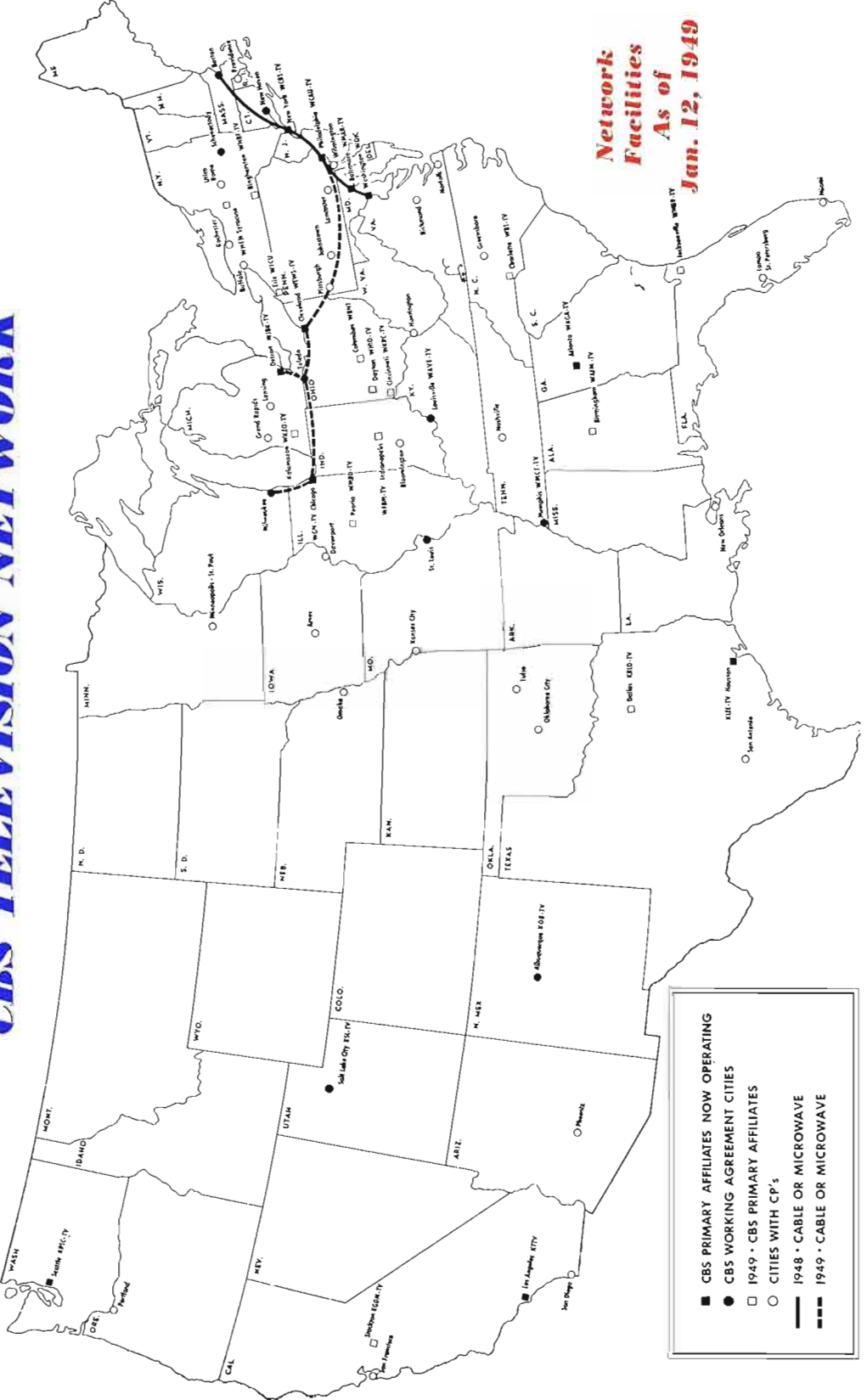
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CBS TELEVISION NETWORK

**Network
Facilities
As of
Jan. 12, 1949**



- CBS AFFILIATES NOW OPERATING
- CBS WORKING AGREEMENT CITIES
- 1949 - CBS PRIMARY AFFILIATES
- CITIES WITH CP'S
- 1948 - CABLE OR MICROWAVE
- - - 1949 - CABLE OR MICROWAVE

C. B. S. TELEVISION NETWORK



FRANK STANTON
President

of War Information. He was born in Muskegon, Mich., on March 20, 1908.



In Dec., 1928, when CBS was in the process of formation, Lawrence W. Lowman, vice-president and general executive, first joined the network, beginning as assistant treasurer and assistant secretary. In 1932 he was appointed vice-president and secretary and in 1938 became vice-president in charge of network operations. He left that post in June, 1942, to accept a commission in the Signal Corps and later was assigned to the Office of Strategic Services as chief of the Communications Branch. He resumed civil status on July 1, 1945, returning to CBS to take charge of its television operations, and in May, 1948, was named vice-president and general executive. Col. Lowman holds the U. S. Legion of Merit and was named an Honorary Commander of the Military Division of the Most Excellent Order of the British Empire.



L. W. LOWMAN
V.P. & Gen. Exec.



J. L. VAN VOLKENBURG
V.P., Dir. TV Apr.

Born in Sioux City, Iowa, December 6, 1903, J. L. Van Volkenburg, CBS vice-president and director of television operations, is a veteran in the radio field, with 16 years of CBS management experience. In 1928, he joined the advertising agency of Batten, Barton, Durstine & Osborn, Inc., where he remained until 1932 when he became general manager of KMOX, CBS-owned station in St. Louis. In 1936, he was appointed assistant to CBS vice-pres. Leslie H. Atlass, who is in charge of the network's Western Division office in Chicago and, on November 9, 1945, was named general sales manager of Radio Sales with headquarters in New York. On January 7, 1948, he assumed supervision of the Columbia-owned stations as director of station administration and in May, 1948, was named vice-president and director of TV Operations.

For Complete Listing of CBS TV Network Personnel See Page 268

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AL CIRILLO

Bowling Commentator

Writer for Sports Programs
Sports Master of Ceremonies

featured on

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ABC'S Eastern TV Network

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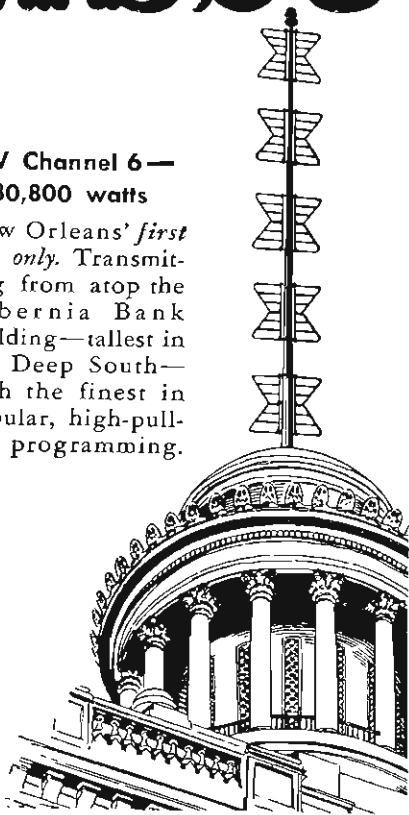
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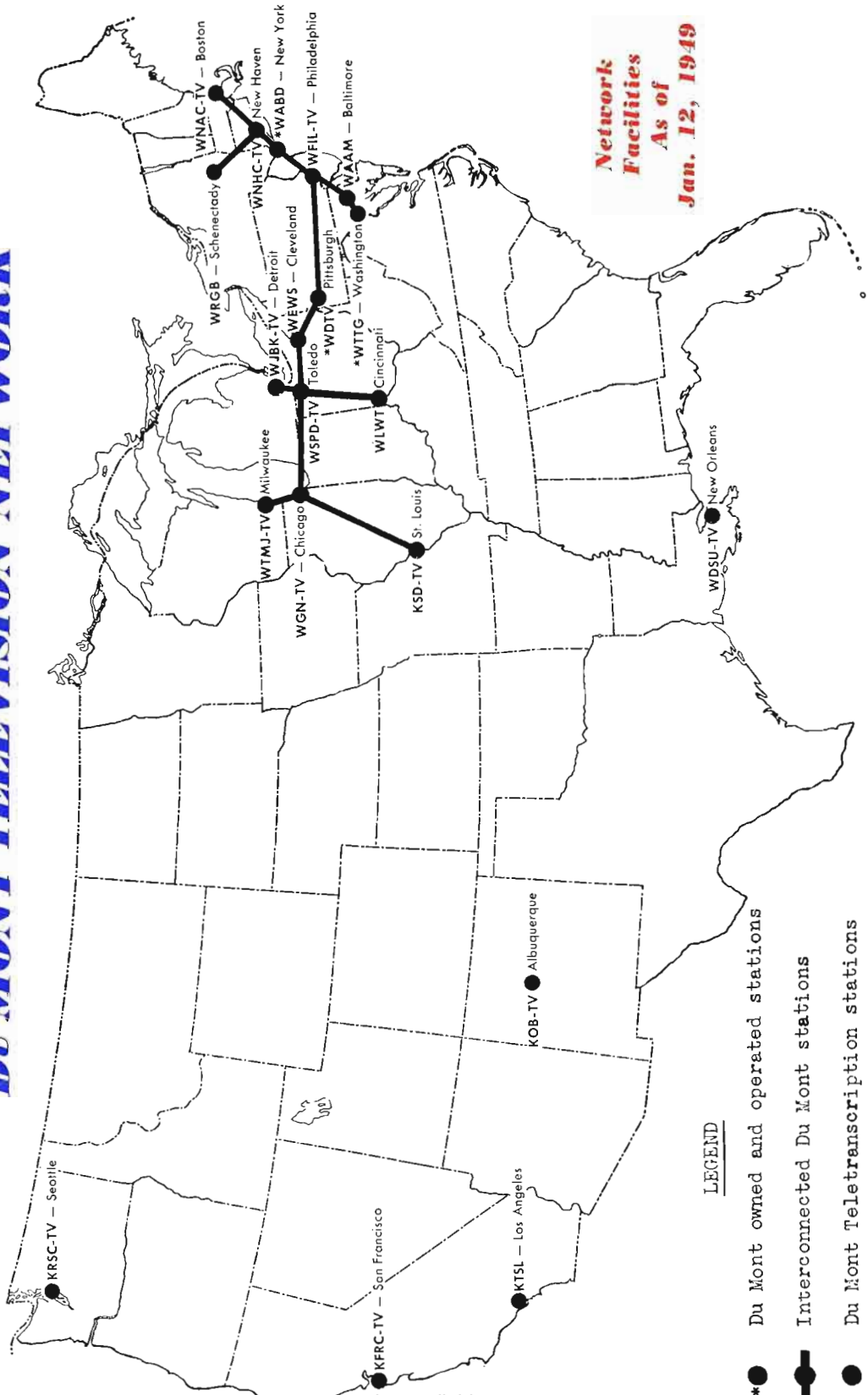
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neering service and high listener loyalty
is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

WDSU

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DU MONT TELEVISION NETWORK



**Network
Facilities
As of
Jan. 12, 1949**

LEGEND

- * ● Du Mont owned and operated stations
- Interconnected Du Mont stations
- Du Mont Teletranscription stations

DuMONT TELEVISION NETWORK



DR. A. B. DuMONT
President

Probably chiefly known for the development of the cathode-ray tube, which provides today's set owners with clear, bright, reliable pictures, Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc., heads the only company in the U. S. that is actively engaged in all phases of television. He was the first president of the Television Broadcasters Association and continues to serve that organization as a member of its board of directors. The Veteran Wireless Operators Association presented Dr. DuMont with the coveted Marconi Memorial Award of Achievement for pioneering work in the field of communications. The key station of his network in New York, WABD, was the first television station in the country to televise on a full daytime schedule. Dr. DuMont is a graduate of Rensselaer Polytechnic Institute.



The growth of the DuMont network and the owning company, the Allen B. DuMont Laboratories, Inc., has been spark-plugged by Mortimer W. Loewi, director of the DuMont Television Network, since the firm's incorporation in 1935. Under Commander Loewi's leadership, the network pioneered daytime television and Teletranscriptions, a system of transcribing programs from the face of a cathode-ray tube. He has actively participated in all DuMont policy for the last fourteen years and is widely known in New York banking and investment circles, owning a seat on the N. Y. Stock Exchange. Commander Loewi was born in Urbana, Ohio, and then moved to Piqua, Ohio, where he attended grade school and high school. He studied art at the Pratt Institute and at the Art Students League in New York and in Paris at the Julian Academy.



M. W. LOEWI
Director



LEONARD F. CRAMER
Vice-President

Joining the Allen B. DuMont Laboratories in 1936, as their 16th employee, Leonard F. Cramer, vice-president, played a major role in DuMont's growth, and was responsible in large measure for their place of leadership in the field of television. Cramer was responsible to a great extent for acquainting engineers with the purposes and functions of oscillographs with the result that these instruments, almost unknown a few years ago, are now in general use. Working with all divisions of the Allen B. DuMont Laboratories, it was under his leadership that the network was formed. Cramer was born in Alden, N. Y., near Buffalo and has always been a sports enthusiast, excelling at polo, golf and skeet shooting.

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BILLBOARD, Oct. 7, 1944

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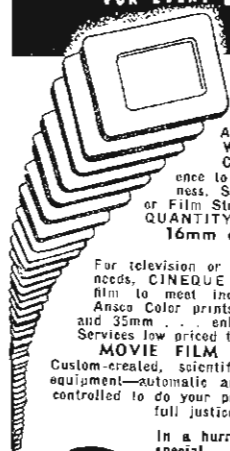
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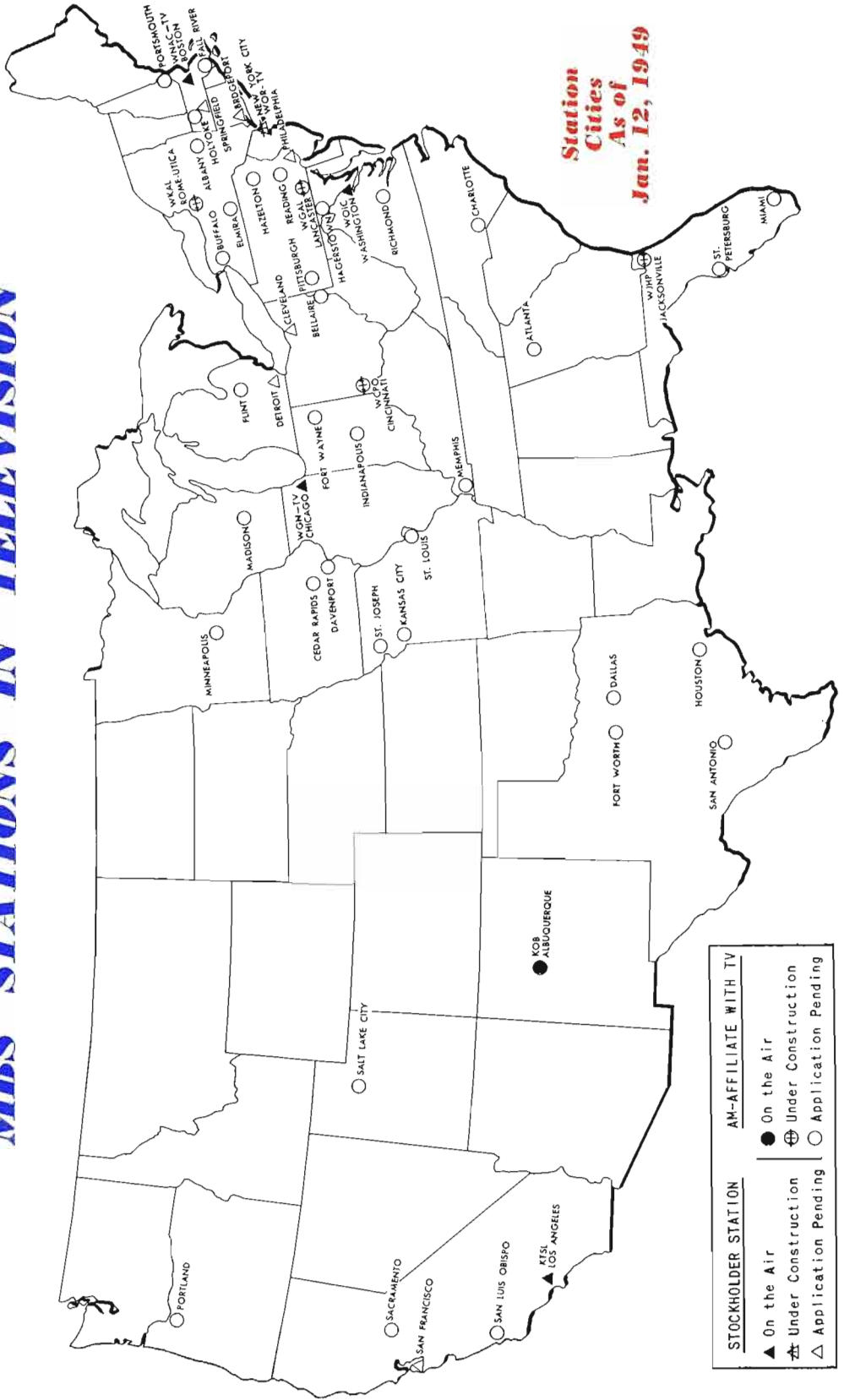
NBC-TV

The Admiral Show

Du MONT Television

The Vincent Lopez Show

MBS STATIONS IN TELEVISION



M. B. S. TELEVISION NETWORK



T. C. STREIBERT
Chmn. of Bd.

As a former assistant dean of the Harvard Business School and for many years an executive in the motion picture field, Theodore C. Streibert, Chairman of the Board of MBS, joined the station in 1933 as assistant to Alfred J. McCosker, who was then the station's president. Not only has Streibert been instrumental in the development of WOR for over a decade, but he actively participated in founding MBS, of which WOR is the N. Y. key station. Two years after joining WOR, Streibert was elected a member of the station's board of directors and one year later was appointed executive vice-president and general manager, a post he held until January 1, 1945, when he succeeded to the presidency.

He has been active in supervising the TV activities of the Bamberger Broadcasting Service, Inc.; WOIC, Washington, D. C. and WOR-TV, N. Y. C.



One of the most energetic executives in the business, "Jimmy," James, veepee in charge of advertising, promotion and research, joined the network in 1945. James, born in London, England, came to the U. S. in 1926, and a year later joined the National Broadcasting Company. There he developed and organized the network's sales promotion department. In 1935 he was among the first network men to engage in the preliminary planning for television activities of NBC. At Mutual, "Jimmy" James handled a number of special management assignments in addition to the overall supervision of Mutual's advertising, promotion and research activities. He is also coordinator of television activities of the network. At the 1948 Annual meeting of the TBA, he served as chairman of the planning and entertainment committee.



E. P. H. JAMES
Vice-President

chairman of the



EARL M. JOHNSON
V.P. Chg. Sta. Rel.

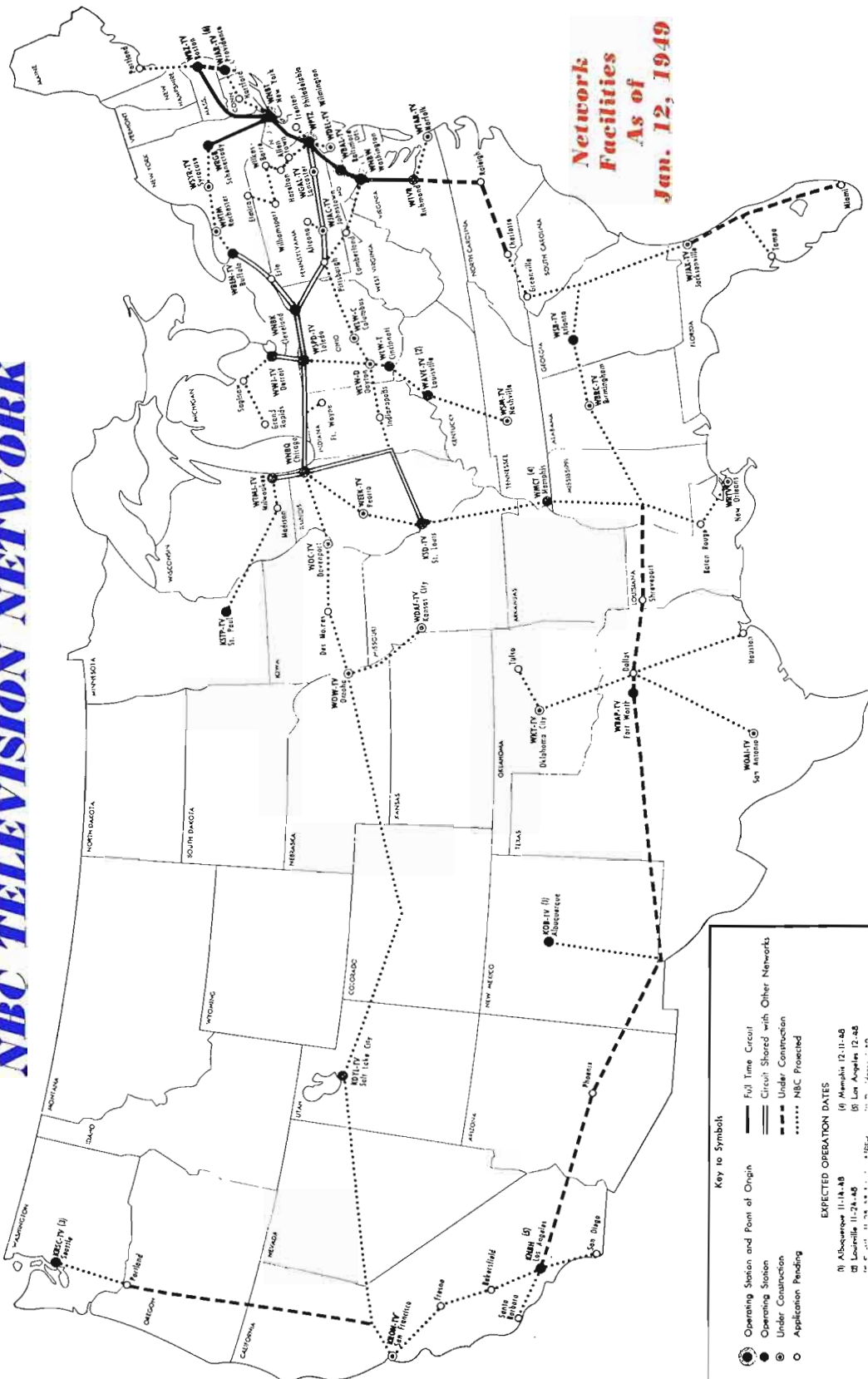
Vice-president in charge of station relations and engineering for the network, Earl M. Johnson joined the organization in 1946 as chief plans and allocations engineer. In that capacity he developed Mutual's "listenability" a new engineering coverage measurement, designed to guide network expansion. He is in daily consultation with Mutual affiliates on AM, FM and TV matters. Prior to joining the Mutual network, Johnson was a member of the executive engineering committee of the NAB for 3 years and is still associated with the committee. After graduating from the University of Cincinnati in 1940 he became an engineer on the staff of WLW, Cincinnati. His war service includes activity on the Operations Research Staff of the War Department.

For Complete Listing of MBS TV Network Personnel See Page 274

NBC TELEVISION NETWORK

Network Facilities

As of Jan. 12, 1949



Key to Symbols

- Operating Station and Point of Origin
- Operating Station
- Under Construction
- Application Pending
- Full Time Circuit
- Circuit Shared with Other Networks
- - - Under Construction
- Application Pending

EXPECTED OPERATION DATES

(1) Albuquerque 11-14-48	(4) Memphis 12-11-48
(2) Louisville 11-24-48	(5) Los Angeles 12-28

© 1949 NBC BROADCASTING INC. NEW YORK, N. Y.

N. B. C. TELEVISION NETWORK



NILES TRAMMELL
President

others developed.

One of the pioneers of network broadcasting, Niles Trammell joined NBC as a salesman in the network's central division in March, 1928. Two months later he was appointed its manager. Operating from two offices and one studio in Chicago, he turned in \$1,000,000 business in the first eight months. While in Chicago, he pioneered the daytime serial program trend. It was under his guidance that the Chicago Symphony orchestra first broadcast a concert from a tin roofed studio during a hail storm. He also realized the importance of public service programs in network radio. Under his direction programs like the University of Chicago Round Table, Farm and Home Hour, Medicine in the News and many others developed. He assumed presidency of NBC July 12, 1940.



Admitted to the practice of law in 1936 in Washington, D. C., Charles R. Denny, executive vice-president of NBC was an attorney with the Department of Justice from 1938-1941, appointed assistant general counsel of the FCC in 1942 and on Oct. 6, 1942, was named general counsel of the FCC. On March 30, 1945, Denny was appointed a commissioner. In February, 1946, as assistant chairman he was appointed chairman of the FCC by President Truman on December 4, 1946, being the youngest man to ever hold that position. In October, 1947, he joined NBC as vice-president and general counsel, and was named executive vice-president of the network July 1, 1948. Denny was born in Baltimore, Md., April 11, 1912. In 1933 he was graduated from Amherst College with an A. B. degree and from Harvard Law School in 1936 with an LL.B. degree.



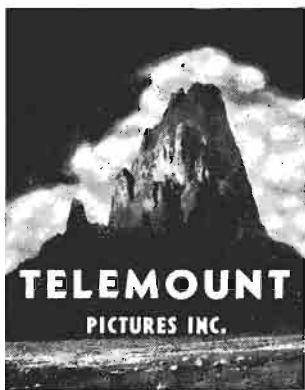
CHARLES R. DENNY
Exec. V.P.



CARLETON D. SMITH
Dir. TV Opr.

Starting in radio in 1929 as an announcer of WDBJ, Roanoke, Va., while continuing as executive secretary of the American Automobile Association, Carleton D. Smith, director of TV operations of NBC, first came to NBC Washington as an announcer in 1931. When NBC leased WMAL in Washington in 1933, Smith was appointed assistant manager of the Blue Network station. He was NBC's presidential announcer for the entire twelve years of President Roosevelt's administration and supervised the early development of NBC Television in the nation's capital and the opening and subsequent operation of WNBW. Born in Winterset, Iowa, he spent his early youth in the mid-west, coming East to attend George Washington University in Washington, D. C.

For Complete Listing of NBC TV Network Personnel See Page 280



PRODUCERS OF TV FILMS

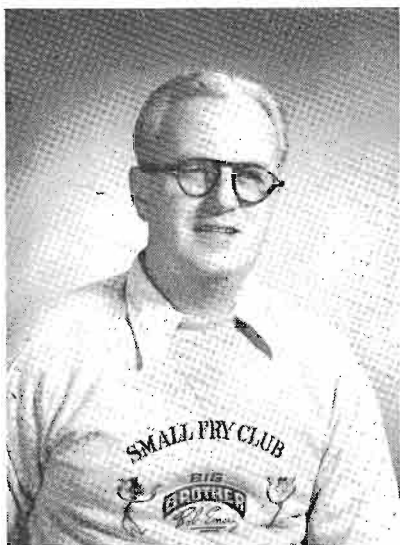
Devoted to Sales Production,
and Merchandising Plans.

13 Completed on 1949 Schedule.

HENRY B. DONOVAN, Pres.

CALIFORNIA STUDIOS
5255 Clinton St., Los Angeles 4, Calif.

"We, the California state radio members of THE ASSOCIATED PRESS, reaffirm our recognition of the principle of mutual exchange of news, and pledge our fullest cooperation in carrying out our obligations of membership."—From the Minutes of the California AP Radio Association, February 19, 1949.



BOB EMERY

DUMONT TELEVISION NETWORK

AD AGENCIES! TV STATIONS!

MAIL-O-VISION*

Now available to one station
in each TV city!

**IT'S NEW! IT'S DIFFERENT!
IT'S EXCITING! IT SELLS!**

MAIL-O-VISION is a unique live participating television program that really sells and gets direct results for advertisers. The Mail-O-Vision program is a painless way to sell via TV. Climb on the MAIL-O-VISION Bandwagon NOW! This program has been tested in New York City.

For complete details and facts
about MAIL-O-VISION
phone, write or wire

LEW KASHUK & SON

EMPIRE STATE BLDG.
NEW YORK 1, N. Y.
PHONE: LO. 3-7290

*Copyrighted 1949

Television Organizations

... personnel—functions

Television Broadcasters Assn., Inc.

500 FIFTH AVE., NEW YORK 18, N. Y.
Lackawanna 4-4788

OFFICERS

President.....Jack R. Poppele Secretary-TreasurerWill Baltin
Vice-President..G. Emerson Markham Asst. Sec.-Treasurer...Paul Raibourn

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Ernest B. Loveman, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc.; Noran E. Kersta, William H. Weintraub & Co.; Jack R. Poppele, WOR; Robert Kintner, ABC; Paul Raibourn, Television Productions, Inc.; Lawrence W. Lowman, CBS; G. Emerson Markham, General Electric Company.

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

American Television Society, Inc.

17 EAST 45th STREET, NEW YORK 17, N. Y.
Murray Hill 7-9250

OFFICERS

President.....Charles J. Durban SecretaryEmerson Yorke
Vice-President.....Halsey V. Barrett Asst. SecretaryDian Dincin
Treasurer.....Archibald U. Braunfeld

DIRECTORS

Charles A. Alicoate, Warren Caro, Don McClure, George Moscovics, Paul Mowrey, George Shupert, Edward Sobol.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

***Academy of Television
Arts and Sciences***

6225 SUNSET BLVD., HOLLYWOOD 28, CALIF.

Hempstead 8942

OFFICERS

President Charles B. Brown
1st Vice-President . . . Harry R. Lubcke
2nd Vice-President . . . Don McNamara
Treasurer Russell L. Furse

Corres. Secy. Irwin W. Stanton
Secretary Jack Strauss
Secy. to Treas. Lenore Kingston
Recording Secy. Syd Cassyd

DIRECTORS

Edgar Bergen, Rudy Vallee, Hal Block.

FUNCTIONS

To hold forums for exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through television, and other matters. To hold and sponsor special meetings for the dissemination of information pertaining to television. To encourage research and accomplishment by presentation of awards. To cooperate with organizations having similar aims.

***Independent Television
Producers Assn., Inc.***

234 WEST 44th STREET, NEW YORK 18, N. Y.

CHickering 4-1583

OFFICERS

President Martin A. Gosch
Vice-President Irvin Paul Sulds

Secretary Nathan M. Rudich
Treasurer Henry S. White

DIRECTORS

Charles Basch, Judy Dupuy, Arthur Erlich, Jack Levine, Oland Killingsworth, Oliver Nicoll.

COUNSEL

James L. Fly

FUNCTIONS

The Independent Television Broadcasters Association (ITPA) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded television programs. Membership in ITPA is open to all such independent producers or production firms provided they are not part of, or associated with, an advertising agency, television network, or local television station.

**Television Producers
Association**

7063 SUNSET BLVD., HOLLYWOOD 28, CALIF.
Granite 6930

OFFICERS

President Mal Boyd
Secretary Gladys Rubens Treasurer Maleese Black

BOARD OF DIRECTORS

Michael Stokey, George Fogle, Nil Thor Granlund, Robert Light, Mal Boyd,
Gladys Rubens, Stratford Corbett, Syd Cassyd, Maleese Cassyd.

Legal Counsel Max M. Gilford

COMMITTEE CHAIRMEN

Membership Lenore Kingston Labor Relations Ben Bard
Program Frank Woodruff Research Maleese Black
Station Relations Robert Colenson Finance Morton Wright
and Bernie Ebert

**Television Film Producers
Association**

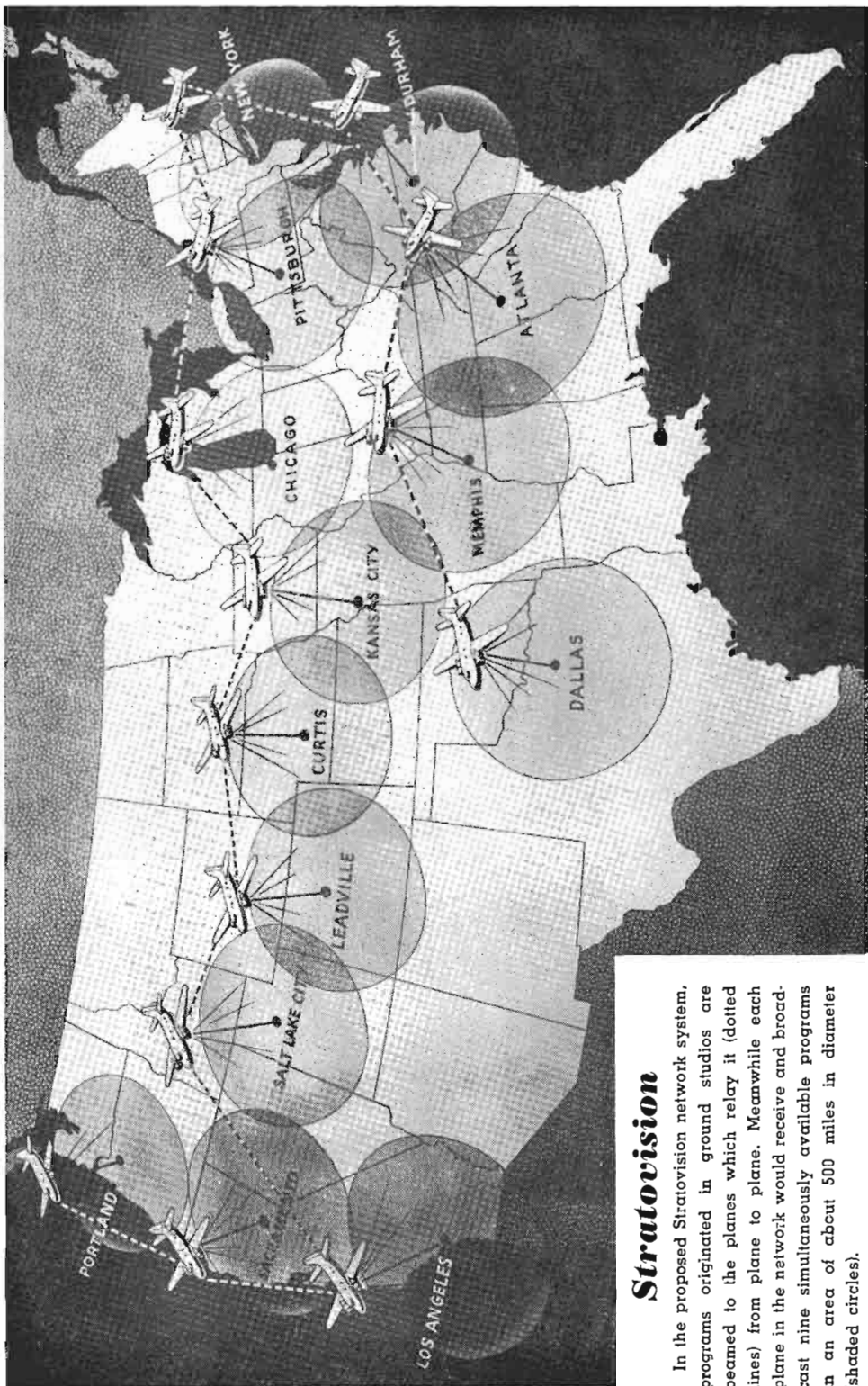
8822 W. WASHINGTON BLVD., CULVER CITY, CALIF.
Texas 0-4525

OFFICERS

President Hal Roach, Jr. Secretary Rudy Vallee
Vice-President Carl Dudley Treasurer Roland Reed

BOARD MEMBERS

Ross Sutherland, Herbert Strock, Wallace Worsley, William Cameron Menzies,
Bernard J. Carr.



Stratovision

In the proposed Stratovision network system, programs originated in ground studios are beamed to the planes which relay it (dotted lines) from plane to plane. Meanwhile each plane in the network would receive and broadcast nine simultaneously available programs in an area of about 500 miles in diameter (shaded circles).

PROGRESS ON STRATOVISION

By C. E. NOBLES, *Stratovision Engineer, Westinghouse Corp.*



C. E. Nobles

STRATOVISION, the airborne system of broadcasting television and frequency modulation programs under development by the Westinghouse Electric Corporation and The Glenn L. Martin Company, proved itself a technical reality during 1948.

Early in the year a B-29 was converted as the second experimental Stratovision airplane, and the first television signals were transmitted from the plane on April 30. This was the first of a series of weekly test flights which culminated in the first public demonstration of Stratovision on June 23.

On that night Stratovision was presented formally to newspaper and magazine representatives at Zanesville, Ohio. The Stratovision plane, flying at 25,000 feet in the vicinity of Pittsburgh, picked up the Republican Convention telecast from WMAR-TV in Baltimore, 200 miles away, and rebroadcast it to Zanesville, located 110 miles from the closest ground television station.

Since the first test flights early this spring, picture quality has been improved by eliminating noise from the plane's engines through increased bonding, and by introducing noise limiters in critical circuits.

However, in demonstrations and tests, picture quality has been affected more seriously by the nature of the signal picked-up at the plane for transmission than by any other factor. Although the Stratovision plane has successfully picked-up commercial programs and rebroadcast them, these demonstrations were of an experimental nature, and interference encountered will not be met in commercial operation of the system, since a high frequency relay will send the programs direct to the plane circling above the ground station.

Stratovision broadcasts have been authorized through an experimental license granted by the FCC. Call letters for the station are W10XWB operating on television Channel No. 6.

Although the major technical problems in the Stratovision broadcasting system have been solved, the problem of application of the system must await the standardization of practices in allocating television channels for ground and airborne stations. During the year Westinghouse Radio Stations, Inc., applied to the FCC for authorization of a Stratovision channel allocation in the general video reallocation hearings and subsequently for authorization of a Stratovision station at Pittsburgh, but both applications were rejected.

There are no limitations in the Stratovision system which would restrict its use in the high frequency bands, and currently Westinghouse Radio Stations, Inc. has presented this information to the FCC in hearings conducted by that body to determine the advisability of allocating channels for television broadcasting in these frequencies.

The increased coverage offered by a Stratovision station compared to a ground television station is summed up in engineering studies which assume operation of an airborne station at Pittsburgh. The Stratovision station would provide television service to 8,253,000 people in the 58,200 square miles encompassed by the station's 5,000 microvolt contour line. If protection were granted for the station's 500 microvolt contour line, a total of at least 12,039,000 people in an area of 127,000 square miles would receive service. Although proposed allocations in the area of 200 miles radius to be covered by Stratovision would allow for the operation of 54 ground television stations in 32 cities, approximately 5,868,000 people would not have protected television service.

In summary, engineering developments of the Stratovision system during 1948, have confirmed calculated estimates of the effectiveness of airborne broadcasting of television and frequency modulation programs. Thousands of reports from viewers emphasize the need for expanded coverage for these services. The major technical problems have been solved, and the minor problems can be solved. Solution of the economic and social implications inherent in the application of Stratovision is the problem for the future.

Historic Television Pictures



Placing his camera before an RCA television receiver at NBC headquarters in N. Y., Jack Zwillinger, staff photographer, took the above picture of President Harry S. Truman taking the oath of office on the Capitol building steps in Washington.



President Harry S. Truman waves to the crowds from his car in the inaugural parade (Jan. 20, 1949) in Washington.



TELEVISION STATIONS



*Alphabetically Listed
by Cities — Call Letters*

•

Personnel

•

Facilities

•

Other Detailed Information

TELEVISION STATIONS

in **THE UNITED STATES**

Albuquerque

KOB—TV

1948

CHANNEL 4

Frequency: 66-72 mc. Power: Aural, 5 Kw.;
Visual, 5 Kw.
Owned-Oper. By Albuquerque Bcstg. Co.
Business-Studio Address 234 S. 5th St.
Phone Number 4411
Transmitter Location 905 So. Buena Vista Ave.
Air Time 15 hrs. weekly
Owner, General Manager T. M. Pepperday
Sta. Mgr., Technical Dir. George S. Johnson

Atlanta

WAGA—TV

1948

CBS-DuMONT
CHANNEL 5

Frequency: 76-82 mc. Power: Aural,
Pending; Visual, Pending
Owned-Operated By Liberty Bcstg. Corp.
Bus.-Studio-Transmitter Address 1018-32 W.
Peachtree
Phone Number Main 5900
Air Time Not yet on air
Representative Katz
Pres., Station Mgr. George B. Storer, Jr.
General Manager James E. Bailey
Commercial Manager Claude H. Frazier
Prom.-Pub. Director William R. Terry
Dir. of News & Spec. Events Dale Clark
Production Manager James Loren
Film Director Horace Cook
Director of Remotes Roy Dodson
Technical Director Paul B. Crom

WSB—TV

1948

NBC-ABC
CHANNEL 8

Frequency: 180-186 mc. Power: Aural, 12.5
Kw.; Visual, 23.8 Kw.
Owned-Oper. By Atlanta Journal Co.
Bus. Address Billmore Hotel
Phone Number HEMlock 1045

Studio-Transmitter Location 1601 W. Peach-
tree St.
Air Time Average 35 hrs. weekly
News Service AP
Transcription Service Associated, Standard
Representative Petry
Membership TBA
Managing Dir. J. Leonard Reinsch
General Manager John M. Outler, Jr.
Commercial Manager Frank Gaither
Program Director Marcus Bartlett
Promotion Director Vincent C. Piano
Dir. of News & Spec. Events Walter Poschall
Production Manager Mark Toalson
Publicity Director Wayne L. Anderson
Film Director Jean Hendrix
Dir. of Remotes Oliver Heely
Technical Director W. H. White

Baltimore

WAAM

1948

ABC-DuMONT
CHANNEL 13

Frequency: 210-216 mc. Power: Aural, 13.8
Kw.; Visual, 26.1 Kw.
Owned-Oper. By Radio-Television of Balti-
more, Inc.
Bus.-Studio-Transmitter Address 3725 Malden
Ave.
Phone Number Mohawk 7600
Air Time 5:30 p.m.-11 p.m.
News Service UP
Transcription Service World
Representative Free & Peters
Exec. V.P. Frederick L. Allman
General Manager Norman Kal
Commercial Manager Armand Grant
Prog. Dir., Prod. Mgr., Dir. of
Remotes Ted Estabrook
Sales Prom. & Merch. Clark Reynolds
Publicity Director Armand Grant
Operation, Film Dir. Herb Cahon
Technical Director Warren Braun

WBAL—TV

1948

NBC
CHANNEL 11

Frequency: 198-204 mc. Power: Aural, 17.2
Kw.; Visual, 32.6 Kw.

. . . U. S. TELEVISION STATIONS . . .

Owned-Operated By.....Hearst Radio, Inc.
 Bus.Studio Address.....2610 No. Charles St.
 Phone Number.....Hopkins 3000
 Transmitter Location...Violet & Collage Ave.
 Air Time.....60 hrs. weekly
 News Service.....AP, INS, UP
 Transcription Service.....Thesaurus
 Representative.....Edward Petry
 Membership.....TBA, NAB
 President.....Charles B. McCabe
 General-Station Mgr.....Harold C. Burke
 Commercial Manager.....Kenneth Carter
 Program Director.....John Dickman
 Technical Director.....Harold See

WMAR—TV

1947

CBS

CHANNEL 2

Frequency: 54-60 mc.....Power: Aural, 9.1 Kw.; Visual, 17.1 Kw.

Owned-Oper. By.....The A. S. Abell Co.
 Business Address.....Baltimore Sunpapers
 Phone Number.....Lexington 7700
 Studio Address.....The Sun Bldg., Baltimore & Charles Sts.

Transmitter Location.....O'Sullivan Bldg., Baltimore & Light Sts.

Air Time.....9:30 a.m.-11 p.m., 7 days weekly
 News Service.....AP

Transcription Service.....Associated, Lang-Worth
 Representative.....Katz

Membership.....TBA
 President.....Paul Patterson

Director of Radio.....E. K. Jett
 Commercial Manager.....Ernest A. Lang

Program Director.....Robert B. Cochrane
 Film Director.....Philip H. Heisler
 Chief Engineer.....Carlton G. Nopper

Boston

WBZ—TV

1948

NBC

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 7.13 Kw.; Visual, 14.3 Kw.

Owned-Oper. By.....Westinghouse Radio Stations, Inc.

Bus.Studio-Transmitter Address...1170 Soldiers Field Rd.

Phone Number.....ALgonquin 4-5670
 Air Time.....(Mon.-Fri.) 6:30-10:30 p.m.; (Sat.) 1:30-10:45 p.m.; (Sun.) 5-10 p.m.

News Service.....AP, INS
 Transcription Service.....Associated, Thesaurus
 Representative.....Spot Sales

President.....Walter Evans

General Manager.....J. B. Conley
 Station Manager.....W. C. Swartley
 Soles Manager.....C. Herbert Masse
 Program Manager.....W. Gordon Swan
 Soles Prom. Manager.....Lynn Morrow
 Dir. of News.....F. E. Whitmarsh
 Program Supervisor.....Lucian Self
 Production Manager.....Iram Berlow
 Publicity Manager.....W. A. Davis
 Film Director.....Norah Adamson
 Dir. of Remotes.....Ralph Giffen
 Technical Supervisor.....Sidney Stadig
 Chief Engineer.....W. H. Hauser

WNAC—TV

1948

ABC-CBS-DuMONT-YANKEE

CHANNEL 7

Frequency: 174-180 mc.....Power: Aural, 26.6 Kw.; Visual, 13.3 Kw.

Owned By.....General Tire & Rubber Co.
 Bus.Studio Address.....21 Brookline Ave.

Phone Number.....CCommonwealth 6-0800
 Transmitter Location.....Medford

Air Time.....Varies
 News Service.....Telenews

Transcription Service.....Associated
 Representative.....Edward Petry

President.....William O'Neil
 Exec. V.P., Gen.-Comm. Mgr.....Linus Travers

V.P., Sta. Mgr., Prog. Dir.....George Steffy
 V.P.....Thomas O'Neil

Program Director.....David F. Shurtleff
 Dir. of News &

Special Events.....Leland C. Bickford
 Publicity Director.....Phyllis Doherty

Film Director.....James Pike
 Dir. of Remotes.....Clarence Stone

Technical Director.....Irving E. Robinson

WBN—TV

1948

NBC-ABC-DuMONT-CBS

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 12 Kw.; Visual, 20.1 Kw.

Owned-Operated By.....WBN, Inc.
 Business Address.....Buffalo

Phone Number.....Cleveland 6400
 Studio Transmitter Location.....Hotel Statler

Air Time.....approx. 25-30 hrs. weekly
 News Service.....AP, INS, UP

Transcription Service.....Standard, Lang-Worth
 Representative.....Edward Petry

President.....Edward H. Butler
 V.P., General Mgr.....A. H. Kirchhofer

Station Manager.....C. Robert Thompson
 Commercial Manager.....Frank W. Kelly

Program Director.....George Torge
 Promotion Director.....Joe Haeffner

Special Events.....John Hutchinson
 Exec. Producer.....Joe Jenkins

U. S. TELEVISION STATIONS

Film Director.....Quinten P. Renner
Asst. Technical Dir. Charge of
Television.....Glenn Beerbower

Dir. of Remotes.....Bill Hollenbeck
Chief Engineer.....E. C. Horstman

Chicago

WBKB

1940

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 7 Kw.;
Visual, 13.1 Kw.

Owned-Oper. By.....Balaban & Katz Corp.
Business-Studio Address.....190 N. State St.
Phone Number.....RAndolph 6-8210
Transmitter Location.....33 N. LaSalle St.
Air Time.....5:15 p.m.-approx. 10:30 p.m.
News Service.....AP, UP
Representative.....Weed
Membership.....TBA
Dir. of Telev.....John Balaban
General Manager.....John H. Mitchell
Program Director.....E. Jonny Graff
Dir. of News.....Ulmer Turner
Production Manager.....William Ryan
Publicity Director.....Sterling C. Quintan
Film Director.....Richard Locke
Dir. of Remotes.....Richard Liesendahl
Tech. Dirs.....Lorraine Larson, Lewis Gomavitz,
Joseph Simon, Richard Rider, Joseph Byrne
Asst. Dirs.....James Taylor, John Alexander
Chief Engineer.....William P. Kusack

WENR-TV

1948

ABC-MIDWEST
CHANNEL 7

Frequency: 174-180 mc.....Power: Aural,
15 Kw.; Visual, 30 Kw.

Owned-Operated By.....American Bcstg. Co.
Bus.-Studio-Transmitter Address.....20 No.
Wacker Dr.
Phone Number.....CEntral 6-5070
Air Time.....Various
News Service.....AP, INS, UP
Transcription Service.....Standard
Membership.....NAB
President (ABC).....Mark Woods
V.P. Chg. ABC Central Div...John H. Norton, Jr.
General Manager.....James Stilton
Sta.-Comm. Mgr.....Roy McLaughlin
Program Manager.....Harold Stokes
Dir. of TV Programming.....Fred Kilian
Promotion Director.....Karl R. Sutphin
Exec. Producer.....Jack Gibney
Dir. of News & Spec. Events.....Con O'Dea
Production Manager.....Monte Fassnacht
Publicity Director.....Ell Henry
Co-Ordinator of TV Sales.....Gerald Vernon
Film Director.....John Berg

WGN-TV

1948

CHANNEL 9

Frequency: 186-192 mc.....Power: Aural,
30 Kw.; Visual, 15 Kw.

Owned-Operated By.....WGN, Inc.
Business Address.....441 N. Michigan Ave.
Phone Number.....SU 7-0100
Studio Addresses.....400 W. Madison St.;
441 N. Michigan Ave.
Transmitter Location.....400 W. Madison St.
Air Time.....35 hrs. weekly
Transcription Service.....Standard
President.....Robert R. McCormick
Manager.....Frank P. Schreiber
Operations Director.....Vernon R. Brooks
Commercial Manager...William A. McGuineas
Sales Manager.....George Harvey
Program Director.....Jay Faraghan
Dir. of News & Spec. Events.....Spencer Allen
Technical Director.....Carl J. Meyers

WNBQ

1948

NBC
CHANNEL 5

Frequency: 76-82 mc.....Power: Aural,
21.8 Kw.; Visual, 21.8 Kw.

Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....Merchandise Mart
Phone Number.....SUperior 7-8300
Transmitter Location.....Civic Opera Bldg.
Air Time.....Varies
News Service.....AP, INS, UP
Transcription Service.....Thesaurus
Representative.....Spot Sales
V.P. in Chg. of Central Div...I. E. Showerman
General Manager.....Jules Herbiveaux
Commercial Manager.....Oliver Morton
Program Manager.....Ted Mills
Promotion Director.....Harold A. Smith
Dir. of News & Spec. Events.....W. B. Ray
Production Manager....Richard Von Albrecht
Publicity Director.....Jack Ryan
Operations Supvr.....Charles L. Townsend
Supvr. of Field Oper...Reinold Werrenrath, Jr.
Station Engineer.....Walter F. Lanterman

Cincinnati

WLW-TV

1948

NBC
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural,
19.5 Kw.; Visual, 23.5 Kw.

. . . U. S. TELEVISION STATIONS . . .

Owned-Operated By.....Crosley Bcstg. Corp.
 Business Address.....140 W. Ninth St.
 Phone Number.....Cherry 1822
 Studio-Transmitter Location...2222 Chickasaw St.

Air Time..afternoon & evening, 7 days weekly
 News Service.....INS, UP
 Transcription Service.....Thesaurus, SESAC
 President.....James D. Shouse
 V.P., General Mgr.....R. E. Dunville
 V.P. in Chg. of Telev.....M. N. Terry
 Sales Manager.....M. F. Allison
 Program Director.....Chester Herman
 Dir. of Sales Prom.....David E. Partridge
 Dir. of News.....Howard Chamberlain
 Sales Service Mgr.....James Hill
 Dir. of Pub. Relations &
 Publicity.....James J. Cassidy
 Dir. of Film Procurement.....Russ Landers
 Dir. of Sports.....Red Thornburgh
 V.P. in Chg. of Engineering.....R. J. Rockwell

Air Time.....Varies
 News Service.....AP, UP
 Transcription Service...Thesaurus, Standard, Associated
 Representative.....Spot Sales
 Membership.....TBA
 President (NBC).....Niles Trammell
 General Manager.....John McCormick
 Station Manager.....Charles C. Bevis, Jr.
 Sales Manager.....Harold L. Gallagher
 Promotion Director.....Howard Barton
 Dir. of News & Special
 Events.....Edward R. Wallace
 Production Manager.....Robert J. Spencer
 Film Director.....Albert Odeal
 Dir. of Remotes.....Charles Ranallo
 Technical Operations
 Supervisor.....Andrew L. Hammerschmidt

Cleveland

WEWS

1947

CBS-ABC-DuMONT
 CHANNEL 5

Frequency: 76-82 mc.....Power: Aural,
 8.15 Kw.; Visual, 16.3 Kw.
 Owned-Oper. By...Scripps-Howard Radio, Inc.
 Bus.-Studio Address.....The WEWS Bldg.,
 1816 E. 13th St.
 Phone Number.....Superior 6111
 Transmitter Location...7080 State Rd., Parma
 Air Time.....45 hrs. weekly
 News Service.....UP
 Representative.....Branham
 President.....Jack R. Howard
 (230 Park Ave., New York 17, N. Y.)
 V.P., General Mgr.....James C. Hanrahan
 Station Dir.....J. Harrison Hartley
 Program Mgr.....Patrick H. Crafton
 Dir. News, Prom., Spec. Events, Film
 Oper. & Pub.....Floyd E. Weidman
 Film Supervisor.....Edward T. Noll
 Dir. of Remotes.....Ernest E. Sindelar
 Technical Director.....Joseph B. Epperson

WNBK

1948

NBC
 CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 2.5 Kw.;
 Visual, 5 Kw.
 Owned-Oper. By.....National Bcstg. Co., Inc.
 Business-Studio Address...815 Superior Ave.
 Phone Number.....Cherry 0942
 Transmitter Location...Brecksville

Detroit

WJBK-TV

1948

CBS-DuMONT
 CHANNEL 2

Frequency: 54-60 mc.....Power: Aural,
 7.51 Kw.; Visual, 14.26 Kw.
 Owned-Oper. By.....The Fort Industry Co.
 Business-Studio Address...500 Temple
 Phone Number.....Temple 3-7900
 Transmitter Location...8009 Lyndon
 Air Time.....approx. 6:30 p.m.-10 p.m.
 News Service.....INS
 Transcription Service...Lang-Worth
 Representative.....Katz
 President.....George B. Storer
 General Manager.....Richard E. Jones
 Commercial Manager...George M. Millar
 Actg. Program Dir.....Helen Anderson
 Promtion Mgr.....Joyce M. Chapman
 Prod. Mgr., Film Dir.....Helen Anderson
 Publicity Director.....Joyce Chapman
 Chief Engineer.....Paul Frincke

WXYZ-TV

1948

ABC
 CHANNEL 7

Frequency: 174-180 mc.....Power: Aural,
 16.7 Kw.; Visual, 32.1 Kw.
 Owned-Operated By.....WXYZ, Inc.
 Business Address.....1700 Stroh Bldg.
 Phone Number.....Cherry 8321
 Studio Address.....Maccabees Bldg.
 Air Time.....18 hrs. weekly
 General Manager.....James G. Riddell
 Sta. Mgr., Prog. Dir.....John Pival
 Commercial Manager...Len Kamins
 Promotion Director.....William J. Hendricks

U. S. TELEVISION STATIONS

Special Events.....Ted Johnson
Production Manager.....Lanny Pike
Film Director.....Rosalind Roulston
Dir. of Remotes.....Don Hallman
Technical Director.....Charles Kotcher

Film Director.....Lynn Trammel
Dir. of Remotes.....Larry DuPont
Dir. of Engineering.....R. C. Stinson

WWJ-TV

1947

NBC

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural.
8.75 Kw.; Visual, 17.5 Kk.

Owned-Oper. By.....Evening News Assn.
Bus.-Studio Address.....622 W. Lafayette Ave.
Phone Number.....WOODWARD 2-2000
Transmitter Location.....Penobscot Bldg.
Air Time . . . 4 p.m.-6 p.m.; 7 p.m.-10 p.m. or later
News Service.....AP, UP
Transcription Service.....Standard, Lang-Worth
Representative.....Hollingbery
Membership.....TBA, NAB
President.....W. E. Scripps
General Manager.....Harry Bannister
Asst. General Mgr.....Edwin K. Wheeler
Gen. Sales Mgr.....Harry W. Betteridge
Gen. Program Mgr.....Melvin C. Wissman
Promotion Manager.....Jake Albert
Special Events Dir.....James Eberle
Production Manager.....Tom Riley
Publicity Manager.....Dick Spencer
Film Director.....William C. Lane
Gen. Engineering Mgr.....E. J. Love

Hollywood

KNBH

1949

NBC

CHANNEL 4

Frequency: 66-72 mc.....Power: Aural.
13.7 Kw.; Visual, 27.5 Kw.

Owned-Oper. By.....The National Bcstg. Co., Inc.
Bus.-Studio Address.....Sunset & Vine
Phone Number.....HOLLYWOOD 9-6161
Transmitter Location.....On the grounds of the
Mt. Wilson Hotel Co.

Air Time.....Sundays-Thursdays, approx. 3½
hrs. per day

News Service.....AP, INS, UP
Transcription Service.....Thesaurus
Representative.....Spot Sales
Admn. V.P. Chg. TV (NBC).....Sidney N. Strotz
Mgr. TV Western Div. (NBC),

Station Mgr.....Harold J. Bock
Dir. of Sales.....Frank A. Berend
Program Mgr.....Robert V. Brown
Adv.-Prom. Mgr.....Helen Murray Hall
Dir. News & Spec. Events.....Roger Sprague
Prod. Supvr.....Edward H. Sobol
Publicity Mgr.....Leslie Raddatz
Film Handler.....Robert Guggenheim, Jr.
Producer-Dir. (Field).....A. V. Cole
Video Control Supvr.....W. L. States
Operations Supvr.....Robert W. Clark

Fort Worth

WBAP-TV

1948

ABC-NBC

CHANNEL 5

Frequency: 77.25-81.75 mc.....Power: Aural.
8.8 Kw.; Visual, 17.6 Kw.

Owned-Oper. By.....Carter Publications, Inc.
Bus.-Studio-Transmitter Address.....3900 Barnett
St.

Phone Number.....56-1981
Air Time . . . 6 p.m.-10 p.m. nightly, 6 days wkly.
News Service.....AP
Transcription Service.....Lang-Worth, Cole.
Associated

Representative.....Free & Peters
President.....Amon Carter
Director.....Harold Hough
Station Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....Seymour Andrews
Dir. of News & Spec. Events.....James A. Byron
Production Manager.....Bob Gould
Publicity Director.....Jack Rogers

KTSL

1931

MBS-DuMONT-DON LEE

CHANNEL 2

Frequency: 54-60 mc.....Power: Aural, 7.5 Kw.;
Visual, 15 Kw.

Owned By.....Thomas S. Lee Enterprises, Inc.
Operated By.....Don Lee Bcstg. System
Business Address.....1313 N. Vine St.
Phone Number.....HUDSON 2-2133
Studio Addresses.....1313 N. Vine St.,
3800 Mount Lee Dr.

Transmitter Location.....3800 Mount Lee Dr. &
Mount Wilson

Air Time . . . 3 p.m.-4:30 p.m.; 6:15 p.m.-10:15 p.m.
weekly

News Service.....AP, INS
Membership.....NAB
President.....Lewis Allen Weiss
General Manager.....Willet H. Brown
Director of Telev.....Harry R. Lubcke
Commercial Manager.....Bob Hoag
Program Director.....Carlton Winckler

Promotion Director.....Bob Stock
 Dir. News & Spec. Events..... Ira Walsh
 Production Manager.....Elbert Walker
 Publicity Director.....Mark Finley
 Film Director.....Don Hine
 Dir. of Remotes.....Gilbert Wyland
 Technical Director.....Harold W. Jury

Houston

KLEE-TV

1948

CBS

CHANNEL 2

Frequency: 50-60 mc. Power: Aural. 8.5 Kw.;
 Visual, 16 Kw.
 Owned-Operated By..... W. A. Lee
 Business Address.....Milby Hotel
 Phone Number.....P-1161
 Studio-Transmitter Location.....Post Oak Rd.
 Air Time.....Evening hrs.
 Representative.....Adam J. Young, Jr.
 President.....W. Albert Lee
 Station-Commercial Mgr.....Sidney Balkin
 Program Director.....Ken Bagwell
 Film Director.....Bud Johnson
 Chief Engineer.....Paul Huhndorff

Los Angeles

KECA-TV

1949

ABC

CHANNEL 7

Frequency: 174-180 mc. Power: Aural.
 14.8 Kw.; Visual, 29.8 Kw.
 Owned-Oper. By.....American Bcstg. Co.
 Business Address.....6363 Sunset Blvd.
 Phone Number.....Hudson 2-3141
 Studio Address. Television Center, Prospect &
 Talmadge
 Transmitter Location.....Mt. Wilson
 Air Time.....Not yet on air
 Representative.....ABC Spot Sales
 President (ABC).....Mark Woods
 Station Manager.....Clyde Scott
 Commercial Manager.....Amos Baron
 Dir. of TV Prog., Western
 Div.....Richard J. Goggin
 Promotion Director.....Jack O'Mara
 Dir. of News.....Frank LaTourette
 Publicity Director.....Bob Hall
 Dir. of Remotes.....James T. Vandiveer
 Mgr. Tech. Oper., Western
 Div.....James T. Caldwell

KFI-TV

1948

CHANNEL 9

Frequency: 186-192 mc. Power: Aural.
 18 Kw.; Visual, 34 Kw.
 Owned-Oper. By.....Earle C. Anthony, Inc.
 Bus. Studio Address.....141 N. Vermont Ave.
 Phone Number.....FAirfax 2121
 Transmitter Location.....Mt. Wilson
 Air Time.....15 hrs. weekly
 News Service.....AP, UP
 Transcription Service.....Capitol, Associated,
 World
 Representative.....Edward Petry
 Membership.....TBA, NAB
 President.....Earle C. Anthony
 General Manager.....W. B. Ryan
 Station Manager.....Haan J. Tyler
 Sales-Prom. Mgr.....Kevin B. Sweeney
 Program Director.....Ron Oxford
 Dir. News & Spec. Events.....Pat Bishop
 Film Director.....James Love
 Dir. of Remotes.....Robert Livingston
 Technical Director.....Seymour Johnston

KLAC-TV

1948

CHANNEL 13

Frequency: 210-216 mc. Power: Aural.
 16.2 Kw.; Visual, 30.8 Kw.
 Owned-Oper. By.....KMTR Radio Corp.
 Bus. Studio Address.....1000 Cahuenga Blvd.
 Phone Number.....Hillside 1161
 Transmitter Location.....Atop Mt. Wilson
 News Service.....AP, UP
 Transcription Service.....Capitol
 Representative.....Adam J. Young, Jr.
 President.....Dorothy S. Thackrey
 Exec. V.P., Gen. Sta. Mgr.....Don J. Fedderson
 Commercial Manager.....David E. Lundy
 Program Director.....Fred Henry
 Promotion Director.....Jack Miller
 Dir. News & Spec. Events.....Jim McNamara
 Production Manager.....Don Forbes
 Publicity Director.....Red Doff
 Dir. of Remotes.....Fred Henry

KTLA

1947

CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 15 Kw.;
 Visual, 30 Kw.
 Owned-Oper. By.....Paramount Television
 Productions, Inc.
 Bus. Studio Address.....5451 Marathon St.
 Phone Number.....Hollywood 2411
 Transmitter Location.....Mt. Wilson
 Air Time.....7 days weekly, afternoon & evening
 News Service.....JP
 Transcription Service.....World, Paramount
 Video, Weed

. . . U. S. TELEVISION STATIONS . . .

Membership TBA
President Paul Raibourn
General-Station Mgr. Klaus Landsberg
Sales Manager Harry Maynard
Program Director Philip Booth
Dir. News & Spec. Events, Publicity
Director Jonathan Rice
Production Manager J. Gordon Wright
Film Director Leland Muller
Technical Director Raymond M. Moore

KTTV

1948

CBS
CHANNEL 11

Frequency: 198-204 mc. Power: Aural,
16.5 Kw.; Visual, 31.5 Kw.
Owned-Oper. By KTTV, Inc.
Bus.-Studio Address. 1025 N. Highland Ave.
Phone Number HUDson 2-1301
Transmitter Location Mt. Wilson
News Service AP
Representative Radio Sales
President Norman Chandler
General Manager Harry W. Witt
Commercial Manager Frank King
Program Director Hal Hudson
Promotion Director Peter Roebeck
Dir. News & Spec. Events. Stuart Phelps
Production Manager David Crandell
Film Director Robert Breckner
Dir. of Remotes Joe Conn
Chief Engineer Raymond Monfort

Louisville

WAVE-TV

1948

NBC-ABC-CBS
CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 4 Kw.;
Visual, 7 Kw.
Owned-Operated By WAVE, Inc.
Bus.-Studio-Transmitter Address. 334 E.
Broadway
Phone Number Wabash 2201
Air Time approx. 6:30-10:30 nightly
News Service AP
Transcription Service Thesaurus, Lang-Worth
Representative Free & Peters
Membership NAB
President George W. Norton, Jr.
General Manager Nathan Lord
Commercial Manager Ralph Jackson
Program Director George C. Patterson
Prom.-Pub. Director Eugene W. Leake, Jr.
Dir. News & Spec. Events James Caldwell

Production Manager John Boyle
Film Director Fred Mullen
Dir. of Remotes Walter Witherbee
Technical Dir. Wilbur E. Hudson

Memphis

WMCT

1948

NBC-CBS-DuMONT
CHANNEL 4

Frequency: 68-72 mc. Power: Aural, 7.12 Kw.;
Visual, 13.6 Kw.
Owned-Oper. By Memphis Publishing Co.
Bus.-Studio Address. Goodwyn Institute Bldg.
Phone Number 8-7464
Transmitter Location Memphis
Air Time Not yet on air
Transcription Service Thesaurus, Lang-Worth,
SESAC
Representative Branham
General Manager H. W. Slavick
Commercial Mgr. J. C. Eggleston
Program Director Wilson Mount
Publicity Director Walter E. Frase
Dir. of News Bob Pigue
Production Manager Eugart Yerian
Film Director Marvin F. Carter
Chief Engineer E. C. Frase, Jr.

Milwaukee

WTMJ-TV

1947

NBC-ABC-CBS
CHANNEL 3

Frequency: 60-66 mc. Power: Aural, 10.2 Kw.;
Visual, 16.1 Kw.
Owned-Operated By The Journal Co.
Business Address 333 W. State St.
Phone Number MARquette 8-6000
Studio-Transmitter Location Radio City,
720 E. Capitol Dr.
Air Time Average 33 hrs. weekly
News Service AP
Transcription Service Thesaurus
Representative Edward Petry
V.P., Gen. Mgr. Walter J. Damm
Asst. General Mgr. L. W. Herzog
Station-Comm. Manager R. G. Winnie
Prog. Mgr., Dir. of Remotes Jim Robertson
Prom.-Pub. Dir. Bruce Wallace
Dir. of News Jack E. Krueger
Comm. Prod. Mgr. Frank Hart
Chief Engineer Phil Laeser

Minneapolis-St. Paul

KSTP-TV

1948

NBC

CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 17.3 Kw.; Visual, 24.7 Kw.

Owned-Operated By.....KSTP, Inc.
Bus. Studio-Transmitter Address.....3415 University Ave., St. Paul; 3415 University Ave. S.E., Minneapolis

Phone Number.....Prior 2717
Air Time.....5½ hrs, daily
Representative.....Edward Petry
President, General Mgr., Stanley E. Hubbard
V.P., Asst. Mgr., K. M. Hance
Commercial Mgr., Miller C. Robertson
Program Director.....Del Franklin
Prom.-Pub. Director.....Joe Cook
Dir. News & Spec. Events.....Walt Raschick
Film Director.....Richard Kepler
Technical Director.....John McMahon

WTCN-TV

1948

ABC

CHANNEL 4

Frequency: 66-72 mc. Power: Aural, 9.2 Kw.; Visual, 17.9 Kw.

Owned-Oper. By.....Minnesota Bcstg. Corp.
Business Address.....Wesley Temple Bldg.
Phone Number.....Main 6562
Studio Address.....Radio City
Transmitter Location.....Foshay Tower
Air Time.....Not yet on air
Representative.....Free & Peters
President.....W. J. McNally
General-Station Mgr., F. Van Konynenburg
Commercial Manager.....R. N. Ekstrum
Program Director.....J. Bryson
Promotion Director.....Clifford J. Rian
Production Manager.....Max Karl
Technical Director.....John Sherman

New Haven

WNHC-TV

1948

DuMONT-NBC

CHANNEL 6

Frequency: 82-88 mc. Power: Aural, 25 Kw.; Visual, 50 Kw.

Owned-Oper. By.....The Elm City Bcstg. Co.
Business-Studio Address.....1110 Chapel St.
Phone Number.....8-0196

Transmitter Location.....Gaylord Mt., Hamden
Air Time.....10 a.m.-12 noon, 5 p.m.-11 p.m.
News Service.....AP
Transcription Service.....Standard
Representative.....Rambeau
President.....Patrick J. Goode
General Manager.....Aldo De Dominici
Sta. Mgr., Prog. Dir., James T. Milne
Commercial Manager.....Vincent Callanan
Prom.-Pub. Director.....Lewis Doolittle
Dir. News & Spec. Events.....Tom Romano
Production Manager.....Ed Lesnick
Film Dir., Emery Schmittgall, Selig Tanner
Dir. of Remotes.....Irving Small
Technical Director.....Vincent DeLaurentis

New Orleans

WDSU-TV

1948

ABC-NBC-DuMONT-LA.

CHANNEL 6

Frequency: 82-88 mc. Power: Aural, 15 Kw.; Visual, 31 Kw.

Owned-Oper. By.....WDSU Bcstg. Service Co., Inc.

Business Address.....Moneleone Hotel
Phone Number.....Ra. 7135
Studio-Transmitter Location.....Hibernia Bank Bldg., 313 Carondelet St.

Air Time.....6:15 p.m.-10 p.m., 6 days weekly
News Service.....AP, UP
Transcription Service.....Associated
Representative.....John Blair
Membership.....FMA, NAB
President.....Edgar B. Stern, Jr.
Exec. V. P., Robert D. Swezey
Commercial Manager.....Charles Price
Program Director.....Stanley Holiday
Dir. News & Spec. Events.....Weddy Leifer
Production Manager.....Byron Dowty
Publicity Director.....Ray Liuzza
Film Director.....Rose Wetzel
Dir. of Remotes.....John Muller
Technical Director.....Carlos Dodd
Chief Engineer.....Lindsey Riddle

New York

WABD

1941

DuMONT

CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 9.45 Kw.; Visual, 14.25 Kw.

Owned-Oper. By.....Allen B. DuMont Laboratories, Inc.

U. S. TELEVISION STATIONS

Business Address.....515 Madison Ave.
 Phone Number.....MUrray Hill 8-2600
 Studio Addresses.....515 Madison Ave.,
 9th & Broadway
 Transmitter Location...42nd Fl. 515 Madison
 Ave.
 Air Time..... Monday-Friday, 7 a.m.-11 p.m.;
 Sunday, 6 p.m.-9 p.m.
 News Service.....INS
 Membership.....TBA, NAB
 President.....Allen B. DuMont
 Dir. of Network.....Mortimer W. Loewi
 Dir. of Oper. DuMont Net.....Leonard Hole
 Asst. Dir. Opr. DuMont Net...Julian Armstrong
 Network Asst.....Humboldt Greig
 Dir. of Sales.....Tom Gallery
 Program Dir. (Net.).....James Caddigan;
 (WABD) Tony Kraber
 Promtion Dir.....Wade Thompson
 Daytime Pgm. Dir.....Jack Rayel
 Publicity Dir.....Don Giesy
 Film Dir.....John Novak
 Dir. Mobile Opr.....Harry Coyle
 Dir. Eng. DuMont Network.....Rodney Chipp
 Chief Engr. WABD.....Sol Patremio
 Dir. of Research.....Tom Goldsmith

WCBS-TV

1931

CBS

CHANNEL 2

Frequency: 54-60 mc....Power: Aural, 10 Kw.;
 Visual, 13.7 Kw.
 Owned-Oper. By....Columbia Bcstg. System,
 Inc.
 Business Address.....51 E. 42nd St.
 Phone Number.....PLaza 5-2000
 Studio Addresses.....15 Vanderbilt Ave.,
 Studio Theatre: 109 W. 39th St.
 Transmitter Location.....Chrysler Tower
 Air Time.....7 days weekly
 News Service.....AP
 Representative.....Radio Sales
 Membership.....TBA
 V.P., Dir. TV Oper.....J. L. Van Volkenburg
 Program Director.....Charles M. Underhill
 News, Spec. Events & Sports
 Director.....Edmund Chester
 Sales Director.....David V. Sutton
 Mgr. Prog. Devel.....Worthington C. Miner
 Mgr. Sales Devel.....George L. Moskovics
 Operations Mgr., Studio.....Merritt Coleman
 Oper. Mgr., Technical.....Paul Wittlig
 Mgr. Film Procure. Div.....Stanton M. Osgood
 Mgr. Film Syndication Div.....H. Grant Theis

WJZ-TV

1948

ABC

CHANNEL 7

Frequency: 174-180 mc....Power: Aural,
 14.8 Kw.; Visual, 29.5 Kw.

Owned-Oper. By....American Bcstg. Co., Inc.
 Bus.-Studio Address.....30 Rockefeller Plaza
 Phone Number.....Circle 7-5700
 Transmitter Location.....Hotel Pierre
 Air Time...7 p.m.-11 p.m., Sat. & Sun. 2-11 p.m.
 News Service.....AP, INS, UP
 Transcription Service.....Video
 Representative.....ABC
 Membership.....TBA
 President (ABC).....Mark Woods
 Station Manager.....Murray Grabhorn
 Commercial Manager.....C. L. Doty
 Program Director.....Alexander Stronach
 Promotion Director.....Gene Russell
 Dir. News & Spec. Events.....Thomas Velotta
 Production Manager.....Charles Holden
 Publicity Director.....Earl Mullin
 Film Director.....Nat Fowler
 Dirs. of Remotes.....Robert Doyle,
 Marshall Diskin
 Technical Director.....George Milne

WNBT

1941

NBC

CHANNEL 4

Frequency: 66-72 mc....Power: Aural, 7 Kw.;
 Visual, 7 Kw.
 Owned-Oper. By....National Bcstg. Co.
 Business Address.....Rockefeller Plaza
 Phone Number.....Circle 7-8300
 Studio Addresses...30 Rockefeller Plaza, 106th
 St. & Park Ave.
 Transmitter Location.....Empire State Bldg.
 Air Time.....35 hrs. 15 min. weekly
 News Service.....AP, INS, UP
 Membership.....TBA
 President (NBC).....Niles Trammell
 Manager.....Thomas B. McFadden
 Sales Manager.....John C. Warren
 Adv. Prom. Director.....Murry Harris
 Program Manager.....John H. Reber
 Mgr. News & Spec. Events...Fred S. Heywood
 Publicity Director.....Schuyler G. Chapin
 Chief Engineer.....O. B. Hanson

WPIX

1948

CHANNEL 11

Frequency: 198-204 mc....Power: Aural,
 9.25 Kw.; Visual, 18.5 Kw.
 Owned-Operated By.....WPIX, Inc.
 Bus.-Studio-Transmitter Address...220 E. 42nd
 St.
 Phone Number.....MUrray Hill 2-1234
 Air Time.....39 hrs. weekly
 News Service.....AP
 Transcription Service.....Associated, SESAC
 Representative.....Free & Peters

. . . U. S. TELEVISION STATIONS . . .

Membership TBA
 President..... F. M. Flynn
 Station Manager..... Robert L. Coe
 Commercial Manager..... B. O. Sullivan
 Program Manager..... James S. Pollak
 Mgr. News & Spec. Events..... Carl Warren
 Pub. Relations Mgr..... Frank Young
 Mgr. Research & Devel..... C. E. Denton
 Chief Engineer..... Tom Howard

WATV

1948

CHANNEL 13

Frequency: 210-216 mc..... Power: Aural,
 25 Kw.; Visual, 50 Kw.
 Owned-Operated By..... Bremer Bcstg. Corp.
 Bus.-Studio Address..... Television Center
 Phone Number..... (N. Y.) BRa clay 7-8216;
 (N. J.) MItcheli 2-6400
 Transmitter Location..... First Mt. W. Orange
 Air Time..... Wednesday-Sunday, 3 p.m.-9:30 p.m.
 News Service..... AP
 Transcription Service..... World, Associated
 Representative..... Weed
 Membership..... TBA
 President, General Mgr..... Irving R. Rosenhaus
 V.P., Engineering..... Frank V. Bremer
 V.P., National Sales..... Edmund S. Lennon
 Program Director..... George Green
 Promotion Director..... James Sondheim
 Pub. Relations Dir..... Roland Trenchard
 Film Director..... Robert M. Paskow

Philadelphia

WCAU—TV

1946

CBS

CHANNEL 10

Frequency: 192-198 mc..... Power: Aural,
 14.7 Kw.; Visual, 25 Kw.
 Owned-Oper. By..... WCAU, Inc.
 Bus.-Studio Address..... 1622 Chestnut St.
 Phone Number..... LOcusi 7-7700
 Transmitter Location..... 12 S. 12th St.
 Air Time..... Unlimited
 News Service..... AP, UP
 Representative..... Radio Sales
 Assnt. General Mgr..... Dr. Leon Levy
 V.P., Assnt. Gen. Mgr..... Joseph L. Tinney
 V.P., TV Dir..... G. Bennett Larson
 Program Director..... John McClay
 Promotion Director..... Robert N. Pryor
 Dir. of News..... Alfred T. Ringler
 Production Manager..... Roy A. Meredith

Publicity Director..... John J. Kelly
 Film Director..... Helen Buck
 Technical Director..... John G. Leitch

WFIL—TV

1947

ABC-DuMONT

CHANNEL 6

Frequency: 82-88 mc... Power: Aural, 13.5 Kw.;
 Visual, 27 Kw.
 Owned-Oper. By..... Triangle Publications, Inc.,
 Phila. Inquirer Div.
 Bus.-Studio Address..... 45th & Marke! Sts.
 Phone Number..... EVERgreen 6-8090
 Transmitter Location..... Widener Bldg.
 Air Time..... Varies
 News Service..... AP
 Transcription Service..... Associated
 Representative..... Katz
 General Manager..... Roger W. Clipp
 Adm. Assnt. to Gen. Mgr..... Donald S. Kellet
 Commercial Mgr..... John E. Surrick
 TV Sales Manager..... Kenneth W. Stowman
 Promotion Director..... Fred Hayward
 Mgr. of Operations..... Felix Meyer
 Production Manager..... Jack Steck
 Publicity Director..... Richard C. Koster
 Film Director..... Walter Tillman
 Chief Engineer..... Louis E. Littlejohn
 Assnt. Chief Engr. for TV..... Henry Rhea

WPTZ

1941

NBC

CHANNEL 3

Frequency: 60-66 mc... Power: Aural, 8.9 Kw.;
 Visual, 17.8 Kw.
 Owned-Oper. By..... Philco Television Bcstg.
 Corp.
 Business Address..... 1800 Architects Bldg.
 Phone Number..... LOcusi 4-2244
 Studio Address..... 1619 Walnut St.
 Transmitter Location..... 1300 E. Mermaid Lane,
 Wyndmoor
 Air Time..... Approx. 5-11 p.m. daily
 News Service..... INS
 Transcription Service..... Thesaurus
 Representative..... NBC Spot Sales
 Membership..... TBA
 V.P., General Mgr..... E. B. Loveman
 Assnt. General Manager..... Rolland V. Tooke
 Comm. Mgr..... Alexander W. Dannenbaum, Jr.
 Program Director..... Ernest Walling
 Prom.-Pub. Dir..... Charles Hoban
 Dir. News, Spec. Events..... Clarence W. Thoman
 Film Director..... Albert J. Mann
 Chief Engineer..... Raymond J. Bowley

Pittsburgh

WDTV

1948

DuMONT
CHANNEL 3

Frequency: 60-66 mc. Power: Aural, 2.5 Kw.;
Visual, 5 Kw.
Owned-Oper. By Allen B. DuMont Labora-
tories, Inc.
Temporary Offices Nixon Theatre Bldg.
Phone Number Express 1071
Transmitter Location Perrysville, at Montana
& Grizella Sts.
Air Time 6 p.m.-M., daily except Saturday
Membership TBA
President Dr. Allen B. DuMont
General-Station Mgr. Donald A. Stewart
Prog.-Pub. Director Larry Israel
Chief Engineer Ray Rodgers

Richmond

WTVR

1947

NBC
CHANNEL 5

Frequency: 82-88 mc. Power: Aural, 6.4 Kw.;
Visual, 12.16 Kw.
Owned-Oper. By Havens & Martin, Inc.
Bus.-Studio Address 3301 W. Broad St.,
P. O. Box 5229
Phone Number 5-8611
Transmitter Location Staples Mill Rd. off
W. Broad St.
Air Time Sun.-Fri. 2-4 p.m.; 6:15-11 p.m.
News Service Transradio
Transcription Service Thesaurus, Lang-Worth
Representative Blair, NBC Spot Sales
Membership TBA
Pres., Gen.-Sta. Mgr. Wilbur M. Havens
Comm. Mgr., Prom. Dir. Walter A. Bowry, Jr.
Prog. Dir., Dir. News & Spec. Events.
Publicly Director Allan Phaup, Jr.
Prod. Mgr., Film Dir. Conrad Rianhard, Jr.
Technical Director Wilfred H. Wood

St. Louis

KSD-TV

1947

NBC
CHANNEL 5

Frequency: 76-82 mc. Power: Aural, 10 Kw.;
Visual, 20 Kw.

Owned-Oper. By Pulitzer Publ. Co.
Bus.-Studio-Transmitter Address 1111 Olive St.
Air Time Approx. 30 hrs. weekly
Phone Number MAin 1111
News Service AP
Transcription Service Thesaurus, World
Representative Free & Peters
Membership TBA
President Joseph Pulitzer
General Manager George M. Burbach
Sales Manager Guy E. Yeldell
Chief Engineer J. E. Risk

Salt Lake City

KDYL

1948

NBC-UTAH-IDAHO
CHANNEL 4

Frequency: 66-72 mc. Power: Aural, 4 Kw.;
Visual, 2 Kw.
Owned-Oper. By Intermountain Bcstg. &
Telev. Corp.
Business Address Tribune Bldg.
Phone Number 5-2991
Studio Address Television Playhouse,
68 Regent St.
Transmitter Location Walker Bank Bldg.
Air Time 20 hrs. weekly
Representative John Blair
Membership NAB
Pres., Gen.-Sta. Mgr. S. S. Fox
V.P., Tech. Dir. John M. Baldwin
Dir. of Telev. Harry Golub
Program Director Danny Ranger
Dir. News & Spec. Events Emerson Smith
Production Manager Byron Openshaw
Publicity Director Del Leeson
Film Director Hal Kaufman
Dir. of Remotes Wally Lambourne
TV Engineer Allan Gunderson

San Francisco

KPIX

1948

CHANNEL 5

Frequency: 76-82 mc. Power: Aural,
15.43 Kw.; Visual, 29.93 Kw.
Owned-Oper. By The Associated Bcstrs., Inc.
Bus.-Studio Address Mark Hopkins Hotel
Phone Number EXbrook 2-4567
Transmitter Location Roof, Mark Hopkins
Hotel Tower
Air Time 14-28 hrs. weekly
News Service INS, UP

U. S. TELEVISION STATIONS

Transcription Service.....Standard, Associated
Representative.....Bolling
Membership.....TBA, NAB
President.....Wesley I. Dumm
V.P., Station Mgr.....Philip G. Lasky
Commercial Mgr.....John G. Campbell
Program Director.....Keith Kerby
Promotion Director.....Richard Kelly
Dir. News & Spec. Events.....Bob Hansen
Technical Director.....A. E. Towne

Phone Number.....Eliot 2480
Studio-Transmitter Location.....3rd North &
Gaylor
Air Time.....5 p.m.-11 p.m.
News Service.....AP, INS
Transcription Service..Associated, Lang-Worth
Representative.....Adam J. Young, Jr.
President.....Palmer K. Leberman
General-Station Mgr.....Robert E. Priebe
Comm. Manager.....Al Hunter
Prog.-Pub. Dir., Prod. Mgr.....Lee Schulman
Technical Director.....George Freeman

Schenectady

WRGB

1939

NBC

CHANNEL 4

Frequency: 66-72 mc....Power: Aural, 20 Kw.;
Visual, 40 Kw.
Owned-Oper. By.....General Electric Co.
Business Address.....1 River Rd.
Phone Number.....4-2211, Ext. 4926
Studio Address.....60 Washington Ave.
Transmitter Location.....New Scotland
Air Time.....approx. 33 hrs. weekly
News Service.....AP, INS
Transcription Service..Thesaurus, Lang-Worth
Representative.....NBC Spot Sales
Membership.....TBA, NAB
V.P., Mgr. of Bcstg.....R. S. Peare
Asst. Mgr. of Bcstg.....B. J. Rowan
Station Manager.....G. E. Markham
Asst. Station Mgr.....R. W. Welpott
Supvr. of Sales.....A. G. MacDonald
Supvr. of Programs.....A. G. Zink
Actg. Supvr. of Prom. & Pub....R. W. O'Brian
Act. Supvr. of Prod.....P. H. Krauss
Supvr. of Scripts.....T. B. Beebe
Supvr. of News.....W. T. Meenam
Supvr. of Music.....A. O. Coggeshall
Chief Engineer.....W. J. Purcell
Asst. to Engineer.....B. W. Cruger

Seattle

KRSC-TV

1948

CBS-NBC

CHANNEL 5

Frequency: 72-78 mc.....Power: Aural,
11.25 Kw.; Visual, 22.5 Kw.
Owned-Operated By.....Radio Sales Corp.
Business Address.....2939 Fourth Ave. So.

Syracuse

WHEN

1948

CHANNEL 8

Frequency: 180-186 mc.....Power: Aural,
13.4 Kw.; Visual, 26.7 Kw.
Owned By.....Meredith Engineering Co.
Oper. By.....Meredith Syracuse Telev. Corp.
Bus.-Studio-Transmitter Address..101 Court St.
Phone Number.....3-1126
Air Time.....Approx. 4 hrs. per day
News Service.....UP
Transcription Service.....Associated
Representative.....Katz
President.....E. T. Meredith, Jr.
General-Station Mgr.....Paul Adanti
Comm. Mgr., Prom.-Pub. Dir...William H. Bell
Prog. Dir., Prod. Mgr.....William Bohem
Film Director.....Jean Slade
Chief Engineer.....H. Eugene Crow

Toledo

WSPD-TV

1948

NBC

CHANNEL 13

Frequency: 210-216 mc.....Power: Aural,
27 Kw.; Visual, 12 Kw.
Owned-Oper. By.....The Fort Industry Co.
Business-Studio Address.....136 Huron St.
Phone Number.....ADams 3175
Transmitter Location.....Superior St.
Air Time... Mon.-Sat. 2-4:30 p.m., 6-10:30 p.m.
News Service.....AP, INS, UP
Transcription Service..Lang-Worth, Standard,
Thesaurus
Representative.....Katz
Membership.....NAB

President.....George B. Storer
 General-Station Mgr.....E. Y. Flanigan
 Comm. Mgr. (Local).....Westford Shannon
 Program Director.....Glenn Jackson
 Prom.-Pub. Dir.....Dick Gourley
 Dir. News.....James Uebelhart
 Sports Director.....Bob Evans
 Film Director.....Elaine Phillips
 Dir. of Remotes.....Ashley Dawes
 Technical Director.....William Stringfellow

Washington

WMAL-TV

1947

ABC

CHANNEL 7

Frequency: 174-180 mc.....Power: Aural,
 13.9 Kw.; Visual, 27.7 Kw.

Owned-Oper. By...The Evening Star Bcstg. Co.
 Business Address.....724 14th St., N.W.
 Phone Number.....National 5400
 Studio Address.....Commonwealth Bldg.
 Transmitter Location...Campus, American Univ.
 Air Time.....6:30 p.m.-11 p.m.
 News Service.....AP, UP
 Transcription Service...Associated, Standard
 Representative.....ABC Spot Sales
 Membership.....NAB
 President.....S. H. Kaufmann
 V.P., General Mgr.....K. H. Berkeley
 Mgr. of Bcst. Oper. & Telev.....Fred Shawn
 Commercial Mgr.....Ben B. Baylor, Jr.
 Production Manager.....Arthur Weld
 Film Director.....Charles Bloomquist
 Chief Engineer.....Frank Harvey

WNBW

1947

NBC

CHANNEL 10

Frequency: 66-72 mc.....Power: Aural, 10.5
 Kw.; Visual, 20.5 Kw.

Owned-Oper. By...National Broadcasting Co.
 Business Address.....724 14th St., N.W.
 Phone Number.....REpublic 4000
 Studio-Transmitter Location...Wardman Park
 Hotel
 Air Time.....Appro. 5:00-11.00 p.m.
 News Service.....UP
 Transcription Service...Thesaurus, Standard
 Representative.....NBC Spot Sales
 President.....Niles Trammell, NBC
 V.P.....E. M. Russel
 General Manager.....Wm. R. McAndrew
 Asst. to V.P.....Wm. R. McAndrew

Commercial Manager.....Mahlon Glascock
 Program Director.....George Y. Wheeler
 Promotion Director.....Thomas Geoghegan
 Publicity Director.....Jay Roxen
 Film Director.....George Dorsey
 Director of Remotes.....Charles Colledge
 Technical Director.....Howard Gronberg

WOIC

1949

CBS

CHANNEL 9

Frequency: 186-192 mc.....Power: Aural, 14.4
 Kw.; Visual, 27.3 Kw.

Owned-Oper. By....Bamberger Bcstg Service
 Business Address.....433 Barr Bldg.
 Phone Number.....STerling 0600
 Transmitter Location...40th & Brandywine Sts.,
 N.W.

Air Time.....6:30-10:30 p.m., Sunday-
 Friday

Transcription Service.....Capitol
 Representative.....WOR Sales
 Membership.....TBA
 President.....Theodore Streibert
 General Manager.....Eugene S. Thomas
 Commercial Manager....William D. Murdock
 Program Director.....James S. McMurry
 Promotion-Pub. Dir.....John F. Hardesty
 Director of News.....Ken Evans
 Production Manager.....James Blair
 Film Director.....Montrey Ashburn
 Director of Remotes....Lawrence Wilkinson
 Technical Director.....Robin D. Compton

WTTG

1945

DuMONT

CHANNEL 5

Frequency: 76-82 mc.....Power: Aural, 10.5
 Kw.; Visual, 17.5 Kw.

Owned-Oper. By...Allen B. DuMont Labora-
 tories, Inc.

Business-Studio Address...12th and E. Sts., N.W.
 Phone Number.....STerling 5300
 Transmitter Location...19th Rd. bet. Edison
 & Harrison Sts., Arlington Co., Va.

Air Time.....Average 31 hrs. weekly

News Service.....Transradio
 Transcription Service...Associated
 Membership.....TBA
 President.....Dr. Allen B. DuMont
 Gen.-Station Mgr.....Walter Compton
 Commercial Manager....Harold E. Sheffers
 Pro. Dir.-Oper. Mgr.....Roger Coelos
 Dir. of Special Events...Leslie Arries, Jr.
 Publicity Director.....Don Roper
 Mgr. of Film Dept.....Jules Huber
 Director of Remotes....Leslie Arries, Jr.

COMMERCIAL TELEVISION PROGRAMS — 1948

(Network and Local)

The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1948. The programs listed are for the 12-month period ending Dec. 31, 1948. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.

A

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Adam vs. Eve	Boston Store Department Store	Quiz Show	WTMJ	Louise Mark
Admiral Press Box	Admiral Corp.	Baseball Recap	WTTG	R. J. Enders
All-Star Football Preview	RCA-Victor Television Sets	Remote	WGN-TV	J. Walter Thompson
All-Star Warm-U	Bell & Howell Cameras	Remote	WGN-TV	Henri, Hurst & McDonald
Americana Quiz	Firestone Tire & Rubber Co. Tires, Rubber Products	Quiz	NBC	Sweeney & James
America Speaks	Merrill Lynch-Pierce Fenner & Beane	Dr. Gallup Public Opinion Poll	KSD-TV	CBS
America Speaks	Merrill Lynch-Pierce Fenner & Beane Institutional		CBS	Newell-Emmett
America's Town Meeting of the Air	Modern Industrial Bank Banking Service		WJZ-TV	Metropolitan
Elaine Arndt Dance Recital	Admiral Radio Corp. Radio & TV Sets	Dance Recital	WWJ	Wolfe Jickling Dow & Conkey
The Arrow Show	Cluett Peabody & Co. Shirts, Neckwear		NBC	Young & Rubicam
Associated Press News	St. Louis Nat'l Buick Dealers Assn.	Illustrated News Commentary	KSD-TV	Direct
Author Meets the Critics	General Foods All Products		NBC	Benton & Bowles

ADVERTISING AGENCY

STATION

TYPE

SPONSOR-PRODUCT

TITLE

Direct

WPTZ

Remote

Hough
Used Cars

Auto Auction

B

Baltimore Colts	National Brewing Co.	Football	WTTG	Owen and Chappel
Band (Eden Central School)	General Electric Supply	Studio	WBEN-TV	Bowman & Block
Barbershop Quarter	Kleinmans	Live	WBEN-TV	Bowman & Block
Baseball	Falstaff Brewing Corp.	Remote	KSD-TV	Dancer-Fitzgerald-Sample
Baseball	Ford Dealers	Remote	KSD-TV	J. Walter Thompson
Baseball	Ford Dealers, Automobiles; RCA-Victor, Radio & TV Sets	Sports	KSTP-TV	J. Walter Thompson
Baseball	Ford Motor Co.	Remote	WBKB	J. Walter Thompson
Baseball	Al Kime Appliances	Remote	WBEN-TV	Adam Eby
Baseball	Narragansett Refining Co.	Remote	WBZ	Standish Co.
Baseball	Participating (3 Sponsors)	Remote	WPTZ	Various
Baseball	Petty Motor Ford Distributor	Remote	KDYL	Gillham
Baseball	Walton Motors Lincoln Distributor	Remote	KDYL	George Baker
Baseball (Cleveland vs. Boston)	Atlantic Refining Co. Gasoline, Oil	Live	DuMont	N. W. Ayer
Baseball (Detroit Tigers)	Goebel Brewing Co. Beer	Sports	WWJ	Brooke, Smith, French & Dorrance
Baseball (Dodger Games)	Ford Motor Co.	Remote	WCBS-TV	J. Walter Thompson
Baseball (Dodger Games)	P. Lorillard Co.	Remote	WCBS-TV	Lennen & Mitchell
Baseball (Nite games, N. Y. Giants)	Chesterfield	Sports	WPIX	Newell-Emmett
Baseball (Red Sox & Braves)	Atlantic Refining Co.	Remote	WBZ	N. W. Ayer
Baseball (White Sox)	Atlas Brewing Co.	Remote	WGN-TV	Olian
Baseball (White Sox, Cubs)	P. Lorillard	Remote	WGN-TV	Lennen & Mitchell
Baseball (Yankees)	P. Ballantine & Sons Beer	Remote	WABD	J. Walter Thompson
Baseball Previews	Philco Dealers	Interviews & Commentary	KSD-TV	Marjorie Willen

Baseball Previews	Philco Distributor Radio Appliances	Film	WPTZ	Julian Pollock
Baseball Previews	Joseph Zamoiski Co. Electric Appliances	Sports Roundup	WMAL-TV	Kal, Ehrlick & Merrick
Batter Up	Philadelphia Motor Car Co.	Live—Quiz	WFIL-TV	Yardis
Basketball	Adleta Co.	Sports	WBAP-TV	Direct
Basketball	Athletic Supply Co. Sports Equipment	Sports	WSPD	Wendt
Basketball	Atlantic Refining Automotive Products	Remote	WPTZ	N. W. Ayer Sons
Basketball	Bon Marche Department Store	Sports	KRSC-TV	Direct
Basketball	Christian-Sheidler Co. Motorola Radios & TV Sets	Sports	WSPD	Direct
Basketball	Ellison Furniture Co.	Sports	WBAP-TV	Direct
Basketball	Motorola Dealers	Remote	KSD-TV	Westheimer
Basketball	Motorola-Radio-TV Sets, etc.	Sports	KSTP-TV	Gourfain & Cobb
Basketball	National Brewing Co.	Sports	WTTG	Owen & Chappell
Basketball	Stag Beer	Remote	KSD-TV	Maxon, Inc.
Basketball (College)	Coca-Cola Bottling	Sports	WXYZ	William B. Wisdom
Basketball (College)	First Wisconsin Nat'l Bank	Sports	WTMJ	Mary Lemkuhl
Basketball (College)	General Electric TV Sets	Sports	WWJ	Luckoff, Wayburn & Frankel
Basketball (College)	General Electric Supply Furniture	Remote	WBEN-TV	Bowman & Block
Basketball (College)	P. J. Nee	Sports	WNBW	Harwood Martin
Basketball (College)	Wadmas Oil Co.	Sports	WTMJ	Compton
Basketball (High School)	First Wisconsin Nat'l Bank	Sports	WTMJ	Mary Lemkuhl
Basketball (Warriors)	Norge Distributors	Remote	WFIL-TV	Campbell-Ewald
Beauty on Parade	Hornung Beer	Live	WFIL-TV	Clements
Fred Beck's Kitchen	Farmer's Market	Cooking	KTTV	Wade
Fred Beck's Kitchen	Southern Calif. Gas Co.	Cooking	KTTV	McCann-Erickson
Between the Goalposts	Lacy's Philco Products	Sports	WMAL-TV	Henry J. Kaufman
Between the Goalposts	N. Snellenburg Department Store	Remote	WPTZ	R. J. Enders

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
The Bigelow Show	Bigelow-Sanford Co. Carpets		NBC	Young & Rubicam
Black Magic	Wm. Jennings Coal	Studio	WPTZ	R. D. Kitzmiller
The Bold Look	McManus & Riley Men's Clothing	Live	WRGB	Woodard & Fris
Bowie Races (Fall)	Gunther Brewing Co. Beer	Sports	WNBW	Ruthrauff & Ryan
Bowie Races (Spring)	Gunther Brewing Co. Beer	Sports	WNBW	Booth, Vickery & Schwinn
Boxing	American Shops, Inc. Men's Suits	Remote	WABD	William N. Schoor
Boxing	Ballantine & Sons Beer & Ale		ABC	J. Walter Thompson
Boxing	Bickford Bros. Co.	Remote	WBEN-TV	Roizen
Boxing	Gillette Safety Razor Co. Safety Razors, Blades		NBC	Maxon
Boxing	Howard Clothes Men's Clothing	Remote	WABD	Redfield-Johnstone
Boxing	The Odell Co. Trol Hair Tonic	Remote	WABD	Lawrence C. Gumbinner
Boxing	Petty Motor Ford Distributor	Remote	KDYL	Gilham
Boxing	Winston Radio & Tele Corp.	Remote	WABD	Sternfield-Godley
Boxing (Amateur)	General Electric TV Sets	Sports	WWJ	Luckoff, Wayburn & Frankel
Boxing (Amateur)	Southern Wholesalers RCA	Sports	WNBW	Henry J. Kaufman
Boxing Bouts	Motorola, Inc.	Remote	WENR-TV	Gourfain-Cobb
Boxing (Charles vs. Bivins)	P. Ballantine & Sons Beer & Ale	Remote	CBS	J. Walter Thompson
Boxing (CYO)	Admiral Corp. Radios & Television Sets	Remote—Live	WBKB	Jones Frankel
Boxing (Golden Gloves)	Chicago Tribune	Remote	WGN-TV	Direct
Pro-Boxing & Wrestling	Maison Blanche Department Store	Sports	WXYZ	Fitzgerald

Pro-Boxing & Wrestling	Zerz—7 Up Bottling	Sports	WXYZ	Fitzgerald
Boxing (Ridgewood)	Kreuger Brewing Co. Beer	Sports	WPIX	Benton & Bowles
Bozo's Circus	Rancho Soup	Children's Program	KTTV	Long
Breakfast Club	Philco Corp.		ABC	Hutchins Adv. Co.
Break the Bank	Refrigerators		ABC	Doherty, Clifford & Shanfield
Buffalo Bills	Bristol-Myers Mum & Vitalis George F. Stein Brewery	Football Film	WBEN-TV	H. J. Weil
Call-A-Tune	RCA Victor Dealers	Musical Request	KSD-TV	Direct
Camel Newsreel Theater	R. J. Reynolds Tobacco Co.		NBC	William Esty
Canine Kids	Trim Dog Food	Live	WCAU-TV	Direct
Capital Citizen	Tom's Auto Service Chrysler, Plymouth	Variety	WNBW	Henry J. Kaufman
Capitol Close-Up	Occidental Restaurant	Interviews	WMAL-TV	Robert J. Enders
Cartoon-A-Quiz	L. P. Stewart, Inc. Automotive	Sports, Quiz & Cartoons	WMAL-TV	Kal, Ehrlich & Merrick
Cartoon Capers	Rich Ice Cream	Studio	WBEN-TV	Bowman & Block
Cartoon Capers	Wildroot Co.	Studio	WBEN-TV	B.B.D. & O.
Cavalcade of Hockey	Canadian General Electric	Film	WBEN-TV	Direct
Charade Quiz	United Cigar, Whelan Stores Various Products	Live	DuMont	Stanton B. Fisher
Chevrolet On Broadway	Chevrolet Dealers Automobiles		NBC	Campbell-Ewald
Chicagoland Music Festival	Motorola TV Sets	Remote	WGN-TV	Gourfain-Cobb
Child Care	Sanitary Diaper Corp. Diaper Service	Women's	WPIX	Miller
Children's Hour	Horn & Hardart	Live	WCAU-TV	Clements
Chitwood Drivers	Erie County Ford Dealers	Remote	WBEN-TV	Direct
Choir, (High School)	General Electric Co.	Studio	WBEN-TV	Bowman & Block
Civic Washington Speaks	The Hecht Co. Department Store	Variety	WNBW	Kal, Ehrlich & Merrick

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Club Television	Zenith Radio Television Sets	Live	WGN-TV	McFarland, Aveyard
CBS-TV News	Gulf Oil Co.	Live	WCBS-TV	Young & Rubicam
Comic Capers	Sun-Times	Live	WBKB	American National Video Prods.
Comics On Parade	Participating (2 Sponsors)	Children's	WPIX	Various
Walter Compton and the News	General Electric Supply Corp.	News	WTTG	Direct
Cross-Question	Patricia Stevens Model Agency	Live	WGN-TV	Meyerhoff
Daffy Derby	Special Food Co. Jay's Potato Chips	Live	WBKB	Kaufman
Allen Dale Show	Michigan Bulb Co. Tulips	Films	WGN-TV	O'Neil, Larson & McMahon
Dairy Farmer	Abbott's Dairies Dairy Products	Film	WPTZ	Richard A. Foley
Dan the Gadget Man	William H. Wells Gadgets	Live	WABD	Sureen
Date With Fat	D. H. Holmes Department Store	Disc-jockey	WXYZ	Direct
Demonstration Party	Conlon Corp.	Live	WGN-TV	C. C. Fogarty
Did You Find It	George's Radio & Television Co.	Audience Participation	WTTG	R. J. Enders
Dr. I. Q. Junior	Mars, Inc. Candy	Quiz	WWJ	Grant Adv.
Documentary Film	Auto Mfrs. Assn.	Documentary	WWJ	Direct
Documentary Film	Union Oil Co.	Documentary	WWJ	Direct
Dog Show	Wilkie-Buick Cars	Remote	WPTZ	Joseph Lowenthal
Doorway to Beauty	Young-Quinlan & Co. Department Store	Fashion Show	KSTP-TV	Direct
Doorway to Fame	Southern Music Co. Musical Instruments & Appliances	Film (musical)	WXYZ	Direct
Dugout Chatter	George's Radio & Television Co.	Sports	WTTG	R. J. Enders
Dugout Doings	Broadway House of Music TV Sets	Interview	WTMJ	Cramer-Krasselt

Dugout Doings
 Otto L. Kuehn
 Foods
 Direct

Dugout Interviews
 Cargill, Inc.
 Nutrena Dog Food
 Phil Bradley & Bruce B. Brewer

Dugout Interviews
 Minneapolis Savings & Loan
 Ford Dealers
 J. Walter Thompson
 Green-Brodie

Dumke, Ralph
 Teldisco, Inc.
 TV, Radio Sets, Equipment

R

Fall Fashions
 Capitol Fur Shop
 WTTG
 Kal, Ehrlich & Merrick

Famous Fights
 Walco Televue Lens
 WTTG
 Cayton, Inc.

Fashion Forecast
 Carl A. Laabs Furs
 WTMJ
 Louise Mark

Fashion Show
 Beck Furs
 WRGB
 Direct

Fashion Show
 Furs & Furrriers' Service
 Direct

Fashion Show
 Cohoes Manufacturing Co.
 Clothing
 Direct

Fashion Show
 Nadell's Furs
 WWJ
 A. R. Brasch

Fashion Story
 David Crystal
 WJZ-TV
 Direct

A Fashion Story
 The Hecht Co.
 Dept. Store
 Harwood Martin

Fashion Story
 C. H. D. Robbins Co.
 Women's Dresses
 Direct

Fashions On Parade
 Bergdorf Goodman Co.
 Fashions
 S. R. Leon

Fashions On Parade
 Bonwitt Teller
 Clothing
 Manning

Fashions On Parade
 Procter & Gamble
 Prell & Ivory Snow
 Benton & Bowles

Features for Women
 Philadelphia Inquirer
 WFIL-TV
 Direct

15-Minute Program
 The Apex Elec. Mfg. Co.
 Apex Iron-A-Matic
 Meldrum & Fewsmith

Fight for Lives
 Union Oil Co.
 American Shops, Inc.
 Foote, Cone & Belding
 B. B. D. & O.

Films
 The Hub
 Film
 Direct

Fishing for Fun
 Sporting Equipment
 WRGB

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Fitzgeralds	Federal Mfg. & Eng. Corp. Fed-Flash Cameras		WJZ-TV	A. W. Lewin
Fitzgeralds	I. J. Fox Furs		WJZ-TV	Peck
Fitzgeralds	Old Dutch Coffee Coffee, Tea		WJZ-TV	Peck
Food Fair Cooking School	Sattlers	Remote	WBEN-TV	Roizen
Football	Participating	Remote (Participating)	KDYL	Various
Football	Pepsi-Cola Bottlers of St. Louis	Remote	KSD-TV	Jim Daugherty
Football	RCA-Victor, Radio, TV Equip; Ford Dealers, Automobiles	Sports	KSTP-TV	J. Walter Thompson
Football	American Tobacco	Remote	WBZ	N. W. Ayer
Football	American Tobacco Co. Lucky Strikes	Remote	WGN-TV	N. W. Ayer
Football	Atlantic Refining Automotive Products	Remote	WPTZ	N. W. Ayer
Football (College)	American Tobacco Co. Lucky Strike Cigarettes	Remote	DuMont	N. W. Ayer
Football (College)	Humble Oil & Refining Co.	Sports	WBAP-TV	Franke, Wilkinson, Schiwetz & Tups
Football (College)	General Electric Supply	Remote	WBEN-TV	Bowman & Block
Football (College)	Rosinski Furniture Co.	Remote	WBEN-TV	Bowman & Block
Football (College)	Camels	Sports	WPIX	William Esty
Football (College)	First Wisconsin Nat'l Bank	Sports	WTMJ	Marc Lemkuhl
Football (College)	Call Carl	Football	WTTG	Kal, Ehrlich & Merrick
Football (High School)	Roycraft Co. Philco Distributor	Sports	KSTP-TV	Melamed Hobbs
Football (High School)	Leonard's Department Store	Sports	WBAP-TV	Direct
Football (High School)	Kudla Motor Sales	Remote	WBEN-TV	Roizen
Football (High School)	Surplus Sales Co.	Remote	WBEN-TV	Greenfield-Lippman
Football (High School)	J. B. Simpson Clothes	Remote	WGN-TV	Gourfain-Cobb
Football (High School)	Edwards-Harris Motorola Distributor	Football	WSB	Direct
Football (High School)	Ennis Motors, Inc. Used Cars	Sports	WTMJ	Direct

Football (High School)	Philco Dealers of Washington	Sports	WTTG	Kal, Ehrlich & Merrick
Football (Columbia University)	Liggitt & Myers	Remote	WCBS-TV	Newell-Emmett
Football (Eagles)	Admiral Radio	Remote	WFIL-TV	Enders
Football (Georgia University)	Walthour & Hood Sporting Goods	Film	WSB	Direct
Football (Green Bay Packer)	A. Gettleman Brewing Co. Beer	Sports	WTMJ	Scott, Inc.
Football Highlights	Butwell Thompson TV Retailer	Sports	WBAP-TV	Direct
Football (L. A. Rams)	Union Oil Co. Petroleum Products	Sports	KFI-TV	Foote, Cone & Belding
Football (N. Y. Giants)	Liggitt & Myers Chesterfields	Sports	WJZ-TV	Newell-Emmett
Football (N. Y. Giants-Chicago Bears)	Liggitt & Myers Tobacco Co. Chesterfields	Sports	ABC	Newell-Emmett
Football (Notre Dame)	Admiral Corp. Radios, TV Sets, Appliances	Sports	ABC	Cruttenden & Eger
Football (Pre Game Interviews)	Cargill, Inc., Nutrena Dog Food; Minneapolis Savings & Loan	Sports	KSTP-TV	Phil Bradley & Bruce B. Brewer
Football Preview	Pontiac Cars	Studio	WPTZ	Harry Feigenbaum
Football (Redskins & Giants)	American Oil Co. AMOCO Products	Remote	WMAL-TV	Joseph Katz
Football (U. of M. Games)	Oldsmobile, Div. of G. M. Autos	Sports	WWJ	D. P. Brother
Football (Yankee Pro Games)	General Motors Chevrolet Div. Chevrolet Cars	Remote	WABD	Campbell, Ewald
Ford Theater	Ford Motor Co. Automobiles	Live	CBS	Kenyon & Eckhardt
Fort Theater	Ford Motor Co.	Film	WBKB	CBS
Fox Moviephone Newsreel	Camel's Cigarettes	Newsreel	KSD-TV	NBC
Fun & Fables	Philco Distributing TV Sets	Children's Show	WWJ	Wm. I. Denman, Inc.
Fur Fashions	Schlamps	Fashions	KSTP-TV	Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
A Girl About Town	Bates Fabrics Fabrics		NBC	James P. Sawyer
Going Places	Heinel Motors Auto Products	Film	WPTZ	Welsh Advertising
Golden Gloves	Perman Stone Corp. Building Material	Sports	WTMJ	Direct
Golden Gloves Finals	Fay-San Distributors, Inc.	Boxing	WBEN-TV	Bowman & Block
Grandstand Quarterback	R. Cooper, Jr. GE Television Sets	Remote	WGN-TV	Maxon
Greatest Fights of the Century	E. L. Courmand Co. Walco TeleVue Lens	Film	CBS	Clayton
Greatest Fights of the Century	E. L. Courmand Co. Walco TeleVue Lens	Film	DuMont	Clayton
Greatest Fights of the Century	E. L. Courmand Co. Walco TeleVue Lens	Film	NBC	Clayton
Greatest Fights of the Century	Walco Tele-Vue Lens	Film	WENR-TV	Clayton
Guest Register	Philco Dealers	Rush Hughes Interviews	KSD-TV	Marjorie Wilten
H				
Bump Hadley Pitching Handy Man	Phillips-Jones Gimbel Bros. Department Store	Live Studio	WBZ WPTZ	Grey Direct
Harness Racing	Hyde Park Brewing Assn.	Remote	KSD-TV	Gardner
Harness Racing	Gunther Brewing Co. Beer	Sports	WNBW	W. Wallace Orr
Here Comes the Circus Hockey	Sattlers General Electric Corp. TV Equipment	Remote Sports	WBEN-TV KSTP-TV	Roizen Direct
Hockey Games	General Electric Supply Co.	Remote	WBEN-TV	Bowman & Block
Hockey	Allen B. DuMont Labs	Hockey	WTTG	Direct
Hockey	Norge Div. of Borg Warner Appliances	Sports	WWJ	Campbell Ewald
Hockey (N. Y. Rangers)	Schaefer Brewing Co. Beer	Sports	WPIX	B. B. D. & O.

Hockey (N. Y. Rovers)	Sunset Stores, Inc. Electrical Appliances	Sports	WPIX	Direct
Hockey (Red Wings)	Household Finance Corp. Loans	Sports	WWJ	LeValley, Inc.
Hoffman Huddle	Hoffman Radio Co. Radios, Phonographs, TV Sets	Sports	KFI-TV	Dan B. Miner
Holiday Star Revue	Elgin American Compacts, Cig. Lighters, etc.		ABC	Weiss & Geller
Homemaker's Matinee	Pierce-Phelps Distributors	Live	WCAU-TV	Robert Enders
Homes of 1948	The Hecht Co. Department Store	Variety	WNBW	Harwood Martin
Homes of 1948	P. J. Nee Furniture	Variety	WNBW	Harwood Martin
Homes of 1948	Manning Modern Furniture	Variety	WNBW	Kronstadt
Homes of 1948	Mazor Masterpieces Furniture	Variety	WNBW	Kronstadt
Horse Racing (Belmont)	Gillette Safety Razor Co. Safety Razors, Blades	Remote	CBS	Maxon, Inc.
Horse Racing (Ky. Derby)	Gillette Safety Razor Co. Safety Razors, Blades	Remote	CBS	Maxon, Inc.
Horse Racing (Preakness)	Gillette Safety Razor Co. Safety Razors, Blades	Remote	CBS	Maxon, Inc.
Hot Stove League	Paul Schulte Motors Kaiser-Fraiser	Baseball	KSD-TV	Gordon Marshall Co.
House of Squibb	E. R. Squibb Dental Products	Film	WPTZ	Direct
Howdy Doody	Mason Confectionery Co.	Live	NBC	Moore & Hamm
Howdy Doody	Unique Mfg. Co.	Live	NBC	Grant
Hyde Park Baseball	Hyde Park Brewing Assn.	Remote	KSD-TV	Gardner
Ice Capades	Philco Dealers	Remote	KSD-TV	Marjorie Wilten
Ice Hockey	Harper Meggee Electrical Supply	Sports	KRSC-TV	Direct
Ice Hockey	Stag Beer	Remote	KSD-TV	Maxon
I'd Like to See	Procter & Gamble Co.		NBC	Compton

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Illustrated News	Arcade Pontiac Dealer	News	WNBW	Kal, Ehrlich & Merrick
Inquiring Photographer	Spear & Co. Furniture	Interviews	WPIX	Direct
INS Newsreel	W. Berman Co., Inc.	Film	WBEN-TV	Bowman & Block
Inside Hollywood	Academy Theaters Theaters	Hollywood News	WWJ	Luckoff, Wayburn & Frankel
Institutional	The Austin Co.	Institutional Films	KSD-TV	Fuller, Smith & Ross
It's a Hit	Wright Motor Co. & Motorola Dealers	Quiz Show	KSD-TV	Westheimer
J				
Junior Jamboree	RCA-Victor Dealers	Children's Variety Studio	ProgramKSD-TV	J. Walter Thompson
Junior Jamboree	W. Bergman Co., Inc.	Studio	WBEN-TV	Bowman & Block
Junior Jamboree	RCA Victor Distributing TV Sets	Children's Show	WWJ	J. Walter Thompson
Junior Jamboree	Ned's Auto Supply Appliances	Children's Show	WWJ	Gerrish Albert
K				
Kiddie Parade	Benson Music Co., & O'Brien Tele. Sales	Live	WBKB	American National Video Prods.
Kid's Baseball Caravan	General Electric Products RCA Victor Distributing TV Sets	Baseball	WWJ	J. Walter Thompson
Kitchen Carnival	Detroit Edison Co. Public Utility	Homemaking	WWJ	Campbell Ewald Co.
Knickerbocker Show	Martin Davis Co. Cameras	Live	WBKB	O'Neil, Larson & McMahon
Knickerbocker Show	Tulip Festival Farms Flowers	Live	WBKB	Syldavis Products, Inc.
Kirk Knight Newcast	Detroit Edison Co. Public Utility	Live Newscast	WWJ	Campbell Ewald Co.
Kirk Knight Newcast	Norge, Div. of Borg Warner Appliances	Live Newscast	WWJ	Campbell Ewald
Alexander Korda	D. H. Holmes Department Store	Drama (Film)	WXYZ	Direct
Korda Feature Film	E. B. Jones & Tower Grove Bank	Film Drama	KSD-TV	Mars

Korda Feature Film	W. Bergman Co., Inc.	Film	WBEN-TV	Bowman & Block
Kraft Television Theater	Kraft Foods All Products		NBC	J. Walter Thompson
Kulka, Fran & Ollie	RCA Victor	Live	WBKB	Direct
Laughter On Records	Walter B. Lloyd Admiral Dealer	Live	KDYL	Atkins & Gilbert
The Laytons	Corning Glass Works Glass Products	Live	DuMont	Direct
Leaders in Industry	Reynolds & Co. Investment Brokers	Studio	WPTZ	Philip Klein
Let's Dance	Arthur Murray Dance Studio	Live	KDYL	Gordon Crowe
Let's Have Fun	Lit Bros. Department Store	Live	WCAU-TV	Direct
Let's Learn to Dance	George's Radio & TV Co. Philco	Variety	WNBW	Robert J. Enders
Let's Look at the News	Taylor Mfg. Co. Tile	News	WTMJ	Direct
Little Otto	Pure Oil Co.	Live	WBKB	Leo Burnett
Vincent Lopez	Teldisco, Inc. TV, Radio Sets Equipment	Live	WABD	Green-Brodie
Madhatters	George F. Stein Brewery	Novelty Band	WBEN-TV	H. J. Weil
Madison Sq. Gdn. Events	R. J. Reynolds Tobacco Co.	Remote	CBS	William Esty
Madison Sq. Gdn. Events	Ford Motor Co.	Remote	WCBS-TV	J. Walter Thompson
Madison Sq. Gdn. Events	General Foods Corp.	Remote	WCBS-TV	Benton & Bowles
Madison Sq. Gdn. Events	Knox the Hatter	Remote	WCBS-TV	Geyer, Newell & Ganger
Dick Mansfield Show	Thompson's Dairy -Dairy Products	Safety Cartoonist	WMAL-TV	Lewis Edwin Ryan
Mary, Kay & Johnny	Whitehall Pharmacal Co.		NBC	Dancer-Fitzgerald-Sample
Meet the People	Sam's, Inc. Department Store	Man on Street	WWJ	Stockwell & Marcuse
Messing's Prize Party	Messing Bakers	Live	WCBS-TV	Blaine-Thompson
Midget Boxing	Reed Candy Co.	Live	WBKB	Hill Blackett

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
The Missus Goes A-Shopping	B. T. Babbitt, Inc.	Live	WCBS-TV	Duane Jones
The Missus Goes A-Shopping	Coburn Farm Products	Live	WCBS-TV	Modern Merchandising Bureau
The Missus Goes A-Shopping	Manhattan Soap	Live	WCBS-TV	Duane Jones
The Missus Goes A-Shopping	C. F. Mueller Co.	Live	WCBS-TV	Duane Jones
The Mrs. Goes Golfing	Philco Dealers	Comedy	KSD-TV	Marjorie Wilten
Tom Mix	Leaf Gum Co.	Film	WBKB	Turner
Modern Food Magic	Butler Bros. for International Harvester	Dramatic	KSD-TV	Direct
Modern Living—American Plan	American Stores Co.	Live	WCAU-TV	Direct
Movie of the Week	Stravell-Paterson Philco Distributors	Film	KDYL	Direct
Mummers Parade	N. Snellenburg Department Store	Remote	WPTZ	Solis S. Cantor
Music for Michigan	Detroit Edison Co. Public Utility	Music	WWJ	Campbell Ewald Co.
Music Shoppe	Lubar Radio & Appliance Capehart	Musical	WNBW	Alvin Epstein
Name You Can Trust in Rubber & Where Safety Starts	William Sherry Tire Co., Inc. Tires	Film & Slides	WRGB	Direct
National Sports Gallery	First National Bank	Film	WPZ	B. B. D. & O.
Naturally Yours Film	Lambert Pharmacal Co. Shampoo	Women's	WWJ	Lambert & Feasley
Nature of Things	Motorola Automobile Radios	Newsreel	NBC	Gourfain-Cobb
NBC Newsreel	General Electric Co.	Newsreel	KSD-TV	NBC
NBC Newsreel	General Electric Co. All Products	Newsreel	NBC	Maxon
NBC Newsreel	General Motors Automobiles	Newsreel	NBC	D. P. Brother
NBC TV Newsreel	Bluebonnet Beer	News	WBAP-TV	Grant

NBC Newsreel	George's Radio & TV Co. Philio	News	WNBW	Robert J. Enders
NBC News Review of the Week	Disney Hats Men's Hats	News	NBC	Grey
NBC Washington Newsreel	Raleigh Haberdasher Clother	News	WNBW	Henry J. Kaufman
Needle Shop	Martin Fabrics Co.	Live	WABD	Alley & Richards
The Needle Shop	Martin Fabrics Velvet Cloth	Live	WABD	Alley & Richards
News	Wm. Cammeron Company Retail Lumber	News	WBAP-TV	Direct
News	Camel Cigarettes Tobacco		WSPD	NBC
News	Cook County Motors New Cars	Film		Malcolm-Howard
News	General Electric Electric Appliances		WSPD	NBC
News	Disney Hats Hats		WSPD	NBC
News in Pictures	Adam Meldrum & Anderson	Studio	WBEN-TV	Direct
News in Pictures	Kobacker's Department Store	Studio	WBEN-TV	Bowman & Block
News Program	L. C. Worman	News	WSPD	Direct
Newsreel	DuMont Television Sets	Film	WFIL-TV	Buchanan
Newsreel	Lee Hat Co. Disney Hats	Film	WBKB	Grey
Newsreel	Bendix Aviation	Film	WGN-TV	MacManus, John & Adams
Newsreel	Commonwealth Edison Utilities	Film	WGN-TV	J. R. Pershall
News Roundup	Peake Motor Co. DeSoto-Plymouth Dealer	News	WNBW	Henry J. Kaufman
News Tape	Howard Johnson	News Tape	WBZ	Chambers & Wiswell
News Tape	United Distributors	News Tape	WBZ	Copley
Nancy Niland	W. S. Peace Real Estate	Live	WCAU-TV	Direct
Now I'll Tell One	Turner Brothers Retail Clothes	Live	WBKB	Guenther-Bradford
Nu Way Cooking School	Danahy-Faxon Stores	Remote	WBEN-TV	Direct

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Off the Record	George's Radio & TV Co. Philio	Musical	WNBW	Robert J. Enders
Okay Mother	Sterling Drugs Various Products	Live	WABD	Knox Reeves
Olympic Films	Chevrolet Div. of G. M. Autos	Sports	WWJ	Campbell Ewald Co.
Olympic Games	General Petroleum	Sports	KTSL ABC	West-Marquis Robert J. Enders
On the Corner with Henry Morgan	Admiral Corp. Radios, TV Sets, Appliances	Live	WRGB	Direct
On the Job	Snappy Men's Shop Men's Clothing	Field & Stream Sports	WXYZ	Winius-Drescher-Brandon, Inc.
Outdoors in Louisiana	Jackson Brewery JAX Beer	Studio Variety	WPTZ WWJ	Direct J. Walter Thompson
Open House	Corn Exchange National Bank	Variety	WMAL-TV	Robert J. Enders
Open House	RCA Victor Distributing TV Sets	Live	DuMont	Lennen & Mitchell
On Wings of Thought	George's Radio Electric Appliances	Studio	WPTZ	Philip Klein
The Original Amateur Hour	P. Lorillard Co. Old Gold Cigarettes	Interview	WTMJ	Cramer-Krasselt
Outstanding Women	William Weisburg Sons Furs	Printed News & Slides	WRGB	Direct
Packer Previews	Broadway House of Music TV Sets	Printed News & Slides	WRGB	Direct
Page Printer News	Webster Motor Sales, Inc. Ford Cars	Film	WPTZ	Fein & Schwerin
Page Printer News	Colonial Ice Cream Co. Dairy Products	Live	WCBS-TV	Duane Jones
Paris Cavalcade of Fashion	Lichterman Furs	Live	WFIL-TV	Clements
Party Game	Mennen Co.			
Personality Show	Blue Suds			

Philco Playhouse	Columbia Wholesalers Philco Products	Film	WMAL-TV	Kal, Erlich & Merrick
Philco Teletalent	Roycraft Co. Philco Distributor	Amateur Talent	KSTP-TV	Melamed Hobbs
Philco Television Playhouse	Philco Corp. Radios, TV Sets, Record Players		NBC	Hutchins
Philco Touchdown	Philco—Vim Electric Radios, TV Sets		NBC	Hutchins
Philco Variety Premiere	Philco Corp. Radios, TV Sets, Appliances	Russ David, Pianist	ABC	Hutchins
Piano Portraits	Anheuser-Busch Budweiser Beer		KSD-TV	D'Arcy
Pictorial News	Havens Electric Co. Electrical Appliances	Pictures with Live Comment	WRGB	Direct
Picture This	Vick Chemical Co.	Sports	NBC	Morse International
Pigskin Parade	Southern Brick Co. Building Materials		WTVR	Direct
Player of the Day	Goodall Clothing	Remote	WGN-TV	R. & R.
Players of the Day	Sunbeam Shavemaster	Remote	WGN-TV	Perrin & Paus
Polo Games	Kiesel Coal Co.	Sports	WTMJ	Direct
Power's School of Charm	Philco Distributing TV Sets	Women's Show	WWJ	Wm. I. Denman, Inc.
Prime Ribbing	L. K. Ward Stores Freezers	Quiz	KTSL	E. S. Kellogg
Quarterback Quiz	Mennen Co.	Live	WCBS-TV	Duane Jones
Quick on the Draw	Erwin Chevrolet Cars	Studio	WPTZ	Gray & Roberts
Quizdom Class	Alexander's Dept Store	Live & Slides	WJZ-TV	William Warren
Quizette	Russo's Appliance Co. TV Receivers		WRGB	Nolan & Twitchell
Races	Old Country Trotting Assn.	Remote	WABD	B. B. & O.
Record Rendezvous	Frost Refrigerators Electrical Appliances, TV Sets	Musical Variety	WPIX	Borough

TITLE	SPONSOR-PRODUCT	TYPE	STATION	ADVERTISING AGENCY
Record Rendezvous	Participating (4 Sponsors)	Musical	WPIX	Various
Road Show	Gulf Oil Corp Gasoline, Oil		NBC	Young & Rubicam
Roar of the Rails	A. C. Gilbert Co. Toy Electric Trains		CBS	Charles W. Hoyt
Roblee Fanfare (Baseball & Football)	Brown Shoe Co. Roblee Shoes for Men	Remote	WABD	Leo Burnett
Rodeo	William Wrigley, Jr. & Co. Spearmint	Remote	CBS	Ruthrauff & Ryan
Roundy's Football Forecast	Murray's Restaurant	Football Predictions	KSTP-TV	Fadell
Roving Camera	Anheuser-Busch Budweiser Beer	Film	KSD-TV	D'Arcy
Royal Winter Fair	Canadian General Electric	Film	WBEN-TV	Direct
Salute to Industry	Marine National Bank	Educational	WTMJ	Cramer-Krasselt
Salute to Youth	Filene's Dept. Store	Interview	WBZ	L. B. Hawes
Santa Claus	Sears-Roebuck Co.	Children's Program	KSD-TV	Westheimer
Scoreboard	Local Loan Co.	Studio	WGN-TV	Van Hecker
Scoreboard	Nelson Bros. Furniture	Studio	WGN-TV	George Hartman
Scoreboard	William Hahn & Co. Shoes	Sports	WNBW	Henry J. Kaufman
Scoreboard	Ford Dealers	Sports	WSB	J. Walter Thompson
Second Guesser	National Plywoods, Inc. Amerwood	Live	WENR-TV	MacDonald-Cook
Stan Shaw	Teldisco, Inc. TV, Radio Sets & Equipment	Live	WABD	Green-Brodie
Shawmut Daily Newsteller	National Shawmut Bank	Film	WBZ	Doremus
Shawmut Home Theater	National Shawmut Bank	Films	WBZ	Doremus Co.
Shawmut Review	National Shawmut Bank	Co-op News Films	WBZ	Doremus Co.
Shoe Fashions	Brown Shoe Co.	Studio Fashion Show	KSD-TV	Leo Burnett & Co.
Shoppers Guide	Participating Prog. (35 Sponsors)	Studio	WBEN-TV	
Sitting Pretty	Peirce-Phelps Appliances	Studio	WPTZ	Adrian Bauer

Sketchbook	J. L. Hudson Co. Department Store	Variety	WWJ	Wolfe Jickling Dow & Conkey
Ski Show	Wolfe Sporting Goods	Live	KDYL	George Baker
Small Fry	Fischer Baker Co. Bread	Live	WABD	Scheck
Small Fry	General Foods	Live & Film	WABD	Benton & Bowles
Small Fry	Whitehall Pharmacal Co Kolynos Toothpaste	Live	WABD	Dancer-Fitzgerald-Sample
Softball	Donaldson Jones Jewelry	Remote	KDYL	Direct
Softball	Pinney Beverage	Remote	KDYL	Direct
Spare Room	Tifford Furniture & Appliance	Live	WABD	H. C. Morris
Sparkling Time	Pepsi Cola Everess	Live	WGN-TV	Presba-Feller & Presba
Sport Names to Remember	Austin Nichols & Co. Wine	Slides & Announcer	WABD	Alfred Lilly
Sports Ace	Cunningham's Drug Stores Drugs	Sports	WWJ	Simons-Michelson
Sports Album	Dowd Sporting Goods Co.	Film	KSD-TV	Direct
The Sports Album	Magnus Beck Jewelry	Film	WBEN-TV	Moss-Chase
Sports Album	F. & M. Shafer Brewing Co.	Remote	WCBS-TV	B. B. D. & O. Ruthrauff & Ryan
Sports Album	Dodge Div. of Chrysler Corp. AUTOS	Sports	WJZ-TV	
Sports Album	Schmidt Brewing Co. Beer	Sports	WWJ	Simons Michelson
Sports Events	Main Line Distributor Co. RCA TV Sets	Sports	WSPD	Direct
Sports News	H. Seeberg, Inc.	Live	WBEN-TV	Greenfield Lippman
Sports Previews	Skillern's Drug Retail Drug	Sports	WBAP-TV	Grant
Sports Program	Posmanturs	Interviews	WBEN-TV	H. J. Weil
Sports Program	George F. Stein Brewery	Interviews	WBEN-TV	H. J. Weil
Sports Roundup	E. W. Edwards & Son	Live	WBEN-TV	Direct
Sports Roundup	Plankington Packing Co. Meals	Sports	WTMJ	Cramer-Krassell
Sports Scrapbook	Wm. Gretz Brewing Co. Beer	Studio	WPTZ	Seeberhager, Inc.

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Sports Thrills	Manhattan Auto & Radio Motorola	Sports	WNBW	Henry J. Kaufman
Sports Window	B. F. Goodrich Tires, Appliances	Live	KDYL	Hickox & Donahue
The Sportsman	Ennis Motors, Inc. Used Cars	Sports	WTMJ	Direct
Sportsman's Corner	Peter Fox Brewing Co.	Live	WGN-TV	H. W. Kastor
The Sportsman's Quiz	Edgeworth Tobacco		CBS	Warwick & Legler
Sportsman's Quiz	Sports A-Field Pub. Co. Publication		CBS	Warwick & Legler
Sportsmen's Show	U. S. Rubber Co. Tires		CBS	Campbell-Ewald
Sportsman's Show	Barbey's, Inc. Beer	Studio	WPTZ	Gray & Rogers
Squash Match	Hahn Lutz Motor Sales Autos	Sports	WWJ	Wm. I. Denman, Inc.
Stars Are Bright	Comfort Bedding Mfg. Co.	Quiz	KTTV	Milton Weinberg
Stars of Tomorrow	Rubin's, Inc. Clothing	Remote	WGN-TV	Malcolm-Howard
Ted Steele	General Mills	Live	WABD	Dancer-Fitzgerald-Sample
Ted Steele	Teldisco, Inc. TV, Radio Sets, Equipment	Live	WABD	Green-Brodie
Stop Me If You've Heard This One	Davega Sporting Goods	Variety	NBC	Alfred J. Silverstein, Bert Goldsmith
Stop Me If You've Heard This One	George's Radio & TV Co. Philo		WNBW	Robert J. Enders
Stop the Clock	Elliot Lewis Corp.	Live	WCAU-TV	Joseph Lowenthal
Stop the Clock	Snellenburgs Dept. Store	Live	WCAU-TV	Joseph Lowenthal
The Street Singer	George's Radio & TV Co. Philo	Musical	WNBW	Robert J. Enders
Strippling Show	W. C. Strippling Co. Department Store	Films	WBAP-TV	Howard Caraway
Stump the Artist	John F. Daly, Inc. Ford Dealer	Live	WCAU-TV	E. L. Brown
Styles in Song	Albany Television Headquarters TV Receivers	Live	WRGB	Argos Adv. Agency