



**RADIO DAILY**  
TELEVISION DAILY

**PRESENTS**

**THE 1951  
TELEVISION  
YEAR BOOK**

***JACK ALICOATE***

***Editor-in-Chief***



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# ZIV

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Change TV Programs from your  
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**New Zenith® "Byron" TV Console.** 19 inch (238 sq. in.) 2-in-1 Reflection-Proof screen, wider than a newspaper page! New "Super-Range" chassis. Pre-tuned built-in antenna. 18th Century cabinet in rich Mahogany veneers.

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**ZENITH**  
"LONG DISTANCE" RADIO  
and TELEVISION





## **TELEVISION 1951**

**T**his, the Television Year Book of 1951 is as up-to-the-minute as tomorrow and as thorough as enthusiastic industry-wide cooperation and assistance could make it.

The pages that follow are a sincere and comprehensive compliment to the progress of Television in 1950 as well as coming innovations awaiting unveiling in 1951.

To all, everywhere, who have helped in the preparation of the pages that follow, our sincere gratitude.

**JACK ALICATE**  
*Editor-in-Chief*

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**impact!**  
**impact!**  
**impact!**  
**impact!**

**impact!**



**FIRESIDE THEATER**  
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**ROYAL PLAYHOUSE**  
Fireside's new name  
for regional sponsors

**NIGHT EDITOR**  
The famous Hal Burdick  
radio series brought to  
television

**PROFESSOR LIGHTSKULL,  
THE MIGHTY CHIMP**  
Mysteries solved by Professor  
Lightskull, the great  
chimpanzee detective, and his  
assistant, Doc Twiddle, and  
his all chimp cast

Several additional film  
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\* *Royal Playhouse is still available for  
showing in a number of excellent markets.*

Impact is that which happens to someone who has been hit hard. In Television programming it means a dynamic stirring of the senses during and long after the program has been seen.

Bing Crosby Enterprises has been stirring the senses of America's tele-viewing masses with its great dramatic series "Royal Playhouse,\*" produced for first run for Procter and Gamble Company under the name "Fireside Theater." Other productions now under way are "Night Editor" featuring that great story teller Hal Burdick, also Professor Lightskull and Doc Twiddle, a rollicking series of mystery plays (15 minutes) done with a great all-chimpanzee cast.

For information on all Bing Crosby Enterprises productions (or if interested in a program series created especially for you) call any United Programs, Inc., office listed below.

*Bing Crosby Enterprises, Inc.*

TELEVISION DIVISION



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# TV PROSPECTS FOR 1951

*Below is a roundup of TV broadcaster opinion on the prospects for business in 1951. These opinions represent the answers to questions submitted by Radio-Television Daily at the close of business last year. The opinions follow:*

**Hugh A. L. Half,** president and treasurer, Southland Industries, Inc., operators of WOAI-TV, San Antonio, Tex.: "In our first year of operation, TV has shown excellent growth and each month indicates progress. We are looking forward to the year 1951 with great expectations as we have now passed the period where advertisers are buying time on WOAI-TV primarily from the standpoint of obtaining a position or franchise. This is now a well established television market which combined with our type of operation assures advertisers results for their television advertising dollar, not just the hope of obtaining results at some future date."

**William Fay,** vice-president, Stromberg-Carlson Company, Rochester, N. Y.: "Of course like everyone in station TV operation, we are having difficulty accommodating all network requests for time, but we are selecting the schedule we feel will best serve our audience. I believe the interest in TV which the public has shown for the past two years, will continue to grow—obviously, unless there is a drastic change in our national economic planning, set production will be greatly curtailed."

**Marshall Rosene,** general manager, WSAZ-TV, Huntington, West Va.: "I am pleased to report that since our microwave relay network went into operation a couple of months ago, our business has grown by leaps and bounds. This is true both as to network as well as national spot business. We are indeed satisfied in the manner our station is progressing, and as to my personal TV predictions for the year 1951, I can only see a continuing upsurge both on the part of set buying, as well as advertising."

**Robert D. Swezey,** general manager of WDSU, New Orleans, reported "television in New Orleans is moving ahead at pretty much the same rate as it is doing all over the country. Apart from a national emergency of extraordinary impact, I can see no reason why 1951 should not be an exceedingly bright year for television. In

my opinion, it has proved its merits as the most effective advertising media, and a channel for education and entertainment of lasting appeal."

Swezey's optimism was shared by **R. E. Dunville,** president of WLW, Cincinnati, who said:

"Television in 1951 should be good for everyone. In spite of the retention of set sales occasioned by confusing publicity on the matter of color, circulation should continue to increase during 1951 and expanding local and network hours is very definitely indicated. Our three television stations are operating from 7:30 a.m., to as late as 1 a.m., six days a week with a starting time on Sunday of 10:30 a.m., and our greatest problem is time clearances.

"Many stations have resorted to double and triple spotting and it is not anticipated that WLW television will take this step. Expenses will continue to rise in television operations, however, but unless some economic catastrophe occurs, 1951 should be a tremendous year."

By the end of 1951 TV will be tripled or better, according to **Miller C. Robertson,** vice-president in charge of sales at KSTP-TV, Minneapolis-St. Paul. Robertson added:

"According to the number of sets sold, this is one of the fastest growing TV markets. Local accounts are heavy TV time buyers and without a doubt, TV has taken its place in the Twin Cities beside radio as another great advertising medium."

**Campbell Arnoux,** president of WTAR-TV, Norfolk, Va., in answer to RADIO DAILY's query "how's business?" said "I am glad to say I don't know how it could be any better. We are rapidly reaching the sold-out situation and both local and national spot business is growing by leaps and bounds. Barring unexpected governmental restrictions on production, my personal prediction for TV in 1951 is that we will have more business than we can handle."

*(Continued on Page 1039)*

# SNADER TELESCRIPTIONS

... produced expressly for television!

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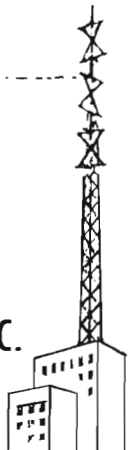
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FRANK YANKOVIC  
LANNY ROSS  
RED NICHOLS  
ALLAN JONES  
CONNIE HAINES



# TV PROSPECTS FOR 1951

Reporting growing national spot business, *U. A. Latham*, general manager of WKRC-TV, Cincinnati, declared: "I am convinced that TV in '51 will be beyond all predictions, just as the set sales for 1950 extended beyond predictions.

"Undoubtedly, the network commitments will become more and more of a problem as national spot sales grow in size. However, network affiliations are naturally variable in getting the largest possible audience that will attract spot business. Therefore, the problem of balancing local, network and spot sales will become increasingly more difficult as TV advances."

*Philip G. Lasky*, vice-president and general manager, KPIX, San Francisco: "KPIX is two years old and we are quite gratified with the healthy way it has grown in this initial period. Business in 1950 has been active and satisfactory, and barring unusual upsets because of the world situation, we look to 1951 to bring complete economic stability to the television broadcasting business."

*Alvin D. Schrott*, manager, WJAC, Johnstown, Pa.: "As far as 1951 is concerned we believe that the set sales will continue to move along at a very good pace. It is almost a certainty that the quality of network shows will continue to improve, thereby swinging many of the 'die-hards' to TV."

*Thad Holt*, president, WAFM-TV, Birmingham, Ala.: "National spot business is definitely on the increase. 1951 should certainly be a great year for television."

*Charles L. Glett*, executive vice-president, Don Lee Television: "Business is at an all time high on Channel two, Los Angeles. National spot is growing at a tremendous rate. Barring any unusual circumstances, 1951 will be the most important year in the history of television."

*Haan J. Tyler*, manager of KFI-TV, Los Angeles, reports: "Business has been excellent with KFI-TV. National spot business is still growing, and being strictly an independent operation, we are not faced with any network affiliate problems. My personal prediction for 1951 is that television in this area will be bigger and better than ever. Most of the stations here are planning expanded schedules. In spite of material shortages and talk about color,

TV set sales are still going forward at a tremendous pace. Before 1951 has seen its finish, there will be over a million sets in the Los Angeles area. That is a market too large to overlook. It is true that there will be some material shortages brought on by an all-out defense effort on the part of our country. Perhaps there will be some sponsors who will have to curtail because of this. There will, however, be others in line to supplant them, and I see nothing but a big year ahead."

*Richard B. Hull*, radio-TV director for WOI-TV, Ames, Ia.: "Business is good with WOI-TV (both commercial and educational business). Spot business is still growing. The problem of handling network affiliation commitments is a hot one as you can imagine with a 4-network affiliation, an allocated two circuits out of Chicago West and policy which prevents beer, proprietary medicines, etc. and a generally tougher program acceptance policy than is normal (because of College ownership). On the good side is the fact we maintain our own local loop and deal equally with all 4 networks.

"For 1951 I predict TV itself will grow in acceptance and importance and in sale of time. Receiver sales will increase until the end of the first quarter. Only the NPA knows about new stations in view of the emergency and their 'freeze' may be more important than the FCC's."

*M. C. Watters* of WCPO-TV, Cincinnati, believes: "The trend toward the programming of good shows for daytime viewers will increase in 1951. It is our intention to continue to push WCPO-TV's daytime programming during the new year so that they will become an even greater attraction. Business is fine with WCPO-TV. The national spot business is growing by leaps and bounds. As we subscribe to both the ABC-TV and DuMont Television Networks, we will continue to handle the best programs which are made available to this station by those sources."

*Frank Samuels*, vice president of ABC in Hollywood, comments: "The national spot business is growing steadily as is our local business."





A TRIBUTE TO THE  
**ANGELS  
 OF ABC  
 TELEVISION**

ADMIRAL CORP.  
 AMERICAN BAKERIES  
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 CANADA DRY  
 COOK'S CHAMPAGNE  
 DODGE DEALERS  
 GENERAL MILLS  
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 GOODYEAR TIRE AND RUBBER  
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 U.S. AIR FORCE RECRUITING  
 WANDER COMPANY  
 WINE CORP. OF AMERICA  
 YOUNG PEOPLE'S CHURCH OF THE AIR

**American Broadcasting Company**

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# A. B. C. TELEVISION NETWORK

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## **ROBERT E. KINTNER** *President*

Youngest president of a major broadcasting system, ROBERT E. KINTNER, president of the American Broadcasting Company, has played a leading part in the advance of the network to a commanding position in the television field. A native of Stroudsburg, Pa., and a graduate of Swarthmore College, he had a distinguished newspaper career as a financial writer and Washington



**KINTNER**

correspondent before joining the Army in 1941. Following his discharge from the service as a Lieutenant Colonel, Kintner joined ABC as a vice-president. In 1946 he was elected executive vice-president of the network and in 1949 was elected its president. A resident of New York City, he is married and has two children, Susan and Michael.

## **FRED M. THROWER** *Vice-President in Charge of Television Sales*

With a background of sales contact and sales experience from the time he entered the broadcasting industry at the age of 19, FRED THROWER has been largely responsible for the rapidly rising sales curve of the American Broadcasting Company. In 1942, when the Blue Network (predecessor of ABC) was set up as a separate entity, Thrower was named its general sales manager. In that year, gross billings of the network were



**THROWER**

\$15,782,493. Last year, with Thrower as its vice-president in charge of sales, the American Broadcasting Company reported gross radio billings of \$42,342,225. He was named to his present post in October, 1950. Thrower served as a naval lieutenant in England, Continental Europe and the CBI theatre during the war. A native of Florida, he is an enthusiastic hunter and deep sea fisherman.

## **ALEXANDER STRONACH, JR.** *National Director of Television Programs*

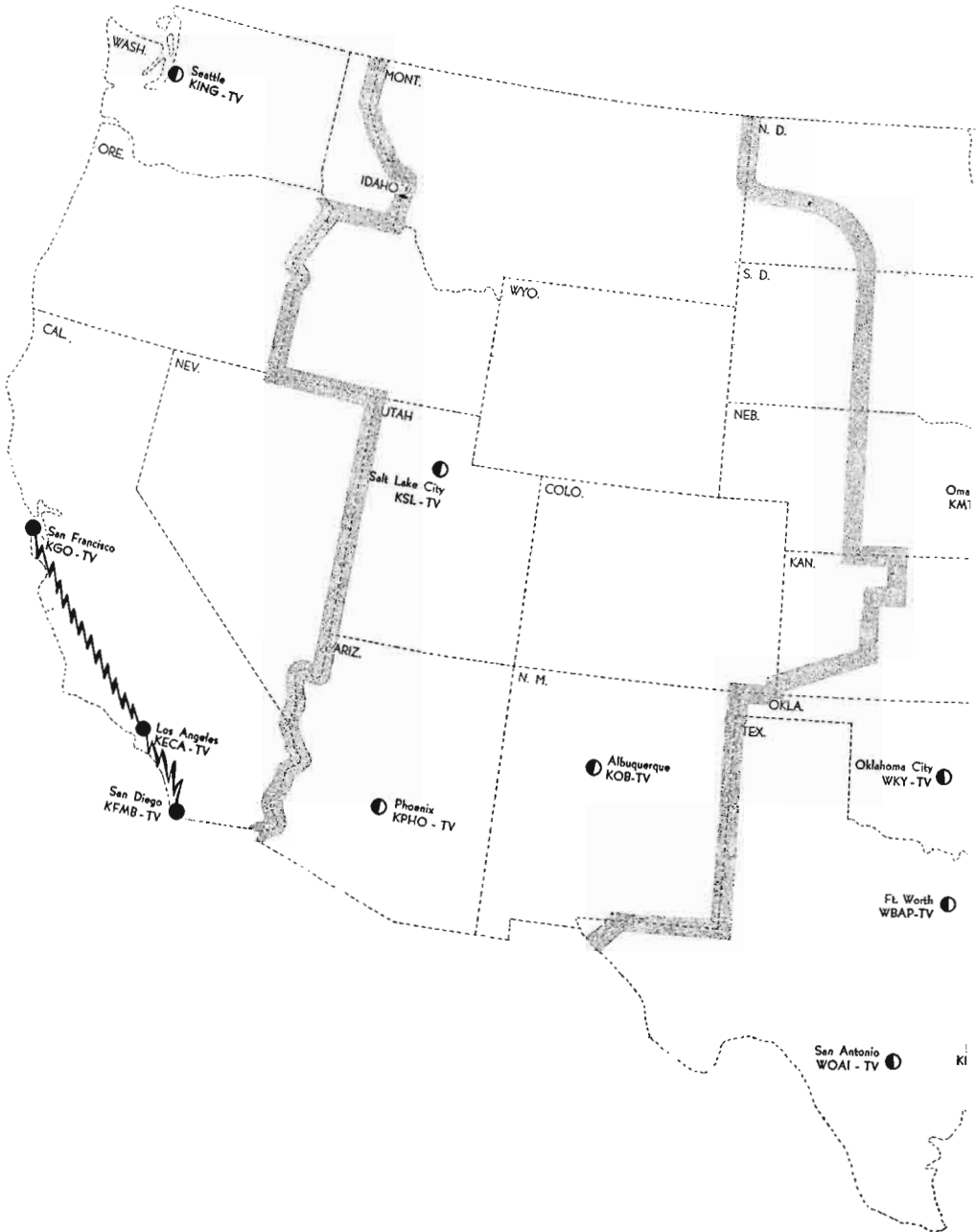
With a wide experience of writing, production, and agency operations in his background, ALEXANDER (SANDY) STRONACH, ABC's national director of television programs, joined the network in September, 1948. A former free lance writer for magazines and motion pictures, Stronach joined Young & Rubicam, Inc., in 1938 as a writer on the "We, The People" radio program. Subsequently, he produced and directed this program as well as



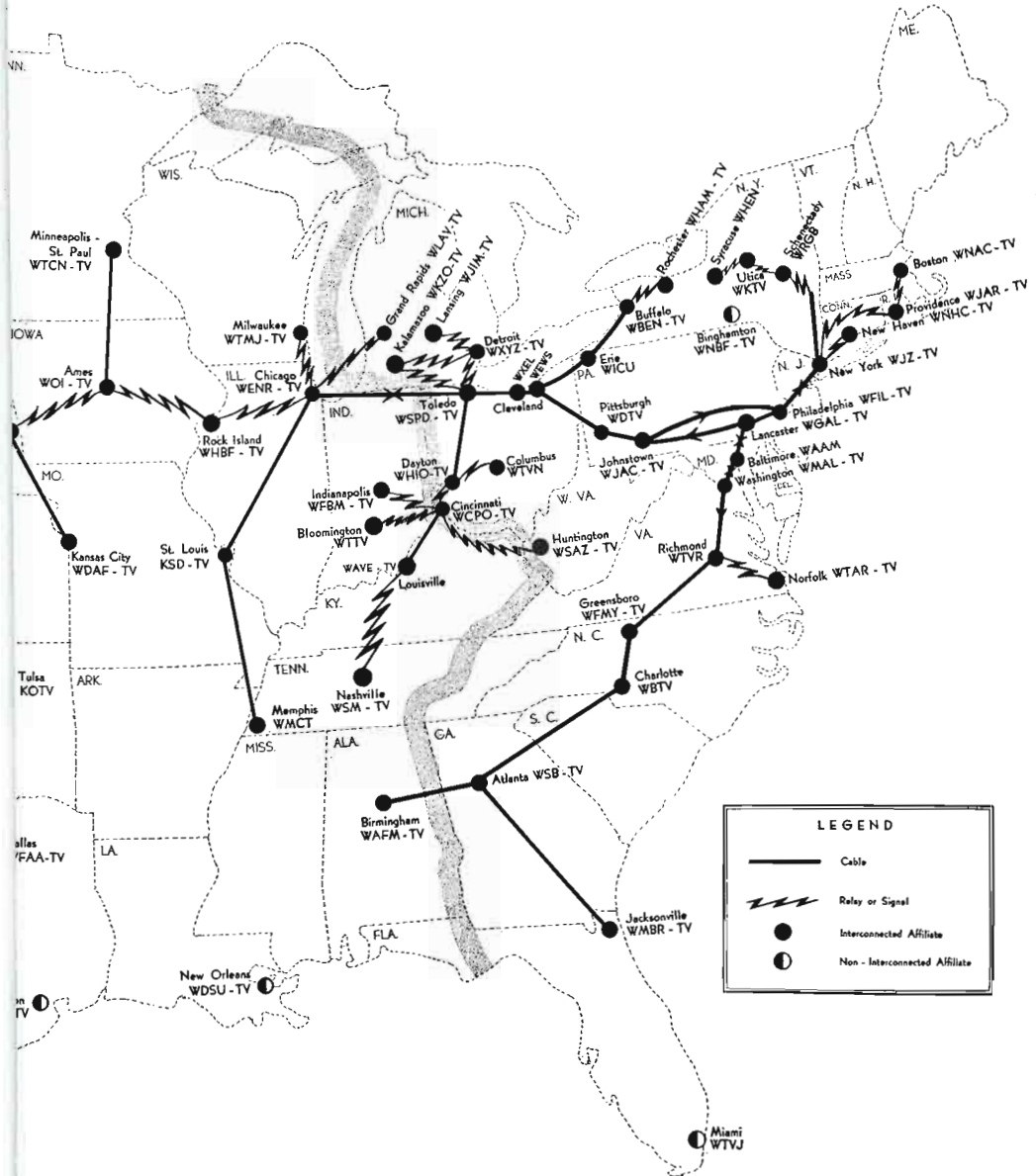
**STRONACH, JR.**

"Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. In addition, he served as production supervisor, manager of the talent department and program manager for Y & R. In 1947 he became associated with the William Morris Agency as an executive in its radio and television department. In his present post, Stronach coordinates all television operations of ABC and its owned and operated stations.

# AMERICAN BROAD



# CASTING COMPANY







THE  
MAGIC  
IS BUILT-IN

There are two pictures on this page: the one you are looking at; and the one they are looking at (which you can't see).

To you the important picture is the people *in front of the television screen*. It is a picture of the special impact achieved only by this medium, yet which goes far beyond the novelty of television.

But we are equally concerned with the picture *on the screen*. For it is the result of creative programming which alone can *sustain* this kind of impact ... building into every program the magic that holds the largest audiences week in and week out.

It is now clear that CBS is the richest source of such programming in television today; that CBS consistently has more of the most popular programs than any other network; and that most of these programs have been created or produced by the Columbia Broadcasting System.

This picture of television's impact is a picture any advertiser can create — but he needs the magic of CBS to hold it.

**CBS TELEVISION**

# COLOR TV ADVANCES—IN MEDICINE

By G. F. ROLL of Smith, Kline and French Laboratories



G. F. Roll

AS the government continues to wrestle with the problem of color television—it's up, it's down, it's up, etc.—and as the war clouds make this question academic, one fact remains clear:

Color television has slipped in the back door and it is performing a function which is becoming increasingly impor-

tant as the country arms itself against aggression.

Color television came into this unofficial status through the waiting room of the American doctor. It is an old story how the Philadelphia pharmaceutical firm, Smith, Kline & French Laboratories, obtained special equipment from the Columbia Broadcasting System to bring color televised surgery and medicine to medical meetings from coast to coast.

What's new is that this project has now apparently become a permanent fixture in the medical and electronic worlds. The color television feature at medical meetings is no longer a novelty, but rather a basic contribution. The American Medical Association, to cite the most conspicuous example, has featured SK&F's color television at its last four meetings and will again have medical colorcasts at its annual session this June in Atlantic City. The American College of Physicians has presented these programs at its last two meetings. In April the American College of Physicians will present its second program of color televised clinics. In addition to these titans, state and city medical groups have brought SK&F's programs to their members.

Why? When you consider that the medium is no longer a novelty and yet maintains its popularity for medical audiences, it becomes clear that its appeal is due to its educational value. This was clearly demonstrated last fall when SK&F, with the cooperation of the Wayne University College of Medicine, put on the first post-

graduate medical seminar conducted entirely by color television. How did this impress Detroit medical circles? The University conducted a survey of some 500 doctors who attended the seminar. Over 300 responded, and out of this amazing return two outstanding statistics were obtained. First, 96 per cent stated that they preferred watching surgery by color television than by sitting in the old fashioned surgical amphitheater. This is not surprising: from the amphitheater you see next to nothing, while on the color television screen you see as much as the surgeon does. Secondly, 85 per cent stated a preference for color televised medical clinics—featuring live patients—as opposed to the usual procedure of hearing a lecture at best accompanied by slides.

This remarkable degree of acceptance was characteristic of the entire series of colorcasts which SK&F has put on using the practical, natural-color system of CBS. And there has been ample opportunity to judge this. In 1950 alone, SK&F color TV traveled 14,000 miles to 13 medical meetings from Boston to San Francisco, transmitting more than 300 individual operations and medical clinics to an audience which reached a total of 137,000.

Thirteen such programs have been scheduled from February to June of this year, starting recently with a program for the annual Atlanta Graduate Medical Assembly.

All of these programs are supervised by SK&F's Medical Television Unit, headed by two physicians, and employing the services of CBS technicians. The camera moves to within a few feet of the operating table, and transmits an unmatched view of the operation to 15 or 20 special receivers set up at the convention site. Generally a micro-wave radio link is used for the transmission. The programs also feature medical clinics involving a certain amount of TV "staging" to maintain utmost interest. The Medical TV Unit has written a special guide for the physicians who appear before the camera, explaining the little points which give the presentation a professional touch.

In short, this series of programs has become the foremost example of television's teaching value.





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# C. B. S. TELEVISION NETWORK

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## **FRANK STANTON** *President*

Joining CBS in 1935 as research director, FRANK STANTON, president of the network, rapidly advanced to a vice presidency in 1942 and was named general manager and elected to the board of directors in 1945. He has been president since 1946. Stanton has a couple of firsts in radio research to his credit. He was the first to develop and use a mechanical device for recording radio set operation and he is a co-developer of the Program Analyzer, a machine for



STANTON

measuring audience reaction to program content. Almost as well known in the field of psychology as radio, Stanton is the author of many books and articles on the former subject. Prior to CBS he had been with the Psychology Department at Ohio State University. During the war he served as a consultant to the Office of Facts and Figures. He was born in Muskegon, Mich., on March 20, 1908, and has degrees from Ohio Wesleyan and Ohio State.

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

In story book fashion, HUBBELL ROBINSON, JR. started at the bottom as a messenger with Young & Rubicam in 1928 and in 1944 was made a vice president of the firm. Subsequently he joined the Blue Network (now ABC) as vice president and director of programs and in 1945 he moved to Foote, Cone & Belding as vice president in charge of radio. Robinson came to CBS in 1946 to take over direction of AM network programs. On January 1, 1950 he



ROBINSON, JR.

assumed general supervision and direction of all CBS programming, both radio and TV. Robinson was born in Schenectady, N. Y., on Oct. 16, 1905, attended Phillips Exeter Academy and Brown U., receiving his B. A. in 1927. After graduation he became a reporter on the Schenectady Union Star and later on the Knickerbocker Press in Albany. In 1928 he moved to New York and entered advertising.

## **J. L. VAN VOLKENBURG** *Vice-President in Charge of Network Sales*

A member of the CBS family for 19 years, J. L. VAN VOLKENBURG, has risen through a number of executive posts with the network to his present position as network sales vice-president. He joined CBS in 1932 as general manager of KMOX, a Columbia-owned station in St. Louis. In 1936 he was appointed assistant to the CBS vice-president in charge of the Central Division. Van Volkenburg was named general sales man-



VAN VOLKENBURG

ager of radio sales, in 1945 and, three years later had assumed supervision of Columbia-owned stations as director of station administration. Shortly thereafter he was named vice president and director of Television operation and on Jan. 1, 1950, took over his present assignment. Van Volkenburg was born in Stouxs City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.

# COLUMBIA BROADCAST



# CASTING SYSTEM



**DUMONT**

*20<sup>th</sup> year*

*as pioneer  
in television*

1931-1951





ALLEN B. DU MONT

The story of television in those twenty years is the story of Dr. Allen B. Du Mont, President and Founder of the Allen B. Du Mont Laboratories, Inc.

*First in development* It was Dr. Du Mont whose research, begun in 1931, changed the cathode ray tube from a laboratory curiosity into a practical television picture tube.

*First in radar* It was Dr. Du Mont's work, on which he applied for patents in 1933, that was developed in military secrecy to provide radar.

*First in fine receivers* Du Mont built the first home receivers in 1939. Many are still in use. Du Mont was first to offer a fine line of post-war receivers.

*First television station* Du Mont established the first really equipped, regularly operating station, WABD, New York City, in 1944.

*First television network* In 1946, Du Mont opened the first television network, Station WABD, New York City, to Station WTTG, Washington D.C.

*First in daytime television* Du Mont inaugurated the first regular daytime programming in 1948.

*First with the big tube* Du Mont was the first with the 19-inch tube, the first with the giant 30-inch tube, producing the world's largest direct-view television receiver.

*First in station equipment* Du Mont has planned, designed and built many of the nation's leading stations — and the high-fidelity electronic equipment used for telecasting.

*First in precision electronics* Du Mont is the world's foremost maker of scientific precision instruments utilizing the electronic cathode ray tube.

*World's largest cathode ray tube plant* The Du Mont plant at Clifton, New Jersey, is the world's largest cathode ray tube manufacturing plant.

The name "Du Mont" is on every milestone in the short but eventful history of television. Du Mont has the experience, the know-how,

the facilities. In television broadcasting, network or local, program or spot, it pays to talk it over at Du Mont *first*.

62 STATIONS



THE NATION'S WINDOW ON THE WORLD

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# MARKETING SYNDICATED TV

By JOHN L. SINN, President, Ziv Television Programs, Inc.



John L. Sinn

**A** NATIONAL magazine recently noted that television shows originating in New York, Hollywood, and Chicago, with star-studded casts and high production budgets, do not completely service the needs of television stations throughout the country, who must fill up their time with local shows, locally produced.

The magazine then went on to paint a rather gloomy picture of the failure of the local, "grassroots," stations to come up with worthwhile programs, with a very few exceptions.

If we admit this is so—and it is hard to escape the fact that local producers, directors, and talent are seldom able to compete on equal terms with those in New York, Hollywood, and Chicago—it becomes increasingly evident that the local advertiser who must reach the consumer through television, has to depend more and more upon the producers of top-notch syndicated television films to help him do the job that must be done in his community.

The local television advertiser is the backbone of the industry, just as the local radio advertiser is the backbone of that industry. He is the gent who has less dollars to spend in total than his national competitors; however, frequently he has as many or more dollars as his national competitor to spend in his own city or region.

The unmistakable trend during the past few years among such advertisers has been to sponsor a filmed-syndicated show.

Having found, sometimes through trial and error, that his own community is unable to provide him with the kind of entertainment he must furnish in order to attract attention to his sales message, he has been investing his advertising dollars in programs featuring big-name stars, or nationally established characters, such as "Cisco Kid."

And, he has found that such an investment has paid off for him handsomely, because he now has the tools with which to buck the competition in his own community from both national and other local firms in the same business.

Here are some typical figures to prove the point:

In San Francisco, "Cisco Kid," a filmed-syndicated production featuring name stars (Duncan Renaldo and Leo Carillo) and as established favorite western character (Cisco Kid), has achieved a 45 rating for its sponsor in that city, Kilpatrick Baking Company. In Los Angeles, for Weber's Bread, the program has built a 33 rating against top competition. In Detroit, where it is sponsored by Packer's Super Market, "Cisco Kid" has a rating of 36.

With such ratings, the local sponsor is assured of reaching as big an audience—if not bigger—than his competitors in his city—which is the only city he cares about—or in his region—which is the only region he is interested in. He has invested his money wisely. He has not wasted one cent in market areas where he has no potential customers or where he has no distribution of his product. He has pinpointed his selling message in exactly the city or areas he knows he has to reach.

Is "Cisco Kid" extraordinary in its rating achievements? Let's examine some typical figures achieved by another filmed-syndicated show, "Story Theater," which is half-hour adaptations of famous stories by famous authors, with casts featuring well known Hollywood actors.

In Detroit, for the Detroit Edison Company, "Story Theater" has a rating of 25. For Rosenbaum's Department Store in Pittsburgh, the program has a 60.5. It's a 20 for the Cincinnati Gas and Electric Company, and a 22 for the Harvard Brewing Company in Boston.

In short, the Main Street butcher, baker and candlestick maker, in small towns and big cities, can successfully meet his competition, local and national, in his city at a price he can afford to pay. He need not gamble on a show produced by people without know-how. By turning to the producer of filmed-syndicated programming he is assured of buying the best.



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# DuMONT TELEVISION NETWORK

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## **DR. ALLEN B. DuMONT** *President*

DR. ALLEN B. DU MONT is president of Allen B. Du Mont Laboratories, Inc., the only company in the United States devoted exclusively to television in all its phases. During 1951, the Du Mont Laboratories is celebrating its 20th anniversary. Dr. Du Mont is world famous for making TV possible by perfecting the commercial cathode-ray tube with its clear, bright, and reliable pictures. A Brooklyn-born graduate

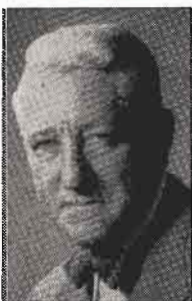


DuMONT

of Rensselaer Polytechnic Institute. Dr. Du Mont has an impressive list of "firsts" to his credit. He founded the world's first TV network which has more than 60 stations, three of which are owned and operated by his organizations. He introduced the world's first commercial TV sets, was the first to make regular recordings of TV programs, and this year he has introduced the world's largest TV set, the Du Mont 30-inch model.

## **MORTIMER W. LOEWI** *Director*

COMMANDER MORTIMER W. LOEWI is currently director of the Du Mont Television Network. Financial mentor and business counselor through the early development of the Allen B. Du Mont Laboratories, Inc., Commander Loewi has devoted his attention during the last few years primarily to building the network. In the industry, he is credited with being "the father of daytime television" and with proving low-cost production techniques,



LOEWI

whose need has been emphasized by the recent agreement with the Television Authority. Commander Loewi first came to New York in his college days to study art at Brooklyn's Pratt Institute and the Art Students League, later going to Paris where he studied at Julian Academy. He served with the Navy during World War II, returning to Du Mont afterward to continue his efforts in laying the ground work for effective, competitive, nationwide television.

## **CHRIS J. WITTING** *General Manager*

Joining the Du Mont organization in June 1947, CHRIS J. WITTING has forged to the front of the television industry and, as general manager of Du Mont Television Network, has made substantial contributions to the extension and expansion of sales and program service to the many areas of the nation that currently enjoy video. Witting attended New York University and Columbia University as well as the Fordham Law



WITTING

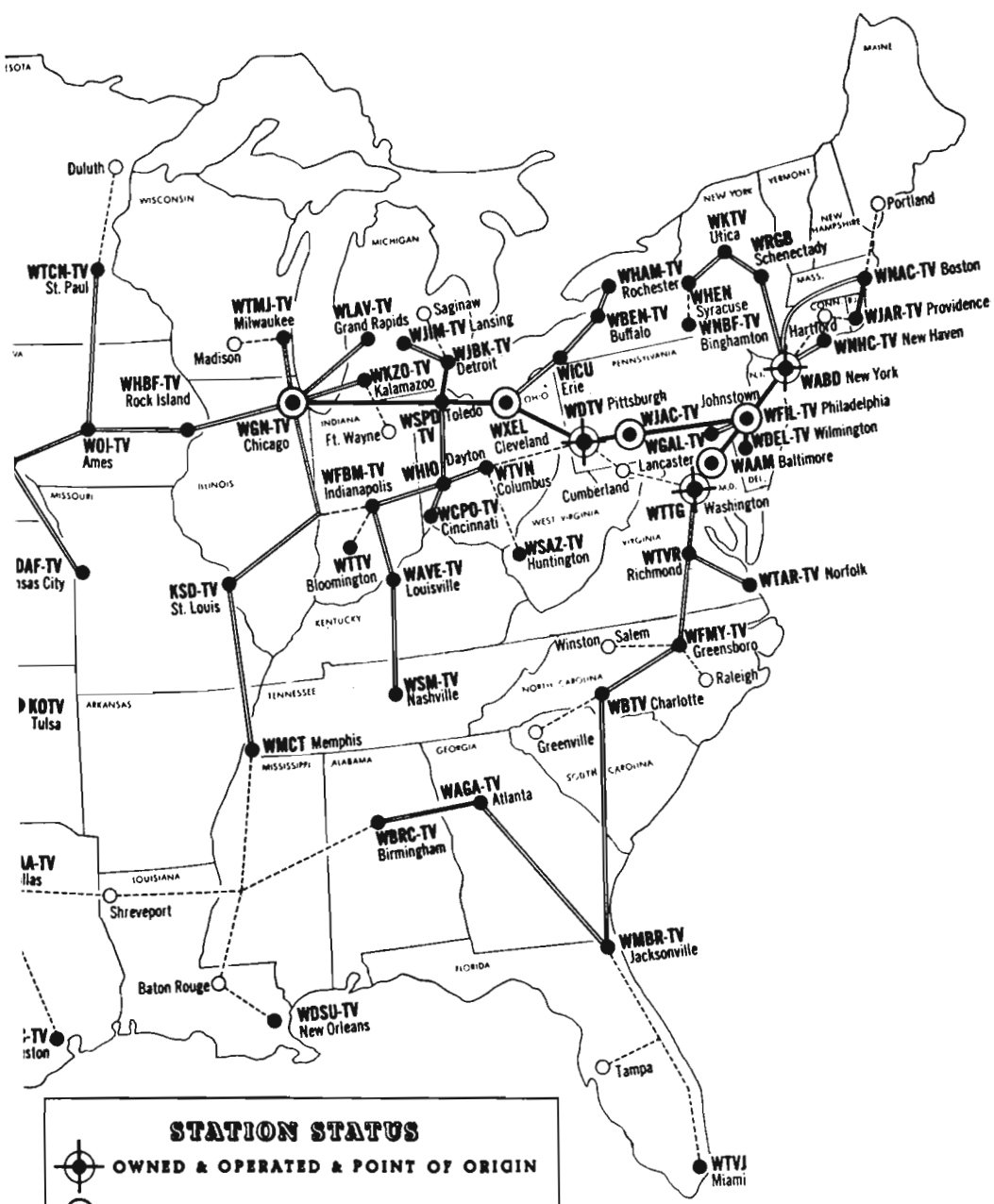
School. Thereafter he joined the firm of Price, Waterhouse Company. In 1940 he was elected comptroller of the U.S.O. Camp Shows and as an executive officer of that world-wide organization, he played an important part in providing entertainment to twelve million men scattered over the globe. After a year with the Maritime Service with the rank of Commander, he returned to the U.S.O. Camp Shows.

# DUMONT TELE









# VISION NETWORK



## STATION STATUS

-  OWNED & OPERATED & POINT OF ORIGIN
-  AFFILIATED & POINT OF ORIGIN
-  OPERATING STATION (Call Letters Indicate Affiliate)
-  APPLICATION PENDING

## CIRCUIT STATUS

-  FULL TIME CIRCUIT
-  CIRCUIT SHARED WITH OTHER NETWORKS
-  PROJECTED CIRCUITS

# WILL TV AID MOVIES?

By IRVING SHAPIRO, President of Standard Television Corp.



Irving Shapiro

THE so-called battle between motion pictures and television has assumed a scare importance far beyond reality, largely because the motion picture industry, in attempting to analyze the new giant form of entertainment, has allowed itself to become unnecessarily intimidated, and has given itself up to the excoriation of a supposed

menace.

The fear is unreasonable and the blindness is unnecessary. There is a relationship to television in which our picture industry can gain and grow, and the sooner we find it the better. Instances of business experience are showing us the way, and the following is an example—the occasion of the first televising of *THEIRS IS THE GLORY*. This film was highly praised by the press in England, but theatrical release in the United States was not worked out. It was shown over KECA-TV in Los Angeles. A direct result of this television showing was a number of inquiries from theatrical exhibitors requesting information on the availability of the picture for theatrical bookings. In addition to the direct result, an effect of international understanding was accomplished. The producers of the picture had felt naturally, that they were being denied a hearing in the United States market, and that the possibility of profitable theatrical releases was being unfairly withheld from them. Of course the result of all this, directly from television, is that we have a friend instead of a foe.

Largely because of the motion picture industry's fears of television, the broad possibilities of the new medium as a sales avenue have been neglected, except in the smallest sense. Television has been dramatically successful in selling almost all other American products. An irrational dread, chimeras of impossible competition, have prevented the movies from using it.

Plain common sense must be restored to the connection between pictures and television. The television producer will never have the budget for *GONE WITH THE WIND*, *BEST YEARS OF OUR LIVES*, *SAMSOM AND DELILAH*. Is any observer ready to declare that such entertainment as these productions constitute is in jeopardy from television? Rather, why not take advantage of the television screen to bring home to the public the inescapable fact that it depends upon the motion picture industry for an art and entertainment of the greatest magnitude?

What has television to offer? Let's find some good points in the presumed conflict of giants. The following is an attempt to sketch some of them:

Television can find, or has found, in the movies:

1. A well-developed philosophy and practice of visual narration. Television needed it. Television business is mainly administered by radio people, used to telling their stories with nothing but words and sounds.

2. An equipment of technology and techniques which it would otherwise find impossible, in time and money.

3. A vast storehouse of completed entertainment. Accessible films eliminate all pre-production television expense, and it's terrific.

4. A series idea. Pictures invented it. Television perishes without it.

5. Star power—in the can. A Chicago automobile dealer offers his TV audience Stewart Granger, Yehudi Menuhin, Laurel and Hardy, Frederic March, Burgess Meredith, Constance Bennett, Adolph Menjou, Sir Cedric Hardwicke, Alan Ladd, Ralph Richardson.

6. Fresh cultural and entertainment resources. *MAGIC BOW* had played an art house in Chicago. When it was scheduled and announced for TV, one music teacher made it required viewing for 500 students; besides which it was an entertainment smash, with instant clamor for rerun. Television had it from the British studios, along with *SILVER FLEET*, *TAWNY PIT*, *MR. PERRIN AND MR. TRAIL*, *THE BROTHERS*, *BLIND GODDESS*, *MY BROTHER'S KEEPER*.



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# N. B. C. TELEVISION NETWORK

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## **NILES TRAMMELL** *Chairman of the Board*

One of those career men in radio who has devoted his energies to building broadcasting into the great public service and commercial medium that it is today, NILES TRAMMELL, Chairman of the Board of NBC, got his start as a commercial representative with the Pacific Division of the Radio Corporation of America back in 1923. In 1928 he joined NBC as a salesman and within 12 years had risen to the position of president of the network.



TRAMMELL

Trammell has diligently attended to the improvement of NBC facilities and programs and is now devoting much of his time to the encouragement of new television technique. He is an all-out advocate of black-and-white sight-and-sound transmission. He was born in Marietta, Ga., on July 6, 1894, attended Sewanee Military Academy and the University of the South. Commissioned a second lieutenant, he served in the Army during World War I.

## **JOSEPH H. McCONNELL** *President*

A counsel and executive for RCA since 1941, JOSEPH HOWARD McCONNELL was elected president of NBC on Oct. 7, 1949. Prior to that, he had been executive vice-president and vice-president in charge of finance for RCA. Receiving his Doctor of Laws degree from the University of Virginia in 1931, he became associated with law firms in Florida and North Carolina. In 1933 he joined the legal staff of the NRA, under Donald Richberg, in Washing-



McCONNELL

ton. D. C. McConnell served as director of one of the agency's three legal sections until 1935, when he became an associate in the New York law firm of Cotton, Franklin, Wright & Gordon. There he specialized in the legal phases of government regulation of corporate enterprise. A native of Davidson, N. C., McConnell is a member of many organizations, including Phi Beta Kappa and Kappa Alpha.

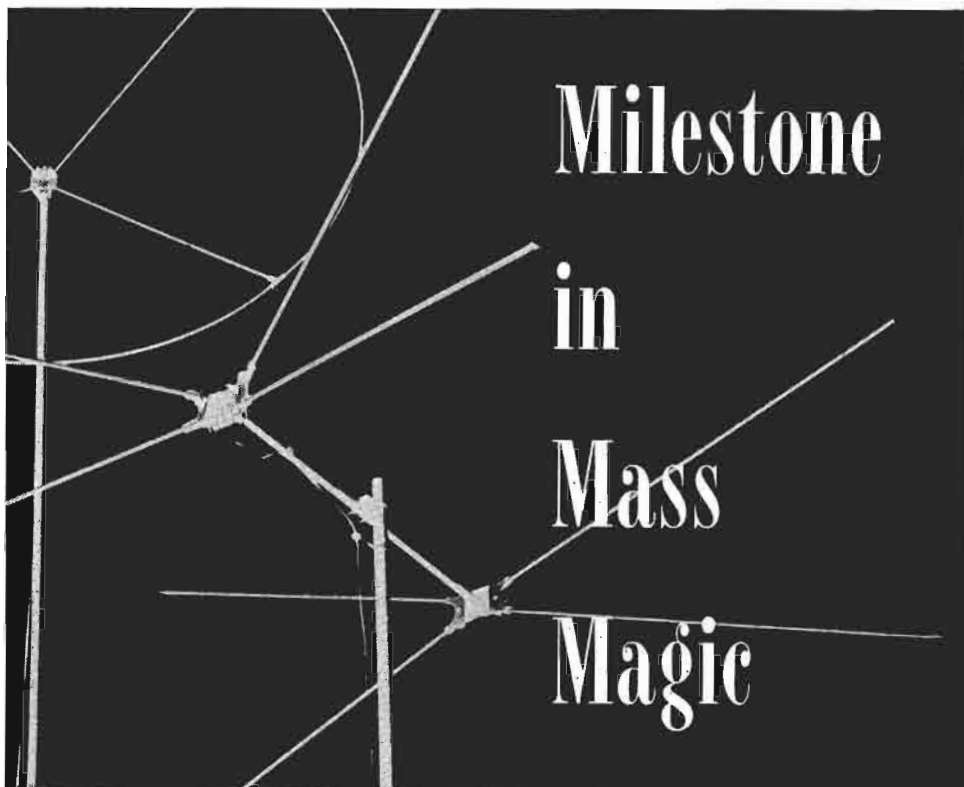
## **CHARLES R. DENNY** *Executive Vice-President*

CHARLES R. DENNY, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, he remained there until 1941. While in the department he served as special assistant to the Attorney General and was later promoted to



DENNY

chief of the Appellate Section of the Lands Division. Denny next moved on to the FCC where he served as general counsel until appointed a commissioner by President Roosevelt in 1945. He was later named assistant chairman and in 1946 President Truman appointed him chairman of the FCC. Denny came to NBC as vice-president and general counsel in Oct. 1947. He is a native of Baltimore, Md.



# Milestone in Mass Magic

**1951** introduces a new era in television. It marks a major milestone: television's emergence as a mature, a truly mass medium. For 1950 saw the television population more than double in size . . . saw it reach and pass the largest circulation available through national magazines . . . saw it cross the 10,000,000 mark, with more than 40 million viewers every week.

Certainly, now millions all over the country saw the magic of television reflected

in their receivers. Seven new markets were opened to television in 1950. Twenty-one stations were added to the interconnected network to bring NBC programs "live" to 47 markets . . . to 63 markets, all told—63 markets which contain 6 out of every 10 persons in the U.S. And certainly the NBC programs broadcast in these markets played a huge part in raising television to its gigantic, 1951 proportions.

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## ADVERTISERS, JANUARY, 1951

Admiral Corp.  
American Cigarette & Cigar Co., Inc.  
American Home Products Corp.  
American Tobacco Co.  
Anchor-Hocking Glass Corp.  
Armour & Co.  
Armstrong Cork Co.  
Benrus Watch Co., Inc.  
Bonafide Mills, Inc.  
Borden Co.  
Bristol-Myers Co.

Brown Shoe Co.  
Campbell Soup Co.  
Chesebrough Mfg. Co.  
Colgate-Palmolive-Peet Co.  
Congoleum-Nairn, Inc.  
Corn Products Refining Co.  
Crosley Div. Avco Mfg. Corp.  
Derby Foods, Inc.  
De Soto Div. of The Chrysler Corp.  
Durkee Famous Foods, Inc.  
Emerson Radio & Phonograph Co., Inc.

Firestone Tire & Rubber Co.  
Ford Dealers of America  
Ford Motor Div., Ford Motor Co.  
Frigidaire Div., General Motors Corp.  
General Foods Corp.  
Gillette Safety Razor Co.  
Gulf Oil Corp.  
Hazel Bishop, Inc.  
Hunt Foods, Inc.  
International Shoe Co.  
Andrew Jergens Co.

## Most popular programs

For throughout the year, most of the top-rated programs were on NBC. Latest reports show NBC with 7 of the top 10 programs. And that's only part of the picture: NBC's program leadership is marked in every major program category: comedy, variety, drama, mystery, news, juvenile, music and women's daytime shows.

Add the NBC broadcasts of the United Nations sessions . . . the operas produced especially for television . . . the modern living series planned for the younger viewers . . . the vivid news reports which every day set higher standards in a new form of journalism—and a host of other memorable programs which round out the most complete and satisfying schedule in television.

Add, too, such bold (and successful) programming concepts as the Saturday Night Revue . . . the Sunday Comedy Hour . . . the Wednesday Four-Star Revue . . . Broadway Open House . . . the Kate Smith Show—and you see why

*the average sponsored program on NBC delivered 40% more homes than the average sponsored program on the second network.*

## Facilities expansion

And to mount these and other programs on NBC's expanded schedules required a parallel

and staggering expansion of facilities, both in space and equipment. The largest and best-equipped scenic construction shop in television was set up, and New York's Center Theatre was converted to the world's largest television studio. Four additional TV studios were opened.

## New advertising concepts

Credit NBC's tripled billings to 69 shrewd buyers and to audience-winning programs. But chalk up an assist to NBC's Hofstra Study—the first precise measurement of the sales effectiveness of television advertising. And another assist to the new concepts in selling introduced by NBC: rotating sponsorships . . . alternate-week advertising . . . multiple sponsorship of top-rated shows—ideas which immediately made big-time television practical for moderate-budget advertisers.

## A great national asset

The curtain rises on 1951 with television solidly welded into the social and selling structure of the nation . . . with NBC more firmly established as first choice of viewers and therefore by advertisers. And with a clarity that rivals the sparkling images on the screen. 1951 sees television—the most compelling vehicle of mass communication ever devised—ready, at a moment's notice, to serve the need of this country in peace or war.

# NBC TELEVISION

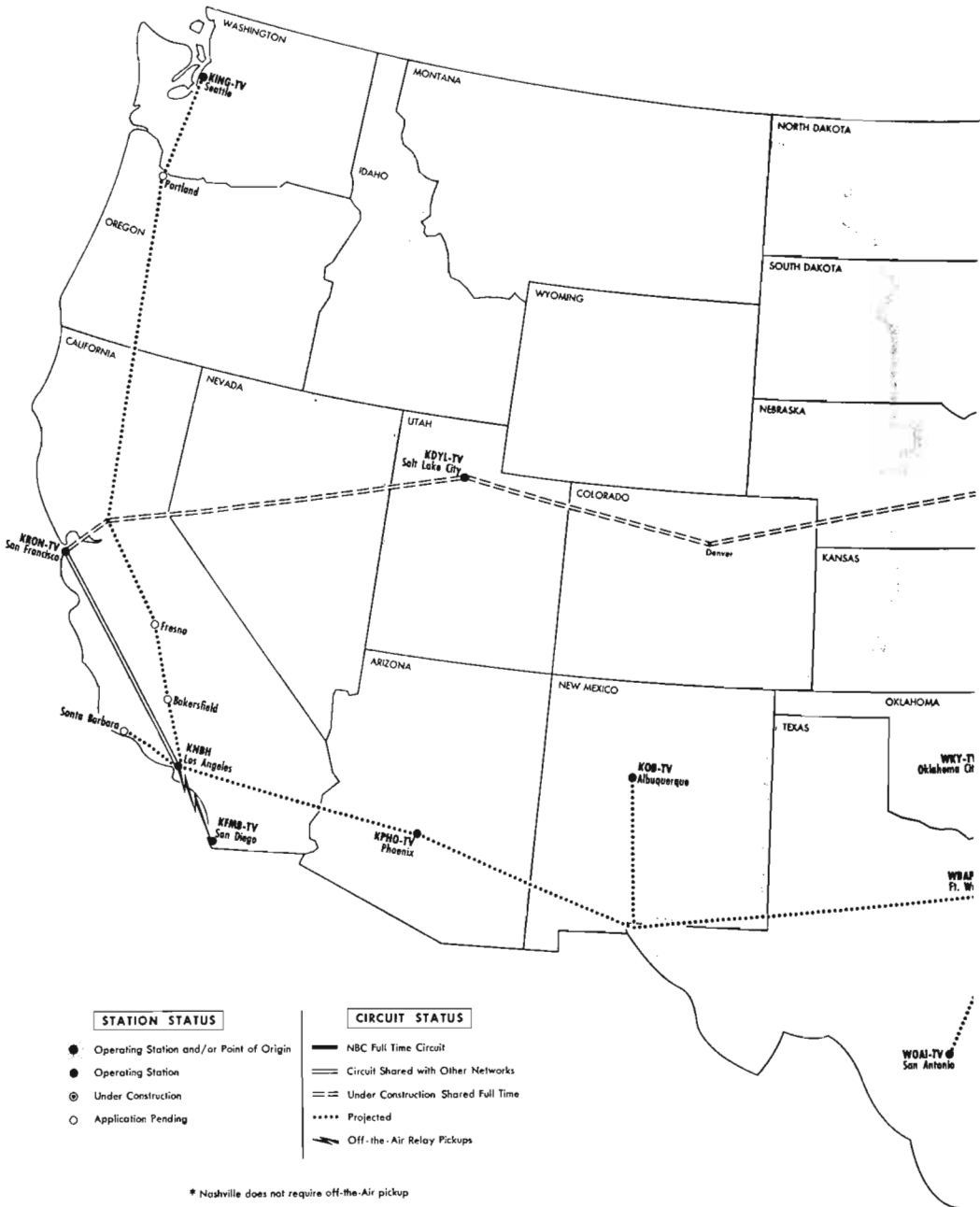
America's No. 1 Television Network

The Kellogg Co.  
Kraft Foods Co.  
P. Lorillard Co.  
Manhattan Soap Co.  
Mars, Inc.  
Miles Laboratories, Inc.  
Minnesota Mining & Mfg. Co.  
Minute Maid Corp.  
Mahawk Carpet Mills, Inc.  
Motorola, Inc.  
Mutual Benefit Health & Accident Assoc.  
National Dairy Products Corp.

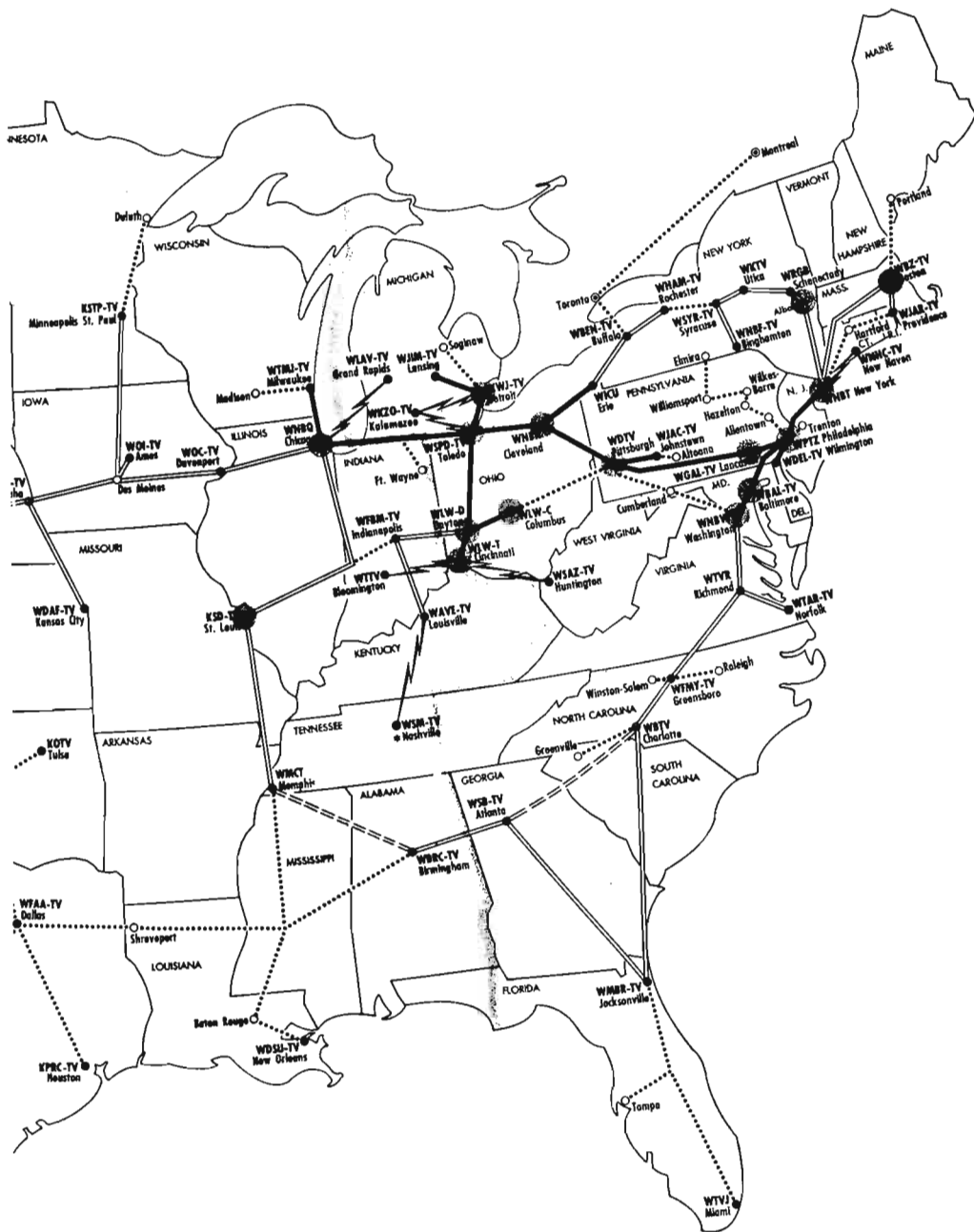
Naturalizer Div. of Brown Shoe Co.  
Norge Div. Borg-Warner  
Pet Milk Sales Corp.  
Philca Corp.  
Procter & Gamble Co.  
Quaker Oats Co.  
Radio Corp. of America  
Revere Copper & Brass, Inc.  
R. J. Reynolds Tobacco Co.  
Riggio Tobacco Corp.  
Sales Builders, Inc.  
Simmons Co.

The S.O.S. Co.  
Snow Crop Marketers, Inc.  
Speidel Corp.  
Standard Brands, Inc.  
Standard Oil Co. of Indiana  
Stokely-Van Camp, Inc.  
Swift & Co.  
The Texas Co.  
United States Tobacco Co.  
The Wander Co.  
Welch Grape Juice Co.  
Wildroot Company, Inc.

# NATIONAL BROAD



# CASTING COMPANY



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# TV STATION PERSONALITIES

## 1950-1951

The *Year Book of Television* herewith presents a roster of TV executives in the Station Management field as they appeared in the "Tele Topics" column of 1950-51 editions of *Radio-Television Daily*.



For a man who started out to be a barge line operator on the Mississippi, then became the youngest advertising manager in St. Louis motor circles at the age of 22, ROBERT E. DUNVILLE, president and general manager of the Crosley Broadcasting Corporation, still finds time to devote to the career that became a hobby. A steamboat whistle is, to Bob, what the opening game is to a baseball fan. Bob was born in St. Louis and is a graduate of the University of Missouri. After a short career in the automotive industry,



DUNVILLE

he joined the sales department of KMOX, St. Louis, and shortly thereafter was named assistant general manager of the station. In 1937, Bob joined the staff of WLW and was appointed general manager of WSAI, then owned by the Crosley Broadcasting Corporation. In 1938 he became general manager of the two stations. Bob was appointed vice-president of Crosley and general manager of WLW in 1944 and was elected president of the corporation in 1949.



WILLIAM FAY, vice-president in charge of the broadcasting division of Stromberg-Carlson and a director of that company, is general manager of its three stations, WHAM-AM-FM-TV. He was born in East Hartland, Conn., and after graduating from Albany Business College in 1922 he joined WGY, Schenectady, as musical conductor, baritone soloist and announcer. Bill went to Buffalo in 1927 where he became studio manager of WMAK. While there he also did the play-by-play baseball of the Buffalo Bisons of



FAY

the International League, in addition to his other duties. In 1928 he was invited to WHAM as program manager and in 1929 stepped up to general manager. In 1942 he was made vice-president and director of the Stromberg-Carlson Company. Bill's particular pride is Rochester Radio City, built at a cost of \$1,000,000, and housing the three Stromberg stations. The building was completed in 1948. He is a director of NAB District II which encompasses New Jersey and the Broadcaster's Advisory Council.





M. C. WATTERS broke into radio with NBC in Washington, D. C., following his graduation from Georgetown University. Before going to Rochester, New York, as general manager of the Gannett Newspapers' WHEC, Mort spent a year as radio director of the Lewis Edwin Ryan agency in the capital city. He left Rochester to manage WCHS, Charleston, West Va. and was instrumental in forming the West Virginia Network. In 1938, Mort joined Scripps-Howard Radio, Inc., as general manager of WCPO in Cincin-



WATTERS

nati. Two years later, at the age of 31, he became a vice-president of Scripps-Howard Radio and was made a director of the corporation in 1941. In 1949, Mort directed the construction and opening of WCPO-TV, which was the first television station to become an operation completely separated from and independent of its AM affiliate. Under Mort's guidance, WCPO-TV was the first station to go into heavy daytime programming and one of the first to go into black figures.



GAINES KELLEY, general manager of WFMY-FM and WFMY-TV since the station first went on the air in March, 1948, has had wide experience in newspaper advertising and has taken an active part in community life in Greensboro, N. C. He was reared in Birmingham, Ala., and attended the Birmingham YMCA School of Technology, majoring in administration, office practices and salesmanship. Gaines was associ-



KELLEY

ated with the Progressive Farmer, the South's biggest farm journal for 12 years and from 1932 to 1948 he was classified advertising manager of the Greensboro Daily News and The Greensboro Record, owners of WFMY operations. He is a charter member of the Greensboro Junior Chamber of Commerce and a member of city's C of C as well as a past president of the local Lions Club.



JACK HARRIS, general manager of KPRC and KPRC-TV, Houston, Texas, considers coverage of the Mississippi flood in 1937 as one of the three most important "big stories" he took part in. At the time Jack was director of news and special events at WSM, Nashville. Together with Jack DeWitt, chief engineer, he staged short-wave broadcasts from half a dozen hitherto unreported key spots in the vast flood area. The broadcasts were carried by 600 stations. Four years later Jack was in Washington as deputy to Ed Kirby,



HARRIS

setting up the Army's first radio broadcasting activities. During the war he covered initial Army maneuvers, produced many of the award-winning Army Hour broadcasts; took over Radio Tokyo facilities for Gen. MacArthur, and was in charge of the broadcast of the Japanese surrender aboard the USS Missouri—this was his second "big story." Returning to Texas, Jack took the helm of KPRC and entered TV last June 1 when The Houston Post Company purchased KLEE-TV.





KEN CARTER, general manager of TV station WAAM, Baltimore, has been in the broadcasting business for only eight years. He was born in Baltimore and his early career with a chain of health clubs was due to his youthful ability as an athlete. It was in Hollywood that the "entertainment bug" bit Ken, and when he decided to leave the health club business he turned to radio. His first year in the medium was spent



CARTER

as a time salesman for an independent station in Baltimore. Later he assumed the duties of national sales manager, general sales manager, and, when TV was added, he became general sales manager of the combined operation. After his resignation from WBAL, Ken moved to WMAR-TV on special sales assignments. He joined WAAM in mid-October, 1949, as local sales manager, and was made general manager in November, 1950.



DON FEDDERSON, executive vice-president and general manager of KLAC and KLAC-TV, Hollywood, Cal., entered radio from the newspaper field just eight years ago as sales manager of KYA, San Francisco. He became general manager of the latter station in 1943. When KMTR, Los Angeles, was acquired by Dorothy Schiff, owner of KYA, Don began commuting between the two Coast cities. In 1945 KMTR's



FEDDERSON

call letters were changed to KLAC and all commercial contracts were cancelled so that Don started his management of the station with a clean slate. In 1948, KLAC-TV went on the air just ninety days after groundbreaking ceremonies. Don is president of the newly formed Television Broadcasters of Southern California and active in Chamber of Commerce matters in Southern California.



RICHARD A. BOREL, director of television for the Dispatch Printing Company, owners of WBNS-TV, Columbus, Ohio, entered the radio field in 1933, first serving as business manager for WBNS, assuming the title of general station manager in 1935. In 1949, Dick was named manager of WBNS-TV, concurrent with his radio responsibilities. More recently he assumed his directorship title, as well as having been made an executive vice-president of



BOREL

Radio, Inc., owners of WBNS and WELD-FM. He is now serving his second term as a member of the Affiliates Board of CBS and is also a member of the board of directors of the Television Broadcasters Association. Dick is a graduate of Ohio State University where he was Phi Beta Kappa and active in student dramatics. Prior to his association with WBNS he was connected with the Ohio National Bank.





ALVIN D. SCHROTT, manager of WJAC-TV, Johnstown, Penna., finds his present duties a long way from the vocation he chose as a high school student. Al had devoted his last years in school to the study of printing and hoped to get a job on a newspaper. He was successful in 1932 in joining the Johnstown Tribune Publishing Company, parent company of WJAC—but in the advertising department, not as a printer. After working several years in the local advertising field, Al was



SCHROTT

named national advertising manager. Here he became familiar with the workings and personalities in the country's leading agencies and this knowledge and experience formed the basis upon which he was to build a successful TV station. After Navy service in the war, Al returned to the paper in 1946. One year later he became personnel and credit manager and in 1949 when WJAC-TV needed a manager, Al, green but willing, took on the job.



GEORGE CRANSTON, manager of WBAP, AM, FM, TV, Fort Worth, Texas, was born in Edinburgh, Scotland. As a boy it was his ambition to come to the U. S. and Canada, and to earn passage money he sang as a boy soprano soloist at Edinburgh Episcopal Church, earning a shilling a week. Coming to the new world at sixteen, George worked in a print shop and attended the University of Manitoba, Canada. He served in the 10th Canadian Infantry Battalion in World War I. Before returning to Winnipeg, George



CRANSTON

studied as concert tenor in London. Coming back to Canada, he participated in one of the first radio broadcasts in November, 1919, making him a real veteran of the medium. Shortly afterwards, he went to Chicago and free-lanced around WLS, WEBH and WGN. In 1928 he returned to Winnipeg as program director of CKY and also wrote, produced and directed programs. Tiring of the rugged Canadian winters, George moved to Texas to become mgr. of WBAP in 1930.



CHARLES H. CRUTCHFIELD, vice-president and general manager of WBT and WBTW, Charlotte, N. C., was born in Hope, Ark., moving with his family to Spartanburg, S. C., when he was eight. While a student at Wofford College, Charley, bitten by the radio bug, worked part time at WSPA, Spartanburg, as office boy and telephone operator and later as announcer. In 1931, he joined the announcing staff of WBIG, Greensboro, N. C., and shortly thereafter became program director for the station. Following a



CRUTCHFIELD

stint with several other stations, Charley moved to WBT as an announcer in 1933 and was made program director, two years later. In 1945, he was made general manager of the station, and one year later was appointed to the board of directors, and made secretary and treasurer of the Jefferson Standard Broadcasting Company, operators of WBT. In 1947, Charley was promoted to a vice-presidency. With the debut of WBTW in July, 1949, as the first TV station in the Carolinas, Cahrley enlarged his duties.





LYLE DEMOSS, assistant general manager of WOW and WOW-TV, Omaha, Neb. discovered back in 1923 that radio could best serve his ambition to be an entertainer and musician, so he became an announcer and singer on the Anthony, Kansas, experimental station 9DXH. His early start in radio makes Lyle an honored member of the Radio Pioneers. In 1926 he joined the staff of KGBZ, York, Neb., and later while attending the University of Nebraska at Lincoln, Lyle began his broadcast chores at KFAB.



DEM OSS

WOW was his next stop, where he became production manager in 1937. During the summer Lyle commutes the 500 miles to Chicago weekly where he is an instructor in the Northwestern University Summer Radio Institute. In the Fall and Winter he travels with the Omaha C. of C. "Tribe of Yessir" on its jaunts into the Omaha trade area towns. He is in charge of entertainment, naturally. Lyle is married to the former Antoinette Quattrochi and they have two sons, Billy and Bobby.



RICHARD DOAN has been director of programs for WCBS-TV, New York, since May of this year. He was born in Pratt, Kansas, in 1910 and after graduating from the University of Kansas he worked for several California papers, including the Pasadena Post. Later, Doan came East and became night bureau chief for the AP in Albany. Following his stint in the state capital, he was successively a public relations officer in the Navy for



DOAN

three years during World War II, wire photo editor in the New York bureau of AP, and associate editor of Advertising Age. Doan's next connection was assistant radio and television editor of Variety, following which he became administrative head of Martin Stone Associates. He is married to Dorothy Doan, star of the CBS television program "Vanity Fair." The Doans make their home in Silvermine, Connecticut.



JOHN E. FETZER comes to TV after thirty years in the radio broadcasting business. He started in radio as an engineer and helped build a number of the pioneer stations in the Midwest. Later he was a consulting engineer at home and abroad and passed through the entire gamut of radio jobs from announcing to president. John is president-owner of the Fetzer Broadcasting Company, operating WJEF, CBS outlet in Grand Rapids, WKZO, also CBS in Kalamazoo and WKZO-TV, which is



FETZER

affiliated with the four TV networks. In addition, he is vice-president of KXEL, 50 kilowatt ABC outlet in Waterloo, Ia. John is a veteran of ten years on the NAB Board. During the war he served with Byron Price in the Office of Censorship as the Radio Censor and later joined the famous Eisenhower radio mission in ETO. Since the war John has also served on the board of directors of the American National Bank of Kalamazoo.





MARTIN B. CAMPBELL has guided the destinies of WFAA, Dallas, for the past 18 years and has made the station one of the most influential in the Southwest. Now he has added television, via WFAA-TV, to the roster of air services under The Dallas Morning News banner. The broadcasting bug bit Martin while he was serving as radio editor of the Louisville Times and in 1927 he left the paper to become assistant manager of WHAS, Louisville. In the early thirties Martin trekked



CAMPBELL

southward to accept his present post as general manager of WFAA. Since his association with WFAA, the air properties now include WFAA with 50,000 watts, WBAP, a 5000-watter and now the Channel 8 video service of WFAA-TV. Martin has long been an active and prominent member of NAB with his most conspicuous service as a member of the board of directors. In 1949 he was chairman of the stations planning and advisory committee of NBC.



ROGER W. CLIPP, general manager of the Philadelphia Inquirer's stations, WFIL and WFIL-TV, since 1938, first joined WFIL in 1935 as business manager, after six years with NBC in N. Y. Since 1946, Clipp has been chairman of ABC's planning and advisory committee. He has been secretary-treasurer and a director of BMB since 1944 and active on numerous NAB committees. Recently appointed chairman of the 1951 March of Dimes Campaign of the Philadelphia chapter,



CLIPP

Clipp is also chairman of the Clubs and Entertainment Div. of the United Fund 1950 Campaign and a radio-TV representative of the Philadelphia County Defense Council. A graduate of the Wharton School, he is active in alumni affairs as president of the class of '25. He is a past president of the Poor Richard Club; member of the University Club; Pen and Pencil Club and honorary Colonel in the 111th Infantry of the Pennsylvania National Guard.



NATHAN LORD, vice-president and general manager of WAVE and WAVE-TV, Louisville, Ky., is a native of Louisville and a former director of NAB. Following a sojourn in Alberta, Canada, he returned to Louisville in 1920 and became a reporter for the Post and The Courier-Journal. Eight years later, Nathan left the newspaper as day city editor to become advertising manager of the Girdler Corporation. In 1933 he went with the Herald Post and in the same year became vice-presi-



LORD

dent and general manager of WAVE, Inc. Nathan watched the station grow from 1 kw. to 5 kw in 1940 and helped plan its present Radio and Television Center in 1941. WRXW, FM outlet, was added in 1947 and WAVE-TV, Kentucky's pioneer television station on Nov. 24, 1948. Under Nathan's direction the station established the first direct relay of network programs by a non-interconnected TV station and has gained a reputation for quality entertainment.





WALTER COMPTON, general manager of WTTG, Washington, D. C., was born in Charleston, S. C. After graduation from Roanoke College at Salem, Virginia, Walter entered radio, in 1935, with WDBJ, Roanoke. The following year he joined the staff of WCSC, Charleston as announcer, control operator, copy writer and the usual number of et ceteras. He subsequently transferred to WIS, Columbia and later moved to Greenville as program director of WFBC. In April, 1937, Walter trekked northwards and joined WOL.



COMPTON

He was appointed White House announcer for the station and for Mutual. In 1939, Walter originated "Double or Nothing" thereby setting off the quiz type of program, still with us today. In mid-1945 Walter requested a release from his WOL and Mutual obligations in order to devote his energies to studying the coming new medium of TV. In June, 1947, he originated from Washington the first regularly scheduled daily news program in television for DuMont and in Jan. 1948, he became general manager.



PAUL ADANTI, general manager of WHEN, Syracuse, has held that post with the city's pioneer television station since its organization in the fall of 1948. In the past two years, he has increased the weekly program hours from 20 to the present 80. Paul has been in various phases of radio and TV since his graduation from Union College in 1934. Following a brief teaching career in his home town of Auburn, N. Y., he joined WMBO as chief en-



ADANTI

gineer and program director. Two years later he moved to Syracuse to work in the engineering and program departments of WSYR. This stint was followed by a period with WGY, Schenectady, as a studio engineer. When WRGB, WGY's TV affiliate was licensed in 1940, Paul moved into television. At the time he went to WHEN in 1948, Paul was chief of technical operations at WRGB.



MARIA HELEN ALVAREZ, general manager of KOTV, Tulsa, Okla., is the only woman chief executive in station TV. She started her radio career in 1943 as a continuity writer for a Tulsa radio station. From this start she branched rapidly into other departments and from program writing to writing her own shows were quick steps. In addition, Helen also handled a regular newscasting assignment. Her contacts with advertisers and agencies led her naturally into time sales and at the time she left radio she was an outstanding successful ra-



ALVAREZ

dio account executive. In 1947, Helen decided that the infant TV industry offered greater opportunities for creative expression and she resigned her position to devote herself to full time study of the new medium. Shortly thereafter, Helen made the acquaintance of George E. Cameron, Jr., head of the Cameron oil interests, who was interested in TV as a business venture. Subsequently, Cameron Television, Inc., was formed and Helen was selected to head up the organization which operates KOTV.





CAMPBELL ARNOUX, president and general manager of WTAR Radio Corporation, operators of WTAR and WTAR-TV, was born in New York and spent his early childhood in St. Louis, and moved to Texas where he grew up. He is a graduate of Texas University and got his first job as a reporter on the Fort Worth Record. Following World War I and after a two-year trip around the world, "Cam" became assistant to the director of publicity of the southwestern division of the American Red Cross. In 1922 he became



ARNOUX

a staff writer on the Fort Worth Star-Telegram shortly before the paper installed a radio station — now WBAP. "Cam" got the job as manager only because it had been offered to all other members of the staff who refused to have anything to do with such a thing as radio. After becoming manager of KTHS, Hot Springs, Ark. "Cam" moved to WTAR where he was named manager in 1933. In 1947 he was named president and general manager of the station. WTAR-TV, opened on April 2nd, 1950.



GEORGE M. BURBACH, general manager of KSD and KSD-TV, St. Louis, is a native of that city. He is secretary of The Pulitzer Publishing Company, which owns the St. Louis Post-Dispatch as well as the two broadcasting stations. George has been associated with the company continuously since 1913 when he left the Munsey newspapers to become advertising manager of the Post-Dispatch. He was elected to the company's board of directors in



BURBACH

1922 and in that year KSD went on the air and George was placed in charge of the station's program and business departments. In 1933 he was named general manager of the entire KSD operation. George's foresight concerning the potential impact of TV resulted in the inauguration of KSD-TV on February 2, 1947, as the first completely post-war equipment television station in the country.



E. Y. FLANIGAN, general manager of WSPD and WSPD-TV, Toledo, Ohio, brings to video over 20 years of experience and has earned a national reputation as an authority in the broadcasting field. "Flan" started his career in the theater. Later, he became a press agent and also spent many years in the newspaper business. "Flan" was born in Pittsburgh and has played a large part in helping build up The Fort Industry Company into the largest independent radio operation in America.



FLANIGAN

He is vice-president of The Fort Industry Company, operators of AM stations in Toledo, Wheeling, Fairmont, Lima, Atlanta, Miami and Detroit. The company also operates TV stations in Detroit and Atlanta as well as in Toledo. Concerning TV, "Flan" says that despite two and a half years of operation in Toledo, the local AM station is still showing gains. However, "Flan" predicts that in 1951, WSPD-TV business will double if the station can clear sufficient time.







HAL GROSS, owner and general manager of WJIM-TV, Lansing, Mich., is one of the youngest radio and TV station owners in the country. Hal pioneered in Michigan radio by establishing Lansing's first broadcasting station WJIM, 16 years ago, and is back in the pioneer department with WJIM-TV, established this year. The station has a full late afternoon and evening schedule of TV from all four major TV networks, through channel six. After graduating from the University



GROSS

of Michigan, Hal was associated with the Butterfield Theater Corp. During World War II, he served in the U. S. Navy and was instrumental in setting up and administering the Naval Aviation V-5 program with Harry Kipke, in the midwest region. For plans ahead, Hal says that WJIM and WJIM-TV will soon have a modern new building to house the extensive studios, offices and control rooms of the combined operations.



HUGH A. L. HALFF, president and general manager of WOAI and WOAI-TV is a veteran of broadcasting and has been head of the big Texan outlet since 1932. Hugh was born in Victoria, Tex., moving later to San Antonio. He attended Phillips Exeter Academy and Yale University. After graduation, Hugh returned to San Antonio and joined A. B. Frank and Associates, wholesale dry goods firm. He resigned from the company to join the Southern Equipment Co., then owners and



HALFF

operators of WOAI. In 1931 he was transferred to the broadcasting end of the business where he handled local sales first; then came a turn as announcer, following which he served in the continuity department. Later he became program director. With this background, he was appointed gen. mgr. of WOA in 1932. Six years later, Hugh was named president and treasurer of Southland Industries, Inc., new corporate name of the firm owning WOAI.



G. P. HAMANN, general manager of WBRC, AM and TV, Birmingham, Ala., is one of the most progressive young executives in the radio and TV field. His experience in the field dates back to 1929 at which time he served as a wireless operator in the Maritime Service. Gerry has also been associated with Radiomarine Corp. of America, Page and Davis, consultant engineers of Washington, D. C., and has instructed at the University of Alabama, Birmingham Southern College and Howard Col-



HAMANN

lege in Birmingham and has been a station owner. Gerry, a native of New Orleans, was connected with WSMB of that city for a period of eight years prior to joining WBRC in 1940. Before being made general manager of WBRC, AM and TV, he served as technical director for the station and manager of the FM operation. WBRC was the first station in Alabama to apply for a television license and video operations were begun in July 1949 under Gerry's guidance.





WILBUR M. HAVENS, owner and general manager of WMBG, WCOD and WTVR, Richmond, Va., AM, FM, and TV, respectively, was born in Richmond and has lived there all his life. Wilbur quickly got a job in the automotive business and by 1922 was able to organize his own automotive electric business. Deciding that a knowledge of commercial law would be a good insurance in business he devoted three years of night study to that subject.



HAVENS

With the advent of radio, Wilbur became the Philco battery distributor and his interest in the medium of radio was aroused. He was granted a license for WMBG which went on the air in 1926 with 15 watts power. Today the station operates with 5,000 watts. WCOD, the FM station, went into operation in 1946, while WTVR, the "South's First Television Station" went on the air in April, 1948. He is married to the former Thelma M. Chewing of Richmond.



JOHN S. HAYES, vice-president and general manager of WTOP and WTOP-TV, came to the CBS Washington, D. C. affiliate after 13 months as executive vice-president of WINX and WINX-FM, the former Washington Post stations. WTOP is now the Washington Post outlet. Prior to his WINX service, John was station manager of WQXR and WQXQ, the New York Times stations, from January, 1946 to January, 1948. During World War II, he directed the American Forces Network in the European Theater. John began his



HAYES

radio career at WIP, Philadelphia, and left his job there as co-ordinator of sales and programming to become assistant to the vice-president of WOR in 1936. He entered the Army in 1941 as aide to the Quartermaster General and quickly rose to a lieutenant-colonelcy where he served as Associate Director of Troop Broadcasting Services under General Eisenhower. John was born in Philadelphia and attended local schools there, graduating from the University of Pennsylvania.



LES JOHNSON, vice-president and general manager of WHBF-TV, Quad Cities, Rock Island, Moline, E. Moline, Ill., and Davenport, Ia., became sports editor of The Argus in Rock Island after graduation from college. Later he became publisher of a weekly newspaper in Aledo, Ill. where he was able to indulge in his favorite sport, golf, but which now he has to take in small doses. Les returned to The Argus as advertising manager and 14 years



JOHNSON

ago assumed the general manager-ship of WHBF. With his newspaper background, he was able to build the station into a preeminent news outlet—a position which he jealously guards despite the added duties of managing WHBF-TV. Les has served two terms as NAB director of the Ninth District, and continues to take an active part in industry affairs. He is one of the founders and vice-president of the Illinois Broadcasters Association.





ERNEST A. LANG, commercial manager of WMAR-TV, The Sunpapers television station in Baltimore, helped pioneer the beginnings of TV in Baltimore, a market with a quarter-million receivers. Ernie helped set up the Baltimore station, three years ago. He joined the parent organization, The Sunpapers in 1940 as an advertising salesman, and when the publishing organization undertook its TV operation, Ernie was promoted to commercial manager. He is a native of Austin,



LANG

Minn., and held various advertising positions in the mid-West, his last previous job before coming to Baltimore, being with Gene Howe's Globe-News in Amarillo, Texas. In his contributions to telecasting, Ernie effected sale of the longest continuously sponsored TV program in the Baltimore-Washington area, the "National Sports Parade," which has been on the air in the two cities since April, 1949. He is in charge of both local and national sales for WMAR-TV.



G. BENNETT LARSON, v-p and general manager of WPIX, N. Y. Daily News-owned video outlet, has been a broadcasting figure for 23 years, having started his career in the crystal-set days of 1927 at KYDL, Salt Lake City. Two years later, he descended on N. Y. to spend five years at NBC producing and directing top-flight radio shows. Between 1934 and 1942, Larson was an exec in the radio departments of Joseph Katz Co., R&R and Y&R—directing



LARSON

and producing programs that starred Milton Berle, Al Jolson, Phil Baker, Eddy Duchin and Morton Downey. At WWDG, Washington, D. C., he was general manager and part owner from 1942 until 1945, when he moved up to a managership at WPEN, Philadelphia. Jumping into TV all-the-way, Larson was named a v-p in charge of video at WCAU-TV in 1947, where he remained until his appointment as manager of WPIX.



PHILIP G. LASKY, vice-president and general manager of KSFO and KPX, San Francisco, was born in Denver where he was prominent as an early wireless "ham" during his school days. In 1923 he traveled the world as a ship radio operator. Later he chased fires and covered the police beat from the Omaha "World-Herald" and wound up on the Denver "Post." From there Phil rejoined KLZ, where he had been briefly before. In 1927, Phil joined KDYL, Salt Lake City, and stayed there for eight years. Phil moved to



LASKY

KTAB as general manager in 1935 and shortly thereafter the station changed its call letters to KSFO. Together with W. I. Dumm, owner of KSFO, Phil bought KROW, Oakland. In 1940, the managing of the two stations became too much for Phil so he decided to devote his whole time to KROW. The station was sold in 1945 and Phil returned to KSFO, at the same time acquiring an interest in KXA, Seattle. KSFO received its CP for a TV station in 1947 and Phil put the station on the air in 1948.





U. A. (JAKE) LATHAM, general manager of WKRC-TV, switched his likable personality over to the field of television in 1949. Known by all his co-workers and fellow tradesmen as "Jake," he has been with WKRC for the past 15 years. Before entering radio he had been a factory representative and sales manager for Cincinnati automobile distributors. "Jake" broke into AM because he sold the manager of WKRC some automobiles in such a quick fashion, he was immediately hired and put



LATHAM

on the sales staff. In 1941, "Jake" was made the local sales manager and three years later became general sales manager. He was appointed general sales manager of the TV station in 1949 and was named manager this year. Shortly after "Jake" became manager, WKRC-TV went into early daytime programming, and almost immediately national spot sales increased 250 per cent and total billing rose 183 per cent. "Jake" attended the University of Cincinnati.



W. R. (BILL) McANDREW, general manager of WRC, WRC-FM & WNBW, the three NBC outlets in Washington, D. C., has met radio and TV problems with the same two-fisted approach that won him his name as a "top newsman" in the nation's capital. Bill is a native Washingtonian and was graduated from Catholic University in 1935. He immediately plunged into newspaper work, beginning on the sports desk of the Washington Times-Herald. Later Bill went with the United



McANDREW

Press and then switched to radio, becoming news editor of the NBC red network's D. C. office. From the latter post Bill joined Broadcasting Magazine as executive news editor and in 1942 he was information director of the Board of Economic Warfare. In 1944 Bill joined WRC as news manager. Since then Bill has held down several posts, each with added responsibilities, and in 1949 was named general manager of the three Washington stations.



THOMAS B. McFADDEN, manager of NBC-TV's owned and operated KNBH, Hollywood, was named to that post on April 6th of this year. Having started at NBC in 1934 as a page, McFadden climbed up through the ranks to become director of news and special events, then assistant-manager and later manager of WNBC and WNBT. He also served as a news writer in the web's N. Y. newsroom and as news broadcaster for WGY, Schenectady, and WRC. Washington, D. C. McFadden en-



McFADDEN

tered the service on Pearl Harbor Day, Dec. 7, 1941, as an ensign in Naval intelligence. When he completed his assignment with the 3rd Naval District Headquarters in New York, he resigned his commission and joined the Army as a private, took flight training and was commissioned in 1942 as a pilot with the rank of second lieutenant. He was a captain when discharged in 1945, and after returning to NBC was named director of news and special events of WNBC in 1946.





IRVING ROBERT ROSENHAUS, president and general manager of WATV, Newark, N. J., entered the broadcasting field with a professional background in education and law. "Irv" graduated from Rutgers University and took his law degree at John Marshall Law College, Jersey City, in 1933. He became an attorney-at-law in the same year and counsellor-at-law of the State of New Jersey in 1937. While at law school, "Irv" taught English at Memorial High School in West New York and since that time has never ceased be-



ROSENHAUS

ing interested in education and the extensive public interest programming of WATV and WAAT is a direct reflection of the convictions which were implanted in his mind during those years of teaching. After a short period of practicing law, "Irv" joined the executive staff of the Bremer Broadcasting Corporation as assistant manager of WAAT. Under his guidance the station soon gained dominance in the North Jersey market. In 1947 the corporation was given a CP for a TV station, and in May, 1948 WATV opened.



COL. B. J. PALMER, Iowa's "Mr. Radio" is, today, supporting TV with all the faith and enthusiasm that he has given to radio for 30 years. He is the owner and operator of WHO, 50,000 watt at Des Moines; WOC, oldest radio station west of the Mississippi, and WOC-TV, Iowa's first television station. Back in 1921, B. J. began radio experimentation in Davenport. The following year he was granted the call letters of WOC, just three months after the original



PALMER

license was granted KDKA. During the early years when radio was viewed as a fad, B. J. showed his faith in the medium, when WOC was ordered to divide time with WHO, by purchasing the latter station from Bankers Life Insurance Company and when the depression was at its worst, he built a costly 50,000-watt station to house the latter outlet. Following his innumerable "firsts" in radio, B. J. has done the same in TV. First station in Iowa; first to serve the Quint-Cities.



JAMES G. RIDDELL, president of WXYZ, nc., ABC O & O outlet in Detroit, was born in Glasgow, Scotland. He came to the U. S. at an early age and after graduation from high school in Detroit he found that radio was the career for him and began at WXYZ as office boy in 1931. Within a year, Jim had a promotion and has held many positions with the station, including traffic manager, sales manager and commercial manager. When WXYZ was sold to ABC in 1942, Jim was



RIDDELL

made general manager of the station. Early this year he was promoted to president. As leader of WXYZ-TV, Jim gave the word to pioneer in afternoon TV with the "Pat'n'Johnny" show which won great acclaim as the first afternoon TV show in Detroit, as well as one of the first in the nation. Not content with this, Jim recently started morning television programming from 7:00 to 10:00. Jim is married and the proud father of two daughters, seven and four years of age.





JULIUS F. SEEBACH, JR., member of the Board and v-p of WOR in charge of radio and television, began his climb at WOR as an announcer in 1925. With the exception of a seven-year period at CBS, and a two-year period in which he was administrative secretary of the Metropolitan Opera Association, Seebach has devoted his entire radio-TV career to WOR and WOR-TV. His positions there have included: assistant program director (1926), director of



SEEBACH

program operations (1935), v-p in charge of programs (1941), and a member of the board of directors (1942). At CBS from 1928-1935, he was successively: a continuity writer, production manager, and director of program operations. Born in 1898, Seebach obtained his A.B. degree at Bucknell, after having interrupted his college education for two years to serve as an ambulance driver with the French during World War I.



HY M. STEED, manager of WLAV-AM-FM-TV, Grand Rapids, Michigan, has been finding some time during the past year and a half to apply his theatrical experience to TV. After deserting a law career in Illinois, Hy joined the Army in 1917, becoming leader of the 54th Field Artillery Band soon after his enlistment. Following the war the maestro chose a group from his military band and toured the vaudeville circuits throughout the United States and Canada. In early 1922 his orchestra located in New York, playing at



STEED

such places as the Strand Roof and the Commodore Hotel. Following a stint with a road show company of the Schuberts, Hy and his group left show business flat for radio at WWJ and a hotel booking in Detroit. He has been in radio ever since, taking on executive duties in 1929 with WMBC in Detroit. In 1940, when Leonard A. Versluis gained a CP for the second station in Grand Rapids, Hy moved across the state to become manager. In 1946, FM was added and in August, 1949, WLAV-TV started operations.



DONALD A. STEWART, general manager of WDTV, Pittsburgh, is a veteran in the comparatively young life of TV. He has been in the medium for twelve years, since New York City's World's Fair days. Don has been associated with the Allen B. DuMont Laboratories, Inc. for the past seven years. For some years Don owned and operated a circuit of motion picture and vaudeville theaters in Tampa, Ft. Myers, Sulphur Springs and Ybor City in Flor-



STEWART

ida. He also owned and managed a circuit of theaters in Montana, Colorado, New Mexico and Texas. Don is a native of Wyoming and served in the armed forces for two years in World War I. In the recent war he directed the operation of 576 16-mm hospital ward motion picture theaters for the American Red Cross. He was general manager of Television and Motion Picture Associates, New York.





R. G. WINNIE, station manager of WTMJ and WTMJ-TV, The Milwaukee Journal stations, is a man who grew up with midwest radio station operations and is repeating the process in TV. Russ has been in broadcasting and with the Milwaukee Journal stations for 23 years and has played an active part in the development of both radio and TV in Milwaukee and Wisconsin. As station manager for the AM and TV outlets, Russ works directly under Walter J. Damm, vice-president and general manager of radio.



WINNIE

In this capacity he supervises and directs the day-by-day operations of both stations, including all program and sales activities. He started as an announcer on WTMJ in 1928, one year after graduation from the University of Wisconsin. In his first summer he broadcast play-by-play sports and kept it up for 18 years, thereby establishing some sort of record. While keeping up his sports broadcasts, Russ advanced from job to job with WTMJ, finally becoming assistant manager, and then station manager in 1946.



KENNETH H. BERKELEY, vice-president and general manager of the Evening Star Broadcasting Co. and its three stations, WMAL, WMAL-FM and WMAL-TV, Washington, D. C., is a native Washingtonian, who has been in the radio business since 1923. Ken has been with WMAL as g.m. since ABC-TV was formed in 1942 and WMAL was separated as the Blue Network from the NBC. Prior to this he was connected with WRC, where he saw service also as general manager. Ken followed the



BERKELEY

tide of TV and in Oct. 1947, WMAL-TV was born. This station holds the distinction of being the first TV outlet, not excepting networks, to announce a 7-nights-a-week schedule. Ken believed that viewers should be served on a regularly scheduled basis, so that after a nighttime program was established WMAL-TV also began daytime programming, and it was the first TV station in the country to broadcast over a high frequency band.



HARRY M. BITNER, JR., president and general manager of WFBM and WFBM-TV, Indianapolis, Ind., is one of those people that can acclimate themselves in any trade. Graduating from Franklin & Marshall College in 1935 as a psychology major, Harry's first big job was as a newspaper reporter and rewrite man for the Baltimore News Post. In 1939 he left this position to join the staff of WFBM as an assistant program director; a year later he was made office man-



BITNER

ager of the station and in 1942 he was promoted to general manager. After 3 years of naval service during the war he returned to WFBM as president and general manager in 1946. Since that time WFBM, Inc. has acquired several smaller stations in Indiana and Michigan. In May of 1949, WFBM, Inc., under Harry's leadership, launched the first TV station in Indiana—WFBM-TV, which serves the entire central Indiana area with top TV programming.





CLARENCE L. DOTY, general manager of WJZ-TV, reports that he has been interested in radio since the early '20's when it was a real thrill to hear anything in the headphones except static. In 1923 he helped design and construct and operate the first voice broadcasting station in Charlestown, W. Virginia. Arriving in N. Y. several years later he studied at NYU and Columbia, majoring in business and advertising. From college he joined the National



**DOTY**

Advertising Dept. of Scripps-Howard newspapers, where he remained seven years. In Jan., 1942, with a varied background of selling in his wake Chick joined the spot sales division of the Blue Network, but after a year entered the Navy for three years. Returning in 1945 to the Blue Network, which by that time had become ABC, Chick was subsequently made sales manager of WJZ and WJZ-TV, and in 1950 was promoted to general manager of WJZ-TV.



HARRISON M. DUNHAM, general manager of KTTV, Los Angeles, was born in Grand Rapids and moved to California at the age of twelve. He is a "fifth generation" attorney, having taken his law degree at Harvard, following his graduation from the University of California at Los Angeles. Harrison joined the law firm of Elliott & Aberle, upon graduation, and two years later was made a partner. In 1939 the Douglas Aircraft Corporation retained the firm and Harrison was named assistant gen-



**DUNHAM**

eral counsel to the firm. He resigned in 1942 to become general counsel for the Growers Association, Fresno, and a year later purchased a cannery, resigned from the Growers Associations and founded Northern California Canneries. In 1946, Harrison sold his firm and founded two San Francisco food distribution companies. Three years later he sold one company, liquidated the other and then joined the Los Angeles Times in February, 1949, as assistant general counsel.



C. RICHARD EVANS, general manager of KSL and KSL-TV, Salt Lake City, Utah, joined the station's staff as a technician in 1927 while still in his teens and stayed around to watch it expand its facilities until it has become one of the most popular radio and TV outlets in Utah. During the war Dick took time out to work for the government on an engineering research product at Columbia University, and with William Lodge and William Wright, now engineering heads at CBS, he perfected an anti-submarine weapon, still being



**EVANS**

used by the U. S. Navy. Returning to Salt Lake City in 1943 Dick became KSL's chief engineer, and later was made assistant general manager of the station in 1948. Several months later he was promoted to general manager of the radio outlet and in 1949 when the station went on the air with TV, Dick also assumed the general manager duties of KSL-TV. He is a member of the Acoustical Society of America, the Institute of Radio Engineers and is on the executive committee of the Utah Society of Professional Engineers.







WILLIAM C. SWARTLEY, station manager of Westinghouse Radio Stations in New England, has under his direction four mediums of radio operation—standard band, frequency modulation, shortwave and television. Bill first joined WBZ and WBZA in the capacity of station manager in 1940, after serving as station manager of the Westinghouse stations WOWO and WGL in Fort Wayne, Ind., for a period of two years. Previously he was employed in the office of the president of Westinghouse Electric and Manu-



SWARTLEY

facturing Company as an administrative assistant. Bill is a graduate of Cornell University with a degree in mechanical engineering and during World War II served with the Ordnance Department, U. S. Army, holding the rank of Major. In his present capacity, Bill oversees the activities of the synchronously-operated stations, WBZ and WBZA; the frequency modulation outlets, WBZ-FM & WBZA-FM; the shortwave station WBOS and New England's first commercial TV station, WBZ-TV.



G. RICHARD SWIFT, general manager of WCBS and WCBS-TV, heads both AM and television station activities in the New York area. He joined CBS in 1932 and has held the titles of: assistant director in network operations, head of popular music for Columbia's program department, assistant program director and account exec in WCBS sales, and program director and assistant general manager of WCBS. He was named general manager of



SWIFT

WCBS-AM in March, '49, and of WCBS-TV in May, '50. As program director of WCBS, Swift developed such shows as Godfrey's early morning programs, Bill Leonard's "This Is New York," and the programs of Phil Cook, Margaret Arlen and Jack Sterling. Known to the trade as "Dick," he's 37 years old and lives in the Morristown area of New Jersey with his wife and three children.



ROBERT DWIGHT SWEZEY, the personable general manager of WDSU (AM-TV-FM), New Orleans, is well known among the top brass of broadcasting—his record boasting such titles as: v-p and gen. mgr. of Mutual from 1944-'48, and as gen. counsel and secretary of the Blue Network (ABC) from 1942-'44. Originally, Swezey's profession was that of attorney at law, having practiced in Boston, New York, and Washington from '32 to '38. The background for his career was gleaned at Har-



SWEZEY

vard (where he obtained his A.B. and L.L.B.), and from his studies at George Washington U., Southeastern U., Columbia, and N.Y.U. A very active participant in the organizations of his profession, Swezey is currently chairman of the TV Committee of the NAB, serving on the Finance Committee and the Business Trends Committee; he's a past prexy of the Radio Execs Club of N. Y. and the 150 v-p of the New Orleans AB Club.





EUGENE S. THOMAS, mgr. of TV operations for WOR-TV, returned to the WOR fold in June, this year, after spending 18 months in Washington, D. C., during which time he brought WOIC from the red to the black in the profit column. Thomas is a director of the NAB, representing the TV industry, and of the AFA. He also served two terms as proxy of the New York Ad Club, and was pres. of the Sales Executives Club. A graduate of George Washington U. and Harvard's grad-



THOMAS

uate school of business, Thomas came up through the ranks of newspaper reporting for the Washington Herald, Washington Daily News, and Washington Star before entering the field of public relations. Prior to joining WOR in 1934, he headed the radio department of H. W. Kastor & Sons, Chicago ad agency. At WOR, he has been successively: director of sales promotion and advertising, ass't sales mgr., sales mgr., and executive committee sec'y.



C. ROBERT THOMPSON, a member of the Radio Pioneers, is general manager of WBEN, Buffalo—AM, FM and TV. Bob entered radio even before he graduated from high school, singing over WAIU, Columbus, Ohio, in 1925. The following year he joined the announcing staff of the station. 1928 found Bob at WCAO, Baltimore, as announcer and musical director and later as program director. In 1931 he and Cliff Harris, now of WIP, Philadelphia, leased WTBO, Cumberland,



THOMPSON

Md., and became co-managers. Returning to Columbus in 1932, Bob served as program director of WCAH (now WBNS) and later became manager of WCOL. Shortly after The Buffalo Evening News acquired WEBR, Bob went there in 1938 to supervise programs and shortly afterwards became station manager. He became assistant manager in charge of sales at WBEN in 1942, becoming manager in 1944, acquiring his new title this year.



CHARLES VANDA, former head of CBS' Hollywood programming for many years, is now vice-president in charge of TV for the WCAU, Philadelphia, stations. In Hollywood, he originated and produced such top radio shows as "Suspense," "Intrigue," and "Stars over Hollywood." In addition Charley produced, wrote and directed most of the super-productions in Hollywood Bowl from 1935 to 1946. During World War II, he chaired the Four-Network Radio Committee; co-pro-



VANDA

duced the "This Is War" series and co-authored the entire plan for the Armed Forces Radio Service. Charley became veep of WCAU-TV in March of this year. Perhaps his biggest contribution to Philadelphia TV to date came in September when WCAU-TV undertook a daily schedule of 17 hours, one of the heaviest program logs on any TV station in the country. Among his other accomplishments, Charley created and originated "The Big Top."





S. S. FOX, president and general manager of KDYL and KDYL-TV, Salt Lake City, Utah, is known throughout the industry as one of the real pioneers of both media. Sid began operation of KDYL when it was the 13th licensed broadcasting station in the country and one of the very few west of the Mississippi. Back in 1938 there was talk of something new called "television." Sid put his ear to the ground and purchased demonstration equipment for use in department stores and at the State Fair, to acquaint the people with



FOX

what they might expect from this new field. Demonstrations were started in Sept., 1939. With World War II blocking progress. Sid ordered full speed ahead, following V-J Day, and KDYL-TV took to the air on April 19, 1948,—the first TV station between St. Louis and Los Angeles to be on the air regularly. Sid's early years of experience in film and show business made him particularly adaptable to TV and the KDYL-TV operations have been characterized with a flair for showmanship.



GAYLE V. GRUBB, general manager of KGO-TV, San Francisco, is one of the nation's honest-to-goodness pioneers of broadcasting. Even during his student days at Nebraska University, Gayle was gearing his future to a successful executive career in the entertainment field. He edited his college paper, wrote stories and cartoons, acted in little theatre plays and organized and led an orchestra. In 1924 his path led to radio, KFAB, Lincoln, Neb., where he was manager, program director, entertainer, stenographer, song writer and jani-



GRUBB

tor. Later in 1928 he joined WKY, Oklahoma City, as g.m. and built that station into one of the top radio properties in the country. His outstanding record of WKY led to his appointment in 1945 by ABC as g.m. of the network-owned KGO in San Francisco. In May, 1949, when ABC opened its TV station, KGO-TV, Gayle found himself once more in a pioneer role. Starting out with a 5-day, 15-hour programming week, KGO-TV is now televising 7 days a week with 60 plus hours of programming.



THAD HOLT, president and treasurer of the Voice of Alabama, Inc., operators of WAPI, WAFM and WAFM-TV, Birmingham, Ala., was born in Sumterville, Ala. After graduation from Colorado College, he entered the advertising and sales work field and remained there for 20 years. Among the companies Thad was associated with were: Fawcett Advertising Agency and the Wofford Oil Company, as advertising and sales manager. He entered the radio field in 1937 with WAPI, Birmingham. In



HOLT

1946 he started the first FM operation in Alabama with WAFM, and opened up Alabama's first TV station in 1949 with WAFM-TV. Well-known in Alabama circles, Thad has served as State Director of FERA, WPA, CWA and the NYA. In addition he was at one time assistant national administrator of the WPA in Washington. Thad, a Phi Beta Kappa, was also at one time vice-president and half owner of Famous Features Syndicate in New York.



• • • 1950 — TV STATION PERSONALITIES — 1951 • • •



STANLEY E. HUBBARD, general mgr. and co-founder of KSTP and KSTP-TV, Minneapolis-St. Paul, Minn., has the distinction of getting in on the ground floor of three of the fastest growing industries of modern times: aviation, radio and TV. While a student at Minnesota, in 1910, he built one of the first amateur radio transmitters in the state. Following World War I service, Stan established Hubbard Field at Louisville. A few months later he organized the first commercial airline in the U. S.



HUBBARD

and laid out their routes still used by airlines today. In 1924, Stan started WAMD in Minneapolis. The station call-letters were changed to KSTP in 1928. In June, 1939, he purchased one of the first television cameras and began experimenting with the medium. On April 27, 1948, KSTP-TV, under Stan's guidance, began full commercial operation, housed in the station's ultra-modern radio city building and the only structure in the area built exclusively for radio-TV production.



RICHARD B. HULL, radio and TV director for WOI, Iowa State College, is a man who has come a long way in a little time. Not only is he responsible for the first educationally owned TV station in the U. S., but currently he is also TV chairman for NAEB and director of Region IV of that group. Dick has served 3 terms as president of the National Association of Educational Broadcasters, and in 1946 and '47 was president of the Iowa Radio News Editors. After graduation from Iowa State in 1938 he served as radio



HULL

specialist for the University of Minnesota's Agricultural Extension Service and worked with WCCO, KSTP, WTCN, and KUOM, all in Minn. At WOI-TV, where he was named director in 1946, Dick has instituted a three-fold policy. First, to give the Ames-Des Moines area a complete network program service; secondly to train limited numbers of students in actual TV station situations and thirdly to conduct continuing programs of research on TV audience impact.



GEORGE S. JOHNSON, general manager and chief engineer for KOB-TV, Albuquerque, N. M., first became interested in radio when he had an opportunity to experiment with a neighbor's wireless set. With passing years this interest grew and in 1922 he had obtained his Amateur Operator's license in San Diego, Calif. In 1928, George graduated from the University of Colorado, and immediately entered the radio department of the General Electric Company in Schenectady, N. Y.,



JOHNSON

where he stayed for three years. In 1932, George left this position to become chief engineer for KOB, where he built the station's first 10 kilowatt transmitter, and installed the first 50 kilowatt transmitter in 1941. When KOB applied for a TV station in 1946 George was made general manager and chief engineer. Today he still retains these duties and is also chief engineer for KOB-AM. He was born in Spokane, Washington on March 16, 1906.





KLAUS LANDSBERG, vice-president of Paramount TV Productions, is certain to figure prominently whenever TV pioneers both in Europe and America are discussed. Though only in his early thirties, Klaus is recognized as one of the leading authorities in the TV fields. He has been actively engaged in this work for over 16 years, and he has started more TV programming trends than any other single individual in the nation. In 1937, Klaus was appointed laboratory engineer and assistant to Dr. Korn, the inventor of picture



LANDSBERG

telegraphy, in Berlin, Germany. Coming to America in 1938, Klaus went to work for Farnsworth TV, Inc., as development engineer and the next year was with NBC. It was during this period that Klaus helped make possible the first public demonstration of TV at the World's Fair. After working with DuMont laboratories he was sent to Hollywood to organize W6XYZ, the Paramount Picture TV station in 1941. This TV outlet was on the air 5 years on an experimental basis before it became KTLA.



H. P. LASKER, general manager of WLW-D, Dayton, Ohio, was born and educated in Europe. His first job was working in transportation advertising in France and England, which gave him the experience needed to take on the duties of director of transportation advertising for WLW, when he came to this country. Pete held that post for the Crosley interests for ten years before being appointed sales manager for the TV outlet in Dayton. A little over a year ago he was appointed to his



LASKER

present post. Pete is a devotee of sports and is a leader at the many staff parties on the skating rinks, swimming pools and tennis courts. "The harder you work the body," Pete says, "the harder you can work the mind." While he was born and educated abroad, Pete is constantly crusading for directness of speech and action in the true American tradition and believes the job's the thing. Recently his program director asked Pete to appear on a three-city newscast, during the height of an ice-storm, on skates—and Pete did.



JAMES LEONARD, general manager of WLW-C, Columbus, Ohio, laid the groundwork for his career in radio through his association with the University of Florida's station, WRUF, as announcer, producer and sportscaster in 1934. Two years after his graduation Jim joined the staff of WLW in Columbus, and the combination was so good it's lasted all this time. At WLW, Jim became one of the station's outstanding stars, gaining national recognition through his announcing, singing, MC work,



LEONARD

and participation on various dramatic programs. In 1944, he accepted the position of program director of WSAI also a part of the Crosley Corporation, and during this time he also taught special radio courses at Cincinnati's College of Music, and was instrumental in the development of new talent in that city. In accepting the position of general manager of WLW-C in 1949, Jim assumed the responsibility of establishing Columbus' first TV station and has made it pay off.





CECIL D. MASTIN, general manager of WNBC and WNBC-TV, Binghamton, N. Y., was born in Fairport, N. Y. He entered Syracuse University to study law but after two years he left to pursue the study of voice in New York. He produced a vaudeville act, Mastin and Melvin, and gained theatrical experience from about five years with three different acts which he wrote and produced. "Cec" went to Binghamton in 1915 and established a successful voice studio there. In addition to his teaching, "Cec" instituted several concert courses and



MASTIN

founded the Binghamton Civic Music Series in 1926, and also founded the Binghamton Choral Society. With business experience gained as a partner in a local music store, "Cec" became program director of WNBC in 1929. When the station was bought by the Wiley B. Jones Advertising Agency in 1932, he became general manager. In 1942, FM was added and "Cec," who had been active in early development of FM, added WNBC-FM to his chores. WNBC-TV was launched on Dec. 1, 1949.



JOHN McCORMICK, general manager of WTAM-WNBK, Cleveland, Ohio, is a prime example of a man who eats, breathes and sleeps television. His introduction to this industry began in 1929 when he joined the staff of radio station WGBS in N. Y. as an announcer. Since that time he has been connected with practically every phase of radio and TV with the possible exception of engineering. He was named program director, WGBS, and remained with them when the station came under the Hearst banner and changed its



McCORMICK

call letters to WINS. In 1934 John became program and production manager at WKRC, Cincinnati, and manager in 1936. In 1938 he transferred to WCCO, manager, and in Feb. 1940, he was called to NBC to serve with their Chicago network sales division. John has also seen service as radio director of the Republican National Committee under Herbert Brownell in Washington, D. C. from Feb. 1945 until May 1946, at which time he returned to NBC sales in Chicago. John came to WTAM-WNBK in 1948.



JOHN M. OUTLER, Jr. was born in Metcalf, Ga., and after attending local schools was graduated from Young Harris College and later from Emory College. John's first job was classified advertising manager of the Augusta Herald. In 1916 he joined the Atlanta Journal staff, handling real estate advertising from 1916 until he enlisted in the Army in 1917. John returned to the Journal in 1919 as automobile editor—a position he held until 1926 when he became manager of the paper's Roto Advertising Department. John entered ra-



OUTLER

dio as business manager of WSB in 1930 and became general manager in 1944. With the inauguration of TV in 1948 he assumed the double duties of general manager of both the AM and TV operations. As manager of the South's largest radio station and first TV outlet, John has been a spokesman for local station TV interests and particularly for local programming in the medium. He has been a member of the Standards of Practice Committee of the NAB as well as chairman of the Sales Manager's Executive Committee.





ARDEN X. PANGBORN, newly appointed general manager of WOAI and WOAI-TV, San Antonio, Texas, entered the radio field back in 1940 when he left his post as managing editor of the Portland "Oregonian" to assume managership of KGW and, KEX, the then Red and Blue outlets in the Northwest city. A sports writer at 18, he gave up his job with the "Oregonian" to work his way through the University of Oregon and returned to the paper in 1929.



He became managing editor in 1938 and during his newspaper years also wrote for the pulps. The next year "Pang" entered the radio field and within twelve months was elected Pacific Coast representative on the first NBC planning and advisory committee. Later, "Pang" returned to his post of managing editor of the "Oregonian," a position he held until his recent appointment to the general managership of the AM and TV outlets of Southland Industries, Inc.

PANGBORN



W. D. ROGERS, JR., vice-president and general manager of KEYL-TV, San Antonio, Texas, has been prominent in Southwest advertising circles for many years. He was formerly general sales and advertising manager of the Coca-Cola Bottling Co. of West Texas, and served as president of the Lubbock Advertising Club and the Lubbock Sales Executives Club. Active also in the Lions Club, Dub is past director of the Lubbock Lions Club, recognized as the



largest in the nation and the fourth largest in the world. During World War II, he served in the Air Force for three years until his discharge. Moving to San Antonio in Feb., 1950, he assumed active management of KEYL which was then still under construction. At a meeting in Chicago, Jan., 1951, he was elected to the TV board of directors of KEYL. He is an alumnus of Baylor University, and a member of the Masonic Lodge.

ROGERS, JR.



LEE RUWITCH, vice-president and general manager of WTVJ, Miami, was born in Escanaba, Michigan. He has been associated with the station since August, 1948, when the WTVJ was still in the construction stage. At the time, Lee was rounding out his second year as executive assistant to Col. Mitchell Wollson, co-founder of the station. Following his graduation from the University of Minnesota, Lee was associated with Joseph Ruwich & Sons Department Store in Norway, Michigan.



During the war he served three-and-a-half years in the Navy, mostly in the South Pacific, emerging as a Lieutenant. During the past year, Lee has traveled thousands of miles visiting other TV operations to secure first-hand information and to study personnel and operating methods of both large and small outlets. As a result, WTVJ has grown in stature during the year. Lee was named general manager of the station in 1949 and in January, 1950, he was elevated to vice-president.

RUWITCH





OWEN SADDLER, general manager of KMTV, Omaha, Neb., can look back upon colorful diversified career whenever he wants to. He has been an English Instructor at two universities, a newspaper reporter, and has spent three years in the legal department of E. . Du Pont de Nemours & Co. Add to this 13 years in radio and TV with the May Broadcasting Co., and you find a well-assimilated man. His first experience with radio came in 1938 when he was still working for his Ph.D. at Northwest



SADDLER

tern U. At that time he met the late Earl May, founder of KMA and a radio pioneer, who lured him to the station in 1938. Owen became assistant to the president and, in 1945, became general manager. He has carried over into TV all the enthusiasm he has developed working in radio. He has managed KMTV since its inception in Omaha, Sept. 1, 1949, and at present many TV executives consider KMTV as a model TV operation.



FRANK P. SCHREIBER, manager and treasurer of WGN, Inc., operators of WGN, WGNB and WGN-TV, has been with the parent Tribune Company for thirty years. During this period he has taken an active and important part in the growth of WGN to a place of prominence in the mid-west AM field and has guided the development of WGN-TV in the television field. Frank joined the Tribune in 1918 as a sports writer. In 1926 he was named assistant sports editor and by 1928 was made assistant



SCHREIBER

general purchasing agent. Three years later he joined WGN as director of public relations. In 1940, Frank was named station manager. He has more than a professional interest in WGN's network, Mutual. In fact, Frank feels more like a parent of the network since he was present at the birth of the web in 1936 when WGN formed the Quality Network, which, a short time later, became Mutual. Frank is a native Chicagoan, graduate of Northwestern University, and a red-hot sports fan.



VICTOR A. SHOLIS, vice-president and director of WHAS and WHAS-TV, Louisville, Ky., was born in Scotland of Lithuanian parents. After this novel beginning he came to Chicago and in 1929 became a U. S. citizen through the naturalization of his father. Attending the University of Illinois he graduated summa cum laude in 1931 with a B.S. degree in journalism. In 1934 he joined the Chicago Daily Times, where he became political editor. He served in this capacity until 1939 when he became a special assistant to Secretary



SHOLIS

of Commerce Harry Hopkins. He resigned from the Dept. of Commerce and became a director of the Clear Channel Broadcasting Service in Washington in 1941. After serving three years in the Army he returned to CCBS, but resigned in 1947 to accept the post of director at WHAS. At this 50,000-watt clear-channel station he has set a pace for outstanding local and public service programming, and recently became the second Kentuckian ever to receive the American Cancer Society's award for meritorious service.







FRANKLIN SNYDER, vice-president and station manager of WXEL, Cleveland, was born in Pittsburgh. After graduation from the Carnegie Institute of Technology, where he majored in architecture, he joined the Jones & Laughlin Steel Corporation in the construction engineering department. In 1938, Frank and several of his friends formed the Quality Laboratories, a company engaged in the manufacture and sale of drugs and cosmetics. This organization lasted five years and Frank went on to the Dravo Corporation, a ship-



**SNYDER**

building firm. In 1944, he transferred to the Magnetic Metals Co., where he served in a sales position. At the conclusion of the war the firm converted to the manufacturing of radio and TV parts. As a result of his business contacts, he became friendly with Herbert Mayer, president of Empire Coil Co., who was in the process of developing a TV station in Cleveland. Resigning from Magnetic Metal in 1949, Frank helped construct and organize WXEL and finally assumed active management.



HARRY L. STONE, general manager of KPHO and KPHO-TV, Phoenix, Arizona, is a veteran of 27 years in the radio business. A believer in the idea that network programs need not originate in New York, Chicago or Los Angeles, Harry set about finding a format early in life that would warrant national recognition. Out of one of his brainstormers came "Grand Ole Opry," still a top Hooper show coast-to-coast. Harry also has to his credit such talent discoveries as Eddy Arnold, Roy Acuff, Minnie Pearl and Ernest Tubbs, and was in-



**STONE**

strumental in giving Dinah Shore her first start. Though he is far from being a songwriter by trade he recently collaborated with a friend and produced "Chattanooga Shoe-shine Boy" which swept the nation. Formerly vice-president and general manager of WSM and WSM-TV, Nashville, Tenn., he assumed the general managership of KPOH-AM-TV this past year. Harry's main objective appears to be the creation of local live shows for both radio and TV worthy of local acclaim, and produced for national recognition.



KENNETH W. STOWMAN, television sales manager of WFIL-TV, Philadelphia, is a veteran of 25 years in the broadcasting field. He joined the WFIL staff in 1945 as assistant to the general manager, following three and a half years with the U. S. Navy. Before assuming his present position in 1948, Ken directed WFIL-TV operations for more than a year, beginning in February, 1947. During this period the station went on the air for the first time. In the mid-twenties. Ken left a job as radio editor of a Philadelphia newspaper



**STOWMAN**

to join the staff of a local radio station. Since then he has been associated with the medium, except for his Navy hitch. While in the service he was a lieutenant on the staff of Rear Admiral C. E. Rosendahl, chief of the Naval Airship Training Command at Lakehurst, N. J. Ken studied business administration at Temple University before entering on his career and is a member of the Poor Richard Club and the 50 Club, as well as a board member of T & A of Philadelphia.





HARRY BANNISTER, general manager of WWJ, Detroit, has AM, FM as well as TV activities under his guidance. Harry entered radio in 1931 as a salesman for WMBC in the Motor City. Later he went with WJR and in 1933 he joined WWJ as a salesman. Harry became sales manager for the station in 1935 and was appointed general manager in 1941. He is a former member of the board of directors of the NAB and is a member of the Stations Planning and Advisory Committee of NBC.



BANNISTER

Before entering radio, Harry was associated with E. I. duPont de Nemours and with Brewer Co. He also did a five-year stint with the American Druggist syndicate. In all jobs he was in sales or sales supervizing. On the more personal side, Harry, at his own admittance, is the best gin rummy player and worst crap shooter in radio or TV. He also admits that he plays a violent game of croquet every week-end, in sun, snow, sleet or ice.



P. A. SUGG, vice-president of the WKY Radiophone Company and manager of WKY and WKY-TV, Oklahoma City, Okla., became interested in radio back in 1920 when the medium was still a gadget, and has been in it ever since. In 1929 he entered commercial radio with KPO, San Francisco, and two years later moved to NBC where he served as control supervisor in charge of technical network operations. A Navy reservist, Bud was called to active duty in 1940, and had a major role



SUGG

in the development of radar during the war. He served aboard the U.S.S. California, and later was on the staff of Adm. Nimitz, commander of the Pacific Fleet. Released from active duty in 1945 he became manager of WKY on Jan. 1, 1946, and divided his attention between management of the AM station and direction of preparations for the advent of TV in Oklahoma. WKY-TV went on the air commercially June 6, 1949, with a weekly schedule of about 15 hours of programming.



HAAN J. TYLER, manager of KFI-TV, Los Angeles, Calif., became interested in the radio field because of an old hobby, quartet singing, which had placed him before the microphone for over 5 years with the Edgewater Four around Chicago. He started as a partner in the Broadcasting Checking Bureau, which ceased to exist as broadcasting facilities increased and became more dependable. In 1934 he joined the John H. Dunham Company as an account executive, handling such



TYLER

accounts as O'Henry Candy Bars, Crackerjacks and Campfire Marshmallows. Moving to the coast in 1939 he opened an office for Free & Peters, radio representatives in L. A., and a year later became commercial mgr. of KSFO. Early in 1943, Haan moved to Earle C. Anthony, Inc., as account executive for KFI. In 1947 he became sales manager for KFI, and the following year was promoted to program director and coordinator of TV, and finally manager of KFI-TV in Oct., 1948.





# TELEVISION STATIONS

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Alphabetically Listed  
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# NINETEEN FIFTY-ONE



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WATV	Newark, N. J.	1106	WNHC-TV	New Haven, Conn.	1096
WAVE-TV	Louisville, Ky.	1102	WOAI-TV	San Antonio, Tex.	1116
WBAL-TV	Baltimore, Md.	1103	WOC-TV	Davenport, Iowa	1101
WBAP-TV	Fl. Worth, Tex.	1115	WOL-TV	Ames, Iowa	1101
WBEN-TV	Buffalo, N. Y.	1106	WOR-TV	New York, N. Y.	1107
WBKB	Chicago, Ill.	1099	WOW-TV	Omaha, Neb.	1106
WBNS-TV	Columbus, O.	1110	WPIX	New York, N. Y.	1108
WBRC-TV	Birmingham, Ala.	1091	WPTZ	Philadelphia, Pa.	1113
WBTV	Charlottesville, N. C.	1109	WRGB	Schenectady, N. Y.	1108
WBZ-TV	Boston, Mass.	1103	WSAZ-TV	Huntington, W. Va.	1117
WCAU-TV	Philadelphia, Pa.	1113	WSB-TV	Atlanta, Ga.	1099
WCBS-TV	New York, N. Y.	1107	WSM-TV	Nashville, Tenn.	1114
WCPO-TV	Cincinnati, O.	1109	WSPD-TV	Toledo, O.	1111
WDAF-TV	Kansas City, Mo.	1105	WSYR-TV	Syracuse, N. Y.	1108
WDEL-TV	Wilmington, Del.	1096	WTAR-TV	Norfolk, Va.	1116
WDSU-TV	New Orleans, La.	1102	WTCN-TV	Minneapolis, Minn.	1105
WDTV	Pittsburgh, Pa.	1114	WTMJ-TV	Milwaukee, Wis.	1117
WENR-TV	Chicago, Ill.	1099	WTOP-TV	Washington, D. C.	1096
WEWS	Cleveland, O.	1110	WTTG	Washington, D. C.	1097
WFAA-TV	Dallas, Tex.	1115	WTTV	Bloomington, Ind.	1101
WFBM-TV	Indianapolis, Ind.	1101	WTVJ	Miami, Fla.	1098
WFIL-TV	Philadelphia, Pa.	1114	WTVN	Columbus, O.	1111
WFMY-TV	Greensboro, N. C.	1109	WTVR	Richmond, Va.	1116
WGAL-TV	Lancaster, Pa.	1113	WWJ-TV	Detroit, Mich.	1104
WGN-TV	Chicago, Ill.	1099	WXEL	Cleveland, O.	1110
WHAM-TV	Rochester, N. Y.	1108	WXYZ-TV	Detroit, Mich.	1104
WHAS-TV	Louisville, Ky.	1102			

# TV STATIONS

1950—1951

*The following list of Television Stations reveals that 107 stations are operating in 63 markets. This is an increase of six stations over the 101 stations operating in 59 cities last year. The total number of TV sets in use as of April 1, 1951, was 12,171,500.*

## ALABAMA

### WAFM-TV

BIRMINGHAM—1949—ABC-CBS  
PARAMOUNT

Channel: 13.....AP: 13.6 Kw.....VP: 26 Kw.  
Owned-Oper. By.....Voice of Alabama, Inc.  
Business-Studio Address...Protective Life Bldg.  
Phone Number.....3-8116  
Transmitter Location.....Radio Park-Red Mt.  
Air Time.....98 hours weekly  
News Service.....INS  
Representative.....Radio Sales  
Membership.....NARTB  
Ch. of the Board.....Ed Norton  
Pres., Gen. Mgr.....Thad Holt  
Sta. Mgr., Pgm. Dir.....Lionel F. Baxter  
Commercial Manager.....C. P. Persons, Jr.  
Film Production.....Burt McKee, Jr.  
Chief Engineers...Jimmy Evans, N. H. Hurley  
Manager of Operations.....E. H. Mitchell  
Consulting Engr.....A. D. Ring & Co.

### WBRC-TV

BIRMINGHAM—1949—NBC-DuM

Channel: 4.....AP: 7.25.....VP: 14.25 Kw.  
Owned-Oper. By.....Birmingham Bcstg. Co.  
Business-Studio Address.....WBRC Bldg.  
Phone Number.....4-7741  
Transmitter Location.....Red Mountain  
Air Time.....63 hrs. weekly  
News Service.....AP, INS  
Representative.....Paul H. Raymer Co.  
Membership.....NARTB  
President.....Eloise Smith Hanna  
General Manager.....G. P. Hamann  
Commercial Manager.....Don D. Campbell  
Program Director.....M. D. Smith  
Promotion Director.....John Orr  
Dir. or News & Special Events.....Davenport Smith  
Production Manager.....W. D. Smith  
Publicity Director.....John Orr  
Dir. of Remotes.....Millard Almon  
Chief Engineer.....G. P. Hamann

## ARIZONA

### KPHO-TV

PHOENIX—1949—  
ABC-CBS-NBC-DuM

Channel: 5.....AP: 8.7 Kw.....VP: 17.5 Kw.  
Owned-Oper. By.....Phoenix Television, Inc.  
Studio Address.....631 North First Ave.  
Phone Number.....4-7367  
Transmitter Location.....618 North Central  
Air Time.....70 hrs. weekly  
News Service.....INS  
Representative.....Petry & Co.  
Pres. & Gen. Mgr.....John C. Mullins  
Sta. Mgr. & Prog. Dir.....Ronald C. Oxford  
Commercial Mgr.....Gil Lee  
Dir. of News & Spec. Events.....Art Sprinkle  
Chief Engineer.....George L. McClanathan

## CALIFORNIA

### KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7.....AP: 15 Kw.....VP: 30 Kw.  
Owned-Oper. By.....American Bcastg Co., Inc.  
Business-Studio Address.....ABC-TV Center  
Phone Number.....NORMandy 3-3311  
Transmitter Location.....Mt. Wilson  
Air time.....73 hours weekly  
News Service.....AP, INS, UP  
Representative.....ABC Spot Sales  
President.....Robert E. Kintner (ABC)  
General Manager.....F. Samuels  
Station Manager.....Richard Moore  
Commercial Manager.....William K. McDaniel  
Program Director.....John I. Edwards  
Promotion Director.....John Hansen  
Dir. of News and Special Events  
James T. Vandiveer  
Production Manager.....E. Carlton Winckler



KTTV

Television

Southern Californians depend  
on KTTV for news, sports  
and outstanding television  
entertainment every day.

KTTV now occupies  
Hollywood's newest, most  
compact motion picture lot—  
facilities which mean better  
production, bigger audiences.

**KTTV**

*Los Angeles Times Television*

Publicity Director.....Jerry Ross  
 Film Editor.....George Boggs  
 Director of Remotes.....James T. Vandiveer  
 Chief Engineer.....P. G. Caldwell  
 Consulting Engineer.....Kear & Kennedy

## KLAC-TV

### HOLLYWOOD—1948

Channel: 13...Ap: 16.2 Kw...VP: 30.8 Kw.  
 Owned-Oper. By.....KMTR Radio Corp.  
 Bus.-Studio Address...1000 N. Cahuenga Blvd.  
 Phone Number.....HUdson 2-7311  
 Transmitter Location.....Atop Mt. Wilson  
 Air Time.....96 hours weekly  
 News Service.....INS, UP  
 Representative.....Katz Agency Inc.  
 President.....Dorothy Schiff  
 Exec. V.P., Gen. Sta. Mgr.....Don Fedderson  
 Commercial Manager.....Dave Lundy  
 Program Director.....Fred Henry  
 Promotion Director.....Jack Miller  
 Dir. of News & Special Events...J. McNamara  
 Production Manager.....Don Forbes  
 Publicity Director.....Red Doff  
 Director of Film, Remotes.....Fred Henry  
 Chief Engineer.....Robert W. Conner  
 Consulting Engr....Craven, Lohnes & Culver

## KNBH

### HOLLYWOOD—1949—NBC

Channel: 4...Ap: 8 Kw...VP: 15 Kw.  
 Owned-Oper. By...National Broadcasting Co.  
 Business-Studio Address...1500 N. Vine St.  
 Phone Number.....Hollywood 9-6161  
 Transmitter Location.....Mt. Wilson  
 Air Time.....75 hours weekly  
 News Service.....AP, INS, UP  
 Representative.....NBC Spot Sale  
 General Manager.....Thomas B. McFadden  
 Commercial Manager.....Donald A. Norman  
 Program Director.....Robert V. Brown  
 Promotion Director.....Richard Eisinger  
 Dir. of News & Spec. Events...Roger Sprague  
 Production Manager.....Edward H. Sobol  
 Publicity Director.....Robert Pelgram  
 Film Director.....Robert Guggenheim  
 Director of Remotes.....A. V. Cole  
 Chief Engineer.....Robert W. Clark

## KTSL

### HOLLYWOOD—1931—DuM DON LEE

Channel: 2...Ap: 2.5 Kw...VP: 15 Kw.  
 Owned-Oper....Thomas S. Lee Enterprises, Inc.

Business-Studio Address.....1313 N. Vine St.  
 Phone Number.....Hudson 2-2133  
 Transmitter Location.....3800 Mt. Lee Drive  
 Air Time.....20 hours weekly  
 News Service.....AP, INS  
 Representative.....Blair-TV, Inc.  
 Membership.....NARTB  
 President.....Willet H. Brown  
 VP Chg. TV.....Charles L. Glett  
 Sales Manager.....Robert B. Hoag  
 Executive Producer.....Cecil Barker  
 Promotion Director.....John Hurley  
 Dir. of News & Spec. Events.....Bill Symes  
 Production Supervisor.....R. P. Anderson, Jr.  
 Publicity Director.....Mark Finley  
 Director of Production.....Donald M. Hine  
 Director of Remotes.....Gilbert Wyland  
 Chief Engineer.....Harold Jury  
 Dir. of TV Research.....Harry R. Lubcke

## KTTV

### LOS ANGELES—1949—CBS

Channel: 11...AP: 16.6 Kw...VP: 30.9 Kw.  
 Owned-Oper. By.....KTTV, Inc.  
 Business Address.....5746 Sunset Blvd.  
 Phone Number.....HUdson 2-7111  
 Transmitter Location.....Mt. Wilson  
 Air Time.....76½ hours weekly  
 News Service.....AP  
 Representative.....Radio Sales  
 President.....Norman Chandler  
 General Manager.....Harrison M. Dunham  
 Commercial Manager.....Frank G. King  
 Program Director.....Robert Purcell  
 Prom., Pub. Dir.....John R. Vrba  
 Dir. of News and Special Events...Bob Breckner  
 Production Manager.....Charles Koons  
 Film Director.....Tom Corradine  
 Director of Remotes.....Bob Breckner  
 Chief Engineer.....Joseph Conn  
 Consulting Engineer.....Caven, Lohnes and  
 Culver, Washington, D. C.

## KFI-TV

### LOS ANGELES—1948

Channel: 9...Ap: 18 Kw...VP: 34 Kw.  
 Owned-Oper. By.....Earle C. Anthony, Inc.  
 Business-Studio Address...141 N. Vermont Ave.  
 Phone Number.....Dunkirk 2-2121  
 Transmitter Location.....Mt. Wilson  
 Air Time.....15 hours weekly  
 News Service.....AP, UP  
 Membership.....TBA, NARTB  
 Station Manager.....H. I. Tyler  
 Program Director.....Kenneth Higgins  
 Commercial Manager.....John Bradley

CHANNEL  
5

# KTLA

THE BEST ADVERTISING BUY IN LOS ANGELES

## HOOPER TELEVISION AUDIENCE INDEX

DEC 1950 - JANUARY 1951 SHARE OF TELEVISION AUDIENCE

TIME	TV SETS. IN USE	TV Station "A"	TV Station "B"	TV Station "C"	TV Station "D"	KTLA	TV Station "E"	TV Station "F"	OTHER TV
SUNDAY AFTERNOON 12:00 NOON-6:00 P.M.	25.3	9.8	9.8	17.8	15.6	36.1 ★	-	10.7	0.3
SATURDAY DAYTIME 8:00 A.M.-6:00 P.M.	13.9	4.9	3.8	9.4	1.7	60.8 ★	1.7	17.0	0.7
EVENING SUN. THRU SAT. 6:00 P.M.-10:00 P.M.	50.3	16.8	5.7	9.7	15.9	33.3 ★	7.4	11.1	0.1

877,421 TV Receivers in Los Angeles (gross, January 1, 1951.)



KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363  
Eastern Sales Office • 1501 Broadway, New York 18 • BRYANT 9-8700

**KEY STATION OF THE PARAMOUNT TELEVISION NETWORK**

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE



# K T L A

**LOS ANGELES—1947**

Channel: 5.....AP: 15 Kk.....Vp: 30 Kw.  
 Owned-Oper. Paramaunt TV Productions, Inc.  
 Business Studio Address.....5451 Marathon St.  
 Phone Number.....Hollywood 9-6363  
 Transmitter Location.....Mt. Wilson  
 Air Time.....50 hours weekly  
 News Service.....INS, UP  
 Representative.....Gris Rashbaum  
 Membership.....TBA  
 Gen. Mgr. & V-P, Paramount

T-V Prods.....Klaus Landsberg  
 Commercial Manager.....Harry Maynard  
 Senior Director.....Gordon Minter  
 Production Supervisor.....J. Gordon Wright  
 Director of News & Special Events...Jon Rice  
 Manager Studio Operations.Charles Theodore  
 Film Director.....Leland G. Muller  
 Director of Remotes.....John Silva  
 Chief Engineer.....Raymond Moore

# K F M B - T V

**SAN DIEGO—1949—ABC-CBS-NBC  
 DUMONT**

Channel: 8.....AP: 20.2 Kw.....VP: 20 Kw.  
 Owned-Oper. By.....Jack Gross Bcstg. Co.  
 Business Address.....1375 Pacific Blvd.  
 Phone Number.....Main 2114  
 Transmitter Location.....Mount Soledad  
 Air Time.....80 hours weekly  
 Representative.....Branham  
 News Service.....AP, INS  
 Membership.....NARTB  
 President, General Manager...Jack O. Gross  
 Commercial Manager.....William Edholm  
 Prog. Dir., Dir. of Remotes...Alvin Flanagan  
 Prom., Pub. Dir.....Neil Morgan  
 Prod. Mgr.....Bill Fox  
 Chief Engineer.....Thornton Chew  
 Consulting Engineer.....George Davis

# K G O - T V

**SAN FRANCISCO—1949—ABC**

Channel: 7.....AP: 13 Kw.....VP: 27 Kw.  
 Owned-Oper. By.....American Bcstg. Co.  
 Business Address.....155 Montgomery St.  
 Phone Number.....Exbrook 2-6544  
 Transmitter Location..Mt. Sutro, ABC TV Ctr.  
 Air Time.....60 hours weekly  
 News Service.....AP, INS, UP  
 Representative.....ABC Spot Sales  
 President (ABC).....Robert E. Kintner

Gen., Sta. Mgr.....Gayle V. Grubb  
 Commercial Manager.....Vincent Francis  
 Program Director.....Bloyce Wright  
 Promotion Director.....Maury Baker  
 Dir. of News and Spe. Events...Vic Reed  
 Production Manager.....Russell Baker  
 Publicity Director.....Maury Baker  
 Film Director.....Phyllis Towner  
 Director of Remotes.....Bill Hollenbeck  
 Chief Engineer.....A. E. Evans  
 Consulting Engineer....Keary & Kennedy

# K P I X

**SAN FRANCISCO—1948—CBS  
 DUMONT-PARAMOUNT**

Channel: 5.....AP: 15.4 Kw.....VP: 29.9 Kw.  
 Owned-Oper. By.....KPIX, Inc.  
 Bus. Studio Address.....Mark Hopkins Hotel  
 Phone Number.....EXbrook 2-4567  
 Trans. Location.....Roof, Mark Hopkins Hotel  
 Air Time.....53 hours weekly  
 News Service.....INS, UP  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Wesley I. Dumm  
 V.P., Gen. Mgr.....Philip G. Lasky  
 V.P.—Sales.....Colin Selph  
 Commercial Manager.....Lou Simon  
 Program Director.....Sanford Spillman  
 Promotion Dir.....Kay Mulvihill  
 Dir. News & Spec. Events...Forrester Mashbir  
 Film Director.....Tom Stanford  
 Technical Director.....A. E. Towne  
 Consulting Engineer Universal Research Labs

# K R O N - T V

**SAN FRANCISCO—1949—NBC**

Channel: 4.....AP: 7.7 Kw.....VP: 14.5 Kw.  
 Owned-Oper. By.....The Chronicle Pub. Co.  
 Business Studio Address.....901 Mission St.  
 Phone Number.....GARfield 1-1100  
 Transmitter Location..TV Peak, San Bruno Mt.  
 Air Time.....70 hours weekly  
 News Service.....AP  
 Representative.....Free and Peters  
 Membership.....NARTB  
 General Manager.....Charles Thieriot  
 Director of Television.....Harold P. See  
 Sales Director.....Norman Louvau  
 Program Director.....Patric Crafton  
 Promotion Director.....Don Knight  
 Dir. of News and Spe. Events...A. H. Constant  
 Publicity Director.....Dave Ohman  
 Chief Engineer.....R. A. Isberg  
 Film Director.....B. Kotrich

**CONNECTICUT**

**WNHC-TV**

NEW HAVEN—1948  
ABC-CBS-MBS-NBC-DuM

Channel: 6 . . . . . AP: .957 Kw. . . . . VP: 1.82 Kw.  
Owned-Oper. By . . . . . The Elm City Bcstg. Corp.  
Business-Studio Address . . . . . 1110 Chapel St.  
Phone Number . . . . . 6-9826  
Transmitter Location . . . . . Gaylord Mt.  
Air Time . . . . . 91 hours weekly  
News Service . . . . . AP, INS  
Representative . . . . . Katz  
Membership . . . . . NARTB  
President . . . . . Patrick J. Goode  
Sec.-Treas. . . . . Aldo De Dominicis  
Station Manager . . . . . James T. Milne  
Commercial Manager . . . . . Vincent J. Callanan  
Prod. Mgr., Progr. Dir. . . . . David K. Harris  
Dir. of News & Spec. Events . . . . .  
Publicity Director . . . . . Marion Hosko  
Dir. of Rem., Chf. Engr. . . . . Vincent DeLaurentis

**DELAWARE**

**WDEL-TV**

WILMINGTON—1949—NBC-DuM

Channel: 7 . . . . . AP: 5 Kw. . . . . VP: 1 Kw.  
Owned-Oper. By . . . . . WDEL, Inc.  
Business-Studio Address . . . . . 10th & King Sts.  
Air Time . . . . . 58 hours weekly  
Phone Number . . . . . 7268  
Transmitter Location . . . . . New Castle County  
News Service . . . . . UP  
Representative . . . . . Meeker  
Membership . . . . . NARTB  
Station Executive . . . . . Clair R. McCollough  
Station Manager . . . . . J. Gorman Walsh  
National Sales Manager . . . . . J. Robert Gulick  
Program Director . . . . . James Adshead  
Technical Director . . . . . J. E. Mathiot

**DISTRICT OF COLUMBIA**

**WMAL-TV**

WASHINGTON, D. C.—1947—ABC

Channel: 7 . . . . . AP: 12 Kw. . . . . VP: 22 Kw.  
Owned-Oper. By The Evening Star Bcstg. Co.  
Business Address . . . . . 724 14th St., N.W.  
Phone Number . . . . . National 5400  
Transmitter . . . . . Campus American Univ.  
Air Time . . . . . 65 hours weekly  
Newspaper Affiliation . . . . . The Evening Star  
Representative . . . . . ABC Spot Sales  
Membership . . . . . NARTB  
News Service . . . . . AP, INS, UP  
President . . . . . S. H. Kauffmann  
V.P. & Gen. Mgr. . . . . K. H. Berkeley  
Commercial Manager . . . . . Ben B. Baylor, Jr.  
Program Director . . . . . Charles Kelly  
Promotion Director . . . . . Howard Bell  
Director of News & Spec. Events Bryson Rash  
Publicity Director . . . . . Mary Pauline Perry  
Film Director . . . . . Charles Bloomquist  
Chief Engineer . . . . . Frank Harvey

**WNBW**

WASHINGTON—1947—NBC

Channel: 4 . . . . . AP: 10.5 Kw. . . . . VP: 20.5 Kw.  
Owned-Oper. By . . . . . National Bcstg. Co., Inc.  
Business-Studio Address . . . . . 724 14th St., N.W.  
Phone Number . . . . . REpublic 4000  
Transmitter Location . . . . . Wardman Park Hotel  
Air Time . . . . . 45 hours weekly  
News Service . . . . . AP, INS, UP  
Representative . . . . . NBC Spot Sales  
Membership . . . . . TBA, NARTB  
President . . . . . Joseph H. McConnell  
Washington Vice-Pres. . . . . Frank M. Russell  
General Manager . . . . . William R. McAndrew  
Asst. Gen. Mgr. . . . . George Y. Wheeler  
Director of Programs . . . . . Eugene Juster  
Commercial Manager . . . . . Mahlon Glascock  
Engineer in Charge . . . . . Donald Cooper  
Business Manager . . . . . George Sandefor  
Program Manager . . . . . Ralph Burgin  
Sales Prom. Mgr. . . . . Tom Geoghegan  
Publicity Manager . . . . . Walter Jay Royen

**WTOP-TV**

WASHINGTON—1949—CBS

Channel: 9 . . . . . AP: 14.4 Kw. . . . . VP: 27.3 Kw.  
Owned-Oper. By . . . . . The Washington Post  
Business Address . . . . . Warner Building

*Always More*  
on  
*Channel Four*

W

N

B

W

NBC

**WASHINGTON**

**U. S. TV STATIONS**

Phone Number.....Me. 3200  
Transmitter Location.....40th & Brandywine  
Transmitter Location....40th and Brandywine  
St., N.W.  
Air Time.....100 hours weekly  
Newspaper Affiliation.....Washington Post  
News Service.....AP  
Membership.....NARTB  
General Manager.....John Hayes  
Commercial Manager.....George Hartford  
Progr. Prod. Director.....E. I. Halbert  
News, Pub. & Prom. Director..Cody Pianstiehl  
Production Manager.....E. I. Halbert  
Film Director.....C. D. Dyatt  
Chief Engineer.....L. A. Wilkinson

**WTTG**

WASHINGTON—1945—DuM

Channel: 5...AP: 10.5 Kw....VP: 17.5 Kw.  
Owned-Oper. By..Allen B. DuMont Labs., Inc.  
Business-Studio Address...12th & E. Sts., N.W.  
Phone Number.....STERling 5300  
Transmitter.....5217 19th Rd., N.; Arlington  
Air Time.....40-45 hours weekly  
News Service.....Transradio  
Representative.....DuMont Spot Sales  
Membership.....TBA  
President.....Dr. Allen B. DuMont  
General Manager.....Walter Compton  
Commercial Manager.....Harold E. Sheffers  
Program Director.....Roger Coelos  
Prom., Pub. Dir.....Clarke Thornton  
Dir. of Spec. Events & Remotes..Donald G. Roper  
Film Director.....Jules Huber  
Chief Engineer.....Malcolm M. Burleson

**FLORIDA**

**WMBR-TV**

JACKSONVILLE—1949

ABC-CBS-NBC-DuM

Channel: 4...AP: 7.4 Kw....VP: 14.8 Kw.  
Owned-Operated By.....Florida Bcstg. Co.  
Business Address.....B. O. Box 5187  
Phone Number.....9-4477  
Transmitter Location.....Southampton & Vine  
Air Time.....84 hours weekly  
News Service.....UP  
Representative.....Avery-Knodel  
President.....Frank King  
Gen., Sta. Mgr.....Glenn Marshall, Jr.  
Program Director.....Bernie Adams  
Prod. Mgr.....John Sever  
Chief Engineer.....Ernest Vordermark  
Consulting Engineer.....Andrew Ring

# WTVJ

MIAMI—1948—ABC-CBS-NBC-DuM

Channel: 4 . . . . . AP: 1.1 Kw. . . . . VP: 2.2 Kw.  
 Owned-Oper. By . . . . . Wometco Theatres  
 Business-Studio Address . . . . . 17 3rd St., N.W.  
 Transmitter Location . . . . . Everglades Hotel  
 Air Time . . . . . 76½ hours weekly  
 News Service . . . . . UP  
 Representative . . . . . Free & Peters  
 President . . . . . Mitchell Wolfson  
 V.P., Gen., Sta. Mgr. . . . . Lee Ruwitch  
 Commercial Manager . . . . . John S. Allen  
 Pgm. Dir., Dir. of News & Spec. Events  
                                                                                          Clyde H. Lucas  
 Pub. & Promotion Director . . . . . Lyn Morrow  
 Film Director . . . . . Labe B. Mell  
 Dir. of News & Special Events . . . . . Ralph Renick  
 Program Coordinator . . . . . John A. Shay  
 Chief Engineer . . . . . Earl W. Lewis

# GEORGIA

# WAGA-TV

ATLANTA—1947—CBS-DuM

Channel: 5 . . . . . AP: 9.5 Kw. . . . . VP: 18 Kw.  
 Owned-Operated By . . . . . Fort Industry Co.  
 Bus.-Studio Address . . . . . 1032 W. Peachtree, N.W.  
 Phone Number . . . . . Emerson 2541  
 Trans. Location . . . . . 1018 W. Peachtree, N.W.  
 Air Time . . . . . 71½ hours weekly  
 News Service . . . . . AP  
 Representative . . . . . Katz  
 President . . . . . George B. Storer  
 General Manager . . . . . James E. Bailey  
 Sta. Mgr. . . . . Geo. B. Storer, Jr.  
 Commercial Manager . . . . . John W. Collins, Jr.  
 Program Director . . . . . William R. Terry  
 Promotion Director . . . . . Lidie Lee  
 Production Manager . . . . . M. Sidney Lasher  
 Publicity Director . . . . . N. A. Cannon  
 Chief Engineer . . . . . Paul B. Cram  
 Consulting Engineer . . . . . A. Earl Cullum, Jr.

**exclusive  
 coverage of  
 south florida's  
 gold coast . . . .**

**NBC - CBS -  
 ABC - DUMONT**

*Represented by  
 FREE & PETERS, INC.*

# WTVJ

**channel 4  
 MIAMI**

**17 N. W. 3rd ST., MIAMI, FLORIDA**

## WSB-TV

**ATLANTA—1948—ABC-NBC**

Channel: 8... AP: 12:5 Kw... VP: 23.8 Kw.  
 Owned-Oper. By... The Atlanta Newspapers, Inc.  
 Address ..... 1801 W. Peachtree  
 Phone Number..... Atwood 3827  
 Air Time ..... 90 hours weekly  
 Newspaper Affiliations... Atlanta Newsp., Inc.  
 News Service..... UP  
 Representative ..... Petry  
 Membership ..... NARTB  
 Managing Director..... J. Leonard Reinsch  
 General Manager..... John M. Outler, Jr.  
 Commercial Manager..... Frank Gaither  
 Program Director..... Marcus Bartlett  
 Promotion Director..... Vincent Piano  
 Dir. of News & Spec. Events... James Bridges  
 Production Manager..... Mark Toolson  
 Publicity Director..... Wayne Anderson  
 Film Director..... Jean Hendrix  
 Chief Engineer..... C. F. Daugherty

### ILLINOIS

## WBKB

**CHICAGO—1940—CBS**

Channel: 4... AP: 7.5 Kw... VP: 11 Kw.  
 Owned-Operated By... Balaban & Katz Corp.  
 Bus.-Studio Address..... 190 North State St.  
 Phone Number..... RAndolph 6-8210  
 Transmitter Location... 33 North LaSalle St.  
 Air Time..... 112 hours weekly  
 News Service..... UP, INS  
 Representative ..... Weed  
 Membership ..... TBA  
 General Manager..... John H. Mitchell  
 Comptroller..... Mathew E. Vieracker  
 Program Manager..... S. C. Quinlan  
 Dir. of News & Spec. Events... Ulmer Turner  
 Publicity Director..... John Davis  
 Production Manager..... William Ryan  
 Film Director..... George Rice  
 Dir. of Remotes..... Phil Ruskin  
 Chief Engineer..... William P. Kusack

## WENR-TV

**CHICAGO—1948—ABC**

Channel: 7... AP: 2.4 Kw... VP: 4.35 Kw.  
 Owned-Operated By... American Bcstg. Co.  
 Business-Studio Address... 20 N. Wacker Dr.  
 Phone Number..... ANdover 3-7800  
 Transmitter Location... Atop Opera Bldg.  
 Air Time..... 77¼ hours weekly

News Service..... AP, INS, UP  
 Representative..... ABC Spot Sales  
 Membership ..... NARTB  
 V.P. in Chg..... John H. Norton, Jr.  
 General Manager..... James Stirtion  
 Sta., Comm. Mgr..... Roy McLaughlin  
 Program Director..... Fred Killian  
 Promotion Director..... Dean D. Linger  
 Dir. of News & Spec. Events... Cornelius O'Dea  
 Publicity Director..... Elliott Henry  
 Film Director..... Polly Thompson  
 Chief Engineer..... Edward C. Horstman

## WGN-TV

**CHICAGO—1948—DuM**

Channel: 9... AP: 7.3 Kw... VP: 11.2 Kw.  
 Owned-Operated By... WGN, Inc.  
 Business Address..... 441 N. Michigan Ave  
 Phone Number ..... SUperior 7-0100  
 Transmitter Location... Tribune Tower  
 Air Time..... 100 hours weekly  
 Newspaper Affiliation... Chicago Tribune  
 News Service..... AP, UP  
 Representative..... Keenan & Eickelberg  
 President..... Col. Robert R. McCormick  
 General Manager..... Frank P. Schreiber  
 Director of Operations... Vernon R. Brooks  
 Commercial Manager... William A. McGuineas  
 TV Sales Manager..... George S. Harvey  
 Program Director..... Jay E. Faraghan  
 Director of News..... Spencer Allen  
 Facilities Manager..... George F. Petterson  
 Promotion Director..... Charles A. Wilson  
 Publicity Director..... James Hanlon  
 Film Director..... Elizabeth Bain  
 Director of Remotes..... Donald Cook  
 Chief Engineer..... Carl J. Meyers

*(See Page 1100)*

## WNBQ

**CHICAGO—1949—NBC**

Channel: 5... AP: 11.8 Kw... CP: 21.8 Kw.  
 Owned-Operated By... National Bcstg. Co.  
 Business-Studio Address... Merchandise Mart  
 Phone Number..... SUperior 7,8300  
 Transmitter Location... Civic Opera Bldg.  
 Air Time..... 82 hours weekly  
 News Service..... AP, INS, UP  
 Representative..... NBC Spot Sales  
 Membership ..... NARTB  
 President of NBC..... Joseph McConnell  
 V.P. & Gen. Mgr..... I. E. Showerman  
 Station Manager..... Jules Herbuveaux  
 Commercial Manager..... John J. McPartlin  
 Program Director..... Arthur Jacobson  
 Promotion Director..... John Keys  
 Dir. of News & Spec. Events... William B. Ray  
 Publicity Director..... Jack Ryan  
 Film Director..... Isabel Cooney  
 Chief Engineer..... Howard C. Luttgens

# Daytime Television Gets Results

(on WGN-TV, that is)

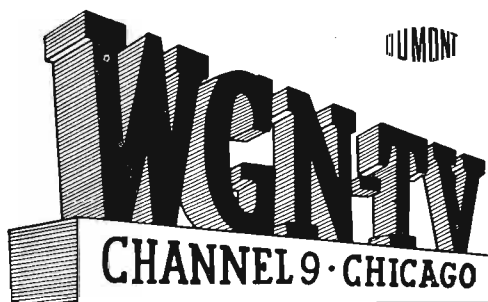
Since WGN-TV first blazed the way in Chicago television with regularly scheduled daytime programs, advertisers' result stories have been streaming in:

One daytime sponsor says, "We experienced a considerable increase in our Chicago volume right from the start—33⅓%. Our sales are still climbing and are now 50% ahead of last year."

An agency writes that WGN-TV delivered the highest mail response of any of the 28 stations carrying their program. The mail count was higher than either New York or Los Angeles, both of whom currently have more television sets than Chicago.

These are just two of the many daytime result stories on WGN-TV. If you want results for your products—you need WGN-TV in Chicago.

As one advertiser wrote, "I only wish there were fifty WGN-TVs in this country."



The Chicago Tribune Television Station

## W H B F - T V

### ROCK ISLAND—1950—ABC-CBS DuM

Channel: 4....AP: 5.5 Kw....VP: 11.0 Kw.  
 Owned-Oper. By.....Rock Island Bcstg. Co.  
 Bus.-Trans. Address...Telco Bldg., 231 18th St.  
 Phone Number.....R. I. 6-5441  
 Air Time.....43 hours weekly  
 News Service.....INS  
 Representative.....Avery-Knodel, Inc.  
 Membership.....NARTB  
 President.....Ben H. Potter  
 Gen., Sta. Mgr.....Leslie C. Johnson  
 Commercial Manager.....Maurice Corken  
 Program Director.....Forest W. Cooke  
 Promotion Director.....(Miss) Fern Hawks  
 Prod. Mgr., Dir. of News and Spe. Events  
 Charles F. Harrison  
 Publicity Director.....(Miss) Fern Hawks  
 Film Director.....Bunny Smith  
 Chief Engineer.....Robert J. Sinnett  
 Consulting Engineer.....E. C. Page

## INDIANA

## W T T V

### BLOOMINGTON—1949 ABC-CBS-NBC-DuM

Channel: 10....AP: 3.31 Kw....VP: 6.38 Kw.  
 Owned-Oper. By.....Sarkes Tarzian, Inc.  
 Address.....535 S. Walnut St.  
 Phone Number.....2-3366  
 Air Time.....40 hours weekly  
 News Service.....AP  
 Representative.....Robert Meeker Assoc.  
 General Manager.....Glenn Van Horn  
 Sales & Prom. Mgr.....Robert Lemon  
 Program Assistant.....Robert Petranoff  
 Production Manager.....Jim Ratcliffe  
 Film Director.....Al Fiscus  
 Dir. of & Spec. Events Pub. Dir.. Lyle Warrick  
 Chief Engineer.....Morton L. Weigel  
 Consulting Engineer.....Kear & Kennedy

## W F B M - T V

### INDIANAPOLIS—1949 ABC-CBS-NBC-DuM

Channel: 6....AP: 18.1 Kw....VP: 28.2 Kw.  
 Owned-Operated By.....WFBM, Inc.  
 Business-Studio Address...48 Monument Circle  
 Phone Number.....Lincoln 8506  
 Transmitter Location....Merchants Bank Bldg.  
 Air Time.....82 hours weekly  
 News Service.....AP, INS

Representative.....Katz  
 Membership.....TBA, NARTB  
 Pres., Gen. Mgr.....Harry M. Bitner, Jr.  
 Comm. Mgr., Pub. Dir.....William F. Kiley  
 Program Director.....Frank O. Sharp  
 Promotion Director.....David F. Milligen  
 Dir. of News & Spec. Events....Gilbert Forbes  
 Prod. Mgr., Film Dir.....Hugh L. Kibbey  
 Chief Engineer.....Harold S. Holland

## IOWA

## W O I - T V

### AMES—1950

Channel: 4....AP: 10.4 Kw....VP: 13 Kw.  
 Owned-Operated By.....Iowa State A & M  
 Bus.-Studio Address...Service Bldg., Iowa State  
 College  
 Phone Number.....2500 Extension 281  
 Transmitter Location.....Ames  
 Membership.....NARTB  
 President.....Charles E. Friley  
 General Membership.....Richard B. Hull  
 Station Manager.....Robert Mulhull  
 Program Director.....Chris Donaldson  
 Production Manager.....Edward Wegener  
 Film Director.....Maurice Brunsvold  
 Chief Engineer.....L. L. Lewis

## W O C - T V

### DAVENPORT—1949—NBC

Channel: 5....AP: 12.5 Kw....VP: 22.9 Kw.  
 Owned-Oper. By.....Central Bcstg. Co.  
 Business Address.....805 Brady St.  
 Phone Number.....3-3661  
 Transmitter Location.....Bettendorf  
 Air Time.....82 hours weekly  
 News Service.....UP  
 Representative.....Free & Peters, Inc.  
 Membership.....NARTB  
 President.....Col. B. J. Palmer  
 Vice-Pres. & Treas.....D. D. Palmer  
 Exec. Vice-Pres.....Ralph Evans  
 Secretary.....William D. Wagner  
 Vice-President.....Paul Loyet  
 Gen., Sta. Mgr.....Ernest Sanders  
 Commercial Manager.....Mark Wodlunger  
 Program Director.....Charles Freburg  
 Promotion Director.....Fred Reed  
 Dir. of News and Spe. Events....Bob Redeen  
 Television Director.....Don Bohl  
 Publicity Director.....Paul Ives  
 Film Director.....Ken Wagner  
 Director of Remotes.....Charles Freburg  
 Chief Engineer.....Paul Arvidson  
 Consulting Engineer.....A. D. Ring & Co.

• • U. S. TV STATIONS • •

**KENTUCKY**

**WAVE-TV**

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

**WHAS-TV**

LOUISVILLE—1950—CBS

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

**LOUISIANA**

**WDSU-TV**

NEW ORLEANS—1948  
ABC—CBS—NBC—DuM

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

the  
**Finest**

in  
**Facilities  
and  
Programming**

**WDSU-TV**  
NEW ORLEANS

Affiliated with  
ABC • CBS • NBC • DUMONT  
NETWORKS

Represented by **BLAIR-TV INC.**



• • • U. S. TELEVISION STATIONS • • •

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

**MARYLAND**

**W A A M - T V**

**BALTIMORE—1948—ABC-DuM**

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

**W B A L - T V**

**BALTIMORE—1948—NBC**

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

**W M A R - T V**

**BALTIMORE—1947—CBS**

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

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

**MASSACHUSETTS**

**W B Z - T V**

**BOSTON—1948—NBC**

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

**W N A C - T V**

**BOSTON—1948—ABC-CBS-DuM  
YANKEE**

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

**• • • U. S. TELEVISION STATIONS • • •**

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

**MICHIGAN**

**WJBK - TV**

**DETROIT—1948—CBS-DUMONT**

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

**WWJ - TV**

**DETROIT—1947—NBC**

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

William L. Foss

**WXYZ - TV**

**DETROIT—1948—ABC**

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

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

James G. Riddell

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

**WLAV - TV**

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

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

**WKZO - TV**

**KALAMAZOO—1950  
 ABC-CBS-NBC-DuM**

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

**WJIM - TV**

**LANSING—1950—ABC-CBS-DuM  
 NBC**

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



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

## WOW-TV

**OMAHA—1949—NBC-DuM**

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

## NEW JERSEY

## WATV

**NEWARK—1948**

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

## NEW MEXICO

## KOB-TV

**ALBUQUERQUE—1948  
 ABC-CBS-NBC-DuM**

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

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

## NEW YORK

## WNBF-TV

**BINGHAMTON—1949  
 ABC-CBS-NBC-DuM**

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

## WBEN-TV

**BUFFALO—1948—ABC-CBS-NBC  
 DuM**

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

## W A B D

**NEW YORK—1944—DuM**

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

Leslie G. Arries, Sr.

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

Melvin A. Goldberg

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

Walter Compton

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

## W C B S - T V

**NEW YORK—1941—CBS**

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

## W J Z - T V

**NEW YORK—1948—ABC**

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

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

## W N B T

**NEW YORK—1941—NBC**

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

## W O R - T V

**NEW YORK—1945—MBS**

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

## WPIX

**NEW YORK—1948**

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

## WHAM-TV

**ROCHESTER—1949**

**ABC-CBS-NBC-DuM**

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

## WRGB

**SCHENECTADY—1939**

**ABC-CBS-NBC-DuM**

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

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

## WHEN

**SYRACUSE—1948—ABC-CBS-DuM**

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

## WSYR-TV

**SYRACUSE—1950—NBC**

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

## WKTU

**UTICA—1949—ABC-CBS-NBC-DuM**

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

**• • • U. S. TELEVISION STATIONS • • •**

Representative..... Donald Cooke, Inc.  
 President..... Myron J. Kallet  
 General Manager..... Michael C. Fusco  
 Comm., Prom. Mgr..... John J. MacDavitt  
 Program Director..... Jack Fredericks  
 Dir. of News & Spe. Events, Prod. Mgr.  
 Edwin Whittaker  
 Film Director..... Joseph Casaletta  
 Chief Engineer..... DeForest T. Layton, Jr.  
 Consulting Engineer..... George P. Adair

**NORTH CAROLINA**

**W B T V**  
**CHARLOTTE—1949**  
**ABC-CBS-NBC-DuM**

Channel: 3... AP: 8.2 Kw... VP: 16.3 Kw.  
 Owned-Oper. By... Jefferson Standard Bcstg. Co.  
 Business-Studio Address..... Wilder Bldg.  
 Phone Number..... 3-8833  
 Transmitter Location... Spencer Mt., Gastonia  
 Air Time..... 73 hours weekly  
 News Service..... INS, UP  
 Representative..... CBS Radio Sales  
 Membership..... TBA, NARTB  
 President..... Joseph M. Bryan  
 General Manager.... Charles H. Crutchfield  
 Sta. Mgr., Pgm. Dir..... Larry Walker  
 Commercial Manager..... Keith M. Byerly  
 Promotion Director..... J. R. Covington  
 Dir. of News & Spec. Events... Jack Knell  
 Production Manager..... Charles E. Bell  
 Publicity Director..... Mrs. Carson Brown  
 Merry  
 Film Director..... Miss Jerry Patterson  
 Chief Engineer..... M. J. Minor  
 Consulting Engineer..... A. D. Ring

**W F M Y - T V**  
**GREENSBORO—1948**  
**ABC-CBS-NBC-DuM**

Channel: 2... AP: .84 Kw... VP: 1.68 Kw.  
 Owned-Operated By... Greensboro News Co.  
 Address..... 212 N. Davie St.  
 Phone Number..... 3-8611  
 Air Time..... 75 hours weekly  
 News Service..... UP  
 Representative... Harrington, Righter & Parsons  
 Membership..... TBA, NARTB  
 Station Manager..... Gaines Kelley  
 Commercial Manager..... Robert M. Lambe  
 Program Director..... Gomer R. Lesch  
 Chief Engineer..... William E. Neill  
 Consulting Engineer..... Craven, Lohnes, &  
 Calver

**OHIO**

**W C P O - T V**  
**CINCINNATI—1949—ABC-DuM**

Channel: 7... AP: 10 Kw... VP: 21 Kw.  
 Owned-Oper. By... Scripps-Howard Radio, Inc.  
 Business Address..... 3903-5 Carew Tower  
 Phone Number..... CCapital 0777  
 Studio-Transmitter Location... 2345 Symmes St.  
 Air Time..... 89 hours weekly  
 News Service..... UP  
 Representative..... The Branham Co.  
 President..... Jack R. Howard  
 V.P., Gen. Mgr..... W. C. Watters  
 TV Director..... Harry LeBrun  
 Comm., Asst. Gen. Mgr..... J. P. Smith  
 Pgm., Prod. Dir..... Ed Weston  
 Prom., Pub. Dir..... Fred Giesel  
 Dir. of News & Spec. Events... Bob Otto  
 Film Director..... Elizabeth Conaty  
 Director of Remotes..... M. Bowden  
 Chief Engineer..... Grant Makinson

**W K R C - T V**  
**CINCINNATI—1949—CBS**

Channel: 11... AP: 12.5 Kw... VP: 24.5 Kw.  
 Owned-Oper. By... Radio Cincinnati, Inc.  
 Business Address..... Times-Star Bldg.  
 Phone Number..... Garfield 1331  
 Trans. Location... Highland & Dorchester Aves.  
 Air Time..... 113 hours weekly  
 News Service..... AP  
 Representative..... The Katz Agency, Inc.  
 Membership..... NARTB  
 Exec. Vice-Pres..... Hulbert Taft, Jr.  
 Gen., Comm. Mgr..... U. A. Latham  
 Local Comm. Mgr..... Don L. Chapin  
 Program Manager..... Rod Mitchell  
 Prom., Pub. Dir..... Fred Gregg  
 Director of News..... David L. Nichols  
 Comm. Prod. Mgr..... Syd Cornell  
 Production Manager..... George Brengel  
 Film Director..... Richard W. Ostrander  
 Service Manager..... Warren F. Warner  
 Chief Engineer..... George A. Wilson

**W L W - T**  
**CINCINNATI—1948—NBC**

Channel: 4... AP: 19.5 Kw... VP: 23.5 Kw.  
 Owned-Operated By... Crosley Bcstg. Corp.  
 Address..... 140 W. Ninth St.  
 Phone Number..... Cherry 1822  
 Air Time..... 115-120 hours weekly  
 News Service..... INS, UP  
 Representative... WLW Sales—N. Y., Chicago,  
 Hollywood, Dayton & Columbus  
 Membership..... TBA, NARTB

• • • **U. S. TELEVISION STATIONS** • • •

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

## W E W S

### CLEVELAND—1947—ABC-CBS

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

## W N B K

### CLEVELAND—1948—NBC

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

## W X E L

### CLEVELAND—1949 ABC-CBS-DuM

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

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

## W B N S - T V

### COLUMBUS—1949—CBS

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

## W L W - C

### COLUMBUS—1949

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



## WTVN

**COLUMBUS—1949—ABC-DuM**

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

## WHIO-TV

**DAYTON—1949—ABC-CBS-DuM**

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

## WLW-D

**DAYTON—1949—NBC**

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

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

## WSPD-TV

**TOLEDO—1948**

**ABC-CBS-MBS-NBC-DuM**

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

## OKLAHOMA

## WKY-TV

**OKLAHOMA CITY—1949**

**ABC-CBS-NBC**

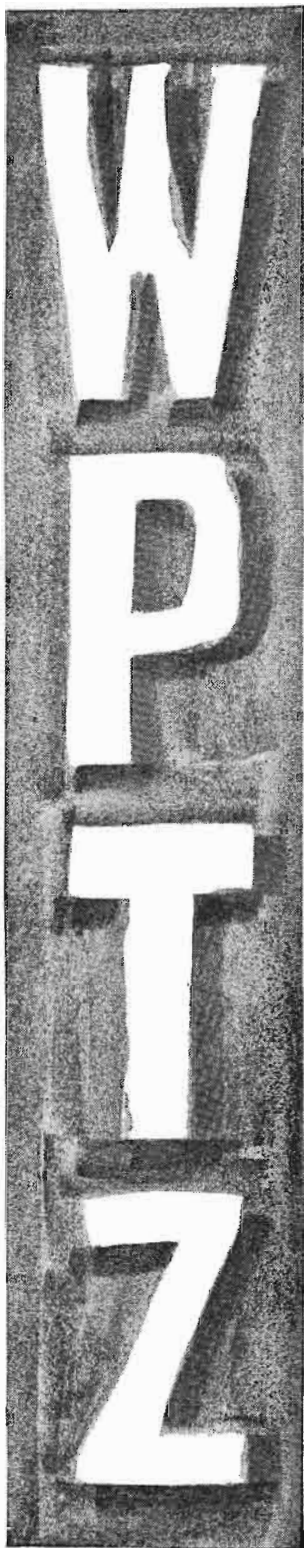
Channel: 4... AP: 6.2 Kw.... VP: 12.1 Kw.  
 Owned-Oper. By..... WKY Radiophone Co.  
 Phone Number..... 3-4306  
 Studio Address..... P. O. Box Britton Brand  
 Transmitter Location.... 6 mi. north of city,  
 E. of Britton  
 Air Time..... 72 hours weekly  
 News Service..... AP, UP  
 Representative.....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

## KOTV

**TULSA—1949**

**ABC-CBS-NBC-DuM-PARAMOUNT**

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



FIRST IN TELEVISION IN  
**PHILADELPHIA**

**PHILCO**

TELEVISION BROADCASTING  
CORPORATION



1800 Architects Building  
Philadelphia 3, Pennsylvania

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

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

**PENNSYLVANIA**

**WICU**

**ERIE—1949—ABC-CBS-NBC-DuM**

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

**WJAC-TV**

**JOHNSTOWN—1949**

**ABC-CBS-NBC-DuM**

Channel: 13....AP: 3.7 Kw....VP: 6.5 Kw.  
 Owned-Operated By.....WJAC, Inc.  
 Business Address.....329 Main St.  
 Phone Number .....9-1965  
 Transmitter Location...Laurel Hill Mountain  
 Air Time.....27 hours weekly  
 Newspaper Affiliation..The Johnstown Tribune  
 News Service.....AP  
 Representative .....Headley-Reed  
 Membership .....NARTB  
 President.....Walter W. Krebs  
 Station Manager.....Alvin D. Schrott  
 Program Director.....Frank P. Cummins  
 Chief Engineer.....Nevin L. Straub  
 Consulting Engineer.....McNary & Wrathall

**WGAL-TV**

**LANCASTER—1949**

**ABC-CBS-NBC-DuM**

Channel: 4....AP: 1 Kw....VP: 1 Kw.  
 Owned-Operated By.....WGAL, Inc.  
 Business-Transmitter Address.....8 King St.  
 Phone Number .....5251  
 Studio Address.....24 S. Queen St.  
 Air Time.....83 hours weekly  
 News Service.....UP  
 Representative.....Meeker  
 Membership .....NARTB  
 President.....Clair R. McCollough  
 Station Manager.....Harold E. Miller  
 Gen. Sales Mgr.....J. Robert Gulick  
 Program Director.....Paul Rodenhauer  
 Technical Director.....J. E. Mathiat

**WCAU-TV**

**PHILADELPHIA—1947—CBS**

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

**WPTZ**

**PHILADELPHIA—1941—NBC**

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

## WFIL-TV

**PHILADELPHIA—1947—ABC-DuM**

Channel: 6... AP: 13.5 Kw... VP: 27 Kw.  
Owned-Oper. By... Philadelphia Inquirer Div.  
of Triangle Publications, Inc.

Business Address... 46th & Market Sts.  
Phone Number... EVergreen 2-4700  
Transmitter Location... Roxborough  
Air Time... 75 hours weekly  
Newspaper Affiliation... The Philadelphia  
Inquirer

News Service... AP  
Station Representative... Katz  
Membership... TBA, NAB, TV Assn. of Phila.  
General Manager... Robert W. Clipp  
Oper. Asst. to Gen. Mgr... John D. Scheuer, Jr.  
Admin. Asst. to Gen. Mgr... Donald W. Kellett  
TV Sales Mgr... Kenneth W. Stowman  
Program Director... Jack Steck  
Promotion Director... George A. Koehler  
Director of News... William C. Driscoll  
Mgr. of Operations... Felix Meyer  
Publicity Director... Joseph E. Dooley  
Film Director... Walter Tillman  
Chief Engineer... Louis E. Littlejohn  
Consulting Engineer... Chambers & Garrison

## WDTV

**PITTSBURGH—1949**  
**ABC-CBS-NBC-DuM**

Channel: 3... AP: 8.3 Kw... VP: 16.6 Kw.  
Owned-Operated By... Dr. Allen B. Du Mont  
Laboratories, Inc.

Business Address... Chamber of Commerce  
Bldg.

Phone Number... Express 1-1071 to 1078  
Transmitter Location... 4101 Grizella St.  
Air Time... 96½ hours weekly  
News Service... UP  
Representative... DuMont Network  
Membership... TBA  
President... Dr. Allen B. Du Mont  
Gen., Sta. Mgr... Donald A. Stewart  
Sales Director... Larry Israel  
Film Director... Harry G. Munson  
Chief Engineer... Raymond Rodgers

## RHODE ISLAND

## WJAR-TV

**PROVIDENCE—1949**  
**NBC-NERN**

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

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

## TENNESSEE

## WMCT

**MEMPHIS—1948**  
**ABC-CBS-NBC-DuM**

Channel: 4... AP: 7.12 Kw... VP: 13.6 Kw.  
Owned-Operated... Memphis Publishing Co.  
Business-Studio Address... Goodwyn Institute  
Bldg., P. O. Box 311

Phone Number... 8-7464  
Transmitter Location... Thomas Rd.  
Air Time... 24 hours weekly  
News Service... INS, UP  
Representative... Branham  
Membership... NARTB  
President... Enoch Brown  
Gen. Station Mgr... H. W. Slavick  
Commercial Manager... J. C. Eggleston  
Program Director... Wilson Mount  
Prom., Pub. Dir... Walter E. Frase  
Dir. of News & Spec. Events... Ralph Haskins  
Production Manager... Jay Scott  
Film Director... Charles Caldwell, Jr.  
Director of Remotes... Wilson Mount  
Chief Engineer... E. C. Frase, Jr.

## WSM-TV

**NASHVILLE—1950—ABC-CBS-DuM**

Channel: 4... AP: 7.2 Kw... VP: 14.4 Kw.  
Owned-Oper. By... Natl. Life & Accident  
Ins. Co.

Business Address... 301 7th Ave.  
Phone Number... 6-7181  
Transmitter Location... 14th Ave., S., & Compton  
Ave.

Air Time... 65 hours weekly  
News Service... AP, INS  
Representative... Edward Petry  
Membership... TBA, NARTB  
President... John H. DeWitt, Jr.  
Commercial Manager... Irving Waugh  
Program Director... Jack Stapp  
Pub., Publ. Relns., Prom. Dir.

William R. McDaniel

Pgm., News & Spe. Events... Jack Stapp  
Production Manager... Jim McMurry  
Film Director... Miss Montrey Ashburn  
Pgm., Remotes Dir... Jack Stapp  
Chief Engineer... Aaron Shelton  
Consulting Engineer... George Reynolds

**TEXAS**

**KRLD - TV**

**DALLAS—1949—CBS**

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

**WFAA - TV**

**DALLAS—1949**

**ABC-NBC-DuM-PARAMOUNT**

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

**W B A P - T V**

**FORT WORTH—1948—ABC-NBC**

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

**K P R C - T V**

**HOUSTON—1949—ABC-CBS**

**NBC-DuM**

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

**KEYL**

**SAN ANTONIO—1950**

**ABC-CBS-DuM**

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

## W O A I - T V

**SAN ANTONIO—1949**  
**ABC-CBS-NBC**

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

## UTAH

## K D Y L - T V

**SALT LAKE CITY—1948—NBC**

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

## K S L - T V

**SALT LAKE CITY—1949**  
**ABC-CBS-DuM**

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

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

## VIRGINIA

## W T A R - T V

**NORFOLK—1950**  
**ABC-CBS-NBC-DuM**

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

## W T V R

**RICHMOND—1947—NBC**

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

**WASHINGTON**

**KING - TV**

SEATTLE—1948  
ABC-CBS-NBC-DuM

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

**WEST VIRGINIA**

**WSAZ - TV**

HUNTINGTON—1949  
ABC-CBS-NBC-DuM

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

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

**WISCONSIN**

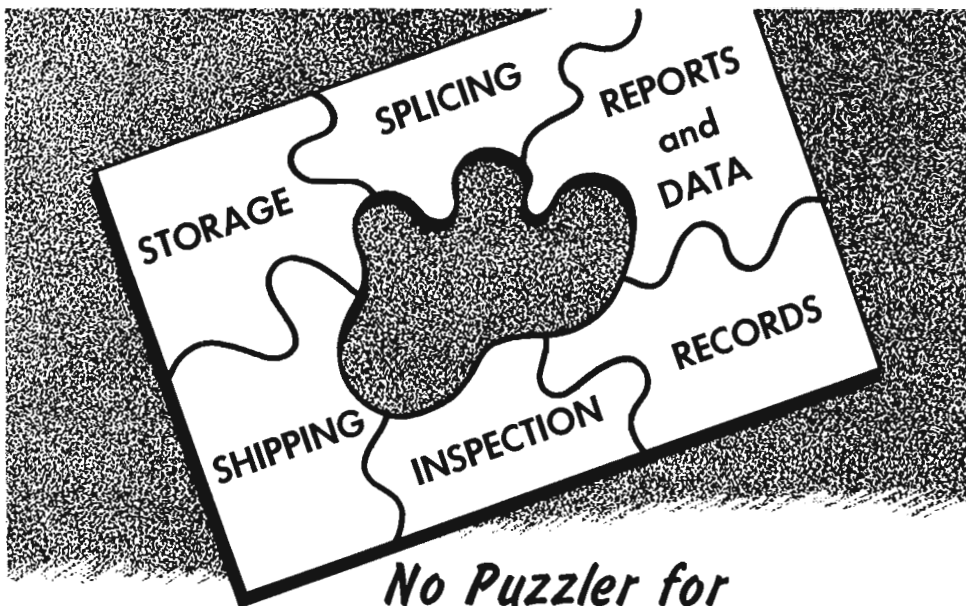
**WTMJ - TV**

MILWAUKEE—1947—ABC-CBS  
NBC-DuM

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

WHY IS **AP** THE BEST?

BECAUSE—**AP** is faster, more complete, more  
accurate than any other news service.



## *No Puzzler for TV FILM USERS and DISTRIBUTORS*

Whether you're an advertising agency, film producer or distributor, station or network, handling 16mm or 35mm film, don't be puzzled when these and similar questions arise:

*Will the film be shipped on time? Are the commercials spliced in properly?  
Where can we store surplus film? Where can we consign returned film? Who  
will examine and repair damages? Who will remove out-dated commercials?*

Call Bonded, the world's largest film service organization servicing and shipping over 5,000,000 reels of film yearly for the film and television industries.

Bonded's Television Film Service Division is organized to handle as many film service operations as you require—storage, inspection, shipping, splicing, keeping records and preparing reports and data on all your film—at a nominal fee.

You'll find that Bonded offers the largest film service facilities available anywhere—from storage through screening:

**FILM STORAGE**—six huge, centrally located warehouses equipped with the latest and best means of protecting film.

**PHYSICAL DISTRIBUTION & HANDLING**—thoroughly experienced personnel to insure maximum efficiency for both 16mm and 35mm film.

**SCREENING**—Bonded's *Film Center Theatre* available for day and night 16mm and 35mm screenings.

For additional information, call JUDson 6-1030.



**BONDED** FILM STORAGE  
CO., INC.

630 NINTH AVENUE, NEW YORK CITY

JUDson 6-1030

MEMBER OF NATIONAL FILM SERVICE, INC.

**SERVING FILM AND RELATED INDUSTRIES FOR OVER 20 YEARS**





# TELEVISION FILM PRODUCERS

Personnel



Phone Numbers



Addresses



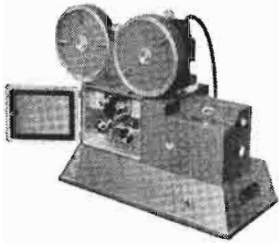
Contacts of 35 & 16 mm. Film Producers



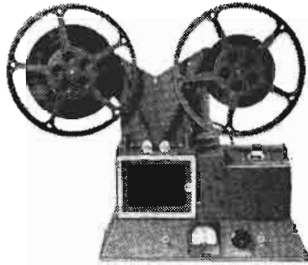
Services Offered

## NINETEEN FIFTY-ONE



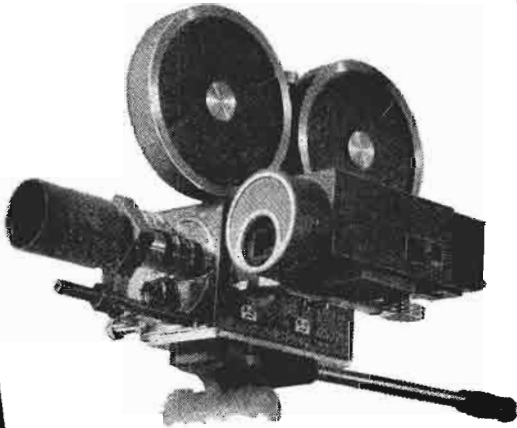


The 16 mm. sound-on-film portable Recording System combines the highest fidelity in 16 mm. recording practice with wide flexibility and simplicity of operation. The system is completely portable and is capable of recording either negative or direct positive variable area and variable density sound tracks.



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

## THE NEW MAURER 16 MM CAMERA



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

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

*For additional information, please write us.*



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

**16mm**  
**maurer**

# J. A. Maurer, INC.

37-01 31st ST., LONG ISLAND CITY 1, N. Y.

CABLE ADDRESS: JAMAURER

# TELEVISION FILM PRODUCERS

## Academy Film Productions, Inc.

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

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

## A. F. Films, Inc.

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

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

## All-Scope Pictures, Inc.

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

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

## Allen & Allen Productions

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

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

## Ambassador Films, Inc.

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

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

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

## American Film Co.

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

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

## Animated Video Films Inc.

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

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

## Animation House, Inc.

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

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

## Evan J. Anton Productions, Ltd.

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

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

## Archer Productions, Inc.

35 W. 53rd St., New York 19, N. Y.  
Phone: JUDson 6-2690

President . . . . . Lars E. Calonius

**FROM THE NATION'S  
FOREMOST PRODUCERS OF  
TELEVISION FILMS**

These Outstanding Packages Now Ready  
For Regional and Local Sponsorship

★ *'Front Page Detective'*

Starring Edmund Lowe In A New Series  
Of Half-Hour Mystery Dramas

★ *'Buckskin Rangers'*

A New Western Series Filmed Especially  
For Video Starring Ray "Crash" Corrigan

★ *'Hollywood Curtain Time'*

Starring Top Hollywood Stars In New Series  
Of Half-Hour Original Television Plays

★ *'American Legion Wrestling'*

The Fastest-Paced, Biggest-Name Wrestling  
Matches Ever Presented. Hour In Length

★ *'Paradise Island'*

Series of 15-Minute Musicals Packed  
With Entertainment For Every Type Viewer

★ *'Television Closeups'*

Series of 5-Minute Programs Jammed  
With Subjects of Every Nature

AND MANY OTHER PACKAGES

*Jerry Fairbanks, Inc.*

NEW YORK

CHICAGO

HOLLYWOOD

• • • **TV Film Producers** • • •

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

•  
**Art Reels Co.**

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

•  
**Associated Artists  
 Productions, Ltd.**

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

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

•  
**Atlas Film Corp.**

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

•  
**Audio Productions, Inc.**

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

# ANNUAL AWARD

★ ★ 1951 ★ ★

For the greatest development  
 in the filming of Motion Pictures for Television



pat. pending

The **only** television-controlled multiple film camera system!  
 Designed to meet today's needs — **greater quality at considerably lower costs.**  
 Complete facilities, including Animation, **under one roof.**  
 Films for every purpose! Every budget!



**vidicam pictures corporation**  
*motion picture producers*

MUrray Hill 6-3310

240 East 39th Street, New York 16, N. Y.

*For the Very Finest in*

*Motion Picture Programming*

*Use*  
**COMMONWEALTH**

**MAJOR COMPANY FEATURES**

**WESTERNS**

**CARTOONS**

**SERIALS**

**COMEDIES**



**COMMONWEALTH**

*Film and Television, Inc.*

723 SEVENTH AVENUE

NEW YORK 19, N.Y.

Circle 5-6456

## TV Film Producers

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

### **Bailey Films, Inc.**

1133 N. Highland, Hollywood 38, Calif.

Phone: Hillside 7949

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

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

### **Basch Radio & Television Productions**

(See Program Producers.)

### **Bengal Pictures**

15108 Plummer, San Fernando, Calif.

Phone: Empire 2-1984

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

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

### **Albert Black Television Prods.**

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

Phone: COLUMBUS 5-5885-6

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

### **The Bray Studios Inc.**

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

Phones: CIRCLE 5-4582-3

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

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

### **British Information Services**

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

Phone: CIRCLE 6-5100

# CINEFFECTS

Incorporated

115 West 45th Street

New York (19), N. Y.

Phone: Circle 6-0951-2-3-4

## Television Motion Picture Productions

and

A Complete Service of Technical and Cartoon Animation

Black and White or Color — 16 or 35mm

for

Television, Theatrical and Non-Theatrical Productions

SPECIAL EFFECTS

Maps . . . Inserts . . . Art Titles

Slide Films . . . 35mm Kodachrome Duplicates



E. W. HAMMONS  
PRESIDENT

1501 BROADWAY  
NEW YORK 18, N. Y.

# There Is No Substitute For Know-How

**O**ur Trade Mark, "The Spice of The Program", is known to millions of theatre-goers throughout the world. It has always stood for the finest in screen production.

**W**ith the knowledge that television is one of the top industries of our time, this corporation employs men who have the experience, integrity and the know-how of producing films and live shows for the television industry.

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

**T**elevision 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.

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



**TV Film Producers**

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

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

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

President.....William F. Broidy  
 Vice-President .....Wesley Barry  
 Treasurer .....Earl Revoir  
 Secretary .....Barnett Shapiro  
*Services Offered*—We produce films for  
 television. We will film for others supplying  
 our motion-picture trained personnel and  
 know-how, and we package shows.

**Al Buffington Productions**

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

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

**C & G Film Effects Co.**

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

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

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

**Campus Film Productions**

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

Exec. Pro.....Nat Campus  
 Administrative Asst.....Lee Bobker  
*Services Offered* — Producers of sound  
 color motion pictures for advertising, indus-  
 try, public relations, welfare, and business.  
 Full sound recording studio, film phono-  
 graphs, sound-on-film, synchronous magnetic  
 tape recorder, Fairchild disc recorders, etc.  
 Films to meet every need and every budget.

**Capitol Records, Inc.  
 Broadcast Division**

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General Manager.....Clifford E. Ogden

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 IRVING BUNNELLE, *Director of Sales*

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**TV Film Producers**

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

**Caravel Films, Inc.**

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

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

**China Film Enterprises of America, Inc.**

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

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

**Christian Films**

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

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

**Cineffects, Inc.**

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

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

**Cinema Service Corp.**

106 West End Ave., New York 23, N. Y.  
 Phone: TR 3-1411

Director.....Joseph Seiden  
 Sound Eng. (Chief).....M. Dichter

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

**Cinescope Films**

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

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

**Cinetel Corp.**

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

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

**Cine-Tele Productions**

1161 No. Highland Ave., Hollywood 38, Calif.  
*Phone: Hillside 7475*  
 Executive Producer.....Harry J. Lehman  
 Secretary.....Jacques R. Lehman

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

**Cineque Colorfilm Labs, Inc.**

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

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

**Geo. W. Colburn Laboratory Inc.**

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

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



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**Commonwealth Film & Television, Inc.**

723 Seventh Ave., New York 19, N. Y.  
Phone: Circle 5-6456

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

**Courneya Productions**

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

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

**Crafton Brothers, Inc.**

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

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

**Bing Crosby Enterprises, Inc.**

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

**Crystal Pictures, Inc.**

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

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

**D. P. M. Productions, Inc.**

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

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

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

**Delbridge & Gorrell**

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

**Dephoure Studios**

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

**Depicto Films, Inc.**

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

President .....John Hans  
 Vice-President .....Ladson Butler  
 Associate Producer .....Murray Knowlton  
 Asst. to Pres., Chg of Prod.....Jack Lane  
*Services Offered*—Complete commercial and TV film, slidefilm and slide production, including art, writing, visualizing, animation, location and studio shooting.

**Dryer & Weenolsen Productions**

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

**The Jean Dubois Company**

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

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**Dudley Pictures Corp.**

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Phone: CR 1-7258  
501 Madison Ave., New York, N. Y.  
Phone: EL 5-1076

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

**Educational Films Corp.  
of America**

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

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

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

**Emerson Film Corp.**

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

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

**Endorsements, Inc. (TV)**

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

President (N. Y.) ..... Jules Alberti  
Vice-Pres. .... Dr. Harold S. Wadro  
Sec.-Treas. .... Hazel F. McCabe  
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V.-P. (W. Coast).....Stella Ross  
*Services Offered*—Endorsements and testimonials live and film for TV.

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

President .....Walter Bibo  
*Services Offered*—Rent various features and shorts.

**Fair Deal Motion Picture Ser.**

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

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

**Jerry Fairbanks, Inc.**

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

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

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

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

**Federated Television Productions, Inc.**

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

President.....Hubert V. Chain  
 Vice-President.....William Hausser  
 Secretary.....Robert Bell  
 Treasurer.....John Nickerson III  
 Asst. to Pres.....Mabel C. Haeberly  
*Services Offered*—Custom built video film programs and commercials—filmed in our



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

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

●  
**Filmeffects of Hollywood**

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

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

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**Film Equities Corp.**

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

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

●  
**Film Makers, Inc.**

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

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

●  
**Films For Industry, Inc.**

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

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

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**Films of the Nations, Inc.**

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

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

**Larry Finley Productions Inc.**

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

President .....Larry Finley  
 Producers .....Larry I. Kolpack,  
 David Sievers, Mary Secher  
 Musical Director.....Nat Brusiloff  
*Services Offered*—Filmed TV programs, also commercial TV films.

**Five Star Productions**

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

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

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

**Hardie Frieberg Television Enterprises, Inc.**

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

President .....Hardie Frieberg  
 Treasurer .....Bernard Samuels  
 Secretary .....Fluff Blome  
*Services Offered*—Program production, talent, live and film TV programs.

**Gainsborough Associates**  
 (See Program Producers)

**Gallagher Films**

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

President .....J. C. Gallagher  
*Services Offered*—TV film production, recording and talent.

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Quality film production demands an integrated, experienced organization as offered by Dynamic Films:

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**TV Film Producers**

**William J. Ganz Co.**

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

Phone: ELdorado 5-1443

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

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

**General Business Films, Inc.**

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

Phone: PLaza 9-8170

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

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

**General Film Prod Corp.**

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

Phone: LUXemburg 2-1700

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

**General Television Enterprises, Inc.**

6331 Hollywood Blvd., Hollywood 28, Calif.

Phone: GL 4146

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

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

**General Television Corp.**

1501 Broadway, New York 18, N. Y.

Phone: LONgacre 4-8234

TV Director..... Robert H. Wormhauud

*Services Offered*—Educational shorts nature study shorts.

**Jack Goetz**

1790 Broadway, New York, N. Y.

Phone: CO 5-1776

Owner ..... Jack Goetz

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

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**Guerin Enterprises, Inc.**

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*Phone:* Rosedale 5592

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

•  
**Hack Productions**

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

•  
**Hafner-Vetter**

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

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

**The Jam Handy Organization**

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*Phone:* TR-5-2450; N. Y. *Phone:* CO 5-7144

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

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

•  
**Hannum Television Productions**

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

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

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

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

**Hawley-Lord, Inc.**

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

President .....Andre Lord  
Secretary .....Gordon Shadwick  
Treasurer .....Lewis Abbott  
*Services Offered*—One reel sports and nature study short subjects available for TV rental through Sterling TV Co., Inc.

**Sam Hayes Productions**

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

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

**Leslie Helhena**

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

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

**Hile-Damroth, Inc.**

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

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

**Hollywood 35 mm Film Co.**

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

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

**Paul Hoefler Productions**

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

Producer .....Paul L. Hoefler  
Business Manager.....E. M. Bennett  
Secretary .....Kay Buxton  
*Services Offered*—Furnish one and two reel films of adventure, travel and special

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**TELEVISION**

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Hollywood, Calif.

Phone: Hempstead 3173

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Zach Bayn Films.

**Lucille Hudiburg Productions**

131 E. 51st St., New York 22, N. Y.

Phone: EL 5-3508

Producer ..... Lucille Hudiburg  
General Manager..... Walter Keane  
Free-Lance Comm. Artist.... George Keegan

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

**Impact TV Films**

1153 N. Highland Ave., Hollywood 38, Calif.

Phone: Hollywood 9-5808

Manager ..... Albert W. Hellenthal

*Services Offered*—TV film production.

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

515 Madison Ave., New York 22, N. Y.

Phone: ELdorado 5-6620

President, Producer, Dir..... Ben Gradius

Supervising Editor..... Jean Oser  
Production Supervisor..... Walter Sachs

*Services Offered*—IMPS produces documentary, commercial TV spots, and industrial films. We also maintain complete writing, editing, and production staff which can be used by sponsor who in turn acts as producer.

**International Film  
Foundation, Inc.**

1600 Broadway, New York 19, N. Y.

Phone: CI 6-9438

Executive Dir..... Julien H. Bryan  
Associate Dir..... R. E. Blackwell

*Services Offered*—(1) Production of documentary films, (2) Distribution of documentary films including TV use, chiefly twenty minute shorts on the peoples of various countries, titled: "World Glimpses with Julian Bryan."

**International Geographic  
Pictures**

1776 Broadway, New York 19, N. Y.

Executive-Pres. .... J Allen Julier

*Services Offered*—Producers of educational motion pictures.

*Tele-Craft*  
**Film Editing Service**

A Film Editorium with  
Completely Equipped  
Cutting Room  
  
Competent Personnel  
  
Serving The Television  
And Motion Picture Field

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KOOL	CELANESE CORP.
TINTAIR	CHASE & SANBORN COFFEE

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For Economy and Efficiency in  
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STATIONS**

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TV's Biggest Headaches  
Get **BETTER EFFECTS** With



New York Rep. 5732 SUNSET BOULEVARD  
Audio-Video Hollywood 28, Calif.  
PL. 7-0780 Phone: Hollywood 9-6211

**TV Film Producers**

**International News Service**

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

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

**International 16mm. Corp.**

(See Program Producers)

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

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

President . . . . . Paul F. Moss  
*Services Offered*—TV live and film package shows, recordings, talent.

**Jason Comic Art**

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

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

**Junior Programs, Inc.**

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

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

**Bernard E. Karlen Productions**

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

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

**Roger Kay Enterprises, Inc.**

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

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

**Victor Kayfetz Productions**

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

Executive Prod. . . . . Victor F. Kayfetz

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

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

**Herbert Kerkow, Inc.**

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

President . . . . . Herbert Kerkow  
*Services Offered*—TV films.

**F. W. Kline Productions, Inc.**

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

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

**Kling Studios, Inc.**

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

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

**Knickerbocker Productions, Inc.**

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

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

**Albert Lang Productions Inc.**

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

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

## TV Film Producers

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

### Larsen Television Picture Corp.

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

Pres., in Chg. of Prod...Wm. Burton Larsen  
Secretary .....L. Z. Larsen  
Treasurer .....F. Wallace  
West Coast Producer.....Seth B. Larsen

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

### Gene Lester Productions

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

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

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

### Libra Film Distributors & Producers

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

President .....Miss Loy Lester  
V.-P., in Ch. of Prod.....Charles M. McCoy  
Sec.-Treas. ....M. Briese  
Exec. Director .....C. Mandell  
Exec. Producer .....Charles M. McCoy  
Exec. Producer .....John Leslie Hamilton  
Exec. Producer .....William Troiano  
Exec. Producer .....Miss Loy Lester

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

### Lion Television Pictures Corp.

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

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

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

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

### Bob Loewi Productions, Inc.

(See Program Producers)

### Loucks-Norling Studios

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

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

### Mannon Sound Stages

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

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

### Master Motion Pictures Co.

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

## Motion Picture Stages, Inc.

-----  
Complete Facilities for  
Motion Picture Production  
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- STAGE 1 — 35 x 55'
- STAGE 2 — 40 x 75'
- 35MM. CAMERA and SOUND EQUIPMENT
- INTERLOCK PROJECTION FOR DAILY RUSHES

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

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

## TV Film Producers

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

### **Mercury International Pictures, Inc.**

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

### **Charles Michelson, Inc.**

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

### **Carlton E. Morse Productions**

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

### **Motion Picture Productions Inc.**

(See Program Producers)

### **Motion Pictures Stages, Inc.**

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

### **Movie Advertising Bureau**

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

### **Murphy-Lillis Productions, Inc.**

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

### **Nassour Pictures, Inc.**

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

### **Nation Wide Television Corp.**

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

### **Nelson Productions, Inc.**

(See Program Producers)

### **Ted Nemeth Studios**

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

### **Official Films**

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



## TV Film Producers

### **Official Television, Inc.**

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

Phone: LUXemburg 2-1700

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

### **Newsreel Service**

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

Phone: CAnal 6-3284

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

### **Olio Video Television Productions**

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

Phone: JUDson 6-0874

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

### **Paul Parry Productions**

7557 Sunset Blvd., Hollywood 46, Calif.

Phone: Granite 4774

Producer-Dir. ....Paul Parry  
Writer .....Ed Martin  
Cameraman-Editor .....Sam Martin  
Sound .....F. Gallagher

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

### **Polaris Pictures, Inc.**

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

Phones: YORk 8058; WEBster 3-4608

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

### **Post Pictures Corp.**

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

Phone: LU 2-4870

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

### **The Princeton Film Center, Inc.**

Carter Road, Princeton, N. J.

Phone: Princeton 3550

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

### **Producers Representatives, Inc.**

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

Phones: PLaza 7-6990-1-2

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

### **Rao Video, Inc.**

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

Phone: VANDerbilt 6-3417

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

### **Radio Features of America**

(See Program Producers)

### **Radiovision Corp.**

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

Phone: CRestview 5-1723

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

### **Reid H. Ray Film Industries, Inc.**

2269 Ford Parkway, St. Paul 1, Minn.

Phone: Emerson 1393

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

Phone: Financial 6-0897

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

## TV Film Producers

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

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

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

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

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

### Ro and Reed Productions, Inc.

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

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

### Regal Television Pictures Corp.

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

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

### Regency Productions, Inc.

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

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

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

### RKO Pathe, Inc.

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

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

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

M. Clay Adams  
Phil Reisman, Jr.

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

### Hal Roach Studios, Inc.

2322 W. Washington Blvd., Culver City, Calif.  
Phone: VErmont 82185

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

### Roberts Radio, Television, Stage and Screen Studios

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

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

### Rockett Pictures, Inc.

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

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

### Rollow-Clark & Co.

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

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

### Danny Rouzer Studio

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

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

**TV Film Producers**

**Royal Film Exchange**

1550 Crossroads of the World, Hollywood 28, Calif.

Phone: Hempstead 3173

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

**Ruby Film Company**

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

Phone: CIRCLE 5-5640

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

**Sack Television Enterprises**

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

Phone: STerling 3069

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

**Bernard L. Sackett Television Productions**

(See Program Producers)

**Sanft-Costa Television Features**

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

Phone: MUrray Hill 2-6770-6771

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

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

**Sarra, Inc.**

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

Phone: MUrray Hill 8-0085

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

**Screen Gems Inc., Television Dept.**

**(Subsidiary of Columbia Pictures Corporation)**

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

Phone: CIRCLE 5-5044

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

**Seaboard Studios**

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

Phone: REgent 7-9200

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

**Seidel Films**

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

Phone: PL 7-1597

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

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

(See Program Producers)

**Skibo Productions, Inc.**

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

Phone: PLaza 7-2265

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

**Stephen Slesinger, Inc.**

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

Phone: ELdorado 5-2544

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

**Sonochrome Productions**

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

Phone: TR 3-6221

Partner.....Nathan Zucker  
Services Offered—Producers and distributors of programs on film.

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• • • **TV Film Producers** • • •

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**Special Purpose Films, Inc.**

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

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

**Standard Television Corp.**

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

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

**Sterling Television Co., Inc.**

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

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

**Wilbur Streech Productions**

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

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

**Irvin Paul Sulds, Inc.**

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

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

**Swank Films, Inc.**

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

President ..... Jerrold A. Swank

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

**Taylor Productions, Inc.**

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

**The TeeVee Company**

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

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

**Tel-Air Associates**

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

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

**Tele-America Inc.**

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

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

**Telecast Films, Inc.**

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

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

**Telemated Cartoons**

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

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

**Telemount Pictures, Inc.**

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

**TV Film Producers**

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

**Telepak Inc.**

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

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

**Television Arts Productions, Inc.**

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

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

**Television Cartoons, Inc.**

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

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

**Television Screen Productions**

(See Program Producers)

**Marshal Templeton, Inc.**

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

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

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

**Mischa Terr, Inc.**

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

President .....Mischa Terr

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

**Transfilm Inc.**

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

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

**Transvideo Corp. of America**

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

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

**Tri-Video Productions, Inc.**

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

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

**TV Ads Inc.**

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

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

**TV/films, Inc.**

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

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

## TV Film Producers

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

### **TV-Programs, Inc.**

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

Phone: CHickering 4-1374

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

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

### **United Film Service, Inc.**

2449 Charlotte St., Kansas City 8, Mo.

Phone: HArrison 5840

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

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

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

### **United Press Associations**

(See Program Producers)

### **United Productions of America**

4440 West Olive Ave., Burbank, Calif.

Phone: CHarleston 0-7171

New York Division—208 E. 72 St.,  
New York 21, N. Y.

Phone: RHineland 4-7570

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

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

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

### **Unity Television Corp.**

1501 Broadway, New York 18, N. Y.

Phone: LOnacre 4-8234

President.....Arthur A. Mayers

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

### **Van Praag Productions**

1600 Broadway, New York, N. Y.

Phone: PLaza 7-2857

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

### **Video Drama Productions**

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

Phone: MU 2-0326

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

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

### **Video Varieties Corp.**

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

Phone: MU 8-1162

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

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

### **Vidican Pictures Corp.**

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

Phone: MU 6-3310

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

• • • **TV Film Producers** • • •

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

●  
**Visual Arts Productions, Inc.**

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

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

●  
**Visual Media, Inc.**

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

President .....William M. Nelson  
Art Director .....Robert L. Greenwell  
Head of Film Department .....Robert J. Moffett  
Sales Manager .....Arthur Otto  
Chicago Representative .....Henry S. Monroe  
Exec. TV Producer .....Violla Rubber  
*Chicago Branch Office*  
105 South La Salle St., Chicago 3, Ill.  
Mgr. in Charge .....Henry S. Monroe  
*Services Offered*—Specialists in analysis and creation of TV programs and program material, both live and on film. Production of package television programs. Creation and "doctoring" of program formats.

●  
**Vitaphone Film Productions**

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

President .....Jack Helstowski  
Vice-President .....Chester Maye  
Secty. Treas. ....Ruth Helstowski  
General Sales Mgr. ....Ned Costa  
Director .....Ben Norman  
Cameraman .....John Pearson  
Film Editor .....A. G. Case  
*Services Offered*—Producers of TV commercials, educational, industrial, entertaining films, color, black and white, silent or sound, animation.

●  
**Roger Wade Productions**

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

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

●  
**Louis Weiss & Co.**

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

Distribution Director .....Adrian Weiss  
Production Director .....Louis Weiss

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

●  
**West Coast Sound Studios**

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

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

●  
**Willard Pictures, Inc.**

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

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

●  
**Wolff-Feldman Enterprises, Inc.**

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

President .....Max Wolff  
Secretary-Treas. ....Robert Feldman  
Exec. Producer .....Les Wintz  
Talent .....Al Roth  
*Services Offered*—Talent representatives, casting, production, and packaging of films.

●  
**World Video, Inc.**

(See Program Producers)

●  
**Young America Films, Inc.**

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

President .....Stuart Scheftel  
Exec. Vice-Pres. ....Godfrey Elliott  
Sales Manager .....T. C. Morehouse, Jr.  
Chg. of TV Activities .....James R. Brewster  
*Services Offered*—Producers and distributors of 16mm. sound educational films.

●  
**Harold Young Productions, Inc.**

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

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

# EASTMAN FILMS

## For Television Use

**F**OR every television requirement — feature, short subject, support for “live” action, commercials, program records — there’s an Eastman Film particularly adapted to the purpose — 35mm. or 16mm. — both picture and sound.

### Eastman Motion Picture Films

*Distributed by*

**J. E. BRULATOUR, INC.**

John Street  
Fort Lee, N. J.

1727 Indiana Ave.  
Chicago 16, Ill.

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

Hollywood 38, Calif.

Hillside 6131





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# SERVICES TO TV PRODUCERS

Large Screen



Lenses



Projectors



Spot and Flood Lamps



Draperies and Fabrics



Storage Vaults



Laboratories



Raw Stock



Stock Shot Libraries



Cartoon Producers

NINETEEN FIFTY-ONE

# TV Service Firms

(Also see Equipment Manufacturers)

## Large Screen

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

Radio Corporation of America, Camden, N. J.

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

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

## Lenses

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

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

## Ross Reports

on

## TELEVISION

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

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

DAILY — telephone information on any of the above subjects

ON ORDER — special research, lists, comparative data, analyses

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

MU 2-5910

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

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

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

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

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

## Projectors

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

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

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



## COSTUMES FOR TELEVISION

The largest collection of costumes and an experienced personnel with special training are available to give you immediate delivery of wardrobe at moderate rental charges.

BROOKS COSTUMES ARE ON EVERY TV CHANNEL EVERY DAY

*Television's Official Costumer*

**BROOKS**  
COSTUME CO.

1150 AVENUE OF THE AMERICAS  
(6th Ave. bet. 44th and 45th Streets)

NEW YORK CITY  
Telephone VAnDerbilt 6-5060

**SPOT AND FLOOD  
LAMPS**

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

**CARPET**

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

**BACKGROUND  
PROCESSES**

*LOS ANGELES, CALIF.*

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

**STORAGE VAULTS**

*LOS ANGELES, CALIF.*

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

*NEW YORK, N. Y.*

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

# LABORATORIES

## LOS ANGELES, CALIF.

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

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

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

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

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

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

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

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

Cosmocolor Corp.  
727 W. Seventh St.....TRinity 9521

Dunningcolor Process Co., Inc.  
932 La Brea Ave., (38).....GRanite 3174

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

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

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

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

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

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

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

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

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

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

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

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

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

## SAN FRANCISCO, CALIF.

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

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

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

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

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

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

## COLORADO SPRINGS, COLO.

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

## WASHINGTON, D. C.

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

## ATLANTA, GA.

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

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

## CHICAGO, ILL.

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

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

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

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

## DES MOINES, IA.

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

## NEW ORLEANS, LA.

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

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

## BALTIMORE, MD.

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

## BOSTON, MASS.

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

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

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

## DETROIT, MICH.

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

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

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

## ST. PAUL, MINN.

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

## FORT LEE, N. J.

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

## NEW YORK, N. Y.

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

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

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

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

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

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

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

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

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

**• • • Laboratories • • •**

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

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

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

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

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

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

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

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

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

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

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

Star Safety Film  
630 Ninth Ave. ....Circle 6-0888

**CLEVELAND, O.**

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

**PORTLAND, ORE.**

Western Color Films  
1536 S. E. 11th .....EMpire 2139

**PHILADELPHIA, PA.**

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

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

News Reel Laboratory  
1733 Sanson St. ....RIIttenhouse 6-3892

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

**PITTSBURGH, PA.**

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

**DALLAS, TEX.**

Jamieson Film Co.  
3825 Bryant .....TEnsin 3-8158

Southwest Film Laboratory, Inc.  
2015 Young .....PRospect 0453

Variety Pictures, Inc.  
3825 Bryant .....TEnsin 8158

**MILWAUKEE, WISC.**

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

**RAW STOCK**

**AnSCO**

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

**Brulatur, J. E., Inc.**

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

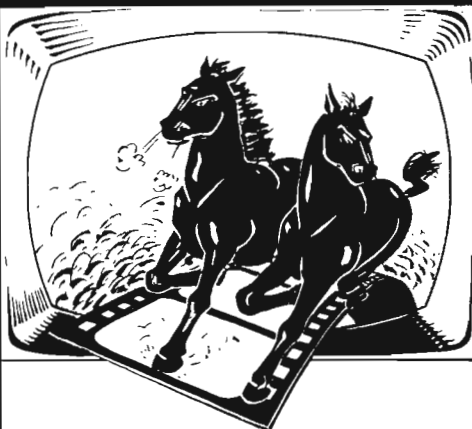
**DuPont**

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

**Eastman**

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

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lubricates prints to ease projection, and sta-  
bilizes moisture content to avoid green and  
tacky film. Especially now...when replace-  
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*LOS ANGELES, CALIF.*

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

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

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

**Metro-Goldwyn-Mayer**  
Culver City .....TEXAS 0-3311

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

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

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

*NEW ROCHELLE, N. Y.*

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

*NEW YORK, N. Y.*

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

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

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

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

**VENTILATION  
EQUIPMENT**

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

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

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

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

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

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

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

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

**Tranc Company**, LaCrosse, Wis.

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

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

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

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

**York Corp.**, York, Pa.

**STOCK SHOT  
LIBRARIES**

*LOS ANGELES, CALIF.*

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

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

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

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

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

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

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

*NEW YORK, N. Y.*

**Advance Film Libraries**  
729 Seventh Ave. ....CIRCLE 5-6873

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

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

**SCREENING ROOMS**

*LOS ANGELES, CALIF.*

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

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

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

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

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

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

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

*NEW YORK, N. Y.*

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

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

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

**Preview Theater**  
1600 Broadway .....CIRCLE 6-0865

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



# TELEVISION PROGRAMS

Commercially Sponsored



Network



Local

# NINETEEN FIFTY



# COMMERCIAL TELEVISION PROGRAMS — 1950

## (Network and Local)

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

### A

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



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

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

## B

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

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

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

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

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

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

## D

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

## F



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

## F

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

Weston Advertising  
Lockwood-Shackelford

Chambers & Wiswell

Seberhagen, Inc.  
Foote, Cone and Belding

The Biow Co., Inc.

John Freiburg & Co.

Franklin-Bertin-Tragerman

Martin Agency

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

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

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

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

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

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

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

## H

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

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

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

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

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

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

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

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



# J

International Boxing Club  
 International Boxing Club  
 International News Digest  
 International News Reel  
 International Report  
 Irene Wicker—The Singing Lady  
 Italian Kitchen  
 It Happened Today  
 It's Delicious  
 It's Glen Again  
 It's High Time

Pabst Sales Co.  
 Pabst Beer and Ale  
 P. Ballentine and Sons  
 Ballentine Beer  
 Weisfield's  
 First National Bank of Phoenix  
 Grant's Dept. Store  
 Consumer Plumbing & Heating  
 Kellogg Co.  
 Shredded Wheat and Corn Soya  
 Medaglia d'oro Coffee, San Benito Wine,  
 Santoro Macaroni  
 General National Bank  
 Sego Milk  
 Sentinel Television  
 Baltimore News-Post

Warwick and Legler, Inc.  
 J. Walter Thompson Co.  
 Romig Fuller & Associates  
 Kenyon and Eckhardt, Inc.  
 Fuller & Smith & Ross  
 Gillham  
 Lockwood-Shackelford

CBS-TV  
 KING-TV  
 KPHO-TV  
 WICU  
 ABC-TV  
 WATV  
 WNBK  
 KSL-TV  
 KGO-TV  
 WAAM

Jack Benny Show  
 Jack Hooley, News  
 Jackie Kannon Show  
 Jack Starr  
 Jean O'Brien Entertains  
 Jimmy Dolan Show  
 Jimmy Dudley's Sports Page  
 Jimmy Dudley Sports Page  
 Joe Bova & The Weather  
 Joe Bova & The Weather  
 Joe DiMaggio Show

American Tobacco Co.  
 Lucky Strike Cigarettes  
 Stromberg-Carlson Co.  
 Jerry Lynch  
 Packard Dealer  
 American Brewing Co.  
 Regal Beer  
 Heublein's of Hartford  
 Wines & Cocktail Mixes  
 Bell Tailors  
 Colgate  
 Jackson Motors—Nat Peterson  
 Car Service  
 Sears-Roebuck  
 Wagner Awning Co.  
 Lionel Corp.  
 Toy Trains

Batten, Barton, Durstine & Osborn, Inc.  
 Walker Saussy  
 Lawrence C. Gumbinner  
 Ad Associates  
 Sherman & Marquette  
 Moss Associates  
 Lang Fisher & Stashower  
 Don Fairchild's  
 Buchanan & Co., Inc.

CBS-TV  
 WHAM-TV  
 WXYZ-TV  
 WDSU-TV  
 WNHC-TV  
 KLAC-TV  
 WBTV  
 WABD  
 WNBK  
 WNBK  
 NBC-TV

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

## K

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

Kieran's Kaleidoscope	Milwaukee County Hudson Dealers New Cars	WTMJ-TV	Dayton Johnson & Hacker
Kieran's Kaleidoscope	Penn Traffic	WJAC-TV	
Kieran's Kaleidoscope	Safeway Stores Grocery, Meats	WKY-TV	
Kieran's Kaleidoscope	Security Trust Co.	WHAM-TV	Hart Conway Co., Inc.
Kiplinger News	Chicago National Bank	WGN-TV	
Kitchen Carnival	Detroit Edison	WWJ-TV	Campbell-Ewald
Kitchen of Today and Tomorrow	Telex Promotion Gas Ranges, Refrigerators	WABD	H. B. Humphrey Co.
Korda Theatre	Granny Goose Foods Deirich Margarine	KGO-TV	Russell, Harris & Wood (San Francisco) Grant Advtg. (Chicago)
Kousin Kay's Merry Go Round	Red Goose Shoes	WXEL	
Kraft TV Theatre	Krafts Food Co. Mayonnaise, Velveeta, Kraft DeLuxe Slices	NBC-TV	J. Walter Thompson Co.
Kuda Bux	Mason au Magenheimer Conf. Mason Candy	CBS-TV	Linstrom, Leach, Inc.
Kukla, Fran and Ollie Show	National Dairy Products Corp. Dairy Products	NBC-TV	N. W. Ayer and Son, Inc.
Kukla, Fran and Ollie Show	Radio Corporation of America Radios, TV Sets, Record Players	NBC-TV	J. Walter Thompson Co.
Kukla, Fran and Ollie Show	Ford Motor Div.	NBC-TV	J. Walter Thompson Co.
<b>L</b>			
Last Minute Headlines	Gunthers Brewery	WAAM	Ruthrauff & Ryan
Late Evening News	Benny Blaushild Auto Dealer	WXEL	
Laugh With the Ladies	Stokely Van-Camp Canned Goods	WLWC	Gardner Advertising
Lauhon Musicale	Lauhon Hardware Co.	KOTV	
Laurel & Hardy	Russell Miller Milling Co.	KNBH	Campbell-Mithun, Inc.
Laurel & Hardy	Enoch Motor Co.	KNBH	Arc Agency
Laurel & Hardy	Potter Motor Co.	KNBH	Arc Agency
League Leaders	HFC	WWJ-TV	LeVally, Inc.
Leave It to the Girls	Riggio Tobacco Corp. Regent Cigarettes	NBC-TV	Brooke, Smith, French and Dorrance, Inc.

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

# M

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

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

# N

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

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

WBNS-TV

Ohio National Bank

Ohio National Theatre



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

**P**

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

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

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

## Q

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

## R

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

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

S

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

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

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

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



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

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

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

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

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

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

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

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



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

## U

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

Western Feature	Belmont Television Corp.	KTSL	Beaumont & Hohman Co.
Western Starlit Playhouse	Mail Order Network	WQ3-TV	Harold Kaye Advertising
Western Theatre	Swan Cleaners	WLWC	Cye Landy Agency
What Am I Bid?	Walker's, Inc.	WBNS-TV	
	Men's Furnishings		
What's Cooking	La Louisiane Restaurant	WDSU-TV	
What's My Line	Jules Montenier, Inc.	CBS-TV	Earl Ludgin and Co.
	Stolette		
What's Offered?	TV Premium Plan, Inc.	WOR-TV	Klores & Cater, Inc.
What's Offered?	TV Premium	WBZ-TV	Gasper Gordon
What's the Name of That Song?	Thrifty Drug Stores	KTSL	Weinberg Advertising
What's the Record	Hill Dist. Co.	WBNS-TV	
	Beer		
What's the Record	Nash Motors	WXEL	
What's the Record	Sears Roebuck Co.	WLAV-TV	
What's the Weather	Raymond Rosen & Co.	WFIL-TV	Al Paul Lefton
	Bendix, Kelvinator		
White Magic	White Roofing Co.	WAGA-TV	
White Sox Baseball Games	Fox Alpine Beer	WLAV-TV	Ralph Sharp & Associates
Who's News	Southwest Ford—Auto Dealer	WXEL	
Who Said That?	Columbia Music & Appl. Store	WHAM-TV	W. W. O'Brien
Who Said That?	McLaughlin Manor House Coffee	WLAV-TV	Earle Ludgen & Co.
Who Said That?	The Pure Oil Co.	WFMY-TV	Leo Burnett Co., Inc.
Who Said That?	Schmidt Brewing Co.	WPTZ	Al Paul Lefton
	Beer		
Why Worry—See Murray	Murray Auto Exchange	WABD	White, Burk and Barnes, Adv. Agency, Inc.
Wild West Theatre	Allied Music Sales	WJBK-TV	
Women in the News	Allison-Erwin	WBTW	
	Gibson Appliances		
Women in the News	Central Bldg. & Loan	WBNS-TV	Byer & Bowman
Women in the News	Mrs. Karl's Bakeries	WTMJ-TV	Stone-O'Halloran
	Bread		
Women in the News	Lion Store	WSPD-TV	
	Department Store		
Women in the News	People's Outfitting	WHAM-TV	Hav. Nash Associates
Women in the News	Rhodes Furniture Co.	WFMY-TV	

TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Women in the News	John V. Schultz Furniture Co.	WICU	
Women in the News	Sears Roebuck Co.	WLAV-TV	
Women's Golf	Coca Cola	WLAV-TV	
Woods & Waters	Harvey Mack Pontiac Dealer	WXYZ-TV	
World of Life	Word of Life Fellowship	WATV	
World Adventure Series	E. B. Brink Insurance Agency	WXYZ-TV	
World News	Frigidaire	WAGA-TV	
World News	Gouldman Tabor Pontiac Co.	WAGA-TV	
<b>W</b>			
World of Yesterday	Hudson Dealers	WXEL	
World of Yesterday	Hudson Dealers of Cuyahoga City	WNBK	Fuller & Smith & Ross
Wrestling	Howard Buick Co.	KTSL	20th Century Advertising
Wrestling	Columbia Music & Appl. Store	WHAM-TV	W. W. O'Brien
Wrestling	E & B Brewing	WSPD-TV	
Wrestling	Erie Brewing Co.	WICU	Yount Agency
Wrestling	Falstaff Brewing Co. Beer	WKY-TV	Dancer, Fitzgerald & Sample
Wrestling	A. Gettelman Brewing Co. Beer	WTMJ-TV	Hoffman & York
Wrestling	Hornung Brewing Co.	WFIL-TV	Clement Co.
Wrestling	Love Electric Co.	KING-TV	Keene & Keene
Wrestling	Maier Beer	KLAC	Biow Co.
Wrestling	Maison Blanche Dept. Store	WDSU-TV	Fitzgerald Agency
Wrestling	National Brewing Co. Beer	WMAR-TV	Owen & Chappell
Wrestling	Prince Range	WATV	

Wrestling From Broadway Arena	Seidenberg Cigars	WOR-TV	Lewis Advertising Agency
Wrestling	Seven-Up Bottling Co.	WDSU-TV	Fitzgerald Agency
Wrestling	Sinclair	WGN-TV	
Wrestling from CBS	Atlas Garage	WJBL-TV	
Wrestling from Chicago	Progress Brewing Co. Beer	WKY-TV	George Knox
Wrestling from Chicago	C. Schmidt & Sons, Inc. Beer	WFIL-TV	Al Paul Lefton
Wrestling from Chicago	Speedway Petroleum Corp.	WJBL-TV	W. B. Doner Co.
Wrestling from Hollywood	Davenport Nash, Inc. Nash Cars	WOC-TV	
Wrestling from Hollywood	Ripley Clothes	WFIL-TV	The Bobley Co.
Wrestling from Jamaica Arena	Frost Refrigeration, Inc.	WOR-TV	Getschel & Richard, Inc.
Wrestling from Marigold	Aluminum Storm Sash & Screen	WLAV-TV	
Wrestling from Music Hall	Sinclair Refining	WWJ-TV	Morey, Humm & Johnstone
Wrestling from Ocean Park	Harry Green, Inc.	KECA-TV	W. McCreery Advtg.
Wrestling from Rainbo	Downtown Hudson Motor Cars	WLAV-TV	
Wrestling from St. Nick's	Washington Breweries Beer	WBNS-TV	
Wrestling Interviews	Cigar Employment Parade in Behalf of Cigar Industry	ABC-TV	Wesley Association
Wrestling Matches	Sinclair Refining Co. & Phillips TV, Radio & Appliance Co.	WMAL-TV	Owen & Chappell; Cohen & Miller Advertising Agency
Wrestling Scene Interview	Radio Offers Co. Pipes	ABC-TV	Huber Hoge and Sons, Inc.
Yard 'N Garden	Heman Mfg. Co.	WNBK	Lang Fisher & Stashower
Year End Tele News	P. Ballantine and Sons Beer	NBC-TV	J. Walter Thompson Co.
Yellow Cab Review	Yellow Cab Co.	WFIL-TV	Al Paul Lefton
Yesterday's Newsreel	Brondes Studebaker Autos	WSPD-TV	

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TITLE	SPONSOR-PRODUCT	STATION	ADVERTISING AGENCY
Yesterday's Newsreel	Kingsbury Breweries	WTMJ-TV	Barnes Advertising
Yesterday's Newsreel	Oil Heat Assoc. of Md.	WMAR-TV	Mahool Adv., Inc.
Yesterday's Newsreel	Pancake Realty Co.	WSAZ-TV	Kenyon & Eckhardt W. Esty Co.
Yesterday's Newsreel	Piel's Beer	WFIL-TV	Lindsey & Co.
Yesterday's Newsreel	Southern Biscuit Co. Cookies & Cakes	WBTW	Lindsey & Co.
Yesterday's Newsreel	Southern Biscuit Co.	WMAL-TV	Lindsey & Co.
Yesterday's Newsreel	Standard Humpty-Dumpty Stores	WKY-TV	
Yesterday's Newsreel	Tenenbom's, Inc. Groceries	WOC-TV	
You Are An Artist	University-Chevrolet	WTTW	Huber Hoge and Sons, Inc.
You Are An Artist	Doubleday and Co. Books	WABD	Huber Hoge and Sons, Inc.
You Are An Artist	Doubleday and Co., Inc. Books	NBC-TV	Huber Hoge and Sons, Inc.
You Can Dance	Great Western Champagne	WHAM-TV	Charles Rumrill Co.
You Can't Lose	H. L. Green 5c & 10c Store	KEYL	
You Have a Date at the Waldorf	General Motors Corp.	CBS-TV	Kudner Agency, Inc.
Your Beauty Clinic	Levin Fur Store & Perry Florist	WHAM-TV	Storm Adv.
Your Day-Time Shopper	Dey Brothers Dept. Store	WHEN	
Your Home Repair Man	Doubleday and Co., Inc. Books	NBC-TV	Huber Hoge and Sons, Inc.
Your Hit Parade	The American Tobacco Co.	NBC-TV	Batten, Barton, Durstine & Osborn, Inc.
Your Problem Panel	Komiss	WGN-TV	
Your Success Club	Crossett and Dunlap Books	WABD	Madison Adv. Agency
Your TV Shopper	W. T. Grant Co. Dept. Store	WHEN	Direct
Youth Has Its Say	Junior Chamber of Commerce	WTVN	
Youth on the March	Young People's Church of the Air	ABC-TV	J. M. Camp and Co.
Zoo Parade	Quaker Oats Co. Ken-L-Ration Dog Food	NBC-TV	Ruthrauff and Ryan, Inc.

# TELEVISION LIBRARY



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