

gories of applications. These categories have been set upon the basis of the present lack of television service in the communities from which they are filed. Non-commercial educational television station applications will be processed separately beginning July 1.

#### Processing Procedure

The first applications to be processed will be those arising out of final determinations made by the commission with respect to presently operating television stations whose channel assignments will be changed as a result of the orders to show cause set forth in the commission's third notice, since the implementing of these changes will affect the orderly implementation of the Table of Assignments. These applications will be processed beginning with the effective date of the new rules.

When the commission completes the processing of the applications from the orders to show cause, two processing lines will be established to operate concurrently. The operation of these lines will not begin before July 1, in order to allow a reasonable period for filing new applications and amending those on file, the commission stated.

#### Will Favor Larger Cities

One line will process applications for new television stations in cities presently receiving service. Within the group in the first processing line, the cities for which applications are filed will be taken in the order of their populations, so that the largest concentrations of population now receiving no service will be handled first.

Five separate groupings have been arranged for the second processing line. The first two of these groups give precedence to the UHF service, where either no VHF channels (excluding non-commercial educational channels) are assigned on all VHF channels (excluding noncommercial educational channels) are already occupied.

#### Processing Explained

Explaining the processing procedure, the FCC order stated:

"Since all existing stations are in the VHF band, and all present receivers require at least some modification to receive stations in the UHF band, this precedence will help enable the younger service to

start first, a matter of great importance to the development of the assignment pattern provided in the Table of Assignments."

The three remaining groups provide, in order, for cities with one service, but no local station, for cities with one service from two or more stations, thus carrying out the principle of making service available first to cities now receiving none, and then making available a local service before other cities are provided with multiple services.

A separate processing line will be set up by the commission to handle application to modify construction permits granted after July 1, 1952, petitions for reconsideration of actions taken with respect to applications for new television stations, and petitions for waiver of hearings of these applications, all to be processed as filed.

#### Basis of Allocations Outlined

Basis of the Table of Assignments is set forth in the commission's assignment principle where "... endeavored to meet the twofold objective to provide television service, as far as possible to all people of the United States and to provide a fair, efficient and equitable distribution of television broadcast stations to the several states and communities."

With this as the objective, the commission set up priorities as follows:

Priority No. 1: To provide at least one television service to all parts of the country.

Priority No. 2: To provide each community with at least one television broadcast station.

Priority No. 3: To provide a choice of at least two television services to all parts of the United States.

Priority No. 4: To provide each community with at least two television broadcast stations.

Priority No. 5: Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of each community, the geographical location of such community, and the number of television services available to such community from television stations located in other communities.

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

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With the above priorities set up, the commission made it known that no single mechanical formula was used in setting up the Table of Assignments, but that geographic, economic and population conditions were the principal factors for assignment of channels. In making the assignments the commission said that UHF channels were coordinated with and made complementary to the VHF assignment plan. The commission's report also states "If all VHF and UHF channels are utilized, there should be few, if any, people of the United States residing beyond the areas of television service. Provision has been made for at least one assignment to over 1,250 communities and it has attempted, where possible, to provide each community with at least two assignments."

#### DuMont Plan Noted

The report stated that the Allen B. DuMont Laboratories, Inc., was the only party to the proceedings to submit a national television assignment as an alternative to that contained in the commission's Third Notice, and after going into the DuMont proposal at length, the commission found that the principles of assignment which DuMont advocates were inadequate in that those principles did not recognize specifically the need to provide an equitable apportionment of channels among the separate states and communities and "did not provide adequately for the educational needs of the primarily educational centers."

Notice was also taken of the CBS proposal of views "generally similar to those of DuMont in respect to the need for providing additional commercial VHF stations in key economic areas."

As defense, the commission's report said that the Joint Committee on Educational Television alleged that the commission's priorities were deficient in not specifically recognizing non-commercial educational TV and urged that an additional priority be established between Priority No. 3 and Priority No. 4 reading as follows: To provide a non-commercial educational television service to all parts of the United States by the reservation of frequencies for this purpose.

One interesting aspect of the re-

port on the use of channels is that the commission has made specific assignments to the particular cities and communities on Channels 2 through 65. The commission stated: "Channels 66 to 78 or 83 were designated as flexibility channels and no specific assignments to individual cities or communities were made on these channels. It was provided in the Third Notice that persons desiring to file an application for a station in a community which (1) is not listed in the Table of Assignments and (2) is not eligible for an assignment, without the necessity of rule making proceedings might file an application for a station on one of the flexibility channels without further rule making. It was provided, however, that stations on flexibility channels could not be applied for, in this manner, in a community assigned a channel in the Table or which was otherwise eligible for such an assignment without further rule making under the 15-mile rule."

#### Interesting Changes

Some interesting changes and allocations are revealed in the Table of Assignments. New York City, for example receiving two UHF assignments, one for non-commercial educational use and bringing the city's total number of stations to eight. Chicago, on the other hand, will have a total of ten stations. In New Jersey, Andover, Camden, Freehold, Hammonton and Montclair have been added to the Table. Denver, long the isolated market, will receive a total of six stations, one non-commercial. Detroit, originally slated for seven stations, will have only five from the Table, all commercial, while Windsor, Ont. remains unchanged with two stations.

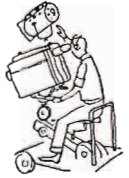
Among other cities to be added include Calumet and Coldwater, Michigan, Clemson, S. C., Adams, Chilton, Park Falls and Shell Lake, Wisconsin.

Three geographic zones are set up under the order in the United States and territories and possessions, and channels have been set up in accordance with mileage separations for each zone. Co-channel assignment separations of 170 miles for VHF and 155 miles for UHF have been established for zone I,



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Danny O’Neil voted favorite local male singer. A great all-around guy, his genuine sense of humor and sincere manner make him a welcome guest in everyone’s home. A true product of the informal easy style of Chicago television.



### ABOUT THE SHOW . . . “BREAKFAST WITH THE O’NEILS”

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DICK BOYELL



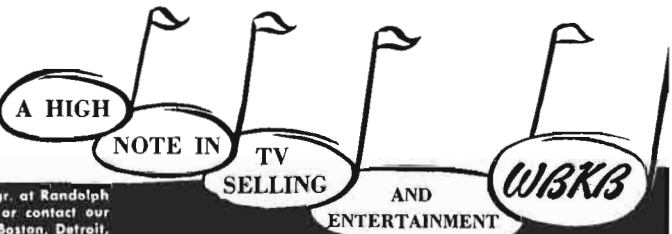
GERRIE O’NEIL



Relaxing home atmosphere at the O’Neils.

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For further information contact John H. Mitchell, Gen. Mgr. at Randolph 6-8210—Write WBKB, 190 N. State St., Chicago 1, Ill., or contact our station representative, Weed & Company, in New York, Boston, Detroit, San Francisco, Atlanta or Hollywood.

Northeast U. S., 190 miles and 175 miles for zone II, which includes the territories and possessions and the entire middle portion of the U. S., the lower Atlantic states and most of the Gulf states, and zone III, 220 and 205 miles, in the Southeast U. S.

At the same time, the order amends and recodifies the commission's rules governing TV broadcast stations, and amends the standards of good engineering practice concerning TV broadcast stations to reflect the commission's decisions in these proceedings.

The order calls for a revised application form (FCC form 301) for new stations or changes in existing stations. Applications currently on file with the commission, including 171 applications now removed from hearing status, must be amended; otherwise, the commission says threateningly, such applications will be dismissed. Applications must specify a channel assigned.

### Opinions Noted

Three FCC commissioners have written varying opinions on this decision bringing to an end the three-and-one-half year "freeze" on new TV stations. Robert F. Jones, dissenting from the majority opinion, wrote more than four thousand words, supporting his argument, while E. M. Webster issued an opinion concurring with the majority. Frieda B. Hennock's opinion was both for and against.

In his opinion, Jones contended that: "... this firm, fixed and final allocation plan pretends to keep the large city broadcasters from squatting on the best television channels to the exclusion of the small city. . . .

"Actually, if you attribute all the selfishness charged against them in the commission's decision, broadcasters could have done little more on an application basis, without an allocation plan, to carve out an advantage to the detriment of the smaller cities. . . .

"The general rules and standards, and to a greater extent the city-to-city allocation plan actually exclude VHF channels from the smaller cities unless there happens to be no larger city within artillery range to put them in. This is justified on the basis that VHF covers

wider areas than UHF, and that the larger cities can serve the rural population. So the general standards are drafted to the advantage of the largest cities to accomplish this basic purpose with VHF channels.

### Shrinks VHF Channels

"This policy literally shrinks the 12 VHF channels of the spectrum . . . to the equivalent of 4 in the Northeast part of the U. S. and other areas like it. This occurs because the bigger you make any station's coverage the wider you have to space stations. The wider you space stations the lesser number of times you can use the channel in the entire country.

"The commission has pretended that these high power, antenna heights, and wider VHF spacings actually give more service to the rural areas. In fact, the contrary is true. In the Northeastern U. S. and other areas like it, 148 per cent more rural and city area could get a grade A service and 59 per cent more could get grade B service if the 250 mile median spacing (between stations operating on the same channel) is cut in half when 500 foot antennas are used and cut one-third when 1,000 foot antennas are used.

"The commission has made 10 kw maximum power for VHF channels 2 to 6, and 316 kw for VHF channels 7 to 13 roughly three times the low band VHF power) and made 2,000 foot antenna heights the maximum except in . . . (Northeastern U. S.) where 1,000 feet is maximum. These are the values which have to be used by broadcasters everywhere (from New York City to Goldfield, Nevada—population 336) to make the commission's plan even approach degraded efficiency. This means that there is a million-dollar entry fee for every broadcaster to guarantee the commission plan's efficiency. If broadcasters from small towns (VHF was given to the largest cities and UHF generally to the smaller cities to fill in the gaps not covered by VHF) are to contribute to efficiency, they had better study astronomy to figure up their balance sheets and buy lots of red ink. . . ."

Continuing, Jones said, "Now sound UHF station commercializa-

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tion is handicapped economically and technically by 17 million VHF-only receiving sets. Any prospective UHF broadcaster is not only handicapped where UHF and VHF are intermixed, but also in areas where UHF is not used to supplement the inefficient assignment of VHF channels.

#### Denies Local Television

" . . . The purpose of the allocation plan now being adopted by the commission is to create a nationwide competitive television system, but the effect of the plan is to deny local television to cities not included in the table. Once the table is established and construction permits are granted, followed by licenses and operation on the channels assigned . . . the commission will not be able to dislocate such licenses to make another plan more efficient without litigation ensuing between such licensees and the commission.

"The entire philosophy of providing the standard service area for all cities based upon a service area satisfactory to the largest city in the table exposes some absurd results," Jones said. "For example, the commission concluded that 'the geographical distribution of people and cities of the U. S. does not lend itself to a simple rule for spacing of stations' which will protect the interference free service area of each channel. Yet the commission has adopted just such a simple rule that it condemns as the sole criteria for assignment of channels and refusal to assign channels to cities throughout the nation."

Commissioner E. M. Webster issued a concurring opinion on the matter. After noting that when the Third Notice of Further Proposed Rule Making was issued on March 22, 1951, he stated in a separate opinion that he believed the reservation of channels for non-commercial educational TV stations was warranted only upon a showing that here was a reasonable probability that, if such reservation were made, the channels would be utilized in the reasonably near future.

In his opinion Commissioner Webster said he felt a vast major-

ity of the representatives of educational institutions had little concept of costs and practical problems involved in the construction and operation of a TV station, and that when brought face-to-face with practicalities they might find the economic hurdle difficult, if not impossible to surmount.

One of the considerations which enabled him to accept the reservation of channels, Webster said, is the fact that in event the educators fail in their efforts, the commission, at any time it considers it in the public interest to do so, can reconsider its decision and through rule making proceedings, assign idle educational channels for commercial purposes and also possibly promulgate rules requiring other than non-commercial educational stations to provide adequate educational programs. He also noted that after one year any party is at liberty to petition the commission for rule making proceedings looking toward the commercialization of any or all educational channels lying fallow at the time.

#### Hennock Opinion

In an opinion concurring in part and dissenting in part Commissioner Frieda B. Hennock said that with reference to the educational reservations of the Sixth Report and Order, she concurred in the decision insofar as it adopts the principle of reserving channels for educational purposes and insofar as it assigns specific channels for such purposes. She dissented, however, from the decision insofar as it fails to make a more adequate and proper provision for education.

Referring to the commission's experience with FM where the set problem was so crucial, Commissioner Hennock said that it was clear that practical economic considerations cannot be left largely to chance in the establishment of a new service. She was referring to the increases in station power and antenna height in VHF and UHF.

Further, Commissioner Hennock stated, she felt the commission should have adopted its proposal from the Third Notice to give a substantial preference in the unassigned "flexibility" channels to cities without TV assignments.

# OFFICIAL FCC TV ALLOCATIONS

## ALABAMA

	Channel No.
Andalusia	29
Anniston	37
Auburn	*56
Bessemer	54
Birmingham	6, *10, 13, 42, 48
Brewton	23
Clanton	14
Cullman	60
Decatur	23
Demopolis	18
Dothan	9, 19
Enterprise	10
Eufaula	44
Florence	41
Fort Payne	19
Gadsden	15, 21
Greenville	49
Guntersville	40
Huntsville	31
Jasper	17
Mobile	5, 8, *42, 48
Montgomery	12, 20, *26, 32
Opelika	22
Selma	58
Sheffield	47
Sylacauga	24
Talladega	64
Thomasville	27
Troy	38
Tuscaloosa	45, 51
Tuskegee	16
University	*7

## ARIZONA

Ajo	14
Bisbee	15
Casa Grande	18
Clifton	25
Coolidge	30
Douglas	3
Eloy	24
Flagstaff	9, 13
Globe	34
Holbrook	14
Kingman	6
Mesa	12
Miami	28
Morenci	31
Nogales	17
Phoenix	3, 5, *8, 10
Prescott	15
Safford	21
Tucson	1, *6, 9, 13
Williams	25
Winslow	16
Yuma	11, 13

## ARKANSAS

Arkadelphia	34
Batesville	30
Benton	40
Blytheville	64, 74
Camden	50
Conway	49
El Dorado	10, 26
Fayetteville	*13, 41
Forest City	22
Fort Smith	5, *16, 22

## Channel No.

Harrison	24
Helena	51
Hope	15
Hot Springs	9, 52
Jonesboro	8, 39
Little Rock	*2, 4, 11, 17, 23
Magnolia	28
Malvern	46
Morrilton	43
Newport	28
Paragould	44
Pine Bluff	7, 36
Russellville	19
Searcy	33
Springdale	35
Stuttgart	14

## CALIFORNIA

Alturas	9
Bakersfield	10, 29
Brawley	25
Chico	12
Corona	52
Delano	33
El Centro	16
Eureka	3, 13
Fresno	12, *18, 24, 47, 53
Hanford	21
Los Angeles	2, 4, 5, 7, 9, 11, 13, 22, *28, 34
Madera	30
Merced	34
Modesto	14
Monterey (see Salinas)	
Napa	62
Oakland (see San Francisco)	
Oxnard	32
Petaluma	56
Port Chicago	15
Red Bluff	16
Redding	7
Riverside	40, 46
Sacramento	3, *6, 10, 40, 46
Salinas-Monterey	8, 28
San Bernardino	18, *24, 30
San Buenaventura	38
San Diego	8, 10, *15, 21, 27, 33, 39
San Francisco	
Oakland	2, 4, 5, 7, *9, 20, 26, 32, 38, 44
San Jose	41, 48, *54, 60
San Luis Obispo	6
Santa Barbara	3, 20, 26
Santa Cruz	16
Santa Maria	44
Santa Paula	16
Santa Rosa	50
Stockton	13, 36, *42
Tulare	27
Ukiah	18
Visalia	43, 49
Watsonville	22
Yreka City	11
Yuba City	52

## COLORADO

Alamosa	19
Boulder	*12, 22
Canon City	36
Colorado Springs	11, 13, *17, 23
Craig	19
Delta	24
Denver	2, 4, *6, 7, 9, 20, 26

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



# OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Durango	6, 15
Fort Collins	44
Fort Morgan	15
Grand Junction	5, 21
Greeley	50
La Junta	24
Lamar	18
Leadville	14
Loveland	38
Longmont	32
Montrose	10, 18
Pueblo	3, 5, *8, 28, 34
Salida	25
Sterling	25
Trinidad	21
Walsenburg	30

## CONNECTICUT

Bridgeport	43, 49, *71
Hartford	3, 18, *24
Meriden	65
New Britain	30
New Haven	8, 50
New London	26, 81
Norwalk (see Stamford)	
Norwich	67, *63
Stamford-Norwalk	27
Waterbury	53

## DELAWARE

Dover	40
Wilmington	12, 53, *59

## DISTRICT OF COLUMBIA

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

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

## GEORGIA

Albany	10, 25
Americus	31
Athens	*8, 60
Atlanta	2, 5, 11, *30, 36
Augusta	6, 12
Bainbridge	35

	Channel No.
Brunswick	28, 34
Cairo	45
Carrollton	33
Cartersville	63
Cedartown	53
Columbus	4, 28, *34
Cordele	43
Dalton	25
Douglas	32
Dublin	15
Elberton	16
Fitzgerald	23
Fort Valley	18
Gainesville	52
Griffin	39
La Grange	50
Macon	13, *41, 47
Marietta	57
Milledgeville	51
Moultrie	48
Newnan	61
Rome	9, 59
Savannah	3, *9, 11
Statesboro	22
Swainsboro	20
Tifton	14
Thomasville	6, 27
Tooeva	35
Valdosta	37
Vidalia	26
Waycross	16

## IDAHO

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

## ILLINOIS

Alton	48
Aurora	16
Belleville	54
Bloomington	15
Caro	24
Carbondale	34, *61
Centralia	32, 50
Champaign-Urbana	3, *12, 21, 27, 33
Chicago	2, 5, 7, 9, *11, 20, 26, 32, 38, 44
Danville	24
Decatur	17, 23
De Kalb	*67
Dixon	47
Elgin	28
Freeport	23
Galesburg	40
Harrisburg	22
Jacksonville	29
Joliet	48
Kankakee	14
Kewanee	60
La Salle	35

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

# OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Lincoln	53
Macomb	61
Marion	40
Mattoon	46
Moline (see Davenport, Iowa)	
ML Vernon	38
Olney	16
Pekin	49
Peoria	8, 19, *37, 43
Quincy	10, 21
Rockford	13, 39, *45
Rock Island (see Davenport, Iowa)	
Springfield	2, 20, *26
Streator	65
Urbana (see Champaign)	
Vandalia	28
Waukegan	22

## INDIANA

Anderson	61
Angola	15
Bedford	39
Bloomington	4, *30, 36
Columbus	42
Connersville	38
Elkhart	52
Evansville	7, 50, *56, 62
Fort Wayne	31, *27, 33
Gary	50, *66
Hammond	56
Indianapolis	6, 8, 13, *29, 26, 67
Jasper	19
Kokomo	31
Lafayette	*47, 59
Lebanon	18
Logansport	51
Madison	25
Marion	29
Michigan City	62
Muncie	49, 55, *71
Richmond	32
Shelbyville	58
South Bend	34, *40, 46
Tell City	31
Terre Haute	10, *57, 63
Vincennes	44
Washington	60

## IOWA

Algona	37
Ames	5, 25
Atlantic	45
Boone	19
Burlington	32, 38
Carroll	39
Cedar Rapids	2, 9, 20, *26
Centerville	31
Charles City	18
Cherokee	14
Clinton	64
Creston	43
Davenport-Rock Island & Moline, Illinois	4, 6, *30, 36, 42
Decorah	44
Des Moines	8, *11, 13, 17, 23
Dubuque	56, 62
Estherville	24
Fairfield	54
Fort Dodge	21
Fort Madison	50
Grinnell	46
Iowa City	*12, 24
Keokuk	44
Knoxville	33
Marshalltown	49
Mason City	3, 35
Muscatine	58
Newton	29
Otwein	28

	Channel No.
Oskaloosa	52
Ottumwa	15
Red Oak	32
Shenandoah	20
Sioux City	4, 9, *30, 36
Spencer	42
Storm Lake	34
Waterloo	7, 16, *22
Webster City	27

## KANSAS

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

## KENTUCKY

Ashland	59
Bowling Green	13, 17
Campbellsville	40
Corbin	16
Danville	35
Elizabethtown	23
Frankfort	43
Glasgow	28
Harlan	36
Hazard	19
Hopkinsville	20
Lexington	27, 33
Louisville	3, 11, *15, 21, 41, 51
Madisonville	26
Mayfield	49
Maysville	24
Middlesborough	57, 63
Murray	33
Owensboro	14
Paducah	6, 43
Pikeville	14
Princeton	45
Richmond	60
Somerset	22
Winchester	37

## LOUISIANA

Abbeville	42
Alexandria	5, 62

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

# OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Bastrop	53
Baton Rouge	10, 28, *34, 40
Bogalusa	39
Crowley	21
De Ridder	14
Eunice	64
Franklin	46
Hammond	51
Houma	30
Jackson	18
Jennings	48
Lafayette	38, 67
Lake Charles	7, *19, 25
Minden	30
Monroe	8, 43
Morgan City	36
Natchitoches	17
New Iberia	15
New Orleans	*2, 4, 6, 20, 26, 32, 61
Oakdale	54
Opelousas	58
Ruston	20
Shreveport	3, 12
Thibodaux	24
Winnfield	22

## MAINE

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

## MARYLAND

Annapolis	14
Baltimore	2, 11, 13, 18, *24, 30
Cambridge	22
Cumberland	17
Frederick	62
Hagerstown	52
Salisbury	16

## MASSACHUSETTS

Barnstable	52
Boston	*2, 4, 5, 7, 44, 50, 56
Brockton	62
Fall River	40, 46
Greenfield	42
Holyoke (see Springfield)	
Lawrence	38
Lowell	32
New Bedford	28, 34
North Adams	15
Northampton	36
Pittsfield	64
Springfield-Holyoke	55, 61
Worcester	14, 20

## MICHIGAN

Alma	41
Alpena	9, 30
Ann Arbor	20, *26

	Channel No.
Bad Axe	46
Battle Creek	58, 64
Bay City	5, 63, *73
Benton Harbor	42
Big Rapids	39
Cadillac	13, 45
Calumet	13
Cheboygan	4, 36
Coldwater	24
Detroit	2, 4, 7, 50, *56, 62
East Lansing	66
East Tawas	25
Escanaba	3
Flint	12, 16, *22, 28
Gladstone	40
Grand Rapids	8, *17, 23
Hancock	10
Houghton	19
Iron Mountain	9, 27
Iron River	12
Ironwood	31
Jackson	48
Kalamazoo	3, 36
Lansing	6, 54
Ludington	18
Manistee	15
Manistique	14
Marquette	5, 17
Midland	19
Mount Pleasant	47
Muskegon	29, 35
Petoskey	31
Pontiac	44
Port Huron	34
Rogers City	24
Saginaw	51, 57
Sault Ste. Marie	8, 10, 28, *34
Traverse City	7, 20, *26
West Branch	21

## MINNESOTA

Albert Lea	57
Alexandria	36
Austin	6, 51
Bemidji	24
Brainerd	12
Cloquet	44
Cookston	21
Detroit Lakes	18
Duluth-Superior, Wisc.	3, 6, *8, 32, 38
Ely	16
Fairmount	40
Faribault	20
Fergus Falls	16
Grand Rapids	20
Hastings	29
Hibbing	10
International Falls	11
Little Falls	14
Mankato	15
Marshall	22
Minneapolis-St. Paul	*2, 4, 5, 9, 11, 17, 23
Montevideo	19
New Ulm	43
Northfield	26
Owatoma	45
Red Wing	63
Rochester	10, 55
St. Cloud	7, 33
St. Paul (see Minneapolis)	
Stillwater	39
Thief River Falls	15
Virginia	26
Wadena	27
Willmar	31
Winona	61
Worthington	32

## MISSISSIPPI

Biloxi	13, *44, 50
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\* Denotes Channel reservation for non-commercial educational use.

# OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Brookhaven	37
Canton	16
Clarksdale	6, 32
Columbia	35
Columbus	28
Cornith	29
Greenville	21, 27
Greenwood	24
Grenada	15
Gulfport	56
Hattiesburg	9, 17
Jackson	12, *19, 25, 47
Kosciusko	52
Laurel	33
Louisville	46
McComb	31
Meridian	11, 30, *36
Natchez	29
Pascagoula	22
Picayune	14
Starkville	34
State College	*2
Tupelo	38
University	*20
Vicksburg	41
West Point	8, 56
Yazoo City	49

## MISSOURI

Cape Girardeau	12, 18
Carthage	56
Caruthersville	27
Chillicothe	14
Clinton	49
Columbia	8, 16, 22
Farmington	52
Festus	14
Fulton	24
Hannibal	7, 27
Jefferson City	14, 33
Joplin	12, 30
Kansas City	4, 5, 9, *19, 25, 65
Kennett	21
Kirksville	3, 18
Lebanon	23
Marshall	40
Maryville	26
Mexico	45
Moberly	35
Monnett	14
Nevada	18
Poplar Bluff	15
Rolla	31
St. Joseph	2, 30, *36
St. Louis	4, 5, *9, 11, 30, 36, 42
Sedalia	6, 28
Sikeston	37
Springfield	3, 10, *26, 32
West Plains	20

## MONTANA

Anaconda	2
Billings	2, 8, *11
Bozeman	*9, 22
Butte	4, 6, *7, 15
Cut Bank	20
Deer Lodge	25
Dillon	26
Glasgow	16
Glendive	18
Great Falls	3, 5, *23
Hamilton	17
Hardin	4
Havre	9, 11
Helena	10, 12
Kalispell	8
Laurel	14
Lewistown	13
Livingston	16

	Channel No.
Miles City	3, *6, 21
Missoula	*11, 13, 21
Polson	18
Red Lodge	18
Shelby	14
Sidney	14
Whitefish	16
Wolf Point	20

## NEBRASKA

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

## NEVADA

Boulder City	4
Carlin	14
Carson City	37
Elko	10
Ely	3, 6
Fallon	29
Goldfield	5
Hawthorne	31
Henderson	2
Las Vegas	8, *10, 13
Lovelock	18
McGill	8
Reno	4, 8, *21, 27
Tonopah	9
Winnemucca	7
Yerington	33

## NEW HAMPSHIRE

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

## NEW JERSEY

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

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# OFFICIAL FCC TV ALLOCATIONS

## NEW MEXICO

	Channel No.
Alamogordo	17
Albuquerque	4, *5, 7, 13
Artesia	21
Atrisco-Five Points	18
Belen	24
Carlsbad	6, 23
Clayton	27
Clovis	12, 35
Deming	14
Farmington	17
Gallup	3, *8, 10
Hobbs	46
Hot Springs	19
Las Cruces	22
Las Vegas	14
Lordsburg	23
Los Alamos	20
Lovington	27
Portales	22
Raton	46, *52
Roswell	*3, 8, 10
Santa Fe	2, *9, 11
Silver City	*10, 12
Socorro	15
Tucumcari	25

## NEW YORK

Albany-Schenectady-Troy	6, *17, 23, 41
Amsterdam	52
Auburn	37
Batavia	33
Binghamton	12, 40, *46
Buffalo (also see Buffalo-Niagara Falls)	17, *23
Buffalo-Niagara Falls	2, 4, 7, 59
Cortland	56
Dunkirk	46
Elmira	18, 24
Glens Falls	39
Gloversville	29
Hornell	50
Ithaca	*14, 20
Jamestown	58
Kingston	66
Malone	20, *66
Massena	14
Middletown	60
New York	2, 4, 5, 7, 9, 11, *25, 31
Niagara Falls (see Buffalo-Niagara Falls)	
Ogdensburg	24
Olean	54
Oneonta	62
Oswego	31
Plattsburg	28
Poughkeepsie	21, *83
Rochester	5, 10, 15, *21, 27
Rome (see Utica)	
Saranac Lake	18
Schenectady (also see Albany)	35
Syracuse	3, 8, *43
Troy (see Albany)	
Utica-Rome	13, 19, *25
Watertown	48

## NORTH CAROLINA

Ahoskie	53
Albemarle	20
Ashville	13, *56, 62
Burlington	63
Chapel Hill	*4
Charlotte	3, 9, 36, *42
Durham	11, *40, 46
Elizabeth City	31
Fayetteville	18
Gastonia	48

## Channel No.

Goldsboro	34
Greensboro	2, *51, 57
Greenville	9
Henderson	52
Hendersonville	27
Hickory	30
High Point	15
Jacksonville	16
Kannapolis	59
Kinston	45
Laurinburg	41
Lumberton	21
Mount Airy	55
New Bern	13
Raleigh	5, *22, 28
Roanoke Rapids	30
Rocky Mount	50
Salisbury	53
Sanford	38
Shelby	39
Southern Pines	49
Statesville	64
Washington	7
Wilmington	6, 29, *35
Wilson	56
Winston-Salem	12, 26, *32

## NORTH DAKOTA

Bismarck	5, 12, 18, *24
Bottineau	16
Carrington	26
Devils Lake	8, 14
Dickinson	2, 4, *17
Fargo	6, 13, *34, 40
Grafton	17
Grand Forks	*2, 10
Harvey	22
Jamestown	7, 42
Lisbon	23
Minot	*6, 10, 13
New Rockford	20
Rugby	38
Valley City	4, 32
Wahpeton	45
Williston	8, 11, *34

## OHIO

Akron	49, *55, 61
Ashtabula	15
Athens	62
Bellefontaine	63
Cambridge	26
Canton	29
Chillicothe	56
Cincinnati	5, 9, 12, *48, 54, 74
Cleveland	3, 5, 8, 19, *25, 65
Columbus	4, 6, 10, *34, 40
Coshocton	20
Dayton	2, 7, *16, 22
Defiance	43
Findlay	53
Gallipolis	18
Hamilton-Middletown	65
Lancaster	28
Lima	35, 41
Lorain	31
Mansfield	36
Marion	17
Massillon	23
Middletown (see Hamilton)	
Mount Vernon	58
Newark	60
Oxford	*14
Piquetta	44
Portsmouth	30
Sandusky	42
Springfield	46, 52
Steubenville (see Wheeling, W. Va.)	
Tiffin	47

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# OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Toledo .....	11, 13, *30
Warren .....	21
Youngstown .....	27, 33, 73
Zanesville .....	50

## OKLAHOMA

Ada .....	50
Allus .....	36
Alva .....	30
Anadarko .....	58
Ardmore .....	55
Bartlesville .....	62
Blackwell .....	51
Chickasha .....	64
Claremore .....	15
Clinton .....	32
Duncan .....	39
Durant .....	27
Elk City .....	12, 15
El Reno .....	56
Enid .....	5, 21, *27
Frederick .....	44
Guthrie .....	48
Guymon .....	20
Hobart .....	23
Holdenville .....	14
Hugo .....	21
Lawton .....	7, *28, 34
McAlester .....	47
Miami .....	58
Muskogee .....	8, *45, 66
Norman .....	31, *37
Oklahoma City .....	4, 9, *13, 19, 25
Okmulgee .....	26
Pauls Valley .....	61
Ponea City .....	40
Pryor Creek .....	54
Sapulpa .....	42
Seminole .....	59
Shawnee .....	53
Stillwater .....	29, *69
Tulsa .....	2, 6, *11, 17, 23
Vinita .....	28
Woodward .....	8

## OREGON

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

## PENNSYLVANIA

Allentown .....	39, 45
Altoona .....	10, 19, 25
Bethlehem .....	51
Bradford .....	48
Butler .....	43
Chambersburg .....	46
Du Bois .....	31
Easton .....	57
Emporium .....	42

	Channel No.
Erie .....	12, 35, *41, 66
Harrisburg .....	27, 33, 71
Hazleton .....	63
Johnstown .....	6, 56
Lancaster .....	8, 21
Lebanon .....	15
Lewistown .....	38
Lock Haven .....	32
Meadville .....	37
New Castle .....	45
Oil City .....	64
Philadelphia .....	3, 6, 10, 17, 23, 29, *35
Pittsburgh .....	2, 11, *13, 16, 47, 53
Reading .....	55, 61
Scranton .....	16, 22, 73
Sharon .....	39
State College .....	*44
Sunbury .....	65
Uniontown .....	14
Washington .....	63
Wilkes-Barre .....	28, 34
Williamsport .....	36
York .....	43, 49

## RHODE ISLAND

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

Aiken .....	54
Anderson .....	58
Camden .....	14
Charleston .....	2, 5, *13
Clemson .....	*68
Columbia .....	10, *19, 25, 67
Conway .....	23
Florence .....	8
Georgetown .....	27
Greenville .....	4, 23, *29
Greenwood .....	21
Lake City .....	55
Lancaster .....	31
Laurens .....	45
Marion .....	43
Newberry .....	37
Orangeburg .....	44
Rock Hill .....	61
Spartanburg .....	7, 17
Sumter .....	47
Union .....	65

## SOUTH DAKOTA

Aberdeen .....	9, 17
Belle Fourche .....	23
Brookings .....	*8, 25
Hot Springs .....	17
Huron .....	12, 15
Lead .....	5, 26
Madison .....	46
Mitchell .....	5, 20
Mobridge .....	37
Pierre .....	6, 10, *22
Rapid City .....	7, 15
Sioux Falls .....	11, 13, 38, *44
Sturgis .....	20
Vermillion .....	*2, 41
Watertown .....	3, 35
Winner .....	18
Yankton .....	17

## TENNESSEE

Athens .....	14
Bristol, Tenn.-Bristol, Va. ....	5, 46
Chattanooga .....	3, 12, 43, 49, *55
Clarksville .....	53
Cleveland .....	38
Columbia .....	39
Cookeville .....	24

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# OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Covington	19
Dyersburg	46
Elizabethton	40
Fayetteville	27
Gallatin	48
Harriman	67
Humboldt	25
Jackson	9, 16
Johnson City	11, 34
Kingsport	28
Knoxville	6, 10, *20, 26
Lawrenceburg	50
Lebanon	58
McMinnville	46
Maryville	51
Memphis	3, 5, *10, 13, 42, 48
Morristown	54
Murfreesboro	18
Nashville	*2, 4, 5, 8, 30, 36
Oak Ridge	32
Paris	51
Pulaski	44
Shelbyville	62
Springfield	42
Tullahoma	65
Union City	55

## TEXAS

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

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

Brownwood	19
Bryan	54
Childress	40
Cleburne	57
Coleman	21
College Station	*3, 48
Conroe	20
Corpus Christi	6, 10, *16, 22
Corsicana	47
Crockett	56
Crystal City	28
Cuero	25
Dalhart	16
Dallas	4, 8, *13, 23, 29, 73
Del Rio	16
Denison	52
Denton	*2, 17
Eagle Pass	26
Edinburg	26
El Campo	27
El Paso	4, *7, 9, 13, 20, 26
Falfurrias	52
Floydada	46
Fort Stockton	22
Fort Worth	5, 10, 20, *26
Gainesville	49

	Channel No.
Galveston	11, 35, 41, *47
Gonzales	64
Greenville	62
Harlingen (also see Brownsville-Harlingen-Weslaco)	23
Hebronville	58
Henderson	42
Hereford	19
Hillsboro	63
Houston	2, *8, 13, 23, 29, 39
Huntsville	15
Jacksonville	36
Jasper	49
Kermit	14
Kilgore	59
Kingsville	40
Lamesa	28
Lampasas	8, 13, *15
Laredo	8, 13, *15
Levelland	38
Littlefield	32
Longview	32, 38
Lubbock	5, 11, 13, *20, 26
Lufkin	9, 46
McAllen	20
McKinney	65
Marfa	19
Marshall	16
Mercedes	32
Mexia	50
Midland	2, 18
Mineral Wells	38
Mission	14
Monahans	9
Mount Pleasant	35
Nacodoches	40
New Braunfels	62
Odessa	7, 24
Orange	43
Pampa	17
Paris	33
Pearsall	31
Pecos	16
Perryton	22
Plainview	29
Port Arthur (see Beaumont)	
Quanah	42
Raymondville	42
Rosenberg	17
San Angelo	6, 8, 17, *23
San Antonio	4, 5, *9, 12, 35, 41
San Benito	48
San Marcos	53
Seguin	14
Seymour	24
Sherman	46
Snyder	30
Stephenville	32
Sulphur Springs	41
Sweetwater	12
Taylor	58
Temple	16, 22
Terrell	53
Texarkana	6, *18, 24
Tyler	7, 19
Uvalde	20
Vernon	18
Victoria	19
Waco	11, *28, 34
Waxahachie	45
Weatherford	51
Weslaco (see Brownsville-Harlingen-Weslaco)	
Wichita Falls	3, 6, *16, 22

## UTAH

Brigham	36
Cedar City	5
Logan	12, 30, *46
Ogden	9, *18, 24
Price	6

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# OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Provo .....	11, 22, *28
Richfield .....	13
St. George .....	18
Salt Lake City .....	2, 4, 5, *7, 20, 26
Tooele .....	44
Vernal .....	3

## VERMONT

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

## VIRGINIA

Blacksburg .....	*60
Bristol (see Bristol, Tenn.)	
Charlottesville .....	*45, 64
Covington .....	44
Danville .....	24
Emporia .....	25
Farmville .....	19
Fredericksburg .....	47
Front Royal .....	39
Harrisonburg .....	3, 34
Lexington .....	54
Lynchburg .....	13, 16
Marion .....	50
Martinsville .....	35
Newport News (see Norfolk- Portsmouth-Newport News)	
Norfolk-Portsmouth (also see Norfolk-Portsmouth-Newport News)	27
Norfolk-Portsmouth- Newport News (also see Norfolk-Portsmouth)	3, 10, 15, *21, 33
Norton .....	52
Petersburg .....	8, 41
Portsmouth (see Norfolk-Portsmouth and also see Norfolk-Portsmouth- Newport News)	
Pulaski .....	37
Richmond .....	6, 12, *23, 29
Roanoke .....	7, 10, 27, *33
South Boston .....	14
Staunton .....	36
Waynesboro .....	42
Williamsburg .....	17
Winchester .....	28

## WASHINGTON

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

	Channel No.
Seattle .....	4, 5, 7, *9, 20, 26
Spokane .....	2, 4, 6, *7
Tacoma .....	11, 13, *56, 62
Walla Walla .....	5, 8, *22
Wenatchee .....	*45, 55
Yakima .....	23, 29, *47

## WEST VIRGINIA

Beekley .....	6, 21
Bluefield .....	41
Charleston .....	8, *43, 49
Clarksburg .....	12, 22
Elkins .....	40
Fairmont .....	35
Hinton .....	31
Huntington .....	3, 13, *53
Logan .....	23
Martinsburg .....	58
Morantown .....	*24
Parkersburg .....	15
Welch .....	25
Weston .....	32
Wheeling (also see Wheeling- Steubenville, Ohio)	*57
Wheeling-Steubenville, Ohio .....	7, 9, 51
Williamson .....	17

## WISCONSIN

Adams .....	*58
Appleton .....	42
Ashland .....	15
Beaver Dam .....	37
Beloit .....	57
Chilton .....	*24
Eau Claire .....	13, *19, 25
Fond du Lac .....	54
Green Bay .....	2, 6
Janesville .....	63
Kenosha .....	61
La Crosse .....	8, *32, 38
Madison .....	3, *21, 27, 33
Manitowish .....	65
Marinette .....	11, 32, *38
Milwaukee .....	4, *10, 12, 19, 25, 31
Oshkosh .....	48
Park Falls .....	*18
Portage .....	17
Prairie du Chien .....	54
Racine .....	49, 55
Rhinclander .....	22
Rice Lake .....	21
Richland Center .....	15, *66
Sheboygan .....	59
Shell Lake .....	*30
Sparta .....	50
Stevens Point .....	20, 26
Sturgeon Bay .....	44
Superior (see Duluth, Minn.)	
Wausau .....	7, 16, *46
Wisconsin Rapids .....	14

## WYOMING

Buffalo .....	29
Casper .....	2, 6
Cheyenne .....	3, 5
Cody .....	24
Douglas .....	14
Evanston .....	14
Gillette .....	31
Green River .....	16
Greybull .....	40
Lander .....	17
Laramie .....	*8, 18
Lovell .....	36
Lusk .....	19
Newcastle .....	28
Powell .....	30
Rawlins .....	11

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# OFFICIAL FCC TV ALLOCATIONS

	Channel No.
Riverton .....	10
Rock Springs .....	13
Sheridan .....	9, 12
Thermopolis .....	15
Torrington .....	27
Wheatland .....	24
Worland .....	34

## U. S. TERRITORIES AND POSSESSIONS

### ALASKA

Anchorage .....	2, *7, 11, 13
Fairbanks .....	2, 4, 7, *9, 11, 13
Juneau .....	*3, 8, 10
Ketchikan .....	2, 4, *9
Seward .....	4, 9
Sitka .....	13

## HAWAIIAN ISLANDS

	Channel No.
Lihue, Kauai .....	3, *8, 10, 12
Honolulu, Oahu .....	2, 4, *7, 9, 11, 13
Wailuku, Maui .....	3, 8, *10, 12
Hilo, Hawaii .....	2, *4, 7, 9, 11, 13

## PUERTO RICO

Arecibo .....	13
Caguas .....	11
Mayaguez .....	3, 5
Ponce .....	7, 9
San Juan .....	2, 4, *6

## VIRGIN ISLANDS

Christiansted .....	8
Charlotte Amalie .....	10, 12

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

The following table compiled by the Associated Press on April 14, shows, state by state, the number of television stations now on the air, the total possible under channel allocations and the number of applications awaiting action:

State	Now in Operation	Channels Assigned	Pending Applications	State	Now in Operation	Channels Assigned	Pending Applications
Alabama .....	2	45	7	New Hampshire .....	0	13	1
Arizona .....	1	30	5	New Jersey .....	1	15	5
Arkansas .....	0	38	5	New Mexico .....	1	38	3
California .....	11	87	35	New York .....	13	60	21
Colorado .....	0	40	9	North Carolina .....	2	51	16
Connecticut .....	1	16	7	North Dakota .....	0	33	2
District of Columbia .....	4	6	0	Ohio .....	12	59	22
Delaware .....	1	4	1	Oklahoma .....	2	55	12
Florida .....	2	58	19	Oregon .....	0	33	5
Georgia .....	3	54	9	Pennsylvania .....	7	58	36
Idaho .....	0	28	4	Rhode Island .....	1	4	1
Illinois .....	5	60	16	South Carolina .....	0	29	9
Indiana .....	2	48	15	South Dakota .....	0	30	1
Iowa .....	2	59	16	Tennessee .....	2	53	18
Kansas .....	0	49	7	Texas .....	6	179	62
Kentucky .....	2	34	4	Utah .....	2	22	5
Louisiana .....	1	42	12	Vermont .....	0	10	0
Maine .....	0	29	6	Virginia .....	2	39	15
Maryland .....	3	12	3	Washington .....	1	48	9
Michigan .....	6	70	10	West Virginia .....	1	25	10
Massachusetts .....	2	23	16	Wisconsin .....	1	51	15
Minnesota .....	2	48	13	Wyoming .....	0	27	3
Mississippi .....	0	39	5	Alaska .....	0	19	0
Missouri .....	2	54	17	Hawaii .....	0	20	0
Montana .....	0	40	2	Puerto Rico .....	0	9	0
Nebraska .....	2	34	4	Virgin Islands .....	0	3	0
Nevada .....	0	22	3	Totals .....	108	2,053	521

# TV COVERAGE MAPS

— Present —

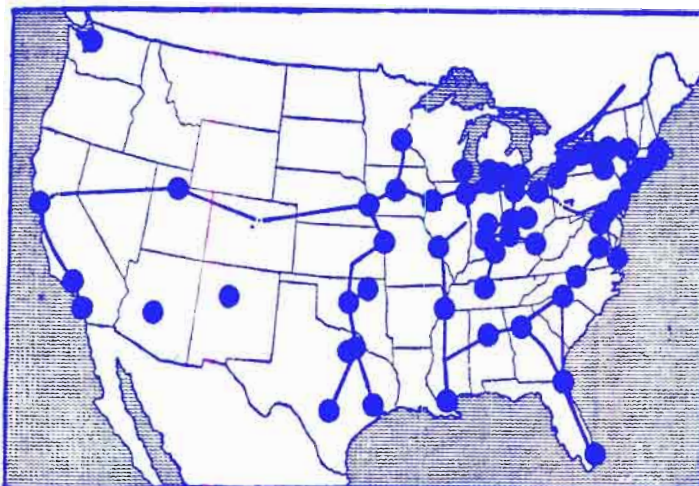
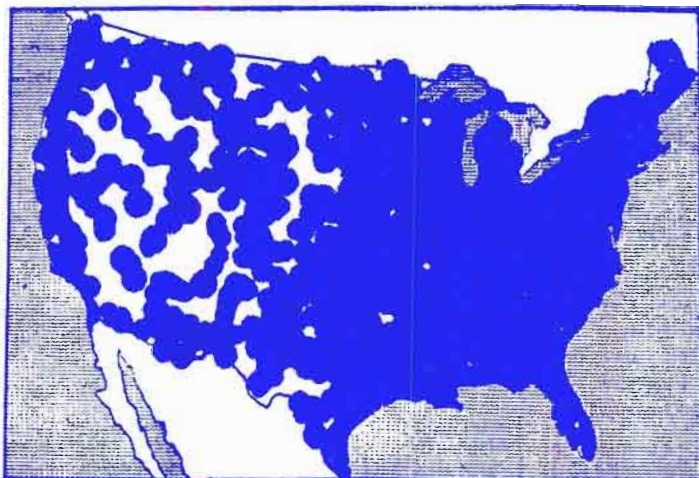


Chart shows extent of current television coverage



— Future —



How new stations are expected to affect coverage

# A. B. C. TELEVISION NETWORK

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

At age 41, ROBERT E. KINTNER is the youngest President to sit at the helm of a major broadcasting network. In the span of seven short years since he first joined ABC as a Vice President in 1944, with immediate supervision of programming, public services, public relations and advertising, the American Broadcasting Company has expanded and assumed a ranking position in the broadcasting industry under his able and far-sighted guidance.



**KINTNER**

A native of Stroudsburg, Pa., and a graduate of Swarthmore College, his career previous to joining ABC, included work as a staff member on the editorial department of the New York Herald-Tribune, where he specialized in financial reporting. Subsequently, he became Washington correspondent for the same paper and later, with Joseph Alsop, was author of a nationally syndicated Washington newspaper column.

## **ALEXANDER STRONACH, JR.** *Vice President for the ABC Television Network*

A former free-lance writer for magazine and motion pictures, ALEXANDER (SANDY) STRONACH, JR., came to the American Broadcasting Company in September, 1948 as Manager of Television Programs of the network. In January, 1951 he was named National Director of Television Program Operations for ABC-TV and subsequently in May, 1951, was named Vice President for the ABC-TV Network. His varied background includes a



**STRONACH, JR.**

stint as writer on "We, the People," a radio program which he helped script while with Young & Rubicam, Inc.; producer and director of this program, as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, manager of the talent department and program manager for Young & Rubicam, Inc.

## **JOHN B. LANIGAN** *Vice President in Charge of Television Sales*

JOHN B. LANIGAN came to the ABC network in February of this year as Vice President in charge of Television Sales.

Lanigan was previously a specialist in consumer advertising for Time Magazine, having served with that publication for three years prior to his association with ABC. In addition, his extensive background includes advertising and sales in several media.

Prior to joining Time, he was sales manager for the Eureka Williams

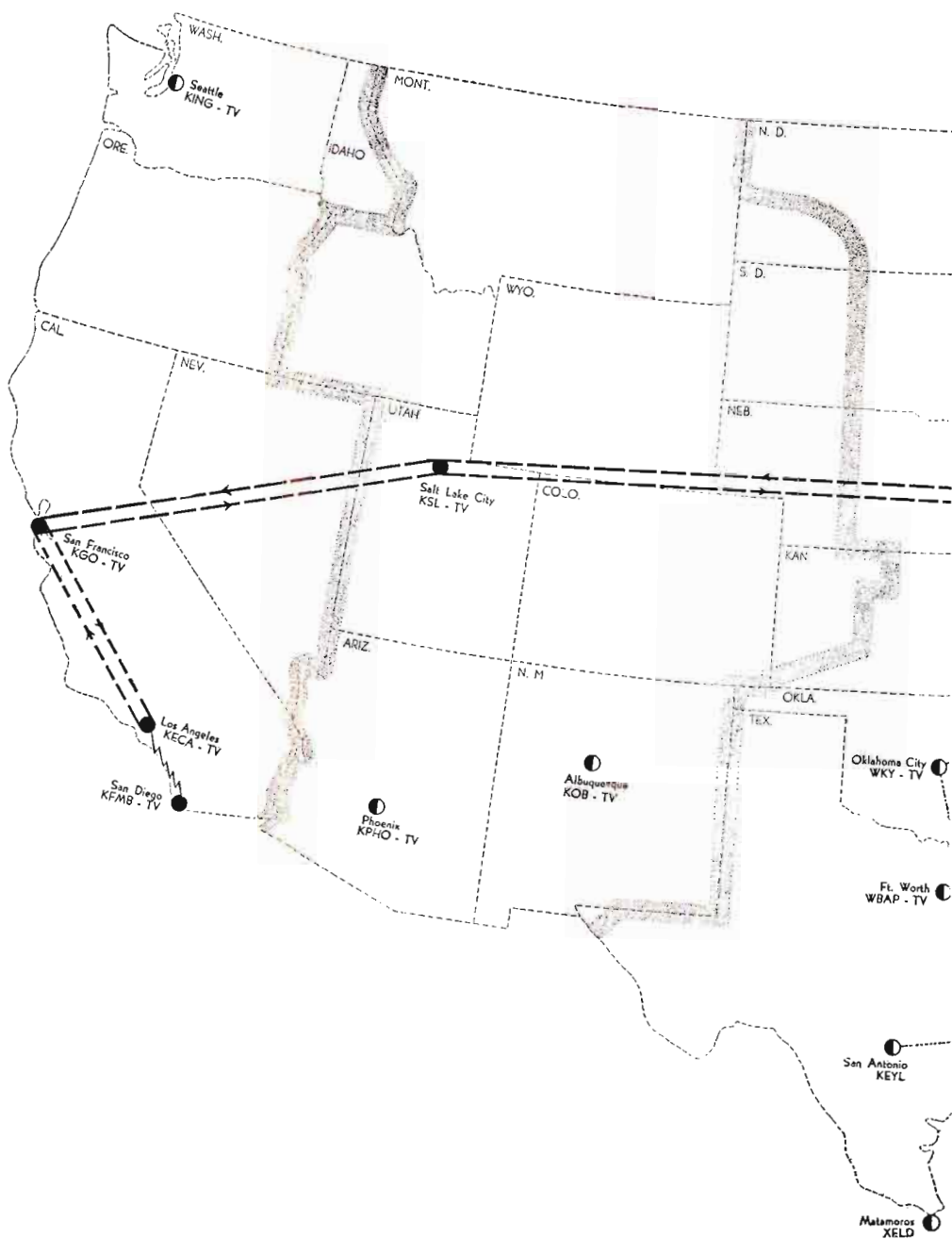


**LANIGAN**

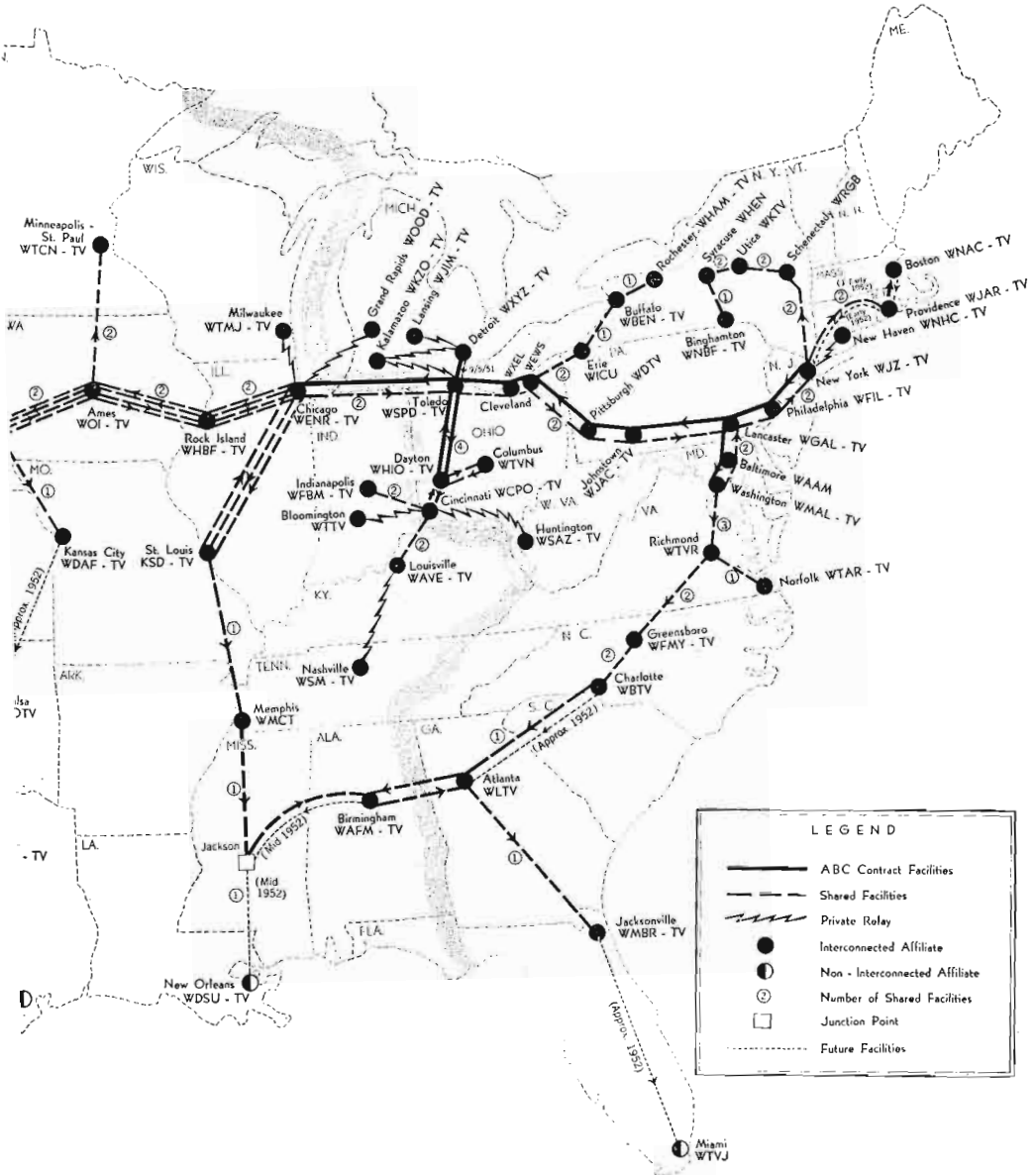
Corporation, a position to which he was advanced following his duties as West Coast sales manager for the company over a period of a year and a half.

From 1943 to mid-1946, he was a space salesman working for the Chicago and Detroit offices of Time, having previously served for six years with Good Housekeeping magazine, where he was manager of the Detroit sales office from 1941 to 1942 and before that a member of the sales force in the Chicago office.

# AMERICAN BROADCAST



# CASTING COMPANY



# AMERICAN BROADCASTING COMPANY, INC.

*R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.  
(Telephone Number: Circle 7-5700)*

## BOARD OF DIRECTORS

	<b>Edward J. Noble, Chairman</b>	
<b>Earl E. Anderson</b>	<b>Robert H. Hinckley</b>	<b>C. Nicholas Priaulx</b>
<b>Alger B. Chapman</b>	<b>Robert E. Kintner</b>	<b>Franklin S. Wood</b>
	<b>Owen D. Young</b>	

## OFFICERS

<b>Edward J. Noble</b> .....Chairman of the Board	<b>John H. Norton</b> .....Vice-President
<b>Robert E. Kintner</b> .....President	<b>C. Nicholas Priaulx</b> .....Vice-Pres. & Treasurer
<b>Earl E. Anderson</b> .....Vice-President	<b>Leonard Reeg</b> .....Vice-President
<b>Charles Ayres</b> .....Vice-President	<b>Alexander Stronach, Jr.</b> .....Vice-President
<b>Slocum Chapin</b> .....Vice-President	<b>Thomas Velotta</b> .....Vice-President
<b>James Connolly</b> .....Vice-President	<b>Paul Whiteman</b> .....Vice-President
<b>Robert H. Hinckley</b> .....Vice-President	<b>Ernest Felix</b> .....Assistant Treasurer
<b>Ernest Lee Jahncke, Jr.</b> .....V.P. & Asst. to Pres.	<b>Aaron Rubin</b> .....Assistant Treasurer
<b>John B. Lanigan</b> .....Vice-President	<b>Walter C. Tepper</b> .....Controller
<b>Frank Marx</b> .....Vice-President	<b>Geraldine B. Zorbaugh</b> .....Acting Gen. Attorney and Secretary
<b>Harold L. Morgan, Jr.</b> .....Vice-President	

## TELEVISION

**Alexander Stronach, Jr.**.....  
Vice President for the ABC-TV Network

### Engineering & General Services

**Frank Marx**.....Vice President in Charge  
**Clure Owen**.....Administrative Assistant  
**John Preston**.....Director of Engineering Facilities &  
General Services  
**William Trevarthen**.....Director of Engineering  
Operations  
**Merle Worster**.....Eastern Television Operations  
Manager

### Special Services

**C. Nicholas Priaulx**.....Vice President and  
Treasurer  
**Alfred Beckman**.....Director of Operations for  
Sales and Station Traffic  
**Thomas F. Foy**.....Purchasing Agent  
**Malcolm B. Laing**.....Manager of Station  
Clearance—Television  
**Aaron Rubin**.....Assistant Treasurer  
**Lawrence A. Ruddell**.....Recording Director  
**Joseph J. Spagnola**.....Office and Studio Service  
Director  
**Alice Stamatis**.....Manager of Order Processing  
**Walter C. Tepper**.....Controller  
**Drew Van Dam**.....Director of Personnel  
**Reginald Willcocks**.....Traffic Manager

### Legal

**Geraldine B. Zorbaugh**.....Acting General  
Attorney and Secretary  
**Felix H. Kent**.....Attorney  
**James A. Stable**.....Attorney

### News and Special Events

**Thomas Velotta**.....Vice President in Charge  
**John Madigan**.....Director of News and Special  
Events—Television

### Program

**Harold L. Morgan, Jr.**.....Vice President of the  
Television Program Department  
**Ward Byron**.....Executive Producer  
**Nat Fowler**.....Film Director  
**Henry Hede**.....Business Manager  
**Anthony Henning**.....Production Manager  
**Charles Holden**.....Assistant National Director  
of Television Program Production  
**Robert Holland**.....Manager of Film Service  
**Harold Hough**.....Program Director of WJZ-TV  
**Ruth Kiersted**.....Operations Manager  
**James McNaughton**.....Art Director  
**Charles Underhill**.....National Director of the  
Television Program Department  
**Mortimer Weinbach**.....National Director of  
TV Operations  
**Bertha Williams**.....Broadcast Coordinator

### Public Relations

**John W. Pacey**.....Director of Public Affairs

Mary Ahern.....Executive Producer of Public Affairs Department  
 Ruth Crawford.....Librarian  
 Mitchell DeGroot.....Manager of Advertising and Promotion  
 Arthur B. Donegan.....Manager of Publicity  
 Ellen Heagerty.....Supervisor Audience Information  
 Grace Johnsen.....Director of Continuity Acceptance  
 Ruth Trexler.....Manager of Religious and Educational Activities  
 Oliver Treyz.....Director of Research and Sales Development  
 Ernest E. Stern.....Trade News Editor  
**Sales**

John B. Lanigan.....Vice President in Charge of Television Sales  
 Charles Abry.....Eastern Television Sales Manager  
 Edwin Friendly, Jr.....National Director of Television Sales  
 Thomas P. Robinson.....Business Manager for Television Network Sales  
**Stations**

Slocum Chapin.....Vice President in Charge of Owned TV Stations  
 Richard B. Rawls.....Manager of Television Stations Department  
 Trevor Adams.....Manager of WJZ-TV  
 Mary Connell.....Local and Spot Sales Service Manager—Television  
 Don L. Kearney.....National Manager of TV Spot Sales  
 Bernard Paulson.....Operations Manager of WJZ-TV  
 Henry Worthington.....Manager of Co-operative Program Sales—Television

**WASHINGTON, D. C.**  
**1703 K Street**

Robert H. Hinckley.....Vice-President

**CENTRAL DIVISION**  
**WENR-TV**

**20 North Wacker Drive,**  
**Chicago 6, Illinois**

John H. Norton.....Vice President of Central Division  
 Robert L. Anderson.....Research Supervisor  
 Kenneth Christiansen.....Manager of Traffic & Communications  
 Francis J. Coveney.....Auditor  
 Francis Dixon.....Program Booking & Operations Supervisor  
 Walter L. Emerson.....Legal Counsel  
 Joe Fisher.....TV Sales Manager of WENR-TV  
 Monte Frassnecht.....Manager of TV Program Department  
 John Fitzpatrick.....TV Production Manager  
 Elliott Henry, Jr.....Publicity Manager  
 E. C. Horstmann.....Engineering Manager  
 Dean Linger.....Manager of Sales Promotion  
 Jack McCord.....TV Program Business Manager  
 Roy McLaughlin.....Manager for ABC-TV Spot Sales, Chicago  
 Francis McNulty.....Music Rights Supervisor  
 John J. Manley.....Manager of Office & Studio Services  
 Cornelius O'Dea.....News Supervisor

Patric Rastall.....Sales Service Manager  
 Robert M. Savage.....Continuity Supervisor  
 James L. Stirton.....Director of TV Network for Central Division  
 Floyd Timberlake.....TV Engineering Operations Supervisor  
 Gerald R. Vernon.....Manager of TV Sales

**WESTERN DIVISION**

**Hollywood**  
**KECA-TV**

**ABC Television Center,**  
**Hollywood 27, California**

William Phillipson, Director of Western Division

Cecil W. Barker.....TV Program Production Director of Western Division & KECA-TV  
 Dorothy Brown.....Continuity Acceptance Editor, Western Division  
 Philip G. Caldwell.....Western Division Manager of Technical Operations  
 Dresser M. Dahlstead.....Program Manager, Western Division  
 Henry Daugherty.....General Traffic Supervisor  
 Ernest Felix.....Assistant Treasurer  
 Paul Gates.....Evening Program Manager  
 John S. Hansen.....Sales Promotion Manager  
 Philip Hoffman.....Manager of KECA-TV  
 Edward B. Hullinger.....Manager, Stations Relations, Western Division  
 Frank King.....TV Sales Manager of KECA-TV  
 Bill Laramie.....Manager, ABC-TV Spot Sales, Los Angeles  
 Francis D. La Tourette.....Western Division News Editor  
 Robert Laws.....Western Division TV Sales Manager & Sales Manager of KECA-TV  
 Adolph Lefler.....Sales Service Manager  
 Cameron G. Pierce.....TV Engineering Operations Supervisor  
 Darrell Ross.....Production Manager of KECA-TV  
 Victor Rowland.....Manager, Hollywood Publicity Department  
 Florence Shiro.....Personnel Director  
 Donn B. Tatum.....Director of TV, Western Division  
 John Wagner.....Controllor, Western Division

**KGO-TV—SAN FRANCISCO**

**155 Montgomery Street,**  
**San Francisco 2, California**

James Connolly.....Vice-President  
 A. E. Evans.....Engineering Manager  
 Gladys Ferguson.....TV Sales Service Manager  
 Vincent Francis.....Manager of KGO-TV  
 Gordon Grannis.....Promotion & Publicity Manager  
 Edith Kirby.....Traffic Manager  
 Dexter Nichols.....Continuity Acceptance Editor  
 Victor Reed.....News Editor  
 Dave Sacks.....Manager, ABC-TV Spot Sales  
 Blyce Wright.....TV Program Manager

**Stations Owned By ABC**

WIZ-TV.....New York  
 WXYZ-TV.....Detroit  
 WENR-TV.....Chicago  
 KECA-TV.....Los Angeles  
 KGO-TV.....San Francisco



America is  
**SOLD**  
on ABC



*American Bakeries*  
*Anthracite Institute*  
*Arrow Shirts*  
*Arthur Murray*  
*Bendix*  
*Bristol-Myers*  
*Brown Shoe*  
*Canada Dry*  
*Carter Products*  
*Celanese*  
*Chuckles*  
*Clorox*  
*Cory*  
*Crosley*  
*Frigidaire*  
*General Mills*  
*Goodyear Tire & Rubber*  
*Dr. Billy Graham*  
*Green Giant*  
*Hazel Bishop*  
*Hollywood Candy*  
*Ironrite Ironers*  
*Jacques Kreisler*  
*Kellogg*  
*Lever Brothers*  
*Lucky Strike*  
*M & M Candy*  
*Masland Carpets*  
*Minute Maid*  
*Nash-Kelvinator*  
*Old Gold*  
*Peters Shoe*  
*Procter & Gamble*  
*Prom & White Rain*  
*Ralston-Purina*  
*Sterling Drug*  
*C. A. Swanson*  
*Sundial Shoe*  
*Voice of Prophecy*  
*Word of Life Fellowship*  
*Warner-Hudnut*  
*Young People's Church of the Air*

**A network is known by the company it keeps . . .**

and today most of the leading names in American industry send their goods to market via ABC Television. One reason these advertisers choose ABC Television is because it is the only network that owns and operates television stations in five of the nation's seven top retail markets. Also, because ABC has gigantic production facilities that no other network can match—Television Centers in both New York and Hollywood.

# ABC TELEVISION

American Broadcasting Company

# TELEVISION, 1951—REVIEWED

By J. L. VAN VOLKENBURG, President, CBS Television

TELEVISION did a lot of things in 1951: It spanned the continent, so people in New York could see the Japanese peace treaty being signed, and people in California could watch the National League playoffs—at 10 o'clock in the morning! It made the hands of a gambler into the picture of the year, and brought the American people up sharp against the realities of organized crime and political corruption with a sense of urgency that's still detonating all over the country today, and promising that the 1952 political campaigns will be the show to watch. It looked on attentively as a general revived the ancient garrison ballad, "Old Soldiers Never Die." It was hard for commercial programming to top the pyrotechnics provided by the daily news; but nevertheless, 1951 brought forth some of the best, liveliest and most mature television shows seen to date. And one more thing television did: it Arrived, as a practical, dollars-and-cents, competitive advertising buy. The cost-per-thousand of reaching network television's audience began the swift descent that always tells knowledgeable advertising men a medium's ready to be reckoned with on a straight comparative, competitive basis. CBS Television wound up the year with its average cost-per-thousand more than 20 per cent below the 1950 figure. With the number of U. S. television sets estimated at 19 million by the end of '52, plus the prospect of new markets opening up at the lifting of the construction freeze, the circulation costs will look even better this time next year.

We look to 1952 also for the extension of two important operations that appeared in clear focus during the past year: daytime television, and the emergence of all-year television, with the consequent fading of the "summer-hiatus" feature. Daytime television developed a lot during the year, and provided considerable scope in programming, with emphasis on daytime variety, with full show-business values and



Van Volkenburg

top stars, in addition to the customary daytime serial and music and news features. Prophets had said that woman could not take time from their daily tasks to watch television; but once again television (and the women!) threw the rule-book out the window, and as one noted advertiser said, "Gentlemen, I have news for you. It appears that the American housewife has time to do just about *anything* she wants to do." And what she wants to do, it appears, is watch television. By mid-1951, the daytime percentage of sets-in-use had nearly doubled over the preceding year, and the average housewife viewer was watching daytime shows ten hours a week, Monday through Friday. This happy trend brought a lot of new television advertisers into the fold, and has created a demand, during the last few months, for an ever earlier start on network daytime programming, with the result that most networks plan early morning programming for the coming year. Once again we are seeing daytime programming, with its multiple-impression and low cost-per-impression features, making a substantial appeal to advertisers.

Perhaps the outstanding trail-blazing accomplishment of television operations in '51 was the success-story of summer television. Even the most optimistic and television-happy of us could hardly have predicted that the drop in viewing over the summer would be negligible; that many CBS Television advertisers who stayed on through the summer (and most of them did) would actually be winning audiences at lower cost than their October-April average. Once again we are obliged to hang our heads and admit that television can always do more than is expected of it; and that our thinking must be adjusted to the fact that television is *not* a seasonal medium, but a year-round necessity for viewers and a year-round selling force for advertisers.

As for CBS Television, we move into 1952 confident that we can continue to supply audiences with the best in television entertainment, news, and information; and supply advertisers with top value. 1951 saw a number of notable CBS Television program achievements: the magnificent news program, See It Now, and television's most extensive and detailed coverage of United Nations.

# C. B. S. TELEVISION NETWORK

## **J. L. VAN VOLKENBURG**

**President**

A member of the CBS family for 20 years, J. L. VAN VOLKENBURG, has risen through a number of executive posts with the network to his present position as CBS-TV 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 manager of



VAN VOLKENBURG

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 in 1951 was named to his present position. Van Volkenburg was born in Sioux City, Iowa, Dec. 6, 1903 and attended the University of Minnesota.

## **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.

## **FRED M. THROWER**

**Vice-President in Charge of Network Sales**

Today's TV Personality: FRED M. THROWER, vice-president in charge of sales for the CBS television network, was formerly vice-president in charge of television sales for the American Broadcasting Company. Before World War II, Fred was associated with the National Broadcasting Company. From 1942 to 1945 he served as a lieutenant in the U. S. Navy and saw service in both Europe and China. Back in 1942,



THROWER

Fred was appointed a vice-president of the American Broadcasting Company when that network was launched independently. His service with the National Broadcasting Company extended from 1929 through the time the Red and Blue networks were separated. While at NBC, Fred served for some years as an account executive. Previously he had been associated with the network's program department.

# COLUMBIA BROADCAST





# C O L U M B I A BROADCASTING SYSTEM, INC.

## Executives and Staff

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

Telephone: PLaza 5-2000

Registered Telegraphic Address—COLUMBIA NEW YORK

### BOARD OF DIRECTORS

Prescott S. Bush	J. A. W. Inglehart
Frederick L. Chapman	Leon Levy
Bruce A. Coffin	Edward R. Murrow
Lloyd H. Coffin	Samuel Paley
David H. Cogan	William S. Paley
Ralph F. Colin	Joseph H. Ream
James B. Conkling	Dorsey Richardson
	Frank Stanton
William S. Paley	Chairman of the Board
Frank Stanton	President
Joseph H. Ream	Executive Vice President
Bruce A. Coffin	Vice President
Lloyd H. Coffin	Vice President
David H. Cogan	Vice President
James B. Conkling	Vice President
Earl H. Gammons	Vice President
William C. Gittinger	Vice President
Lawrence W. Lowman	Vice President
Howard S. Meighan	Vice President
Adrian Murphy	Vice President
Daniel T. O'Shea	Vice President
J. L. Van Volkenburg	Vice President
Julius F. Brauner	Secretary
Samuel R. Dean	Treasurer
Arthur S. Padgett	General Auditor
Edward L. Saxe	Controller
Edgar Batchelder	Assistant Secretary
William J. Flynn	Assistant Treasurer
Ned Marr	Assistant Secretary

### CBS TELEVISION DIVISION

#### OFFICERS

J. L. Van Volkenburg	President
Fred M. Thrower	Vice President in Charge of Network Sales
Hubbell Robinson, Jr.	Vice President in Charge of Network Programs
Harry S. Ackerman	Vice President in Charge of Network Programs—Hollywood
H. Leslie Atlass	Vice President in Charge of Central Division

Frank B. Falknor	Vice President in Charge of Operations
Merle S. Jones	Vice President in Charge of CBS-Owned Stations and General Services
I. S. Becker	Vice President in Charge of Business Affairs
Herbert V. Akerberg	Vice President in Charge of Station Relations
William B. Lodge	Vice President in Charge of General Engineering
Charles L. Glett	Vice President in Charge of Network Services—Hollywood

### Network Sales

Fred M. Thrower	Vice President in Charge of Network Sales
William H. Hylan	Eastern Sales Manager
George J. Arkedis	Central Sales Manager
Kingsley F. Horton	Pacific Coast Sales Manager
William J. Fagan	Business Manager
T. D. Connolly	Program Sales Manager
Lorin S. Myers	Sales Research Counsel
Robert F. Jamieson	Sales Service Manager
George A. Kolpin	Contract Manager

### Programs

Hubbell Robinson, Jr.	Vice President in Charge of Network Programs
Harry S. Ackerman	Vice President in Charge of Network Programs, Hollywood
Russell Furse	General Manager
Henry S. White	Business Manager
William Dozier	Executive Producer, Dramatic Shows
Edgar Peterson	Story and Script Dept. Mgr.
Marlo Lewis	Executive Producer, Music and Variety Programs
James C. Shattuck	Director of Editing
Harry G. Ommerle	Program Director
	<b>News and Public Affairs</b>
Sig Mickelson	Director of News and Public Affairs
Paul Levitan	Producer of Special Events

William A. Wood..... Director of News and  
Public Affairs, Washington  
Judson Bailey..... Director of Sports

### Operations

Frank B. Falknor..... Vice President in Charge  
of Operations  
Henry Grossman..... Assistant to Vice President  
in Charge of Operations  
E. Carlton Winckler..... Manager of Production  
Gilbert DeStafano..... Manager of Stage Lighting  
Don Darcy..... Manager of Production Specialists  
Anthony Boschetti..... Manager of Procurement  
Richard Hopkins..... Manager of Scenic Design  
and Construction  
H. C. Meier..... Manager of Network Operations  
H. Grant Theis..... Manager of Film Service  
Operations  
Walter R. Pierson..... Manager of Theatre and  
Stage Operations  
Paul Wittlig..... New Effects Development  
James Connors..... Manager of Cost Control  
R. G. Thompson..... Manager of Technical  
Operations  
R. J. Young..... Manager of Building Construction

### Business Affairs, Network Programs

I. S. Becker..... Vice President in Charge  
of Business Affairs  
Merritt H. Coleman..... Director of Business Affairs  
Martin N. Leeds..... Director of Business Affairs,  
Hollywood

### Station Relations

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

### Advertising and Sales Promotion

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

### Public Relations

David J. Jacobson..... Director

### Press Information

Michael J. Foster..... Director  
Robert Meyer..... Director, Hollywood

### Research

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

### General Engineering

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

### Legal

W. Spencer Harrison..... Senior Attorney

### Accounting

Norman C. Hadley..... Comptroller

### Network Services, Hollywood

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

### CBS, Inc., Broadcast Service Departments

#### Building Operations and Tickets

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

#### General Purchasing

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

#### Office Services

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

#### Personnel Relations

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

#### Photography

Walter I. Seigal..... Manager

#### Reference

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

### CBS Television Spot Sales

Thomas H. Dawson..... Director of CBS Television  
Spot Sales  
Sam Cook Digges..... Eastern Sales Manager  
MacLean Chandler..... Western Sales Manager  
Ben Margolis..... Business Manager

### CBS Television Film Sales

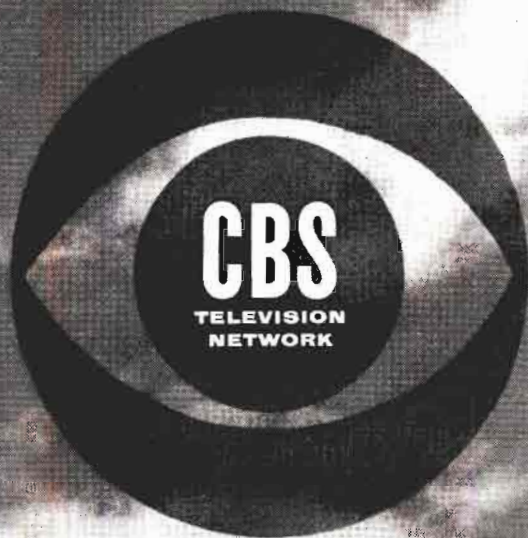
Fred Mahlstedt..... Director

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

Craig Lawrence..... General Manager  
George R. Dunham..... Sales Manager  
Richard K. Doan..... Program Manager  
Robert Patt..... Promotion Manager

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

Wilbur S. Edwards..... General Manager  
James T. Aubrey, Jr..... Sales Manager  
William J. F. Brennan..... Program Director  
Tony Moe..... Promotion Manager





# The sign of good television

When this symbol shines out from a television screen, it identifies, for viewers and advertisers alike, the network where they're most likely to find what they're looking for:

- ...where television's most successful package programs come from
- ...chosen by 103 national advertisers in 1951... including 9 of America's 10 biggest
- ...reaching its audiences at a cost-per-thousand homes over 20% less than in 1950
- ...and reaching its audiences at a lower cost-per-thousand than any other network.

**"This is The CBS Television Network"**

# TV'S PROBLEMS IN 1952

By CHRIS J. WITTING, Director and General Manager, Du Mont Television Network

TELEVISION has two vital jobs cut out for it in 1952:

One is to put the brakes on soaring costs, to keep the medium within reach of the sponsors whose support is essential.

The other is to meet the public clamor for wider video coverage of historic events as they unfold—and in particular, for full, dramatic and fair coverage of the coming political conventions, the national election campaigns and the election itself.

The industry's achievements in 1951 leave no doubt that television is rolling along handsomely. Its gross billings climbed from a little over \$45 million to an estimated \$129 million during the year. Its list of advertisers jumped impressively. The growth of its audience was spectacular—TV sets in use rose from 10½ million to around 15 million by the year-end, and may well top 18 million or more during the coming year.

But while the medium has been flourishing all along the line, its fast-rising costs have been causing increasing concern—and not a few cutbacks or cancellations by some of the sponsors who had been among television's earliest and most enthusiastic supporters.

"If the trend continues at the present rate, TV is going to leave the average-sized advertiser behind, no matter how good the medium is," said one top agency official recently.

And one of TV's biggest advertisers was quoted as saying: "Television costs have reached the point where action must be taken. Expenditures are getting so high even a big-time sponsor can't afford to handle a show for 39 weeks."

Some in the trade have predicted that \$50,000 and \$100,000 shows are going to be the vogue of the future. Perhaps they are right—but we believe the obviously growing cost-consciousness by sponsors, and the lengthening list of exits from expensive shows, calls for a sober appraisal of the near-term outlook.



Witting

We believe there's little question that costs-per-thousand will be trimmed sharply, barring unforeseen overall economic developments, during the next couple of years. Promising gains in this direction already have been made, but such trimming on a substantial scale will follow only when the Federal Communications Commission freeze on new station permits is lifted, allowing the industry to provide a truly nationwide circulation.

But meantime television must check its production costs and time charges so it can compete successfully with other media for the advertiser's dollar. Network operators cannot in 1952 go along presuming that the men who foot the bills will accept the sort of price rises that came in 1951.

So far, as the industry's billings figures show, other advertisers generally have stepped in to take the places of those who have dropped out along the rocky road of steeper prices. Good time still is so urgently in demand that an abandoned spot usually is picked up quickly by someone else. The disquieting question is—how long can the new sponsors hang on unless costs are curbed?

We are confident the young and energetic industry can handle this cost-control job in 1952. Its ingenuity in finding ways to meet sponsors' budget limitations has been demonstrated with such devices as its multiple and revolving sponsorship plans. Wider use of films and tele-transcriptions will help in many directions. Enlarged and improved studio facilities and new developments in equipment are constantly finding short cuts as the industry matures.

There even is some evidence that costly competitive bidding for high-priced talent from other entertainment media is quieting down—that television is putting more stress on developing its own fresh new stars. Advertisers and telecasters alike are becoming increasingly aware that a consistently high-rated show need not be a big-budget show.

For television's other prime job in '52—that of extending its coverage of special events in the public service—the national election will provide the greatest challenge yet presented to the medium.

# DuMONT TELEVISION NETWORK

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

Youngest among major network chiefs, CHRIS J. WITTING, director and general manager of the Du Mont Television Network, joined Du Mont in 1947. Active in formulating the web's policies, he brought to it wide experience in industrial management and business affairs gained as an executive of Price, Waterhouse Company, for whose clients he installed operating systems and internal procedures. When Price, Waterhouse was assigned to help set up USO



Camp Shows, Witting initiated the business organization to administer Camp Shows' worldwide activities. After 18 months with the U. S. Maritime Service, he was asked to set up operating procedures for the Allen B. Du Mont telecasting division. Named general manager of the network in 1949, his position has included responsibility for the success of Du Mont's owned and operated stations.

**WITTING**

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

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



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

**BERGMANN**

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

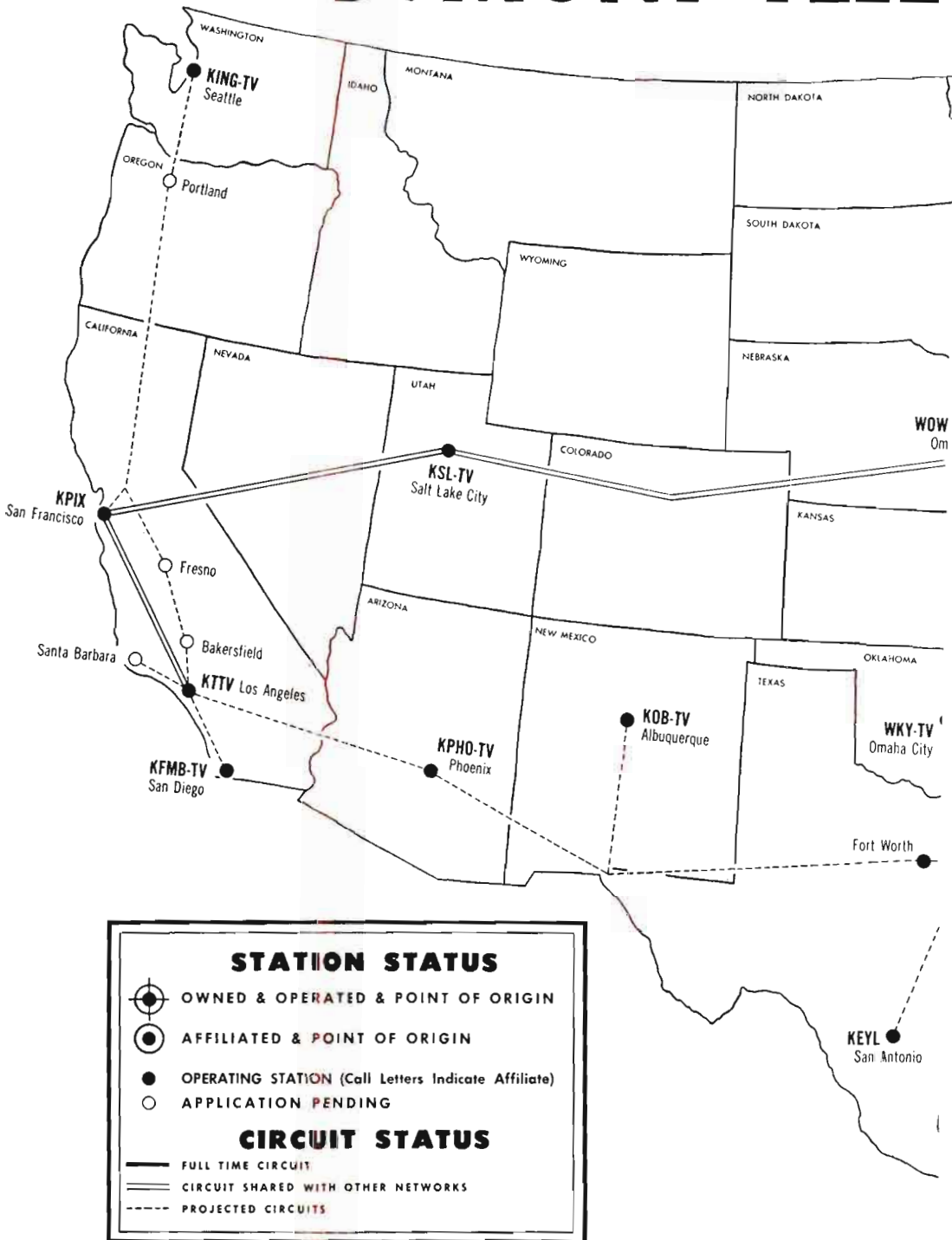
JAMES L. CADDIGAN, director of programming and production for the Du Mont Television Network, is a pioneer in network television programming. Embracing motion pictures, radio and the legitimate stage, Caddigan's background has enabled him to give the television industry an unusual slant on programming. Responsible for TV's first full daytime schedule—on WABD, Du Mont's flagship station—he is con-



stantly experimenting with new ideas, different techniques. He also has been a leader in creating programs of a public service nature. During the war, Caddigan served as a colonel on the staff of the adjutant general assigned to G2. A native of Boston, and former vice president of that city's Junior Chamber of Commerce, Caddigan is an active member of ATS and the Society of Motion Picture Engineers.

**CADDIGAN**

# DUMONT TELE





# DuMONT

## TELEVISION NETWORK

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

*515 Madison Avenue, New York 22, New York*

*Telephone: MU 8-2600*

### Network Executives

Chris J. Witting... Director and General Manager  
Norman W. Drescher... Admin. Asst. to the Dir.  
Ted Bergmann... Director of Sales  
John H. Bachem... Assistant Director of Sales  
James L. Caddigan... Dir. of Prog. and Production  
Elmore B. Lyford... Director of Station Relations  
Richard E. Jones... Mgr. Owned & Operated Stations  
Clarence G. Alexander... Director of Network Operations  
Edward Kletter... Director of Merchandising and Sales Development  
Rodney D. Chipp... Director of Engineering  
Tom S. Gallery... Director of Sports  
Joseph Hess... Director of Budget  
Gerald Lyons... Director of Public Relations and Publicity  
Melvin A. Goldberg... Manager, Sales Planning and Research Department  
Donald A. Stewart... Manager, Film Dept.  
Walter Compton... Manager of WTTG, Washington, D. C.  
Harold G. Lund... Manager of WDTV, Pittsburgh, Pa.  
Milton Morel... Manager, New York Operations

### Sales

Ted Bergmann... Director of Sales  
John H. Bachem... Asst. Director of Sales  
Lynn Cleary... Manager of Sales Service

David Lasley... Manager, Central Div., Chi.  
Robert H. Miller... Chicago Sales Office, 919 N. Mich. Ave., Chi. 11, Ill.  
Richard S. Railton... West Coast Sales Reps., Monadnock Bldg., San Fran. 5, Calif.  
William Koblenzer... Account Exec., Network Sales  
Harry Pertka... Account Exec., Network Sales  
James F. Owens... Account Exec., Network Sales  
Duncan R. Buckham... Account Exec., Network Sales  
Richard C. Dawson... Account Exec., Network Sales  
William Walters... Mgr., Account Mgrs. Group  
Richard Geismar... Account Manager  
Lawrence H. Buck... Account Manager

### Operations

Clarence G. Alexander... Dir. of Network Operations  
Saul Abraham... Supervisor, Adelphi Theatre  
Samuel Spachner... Supervisor, Ambassador Theatre

### Programming and Production

James L. Caddigan... Dir. of Programming and Production  
Leslie G. Arries, Jr... Asst. Dir. of Programming and Production  
Paul Rosen... Supervisor of Program Planning  
A. L. Hollander... Production Facilities Manager  
Duncan MacDonald... Supr. of Women's Programs  
Don Russell... Chief Announcer

Elizabeth Mears.....Casting Supervisor  
 Charles Mann.....Script Editor  
 Edward Saulpaugh...Supr. of Continuity Acceptance  
 Dominick Celintano...Supr. of Music Acceptance  
 Sam Posner.....Asst. Program Administrator  
 Marian Glick.....News Editor  
 Ted Hammerstein.....Supervising Producer  
 Charles Parsons.....Supervising Producer  
 Roger Gerry.....Supervising Producer  
 Frank Bunetta.....Director  
 Harry Coyle.....Director  
 Pat Fay.....Director  
 H. Wesley Kenny.....Director  
 David Lowe.....Director  
 William Marceau.....Director  
 Arnold Nocks.....Director  
 William Seaman.....Director  
 Keith Thomas.....Director

### Engineering Department

Rodney D. Chipp.....Director of Engineering  
 Robert F. Bigwood.....Chief Facilities Engineer

S. Patremio.....Special Projects Engineer  
 H. C. Milholland...Technical Operations Engineer  
 Eric Herud...Asst. Technical Operations Engineer  
 Arthur Deneke.....Propagation Engineer

### Station Relations

Elmore B. Lyford...Director of Station Relations  
 Edwin G. Koehler...Asst. Mgr., Station Relations  
 Robert S. Woolf...Mgr., Teletranscription Dept.  
 Roylance H. Sharp.....Manager, Traffic Dept.

### Budget and General Services

Joseph Hess.....Director of Budgets  
 R. M. Skaar.....Purchasing Agent

### Public Relations and Publicity

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

### Research

Melvin A. Goldberg...Director of Sales Planning  
 and Research

### Advertising and Promotion

Walter E. Brown.....Sales Promotion Manager  
 Norman S. Ginsburg.....Stations Promotion Mgr.

## DU MONT OWNED AND OPERATED STATIONS

### WABD, New York

Richard E. Jones.....Manager  
 Milton Morel.....Mgr. of N. Y. Operations  
 William Seaman...Supr., Studio D, 515 Madison  
 Avenue  
 Ralph Robbins...Supr., Studio A, Wanamaker's

### LOCAL SALES ACCOUNT EXECUTIVES

Ralph Baruch.....Account Executive  
 Richard C. Dawson      Robert F. Adams  
 Lawrence Wynn          John B. Soell  
 Arthur C. Elliott      Richard Hamburger

### WDTV, Pittsburgh




Harold C. Lund.....General Manager  
 A. Donovan Faust...Assistant General Manager  
 Larry Israel.....Sales Manager

William A. Krough.....Sales Service Manager  
 Paul P. Palangi.....Personnel Manager  
 Dick Fortune.....Public Relations Manager  
 Jimie Spanos...Sales Promotion and Merchandising  
 Byron Dowty.....Program Manager  
 Mary McKay.....Traffic Manager  
 Peter Barker.....Executive Producer  
 Dave Murray.....News and Special Events  
 Richard Dreyfuss.....Film Manager  
 Nick Perry.....Chief Announcer  
 Raymond Rodgers.....Chief Engineer

### WTTG, Washington, D. C.

Walter Compton.....General Manager  
 Roger M. Coelos...Program Operations Manager  
 Perry Walders.....Sales Manager  
 Jules Huber.....Film Supervisor  
 M. M. Burleson.....Chief Engineer

# ADVERTISERS\* WHO FIND TELEVISION


 American Chicle Company	Bigelow-Sanford Carpet Company	 Anahist Co., Inc.	Brewing Corporation of America	 Atlantic Refining Company
Allen B. Du Mont Laboratories, Inc.	 Carter Products	Eversharp- Schick Company	 Crawford Clothes	Food Store Productions
 Emerson Drug Company	Holeproof Hosiery Company	 Gerber Food Products	Industrial Tape Corporation	 Gruen Watches
Landers, Frary and Clark, Inc.	 Mennen Company	Francis H. Leggett Company	 Miller Brewing Company	Local Pittsburgh Chevrolet Dealers
 Personna Blade Co., Inc.	International Shoe Company	 Pharma-Craft Corp., Inc.	Larus and Brother Company, Inc.	 Serutan Company

... USE DU MONT FOR VALUE

\*1951 Du Mont Television Network Advertisers



# VALUABLE IN SELLING . . . .

 <b>Bond Clothes</b>	Chesebrough Manufacturing Company	 <b>Hazel Bishop, Inc.</b>	Consolidated Cigar Company	 <b>Bymart— Tintair, Inc.</b>
General Foods Corporation	 <b>Curtis Publishing Co.</b>	General Tire and Rubber Company	 <b>Doeskin Products</b>	Hamilton Watch Company
 <b>Johnson and Johnson</b>	Walter H. Johnson Candy Company	 <b>P. Lorillard Company</b>	Kaiser-Frazier Sales Corporation	 <b>Luden's, Inc.</b>
Arthur Murray Dance Studios	 <b>Motorola, Inc.</b>	National Distillers Inc.	 <b>Pepsodent Division</b>	Rosefield Packing Company
 <b>Sterling Drug Company</b>	Tidewater Associated Oil Company	 <b>Stoppers, Inc.</b>	U. S. Armed Forces	 <b>Admiral Corp.</b>

**IN TELEVISION**

**DU MONT**

TELEVISION NETWORK

515 Madison Avenue, New York 22, N. Y., MU. 8-2600  
A Division of the Allen B. Du Mont Laboratories, Inc.

# THE YEAR OF THE AWAKENING

By HAL DAVIS, Vice Pres., Kenyon & Eckhardt, Inc.

NINETEEN FIFTY-TWO is the year that sees agencies, networks, clients and local stations, both radio and TV, awake to the basic fact of programming—sales.

What put the picture into perspective was the industry's realization that radio and television are only parts of the selling pattern for any client. Clients are funny people. They aren't as hypnotized with the glamor of a sponsor's booth as they were in the dear dead days of institutional selling. Today they listen to the sales force, headed by a sales V-P who has little patience with any property which doesn't ring the cash registers.



Davis

Check out counters have somehow taken over the appeal of luncheons at "21." And the agencies, networks and stations not recognizing the fact are in for trouble.

However, it is apparent that many efforts are being made to strengthen the sales effects of radio and television programs. The new NBC merchandising set-up, headed by Fred Dodge, is an excellent step in the right direction. Agencies are waiting to see this service extended to television advertisers.

CBS countered the NBC merchandising organization with their announced A & P deal. Whether they pay off in money or airplugs, CBS is whetting the appetite of many an advertiser who would dearly love that A & P display space. Of course, in this deal, CBS is selling display space and not programming. It would be interesting to check on the number of agencies or clients who could recall the name of the program!

"Operation Chain Lightning," or the trade of spots for display space, is sweeping the country like the Florida boom of the twenties. Every day, another station checks in with a merchandising plan aimed at giving a store display plus to the advertiser's dollar. And don't think that these programs aren't being carefully

considered as good buys. Of course, the stations which put on a good program will be ahead in the long run of the stations which run dog programs with a merchandising hook.

Interestingly enough, artists, or "talent" as they are called in budgets, are beginning to find the facts of sales life. You don't have to tell it to Arthur Godfrey, who takes the palm as America's number one salesman in radio-TV ranks. But you do have to explain it to many other stars.

One television luminary who understands the art of selling is Ed Sullivan, of Lincoln-Mercury and "Toast of the Town." No other TV show has had the local promotion made possible by Sullivan and his personal appearances. This year, he worked into a major department store promotion in key areas, promoting the Lincoln, its Modern-Living advertising theme, and the program. Lincoln-Mercury dealers say that Monday is their big traffic day—and "Toast" is seen on Sunday nights.

That's the kind of selling which clients appreciate.

Local stations know how their retailers respond to selling goods on their programs. And they are beginning to apply that knowledge to national accounts.

Incidentally, as an agency man who has had considerable dealings with stations the country over, I know they deserve considerable credit for their operations in one very important field.

We have always found that stations will do terrific jobs for us on personal appearances of network talent which appears on that station. Station managers and promotion men go out of their way to be of service and help in every respect. Additionally, they'll always try to be of help on odd assignments which we may have in their cities from time to time, even though it may not be a direct station benefit.

All in all, with promotion, publicity and programming becoming vitally important as a package, it looks like 1952 will mark major advances in the use of radio and television as selling tools for advertisers.

So far as client and agency are concerned, that's the pay-off that counts.

# N. B. C. TELEVISION NETWORK

## **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*

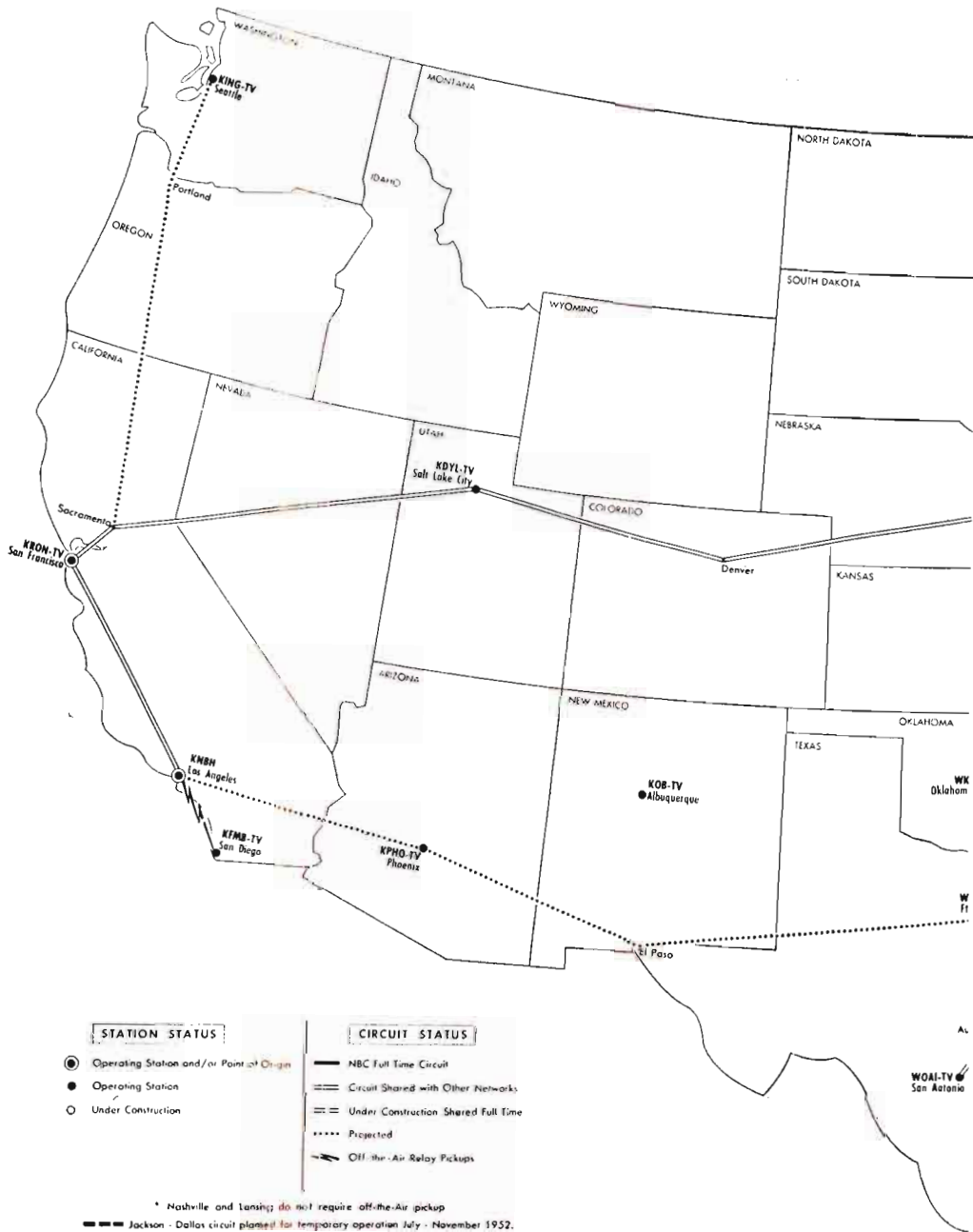
CHARLES R. DENNY, a lawyer by profession, was elected executive vice-president of NBC on July 1, 1948. He was admitted to the law practice in Washington, D. C. in 1936 and until 1938 served with the law firm of Covington, Burling, Rublee, Acheson and Shorb. Appointed to the Department of Justice in 1938, 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.

# NATIONAL BROADCAST





# NATIONAL BROADCASTING COMPANY, INC.

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

Telephone: Circle 7-8300

Registered Telegraphic Address:  
NATBROADCAST NEW YORK

## BOARD OF DIRECTORS

	Niles Trammell, Chairman	
John T. Cahill	George L. Harrison	Joseph H. McConnell
Charles R. Denny	Mrs. Douglas Horton	Edward J. McGrady
Gano Dunn	Harry C. Ingles	David Sarnoff
Frank Folsom	Charles B. Jolliffe	Sylvester L. Weaver, Jr.

## OFFICERS

Niles Trammell.....Chairman of the Board	Gustav B. Margraf.....V.P. & General Attorney
Joseph H. McConnell.....President	Frank M. Russell.....Vice President
Charles R. Denny.....Executive Vice President	Robert W. Sarnoff.....Vice President
Joseph V. Heffernan.....Financial Vice President	Carleton D. Smith.....Vice President
Harry Bannister.....Vice President	John K. West.....Vice President
Charles C. Barry.....Vice President	Sylvester L. Weaver, Jr.....Vice President
William F. Brooks.....Vice President	Frederic W. Wile.....Vice President
Ted Cott.....Vice President	Harry F. McKeon.....Controller
Sydney H. Eiges.....Vice President	Lewis MacConnach.....Secretary
George H. Frey.....Vice President	Felix Schleenvoigt.....Assistant Secretary
James M. Gaines.....Vice President	John Q. Cannon.....Assistant Secretary
O. B. Hanson.....Vice President	Thomas E. Ervin.....Assistant Secretary
William S. Hedges.....Vice President	Paul B. Lynch.....Assistant Secretary
John K. Herbert.....Vice President	Joseph A. McDonald.....Treasurer
Harry C. Kopf.....Vice President	William A. Williams.....Assistant Treasurer
Edward D. Madden.....Vice President	

## TELEVISION NETWORK

Sylvester L. Weaver, Jr.....Vice President in Charge of Television Network	of Television Network Operations & Sales
Edward D. Madden.....Vice President in Charge	Richard A. R. Pinkham.....Manager of Planning for the Television

### Controllers Departments

Charles J. Cresswell... Controller for Television Network  
Francis X. O'Shea... Manager of the Accounting Department  
William V. Sargent... Manager of Planning & Auditing Department

### Operations Departments

E. Lyman Munson... Director of TV Network Operations  
Stanton Osgood... Assistant to the Director of TV Network Operations & Manager of Theatre TV  
William Roden... TV Personnel Supervisor  
J. Robert Myers... Manager of Television Purchasing Department  
James A. Glenn... Manager of Special Effects Department

### Production Services Department

Robert Wade... Executive Coordinator of Production Development  
Ernest T. Heiss... Mgr. Prod. Operations  
Benjamin Webster... Manager of Staging Services Division  
Anthony Hennig... Mgr. TV Network Studio & Bldg. Ops.

### Film & Kinescope Operations Department

Frank Lepore... Manager of TV Film & Kinescope Operations Department

### Technical Operations Department

Robert Shelby... Director of TV Technical Operations Department  
F. A. Wankel... Manager of TV Technical Operations  
Reid R. Davis... Television Operations Supervisor

### Production Departments

Frederic W. Wile, Jr. ... Vice President & Director of TV Network Production  
Robert W. Sarnoff... Vice President & Director of TV Production Units  
Carl M. Stanton... Manager of Commercial Program Planning  
Thomas A. McAvity... Director of Talent & Program Procurement  
Davidson Taylor... General Production Executive  
Leonard Hole... TV Production Manager  
Ernest Walling... TV Program Manager  
William McAndrew... Director of Public Affairs

### Station Relations Department

Harry Bannister... Vice President in Charge  
Sheldon B. Hickox, Jr. ... Director of TV Sta. Rel.

### Public Relations Department

William F. Brooks... VP in Charge  
Frank Young... Public Rel. Rep.

### Press Department

Sydney H. Eiges... VP in Charge of Press & Information  
Anita L. Barnard... Mgr. of Information  
Allan H. Kalmus... Mgr. of TV Network Publ.  
Samuel Kaufman... Editorial Director  
William A. J. Lauten... Trade Press Editor

### News, Special Events and Sports Department

Frank McCall... Director of TV News & Special Events  
Adolph Schneider... Manager of TV News & Special Events Operations  
James Dolan... Assistant Director of TV Sports

### Sales Departments

George H. Frey... Vice President & Director of TV Network Sales  
Edward R. Hitz... TV Network Eastern Sales Manager  
Frank Reed... Manager of TV Sales Service Department  
John Cron... Manager of Film Syndicated Sales

### Sales Development Department

Ruddick C. Lawrence... Director of TV Sales Development

### Advertising and Promotion Department

James H. Nelson... Manager of TV Advertising & Promotion

### Sales Planning & Research Department

Robert McFadyen... Manager of TV Sales Planning & Research

### TELEVISION SALES OFFICE— DETROIT

622 Lafayette, West,  
Detroit, Michigan

Tel.: Woodward 2-2000

Walter Gross... Manager of TV Network Sales—Detroit  
Eugene Hoge... Manager of TV Network Sales—Chicago  
John T. Williams... Manager of TV Network Sales—Hollywood

### Owned & Operated Stations

James M. Gaines... Vice President for the Owned & Operated Stations  
Thomas Rowe... Assistant Controller

### National Spot Sales Department

Thomas B. McFadden... Director of National Spot Sales  
John H. Reber... National Mgr. for TV  
Richard H. Close... National Mgr. for Rep. Stations  
H. Norman Neubert... Manager of Sales Development, Advertising & Promotion  
**WNBT—New York**

Ted Cott... General Manager of WNBC, WNBC-FM, WNBT  
Charles Philips... Exec. Admin. & Sales Mgr., WNBT  
Theodore Zaer... Controller for WNBC, WNBC-FM, WNBT  
Jay Smolin... Director of Radio & Television Advertising & Promotion  
Philip Dean... Director of Publicity, WNBC-WNBT  
George Wallach... Supervisor of News & Special Events, WNBC-WNBT  
Richard Pack... Manager of Television Program Department (WNBT)

## WMAQ, WMAQ-FM, WNBQ—CHICAGO

Merchandise Mart, Chicago 54, Illinois

Tel.: Superior 7-8306

Harry C. Kopf.....	Vice President and General Manager	George Gilbert.....	Supervisor of Guest Relations & Night Operations
John Whalley.....	Controller	William Ray.....	Manager of News, Press & Public Affairs Department
Thomas Compere.....	Attorney—Labor Consultant	Jules Herbeuoux.....	Director of Television Operations (WNBQ)
Gienn Uhles.....	Supervisor of Personnel & Office Services	George Heinemann.....	Television Program Manager (WNBQ)
Robert Kendall.....	Supervisor of Package Programs & Talent Contracts	John McPartlin.....	Manager of TV Sales Department (WNBQ)
Everett Mitchell.....	Agricultural Program Director	Howard Luttgens.....	Engineer in Charge
Judith Waller.....	Director of Education	Paul Moore.....	Supervisor of TV Technical Operations (WNBQ)
John Keys.....	Supervisor of Radio & Television Advertising & Promotion (WMAQ-WNBQ)	Eugene Hoge.....	Manager of Television Network Sales
Leonard Anderson.....	Manager of Integrated Services Department		
Harry Ward.....	Supervisor of Continuity Acceptance		

## WTAM, WTAM-FM, WNBK—CLEVELAND

815 Superior Avenue, Cleveland 14, Ohio

Tel.: Cherry 1-0942

Hamilton Shea.....General Manager

## KOA, KOA-FM—DENVER

1625 California Street, Denver 2, Colorado

Tel.: Main 6211

Charles C. Bevis.....General Manager

## HOLLYWOOD OFFICE & STATION KNBH

Sunset Blvd. & Vine St., Hollywood 28, Calif.

Tel.: Hollywood 9-6161

John K. West.....	Vice President—Hollywood	Paul Gale.....	Manager of Stations and Traffic Department
Lewis Frost.....	Asst. to the Vice President & Director of Integrated Services Dept.	Carol P. Ewing.....	Controller, Station KNBH
Donald Norman.....	General Manager of Station KNBH	Albert Cole.....	Manager of Television Program Department
Norman Blackburn.....	Director of Television Network Operations	Richard Eisiminger.....	Supervisor of Television Advertising & Promotion
John T. Williams.....	Manager of Television Network Sales	Robert Clark.....	Manager of Television Technical Operations
Frank Dellett.....	Controller	Robert Pelgram.....	Manager of Television Press Department
Donald Honrath.....	Manager of Continuity Acceptance	Earl Rettig.....	Television Network Operations Manager
Roger Sprague.....	Manager of News, Special Events & Sports	Howard Ross.....	Talent Buyer

## KNBC, KNBC-FM—SAN FRANCISCO

Taylor & O'Farrell Sts., San Francisco 2, Calif.

Tel.: Graystone 4-8700

Lloyd Yoder.....General Manager

## WRC, WRC-FM, WNBW—WASHINGTON

Trans Lux Building, 14th St. & New York Ave.

Washington 5, D. C.

Tel.: Republic 4000

Eugene Juster.....General Manager

## Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

WNBT.....	New York (Television)
WNBW.....	Washington (Television)
WNBK.....	Cleveland (Television)
WNBQ.....	Chicago (Television)
KNBH.....	Hollywood (Television)



# SELLING IN TELEVISION

By ALFRED J. SCALPONE, Vice President in Charge of Radio-Television Production  
McCann-Erickson, Inc.

**T**ELEVISION is the printed page, the spoken word, plus a dimension all its own.

With television you know a product is beautiful because you see what it does. You know how it works because you see it work. And there's the spoken word to support, explain and reinforce what you see! Television brings you pictures in action. Many of the things we have long hoped to do with advertising, we can now do in television.



Scalpone

Television selling can be newsworthy . . . exciting, dramatic . . . immediate. No wonder selling in television can really make the word impact mean so much.

Selling in television wears a thousand faces. It's the live commercial. The man who says, while he demonstrates, "Just look at this handy-dandy little potato peeler. It's sharper than the eye of a Peeping Tom! It not only gives you french-fried potatoes in a jiffy — but it's great for cole slaw, hot slaw, pot slaw — any kind of slaw . . . it's magic for a dollar!"

That's the pitchman.

Then there's the young lady who makes washing clothes the easiest job in the whole world. There's the cajoler, the pleader, and also the statesman type.

There are the dramatic vignettes, the ballet dancers who jump for joy because you can get their wonderful product, the hillbillies, the typical housewives, and thousands of actors, acting like doctors, dentists, nurses, scientists. There are the cute animated cartoons — the cut-a-way action drawings of the product, puppets, moppets, cowboy actors who pull up their horses to tell you about somebody's bread. Then there are stop-motion films showing products unwrapping themselves, taking themselves apart, or putting themselves together. There are all the optical effects: objects turning into other objects, wipes, dissolves, superimposition, all kinds of film tricks — used to hold attention . . . to make a point.

Which of these faces should the product

assume on television? Should it be live action, film, or a combination of both?

It depends upon the kind of product and the simplicity of the selling message. It depends upon how much money can be spent for commercials. It also depends upon the aura, the atmosphere wanted around the product, the company.

The experts — or the should-be experts — for recommending how to sell a product in television are the members of the advertising agency's commercial department, those responsible for creating commercials.

The commercial department must have a knowledge of advertising, of marketing, merchandising, sales promotion, because a good commercial is written only when there is a complete understanding of the client's advertising objectives.

And, obviously, since commercials are often integrated into programs, since they sometimes use entertainment personalities, and further, since they very often depend upon entertainment factors to hold the attention of the audience, the agency's commercial department must know something about show business.

Television is primarily a visual medium. Words share importance with pictures.

Three basic fundamentals.

*First. We've learned that the greatest opportunity television offers is the opportunity to demonstrate. Demonstrate to sell!*

Demonstrate by showing the product. Show it big. Show it often. Show how it is used. Show what it does, how it works.

*The second fundamental we've learned is that of simplicity.*

Don't make the television commercial a catalog of all the advantages of the product. If the product has two dozen advantages, hurray for the company, hurray for the product. But it won't be hurray for the commercial if two dozen selling points are crammed into one television message. That means the selling story must be boiled down.

*Now the third fundamental we've learned. The best salesmen in the world are people.*

How many times have you said, "if he'd just give me a chance to talk to him — If I could just see him face to face, I'd sell him." So, in television, use a personal salesman to sell potential customers face-to-face.

# Success Story board

Camera Directions and Script Outline for Mr. Television



**Establish shot on Camera 1:** Berle reiterating fact that television today can be the most profitable medium for advertising ever evolved



**Move in for close-up:** or one **super** example in the automotive field . . .



**Hold on close-up:** Texaco gained a 94% customer increase with viewers of "hot show" it sponsors.



**Cut to close-up, Camera 2:** And in today's daytime TV, there's a great **new** opportunity for advertisers who want those **extra** customers - at a low, low budget.



**Zoom on Camera 1:** It's "TODAY" - the startling morning operation that's revolutionizing television's daytime position.



**Hold on close-up:** That dollar for dollar, studies show it delivers more audience . . . more customers . . . and more **results** than any other means of advertising.



**Dissolve to Camera 3:** Take the 37% sales increase among viewers for all TV-advertised packaged goods --



**Move in on Camera 2:** Another fact? There are one-third more TV viewers reached **per dollar** today than a year ago.



**Fade to Camera 3:** Today, TV delivers 18.6 **extra** customers per dollar in the evening -- 18.7 in daytime.



**Cut to long shot:** And of course, it's on NBC -- where advertisers get the biggest stars on the biggest shows . . . the biggest audiences to the biggest network . . . for the biggest results.

Poses by Mr. Television.  
Photography by Philippe Halsman.

The sales facts noted here are taken from "Television Today," the remarkable NBC-Hofstra study which will influence your advertising plans for years to come. Copies available from NBC-TV Sales, 30 Rockefeller Plaza, New York

**NBC**

*television*

The network where success is a habit

***IF** . . . you plan to operate  
 . . . you already operate  
 . . . . a television station*

**THEN** you know that your station must be functional . . . your business and management policies realistic. That requires careful, informed planning. The **PETER R. LEVIN** Organization offers a unique combination of skills and abilities to serve your needs for today while anticipating your requirements of tomorrow . . . with

**COORDINATED . . .**

- **ARCHITECTURAL SERVICE**
- **STATION DESIGN**
- **BUSINESS PLANNING**
- **MARKET STUDIES**
- **OPERATIONS BUDGETING**
- **SALES ANALYSIS**

For details on these and many other comprehensive or specific services, we invite your inquiry.

***PETER R. LEVIN***

Management Counsel in Radio and TV

425 East 53rd Street

New York 22, N. Y.

**ELdorado 5-3857**

1056



# TELEVISION STATIONS



*Alphabetically Listed  
by Cities — Call Letters*

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•

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# TV STATIONS IN THE UNITED STATES



## ALABAMA

### WAFM-TV

BIRMINGHAM—1949—ABC-CBS  
DUM

Channel: 13... AP: 13.6 Kw... VP: 26 Kw.  
Owned-Oper. By... Voice of Alabama, Inc.  
Business-Studio Address... Protective Life Bldg.  
Phone Number... 3-8116  
Transmitter Location... Radio Park-Red Mt.  
Air Time... 99½ hours weekly  
News Service... INS  
Representative... CBS TV Spot Sales  
Membership... NARTB  
Ch. of the Board... Ed Norton  
Pres., Treas... Thad Holt  
Gen., Sta., Comm. Mgr... C. P. Persons, Jr.  
Chief Engineer... Jimmy Evans  
Manager of Operations... E. H. Mitchell  
Consulting Engr... A. D. Ring & Co.

### WBRC-TV

BIRMINGHAM—1949—NBC

Channel: 4... AP: 7.25... VP: 14.25 Kw.  
Owned-Oper. By... Birmingham Bcastg. Co.  
Bus.-Studio Address... 1727 Second Ave. N.  
Phone Number... 4-7741  
Transmitter Location... Red Mountain  
Air Time... 115 hours weekly  
News Service... AP, INS  
Representative... Paul H. Raymer Co.  
President... Eloise Smith Hanna  
General Manager... G. P. Hamann

## ARIZONA

### KPHO-TV

PHOENIX—1949  
ABC-CBS-NBC-DuM

Channel: 5... AP: 8.75 Kw... VP: 17.5 Kw.

Owned-Oper. By... Phoenix Television, Inc.  
Studio Address... 631 North First Ave.  
Phone Number... 4-7367  
Transmitter Location... Westward Ho Hotel  
Air Time... 70 hrs. weekly  
News Service... AP  
Representative... Petry & Co.  
Pres. & Gen. Mgr... John C. Mullins  
Sales Manager... Julian Kaufman  
Traffic Manager... Ann Rush  
Program Director... William Burton  
Chief Engineer... George L. McClanathan

## CALIFORNIA

### KECA-TV

HOLLYWOOD—1949—ABC

Channel: 7... AP: 14.7 Kw... VP: 29.4 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... 87½ hours weekly  
News Service... AP, INS  
Representative... ABC Spot Sales  
President... Robert E. Kintner (ABC)  
Board Chairman... Edward Noble  
Asst. Treasurer... Ernest Felix  
Sta. Mgr., Western Div. TV Dir... Donn B. Tatum  
Sales Manager... Robert F. Laws  
TV Pgm., Prod. Dir... Cecil W. Barker  
TV Program Manager... Alvin G. Flanagan  
Sales Promotion Dir... John S. Hansen  
Dir. of News & Special Events... F. La Tourette  
Production Manager... Darrell E. Ross  
Publicity Director... Victor E. Rowland  
Film Director... Eloise Reeves  
Manager TV Engr... Cameron G. Pierce  
Tech. Operations Mgr... Philip G. Caldwell  
Consulting Engineers... Kear & Kennedy

### KLAC-TV

HOLLYWOOD—1948

Channel: 13... AP: 15.75 Kw... VP: 31.4 Kw.  
Owned-Oper. By... KMTR Radio Corp.

CHANNEL 5

# KTLA

LOS ANGELES

**ALWAYS IN FRONT BY AN OVERWHELMING MARGIN**



Here is a comparison of 3 different TV rating services for Los Angeles, 6:00-10:00 p. m., Sunday through Saturday, November 1951.

**KTLA** leadership is built on community service.

**KTLA** has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!



KTLA Studios • 5451 Marathon St., Los Angeles 38 • HOLLYWOOD 9-6363  
 Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

**KTLA - THE BEST ADVERTISING BUY IN LOS ANGELES**



## U. S. TELEVISION STATIONS

Bus.-Studio Address...1000 N. Cahuenga Blvd.  
 Phone Number.....HUDson 2-7311  
 Transmitter Location.....Atop Mt. Wilson  
 Air Time.....98 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.....Joe Coffin  
 Dir. of News & Special Events.....Fred Henry  
 Production Manager.....Don Forbes  
 Publicity Director.....Mickey Freeman  
 Director of Film, Remotes.....Fred Henry  
 Chief Engineer.....Robert W. Conner  
 Consulting Engr....Craven, Lohnes & Culver

### K N B H

HOLLYWOOD—1949—NBC

Channel: 4....AP: 13.32 Kw....VP: 25.25 Kw.  
 Owned-Oper. By...National Broadcasting Co.  
 Bus.-Studio Address.....Sunset & Vine St.  
 Phone Number.....Hollywood 9-6161  
 Transmitter Location.....Mt. Wilson  
 Air Time.....88 hours weekly  
 News Service.....AP, INS, UP  
 General Manager.....Thomas B. McFadden  
 Commercial Manager.....Donald A. Norman  
 Program Director.....Albert V. Cole  
 Promotion Director.....Richard Eisiminger  
 Dir. of News & Spec. Events....William Park  
 Publicity Director.....Robert Pelgram  
 Film Director.....Robert Guggenheim  
 Director of Remotes.....William Bennington  
 Chief Engineer.....Robert W. Clark

### K N X T

HOLLYWOOD—1948—CBS

Channel: 2....AP: 12.5 Kw....VP: 25 Kw.  
 Owned-Oper. By.....CBS Inc.  
 Business-Studio Address.....1313 N. Vine St.  
 Phone Number.....Hollywood 9-1212  
 Transmitter Location.....Mt. Wilson  
 Air Time.....90 hours weekly  
 Representative.....CBS TV spot Sales  
 President (CBS).....Frank Stanton  
 Pres. (CBS TV Div.).....J. L. Von Volkenburg  
 Vice-Pres. (Net. Pqms.).....Harry S. Ackerman  
 General Manager.....Wilbur S. Edwards  
 Sales Manager.....James T. Aubrey Jr.  
 Sales Prom. Dir.....Tony Moe  
 Program Director.....Bill Brennan  
 Chief Engineer.....Lester H. Bowman

### K H J - T V

LOS ANGELES—1948

Channel: 9....AP: 15.7 Kw....VP: 30.2 Kw.  
 Owned-Oper. By...Thos. S. Lee Enterprises Inc.  
 Business-Studio Address.....1313 N. Vine St.

Phone Number.....HUDson 2-2133  
 Transmitter Location.....Mt. Wilson  
 Air Time.....70 hours weekly  
 News Service.....AP, INS  
 Program Director.....Kenneth Higgins  
 National Adv. Mgr.....John Bradley  
 Operations Director.....Tony LaFranc

### K T L A

LOS ANGELES—1947  
 PARAMOUNT

Channel: 5....AP: 15 Kk....Vp: 30 Kw.  
 Owned-Oper...Paramaunt TV Productions, Inc.  
 Business Studio Address....5451 Marathon St.  
 Phone Number.....HOLLYwood 9-3181  
 Transmitter Location.....Mt. Wilson  
 Air Time.....70 hours weekly  
 News Service.....UP, Acme & Telenews  
 Representative.....Paul H. Raymer  
 Membership.....NARTB  
 Gen. Mgr. & V-P, Paramount

T-V Prods.....Klaus Landsberg  
 Sales Manager.....Harry Maynard  
 Publicity Director.....Howard Wormser  
 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 T T V

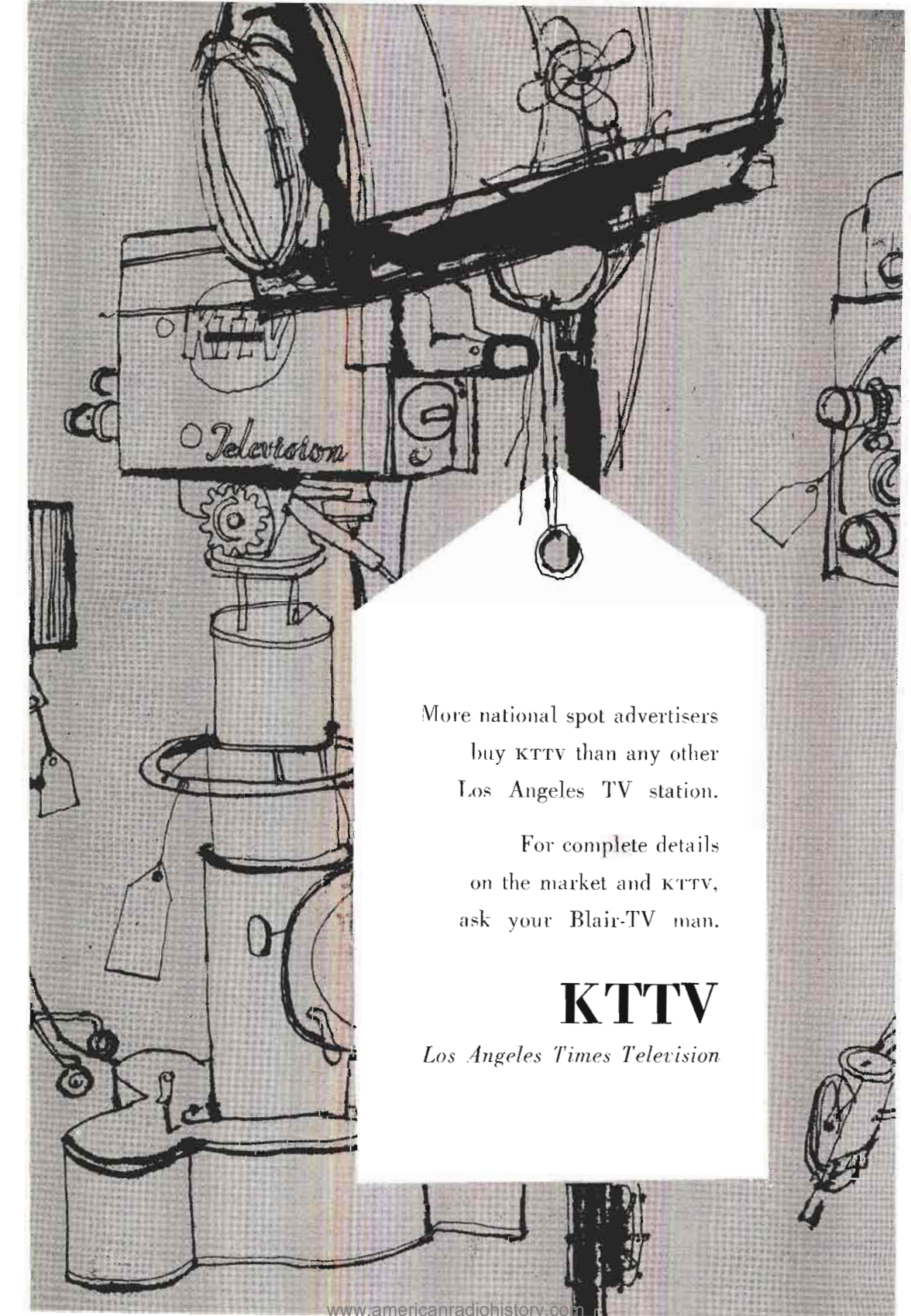
LOS ANGELES—1949—DuM

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.....76 $\frac{3}{4}$  hours weekly  
 News Service.....AP  
 Representative.....Blair-TV, Inc.  
 President.....Norman Chandler  
 General Manager.....Richard A. Moore  
 Commercial Manager.....Frank G. King  
 Operations Director.....Robert Purcell  
 Prom., Pub. Dir.....John R. Vrba  
 Dir. of Production.....Bob Breckner  
 Film Director.....Tom Corradine  
 Chief Engineer.....Edward Benham  
 Consulting Engineer.....Caven, Lohnes and  
 Culver, Washington, D. C.

### K F M B - T V

SAN DIEGO—1949—ABC-CBS-NBC  
 DUMONT

Channel: 8....AP: 12.7 Kw....VP: 27 Kw.  
 Owned-Oper. By.....Kennedy Bcstg. Co.  
 Business Address.....1405 Fifth Ave.  
 Phone Number.....Main 2114



KTTV  
Television

More national spot advertisers  
buy KTTV than any other  
Los Angeles TV station.

For complete details  
on the market and KTTV,  
ask your Blair-TV man.

**KTTV**

*Los Angeles Times Television*

## U. S. TELEVISION STATIONS

Transmitter Location.....Mount Soledad  
 Air Time.....95 hours weekly  
 Representative.....Branham  
 News Service.....AP  
 Membership.....NARTB  
 Chairman of Board.....John A. Kennedy  
 General Manager.....Howard L. Chernoff  
 Commercial Manager.....William Edholm  
 Prom., Pub. Rel.....Lisle F. Shoemaker  
 Program Manager.....Bill Fox  
 Chief Engineer.....Thornton Chew

Business Studio Address.....901 Mission St.  
 Phone Number.....GA-field 1-1112  
 Transmitter Location..TV Peak, San Bruno Mt.  
 Air Time.....70 hours weekly  
 News Service.....AP  
 Representative.....Free and Peters  
 General Manager.....Charles Thieriot  
 Director of Television.....Harold P. See  
 Commercial Manager.....Norman Louvau  
 Program Director.....A. H. Constant  
 Chief Engineer.....R. A. Isberg

### KGO-TV

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.....85 hours weekly  
 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.....Gordon Grannis  
 Dir. of News and Spe. Events.....Vic Reed  
 Production Manager.....Bill Hollenbeck  
 Publicity Director.....Gordon Grannis  
 Film Director.....Phyllis Townner  
 Director of Remotes.....Bill Hollenbeck  
 Chief Engineer.....A. E. Evans  
 Consulting Engineer....Keary & Kennedy

### KPIX

SAN FRANCISCO—1948—CBS  
 DUMONT

Channel: 5....AP: 16.2 Kw....VP: 30.5 Kw.  
 Owned-Oper. By.....KPIX, Inc.  
 Bus. Studio Address.....Mark Hopkins Hotel  
 Phone Number.....PRospect 6-6200  
 Trans. Location.....Roof, Mark Hopkins Hotel  
 Air Time.....85 hours weekly  
 News Service.....INS, UP  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Wesley I. Dumm  
 Sta., Gen. Mgr.....Philip G. Lasky  
 Commercial Manager.....Lou Simon  
 Program Director.....Sanford Spillman  
 Production Manager.....George Mathiesen  
 Promotion Dir.....Kay Mulvihill  
 Film Director.....William Ray  
 Dir. of Engineering.....A. E. Towne  
 Consulting Engineer Universal Research Labs

### KRON-TV

SAN FRANCISCO—1949—NBC

Channel: 4....AP: 7.7 Kw....VP: 14.5 Kw.  
 Owned-Oper. By.....The Chronicle Pub. Co.

## CONNECTICUT

### WNHC-TV

NEW HAVEN—1948  
 ABC-CBS-NBC-DuM

Channel: 6....AP: 7.5 Kw....VP: 15.1 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.....100 hours weekly  
 News Service.....AP, INS  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Patrick J. Goode  
 Sec.-Treas.....Aldo De Dominicis  
 General Manager.....James T. Milne  
 Commercial Manager....Vincent J. Callanan  
 Production Manager.....David K. Harris  
 Dir. of News &  
 Special Events.....W. Rockwell Clark  
 Publicity Director.....William Dukeshire  
 Chief Engineer.....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.....85 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

*of the people  
by the people  
for the people*



WE'VE borrowed a few phrases from Old Abe to illustrate what Washingtonians already know . . . that WTTG is a station dedicated to the service of our community.

For six years, Washington's first television station has carried more locally produced programs than any other station in this area.

Six years of outstanding local programs, outstanding local personalities, creative program ability and production know-how.

If you've an eye for Washington business—place your sales message on WTTG, Washington's first and most locally-minded television station.

## WTTG

CHANNEL 5 IN WASHINGTON

Owned and Operated by Allen B. DuMont Laboratories, Inc.

Represented by

Harrington, Righter & Parsons, Inc.  
New York • Chicago

Richard Raitlon Company  
San Francisco

NOW IN OUR 6TH YEAR

## U. S. TV STATIONS

### DISTRICT OF COLUMBIA

## WNBW

WASHINGTON—1947—NBC

Channel: 4 . . . AP: 10.5 Kw. . . . VP: 20.5 Kw.  
Owned-Oper. By . . . National Bcstg. Co., Inc.  
Business-Studio Address . . . Translux Bldg.,  
14th & N. Y. Ave. N.W.

Phone Number . . . . . REpublic 4000  
Transmitter Location . . . Wardman Park Hotel  
Air Time . . . . . 91½ Hours Weekly  
News Service . . . . . AP, INS, UP  
Representative . . . NBC Television Spot Sales  
Membe:ship . . . . . NARTB, TBA  
Wash. Vice-Pres. . . . . Francis Russell  
General Manager . . . . . Eugene Juster  
Business Manager . . . . . George Sandeier  
Commercial Manager . . . Charles de Lozier  
Program Director . . . . . Ralph Burgin  
Promotion Director . . . . John E. Ghilain  
Dir. News & Spe. Events . . Julian Goodman  
Production Manager . . . . George Dorsey  
Chief Engineer . . . . . Charles Colledge

## 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  
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  
Director of News & Spec. Events . Bryson Rash  
Publicity Director . . . . Mary Pauline Perry  
Film Director . . . . . Charles Bloomquist

## WTOP-TV

WASHINGTON—1949—CBS

Channel: 9 . . . AP: 14.4 Kw. . . . VP: 27.3 Kw.  
Owned-Oper. By . . . . . WTOP, Inc.  
Business Address . . . . . Warner Building  
Phone Number . . . . . Me. 3200  
Transmitter Location . . . 40th and Brandywine  
St., N.W.  
Air Time . . . . . 100 hours weekly  
Newspaper Affiliation . . . Washington Post  
News Service . . . . . AP, INS, UP  
Membership . . . . . NARTB  
Pres., Gen. Mgr. . . . . John Hayes  
Commercial Manager . . . . George Hartford  
Prod. Manager . . . . . E. I. Halbert

**U. S. TV STATIONS**

Pub. & Prom. Director.....Cody Pfanstiehl  
 Film Director.....C. D. Dyatt  
 Chief Engineer.....Clyde Hunt

**WTTG**

WASHINGTON—1947—DuM

Channel: 5....AP: 10.5 Kw....VP: 17.5 Kw.  
 Owned-Oper. By..Allen B. DuMont Labs., Inc.  
 Business-Studio Address.....Hotel Raleigh  
 Phone Number.....STerling 5300  
 Transmitter.....5217 19th Rd., N.; Arlington  
 Air Time.....100 hours weekly  
 News Service.....UP  
 Representative...Harrington, Righter, Parsons  
 President.....Dr. Allen B. DuMont  
 General Manager.....Walter Compton  
 Commercial Manager.....Perry Walders  
 Program Director.....Roger Coelos  
 Film Director.....Jules Huber  
 Chief Engineer.....Malcolm M. Burleson

**FLORIDA**

**WMBR-TV**

JACKSONVILLE—1949  
 ABC-CBS-NBC

Channel: 4....AP: 7.4 Kw....VP: 14.8 Kw.  
 Owned-Operated By.....Florida Bcstg. Co.  
 Business Address.....B. O. Box 5187  
 Phone Number.....9-4475  
 Transmitter Location.....Southampton & Vine  
 Air Time.....95 hours weekly  
 News Service.....INS  
 Representative.....Avery-Knodel  
 General Manager.....Glenn Marshall, Jr.  
 Pgm., Prom. Director.....Bernie Adams  
 News Dir., Prod. Mgr.....Bill Terry  
 Chief Engineer.....Ernest Vordermark  
 Consulting Engineer.....Andrew Ring

**WTVJ**

MIAMI—1949—ABC-CBS-NBC-DuM

Channel: 4....AP: 8.25 Kw....VP: 16.5 Kw.  
 Owned-Oper. By.....Wometco Theatres  
 Business-Studio Address.....17 3rd St., N.W.  
 Transmitter Location.....Everglades Hotel  
 Air Time.....105 hours weekly  
 News Service.....UP  
 Representative.....Free & Peters  
 President.....Mitchell Wolfson  
 Vice-Pres., Gen. Mgr.....Lee Ruwitch  
 Business & Sales Mgr.....John S. Allen  
 Program Director.....Lee Phillips  
 Pub. & Prom. Director.....Burt Toppan  
 Film Director.....Labe B. Mell  
 National Sales Mgr.....Arthur L. Gray  
 Dir. of News & Special Events...Ralph Renick  
 Program Coordinator.....John A. Shay  
 Chief Engineer.....Earl W. Lewis

**W N B W . . .**

*your best TV buy*

**IN WASHINGTON**

The WNBW coverage area includes the District of Columbia, nine Virginia counties, six in Maryland and one in West Virginia—an area with a population of 1,717,200 and an effective buying income of \$2,588,621,000.

WNBW IS IN ITS FIFTH YEAR OF OPERATION IN THE NATION'S CAPITAL.

WNBW has such outstanding news commentators as Morgan Beatty and Leaf Eid, such unique women's shows as "Inga's Angle"—and originates such distinguished network programs as "Battle Report," "American Forum," "Meet the Press" and "Richard Harkness and the News."

WNBW IS FIRST IN 178 OUT OF 363 QUARTER-HOUR PERIODS ON THE AIR, WITH THE REMAINING 185 DIVIDED AMONG THREE OTHER LOCAL TV STATIONS.

Out of 70 quarter-hour segments between 3:30 and 7 p.m., Monday through Friday, WNBW is first in 57.

WNBW — FIRST IN FILM SHOWS, CHILDREN'S PROGRAMS, SPORTS AND SPECIAL EVENTS!

(Ratings)—American Research Bureau, Nov. 1-8, 1951  
 (Market data)—Sales Management Survey of Buying Power, 1951

**W**

**N**

**B**

**W N B W**

channel 4

REPRESENTED BY NBC SPOT SALES

# THE FACTS ABOUT JACKSONVILLE

- It's a One-Station-Market
- It has 52,000 TV families
- This means 43.3% penetration
- WMBR-TV has 100% share of audience

- You can reach this audience for only 72¢ per thousand
- WMBR-TV is Florida's only interconnected station
- The station beams 162 live network shows and 32 live local shows each week.

## WMBR-TV CIRCULATION

JANUARY 1, 1952

62,900 TV Sets In Total Coverage Area  
 52,000 TV Sets In 0.1 MV/m (60 mi. Radius)  
 43.3% TV Penetration  
 43,472 TV Sets In Duval County  
 50.6% TV Penetration

	COUNTIES	FAMILIES*	TV SETS**
FLORIDA	Baker	1,600	202
	Bradford	3,000	638
	Clay	4,800	900
	Duval	85,900	43,472
	Nassau	3,700	1,315
	Putnam	7,900	2,250
	St. Johns	7,900	1,920
GEORGIA	Union	2,200	58
	Camden	1,900	695
	Charlton	1,200	550
	TOTALS	120,100	52,000

\*Sales Management—1951 \*\*RTMA and Dealers Estimates

## CURRENT AVAILABILITIES

### "Come Into the Kitchen" Monday thru Friday

Conducted by Nell Smith who has 20 years experience lecturing on and demonstrating foods and appliances. She speaks with authority to the women of Jacksonville as an expert on food and food products.

### "Money Talks" Monday thru Friday

A telephone quiz with accumulative jack-pot. Musical films, a charcoal artist and rear-view projection gives the clues; viewers are called and asked to identify the song.

**Live, Film or Slide copy accepted**

**WMBR  
TV**

CBS  
NBC  
DuM  
ABC

JACKSONVILLE, FLORIDA CHANNEL 4

VERY KNODOL

**U. S. TELEVISION STATIONS**

**GEORGIA**

**WAGA-TV**

**ATLANTA—1949—CBS-DuM**

Channel: 5... AP: 13.5 Kw... VP: 26.5 Kw.  
 Owned-Operated By... Fort Industry Co.  
 Bus.-Studio Address... 1018 W. Peachtree, N.W.  
 Phone Number... Emerson 2541  
 Trans. Location... 1018 W. Peachtree, N.W.  
 Air Time... 105 hours weekly  
 News Service... AP  
 Representative... Katz  
 President... George B. Storer  
 Commercial Manager... John W. Collins, Jr.  
 News Director... Dale Clark  
 Chief Engineer... George B. Smith  
 Consulting Engineer... A. Earl Cullum, Jr.

**WLTV**

**ATLANTA—1951—ABC**

Channel: 8... AP: 12.5 Kw... VP: 23.8 Kw.  
 Owned-Oper. By... Broadcasting Inc.  
 Address... 15 Forsyth St. S.W.  
 Phone Number... Cypress 6676  
 Transmitter Location... 1601 W. Peachtree St.  
 Air Time... Varies  
 News Service... AP  
 Representative... Harrington, Righter & Parsons  
 President... Walter C. Sturdivant  
 Vice-Pres. & Gen. Mgr... William T. Lane  
 Commercial Manager... George P. Moore  
 Program Director... Roger O. Van Duzer  
 Technical Director... Harvey J. Aderhold  
 Traffic Manager... Ann Hutcheson  
 Film Director... John Barry

**WSB-TV**

**ATLANTA—1948—NBC**

Channel: 2... AP: 25 Kw... VP: 50 Kw.  
 Owned-Oper. By... The Atlanta Newspapers  
 Address... 1801 W. Peachtree  
 Phone Number... Atwood 3827  
 Air Time... 98 hours weekly  
 Newspaper Affiliations... Atlanta 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 Tolson  
 Publicity Director... Wayne Anderson  
 Film Director... Jean Hendrix  
 Chief Engineer... C. F. Daugherty

**ILLINOIS**

**WBKB**

**CHICAGO—1941—CBS**

Channel: 4... AP: 12.7 Kw... VP: 25.4 Kw.  
 Owned-Operated By... Balaban & Katz Corp.  
 Bus.-Studio Address... 175 North State St.  
 Phone Number... RAndolph 6-8210  
 Transmitter Location... 33 North LaSalle St.  
 Air Time... 110 hours weekly  
 News Service... UP, INS  
 Representative... Weed  
 Membership... TBA  
 Gen. Sta. Manager... John H. Mitchell  
 Comptroller... Mathew E. Vieracker  
 Program Manager... S. C. Quinlan  
 Dir. of News & Spec. Events... Ulmer Turner  
 Publicity Director... Lee Salberg  
 Production Manager... William Ryan  
 Film Director... Carl Russell  
 Chief Engineer... William P. Kusack

**WENR-TV**

**CHICAGO—1948—ABC**

Channel: 7... AP: 14.0 Kw... VP: 28.3 Kw.  
 Owned-Operated By... American Bcastg. Co.  
 Business-Studio Address... 20 N. Wacker Dr.  
 Phone Number... ANdover 3-0800  
 Transmitter Location... Atop Opera Bldg.  
 Air Time... 94½ hours weekly  
 News Service... AP, INS  
 V.P. in Chg... John H. Norton, Jr.  
 Sta. Sales Mgr... Roy McLaughlin  
 Program Director... James S. Pollak  
 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

**WNBQ**

**CHICAGO—1949—NBC**

Channel: 5... AP: 12.29 Kw... CP: 23.25 Kw.  
 Owned-Operated By... National Bcastg. Co.  
 Business-Studio Address... Merchandise Mart  
 Phone Number... SUperior 7-8300  
 Transmitter Location... Civic Opera Bldg.  
 Air Time... 94 hours weekly  
 News Service... AP, INS, UP  
 Representative... NBC Spot Sales  
 Membership... NARTB  
 President of NBC... Joseph McConnell  
 V.P. & Gen. Mgr... Harry Kopf  
 TV Manager... Jules Herbuveaux  
 Commercial Manager... John J. McPartlin  
 Program Director... George Heinemann  
 Promotion Director... John Keys

# ... HERE'S **TV** COVERAGE

... A WGN-TV advertiser made an introductory offer on his first program... a one minute announcement at 11:45 p. m. Sunday night. Within 24 hours, more than 2300 cards were received from

- 91 Cities in Illinois
- 25 Cities in Indiana
- 3 Cities in Wisconsin
- 2 Cities in Michigan

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*Early or late ... if you want results ...*

*call your WGN-TV representative for availabilities*

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## U. S. TELEVISION STATIONS

Dir. of News & Spec. Events... William B. Ray  
 Publicity Director..... Jack Ryan  
 Film Procurement..... Isabel Cooney  
 Chief Engineer..... Howard C. Luitgens

### WGN-TV

CHICAGO—1948—DuM

Channel: 9.... AP: 14.5 Kw.... VP: 29.0 Kw.  
 Owned-Operated By..... WGN, Inc.  
 Business Address... 441 N. Michigan Ave  
 Phone Number..... SUperior 7-0100  
 Transmitter Location..... Tribune Tower  
 Air Time..... 95-100 hours weekly  
 Newspaper Affiliation..... Chicago Tribune  
 News Service..... AP, UP, AP  
 Representative..... George P. Hollingbery  
 President..... Col. Robert R. McCormick  
 Station Manager..... Frank P. Schreiber  
 Commercial Manager... William A. McGuineas  
 TV Sales Manager..... Ted Weber  
 Program Director..... Jay E. Faraghan  
 Newsreel Director..... Spencer Allen  
 Operations Director..... George E. Petterson  
 Promotion Director..... Charles A. Wilson  
 Publicity Director..... James Hanlon  
 Film Director..... Elizabeth Bain  
 Director of Remotes..... Donald Cook  
 Chief Engineer..... Carl J. Meyers

### WHBF-TV

ROCK ISLAND—1950—ABC-CBS  
DuM

Channel: 4.... AP: 11.7 Kw.... VP: 23.5 Kw.  
 Owned-Oper. By..... Rock Island Bcstg. Co.  
 Bus.-Trans. Address... Telco Bldg., 231 18th St.  
 Phone Number..... R. I. 6-5441  
 Air Time..... 80 hours weekly  
 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., News, Spe. Ev. Dir.. Charles F. Harrison  
 Publicity Director..... (Miss) Fern Hawks  
 Chief Engineer..... Robert J. Sinnott  
 Consulting Engineer..... E. C. Page

## INDIANA

### WTTV

BLOOMINGTON—1949  
ABC-CBS-NBC-DuM

Channel: 10.... AP: 17.5 Kw.... VP: 35 Kw.  
 Owned-Oper. By..... Sarkes Tarzian, Inc.  
 Address..... 535 S. Walnut St.

Phone Number..... 2-3366  
 Air Time..... 80 hours weekly  
 News Service..... AP  
 Representative..... Robert Meeker Assoc.  
 General Manager..... Glenn Van Horn  
 Sta., Comm. Mgr..... Robert Lemon  
 Program Director..... Robert Petranoff  
 Promotion Director..... Jim Ratcliffe  
 Film Director..... Al Fiscus  
 Dir. of Spec. Events..... Maurice Latimer  
 Chief Engineer..... Morton L. Welgel  
 Consulting Engineer..... Kear & Kennedy

### WFBM-TV

INDIANAPOLIS—1949  
ABC-CBS-NBC-DuM

Channel: 6.... AP: 18.1 Kw.... VP: 30.8 Kw.  
 Owned-Operated By..... WFBM, Inc.  
 Bus. Studio Address... 1330 N. Meridian St.  
 Phone Number..... Lincoln 8506  
 Transmitter Location... Merchants Bank Bldg.  
 Air Time..... 105 hours weekly  
 News Service..... AP, INS  
 Representative..... Katz  
 Membership..... NARTB  
 Pres., Gen., Sta. Mgr.... Harry M. Bitner, Jr.  
 Comm. Manager..... William F. Kiley  
 Program Director..... Hugh Kibbey  
 Promotion Director..... David F. Milligen  
 Dir. of News..... Gilbert Forbes  
 Film Director..... Earl Johnson  
 Chief Engineer..... Harold S. Holland

## WHY IS AP THE BEST?

BECAUSE—**AP** is more experi-  
 enced than any other  
 news service... more  
 than 100 years col-  
 lecting and distribut-  
 ing news.

*First*

*in  
educational  
television*

**Telecasting . . .**

Bringing to Central Iowa's quarter-million television viewers the vast resources of the Iowa State College in homemaking, agricultural and cultural information, plus selected programming from all four television networks.

**Teaching . . .**

The nation's only fully-licensed television station to be owned and operated by an educational institution offers specialized professional training for selected students in TV engineering, program and production. Facilities include related college departments together with the Television Theatre and workshop.

**Program Development . . .**

Research and experimental work in cooperation with the United States Department of Agriculture, the Fund for Adult Education, an Independent organization established by the Ford Foundation, and the Commission on Christian Education and Iowa Interchurch Council.

**WOI - TV  
IOWA STATE COLLEGE  
AMES, IOWA**

**NBC-TV**

**CBS-TV**

**ABC-TV**

**DuMont-TV**

**U. S. TELEVISION STATIONS**

**IOWA**

**W O I - T V**

**AMES—1950**

Channel: 4 . . . . . AP: 8 Kw . . . . . VP: 15.6 Kw.  
 Owned-Operated By . . . . . Iowa State A & M  
 Bus.-Studio Address . . . . . Service Bldg., Iowa State  
 College

Phone Number . . . . . 2500 Extension 570  
 Transmitter Location . . . . . Ames  
 Membership . . . . . NARTB  
 President . . . . . Charles E. Friley  
 General Manager . . . . . Richard B. Hull  
 Sta., Comm. Manager . . . . . Robert Mulhall  
 Program Director . . . . . Edward Wegener  
 Production Manager . . . . . Edward Wegener  
 Film Director . . . . . J. Wilson Dunlop  
 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 Bcastg. Co.  
 Business Address . . . . . 805 Brady St.  
 Phone Number . . . . . 3-3661  
 Transmitter Location . . . . . Bettendorf  
 Air Time . . . . . 85¼ 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  
 Resident Manager . . . . . Ernest Sanders  
 Resident Sales Mgr. . . . . Mark Wodlinger  
 Program Director . . . . . Charles Freiburg  
 Promotion Director . . . . . Fred Reed  
 Director of News . . . . . Bob Frank  
 Publicity Director . . . . . Paul Ives  
 Film Director . . . . . Ken Wagner  
 Chief Engineer . . . . . Paul Arvidson  
 Consulting Engineer . . . . . A. D. Ring & Co.

**KENTUCKY**

**W A V E - T V**

**LOUISVILLE—1948—ABC-NBC-DuM**

Channel: 5 . . . . . AP: 12.1 Kw . . . . . VP: 24.1 Kw.  
 Owned-Operated By . . . . . WAVE, Inc.  
 Address . . . . . 334 East Broadway  
 Phone Number . . . . . Wabash 2201  
 Air Time . . . . . 89 hours weekly  
 News Service . . . . . AP, INS  
 Membership . . . . . NARTB

Representative . . . . . Free & Peters  
 President . . . . . George W. Norton, Jr.  
 Gen., Sta. Manager . . . . . Nathan Lord  
 Commercial Manager . . . . . Ralph Jackson  
 Program Director . . . . . George Patterson  
 Director of Television . . . . . John Boyle  
 Prom., Pub. Dir. . . . . Cyrus D. Crites  
 Director of News . . . . . Hugh Sutton  
 Production Manager . . . . . Burt Blackwell  
 Film Director . . . . . Irving Lively  
 Dir. of Remotes . . . . . Walter K. Witherbee  
 Chief Engineer . . . . . Wilbur Hudson  
 Consulting Engineer . . . . . Ring & Clark

**W H A S - T V**

**LOUISVILLE—1950—CBS**

Channel: 9 . . . . . AP: 50 Kw . . . . . VP: 25 Kw.  
 Owned-Oper. By . . . . . WHAS, Inc.  
 Address . . . . . 6th & Broadway  
 Phone . . . . . Wabash 2211  
 Representative . . . . . Harrington, Righter, Parsons  
 News Service . . . . . AP, UP  
 President . . . . . Barry Bingham  
 Vice-Pres., Director . . . . . Victor A. Sholis  
 Sales Director . . . . . Neil D. Cline  
 Chief Engineer . . . . . Orrin W. Towner

**LOUISIANA**

**W D S U - T V**

**NEW ORLEANS—1948  
 ABC—CBS—NBC—DuM**

Channel: 6 . . . . . AP: 15.0 Kw . . . . . VP: 31.0 Kw.  
 Owned-Operated By . . . . . WDSU Bcastg. Services  
 Business-Studio Address . . . . . 520 Royal St.  
 Phone Number . . . . . Tulane 4371  
 Transmitter Location . . . . . Hibernia Bank Bldg.  
 Air Time . . . . . 112 hours weekly  
 News Service . . . . . AP, UP  
 Representative . . . . . Blair  
 Membership . . . . . NARTB, BAB  
 President . . . . . Edgar B. Stern, Jr.  
 Exec. V.P., Gen. Mgr. . . . . Robert D. Swezey  
 Commercial Manager . . . . . A. Louis Read  
 Program Director . . . . . John Muller  
 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: 13.8 Kw . . . . . VP: 26.1 Kw.

**SOLD  
DOWN THE RIVER**

**UP THE RIVER  
ACROSS THE RIVER**

When Advertised on **WOC-TV**

**WOC-TV Sells!**

In fact, WOC-TV's reputation as a *Selling Medium* is growing so rapidly that this station is approaching the **SOLD OUT** stage. There are a few good program and announcement availabilities left, so you'd **BETTER ACT NOW**.

*Better act now . . . if you want to reach WOC-TV's 23 county good viewing area. Better act now . . . and get on the station with the "know how" to stimulate the buying urge of people in the Quint-City area . . . people with a per capita effective buying power 30.2% above the national per capita average (Sales Management 1951 "Survey of Buying Power").*

Let us or your nearest **F & P** office hear from you . . . and shortly you'll hear from a vast TV audience that responds to sales messages carried by WOC-TV . . . the station that **SELLS!**

**WOC-TV, Channel 5**  
Davenport, Iowa

**Free & Peters, Inc.**  
Exclusive National Representatives



**The  
QUINT CITIES**

Col. B. J. Palmer, *President*  
Ernest C. Sanders, *Resident Manager*



## U. S. TELEVISION STATIONS

Owned-Operated By...WAAM, Incorporated  
 Business Address.....3725 Malden Ave.  
 Phone Number.....MOhawk 7600  
 Transmitter Location.....3725 Malden Ave.  
 Air Time.....95 hours weekly  
 News Service.....AP  
 Representative.....Harrington, Righter and  
 Parsons, Inc.

President.....Ben Cohen  
 Exec. Vice-Pres.....Norman C. Kal  
 General Manager.....Kenneth Carter  
 Asst. Gen. Mgr.—Sales.....Armand Grant  
 Prog., Film Dir.....Herbert Cahan  
 Pgm. Operations Supr.....Harriet George  
 Dir. of News and Pub.....Joel Chaseman  
 Production Manager.....Paul Kane  
 Director of Engineering.....Benjamin Wolfe  
 Chief Engineer.....Glenn Lahman  
 Consulting Engineer.....Kear and Kennedy

### WBAL-TV

BALTIMORE—1948—NBC

Channel: 11....VP: 13 Kw....AP: 27 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.....103 hours weekly  
 News Service.....INS, UP, AP  
 Representative.....Edward Petry  
 Membership.....NARTB  
 President.....Charles B. McCabe  
 Vice-Pres. & Gen. Mgr.....D. L. Provost  
 Vice-Pres. (Engineering).....John T. Wilner  
 Station Manager.....Leslie H. Peard, Jr.  
 Dir. Public Affairs & Education..Arnold Wilkes  
 Program Director.....Victor F. Campbell  
 Program Manager.....Jerre Wyatt  
 Sales Manager.....Willis K. Friert  
 News & Publicity Mgr.....Thomas J. White, Jr.  
 Film Buyer.....John Frankenfield  
 Dir. Women's Programs.....Mollie Martin  
 Chief Engineer.....William C. Bareham

### WMAR-TV

BALTIMORE—1947—CBS

Channel: 2....AP: 8 Kw....VP: 16 Kw.  
 Owned-Operated By.....The A. S. Abell Co.  
 Bus.-Studio Address..Baltimore & Charles Sts.  
 Phone Number.....MUIberry 5670  
 Transmitter Location.....Mathieson Bldg.  
 Air Time.....105 hours weekly  
 News Service.....AP  
 Representative.....Katz  
 President.....William F. Schmick  
 V.P., Dir. of Radio.....Ewell K. Jett  
 Commercial Manager.....Ernest A. Lang  
 Program Director.....Robert B. Cochran  
 Promotion Director.....Ralph T. Braun  
 Film Director.....David V. R. Stickle  
 Chief Engineer.....Carlton G. Nopper

## MASSACHUSETTS

### WBZ-TV

BOSTON—1948—NBC

Channel: 4....AP: 7.70 Kw....VP: 15.61 Kw.  
 Owned-Oper. By...Westinghouse Radio Sta-  
 tions, Inc.  
 Address.....1170 Soldiers Field Rd.  
 Phone Number.....ALgonquin 4-5670  
 News Service.....INS  
 Representative.....NBC Spot Sales  
 President.....Walter Evans  
 Sales Manager.....C. Herbert Masse  
 Station Manager.....W. C. Swartley  
 Program Manager.....W. Gordon Swan  
 Film Librarian.....Carl Lawton  
 Chief Engineer.....W. H. Hauser

### WNAC-TV

BOSTON—1948—ABC-CBS-DuM

Channel: 7....AP: 13.3 Kw....VP: 26.6 Kw.  
 Owned-Oper. By..Thomas S. Lee Enterprises  
 Inc.  
 Business-Studio Address....21 Brookline Ave.  
 Phone Number.....COMmonwealth 6-0800  
 Transmitter Location.....Medford  
 Air Time.....105 hours weekly  
 News Service.....UP  
 Representative.....H-R Reps. Inc.  
 President.....William O'Neill  
 Exec. V.P. & Gen. Mgr.....Linus Travers  
 V.P. in chg. TV.....George Steffy  
 Publicity Director.....Paul Keyes  
 Film Director.....James Pike  
 Technical Director.....Harry Whittemore

## MICHIGAN

### WJBK-TV

DETROIT—1948—CBS-DUMONT

Channel: 2....AP: 8.3 Kw....VP: 16.5 Kw.  
 Owned-Operated By.....Fort Industry Co.  
 Business-Studio Address.....500 Temple  
 Phone Number.....Temple 3-7900  
 Transmitter Location.....8009 Lyndon  
 Air Time.....110 hours weekly  
 News Service.....INS, UP  
 Membership.....NARTB  
 Representative.....Katz  
 President.....George B. Storer  
 V.P., Managing Dir.....Gayle V. Grubb  
 General Manager.....Richard E. Jones  
 Production Manager.....Lanny Pike  
 Prom. Mgr., Pub. Dir.....Joyce M. Chapman  
 Dir. of News & Special Events..Larry Ruppel



• • U. S. TV STATIONS • •

Film Director.....Bob Striker  
 Director of Remotes.....Ted Belmel  
 Chief Engineer.....Paul Frincke  
 Consulting Engineer.....Earl Cullum

**W W J - T V**

**DETROIT—1947—NBC**

Channel: 4...AP: 10.25 Kw...VP: 20.5 Kw.  
 Owned-Operated By...Evening News Assoc.  
 Business-Studio Address...615 W. Lafayette  
 Phone Number.....Woodward 2-2000  
 Transmitter Loc.....Eight Mile & Myers Rd.  
 Newspaper Affiliation.....The Detroit News  
 News Service.....UP, AP  
 Representative.....Hollingbery  
 Membership.....NARTB  
 Sta. Mgr.....Willard E. Walbridge  
 Program Director.....Melvin C. Wissman  
 Promotion Director.....Jake Albert  
 News Producer.....Tom Sutton  
 Production Manager.....Walter Koste  
 Publicity Director.....Fran Harris  
 Film Director.....Douglas Wright  
 Chief Engineer.....Edgar J. Love  
 Consulting Engineer.....William L. Foss

**W X Y Z - T V**

**DETROIT—1948—ABC**

Channel: 7...AP: 13.9 Kw...VP: 27.9 Kw.  
 Owned-Operated By.....WXYZ, Inc.  
 Business Address.....1700 Mutual Bldg.  
 Phone Number.....Woodward 3-8321  
 Studio-Transmitter Location...Maccabees Bldg.  
 Air Time.....126 hours weekly  
 News Service.....AP, UP  
 Representative.....ABC Spot Sales  
 President.....James G. Riddell  
 Commercial Manager.....Harold Christian  
 Station Manager.....John Pival  
 Promotion Director.....William Morgan  
 Dir. of Spec. Events & News...Richard Femmel  
 Film Director.....Ken Simms  
 Chief Engineer.....Charles Kocher

**W O O D - T V**

**GRAND RAPIDS—1951**

**ABC-CBS-NBC-DuM**

Channel: 7...AP: 10 Kw...VP: 20 Kw.  
 Owned-Oper. By.....Grandwood Bcstg. Co.  
 Address.....Grand Rapids Nat'l Bank Bldg.  
 Phone Number.....9-4211  
 Air Time.....84 hours weekly  
 News Service.....AP  
 Representative.....Katz  
 Membership.....NARTB  
 President.....Harry M. Bitner, Sr.  
 General Manager.....Willard Schroeder  
 Program Director.....Franklin Sisson  
 Promotion Director.....Howard Silbar  
 Dir. News & Spe. Events.....Bob Runyon  
 Production Manager.....Hal Kaufman  
 Film Director.....Clark Grant  
 Chief Engineer.....Robert Wilson  
 Consulting Engineer.....Harold M. Holland

**U. S. TELEVISION STATIONS**

**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.....89 hours weekly  
Representative.....Avery-Knodel, Inc.  
Membership.....NARTB  
Pres., Gen. Sta. Mgr.....John E. Fetzer  
Commercial Manager..Donald W. DeSmit, Jr.  
Pgm., Prom., Film Dir.....Harry E. Travis  
Pub. Affairs Adviser...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: 20.6 Kw.... VP: 10.3 Kw.  
Owned-Oper. By.....WJIM, Inc.  
Address.....Bank of Lansing Bldg.  
News Service.....INS  
Phone.....2-1333  
Representative.....H-R Representatives  
Pres., Gen. Mgr.....Harold F. Gross  
Station Manager.....Howard K. Finch  
Commercial Manager....Roger S. Underhill  
Film Director.....Emil Popke

**MINNESOTA**

**KSTP-TV**

**ST. PAUL-MINNEAPOLIS—1948**  
**NBC**

Channel: 5... AP: 17.3 Kw.... VP: 24.7 Kw.  
Owned-Operated By.....KSTP, Inc.  
Bus., Trans. Lo. 3415 University Ave., St. Paul  
Phone Number.....Prior 2717  
Air Time.....101½ hours weekly  
News Service.....AP, UP  
Representative.....Edward Petry  
Membership.....NARTB  
Pres., Gen. Mgr.....Stanley E. Hubbard  
V.P., Treas., Asst. Mgr.....K. M. Hance  
V.P. in Chg. Sales.....Miller C. Robertson  
Program Director.....Del Franklin  
Promotion Director.....Joseph C. Cook  
Chief Engineer.....John McMahon  
Consulting Engineer.....Andrew D. Ring

**WTCN-TV**

**MINNEAPOLIS—1949**  
**ABC-CBS-DuM**

Channel: 4... AP: 9.2 Kw.... VP: 17.9 Kw.  
Bus.-Studio Address..Radio City—50 S. 9th St.  
Phone Number.....Lincoln 0552  
Owned-Oper. By...Mid-Continent Radio-TV Inc.  
Transmitter Location.....Foshay Tower  
Air Time.....112 hours weekly  
News Service.....AP, UP, INS  
Representative.....Free & Peters  
President.....W. J. McNally  
General Manager.....F. Van Konynenburg  
Sales Manager.....Robert N. Ekstrum  
Prom., Sales Director.....Robert N. Wold  
Film Director.....Harry C. Jones  
Director of TV.....Sherman Headley  
Chief Engineer.....John M. Sherman

**MISSOURI**

**WDAF-TV**

**KANSAS CITY—1949**  
**ABC-CBS-NBC-DuM**

Channel: 4... AP: 11 Kw.... VP: 22 Kw.  
Owned-Oper. By.....Kansas City Star Co.  
Business Address.....1729 Grand Ave.  
Phone Number.....Harrison 1200  
Studio-Trans. Location...31st & Summit Sts.  
Air Time.....85 hours weekly  
Newspaper Affiliation..The Kansas City Star  
News Service.....AP  
Representative..Harrington, Righter, & Parsons  
President.....Ray A. Roberts  
Managing Director.....Dean Fizer  
Commercial Manager.....E. M. Russo  
Station Manager.....Bill Bates  
Chief Engineer.....Joseph Flaherty

**KSD-TV**

**ST. LOUIS—1947**  
**ABC-CBS-NBC-DuM**

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

# 375 MILES OF FILM

## have recorded the Maryland Scene for Television's Pioneer Newsreel

Translated into feet, this is staggering newsreel film footage of 1,980,000 on The Sunpapers Television News since its inception. But even this **does** not tell the complete story. It's a story of the recording of some 7000 separate news events; the story of a newsreel, appearing twice daily, which has never missed an edition; the story of Marylanders sitting in front of more than 350,000 television sets in the Baltimore community watching local news events almost as soon as they happen.

And still the story is not all told. The full sense of it cannot be appreciated without some knowledge of the importance of the community service rendered. For longer than four years, the Sunpapers Television News has done a job dedicated to public service, accuracy and integrity.

Spot availabilities  
7 days a week



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MOST PEOPLE WATCH**

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

**WMAR-TV**  
SUNPAPERS TELEVISION

CHANNEL 2  
BALTIMORE 3 MARYLAND

**WMAR-TV**  
UNPAID



**U. S. TELEVISION STATIONS**

**NEBRASKA**

**K M T V**

**OMAHA—1949—ABC-CBS-DuM**

Channel: 3... AP: 8.4 Kw... VP: 16.7 Kw.  
 Owned-Oper. By.....May Bcstg. Co.  
 Bus.-Trans. Address...TV Ctr., 2615 Farnam St.  
 Phone Number.....Webster 9800  
 Air Time.....93 hours weekly  
 News Service .....UP  
 Representative .....Katz Agency  
 President.....Edward W. May  
 V.P., Gen. Sta. Mgr.....Owen Saddler  
 Commercial Manager.....Howard Peterson  
 Program Director.....Glenn Harris  
 Promotion Director.....Joe Baker  
 Dir. of News and Spe. Events....Floyd Kalber  
 Production Director.....Lew Jeffrey  
 Film Director.....Bill Witt  
 Chief Engineer.....R. J. Schroeder  
 Consulting Engineer.....Wm. L. Foss

**W O W - T V**

**OMAHA—1949—NBC**

Channel: 6... AP: 9.0 Kw... VP: 17.2 Kw.  
 Owned-Oper. By...Radio Station WOW, Inc.  
 Business Address.....3509 Farnam St.  
 Phone Number.....Webster 3400  
 Studio-Transmitter Location..3509 Farnham St.  
 Air Time.....98 hours weekly  
 News Service.....AP, UP  
 Representative .....Blair TV  
 Membership .....NARTB  
 President.....E. T. Meredith, Jr.  
 General Manager.....Frank P. Fogarty  
 National Sales Mgr.....Robert M. Dooley  
 Program Director.....Lyle DeMoss  
 Promotion, Publicity Director...Bill Wiseman  
 Dir. of News & Spec. Events....Ray Clark  
 Production Manager.....Soren Munkhof  
 Chief Engineer.....Wm. J. Kotera

**NEW JERSEY**

**W A T V**

**NEWARK—1948**

Channel: 13... AP: 15.3 Kw... VP: 30.5 Kw.  
 Owned-Oper. By.....Bremer Bcstg. Corp.  
 Business-Studio Address.....1020 Broad St.  
 Phone Number.....Mitchell 2-6400  
 Transmitter Location.....West Orange, N. J.  
 Air Time.....100 hours weekly  
 Representative .....Weed  
 Pres., Gen. Mgr.....Irving R. Rosenhaus  
 Vice-President.....Edward S. Lennon

Program Director.....George Green  
 Film Director.....Robert Paskow  
 Vice-President.....Frank V. Bremer

**NEW MEXICO**

**K O B - T V**

**ALBUQUERQUE—1948**

**ABC-CBS-NBC-DuM**

Channel: 4... AP: 2.5 Kw... VP: 5 Kw.  
 Owned-Oper. By.....Albuquerque Bcstg. Co.  
 Bus.-Studio Address.....234 So. 5th  
 Phone Number .....3-4411  
 Transmitter.....905 So. Buena Vista Blvd.  
 Air Time.....45 hours weekly  
 News Service .....AP  
 Pres., Gen. Mgr.....T. M. Pepperday  
 Sta. Mgr., Chief Engineer..George S. Johnson  
 Program Director.....Dorothy B. Smith  
 Program Manager.....Dorothy B. Smith

**NEW YORK**

**W N B F - T V**

**BINGHAMTON—1949**

**ABC-CBS-NBC-DuM**

Channel: 12... AP: 11.7 Kw... VP: 23.5 Kw.  
 Owned-Oper. By.....Clark Associates, Inc.  
 Business Address.....P. O. Box No. 48  
 Phone Number .....2-3461  
 Transmitter Location.....Ingraham Hill  
 Air Time.....85 hours weekly  
 News Service .....UP  
 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

**W B E N - T V**

**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.

## U. S. TELEVISION STATIONS

**President**.....Edward H. Butler  
**Vice-President**.....Alfred H. Kirchofer  
**General Manager**.....C. Robert Thompson  
**Sales Manager**.....Nicholas J. Malter  
**Program Director**.....George R. Torge  
**Promotion 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

**Air Time**.....94 hours weekly  
**News Service**.....UP  
**Representative**.....ABC TV Spot Sales  
**President (ABC)**.....Robert E. Kintner  
**General Manager**.....Trevor Adams  
**Program Director**.....Hal Hough  
**Promotion Director**.....Phil Bernstein  
**Dir. News & Spec. Events**.....John Madigan  
**Production Manager**.....Anthony Hennig  
**Film Director**.....Nat Fowler  
**Chief Engineer**.....William Trevarthen  
**Consulting Engineer**.....Kear & Kennedy

### W A B D

NEW YORK—1944—DuM

**Channel**: 5.....AP: 8.4 Kw.....VP: 16.7 Kw.  
**Owned-Oper. By**.....Allen B. Du Mont  
   Laboratories, Inc.  
**Business Address**.....515 Madison Ave.  
**Phone Number**.....MUrray Hill 8-2800  
**Air Time**.....64 hours weekly  
**Transmitter Location**.....Empire State Bldg.  
**News Service**.....INS  
**Membership**.....NARTB  
**President**.....Dr. Allen B. DuMont  
**General Manager**.....Chris J. Witting  
**Director of Sales**.....Ted Bergmann  
**Pgm., Prod. Dir.**.....James L. Caddigan  
**Engineering Director**.....Rodney D. Chipp  
**Director of News**.....Marian Glick  
**Pub. Rela. & Pub. Dir.**.....Gerald Lyons  
**Film Dept. Mgr.**.....Donald A. Stewart

### W C B S - T V

NEW YORK—1941—CBS

**Channel**: 2.....AP: 8.7 Kw.....VP: 17.3 Kw.  
**Owned-Oper. By**.....Columbia Bcstg. System  
**Business Address**.....485 Madison Ave.  
**Phone Number**.....PLaza 5-2000  
**Transmitter Location**.....Empire State Bldg.  
**Air Time**.....95 hours weekly  
**News Service**.....AP, INS, UP  
**Representative**.....CBS TV Spot Sales  
**President (CBS TV)**.....J. L. Van Volkenburg  
**President (CBS Inc.)**.....Frank Stanton  
**General Manager**.....Craig Lawrence  
**Asst. to Gen. Mgr.**.....Clarence Worden  
**Sales Manager**.....George Dunham  
**Program Director**.....Richard Doan  
**Promotion Manager**.....Robert G. Patt  
**Chief Engineer**.....Robert G. Thompson

### W J Z - T V

NEW YORK—1948—ABC

**Channel**: 7.....AP: 8.15 Kw.....VP: 16.3 Kw.  
**Owned-Oper. By**.....American Broadcasting Co.  
**Business Address**.....7 W. 66th St.  
**Phone Number**.....SUsquehanna 7-5000  
**Transmitter Location**.....Empire State Bldg.

### 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**.....115 hours weekly  
**News Service**.....AP, INS, UP  
**Representative**.....NBC Spot Sales Dept.  
**President**.....Joseph H. McConnell  
**General Manager**.....Ted Cott  
**Commercial Manager**.....John H. Reber  
**Program Director**.....Dick Pack  
**TV Prod. Supervisor**.....Ivan Rainer  
**Film Director**.....Beulah Jarvis  
**Chief Engineer**.....F. A. Wankel

### W O R - T V

NEW YORK—1949—MBS

**Channel**: 9.....AP: 11.0 Kw.....VP: 22.0 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**.....NARTB  
**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  
**TV Program Manager**.....Harvey Marlowe  
**Publicity Director**.....Robert Blake  
**Film Director**.....Melvin Fenster  
**Chief Engineer**.....J. R. Poppele  
**Consulting Engineer**.....George C. Davis

### W P I X

NEW YORK—1948

**Channel**: 11.....AP: 10.4 Kw.....VP: 21.7 Kw.  
**Owned-Oper. By**.....WPIX, Inc.  
**Address**.....220 E. 42nd St.

**U. S. TELEVISION STATIONS**

Phone Number.....MU 2-1234  
 Transmitter Location....Empire State Bldg.  
 Air Time.....87-90 hours weekly  
 News Service.....AP, UP  
 Newspaper Affiliation....N. Y. Daily News  
 Station Representative.....Free & Peters  
 Membership.....NARTB  
 President.....F. M. Flynn  
 V.P., Gen. Mgr.....G. Eennett Larson  
 Comm. Manager.....John Noone  
 Program Manager.....Louis B. Ames  
 Publicity Director.....L. A. Hollingsworth  
 Promotion Director.....Adrien Rodner  
 Chief Engineer.....Tom Howard  
 Film Director.....Tony Azzato

**W H A M - T V**

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

Channel: 6....AP: 8.65 Kw....VP: 21.3 Kw.  
 Owned-Oper. By.....Stromberg Carlson Co.  
 Business Address.....201 Humboldt St.  
 Phone Number.....Culver 7240  
 Transmitter Location..Pinnacle Hill, Brighton  
 Air Time.....90-95 hours weekly  
 News Service.....UP  
 Representative.....Hollingbery  
 Membership.....NARTB  
 Vice-Pres., Gen. Mgr.....William Fay  
 Commercial Manager...John W. Kennedy, Jr.  
 Program Director.....Carles W. Siverson  
 Promotion Pub. Director...Armin N. Bender  
 Director of News.....David E. Kessler  
 Production Manager.....John Crosby  
 Film Director.....David Manning  
 Director of Remotes.....George Driscoll  
 Chief Engineer.....Kenneth Gardner

**W R G B**

**SCHENECTADY—1942**  
**ABC-CBS-NBC-DuM**

Channel: 4....AP: 8.16 Kw....VP: 16.32 Kw.  
 Owned-Oper. By.....General Electric Co.  
 Business-Studio Address.60 Washington Ave.  
 Phone Number.....Schenectady 7-2261  
 Transmitter Location.....New Scotland  
 Air Time.....103 hours weekly  
 News Service.....Telenevs, AP, UP, INS  
 Representative.....NBC Spot Sales  
 Membership.....NARTB  
 V.P., Asst. Mgr. of Bcstg....Bartlett J. Rowan  
 Station Manager.....R. B. Hanna, Jr.  
 Supervisor of Sales.....Robert F. Reid  
 Program Director.....Albert G Zink  
 Asst. Station Manager.....R. W. Welpott  
 Dir. of News & Spec. Events..Wm. T. Meenam  
 Production Managers.T. A. Baughn, Ted Beebe  
 Dir. of Prom. & Pub.....George L. Peck  
 Chief Engineer.....Willard J. Purcell

**W S Y R - T V**

**SYRACUSE—1950—NBC**

Channel: 5....AP: 12.5 Kw....VP: 26.0 Kw.  
 Owned-Oper. By....Central N. Y. Bcstg. Corp.  
 Business Address....Syracuse Kemper Bldg.  
 Phone Number.....3-7111  
 Transmitter Location.....Sentinel Heights  
 Air Time.....90 hours weekly  
 News Service.....UP  
 Representative...Headley-Reed, Kettell-Carter  
 Membership.....NARTB  
 President.....H. C. Wilder  
 V.P., Gen. Mgr.....E. R. Vadeboncoeur  
 Commercial Manager.....W. R. Alford, Jr.  
 Program Director.....William V. Rothrum  
 Prom., Pub. Director.....Caley Augustine  
 Production Manager.....Ed Donaldson  
 V.P. & Chief Engineer...Armand G. Belle Isle  
 Consulting Engr....Crown, Lohnes and Culver

**WHY IS AP  
 THE BEST?**

**BECAUSE—AP** has more news correspondents, more news bureaus, more miles of news wire than any other news service.



THE GREAT SYRACUSE MARKET  
CONTINUES TO GROW MORE AND  
MORE DESIRABLE WITH AREA IN-  
DUSTRY AND BUYING POWER AT  
NEW HIGHS!

# WHEN TELEVISION

CONTINUES TO RANK FIRST  
IN THE SYRACUSE MARKET

- Central New York's only TV station with complete studio and remote facilities.
- The Empire State's only BASIC CBS-TV Network Station.\*  
\* N.Y.C. excluded
- Tops in local programs.
- Now in its Fourth year of continuous service.
- Also airing top TV programs from ABC and DUMONT.
- First in Public Service.

Represented by  
THE KATZ AGENCY

Say **WHEN**  
TELEVISION

SYRACUSE

Say **WHEN**  
TELEVISION

SYRACUSE

A MEREDITH TV STATION

**U. S. TELEVISION STATIONS**

**W H E N**

**SYRACUSE—1948—ABC-CBS-DuM**

Channel: 8....AP: 13 Kw....VP: 27 Kw.  
 Owned-Oper. By Meredith Syracuse TV Corp.  
 Address.....101 Court St.  
 Phone Number.....3-1126  
 Air Time.....102 hours weekly  
 News Service .....UP  
 Representative .....Katz  
 Membership .....NARTB  
 President.....E. T. Meredith, Jr.  
 V.P., Gen. Mgr.....Paul Adanti  
 Commercial Mgr.....W. H. Bell  
 Promotion Director.....E. F. Ryan  
 Program Director.....Gordon J. Alderman  
 Production Manager.....Albert Rein  
 Chief Engineer.....H. E. Crow

**W K T V**

**UTICA—1949—ABC-CBS-NBC-DuM**

Channel: 13....AP: 12.5 Kw....VP: 25 Kw.  
 Owned-Oper. By Copper City Bcstg. Corp.  
 Business Address.....P. O. Box 386  
 Phone Number.....3-0404  
 Transmitter Location .....Deerfield  
 Air Time.....93 hours weekly  
 News Service .....AP  
 Representative.....Donald Cooke, Inc.  
 President.....Myron J. Kallet  
 Gen., Sta. Manager.....Michael C. Fusco  
 Comm., Prom. Mgr.....John J. MacDavitt  
 Program Director.....Jack Fredericks  
 Production Manager.....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.....85 hours weekly  
 News Service.....INS, UP, AP, Transradio  
 Representative.....TV Spot Sales  
 Membership .....NARTB  
 President.....Joseph M. Bryan  
 General Manager....Charles H. Crutchfield  
 Station Manager.....Charles E. Bell  
 Commercial Manager...Wallace J. Jorgenson  
 Promotion Director.....J. R. Covington

Publicity Director.....Louise Walker  
 Film Director.....William Quinn  
 Chief Engineer.....M. J. Minor  
 Consulting Engineer.....A. D. Ring

**W F M Y - T V**

**GREENSBORO—1948**

Channel: 2....AP: .84 Kw....VP: 16.72 Kw.  
 Owned-Operated By Greensboro News Co.  
 Address.....212 N. Davie St.  
 Phone Number .....3-8611  
 Air Time.....78 hours weekly  
 News Service.....UP  
 Representative Harrington, Righter & Parsons  
 Membership .....NARTB  
 President.....E. B. Jeffress  
 General Manager.....Gaines Kelley  
 Commercial Manager.....Virgil V. Evans  
 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: 24 Kw....VP: 12 Kw.  
 Owned-Oper. By Scripps-Howard Radio, Inc.  
 Business Address.....2345 Symmes St.  
 Phone Number.....CApital 0777  
 Studio-Transmitter Location...2345 Symmes St.  
 Air Time.....127 hours weekly  
 News Service .....UP  
 Representative.....The Branham Co.  
 President.....Jack R. Howard  
 V.P., Gen. Mgr.....M. C. Watters  
 Station Manager.....Harry LeBrun  
 Commercial Manager.....J. P. Smith  
 Pgm., Prod. Dir.....Ed Weston  
 Prom., Pub. Dir.....Jack Sebastian  
 Dir. of News & Spec. Events.....Bob Otto  
 Film Director.....Dolores Jennings  
 Director of Remotes.....M. Bowden  
 Chief Engineer.....Paul Adams

**W K R C - T V**

**CINCINNATI—1949—CBS**

Channel: 11....AP: 12.3 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.....117½ hours weekly  
 News Service .....AP  
 Representative.....The Katz Agency, Inc.  
 Membership .....NARTB

# WNBK CHANNEL 4

"THERE'S MORE ON FOUR"

MORE MUSIC  
MORE COMEDY  
MORE DRAMA  
MORE COWBOYS



YES—and MORE VIEWERS—too!

Here's looking at YOU—

For looking at US

**WNBK** CHANNEL 4  
NBC TELEVISION  
IN CLEVELAND

## • • U. S. TV STATIONS • •

Exec. Vice-Pres. . . . . Hulbert Taft, Jr.  
General Manager . . . . . U. A. Latham  
Local Comm. Mgr. . . . . Don L. Chapin  
Program Manager . . . . . Lloyd Smithson  
Promotion Director . . . . . William B. Hines  
Director of News . . . . . David L. Nichols  
Production Manager . . . . . Bob Huber  
Film Director . . . . . Warren F. Warner  
Director of Remotes . . . . . Paul Wagner  
Chief Engineer . . . . . George A. Wilson

## WLW - 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 . . . . . 115-130 hours weekly  
News Service . . . . . UP  
Representative . . . . . WLW Sales  
Chairman of the Board . . . . . James D. Shouse  
President . . . . . R. E. Dunville  
Dir. of TV Oper. & V.P. . . . . John T. Murphy  
Adm. Asst. to V.P. . . . . William J. McCluskey  
Program Director . . . . . Lin Mason  
Sales Manager . . . . . George Moore  
Gen. Sales Mgr. . . . . David E. Patridge  
Chief Engineer . . . . . Howard Lepple  
Consulting Engineer . . . . . Weldon & Carr

## WEWS

CLEVELAND—1947—ABC-CBS

Channel: 5 . . . . . AP: 8.15 Kw. . . . . VP: 16.0 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  
News Service . . . . . UP  
Representative . . . . . Branham  
President . . . . . Jack R. Howard  
Vice-Pres., Gen. Mgr. . . . . James C. Hanrahan  
Station Director . . . . . J. Harrison Hartley  
Advertising Manager . . . . . Floyd E. Weidman  
Dir. of News & Spec. Events . . . . .  
Publicity Director . . . . . Donald L. Perris  
Director of Remotes . . . . . Ernest E. Sindelar  
Technical Director . . . . . Joseph B. Epperson

## WNBK

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 . . . . . 91½ hours weekly  
News Service . . . . . AP, UP

**U. S. TV STATIONS**

Representative.....NBC Spot Sales  
 Membership.....NARTB  
 President (NBC).....Joseph H. McConnel  
 General Manager.....John McCormick  
 Comm. Manager.....Harold L. Gallagher  
 Program Manager.....Philip L. Worcester  
 Di. of News & Spec. Events.....Edward E. Wallace  
 Promotion Director.....Albert M. Henderson  
 Film Director.....Albert L. Odeat  
 Engineer-in-Charge.....S. E. Leonard  
 Oper. Sup.....Andrew L. Hammersmidt

**WXEL**  
**CLEVELAND—1949**  
**ABC-CBS-DuM**

Channel: 9... AP: 13.0 Kw... VP: 25 Kw.  
 Owned-Oper. By.....Empire Coil Co., Inc.  
 Address.....Pleasant Valley & State Rds.  
 Phone Number.....Victory 3-8400  
 Air Time.....100 hours weekly  
 News Service.....UP, AP  
 Representative.....Katz  
 President.....Herbert Mayer  
 Sta., Gen. Mgr.....Franklin C. Snyder  
 Publicity Director.....Barbara Snyder  
 Asst. Comm. Mgr.....R. C. Wright  
 Dir. of News & Spec. Events.....Robert Rowley  
 Film Director.....Nicholas Boris  
 Director of Remotes.....Clap Dopp  
 Chief Engineer.....Thomas Friedman

**WBNS - TV**  
**COLUMBUS—1949—CBS**

Channel: 10... AP: 12.15 Kw... VP: 24.3 Kw.  
 Owned By.....Dispatch Printing Co.  
 Business Address.....33 N. High St.  
 Phone Number.....Fletcher 2611  
 Transmitter Location.....495 Olentangy Blvd.  
 Air Time.....100 hours weekly  
 Newspaper Affiliation.....Columbus Dispatch  
 News Service.....Columbus... AP  
 Station Representative.....Blair  
 Membership.....NARTB  
 Dir. of Television.....Richard A. Borel  
 Sta. Mgr., Film Dir.....Edward H. Bronson  
 Sales Director.....Robert D. Thomas  
 Program Director.....Jerome R. Reeves  
 Dir. of News and Spec. Events... Chester S. Long  
 Chief Engineer.....Leste: H. Nafzger  
 Consulting Engineer.....Jansky & Bailey

**WLW - C**  
**COLUMBUS—1949—NBC**

Channel: 3... AP: 7.6 Kw... VP: 15.2 Kw.  
 Owned-Operated By.....Crosley Bcstg. Corp.

*Drumming up sales  
 for WTVN advertisers  
 in Central Ohio*



**5 Reasons**

**WHY WISE BUYERS CHOOSE WTVN**

1. Because of programming the desires of the audience:  
 —WTVN SELLS!
2. Because of unique and clever promotion:  
 —WTVN SELLS!
3. Because of superior merchandising:  
 —WTVN SELLS!
4. Because of technically perfect production:  
 —WTVN SELLS!
5. Because it has the newest, most modern TELEVISION CENTER in the country:  
 —WTVN SELLS!

Affiliated with ABC and DuMont



Closely associated with Television Station WICU, Erie, Pa;  
 Radio Stations WTOD, Toledo, Ohio, and WHOO, Orlando, Fla.;  
 and The Erie Dispatch, Erie, Pa.

Represented by Headley-Reed Company

**U. S. TELEVISION STATIONS**

Business Address...3165 Olentangy River Rd.  
 Phone Number.....Jefferson 5441  
 Trans. Location....3165 Olentangy River Rd.  
 Air Time.....125 hours weekly  
 News Service .....UP  
 Station Representative...WLW Sales Offices  
 President.....Robert E. Dunville  
 Gen., Sta. Mgr.....James Leonard  
 Commercial Mgr.....C. George Henderson  
 Promotion Director.....Juanita Wilcox  
 Production Manager.....Walter S. Jacobs  
 Publicity Director.....Juanita Wilcox  
 Film Director.....Nicholas Luppino  
 Chief Engineer.....Charles Sloan

Representative .....Headley-Reed  
 President .....Edward Lamb  
 Gen., Station Manager.....John Rossiter  
 Commercial Manager.....Roger J. LaReau  
 Director of News & Special  
 Events .....Wallace Schneider  
 Production Director.....William Wagner  
 Film Director.....R. L. Dickendasher  
 Chief Engineer.....Joseph Gill  
 Consulting Engineer.....MacIntosh & Ingalls

**WTVN**

**COLUMBUS—1949—ABC-DuM**

Channel: 6....AP: 10.0 Kw....CP: 19.7 Kw.  
 Owned-Oper. By.....Picture Waves, Inc.  
 Address.....50 W. Broad St.  
 Phone Number.....Fletcher 1529  
 Trans. Location.....LeVeque-Lincoln Tower  
 Air Time.....90 hours weekly  
 News Service .....AP

**WHIO-TV**

**DAYTON—1949—ABC-CBS-DuM**

Channel: 13....AP: 13 Kw....VP: 24 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.....110 hours weekly  
 News Service.....INS, AP  
 President.....James M. Cox, Jr.  
 Managing Director.....J. Leonard Reinsch  
 General Manager.....Robert H. Moody  
 Commercial Manager.....Harry Young, Jr.



**Eyes and**



**Ears of a  
GOOD CITIZEN**



**Eyes and**



**Ears of a  
LIVE SALESMAN**

**Ask National Representative  
 George P. Hollingbery Co. for  
 Data, Details and Availabilities**





## U. S. TELEVISION STATIONS

Pgm., Film Dir. . . . . Don R. Lyons  
 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 2103  
 Transmitter . . . . . W. Carrollton & Frytown Rd.  
 Air Time . . . . . 117 hours weekly  
 News Service . . . . . UP  
 Representative . . . . . WLW Offices, New York,  
 Chicago, Hollywood

Membership . . . . . NARTB  
 Station Manager . . . . . H. Peter Lasker  
 Commercial Manager . . . . . Wm. J. Williamson  
 Program Manager . . . . . Neal Van Ells  
 Prom. Pub. Dir. . . . . Dorothy A. Sanders  
 Dir. of News & Spec. Events . . . . . Omar Williams  
 Film Director . . . . . John Spofford  
 Production Manager . . . . . Robert Head  
 Chief Engineer . . . . . Lester Sturgill

### 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 . . . . . 92 hours weekly  
 News Service . . . . . AP, INS, UP

Representative . . . . . Katz  
 Membership . . . . . TBA, NARTB  
 President . . . . . George B. Storer  
 (New Centre Bldg., Detroit, Mich.)  
 Gen., Sta., Comm. Mgr. . . . . Allen L. Haid  
 Program Director . . . . . Robert B. Evans  
 Promotion-Publicity Dir. . . . . Rick Gowrley  
 Dir. of News & Spe. Events . . . . . James Uebelhart  
 Film Director . . . . . Elaine Phillips  
 Chief Engineer . . . . . William Stringfellow

## OKLAHOMA

### WKY - TV

**OKLAHOMA CITY—1949**

**ABC-CBS-NBC-DuM**

Channel: 4 . . . . . AP: 6.2 Kw. . . . . VP: 12.1 Kw.  
 Owned-Oper. By . . . . . WKY Radiophone Co.

Phone Number . . . . . Britton 2161  
 Studio Address . . . . . 500 E. Britton Rd.  
 Air Time . . . . . 95 hours weekly  
 News Service . . . . . AP, UP  
 Representative . . . . . Katz  
 Pres., Gen. Mgr. . . . . E. K. Gaylord  
 V.P., Sta. Mgr. . . . . P. A. Sugg  
 Asst. Manager . . . . . Hoyt Andres  
 Program Director . . . . . Robert Olson  
 Promotion Director . . . . . Ray Scales  
 Adm. Assistant . . . . . Eugene B. Dodson  
 Film Director . . . . . Kieth Mathers  
 Chief Engineer . . . . . H. J. Lovell

### KOTV

**TULSA—1949**

**ABC-CBS-NBC**

Channel: 6 . . . . . AP: 8.5 Kw. . . . . VP: 16.6 Kw.  
 Owned-Oper. By . . . . . Cameron Television, Inc.  
 Business Address . . . . . 302 S. Frankfort St.  
 Phone Number . . . . . 2-9233  
 Transmitter Location . . . . . National Bank of Tulsa  
 Bldg.

Air Time . . . . . 98 hours weekly  
 News Service . . . . . UP  
 Station Representative . . . . . Petry  
 President . . . . . George E. Cameron, jr.  
 General Manager . . . . . Maria Helen Alvarez  
 Commercial Manager . . . . . John B. Hill  
 Program Director . . . . . G. Don Thompson  
 Dir. of Publicity . . . . . Robert Freeland  
 Film Director . . . . . Bill Dicks  
 Chief Engineer . . . . . George Jacobs

## PENNSYLVANIA

### WICU

**ERIE—1949—ABC-CBS-NBC-DuM**

Channel: 12 . . . . . AP: 1.75 Kw. . . . . VP: 3.4 Kw.  
 Owned-Oper. By . . . . . Dispatch Incorporated  
 Bus. Trans. Address . . . . . 3515 State St.  
 Phone Number . . . . . 4-6371  
 Air Time . . . . . 120 hours weekly  
 News Service . . . . . AP  
 Representative . . . . . Headley-Reed  
 President . . . . . Edward Lamb  
 General Manager . . . . . Herbert S. Stewart  
 Program Director . . . . . Don Leik  
 Film Director . . . . . John W. Cook  
 Chief Engineer . . . . . Michael Csop  
 Consulting Engineer . . . . . MacIntosh & Inglis

**U. S. TELEVISION STATIONS**

**WJAC-TV**

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

Channel: 13.....AP: 4.7 Kw.....VP: 9.3 Kw.  
Owned-Operated By.....WJAC, Inc.  
Business Address.....329 Main St.  
Phone Number.....9-1965  
Transmitter Location.....Laurel Hill Mountain  
Air Time.....92 hours weekly  
Newspaper Affiliation.....The Johnstown Tribune  
News Service.....AP  
Representative.....Katz  
Membership.....NARTB  
President.....Walter W. Krebs  
Station Manager.....Alvin D. Schrott  
Program Director.....Frank P. Cummins  
Chief Engineer.....Theodore Campbell  
Consulting Engineer.....McNary

**WGAL-TV**

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

Channel: 4.....AP: 1 Kw.....VP: 1 Kw.  
Owned-Operated By.....WGAL, Inc.

**BUY 1 • GET 3**

**A Spot Buy on WJAC-TV**

Will Put Your Story in

**JOHNSTOWN - PITTSBURGH - ALTOONA**

**Check the KATZ Agency NOW**

**WJAC-TV — Channel 13**

The Johnstown Tribune  
Publishing Co. Station

Business-Transmitter Address.....8 King St.  
Phone Number.....5246  
Studio Address.....24 S. Queen St.  
Air Time.....106 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 Rodenhauser  
Technical Director.....J. E. Mathiat

**WCAU-TV**

**PHILADELPHIA—1948—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.....CBS TV Spot Sales  
President.....Donald W. Thornburgh  
Asst. General Manager.....Joseph L. Tinney  
V.P. & TV Director.....Charles Vanda  
Film Director.....Thomas Freebairn-Smith  
V.P. & Prom. & Pub. Dir.....Robert N. Pryor  
Director of News.....Alfred T. Ringler  
V.P. & Technical Director.....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.....1600 Architects Bldg.  
Phone Number.....LOcust 4-2244  
Transmitter Location.....1300 E. Mermaid Lane.  
Wyndmoor  
Air Time.....115 hours weekly  
News Service.....UP  
Station Representative.....NBC Spot Sales  
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

**U. S. TELEVISION STATIONS**

**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 . . . . . 110 hours weekly  
 Newspaper Affiliation . . . . . The Philadelphia  
 Inquirer

News Service . . . . . AP  
 Station Representative . . . . . Katz  
 Membership . . . TBA, NARTB, TV Assn. of Phila.  
 General Manager . . . . . Robert W. Clipp  
 Cper. Asst. to Gen. Mgr. . . John D. Scheuer, Jr.  
 Admin. Asst. to Gen. Mgr. . . Donald W. Kelleit  
 TV Sales Mgr. . . . . Kenneth W. Stowman  
 Program Director . . . . . Jack Steck  
 Promotion Director . . . . . George A. Koehler  
 Director of News . . . . . Charles J. Keys  
 Mgr. of Operations . . . . . Felix Meyer  
 Publicity Director . . . . . Joseph E. Dooley  
 Film Director . . . . . Walter Tillman  
 Chief Engineer . . . . . Louis E. Littlejohn  
 Consulting Engineer . . . . . Millard Garrison

**WDTV**

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

Channel: 3 . . . . . AP: 8.3 Kw. . . . . VP: 16.6 Kw.  
 Owned-Operated By . . . . . 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 . . . . . 108½ hours weekly  
 News Service . . . . . UP  
 Representative . . . . . DuMont Netwo k  
 Membership . . . . . TBA  
 President . . . . . Dr. Allen B. Du Mont  
 Gen. Sta. Mgr. . . . . Harold C. Lund  
 Sales Director . . . . . Larry Israel  
 Film Manager . . . . . Richard Dreyfuss  
 Chief Engineer . . . . . Raymond Rodgers

**RHODE ISLAND**

**WJAR-TV**

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

Channel: 11 . . . . . AP: 15 Kw. . . . . VP: 30 Kw.  
 Owned-Operated By . . . . . The Outlet Co.

Business-Studio Address . . . . . 176 Weybosset St.  
 Phone Number . . . . . Gaspee 7000  
 Transmitter Location . . . . . Rehoboth, Mass.  
 Air Time . . . . . 90 hours weekly  
 News Service . . . . . UP  
 Representative . . . . . Weed  
 Transcription Service . . . . . SESAC  
 V.P. & Treas. . . . . George O. Griffith  
 General Manager . . . . . John J. Boyle  
 Sales & Program Dir. . . . . Norman Gittleson  
 Production Manager . . . . . Lewis I. Shwartz  
 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 . . . . . Earl Moreland  
 Program Director . . . . . Wilson Mount  
 Prom., Pub. Dir. . . . . Walter E. Frase  
 Dir. of News & Spec. Events . . . . . Edwin White  
 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-NBC**

Channel: 4 . . . . . AP: 11.9 Kw. . . . . VP: 23.8 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 . . . . . 76 hours weekly  
 News Service . . . . . AP, INS, UP  
 Representative . . . . . Edward Petry  
 Membership . . . . . NARTB  
 President . . . . . John H. DeWitt, Jr.

# XELD-TV

brings you  
America's newest  
television market

...the rich Rio Grande Valley



America's newest television station . . . XELD-TV, Brownsville, Texas, and Matamoras, Mexico, has created a new television market of unusual importance to advertisers.

XELD-TV's 2.8 kilowatts will cover the entire Rio Grande Valley, where television is eagerly awaited by 310,400 United States citizens and, below the border, by 200,000 Mexican citizens who buy United States products. This market, the third largest in Texas, is actually larger than Rochester, Memphis or Dayton. Its wealth produced more than \$217,707,000 in retail sales during 1950.

A CBS affiliate represented by Blair-TV, XELD-TV is managed and staffed by veterans in Southwest advertising.

Spot clients are assured saturation of this productive market through use of both Spanish and English on local programming. Currently there are 11,100 TV sets, with hundreds more being installed daily throughout the rich, home-loving Rio Grande Valley.

Advertisers who establish their franchises now will profit most from this unusually heavy interest in television among people with money to spend. Call Blair-TV today!

## XELD-TV

Brownsville, Texas, and Matamoras, Mexico

CBS Affiliate

Channel 7      2.8 Kilowatts ERP      MONTE KLEBAN, General Manager

Sales Office: 1111 S. E. Lever St., Brownsville

Nationally Represented by



NEW YORK • CHICAGO • ST. LOUIS

DETROIT • SAN FRANCISCO • LOS ANGELES • DALLAS • JACKSONVILLE

**U. S. TV STATIONS**

Commercial Manager.....Irving Waugh  
Program Director.....Jack Stapp  
Pub., Publ. Relns., Prom. Dir.  
William R. McDaniel  
News & Spec. Events Dir.....Harold Baker  
Production Manager.....Shelton Weaver  
Film Director.....Elmer Cartwright  
Chief Engineer.....Aaron Shelton

**TEXAS**

**XELD-TV**

**BROWNSVILLE—1951**  
**ABC-NBC-CBS-DuM**

Channel: 7...AP: 1.4 Kw...VP: 2.8 Kw.  
Owned-Operated By.....Romulo O'Farril Sr.  
Address.....1111 S. E. Levee St.  
Phone Number.....Brownsville 2-6953  
Transmitter Location.....Matamoros, Tams.  
Air Time.....60 hours weekly  
News Service.....INS  
Representative.....Blair-TV Inc.  
President.....Romulo O'Farril Sr.  
General Manager.....Bert Harris  
Program Manager.....Bert Metcalf  
Commercial Manager.....Jack Rathbun  
Traffic Manager.....Betty Pitt  
Chief Engineer.....Bill Sloat

**KRLD-TV**

**DALLAS—1949—CBS**

Channel: 4...AP: 13.6 Kw...VP: 27.3 Kw.  
Owned-Operated By.....KRLD Radio Corp.  
Business Address.....Herald Square  
Phone Number.....Randolph 6811  
Transmitter Location.....Herald Square  
Air Time.....94½ hours weekly  
Newspaper Affiliation...Dallas Times Herald  
News Service.....AP, INS, UP  
Representative.....Branham  
Membership.....NARTB  
President.....J. W. Runyon  
Gen., Sta. Mgr.....Clyde W. Rembert  
Commercial Manager....William A. Roberts  
Program Director.....Roy S. George  
Promotion Director.....A. J. Putman  
Dir. of News and Spec. Events..Wilson Shelley  
Production Manager.....Ves Box  
Film Director.....Nick Mueller  
Chief Engineer.....Roy M. Flynn  
Consulting Engineer....Craven, Lohnes and  
Culver



**CHANNEL 4 DALLAS**

**TEXAS' MOST  
POWERFUL  
TELEVISION  
STATION**

VIDEO 27,300 watts—AUDIO 13,600 watts

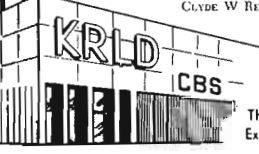
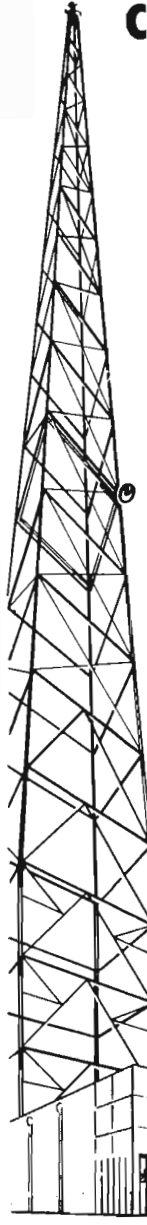
**Exclusive DALLAS-Ft. Worth outlet  
for CBS TELEVISION PROGRAMS!**

*Serving the Southwest's  
largest metropolitan market..*

More than a Million Urban Dwellers  
within the 50 mile radius. More than  
TWO million population within the  
100-mile area.



JOHN W. RUNYON, President  
CLAUDE W. REMBERT, General Manager



The Branham Company  
Exclusive Representative

# HOUSTON

the fastest growing market  
in the Great Southwest

**INCREASED ITS POPULATION 8.3%**

## IN A SINGLE YEAR . . .

The Houston Chamber of Commerce Research and Statistics Committee release of January 1, 1952 shows 43,837 people increased the City of Houston's population to an estimated total of 640,000 living within the city's incorporated area. METROPOLITAN HOUSTON added 67,299 people to its population, for a total of 874,000 people living in Harris County.

# KPRC-TV

the fastest growing television station  
in the Great Southwest

**INCREASED TV SET OWNERS 96.6%**

## IN A SINGLE YEAR . . .

KPRC-TV has NEARLY DOUBLED its number of TV Set owners in 1951. As of January 1, 1952, KPRC-TV has been reaching over 116,000 families in METROPOLITAN HOUSTON. Each day that passes brings increased totals in both population and TV Sets. NO MARKET offers greater possibilities - NO STATION offers greater factual percentages to prove it's FIRST in the SOUTH'S FIRST MARKET!



96.6%

# KPRC-TV

JACK HARRIS  
General Manager

Nationally Represented by  
EDWARD PETRY & CO.



8.3%

FIRST in Radio and Television

CHANNEL 2 • HOUSTON

POPULATION

SET OWNERS

**U. S. TELEVISION STATIONS**

**W F A A - T V**

**DALLAS—1949—ABC-NBC-DuM**

Channel: 8.....AP: 13 Kw.....VP: 27.1 Kw.  
 Owned-Operated By.....A. H. Belo Corp.  
 Business Address.....1122 Jackson St  
 Phone Number.....Riverside 3316  
 Transmitter Location.....3000 Hines Blvd.  
 Air Time.....90 hours weekly  
 Newspaper Affiliation.....The Dallas Mornine  
 News  
 News Service.....UP, AP  
 Representative.....Petry  
 President.....E. M. (Ted) Dealey  
 Sup. of Radio & TV.....Martin B. Campbell  
 Manager.....Ralph W. Nimmons  
 Program Director.....Lawrence E. DuPont  
 Sales Prom. Dir.....Mrs. Wynona Portwood  
 Production Manager.....E. Ashley Dawes  
 Publicity Director.....Harry L. Koenigsberg  
 Film Director.....Howard Anderson  
 Chief Engineer.....William C. Ellis  
 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.....L0ckwood 1981  
 Air Time.....95 hours weekly  
 News Service.....AP  
 Newspaper Affiliation.....Fort Worth Star-  
 Telegram  
 Representative.....Free & Peters  
 Membership.....NARTB  
 President.....Amon Carter  
 Director.....Harold Hough  
 General 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. Stinson  
 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.....100 hours weekly  
 Representative.....Petry  
 President.....W. P. Hobby  
 Commercial Manager.....Jack McGrew  
 Program Director.....Bert Mitchell  
 Chief Engineer.....Paul Huhndorf  
 General Manager.....Jack Harris  
 Promotion Director.....Marsh Callaway  
 Dir. of News & Spec. Events....Pat Flaherty  
 Publicity Director.....Fredora Alexander  
 Film Director.....Mathalu Brooks  
 Consulting Engineer.....MacIntosh & Inglis

**K E Y L**

**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. 55 hours weekly  
 News Service.....UP  
 Representative.....Blair-TV Inc.  
 President.....George B. Storer  
 Commercial Manager.....W. E. Kelley  
 Exec. Vice-Pres.....Lee B. Wailes  
 Managing Director.....George B. Storer Jr.

**W O A I - T V**

**SAN ANTONIO—1948—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.....52 hours weekly  
 News Service.....AP, INS, UP  
 Representative.....Petry  
 President.....Hugh A. L. Half  
 Gen., Sta. Mgr.....Arden X. Pangborn  
 Prom. Mgr.....Dallas Wyant  
 Program Manager.....W. Perry Dickey  
 Film, Prod. Mgr.....Edward D. Hyman  
 Dir. of News & Spec. Events...Austin Williams  
 Publicity Director.....Imogene Stanley  
 Director of Remotes.....Ed Hyman  
 Director of Engineering.....C. L. Jeffers  
 Consulting Engineer.....A. D. Ring

**U. S. TELEVISION STATIONS**

**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.....2nd South & Main  
 Air Time.....84 hours weekly  
 Station Representative.....Blair-TV  
 Membership.....NARTB  
 Pres., Gen., Sta. Mgr.....S. S. Fox  
 Director of TV.....John Baldwin  
 Commercial Manager.....George A. Proval  
 Program Director.....Dan Rainger  
 Promotion Director.....Del Leeson  
 Film Director.....C. W. Eckhardt  
 Director of Remotes.....Wal Lambourne  
 Chief Engineer.....Alan 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.....157 hours weekly  
 News Service.....AP, UP  
 Representative.....CBS TV Spot Sales  
 Membership.....NARTB  
 President.....J. Reuben Clark, Jr.  
 General Manager.....C. Richard Evans  
 Station Manager.....D. Lennox Murdoch  
 Program Director.....Wayne Richards  
 Promotion Director.....A. Richard Robertson  
 Director of News.....Paul Alexander  
 Production Manager.....Scott R. Clawson  
 Publicity Director.....A. Richard Robertson  
 Film Director.....Richard V. Thiriat  
 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: 12.124 Kw...VP: 24.248 Kw.

Owned-Operated By.....WTAR Radio Corp.  
 Business Address.....720 Boush St.  
 Phone Number.....56711  
 Air Time.....90 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  
 Gen. Sales Mgr.....Robert M. Lambe  
 Prod., Pgm. Dir.....Winston Hope  
 Pub., Prom. Dir.....Fred Lowe  
 Director of News.....Gilbert McLeod  
 Film Director.....Harry L. Nicholas  
 Chief Engineer.....Dick Lindell  
 Consulting Engineer.....Jansky & Bailey

**W T V R**

**RICHMOND—1946—NBC**

Channel: 6.....AP: 10 Kw.....VP: 20 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.....90 hours weekly  
 News Service.....Transradio  
 Station Representative.....Blair TV  
 Pres., Gen., Sta. Mgr.....Willbur M. Havens  
 Comm. Mgr., Prom. Dir., Walter A. Bowry, Jr.  
 Program Director.....Conrad Rianhard, Jr.  
 Dir. of News & Spec. Events.....John Shand  
 Chief Engineer.....James Kyle  
 Consulting Engineer....McNary & Wrathall

**WASHINGTON**

**K I N G - T V**

**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.....92 hours weekly  
 News Service.....AP, UP, INS  
 Representative.....Blair-TV  
 President.....Mrs. A. Scott Bullitt  
 V.P., Gen. Mgr.....Otto P. Brandt  
 Commercial Manager.....Al Hunter  
 Program Director.....Lee Schulman  
 Director of Remotes.....John J. Shawcroft  
 Dir. of Engineering.....James L. Middlebrooks  
 Consulting Engineer.....William Fass



**U. S. TELEVISION STATIONS**

**WEST VIRGINIA**

**WSAZ-TV**

**HUNTINGTON—1949  
ABC-CBS-NBC-DuM**

Channel: 5 . . . . . AP: 8.4 Kw . . . . . VP: 16.8 Kw.  
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 Advertiser  
News Service . . . . . AP  
Station Representative . . . . . Katz  
President . . . . . Col. J. H. Long  
Gen., Comm., Sta. Mgr. . . . . Lawrence H. Rogers II  
Program Director . . . . . James H. Ferguson  
Promotion Director . . . . . Harold W. Shriber  
Dir. of News and Spec. Events . . . . . Nick Basso  
Film Director . . . . . Ned R. Brooke  
Traffic Director . . . . . Elizabeth Conaty  
Director of Remotes . . . . . John P. Clay  
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-Trans. Address . . . . . 720 E. Capitol Drive  
Phone Number . . . . . MARquette 8-6000  
News Service . . . . . AP  
Air Time . . . . . 105 hours weekly  
Representative . . . . . Harrington, Righter &  
Parsons, Inc.  
Membership . . . . . NARTB  
V.P., Gen. Mgr. of Radio, The Journal Co.  
Walter J. Damm  
Asst. Gen. Mgr. . . . . L. W. Herzog  
Station Manager . . . . . R. G. Winnie  
Sales Manager . . . . . Neale V. Bakke  
Asst. to the Manager . . . . . George Comte  
Asst. to the Mgr. . . . . George Nicoud  
Program Manager . . . . . James Robertson  
Mgr. Radio & TV Engng. . . . . Phillip Laeser  
News Editor . . . . . Jack Krueger

**WSAZ-TV**

Delivers an EXCLUSIVE 63 County Market area of Over:

**2,418,300\*** population

in VA. — W. VA. — KY. — OHIO

BUYING INCOME: \$2,203,252,000

RETAIL SALES: \$1,412,323,000

FAMILIES: 609,600

\* All figures courtesy Sales Management  
"Survey of Buying Power" 1951

ABC — CBS — NBC — DTN  
National Representative:  
THE KATZ AGENCY

**WSAZ-TV**  
**CHANNEL 5**

# THE TELEVISION CODE OF THE NARTB



## PREAMBLE

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

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

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

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

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

### ADVANCEMENT OF EDUCATION AND CULTURE

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

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

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

4. In furthering this realization, the television broadcaster:

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

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

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

### ACCEPTABILITY OF PROGRAM MATERIAL

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

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

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

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

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

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

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

TELEVISION CODE — NARTB

(ii) Any telecasting designed to "buy" the television audience by requiring it to listen and/or view in hope of reward, rather than for the quality of the program, should be avoided. (Reference, Contests, page 18.)

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

e) Illicit sex relations are not treated as commendable.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- t) Law enforcement shall be upheld, and the officers of the law are to be portrayed with respect and dignity.
- u) The presentation of murder or revenge as a motive for murder shall not be presented as justifiable.
- v) Suicide as an acceptable solution for human problems is prohibited.
- w) The exposition of sex crimes will be avoided.
- x) The appearances or dramatization of persons featured in actual crime news will be permitted only in such light as to aid law enforcement or to report the news event.

### RESPONSIBILITY TOWARD CHILDREN

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

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

- a) In affording opportunities for cultural growth as well as for wholesome entertainment.
- b) In developing programs to foster and promote the commonly accepted moral, social and ethical ideals characteristic of American life.
- c) In reflecting respect for parents, for honorable behavior, and for the constituted authorities of the American community.
- d) In eliminating reference to kidnapping of children or threats of kidnapping.
- e) In avoiding material which is excessively violent or would create morbid suspense, or other undesirable reactions in children.
- f) In exercising particular restraint and care in crime or mystery episodes involving children or minors.

### DECENCY AND DECORUM IN PRODUCTION

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

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

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

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

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

### COMMUNITY RESPONSIBILITY

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

### TREATMENT OF NEWS AND PUBLIC EVENTS

#### News

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

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

3. Commentary and analysis should be clearly identified as such

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

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

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

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

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

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

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

#### Public Events

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

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

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

#### **Controversial Public Issues**

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

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

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

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

#### **Political Telecasts**

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

#### **Religious Programs**

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

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

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

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

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

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

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

#### **PRESENTATION OF ADVERTISING**

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

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

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

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

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

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

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

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

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

## ACCEPTABILITY OF ADVERTISERS AND PRODUCTS

### General

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